The Moore spectrum $M_p(i)$ is nothing but the cofiber of $p^i$-map on the sphere spectrum, yet the nice multiplicative properties of the sphere spectrum are not carried through to $M_p(i)$. In fact, it is conjectural that $M_p(i)$ is not an $A_\infty$ ring spectrum. What can be the potential obstructions? In this talk, I will outline a method that will indicate that the obstructions to higher associativity of $M_p(i)$ could well be among the familiar Greek letter elements in the ‘image of $J$’ part of the stable homotopy groups of spheres. This work is joint with N.Kitchloo. (Received September 16, 2019)