IMPLEMENTATION OF INTERVENING VARIABLES AS AN INCREASE IN BRAND ASSOCIATON IN CUSTOMER LOYALTY TO SUPPORT THE LAW ON CONSUMER PROTECTION

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Abstract

The role of the brand is no longer just as a name or as a differentiator with competing products to Support the Law on Consumer Protection. But it has become a determining factor to be a "trend setter" in the industrial field. Many companies are successful because they have a brand reputation, so they can open distribution in other cities and even in other countries by attracting target customers through the strength of the brands they have a brand that has achieved high equity is a valuable asset for the company. For this reason, maintaining and increasing brand equity is not an easy job because what is faced is customer expectations. Consumers will feel "familiar" with the brand name that first entered the market, even if the brands that entered later perform better. This will lead to the creation of great loyalty to the first brand and manufacturer. Customer loyalty becomes the key to success not only in the short term but a sustainable competitive advantage. An example is Rexona deodorant, which was the first deodorant soap to enter the Indonesian market. When then the number of brands known to consumers is increasing, the role of the brand can be expanded so that it can provide certain associations in the minds of consumers. A brand will often be associated with specific functions and images.

Keywords: Brand, Consumers, Perform, Consumer Protection

INTRODUCTION.

The role of the brand is no longer just as a name or as a differentiator with competing products. But it has become a determining factor to be a "trend setter" in the industrial field. Many companies are successful because they have a brand reputation, so they can open distribution in other cities and even in other countries by attracting target customers through the strength of the brands they have, A brand that has achieved high equity is a valuable asset for the company. For this reason, maintaining and increasing brand equity is not an easy job because what is faced is customer expectations. Consumers will feel "familiar" with the brand name that first entered the market, even if the brands that entered later perform better. This will lead to the creation of great loyalty to the first brand and manufacturer. Customer loyalty becomes the key to success not only in the short term but a sustainable competitive advantage (Dilham et al., 2018). An example is Rexona deodorant, which was the first deodorant soap to enter the Indonesian market. When then the number of brands known to consumers is increasing, the role of the brand can be expanded so that it can provide certain associations in the minds of consumers. A brand will often be associated with specific functions and images.

Increasingly fierce competition requires companies to maintain their sustainability by retaining their customers. This can be done by instilling subjective perceptions in consumers when consuming goods / services so that consumers are interested in making repeat purchases. Repurchase intention is a motivational level of a consumer to repeat purchasing behaviour on a product, one of which is indicated by the use of a brand of a product on an ongoing basis.

According to Schiffman & Kanuk (2008: 6), consumer behavior is behavior that is centered on how a person makes decisions by utilizing the resources they have to buy goods related to consumption. According to Kotler & Keller (2012: 166), there are five stages in the decision-making process, namely, need recognition, information search, evaluation of alternatives, purchase decisions, and

post-purchase behavior. Consumer behavior is influenced by three main factors, namely, individual differences, environmental factors, and stimulus from marketers.

The stimulus provided by marketers or companies aims to sell the products they produce to consumers. Companies need marketing concepts and also strong marketing strategies to make their products able and ready to compete with their competitors, this is to win consumer sympathy, form experiences that impress consumers, form consumer trust, and create consumers who believe in becoming loyal customers. predictability of a brand is referred to as

This is reinforced by the results of Lee & Jee's research (2016) showing that there is a significant relationship between brand awareness and brand trust. The results of Mudzakkir & Nurfarida's (2015) research also show that there is an influence between brand awareness and brand trust. with brand trust.

Apart from brand awareness, brand image is related to brand trust. According to Schiffman & Kanuk (2008: 158), a positive brand image will be related to consumer loyalty, consumer confidence about a positive brand, and their willingness to look for that brand. This is reinforced by the results of Chinomona's research (2016) that there is a relationship between brand image and brand trust. Likewise, the results of research (Alwi et al (2016) show that there is a significant positive relationship between an industry's brand image and brand trust.

According to V anessa (2007: 71-72), another factor that affects loyalty is emotional bonding, in emotional bonding consumers can be influenced by a brand that has its own charm So that a brand is considered very important for the creation of the resulting emotional bond. In setting a brand, a marketer must think of the right strategy because setting a brand will affect the consumer buying process, the process of giving value to the company, and signaling consumer loyalty. Therefore, brand building activities can be justified, in building a brand through the assets that underlie brand equity (Aaker, 1991: 27). According to Aaker (1991: 28), there are five categories underlying brand equity, namely brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets.

