

LITERATURE REVIEW ON THE IMPACT OF BRAND IMAGE OF SILK APPARELS ON PURCHASE DECISIONS OF CONSUMERS

Pushpa Gowri D¹ & Anitharamachander²

¹Assistant Professor, Community Institute of Management Studies, Bangalore University, Bangalore, India

²Principal, Adarsh Institute of Management and Information Technology, Bangalore University, Bangalore, India

ABSTRACT

Brands simplify consumers purchase decision. Consumers make quick purchase decisions when they are aware of brands which satisfy their needs. People choose the brands that fit with their lifestyle and enhance their quality of life. Brand image is the essence of the brand. It is the impression of the brand's total personality in the minds of customers.

A comprehensive survey of the literature review is presented in this paper, which explores the different attributes of brand image and its influence on the purchasing decision of customers.

KEYWORDS: *Brand Image, Consumers, Perception, Silk, Apparels*

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