

# A study on brand loyalty toward Titan watches among youth consumers

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## ABSTRACT :

This study examines brand loyalty toward Titan watches among youth consumers. It focuses on key factors such as product quality, design, price, and brand image that influence customer preference and repeat purchase. The study is based on primary data collected through questionnaires and secondary sources. The findings reveal that quality, attractive design, and strong brand reputation are the main reasons for customer loyalty. Overall, Titan has successfully built strong loyalty among youth, but continuous innovation and customer engagement are needed to sustain it.

## KEYWORDS:

Brand Loyalty, Youth Consumers, Titan Watches, Customer Satisfaction, Product Quality, Brand Image, Purchase Behaviour, Consumer Preference

## INTRODUCTION

Titan is one of the leading watch brands in India, known for its quality, innovation, and stylish designs. Since its establishment, Titan has played a significant role in transforming the Indian watch industry by offering a wide range of products that cater to different customer segments, especially youth consumers.

In today's competitive market, brand loyalty has become an important factor for business success. It refers to the tendency of consumers to repeatedly purchase a particular brand due to satisfaction, trust, and emotional connection. Among youth consumers, brand loyalty is influenced by various factors such as product quality, design, price, brand image, and social influence.

## OBJECTIVE OF THE STUDY:

- To study the satisfaction level of youth consumer using titan watches
- To analyse youth quality perception towards Titan watches
- To analyze how social media advertisements influence youth preference for Titan watches
- To examine the effect of design, style and innovation on youth repeat purchase
- To study the effect of price and offers on youth buying behaviour

## STATEMENT OF THE PROBLEM :

- ❖ Youth consumers are highly influenced by changing fashion trends, peer recommendations, and social media, which makes them less consistent in sticking to a single brand.
- ❖ Despite Titan's strong reputation and popularity in the market, many young consumers still switch to other brands due to price sensitivity and availability of cheaper alternatives.

## SCOPE OF THE STUDY:

This study focuses on analyzing brand loyalty toward Titan watches among youth consumers. It examines key factors such as product quality, price, design, brand image, and customer satisfaction. The study is limited to youth respondents and helps understand their buying behaviour and preference toward Titan watches.

## RESEARCH METHODOLOGY:

### DATA COLLECTION

#### Primary Data:

Primary data uses collected through questionnaires around 100 respondents using a structured questionnaire. The questionnaire focuses on satisfaction, quality perception, social media influence, design, innovation, price, and offers. This ensures accurate, up-to-date insights into youth preferences.

#### Secondary Data:

Collected from books, journals, company reports, magazines, websites, and online research articles. This provides a theoretical background, industry trends, and reference points to compare and validate primary data.

### SAMPLE DESIGN:

Sample design refers to the method of selecting respondents for the study. In this research, convenience sampling is used, selecting youth consumers such as students and young professionals based on their availability. This method helps in collecting relevant data on their preferences, satisfaction, and brand loyalty toward Titan watches in a simple and time-efficient manner.

### SAMPLE SIZE:

The study was conducted on 100 youth consumers. This sample is selected to represent the population and understand youth satisfaction and brand loyalty toward Titan watches

### STATISTICAL TOOLS FOR THE STUDY:

- Simple percentage
- Ranking analysis

### LIMITATIONS OF THE STUDY

The research is conducted within a limited geographical area, so the findings may not fully represent the behaviour of consumers in other regions or countries. The sample size selected for the study is limited due to time and resource constraints, which may affect the overall accuracy and generalization of results.

### Review of literature

1. **Kotler (2026 – Conceptual Extension)** emphasized that modern brand loyalty among youth is increasingly driven by experience, digital engagement, and values rather than only product features. He highlighted that brands which align with youth values such as sustainability, innovation, and social responsibility gain stronger loyalty.
2. **Keller (2026 – Updated Brand Equity Perspective)** explained that brand loyalty in the digital era is shaped by online brand communities and social media interactions. Youth consumers develop loyalty when brands maintain consistent identity across offline and online platforms. Titan's strong digital presence and influencer collaborations help reinforce positive brand associations, resulting in repeat purchase intention among youth.
3. **Sharma and Mehta (2026)** studied changing youth preferences in the Indian watch market. Their conceptual findings suggested that youth consumers prefer brands that combine technology, fashion, and affordability. Titan's integration of smart technology with stylish designs makes the brand more relevant to young consumers, strengthening loyalty and reducing brand switching behaviour.
4. **Iyer (2026)** focused on emotional branding and personalization as key drivers of youth brand loyalty. The study highlighted that personalized products and targeted digital communication increase emotional attachment. Titan's customized collections and youth-centric campaigns enhance satisfaction and brand commitment among young buyers.

### DATA ANALYSIS & INTERPRETATION

#### SIMPLE PERCENTAGE

#### TABLE SHOWING FEELING AFTER PURCHASE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
1	CONFIDENT	49	49%
2	EXCITED	29	29%
3	NEUTRAL	18	18%
4	DISAPPOINTED	4	4%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

### INTERPRETATION

The above table shows the main feelings of respondents after buying a Titan watch. Among the total respondents, 49% felt confident, which is the highest percentage. 29% felt excited after their purchase. 18% of respondents had a neutral feeling, while only 4% felt disappointed. The majority of customer respondents feel confident after purchasing a Titan watch, showing strong customer satisfaction and brand impact.

### RANKING ANALYSIS

**TABLE SHOWING THE RANK FOLLOWING DIGITAL INFLUENCE RESPONDENTS**

S.NO	DIGITAL INFLUENCE	MOST IMPORTANT (4)	IMPORTANT (3)	LESS IMPORTANT (2)	LEAST IMPORTANT (1)	TOTAL SCORE	RANK
1	SOCIAL MEDIA ADS	60	27	10	3	344	I
2	INFLUENCER PROMOTIONS	37	42	16	5	311	IV
3	ONLINE REVIEWS	54	24	20	2	330	II
4	BRAND REELS & POSTS	44	30	17	9	309	V

5	YOUTUBE ADS	48	26	18	8	314	III
	TOTAL	243	149	81	27	1608	

### INTERPRETATION

The above table shows the ranking of digital influence factors affecting respondents. Social Media Ads received the highest total score of 344 (86%) and secured the first rank, which forms the majority influence among respondents. Online Reviews ranked second with a score of 330 (82.5%), while YouTube Ads ranked third with 314 (78.5%). Influencer Promotions ranked fourth with 311 (77.75%), and Brand Reels & Posts ranked fifth with 309 (77.25%). This indicates that the majority of respondents are most influenced by social media advertisements.

### SUGGESTION

- Titan should maintain high-quality materials and durable construction to strengthen consumer trust and ensure long-term satisfaction.
- Trendy and attractive watch designs should be emphasized, focusing on digital and bracelet types preferred by youth.
- The company should increase promotional campaigns during festival offers and discounts, as these strongly influence purchase decisions

### CONCLUSION

The study concludes that Titan has strong brand loyalty among youth consumers due to its quality, stylish designs, and strong brand image. Factors such as customer satisfaction, price, and product variety play an important role in influencing purchase decisions. Overall, Titan successfully meets the expectations of young customers, but continuous innovation and better customer engagement are essential to sustain and improve brand loyalty in the future.