According to Aaker (1991: 219), stating that brand awareness and even the level of perceived quality and trust are often inadequate in the future, there usually needs to be relevant differentiation to stimulate purchases and also loyalty. This is supported by the results of Ahmad's research (2016) which shows that there is a direct relationship between brand awareness and customer repurchase loyalty. In research by Nguyen (2011) also shows that there is a direct relationship between brand awareness and customer repurchase loyalty.

Loyalty is a commitment held firmly by consumers to buy or support products, both goods and services, in the future even though it is influenced by situations and other marketing efforts that can cause customers to switch (Kotler & Keller, 2012: 127). According to Vanessa (2007: 71-72) there are five factors that influence loyalty, including satisfaction, emotional ties, trust, convenience, and experience with the company. According to Ferrinadewi (2008: 148), brand trust is the main variable used to develop a long-lasting desire to maintain a long-term relationship regarding a particular brand. Brand trust will affect customer satisfaction and loyalty.

This is reinforced by the results of Chinomona's research (2016) showing that there is a significant relationship between brand trust and loyalty to a brand. Likewise, the results of research by Kabadayi & Alan (2012), Ahmed et al (2014), Yasir (2016), and Bastian (2014) show that there is a significant influence between brand trust and loyalty to a brand.According to Aaker (1991: 73), brand awareness involves a continuation ranging from feelings of uncertainty to the belief that the product brand is the only one.

Buying behaviors can change with brand equity. The brand name of a company can help customers buy the products and services offered. At this time, people are more aware of the differences between each brand in the market. (Sultan et al., 2020). To understand the needs of their customers, companies can create a strong brand image for their target market. Brand image and brand awareness are important tools that can influence purchase decisions because brand image and brand awareness help build and maintain customer loyalty to a brand. If brand awareness is able to be instilled in the minds of consumers, then when consumers consider buying a product, the

brand will appear in the minds of consumers and make it the basis for making decisions to make purchases (Oktiani & Khadafi, 2018).

When customers have begun to realize a brand, the company can create a good market image and generate more consumers with high loyalty. (Sultan et al., 2020).Brand equity is the assets and liabilities of a brand, their brand name and symbol. The value of products and services, offerings from companies can go up or down (Sultan et al., 2020) Based on the study (Yoo et al., 2000), the standard dimensions of brand equity are brand awareness, brand loyalty and perceived quality (Muniz et al., 2019). There are many different models of brand equity, but in general brand equity is included as a key component because brand equity is the degree to which customers are aware of brands as members of a product category, and is characterized by the relationship between brands and category cues (Romaniuk et al., 2017).

Brand awareness is the presence of a brand in the minds of consumers. The importance of brand awareness to brand equity is the level of awareness of consumers of the brand (Foroudi et al., 2018). According to Keller (2013) Perceived Quality is the consumer's perception of the overall quality of the product or the superiority of a product or service compared to other products or services. Impressions of brand quality are formed from consumers' personal experience of a product, needs and situations when consuming the product (Yoo et al., 2000) Brand Loyalty relates to the level of consumer attachment to a brand and develops into brand strength (Foroudi et al., 2018). Brand loyalty is defined as the tendency of consumers to choose one brand over another brand continuously (Bisschoff, 2020).Based on the description, above the problem formulations, which can be taken in this study are as follows: (1) Is there a positive influence of Brand Awarness on Brand Equity?, (2) Is there a positive influence of Perceived Quality on Brand Equity?, (3) Is there a positive influence of Brand Loyalty on Brand Equity?

LITERATURE REVIEW.

2.1. Brand Association

Brand Association is the existence of a brand in the minds of consumers. The importance of brand association to brand equity is the level of awareness of consumers of the brand. The higher the brand level of a brand, the higher the perception of the brand. When consumers are aware of a brand, customers will prefer that brand when compared to other brands. (Foroudi et al., 2018). Brand level is a fundamental element when evaluating a brand because consumers prefer brands that they know or are aware of over brands that they do not know (Muniz et al., 2019b). Brand awareness is the extent to which customers are aware of a brand as a category member, and is characterized by the relationship between the brand and category cues. Brand Awareness is the ability of customers to recognize, or remember that a brand belongs to a certain product category (Romaniuk et al., 2017).

