

Manuscript ID:
TIJCMBLIR-2025-020408

Volume: 2
Issue: 4
Month: August
Year: 2025
E-ISSN: 3065-9191

Submitted: 10 July 2025
Revised: 25 July 2025
Accepted: 04 Aug 2025
Published: 31 Aug 2025

Address for correspondence:
Manoj Mahto
Research Scholar, Department of
Commerce and Management,
BBMKU, Dhanbad (Jharkhand)
cum Assistant Professor, Kashi
Sahu, College, Seraikella, A
constituent Unit of Kolhan
University, Chaibasa
Email:
kumarmanu63.mk@gmail.com

DOI: [10.5281/zenodo.17063096](https://doi.org/10.5281/zenodo.17063096)
DOI Link:
<https://doi.org/10.5281/zenodo.17063096>



Creative Commons (CC BY-NC-SA 4.0):

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International Public License, which allows others to remix, tweak, and build upon the work noncommercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

Investigating the role of Brand Equity in influencing the buying patterns of Titan Watches customers in Dhanbad

Manoj Mahto¹Dr. L.B. Paliwar²

¹Research Scholar, Department of Commerce and Management, BBMKU, Dhanbad (Jharkhand) cum Assistant Professor, Kashi Sahu, College, Seraikella, A constituent Unit of Kolhan University, Chaibasa

²Associate Professor, Department of Commerce and Management, BBMKU, Dhanbad (Jharkhand)

Abstract

The primary aim of this research is to investigate how brand equity influences consumer purchasing decisions regarding Titan watches in Dhanbad through to observe the impact of brand equity on consumers' purchase decisions and to analyse the relationship between key dimensions of brand equity such as brand loyalty, Brand Differentiation, Brand Knowledge, Brand Image, and Brand Sustainability and consumers' Propensity to Purchases. Titan currently holds a leading position in India's watch industry, widely recognized as a dominant and trusted brand. This study explores the dimensions of Titan's brand equity, based on the premise that its brand strength significantly affects customer behavior in the region. To conduct this analysis, a questionnaire-based survey was employed using a non-probability convenience sampling technique. A total of 200 questionnaires were distributed, out of which 180 valid responses were collected for evaluation. The data were analysed using multiple correlation and regression techniques to assess the relationship between five key components of brand equity such as Brand Loyalty, Brand Knowledge, Brand Differentiation, Brand Image, and Brand Sustainability and consumers' Propensity to Purchases. All proposed hypotheses related to Titan's brand equity and its influence on purchase decisions were statistically affirmed. The findings of this study indicate that Titan's brand equity has a significant impact on the buying behavior of consumers in Dhanbad. The study also highlights Titan's favourable standing in terms of **Brand Sustainability**, suggesting a competitive advantage over rival brands in the region.

Keywords: Brand equity, Brand Loyalty, Brand Knowledge, Brand Differentiation, Brand Image, Brand Sustainability, and Propensity to Purchase

Introduction

There are numerous times measuring instruments, out of which watch is a prominent example. Titan is a brand of Tata Group, which is famous for manufacturing various rang of watches over the several decades. During the 18th and 19th century, the existence of watch industries was seen only in western countries especially in Switzerland in the over world. In India the establishment of watch industries are seen during the second half of 20th century and Titan story also starts during this period. Now Titan Company became India's largest and world's 5th largest integrated watch manufacturing company. The vision of this company is to create elevating experiences for the people they touch and significantly impact the world they work in (AR-2021-22 pg.06).

Overview of Titan Watches

Titan is a prominent Indian lifestyle company and ranks among the most respected and admired brands in the country. Leveraging its reputation for trust and superior consumer experience, Titan has established leading positions across multiple categories, including watches, jewellery, and eyewear. The company has also diversified into Indian dress wear, fragrances, fashion accessories, and wearables, aligning its offerings with evolving consumer preferences (AR 2021–22, p. 06).

Titan's watch portfolio spans a wide spectrum of market segments, catering to diverse consumer needs and budgets. Its luxury segment includes **Favre-Leuba**, while **Nebula** and **Xyls** represent premium offerings. The mid-market category features **Titan**, **Fastrack**, and **Zoop**, whereas the mass-market segment is served by **Sonata**. This broad segmentation reflects Titan's commitment to inclusivity, offering products that vary in style, quality, and price to suit a wide range of consumer preferences.

