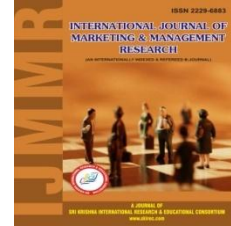




The Journal of Sri Krishna Research & Educational Consortium
**INTERNATIONAL JOURNAL OF
MARKETING AND
MANAGEMENT RESEARCH**
Internationally Indexed & Listed Referred e-Journal



THE IMPACT OF BRAND ASSOCIATION ON CONSUMER DURABLES

DR.K.KRISHNAKUMAR*; P.M.SUGAVANESWARI**

*Assitant Professor, Department of Commerce,
Periyar University, Salem – 636011, Tamilnadu, India.

**Ph.D Research Scholar, Department of Commerce,
Periyar University, Salem – 636011, Tamilnadu, India.

ABSTRACT

Brand association is an indispensable part of brand image. The determination of optimal positioning in the minds of the customer for the brand is based upon identifying the relationship between the brand and its favorable and unique associations. An association can affect the processing and recall of information, provide a point of differentiation, provide a reason to buy, create positive attitudes and feelings and serve as the basis of extensions. Brand association is an indispensable element which directly has a relationship with brand loyalty, brand knowledge, brand awareness, brand equity, purchase decision and post purchase behaviour. In this study an attempt has been made to find out the impact of brand association on purchase decision and satisfaction of consumers durables.

KEYWORDS: *brand image, brand association, recall information, brand loyalty, brand equity.*