2.2. Perceived Quality

Impressions about brand quality are formed from the personal experience of consumers and when friends consume the brand. Furthermore, warranty, price and information about the brand are used to see the quality of the brand (Sadalia et al., 2019). The higher the perceived quality, the higher the likelihood of positive associations from the brand which can increase positive attitudes towards the brand (Muniz et al., 2019). Perceived quality is as long as the brand is considered to provide good quality products to consumers. Perceived quality is an assumption or feeling towards a brand.

Perceived quality can support brand expansion, influence customers to pay more for a product or service, the difference in brand positioning with other competing brands illustrates the main reason behind purchasing a product or service. A large perceived quality shows that the brand has special features and good quality which ultimately influences customers to buy the brand (Chakraborty, 2019).

2.3. Brand Loyalty.

Brand Loyalty is consumer loyalty to a brand or product, where it arises because of a sense of satisfaction so that consumers trust and create awareness of the product in the minds of consumers

(Santoso & Prasastyo, 2021, Ghorbanzadeh et al., 2023).Loyalty refers to the level of attachment from a consumer experience using a brand. The level of loyalty can be said to be high when consumers are interactive with the brand. Brand Loyalty relates to the level of attachment consumers have to a brand and develops into brand strength (Foroudi et al., 2018). Brand loyalty is defined as the tendency of consumers to choose one brand over another continuously (Bisschoff, 2020). Loyalty can be interpreted as a feeling or attachment to a brand.

Brand loyalty is a response to customer behavior and attitudes towards a brand over time. Loyalty is relatively beneficial for companies and customers, because consumers who are loyal to a brand do not need to look for a new service provider and will be loyal to the brand (Fernandes & Moreira, 2019).

2.4. Brand Equity.

The perception of a brand on the value or equity aspect of a brand, is vital in the process of creating a company's competitive advantage and market position compared to other brands (Świtała et al., 2018, Surjaatmadja et al., 2019). Brand equity is the assets and liabilities of a brand, their brand name and symbol. The value of products and services, offerings from companies can go up or down (Sultan et al., 2020). Brand equity can be reflected in the way customers think, feel and act in relation to the brand, market share, price and profitability that the brand brings to the company (Torres et al., 2015), 2015) Aaker & Joachimsthaler, 2000 argue that Brand Equity has five categories that can help in assessing effectiveness, namely Brand Awareness, which looks at how consumers recognize a brand.

Brand Association, which is everything related to consumer memories of a brand either directly or indirectly, Perceived Quality, which is consumer perceptions of the quality of a brand, then there is Brand Loyalty, which measures the loyalty of consumers to a brand and finally Other Assets, which are assets such as copyrights, patents or other rights to brand distribution channels. Brand Equity is recognized as a key part of marketing, a source of competitive advantage and an important component of business success. Brand Equity becomes the strength of a brand from the results based on what consumers feel and respond to a brand over time. Brand Equity has several constructs, namely: brand awareness, perceived quality, brand loyalty, brand associates and brand personality (Pinar et al., 2020).

2.5. Factors Affecting Product Quality

Quality is directly influenced by the 9 basic areas or 9Ms. At present the industry in every field depends on a large number of conditions that burden production in a way that has never been experienced in previous periods (Indrayani, 2019). According to Assauri (2009) says that: a. Market (market) the number of new and good products offered in the market continues to grow at an explosive rate. Consumers are led to believe that there is a product that can fulfill almost every need. Nowadays consumers demand and obtain products that better fulfill these. Markets are becoming larger in scope and functionally more specialized in the goods offered. With more companies, the market becomes international and global. Finally, businesses need to be more flexible and able to change direction quickly.b. Money Increased competition in many fields along with fluctuations in the world economy have lowered profit margins. At the same time, the need for automation and streamlining is driving expenditure on new processes and equipment. Additional plant investment, to be paid for through increased productivity, resulted in heavy losses in production due to obsolete goods and serious redundancies. This reality focuses managers' attention on the cost of quality as one of the "soft spots" where operating costs and losses can be reduced to improve profits. c. Management Responsibility for quality has been distributed among several specialized groups.   Now the marketing department, through its product planning function, must create product requirements.   The design department is responsible for designing products that will meet those requirements.   The production department develops and refines processes to provide sufficient capability to make products according to design specifications.