How to Cite this Article:

Mahto, M., & Paliwar, L. B. (2025). Investigating the role of Brand Equity in influencing the buying patterns of Titan Watches customers in Dhanbad. The International Journal of Commerce Management and Business Law in International Research, 2(2), 41–49. <https://doi.org/10.5281/zenodo.17063096>

The **Titan** brand remains the company's flagship watch line, commanding a significant share of India's organized domestic watch market. **Fastrack**, an independent youth-centric brand, is known for its trendy and affordable designs, while **Sonata** caters to value-conscious consumers with economically priced options.

Titan continually revitalizes its product portfolio through innovative launches. Recent Analog collections include **Octane Aerobatics**, **Titan Solidarity**, **Edge Ceramics**, **Raga Silver**, **Unending Beauty**, and **Ladies' Edge**. A notable advancement is the introduction of the **Titan Smart** series Alexa-enabled smartwatches featuring heart rate monitoring, sleep and stress tracking, VO₂ measurement, multi-sport modes, SpO₂ monitoring, and women's health tracking. Among these, the **Titan Smart Pro** stands out with its AMOLED display, built-in GPS, and comprehensive health suite, receiving highly positive customer feedback (AR 2021–22, pp. 14–15). Titan's brand philosophy centres on delighting consumers by delivering a unique and enjoyable experience, reinforcing its position as a forward-thinking leader in the Indian watch industry.

Brand Equity and Brand Equity of Titan

Brand equity refers to the perceived value of a brand, which is primarily shaped by consumer perceptions, experiences, and satisfaction. When a brand holds positive equity, it enables the company to command premium pricing for its products and services. Organizations cultivate brand equity to ensure their offerings are well-recognized, easily identifiable, and trusted for consistent quality. The core objective of brand equity is to build a strong emotional and cognitive connection with consumers anchored in quality, reliability, and credibility. This connection not only fosters brand loyalty but also generates enthusiasm among existing customers for newly launched products and features.

Conceptual Framework and Literature Review

This study investigates the extent to which five key dimensions of brand equity such as Brand Knowledge, brand loyalty, Brand Differentiation, brand Sustainability, and Brand Image influence consumer purchase decisions in the context of Titan watches. To authenticate the relevance and impact of these factors, the concept of brand equity is explored through theoretical perspectives and empirical insights provided by various scholars.

1. Brand Equity

In 1980s, the concept of brand equity initiated with chief scholars David Aaker, and Kevin Lane Keller who played vital role in initial development and popularisation of brand equity. They defined brand equity as a set of assets and liabilities attached to a brand as brand loyalty, Brand Differentiation, Brand Knowledge and Brand Image (Aaker, 1991). There are various essential aspects of managing brand equity for companies such as Customer Loyalty, Pricing Power, Market Expansion, Protection Against Competition and Financial Benefits. In literature,

brand equity is viewed from two main perspectives, financial perspectives and consumer-based perspective (Bettman & Park, 1980 and Kim, Kim and An, 2003).

2. Brand Loyalty

The same brand is demanded by faithful and devoted customers repeatedly among various competitors' brand. Higher brand loyalty creates durable brand equity as it indicates the enthusiasm of consumers to spend in a brand and endorse it to other consumers also (Oliver, R. L. 1999, Aaker, 1996; and Kotler and Keller, 2006). Brand loyalty is often regarded as the cornerstone of brand equity, as it reflects a consumer's consistent preference and repeated purchase behavior toward a particular brand. According to Tong and Hawley (2009), loyalty drives consumers to repurchase the same product regularly, often irrespective of price fluctuations demonstrating an unconditional acceptance of the brand.

3. Brand Knowledge

The fourth pillar applied in Y&R's BAV Model for the measurement of brand equity is Brand Knowledge. It refers to the extent of consumers' knowledge for a specific brand. As per the statement of Yoo and Donthu (2001), brand knowledge plays an important role in the creation of consumer-based-brand equity and enhances the perception of consumers. As per the statement of Yagiz and Ozer (2022), the higher expansion of brand knowledge leads to durable brand resonance, and responses which enhance brand equity. The previous studies state a strong and positive connection between brand knowledge and brand equity explored in different market segments. Brand Knowledge was applied as a key aspect of brand equity in Young & Rubicam's Brand Asset Valuator model for assessing how much consumers are familiar and aware with the brand.

4. Brand Differentiation

It makes a brand unique by emphasizing unique features or potentials from its competitors. The brand that is unique in a competitive market can direct to charge a premium price and enforce to increase brand equity (Keller, 2008). According to Lalekaie, Kalngestani, and Taghipour (2023), in their study, they explored a positive relation between brand differentiation and brand equity in automotive sector (Lalekaie, Kalngestani, and Taghipour, 2023). Likewise, Farhana (2012), also explained in his study that brand equity can be enhanced through diverse branding which makes a brand unique and specific with unique symbol, logos, and identities (Farhana, 2012).

