A STUDY ON CUSTOMERS’ BRAND RESONANCE WITH REGARD TO SUNGLASS BRANDS

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ABSTRACT

Strong brand resonance has become a very important factor that influences customer’s perceptions of a brand. Success in brand management arises from understanding and managing brand equity correctly to produce strong attributes that will influence customers when making their choices. Hence studying about the customer’s perception with regard to various factors that develops more resonance in the customers’ mind is the key success factor for many airline brands. In India there are number of international brands ruling the market, these players have influence the brand to a large extent, and have driven the Indian consumers in becoming brand consciousness. Since brand plays an important role in the decision making process of a consumer, this paper helps in identifying whether international brands or domestic brand (Fastrack) have more brand resonance in the customer’s mind.

This research focuses on the importance of the dimensions from Kevin Keller’s model of brand resonance (brand awareness, brand performance, brand imaginary, customer Feelings, customer judgment and finally customer brand resonance (that leads to customers’ brand equity) on customers’ perception on selected sunglass brands. However, the research aims to find out which brand posses maximum customer preference with regard to various attributes (dimensions) as stated above with regard to the sunglass brands such as Fastrack, Rayban and Maujim. A structured questionnaire was constructed to provide answers to our research question. In this study, ninety questionnaires were distributed, and seventy useable questionnaires were realized. It is understood that customers’ perception varies from factors to factors and brands to brands. As a result of the study, Fastrack is preferred for design and style whereas Rayban is preferred for the reason of high...
emotional appeal. Hence quoted in the conclusion part that brands resonance is understood based on maximum number of factors a brand is preferred by the customer.

**KEYWORDS:** Brand Equity, Brand resonance, Customer, Perception.