METHOD

In this study, the research design used was conclusive research design. The population in this study were mineral water customers in the North Sumatra region with a sample of 220 respondents using non-probability sampling techniques with purposive sampling methods. The data sources used in this study are primary data and secondary data. Data collection techniques using observation, interviews, and questionnaires. The variables in this study consist of exogenous variables, namely brand awareness and brand image, intervening variables, namely brand trust, and endogenous variables, namely customer loyalty.

Where this research aims to test the hypothesis, with the variables brand awareness, perceived quality, brand loyalty and brand equity. In this study, sampling used a non-probability sampling method. The sampling technique uses purposive sampling (Sekaran & Bougie, 2016). The criteria in question are respondents who are toothpaste consumers. The number of samples used was 150 respondents in accordance with determining the number of samples according to (Hair et al., 2019), namely 5-10 times the number of indicators owned, this study has 15 indicators (10 x 15). In filling out the questionnaire using a 5-point Liker-type scale measurement (from 1 = strongly disagree to 5 = strongly agree). This study uses primary data, namely data taken directly by researchers to answer research objectives or statements. The tool used in data collection in this study was a questionnaire. Data testing for this study used the help of the Analysis of Moment Structure (AMOS) program using the Stuctural Equation Model (SEM) statistical analysis tool.

The variables used in this study are as follows:

1.Independent VariablesIndependent (free) variables are variables that affect or cause changes or the emergence of dependent (dependent) variables. In this study, the independent variable is E-Service Quality (X).

2.Dependent Variable The dependent variable (bound) is the variable that is affected or that is the result of the independent variable. In this study, the dependent variable (bound) is Customer Satisfaction and Loyalty (X). Data Collection Techniques In this study, the authors collected data by distributing questionnaires online to respondents.   In addition, to secondary data collection, data from books, journals, scientific papers, internet sites, and previous research results are used.

Data analysis technique

1. Validity and Reliability Test. This research uses the Structural Equation Model (SEM) technique, which is a statistical model that explains the relationship between several variables, so that it can examine reciprocal relationships expressed in the form of equations. The data analysis technique used is one of the SEM techniques, namely Confirmatory Factor Analysis (CFA), which is useful for testing the E-Service Quality, Customer Satisfaction and Customer Loyalty variables which are well measured in describing a number of a factor or construct. According to Sugiyono (2016), the validity test functions to measure instruments that can be used to measure what should be measured. In this research, CFA is used to test the loading factors on each existing indicator or dimension. Meanwhile, reliability is an instrument that, if used repeatedly to measure the same object, will produce the same data (Sugiyono, 2016).

2. Structural Equation Model (SEM) This research uses the Structural Equation Modeling (SEM) technique, namely Confirmatory Factor Analysis (CFA). According to Hair et al. (2014: 546), the Structural Equatin Model (SEM) is a statistical model that explains the relationship between several variables, so that it can examine reciprocal relationships expressed in the form of equations. In addition, the equation here describes all the relationships between the dependent and independent variable constructs involved in the analysis. In this research, the stages carried out to test the data obtained were SEM, Goodness of Fit (GoF), and hypothesis testing.

3. Hypothesis Testing In this research, hypothesis testing was carried out using the t-value to test the hypothesis partially using a significance level of 5% or 0.05. The t-value is the Critical Ratio (CR) value of the overall fit model. If the CR value ≥ 1.966 or probability value (P) ≤ 0.05 then the hypothesis is accepted

RESULT.

4.1. Validity and Reliability Test

Table 1. Validity and Reliability Test

Variabel	Nama Item	Loading Factor	AVE	Cronbach Alpha
Interface Design	ID1	0,727	0,770	0,779
	ID2	0,945		
	ID3	0,943		
Reliability	RE1	0,953	0,777	0,823
	RE2	0,774		
	RE3	0,907		
	RE4	0,884		
Responsiveness	RS1	0,809	0,662	0,851
	RS2	0,905		
	RS3	0,716		
Trust	TR1	0,944	0,776	0,900
	TR2	0,814		
Personalization	PR1	0,947	0,757	0,881
	PR2	0,923		
	PR3	0,724		