5. Brand Sustainability

The concept of brand sustainability refers to the extent of brand 's commitment to long-run societal impact with moral responsibilities and practices toward the societal and environmental welfare. As per the statement of Belz & Peattie (2009), brand sustainability related to economic,

social and environmental objectives to enhance long term business possibility. It explores that how the social, economic and environmental objectives enhance the business opportunities in long duration. The work of Fournier presents the social elements and cognitive behaviour effect the consumer buying behaviour (**Fournier, 1998**).

6. Brand Image

The perception of consumers regarding the brand shape the image of brand in competitive market. A well progressed and solid brand image assists to build the strength and durability of brand equity (**Biel, 1992**). Brand image represents the consumer's perception of a brand, encompassing both informational cues and attitudinal responses (**Zhang, 2015; Kotler & Barich, 1991, Anwar et al., 2011, Alhaddad, 2014, and Gilitwal & Nag, 2022**). It reflects how customers internalize and interpret brand-related stimuli, forming a mental representation that influences their purchasing decisions.

Furthermore, brand image is shaped by a constellation of distinctive attributes those that are unique and exceptional to a particular brand which not only facilitate differentiation in a competitive landscape but also contribute to sustained market recognition. These features collectively construct a brand's identity in the minds of consumers, reinforcing its positioning and enhancing its equity.

Research Design and Hypothesis Structure

This research study investigates the relationship between key dimensions of brand equity namely brand loyalty, Brand Differentiation, Brand Knowledge, Brand Image, and brand sustainability, and consumers' Propensity to Purchase toward Titan watches. The primary objective is to analyse how these core components of brand equity influence consumer decision-making.

To effectively examine the impact of brand equity on purchase behavior, it is essential to understand the interrelationships among these dimensions, as established in prior scholarly research. This foundational understanding provides the basis for evaluating how brand equity shapes consumer preferences and purchasing patterns in the context of Titan.

Research Objectives

- To examine the impact of brand equity on consumers' purchase decisions.
- To analyse the relationship between key dimensions of brand equity such as brand loyalty, Brand Differentiation, Brand Knowledge, Brand Image, and brand sustainability and consumers' Propensity to Purchases.

The Formulation of Hypothesis

The conceptual framework of this study comprises five independent variables such as brand loyalty, Brand Differentiation, Brand Knowledge, Brand Image, and brand sustainability, each exerting a distinct influence on a single dependent variable:

consumers' Propensity to Purchases. These independent variables interact with the dependent variable in varied ways, suggesting that purchasing behavior among consumers is shaped differently depending on the specific dimensions outlined in the framework.

In this research study, hypothesis is determined as the correlation of one or more than one variables to study and to test the research problem that is to examine the influence of brand equity on consumer's purchase decision in Dhanbad.

H1: There is a positive relationship between brand loyalty and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

H2: There is a positive relationship between Brand Knowledge and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

H3: There is a positive relationship between Brand Differentiation and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

H4: There is a positive relationship between brand sustainability and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

H5: There is a positive relationship between brand Image and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

Research Methodology

This research study incorporates both primary and secondary data sources to ensure a comprehensive analysis. As noted by Kotler et al., secondary data is often advantageous due to its accessibility, cost-effectiveness, and its role in providing foundational insights that inform the design of primary data collection strategies. Secondary data refers to information previously collected for other purposes but repurposed to address new research objectives (**Vartanian, 2010**). Accordingly, the study begins with an extensive review of secondary sources including books, annual reports, magazines, newspapers, and other relevant materials to develop a thorough understanding of the research domain.

Following this preliminary exploration, primary data was collected to investigate the specific research objectives. A structured questionnaire survey was employed to examine the influence of brand equity on consumers' Propensity to Purchase regarding Titan watches in Dhanbad. The survey was distributed via Google Forms, allowing for rapid and convenient dissemination to participants.

Primary data for this study was gathered through a structured questionnaire survey utilizing a five-point Likert scale to measure the extent to which brand equity influences consumers' Propensity to Purchases. This scaling technique enabled respondents to express varying degrees of agreement or disagreement with statements related to brand equity dimensions. The survey was conducted online, primarily via WhatsApp, to ensure broad and efficient reach.

Secondary data was sourced from a range of credible materials, including books, academic journals, research articles, magazines, newspapers, and the annual reports of Titan Company. These sources

provided essential contextual and theoretical insights to support the empirical investigation.

