A STUDY ON THE FACTORS FOR BRAND ASSOCIATION FOR BRANDED CARBONATED SOFT DRINKS, IN MANMUNAI NORTH DIVISIONAL SECRETARIAT AREA, BATTICALOA.

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Study on the Factors for Brand Association for Branded carbonated soft drinks, in Manmunai North Divisional Secretariat Area, Batticaloa District.

ABSTRACT

The purpose of the research reported here was to find out the level of brand association regarding of the brands in the carbonated soft drink market and levels association in respect to different brands. Marketers should attract customers through fulfill their needs and expectations. In the market place, every marketer face lots of competition, to beat competition they should associate their brand with customers' mind. Every organization's desirable goal is to measure brand association. It is a powerful aspect that marketers should not be neglected

This study examined the research problem of whether there is customer brand association toward the selection of carbonated soft drinks in Manmunai North Divisional Secretatriat area. This research was carried out with the objective of evaluating the level of brand association regarding in respect to different brands. Research questions were formed to test the brand association level, and levels for dimensions of brand association of carbonated soft drinks. Conceptual model also developed to understand the level of influences of three dimensions in brand association.

Brand associations that consists of three dimensions; brand image, brand attitude and perceived quality. The samples are collected from customers of carbonated soft drinks living in Manmunai North Divisional Secretariat area, Batticaloa. 300 questionnaires were used to collect data. Here, research adopts descriptive statistics, correlation analysis and Regression analysis to test level of brand association, and to explore the level of contribution of factors of brand association.

This study found that there were, Coca-cola beverages had higher level of brand association and among respondents 46% of them preferred to it. 20% of respondents preferred to Pepsi – cola, 2% of them preferred to My cola, 28% of respondents preferred to Elephant beverages, 4% of them preferred to Ole beverages, and no one preferred to Shaa cola beverages. Elephant brand, My cola beverages, Pepsi cola, and Ole beverages also had higher level of customer brand association. Another finding

was brand image; brand attitude and perceived quality are significant and positively impacted with brand association.

This study concluded that brand association is a most important concept that marketers should concentrate on with this to long term survival with in the competitive world. This study suggests brand building is the major way to associate brands in customers' mind and manufacturers should use marketing communication tools also to getting association.

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