Based on the validity test results in table 1 AVE and CR for the E-Service Quality, Customer Satisfaction and Customer Loyalty variables. The results of the loading factors for each of these variables show that the resulting value has an ideal value above 0.7 or more. Meanwhile, AVE produces good values with values above 0.5 or more. Likewise, the CR for each variable has the value recommended by (Hair et al., 2014), namely above 0.7

The results of the hypothesis test show the results of hypothesis testing with AMOS 24 software which shows the Critical Ratio (C.R) and probability (P) values. Based on Table 4.5, it can be concluded that the first hypothesis (H1), second hypothesis (H2), and third hypothesis (H3) in this study as a whole are accepted. For the first hypothesis (H1), namely that E-Service Quality has a significant influence on Customer Satisfaction of users of a brand. In this study, the first hypothesis (H1) is accepted because it has a Critical Ratio or T Calculated value of 24.874 which is greater than the C.R value of 1.96. Apart from that, the probability number (P) in the first hypothesis produces a P value <0.05, indicated by a sign (***), which means there is a significant relationship. The second hypothesis (H2) is E-Service Quality on Customer Loyalty of users of a brand. Furthermore, the second hypothesis (H2) is accepted because it has a Critical Ratio or T Calculated value of 14.085 which is greater than the C.R value of 1.96, apart from that the probability (P) number in the second hypothesis produces a P value <0.05 which is indicated by a sign. (***) which means there is a significant relationship. Meanwhile, the third hypothesis (H3), namely Customer Satisfaction towards Customer Loyalty of brand users, is accepted because it has a Critical Ratio or T Calculated value of 3.403 which is greater than the C.R value of 1.96, besides that the probability (P) number in the third hypothesis produces a P value. <0.05 is indicated by a sign (***), which means there is a significant relationship. Based on the results of hypothesis testing that has been carried out, it can be concluded that E-Service Quality has a significant influence on brand customer satisfaction and loyalty.

4.2. Hypotesys

Description of Respondent characteristics In this study, primary data were collected from 220 respondents to find out consumer responses to questionnaires distributed to the Effect of Brand

Assocition and Product Quality on Customer Loyalty in Mineral water products (case study of several students in North Sumatra). The characteristics of the respondents studied include gender, age and latest education. The characteristics of the respondents obtained based on the questionnaires distributed are as follows

Table2. Hipotesys

Hipotesys	Estimate**A**-value	Conclusion
Direct effect		
H1 Brand awareness has a positive effect on brand equity	0.6260.000	Supported
H2 Perceived quality has a positive effect on brand equity	0.1710.001	Supported
H3 Brand loyalty has a positive effect on brand equity	0.3350.000	Supported

Based on the hypothesis testing results, the first hypothesis has a p-value of $0.000 \leq 0.05$ (error rate α = 5%) and has a positive estimate value of 0.626. It can be concluded from the results of this first hypothesis test that H0 is rejected, which means that the hypothesis is accepted. This states that Brand Awareness has a positive effect on Brand Equity. The second hypothesis testing result has a p-value of $0.001 \leq 0.05$ (error rate α = 5%) and has a positive, estimate, value of 0.171. It can be concluded from the results of this second hypothesis test that H0 is rejected, which means that the hypothesis is accepted. This states that Perceived Quality has a positive effect on Brand Equity. Testing the third hypothesis shows a p-value of $0.000 \leq 0.05$ (error rate α = 5%) and has a positive estimate value, which is 0.335. It can be concluded from the results of this third hypothesis test that H0 is rejected, which means that the hypothesis is accepted. This states that Brand Loyalty has a positive effect on Brand Equity.

Normality Test

Based on the normality test results, the critical ratio skewness value of the brand awareness variable is 0.053; brand image variable is -0.796; brand trust variable is -0.402; customer loyalty variable is -0.399; and multivariate is 1.626. Because all critical values of the skewness value ratio are still in the range of -2.58 to 2.58, the normality test has been fulfilled.

Linearity Test

Based on the linearity test, there are five relationships between variables, namely brand awareness to brand trust, brand image to brand trust, brand trust to customer loyalty, brand awareness to customer loyalty, and brand image to customer loyalty with a probability value of less than 0.05, so the linearity test has been fulfilled.