The Demographic of Respondents

The target population for this research study comprises consumers of Titan watches residing in Dhanbad. A total of 200 questionnaires were distributed, out of which 180 valid responses were

received, establishing the final sample size for analysis. This sample provides a representative basis for examining the influence of brand equity on Propensity to Purchase within the specified geographic region. The demographic of respondents is as following:

Table: 4.1 The Demographic of Respondents

Respondents	Frequency	Percentage (%)	Total
Gender			
Male	79	43.89%	
Female	101	56.11%	180
Age			
19 – 29 years' old	135	75%	
30-39 years' old	27	15%	
40 years old and above	18	10%	180
Marital status			
Single	92	51.11%	
Married	88	48.89%	180
Employment Status			
Students	72	40%	
Private Sector	27	15%	
Public Sector	27	15%	
Self Employed	18	10%	
Unemployed	36	20%	180
Income Level			
₹3,00,000 and below	10	5.56%	
₹3,00,001-₹6,00,000	18	10%	
₹6,00,001-₹10,00,000	18	10%	
₹10,00,001 and above	35	19.44%	
Not Prefer to reply	99	55%	180

(Source: Primary Data)

The table above presents an analysis of the demographic characteristics of the respondents, including gender, age, marital status, employment status, and income level. The majority of participants are female, aged between 19 and 30 years. Most respondents are unmarried and currently pursuing their education, indicating a predominantly student-based sample. A significant portion of respondents chose not to disclose their income level, which may reflect privacy concerns or uncertainty regarding financial status.

Result And Discussion: The Result of Cronbach's Alpha and Descriptive Statistics Alpha is a statistical technique used to assess the internal

consistency and reliability of survey items designed to measure specific constructs. It evaluates whether a set of items consistently reflects the underlying attribute being studied. A higher Cronbach's Alpha value - closer to 1- indicates stronger reliability and coherence among the items.

In this study, the Cronbach's Alpha values for all sets of questions exceeded 0.70, demonstrating acceptable reliability and consistency in the measurement of the constructs. This confirms that the survey items used to assess the five independent variables and the single dependent variable are statistically reliable. The Cronbach's Alpha results for each variable are presented below:

Table: 5.1 The Result of Cronbach's Alpha and Descriptive Statistics

Sl. No.	Variables	Cronbach's Alpha	Mean	SD	SE
1	Brand Loyalty	0.716	3.91	0.80	0.077
2	Brand Knowledge	0.808	3.71	0.84	0.073
3	Brand Differentiation	0.751	3.73	0.79	0.072
4	Brand Sustainability	0.874	3.80	0.84	0.077
5	Brand Image	0.895	3.71	0.79	0.074
6	Propensity to Purchase	0.814	3.83	0.84	0.076

(Sources: Result of the primary data processing)

The descriptive statistics table provides a comprehensive overview of the distribution and central tendency of six key variables, including one dependent variable Propensity to Purchase and five independent variables: Brand Loyalty, Brand Knowledge, Brand Differentiation, Brand Sustainability, and Brand Image.

Variables and Their Interrelationships

Karl Pearson's coefficient of correlation was employed to examine the strength and direction of the relationship between the dependent variable **Propensity to Purchase** and each of the independent variables: **Brand Loyalty**, **Brand Knowledge**, **Brand Differentiation**, **Brand Sustainability**, and **Brand Image**.

Initially, the median values of responses for each variable were calculated to understand the central tendency of the data. Subsequently, the correlation

coefficients were computed using Microsoft Excel to quantify the degree of association between each independent variable and the dependent variable.

The resulting coefficients provide insight into how strongly each brand equity dimension is related to consumers' Propensity to Purchases. A positive correlation indicates that as the value of a brand equity factor increases, Propensity to Purchase tends to increase as well. The detailed analysis of these relationships is presented in the table below.

Correlation Analysis Between Brand Equity Dimensions and Propensity to Purchase

Karl Pearson's coefficient of correlation was applied to examine the relationship between various brand equity dimensions (independent variables) and Propensity to Purchase (dependent variable) in the context of Titan watches. The results derived from primary data processing are presented below.

Table 5.2: Brand Loyalty and Propensity to Purchase

Variable	Correlation Coefficient
Brand Loyalty	0.786

(Sources: Result of the primary data processing)

The correlation coefficient of 0.786 indicates a strong positive relationship between brand loyalty and Propensity to Purchase. This suggests that consumers who are loyal to the Titan brand are more likely to intend to purchase its products. Brand loyalty thus emerges as a significant determinant of consumer behavior in case of Titan Brand.

