The Relationship between Brand Equity Dimensions and Customers' Different Associations of Brand

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ABSTRACT

The present research aims at investigating the relationship between brand equity dimensions and customers' different associations of brand. From the method point of view, the present study is an analytical survey, and from the type point of view it is descriptive-analytic. The aim of the study is applied (developmental). The statistical population of the study includes all women having cell phone in Tonekabon (Iran). Multi stages cluster method was used for sampling. Applying formula 1, (Cochran formula) the sample size of 384 persons was obtained. Variance Analysis and Pierson were used to test hypothesizes. Findings of research indicate that there is no meaningful difference between different associations of brand and marriage status, level of education, job position, monthly income, cell phone ownership and cell phone buyer. Also there is meaningful direct correlation between different associations of brand and brand equity dimensions but there is no meaningful correlation between different associations of brand and women's age.
KEY WORDS: Customers' different associations of brand, Brand salience, Brand performance, mental picture of brand, Brand judgement, Brand feeling, Brand resonance, Women

INTRODUCTION

Brands are the main capital of many businesses. The real value of a corporation exists out of it. It means it exists in the mind of potential buyers. A brand is an important guide for a potential customer (Kapferer, 2006). Keeping and developing brand's equity is often challenging and difficult activity. Implement of managing brand equity needs to take an extensive outlook of different perspectives toward brand equity (Keller, 2010). From the customer's view point, brand's equity means: different effects of brand knowledge on customers' reactions toward marketing activities about that brand. Each brand equity create a strategic bridge between past activities and the future of marketing and also create a suitable field for marketing experts to do activity in this stage (Ibid, 1976). Marketing experts analyze consumers' behavior carefully for choosing unique and suitable associations of brand in order to be able to identify the best position for their brand. They create pleasant and desirable associations of brand by convincing consumers toward the point that their brand possesses related features and a lot of advantages. Offering a stable competitive advantage is the quiddity of making position for brand. This advantage gives customers an interesting reason and makes them convinced to buy this brand. Marketers can show this unique excellence to their customers by direct comparison with their competitors or create in their mind in an implicit and covert way. Unique and colored associations of mind have an important role in brand success. However, mind associations of competitors' brands are the same in many cases. These similar associations can help to compile a view of competition with other products and services (Ibid, 1991). Creating loyal customer is in the heart of every business. The value of corporation will be created through the value customers bring. The mentioned values are now and will be in the future. Business will be successful by attracting, keeping, increasing and growing customers. No business can continue without customer. Today's customers are more aware and trained than ever (Kotler, 2008) and its dimensions with customers' different associations of brand.

2- Theoretical Researches

Brand name is part of a brand that is pronounceable. It means it is explicable (Smaiilpoor, 2005). Brand name is a passage, beyond a mark. It has been considered as a discourse even beyond a passage (Arjomandian, 2009, 53). Brands are often named as a valuable asset of an organization. Making powerful brands is the important priority in many organizations, because, in general opinions, making powerful brands creates competitive advantages (Bekhradi, 2009). This is because of brand's power in attracting a new customer and

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keeping present customers. Having high brand equity, a corporation can decrease marketing costs under its shadow (Rahimi & Helery, 2005). A brand adds dimensions to a product or service so that it will be different from the others (Mohamadion, 2009). According to the information obtained from Aaker's research, a superior brand means a better quality of a product for a customer unconsciously. Customer believes that he has received a valuable thing in return for his money (Heydarzadeh & et al, 2007). "Awareness of brand, loyalty to a brand and perceived quality of a brand result in creating brand equity that is very important for corporations", Aaker said about making a powerful brand. If customers are loyal, they will be ready to pay more cost for product (Dean & Molden, 2009).