Outliers Test

Based on the outliers test, the Mahalanobis distance value is less than the value in the Critical Value of Chi Square table of 0.001. with a df of 4, namely x = 18.47. So it can be concluded that the outliers test has been fulfilled.

The Effect of Brand Image on Customer Loyalty

From the results of the data analysis above, it shows that there is no significant effect of brand image on customer loyalty. This means that if the brand image increases or decreases, there is no effect on customer loyalty. These results indicate that the fifth hypothesis, namely "there is an effect of brand image on the loyalty of Pucuk Harum Tea in the North Surabaya area", is not proven.

With the results that there is no influence, it rejects the theory put forward by Rangkuti (2002: 44) which says that if consumers consider that a particular brand is physically different from competing brands, the brand image will be attached continuously so that it can form loyalty to a particular

brand called loyalty. In fact, this research conducted in the North Surabaya area actually shows different results from existing theories, the results shown are that brand image does not have a significant effect on customer loyalty.

These results also reject the results of research by Ahmad et al (2016) that there is a significant relationship between brand image and customer repurchase loyalty with the object of research is agricultural products and also reject the results of research from Ransulangi et al (2017) with the object of research is tea drinks and Wijayanto & Iriani (2013) with the object of research is coffee which shows that there is a positive relationship between brand image and customer loyalty. However, the results in this study actually support the results of research by Alwi et al (2016) showing that the brand image of an industry does not have a significant effect on brand loyalty with the object of research is food and beverages. So it can be concluded that in this study to achieve customer loyalty, Teh Pucuk Harum cannot be directly influenced by brand image but must go through brand trust first.

first. But if the brand image goes through brand trust first to achieve loyalty then the effect becomes significant. So that in this study rejects the results of research from Ahmad et al (2016), Ransulangi et al (2017), and Wijayanto & Iriani (2013) the effect of brand image on customer loyalty seen from different research objects cannot be generalized even though it is still in the same category, namely convinience goods, the possibility of purchasing behavior is different.

If it is related to the characteristics of the respondents, overall the respondents, especially those who are male with an age range of 19-28 years old who are loyal to the Pucuk Harum Tea brand, do not pay attention to the brand image. This might happen because Teh Pucuk Harum is not a product that requires consideration of brand image in choosing or buying it repeatedly. Teh Pucuk Harum is a category of convinience products that are usually purchased frequently with purchasing behavior done quickly and with little effort (Kotler & Keller, 2012: 327). In purchases made repeatedly (habitual buying) the need to choose a brand is often ignored because purchases are made on the basis of needs not desires.

CONCLUSION

Mineral water brand to increase Brand Equity. To increase Brand Awareness, managers can increase the ability of consumers to recognize the brand and logo or symbol of toothpaste so that it can influence what customers think about the value of the toothpaste brand which is reflected in Brand Equity. Toothpaste brands can also increase brand awareness by creating jingles that can have a big influence because jingles can again be a powerful tool in creating awareness of a brand, publicity to increase awareness by means of advertising because it allows messages and audiences to experience closeness and toothpaste brands can sponsor activities by endorsing public figures because of that consumers can hit the toothpaste brand directly. Managers can increase the Perceived Quality of toothpaste brands to increase Brand Equity by maintaining and improving the quality of the brand and making new innovations by launching new variations of the brand to be different from competing brands.

Managers can increase Brand Loyalty from toothpaste brands to increase Brand Equity. By increasing Brand Loyalty, customer loyalty will increase so that consumers will prefer to buy this brand over other brands even though it sells the same product and continue to buy this product even though it has the same quality and price as other brands. Toothpaste brands can increase brand loyalty by understanding the things that can make consumers loyal by seeing what consumers want in terms of quality, price and others and making sure the brand is consistent with what is offered and provided in terms of quality and others.

This study has research limitations, namely this study only examines one product, namely toothpaste, so that it cannot be generalized to all products in general and this study is only limited to examining the variables of Brand Awareness, Perceived Quality, Brand Loyalty as variables that affect Brand Equity. According to (Aaker & Joachimsthaler, 2000) in measuring Brand Equity there are 5 variables, namely, Brand Awareness, Perceived Quality, Brand Loyalty, Brand Association and Other assets.Suggestions for future research, further research should use more products, further

research is expected to add a larger number of research samples so that it can further describe the conditions of the population in the research scope and add Brand Association variables to see the influence on Brand Equity.

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