Table 5.3: Brand Knowledge and Propensity to Purchase

Variable	Correlation Coefficient
Brand Knowledge	0.780

(Sources: Result of the primary data processing)

With a coefficient of 0.780, Brand Knowledge shows a strong positive correlation with Propensity to Purchase. This implies that consumers who are well aware of Titan's brand identity are more likely to consider purchasing its products. Brand Knowledge is therefore another key factor influencing consumer decisions.

Table 5.4: Brand Differentiation and Propensity to Purchase

Variable	Correlation Coefficient
Brand Differentiation	0.707

(Sources: Result of the primary data processing)

The coefficient of 0.707 reflects a strong positive relationship between Brand Differentiation and Propensity to Purchase. Consumers who associate Titan with favourable attributes such as trust, innovation, or style are more inclined to purchase its products. Brand Differentiation plays a vital role in shaping consumer perceptions and intentions.

Table 5.5: Brand Preference and Propensity to Purchase

Variable	Correlation Coefficient
Brand Sustainability	0.719

(Sources: Result of the primary data processing)

A coefficient of 0.719 indicates a strong positive correlation between brand preference and Propensity to Purchase. This suggests that consumers who prefer Titan over other brands are more likely to purchase its products. Brand preference is thus a critical influencer of consumer choice.

Table 5.6: Brand Image and Propensity to Purchase

Variable	Correlation Coefficient
Brand Image	0.777

(Sources: Result of the primary data processing)

The coefficient of 0.777 denotes a strong positive relationship between Brand Image and Propensity to Purchase. Consumers who perceive Titan products as high-quality are more likely to intend to purchase them. Brand Image is therefore a key factor in driving consumer trust and purchase behavior.

All five brand equity dimensions Brand Loyalty, Brand Knowledge, Brand Differentiation, Brand Sustainability, and Brand Image exhibit strong positive correlations with Propensity to Purchase,

reinforcing their strategic importance in Titan's branding efforts. These findings suggest that enhancing these dimensions can significantly influence consumer purchase behavior and strengthen brand equity in the Indian market.

Analysis of Hypothesis Testing

Hypothesis 1 (H1): There is a positive relationship between brand loyalty and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

Table 5.7: Descriptive Statistics – H1

Sl. No.	Variables	Mean	Standard Deviation	Sample Size
1	Propensity to Purchase	3.83	0.84	180
2	Brand Loyalty	3.91	0.80	180

(Source: Primary data processing)

The descriptive statistics indicate that both Propensity to Purchase ($M = 3.83$) and brand loyalty ($M = 3.91$) are relatively high among respondents, suggesting a favourable consumer disposition toward Titan watches in the Dhanbad region. The standard deviations (0.84 and 0.80, respectively) reflect moderate variability around the mean, implying consistent responses across the sample.

Table 5.8: Regression Summary – H1

Statistic	Multiple R	R Square	Adjusted R Square	Standard Error	Observations
Value	0.786	0.617	0.608	0.613	180

(Source: Primary data processing)

The regression analysis reveals a moderate to strong positive linear relationship between brand loyalty and Propensity to Purchase, with brand loyalty accounting for approximately 47.3% of the variance in Propensity to Purchase ($R^2 = 0.473$). The adjusted R^2 (0.468) confirms the model's robustness, and the standard error (0.613) suggests reasonably accurate predictions.

Table 5.9: ANOVA – H1

Source	DF	SS	MS	F	Significance F
Regression	1	39.696	39.696	105.747	0.0426
Residual	178	44.296	0.375		
Total	179	83.992			

(Source: Primary data processing)

The ANOVA results confirm the statistical significance of the regression model ($F = 105.75$, $p < 0.05$), indicating that brand loyalty significantly influences consumers' Propensity to Purchases. Thus, **Hypothesis 1 is supported.**

Hypothesis 2 (H2): There is a positive relationship between Brand Knowledge and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

Table 5.10: Descriptive Statistics – H2

Sl. No.	Variables	Mean	Standard Deviation	Sample Size
1	Propensity to Purchase	3.91	0.84	180
2	Brand Knowledge	3.73	0.84	180

(Source: Primary data processing)

The mean scores suggest that respondents exhibit high levels of both Propensity to Purchase ($M = 3.91$) and Brand Knowledge ($M = 3.73$). The identical standard deviations (0.84) indicate similar dispersion patterns around the mean, reflecting consistent perceptions across the sample.