Brand equity, is the added value that is created by name in a market through profit margin for a product (Yasin et al, 2007). Brand equity is like the asset for the corporation that increases cash flow of business (Simon, 1993). Brand equity is the added value given to a product by a brand's name (Farquhar, 1989). Aaker explains that brand's equity is the collection of 5 groups of assets and commitments related to the brand, name and its symbol which add or subtract value to the product or service of corporation or customer (Aaker & Keller, 1991). Brand equity is increment of desirability and perceived satisfaction which brand transfers to a product (Lassar, 1995). Much brand equity is a competitive advantage for a brand, because a corporation can put higher price for its products, creates a better trade lever, increases sale and profit margin and decreases its vulnerability in the competition (Bendixen et al, 2003). Brand's equity can help customer to interpret, process and save huge volume of information about product and brand name. Also it can affect customer's trust in buying decision making because the customer has already experienced it and he/she is familiar with brand name and its features (Aaker, 1991). Financial meaning discusses for a corporation from the brand equity and the customer oriented point of view and it is for customer that is the result of decision making of marketing (kin et al, 2003). In the other words, high brand's equity results in brand's better performance from both finance and consumer point of view. Brand's equity is added perceived equity for a consumer from a name in comparison with a similar and nameless product (Yoo & Doutho , 1997). Two other experts believe that the equity of brand name includes power and price of brand name. The power of brand name is a collection of some customers' associations and behaviors who give different and stable competitive advantage to a brand name (Shaker et al, 1994). From the customer point of view brand equity explains that a brand should be considered valuable by customers if it wants to be valuable brand. Brand equity based on customer, offers special guides about strategies and techniques of marketing and areas that can help manager's decision making (Keler, 2008). Testing brand's equity from customer point of view let manager's be aware of how the effect of marketing activities of corporation is on customers' knowledge of brand (Berry, 2008). From customer viewpoint brand equity take places whenever a customer achieves a high awareness and familiarity of brand and has powerful desirable and unique association in his/her mind. In some cases it is not enough for a customer to be aware of brand for reacting in a positive and desirable way. Most of the time, brand's power, desirability and being unique play a sensitive role in determining different reactions toward that brand. Accordingly, marketers should convince consumer that their brands are more different than the other competitors' brands and have unique features. Associations' power, desirability, being unique in consumers mind is very important for creating brand's equity (Keler,2010)

The dimensions of brand are as following (Keler, 2010):

1) Brand salience: Brand salience is an index that tests the rate of brand awareness. Brand awareness refers to the customer's ability in remembering and identifying it in different conditions and also creating the relationship among name, logo, symbol and other cases with its special associations of brand in customers' mind. Creating brand awareness helps customer until he/ she can recognize and understand the rank of product or service in which a brand compete and be familiar with the product or service that is sold by the name of that brand. Furthermore, brand awareness creates trust so that customers know that which one of their needs will be granted by this brand (and this product). In other words what role a brand plays in their life. Brand salience is the first important step in achieving brand equity but it is not always enough.

2) Brand performance: Brands which benefit of high quality can be better of the others from the financial point of view and allocate capitalists more yield. The index of brand performance explains that how much a product or service can answer customer's needs, what position brand has from the index of quality evaluation point of view and how much it can grant customers' economic needs, applied, aesthetic and others in the same rank of product or service. Accordingly, attitude toward the performance of a product is affected by factors such as speed, care, attention to offering, the mounting of product and features such as politeness, helping to the customer, offering services, the quality of keeping services and repairing product during its usage by customer.

3) Mental picture of brand: It is related to the external features of product or service including the way of satisfying social and mental needs related to the customer. This factor shows people's way of thinking related to the brand. Accordingly mental picture points to the intangible and invisible aspects of brand. Customers gain mental pictures directly or indirectly. General attitude to mental picture is customers understanding and feeling about brand that reflects by mind associations saved in mind. In other words, brand association is the other ganglion of information that is related to the information ganglion of brand in the mind and its conception makes clear the meaning of brand for a consumer. Mental picture is changing all the time and it is different with

regard to the different parts of a market and consumers. Some of people's mental associations refer to the performance or mental picture.

4) Brand judgment: It is customer's individual beliefs and their evaluation of brand that is formed by putting all performances, associations, mental pictures of that brand together. Customers may have different judgments about brand but four judgments are more important than the others that are as following: Judgment about quality, validity, deliberation about brand and its excellence (Keler, 2010). Brand name is connected to the perceived quality by customer. Quality that only shows total quality and it is not necessarily based on customers' knowledge about partial features of it (Keller, 2003). High quality directly affects decision making of buying and loyalty and support high price and profit margin. It can also be a base for expanding the range of brand (Aaker, 2000). Brand credibility tests the rate of brand equity and acceptability in an organization based on three dimensions of person's understanding of the organization specialization, the ability of the organization trust and its desirability. The deliberation on brand mainly depends on how much customers take them in to consideration. The deliration on brand is mainly dependent on forming desirable and powerful associations of brand in the framework of consumer's mental picture. Brand excellence is an index that tests the rate of brand's being unique and difference from the other customers' view point (Keler, 2010).

5) Brand feeling: It means customers' emotional responses and reactions toward brand. Brand feeling is also related to the social events created by brand effects. This feeling can be weak or intensive, negative or positive. The emotion created by brand affecting people, can create strong and permanent mind associations during the use of product in people's mind. Brand judgment and feeling toward brand can affect customer's behavior only when customers experience positive and internal reactions facing with brand.

6) Brand resonance: The last step of the model for creating the final relationship between customer and brand is based on making them analogous. Brand resonance is an index that explains the identity of this relationship and the rate that customers feel they are in the same wave length of thought with brand and also they are homophonous with it. Resonance is an index that show the tune rate of intense, the depth of customers' mental closeness with a brand and the rate of activities formed in customers behavior in the effect of customers feeling. Brand associations have been debated as a key factor in forming and managing brand equity. So the powerful brand equity indicates that customers feel positive relationship with brand (Rio and et al, 2001). Special associations of brand and the importance rate of associations depend not only on their power but also the situation of each customer's deliberation toward the brand (Keler, 2010). Desirability of brand associations depends on three factors: the depth of relationship, difference and believable associations for customers. Generating desirable mental associations needs a corporation be able to create really and practically desirable associations by offering its products and services for customers. Unique and colored mental associations have an important role in brand success. Marketers should be sure that brand associations not only are desirable and pleasant but also are unique and competitors' brands have not that advantage. Customer's unique mental associations are a factor that results in selecting. Customers don't put much importance to all brand associations equally and don't pay attention to different situation of buying or consumption. Brand associations maybe depend on conditions and with regard to the consumers' wanting at the time of buying making decision and consumption.

LITERATURE OF REVIEW

Chen (2001) has done a research for identifying different understanding of brand name and testing the relationship between the features of brand name understanding and brand name equity. It has been indicated that there are two conclusions for brand name, functional features and the features of organization that both affect brand name (Kithung, 2002).

Hoseini & Ahmadinezhad (2008) have done a research titled "Surveying the effect of variables including customer satisfaction and customer trust of the brand name and brand equity on customers looking in the sector of Refah Bank financial services (Iran)". It has been resulted that there is positive correlation between variables of customer satisfaction and customer trust of brand name and brand equity with behavioral and attitudinal loyalty.

Ganjiniya & Kazemirad (1388) have done a research titled "Surveying the effect of brand loyalty on brand equity from ATM customers' point of view". It has been concluded that brand loyalty, brand awareness and perceived quality affect brand equity. Also brand awareness affects customers' loyalty to the brand.

Samadi et al (2010) has done a research titled "Surveying the effect of brand equity dimensions on continuation and promotion of relationship with customer in Pasargad Bank (Iran), based on Aaker's model". The study result based on the structural model has shown that customers' tendency to accept bank services is directly affected by brand equity.

Ebrahimi Abed (2010) has done a research titled "Surveying the effect of brand equity dimensions in Aaker's model on brand equity from customers' viewpoint. The result has been shown that brand loyalty and brand association have direct effect on brand equity based on Aaker's model. Also there is no direct relation

between perceived quality of brand and brand awareness with brand equity. Among the effective factors, brand loyalty and then brand association have the most direct effect on brand equity.