Table 5.11: Regression Summary – H2

Statistic	Multiple R	R Square	Adjusted R Square	Standard Error	Observations
Value	0.780	0.608	0.608	0.528	180

(Source: Primary data processing)

The regression analysis demonstrates a strong positive relationship between Brand Knowledge and Propensity to Purchase, with Brand Knowledge explaining approximately 60.8% of the variance in Propensity to Purchase ($R^2 = 0.608$). The adjusted R^2 (0.605) and low standard error (0.528) affirm the model's predictive accuracy.

Table 5.12: ANOVA – H2

Source	DF	SS	MS	F	Significance F
Regression	1	51.070	51.070	183.051	0.00938
Residual	178	32.921	0.279		
Total	179	83.992			

(Source: Primary data processing)

The ANOVA results confirm the statistical significance of the regression model ($F = 183.05$, $p < 0.05$), indicating that Brand Knowledge significantly influences consumers' Propensity to Purchases. Therefore, **Hypothesis 2 is supported.**

Hypothesis 3 (H3): There is a positive relationship between Brand Differentiation and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

Table 5.13: Descriptive Statistics – H3

Sl. No.	Variables	Mean	Standard Deviation	Sample Size
1	Propensity to Purchase	3.91	0.84	180
2	Brand Differentiation	3.71	0.79	180

(Source: Primary data processing)

The descriptive statistics reveal that both Propensity to Purchase ($M = 3.91$) and Brand Differentiation ($M = 3.71$) are relatively high, indicating favourable consumer attitudes toward Titan watches. The standard deviations (0.84 and 0.79) suggest moderate and comparable variability around the mean, reflecting consistent responses across the sample.

Table 5.14: Regression Summary – H3

Statistic	Multiple R	R Square	Adjusted R Square	Standard Error	Observations
Value	0.707	0.500	0.496	0.597	180

(Source: Primary data processing)

The regression analysis indicates a strong positive linear relationship between Brand Differentiation and Propensity to Purchase, with Brand Differentiation explaining approximately 50% of the variance in Propensity to Purchase ($R^2 = 0.500$). The adjusted R^2 (0.496) confirms the model's reliability, and the standard error (0.597) suggests accurate predictive capability.

Table 5.15: ANOVA – H3

Source	DF	SS	MS	F	Significance F
Regression	1	41.994	41.994	117.989	0.01712
Residual	178	41.998	0.356		
Total	179	83.992			

(Source: Primary data processing)

The ANOVA results confirm the statistical significance of the regression model ($F = 117.99$, $p < 0.05$), indicating that Brand Differentiation significantly influences consumers' Propensity to Purchases. Thus, **Hypothesis 3 is supported**.

Hypothesis 4 (H4): There is a positive relationship between brand sustainability and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

Table 5.16: Descriptive Statistics – H4

Sl. No.	Variables	Mean	Standard Deviation	Sample Size
1	Propensity to Purchase	3.91	0.84	180
2	Brand Sustainability	3.83	0.84	180

(Source: Primary data processing)

The mean scores indicate high levels of both Propensity to Purchase ($M = 3.91$) and brand sustainability perception ($M = 3.83$). The identical standard deviations (0.84) suggest similar dispersion patterns, indicating consistent consumer responses across both variables.

Table 5.17: Regression Summary – H4

Statistic	Multiple R	R Square	Adjusted R Square	Standard Error	Observations
Value	0.719	0.517	0.512	0.587	180

(Source: Primary data processing)

The regression analysis reveals a strong positive relationship between brand sustainability and Propensity to Purchase, with brand sustainability accounting for approximately 51.7% of the variance in Propensity to Purchase ($R^2 = 0.517$). The adjusted R^2 (0.512) and low standard error (0.587) affirm the model's predictive strength.

Table 5.18: ANOVA – H4

Source	DF	SS	MS	F	Significance F
Regression	1	43.388	43.388	126.090	0.0240
Residual	178	40.604	0.344		
Total	179	83.992			

(Source: Primary data processing)

The ANOVA results confirm the statistical significance of the regression model ($F = 126.09$, $p < 0.05$), indicating that brand sustainability significantly influences consumers' Propensity to Purchases. Therefore, **Hypothesis 4 is supported**.

Hypothesis 5 (H5): There is a positive relationship between perceived brand quality and consumers' Propensity to Purchase for Titan watches in the Dhanbad region.

Table 5.19: Descriptive Statistics – H5

Sl. No.	Variables	Mean	Standard Deviation	Sample Size
1	Propensity to Purchase	3.91	0.84	180
2	Brand Image	3.83	0.79	180

(Source: Primary data processing)

The descriptive statistics indicate that both Propensity to Purchase ($M = 3.91$) and Brand Image ($M = 3.83$) are relatively high, suggesting that consumers in the Dhanbad region hold favourable views toward Titan watches. The standard deviations (0.84 and 0.79) reflect moderate and comparable variability around the mean, indicating consistent responses across the sample.