Theoretical Framework of Research

In this research, according to the figure1, the relationship of brand equity and its dimensions including brand salience, brand performance, mental picture of brand, brand judgment, brand feeling and brand resonance with the customers' different associations of brand has been determined as following: the features of educational, amusing, appealing, attractiveness, logo, innovator, youth-friendly, high class, creativity and graphical designing.
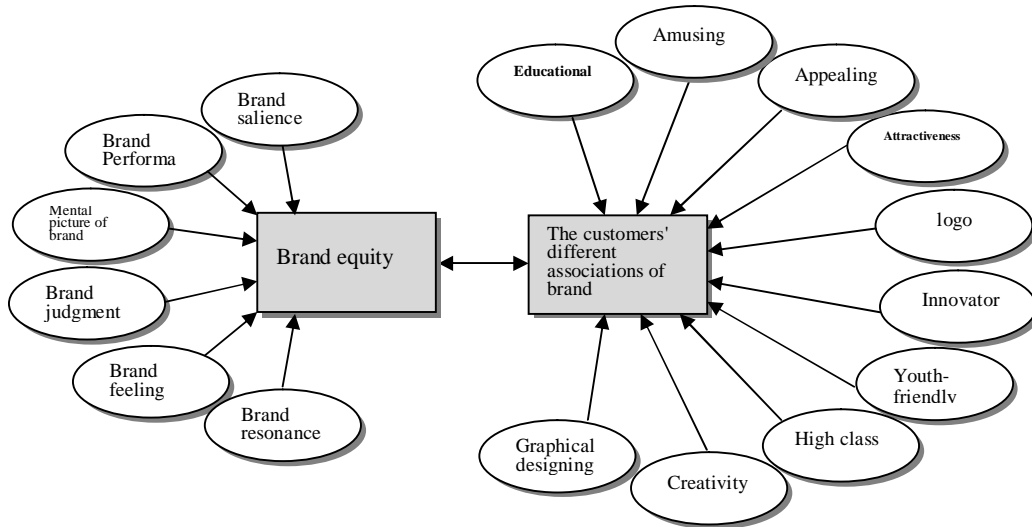

Figure 1. Theoretical framework

Research Hypothesizes

The present research hypothesizes are as following:

1.The customers' different associations of brand is different based on marriage status, level of education, job position, monthly income, cell phone ownership and women's cell phone buyer

2. There is a direct correlation among brand equity dimensions including brand salience, brand performance, mental picture of brand, brand judgment, brand feeling and brand resonance and women's age.

METHODOLOGY

From the method point of view, the present study is an analytical survey, and from the type point of view it is analytic. The aim of the study is applied (developmental) .The statistical population of the study includes all Women in Tonekabon (Iran). Multi stages cluster method was used for sampling. Applying formula 1, (Cochran formula) the sample size of 386 persons out of 77,994 persons was obtained. Structured questionnaires comprised of two sections have been used to collect data. The questionnaire based on five-point Likert scale (from 1 - totally disagree, to 5 - totally agree) was adopted for the respondents to indicate their level of agreement. The validity of questionnaire has contently been confirmed. Cronbach's alpha was obtained for the questions above 0.7 with confirmed high reliability.

(N=77,996, t=1/96, p=q=0/5, d=0/05, n=384)   **Formula 1.** $n = \dfrac{Nt^2 pq}{Nd^2 + t^2 pq} \cong 386$

Table 1, Reliability of variables

Variables	N	Mean	Variance	Covariance	Correlation	Alpha
brand salience	9	3/4129	1/2327	0/3937	0/3207	0/8085
brand performance	6	3/5538	1/0546	0/3840	0/3656	0/7746
mental picture of brand	8	3/3604	1/1610	0/3338	0/2878	0/7635
brand judgment	6	3/4245	1/0797	0/4841	0/4508	0/8298
brand feeling was	4	3/2669	1/0750	0/4185	0/3951	0/7183
brand resonance	3	3/2452	1/1693	0/4239	0/3654	0/7734
The customers' different associations of brand	20	3/4268	1/0982	0/3644	0/3316	0/9085

DATA ANALYSIS

The descriptive and the inferential statistics were used to analysis data. The tests have been used in this research include Variance Analysis and Pierson's test by using SPSS software package.

-Descriptive Statistics

According to the data of Table 2, it was noted that 61.8% of the studied females have never married, 36% married, 0.5% widow and 1.6% divorce. According to the data of Table 3, it was noted that5.9% the studied females had under diploma degree , 27.1% diploma, 10.5% junior college, 51.2 % bachelor's degree and 5.4% master's degree and higher. According to the data of Table 4 it was noted that 34.6% of the studied females were teacher/academic,8% were engineer/doctor,, 6% were clerk/worker, 11.1% were self-employed, 49.7% were students, 16.2% were housewife/unemployed, 3.5% other jobs. According to the data of Table 5, it was noted that the 21.9% the studied females had incomes less than 400$, 40.2 % between 400$ to 700$, 24.2% more than 700$ to 1000$, 5.1 % more than 1000$ to 1500$,4%more than 1500$ to 2500$ and 4.6 % more than 2500$ in a month. According to the data of Table 6 it was noted that 96.3 % of the studied females owned their cell phones,1.9% their husbands, 1.9% the others. According to the data of Table 7, it was noted that81.8% of cell phones were new and 18.2% were pre-owned. According to the data of Table 8, it was noted that60.6% of the studied females themselves have bought the cell phone.16.4% their husbands, 2.9% their children, 8.6% their relatives, 0.5 their colleges and 2.1% the other members of family. According to the data of Table 9, it was noted that the mean of the customers' different associations of brand was 60.67%, brand salience was 60.32%, brand performance was 63.84%, mental picture of brand was 59.00%, brand judgment was 60.61%, brand feeling was 56.67%, brand resonance was 56.13%, and women's age was 25.78%.

Table 2, Frequency Distribution of marriage status

Marriage status	Never married	Married	Widow	Divorce	Total
Percent	61.8	36.0	0.5	1.6	100.0

Table 3, Frequency Distribution of level of education

Level of education	Under diploma	Diploma	Junior college	Bachelor	Master's Degree	Total
Percent	5.9	27.1	10.5	51.2	5.4	100.0

Table 4, Frequency Distribution of type of job

Job position	teacher/academic	Engineer/doctor	clerk/worker	self-employed	students	housewife /unemployed	Others	Total
Percent	12.2	0.8	6.5	11.1	49.7	16.2	3.5	100.0

Table 5, Frequency Distribution of monthly income

Monthly income	less than 400$	between 400$ to 700$	more than 700$ to 1000$	more than 1000$ to 1500$	more than 1500$ to 2500$	more than 2500$	Total
Percent	21.9	40.2	24.2	5.1	4.0	4.6	100.0

Table 6, Frequency Distribution of a cell phone ownership

Cell phone ownership	Myself	My husband	Other	Total
Percent	96.3	1.9	1.9	100.0

Table 7, Frequency Distribution of type of cell phone

Type of cell phone	New	Pre-owned	Total
Percent	81.8	18.2	100.0

Table 8, Frequency Distribution of a cell phone buyer

Cell phone buyer	Myself	My husband	My children	Family	My college	Cell phones of other members of family	Others	Total
Percent	60.6	16.4	2.9	8.6	0.5	2.1	8.8	100.0

Table 9, Frequency Variance of research variables

| Variance frequency | The customers' different associations of brand | Brand equity dimensions | | | | | | women's age |
		brand salience	brand performance	mental picture of brand	brand judgment	brand feeling was	brand resonance	
N	384	384	384	384	384	384	384	375
Valid/Missing	0	0	0	0	0	0	0	199
Mean	60.6706	60.3226	63.8455	59.0088	60.6120	56.6732	56.1306	25.7813
Standard deviation	15.83324	17.44511	17.60310	16.52957	19.09425	19.8224	18.50903	8.43916
Variance	250.69146	304.33186	309.86901	273.22655	364.59042	364.13181	3452.58435	-
Skewness	-0.236	-0.205	-0.467	-0.437	-0.541	-0.185	-0.224	1.994
Std. Error of Skewness	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.126
Strain	-0.095	-0.481	0.183	0.160	0.228	0.042	-0.159	4.536
Std. Error of Strain	0.248	0.248	0.248	0.248	0.248	0.248	0.248	0.251
Range	-	-	-	-	-	-	-	52.00
Minimum	12.50	16.67	0.00	6.25	0.00	0.00	0.00	17.00
Maximum	96.25	100.00	100.00	100.00	100.00	100.00	100.00	69.00