Table 5.20: Regression Summary – H5

Statistic	Multiple R	R Square	Adjusted R Square	Standard Error	Observations
Value	0.777	0.604	0.601	0.531	180

(Source: Primary data processing)

The regression analysis reveals a strong positive linear relationship between perceived brand quality and Propensity to Purchase, with Brand Image explaining approximately 60.4% of the variance in Propensity to Purchase ($R^2 = 0.604$). The adjusted R^2 (0.601) confirms the model's robustness, and the low standard error (0.531) indicates high predictive accuracy.

Table 5.21: ANOVA – H5

Source	DF	SS	MS	F	Significance F
Regression	1	50.721	50.721	179.888	0.0175
Residual	178	33.271	0.282		
Total	179	83.992			

(Source: Primary data processing)

The ANOVA results confirm the statistical significance of the regression model ($F = 179.89$, $p < 0.05$), indicating that perceived brand quality significantly influences consumers' Propensity to Purchases. Therefore, **Hypothesis 5 is supported**.

Discussion, Conclusion and Limitation

Discussion

The findings affirm that **brand equity dimensions are key determinants of consumer purchase behavior** in the context of Titan watches. Among the five variables, **Brand Knowledge** and **Brand Image** emerged as the most influential predictors, explaining over 60% of the variance in Propensity to Purchase. This suggests that consumers are highly responsive to both the visibility of the brand and their perception of product excellence.

The acceptance of all five hypotheses reinforces the strategic importance of cultivating strong brand equity. Titan's efforts in enhancing Brand Loyalty, Brand Knowledge, Brand Differentiation, Brand Image, and Brand Sustainability are evidently aligned with consumer expectations and preferences in the Dhanbad region.

These insights offer valuable implications for brand managers and marketers seeking to strengthen consumer engagement and drive sales. A focused approach to reinforcing brand equity especially through quality assurance and awareness campaigns can significantly elevate Propensity to Purchase and brand performance.

Conclusion

This study successfully examined the influence of brand equity dimensions on consumer purchase decisions, drawing insights from a sample of 180 respondents across diverse age and income groups in Dhanbad. The analysis validated all five hypotheses, confirming significant relationships between **Brand Loyalty (H1)**, **Brand Knowledge (H2)**, **Brand Differentiation (H3)**, **Brand Sustainability (H4)**, and **Brand Image (H5)** with **Propensity to Purchase**.

Among these dimensions, **Brand Knowledge** emerged as the most influential factor, indicating that Titan's visibility and recall in the market play a pivotal role in shaping consumer behavior. This suggests that Titan's strongest brand

equity asset is its high level of awareness, which substantially drives purchase decisions.

However, while **Brand Loyalty** shows a moderate positive impact, it remains an area requiring continuous reinforcement. Sustained efforts to deepen emotional and behavioural commitment among consumers could further enhance Titan's market position. Similarly, **Brand Differentiation** and **Product Quality** warrant strategic attention, as strengthening these elements could amplify consumer trust and brand attachment.

The study also highlights Titan's favourable standing in terms of **Brand Sustainability**, suggesting a competitive advantage over rival brands in the region. Overall, the correlation analysis reveals a positive and moderate association between all five brand equity dimensions and Propensity to Purchase, affirming their collective significance in influencing consumer choices.

In summary, the findings support the assertion that **higher brand equity leads to stronger Propensity to Purchases**, which in turn contributes to increased sales volume and profitability. As noted by **Dilip and others**, brands that cultivate robust equity are better positioned to drive customer decisions and sustain long-term growth.

Limitation

In this research study, data were collected from a sample of 180 respondents residing in Dhanbad city, which has an estimated population of approximately 1.9 million as of 2023. The survey was administered digitally via Google Forms, distributed through WhatsApp to ensure accessibility and reach. While the sample size is adequate for preliminary analysis, expanding the sample in future studies may yield more nuanced insights and potentially influence the robustness and generalizability of the findings.

Acknowledgment

The authors wish to express their deep gratitude to Binod Bihari Mahto Koyalanchal University (BBMKU), Dhanbad, and the Department of Commerce and Management for their valuable academic support and encouragement in carrying out this research work. Special thanks are extended to the respondents of Dhanbad city who participated in the

survey with sincerity and cooperation, without whom this study would not have been possible.