- Inferential statistics

The comparison of the customers' different associations of brand based on marriage status, level of education, job position, monthly income, cell phone ownership and cell phone buyer

Variance Analysis was used because of testing the customers' different associations of brand quantitatively and testing variables of marriage status, level of education, job position, monthly income, cell phone ownership and cell phone buyer in a qualitative multi cases way. According to the information obtained from Table 10, it was noted that the mean of the customers' different associations of brand was 62.12 for never married women, 58.80 for married, 67.50 for widow and 61.66for divorces. The mean of the customers' different associations of brand was 62.4 for women with under diploma degree , 62.30 for diploma, 61.53 for junior college, 59.84 for bachelor's degree and 61.68master's degree and higher. The mean of the customers' different associations of brand was 57.83 for teacher/academic, 51.25 for engineer/doctor, 63.12 for clerk/worker, 64.17 for self-employed, 60.57 for students, 60.29 for housewife/unemployed, 58.17 for other jobs. The mean of the customers' different associations of brand was 62.90forincomes less than 400$, 59.11 for incomes between 400$ to 700$, 60.70 for incomes more than 700$ to 1000$, 61.73 for incomes more than 1000$ to 1500$, 63.30 for incomes more than 1500$ to 2500$ and 61.48 for incomes more than 2500$. The mean of the customers' different associations of brand was 60.64for women owned their cell phones, 60.89 for their husbands, 62.85 for the others. The mean of the customers' different associations of brand was 57.90for those women have bought the cell phone themselves, 61.62 their husbands, 57.61 their children, 61.87 their relatives, 57.50 their colleges and 63.90 the other members of family 60.94. According to the data of Table 11, it was noted that there is no meaningful difference among the customers' different associations of brand based on marriage status, level of education, job position, monthly income, cell phone ownership and women's cell phone buyer because of the significance level of > 0.05.

Table 10, Descriptive Statistics of brand based on marriage status, level of education, job position, monthly income, cell phone ownership and women's cell phone buyer

Independent Variables		N	Mean	Standard deviation	Standard error	Min	Max
Marriage status	Never married	228	62.1272	15.42258	1.02139	17.50	93.75
	Married	133	58.8064	15.86137	1.37535	12.50	96.25
	Widow	2	67.5000	30.05204	21.25000	46.25	88.75
	Divorce	6	61.6667	25.21987	10.29597	15.00	841.25
	Total	369	60.9519	15.83728	0.82446	12.50	96.25
Level of education	Under diploma	22	62.0455	19.12345	4.07713	12.50	91.25
	Diploma	101	62.3020	14.65407	1.45813	17.50	96.25
	Junior college	39	61.5385	15.40159	2.46623	20.00	88.75
	Bachelor	191	59.8429	15.95815	1.15469	16.25	93.75
	Master's Degree & higher	20	61.6875	17.08279	3.81983	30.00	93.75
	Total	373	60.9149	153.77458	0.81678	12.50	96.25
Job position	teacher/academic	45	57.8333	18.34487	2.73469	23.75	93.75
	engineer/doctor	3	51.2500	31.69681	18.30016	15.00	73.75
	clerk/worker	24	63.1250	11.00272	2.24592	42.50	83.75
	self-employed	41	64.1768	14.84716	2.31874	20.00	91.25
	students	184	60.5707	15.86036	1.16924	16.25	93.75
	housewife /unemployed	60	60.2917	15.30822	1.97628	12.50	93.75
	Others	13	58.1731	14.43931	4.00474	40.00	86.25
	Total	370	60.5980	15.80259	0.82154	12.50	93.75
Monthly income	less than 400$	77	62.9058	17.38974	1.98174	12.50	96.25
	between 400$ to 700$	141	59.1135	15.99493	1.34702	16.25	93.75
	more than 700$ to 1000$	85	60.0735	14.67322	1.59153	23.75	93.75

	more than 1000$ to 1500$	18	61.7361	17.65238	4.16071	31.25	92.50
	more than 1500$ to 2500$	14	63.3036	18.26361	4.88115	21.25	86.25
	more than 2500$	16	61.4844	13.70933	3.42748	35.00	90.00
	Total	351	60.5876	16.05535	0.85697	12.50	96.25
Cell phone ownership	Myself	363	60.6439	15.90022	0.83455	12.50	96.25
	My husband	7	60.8929	15.93794	6.02397	43.75	82.50
	Other	7	62.8571	16.98213	6.41864	40.00	85.00
	Total	377	60.6897	15.87921	0.8750	12.50	96.25
Cell phone buyer	Myself	226	61.6261	15.8576	1.00349	17.50	93.75
	My husband	61	57.9098	16.6744	2.05722	15.00	96.25
	My children	11	57.6136	24.34424	7.34006	12.50	93.75
	Family	32	61.8750	18.36569	3.24663	20.00	90.00
	My college	2	57.5000	5.30330	3.75000	53.75	61.25
	Cell phones of other members of family	8	63.9063	20.40262	7.21341	26.25	88.75
	Others	33	609470	15.08450	2.62587	33.75	93.75
	Total	373	660.8881	15.91396	0.82399	12.50	96.25

Table 11, Variance Analysis of brand based on marriage status, level of education, job position, monthly income, cell phone ownership and women's cell phone buyer

Independent Variables		R Square	df	Mean Square	F	Sig	Dependent Variables
Marriage status	Among groups	1015.987	3	3383.662	1.354	0.257	The customers' different associations of brand
	In groups	91285.597	365	250.098			
	Total	92301.584	368				
Level of education	Among groups	4693.026	4	117.257	0.469	0.759	The customers' different associations of brand
	In groups	92098.459	368	250.268			
	Total	92567.485	371				
Job position	Among groups	1366.705	6	227.784	0.911	0.487	The customers' different associations of brand
	In groups	90780.681	363	250.085			
	Total	92147.386	369				
Monthly income	Among groups	882.561	5	176.512	0.682	0.638	The customers' different associations of brand
	In groups	89338.432	345	258.952			
	Total	90220.994	350				
Cell phone ownership	Among groups	33.934	2	16.967	0.067	0.935	The customers' different associations of brand
	In groups	94774.256	374	253.407			
	Total	94808.190	376				
Cell phone buyer	Among groups	909.222	6	151.537	0.594	0.735	The customers' different associations of brand
	In groups	93301.292	366	254.922			
	Total	94210.514	372				

The correlation among the customers' different associations of brand with brand equity dimensions and women's age

According to the information obtained from Table 12, it was noted that the coefficient of Pierson's correlation between the customers' different associations of brand and brand equity dimensions was < 0.05, so there is meaningful direct correlation between them. But there is no meaningful correlation between women's age and the customers' different associations of brand (r= 0.016, p= 0.757) because of the significance level of < 0.05.

Table 12, Correlation among the customers' different associations of brand with brand equity dimensions and women's age

Independent Variables	N	r	P	Dependent Variables
Brand salience	384	0.609	0.000	The customers' different associations of brand
Brand performance	384	0.685	0.000	The customers' different associations of brand
Mental picture of brand	384	0.699	0.000	The customers' different associations of brand
Brand judgment	384	0.738	0.000	The customers' different associations of brand
Brand feeling	384	0.642	0.000	The customers' different associations of brand
Brand resonance	384	0.736	0.000	The customers' different associations of brand
Women's age	375	0.016	0.757	The customers' different associations of brand

Conclusion

The results of this study are as following:
1. The customers' different associations of brand is not meaningfully different based on marriage status, level of education, job position, monthly income, cell phone ownership and women's cell phone buyer
2. There is no direct correlation among brand equity dimensions including brand salience, brand performance, mental picture of brand, brand judgment, brand feeling and brand resonance and women's age.

Suggestion

Since the customers' different associations of brand is not meaningfully different based on marriage status, level of education, job position, monthly income, cell phone ownership and women's cell phone buyer and also since there is meaningful correlation among brand equity dimensions and women's age so it has been suggested that corporations producing cell phones do not need different programming based on mentioned factors in order to affect the customers' different associations of brand and they can have a unique program for different groups of customers. Meanwhile, there is meaningful and direct correlation between the customers' different associations of brand and dimensions of brand equity so corporations producing cell phones should program for improving dimensions of brand equity in order to improve the customers' different associations of brand.

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