The authors are also thankful to colleagues, peers, and faculty members for their constructive suggestions, which greatly enriched the quality of this research. Sincere appreciation is conveyed to the library and administrative staff of BBMKU and Kashi Sahu College, Seraikella, for their assistance in providing necessary resources and logistical support.

Finally, the authors express heartfelt gratitude to their families and well-wishers for their constant encouragement, patience, and moral support throughout the research process.

Financial support and sponsorship:

Nil.

Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

References

1. Aaker, D. A. (1991). *Managing brand equity: capitalizing on value of a brand name*. The Free Press.
2. Anwar, A., Gulzar, A., Sohail, F. B., & Akram, S. N. (2011). Impact of brand image, trust and effect on consumer brand extension attitude: The mediating role of brand loyalty. *International Journal of Economics and Management Sciences Vol, 1(5)*, 73–79. <https://www.hilarispublisher.com/abstract/impact-of-brand-image-trust-and-affect-on-consumer-brand-extension-attitude-the-mediating-role-of-brand-loyalty- 19430.html>.
3. Bettman, J. R., & Park, C. W. (1980). Effects of prior knowledge and experience and phase of the choice process on consumer decision processes: A protocol analysis. *Journal of Consumer Research*, 7(3), 234. <https://doi.org/10.1086/208812>.
4. Biel, A. L. (1992). *Converting image into equity*. In D. A. Aaker & A. L. Biel (Eds.), *Brand equity & advertising: Advertising's role in building strong brands* (pp. 123-136). Lawrence Erlbaum Associates.
5. D. A. (1996). *Building strong brands*. The Free Press, Alhaddad, A. (2014). The effect of brand image and brand loyalty on brand equity. *International Journal of Business and Management Invention*, 3(5), 28–32. [https://www.ijbmi.org/papers/Vol\(3\)5/Version-4/D0354028032.pdf](https://www.ijbmi.org/papers/Vol(3)5/Version-4/D0354028032.pdf).
6. Dilip, D. at.al. (2021). The Influence of Brand Equity on Consumer Purchase Decisions at Starbucks, *International Journal of Accounting & Finance in Asia Pacific*, 4(1):37-50.
7. Farhana, M. (2012), Brand Elements Lead to Brand Equity: Differentiate or Die, *Information Management and Business Review*, Vol. 4, No. 4, pp. 223-233.
8. Gilitwala, B. and Nag A.K. (2022), Understanding effective factors affecting brand equity, *Cogent Business & Management*, 9: 2104431. <https://doi.org/10.1080/23311975.2022.2104431>
9. Keller, K. L. (1993). Conceptualizing, measuring, managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>.
10. Keller, K. L. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (3rd ed.). Pearson/Prentice Hall.
11. Kim, H. B., Kim, W.G., & An, J.A. (2003). The Effect of Consumer-Based Brand Equity on Firms' Financial Performance. *Journal of Consumer Marketing*, 20(4), 335-352.
12. Kotler, P., & Barich, H. (1991). A framework for marketing image management. *Sloan Management Review*, 2(32), 94–104. <https://sloanreview.mit.edu/article/a-frame-work-for-marketing-image-management>
13. Kotler, P., & Keller, K. (2006). *Marketing management* (12th ed.). Prentice Hall.
14. Lalekai, M. M., Kalngestani, E. A., & Taghipour, M. (2023). Measuring brand differentiation and loyalty on brand equity. *Forum for Economic and Financial Studies*, 1(1), 205.
15. Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue), 33–44.
16. Tong, X., & Hawley, J. M. (2009). Measuring customer-based brand equity: Empirical evidence from the sportswear market in China. *Journal of Product & Brand Management*, 18(4), 262–271.
17. Vartanian, T. P. (2010). *Secondary data analysis*. Oxford University Press.
18. Yagiz, K., & Ozer, L. (2022). Examining the relationships between brand knowledge, brand responses and brand resonance in sports leagues within the scope of consumer-based brand equity. *European Sport Management Quarterly*, 23(5), 1567–1586.
19. Yoo, B., and Donthu, N. (2001). Developing and Validating a Multidimensional Consume-Based Brand Equity scale. *J. Business Research* 52, 1–14. (doi: 10.1016/S0148-2963(99)00098-3).
20. Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open Journal of Business and Management*, 3(1), 58–60. <https://doi.org/10.4236/ojbm.2015.31006>.
21. Titan Company. (2022). Annual Report 2021-22 (pp. 06).
22. Titan Company. (2022). Annual Report 2021-22 (pp. 06)
23. Titan Company. (2022). Annual Report 2021-22 (pp. 14-15).