

The Impact of Brand Awareness, Brand Loyalty, and Brand Association on Consumer Decision Making in Palestine Olive Oil Industry

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Abstract

Brands come to play an essential role to motivate and stimulate the consumer to take actions that satisfy their needs and desires with obtaining the brand that according to their perception meets the requirements and possibilities. In par with the same, researchers have focused on studying the impact of brand awareness, brand loyalty, brand association and consumer decision making on Palestine olive oil industry. The research approach of the study is deductive discipline and primary data were gathered followed by a structured questionnaire. The relationships between each selected variables and consumer decision making were examined along with hypotheses developed. For that, empirical data is collected from the olive oil stakeholders from Palestine. The results show that there is a significant statistical relationship between these variables. Moreover, the brand awareness, brand loyalty and brand association significantly have the positive effects on the consumer decision making. The

managerial implications have been discussed specially referring to the contexts brand awareness and loyalty as to make decision through this study.

Keywords: Brand Awareness, Brand Loyalty, Brand Association, Consumer Decision Making

1. Introduction

The word "brand" has various meanings. According to Murphy (1990), a brand is composed not only of physical products, but also of certain privileged qualities that it provides to the individual, and includes a mixture of abstract and concrete properties that differentiate products. The American Marketing Association defines the brand as: "It is a name, term, sign, symbol, shape or combination thereof that defines the goods and services of a seller or a group of vendors and aims to distinguish them from competitors" (Wood, 2000; Ar, 2004). In other words, a brand is all kinds of signs that can be letters, logos, shapes, provided that it distinguishes the goods and services of an enterprise from the goods and services of another enterprise (Pinar, 2005).

While the brand reflects the opinion of the consumer about the product and service, it is the element that comes to the fore in the competition between businesses. Businesses want their products and services to be demanded continuously and, accordingly, to have high and regular sales revenue and cash continuation. Thus, the brand becomes an indicator of value and power (Kayalı et al. 2004). Brand value issue emerges as a very critical area in marketing management. Despite a strong interest in this topic, little research has been done into the strong effect of brand value on consumer behavior. Some of these studies are only dealt with theoretically (Keller, 1993, 1998; Teas and Grapentine, 1996). On the other hand, various empirical studies have been conducted on consumer behavior and brand in recent years (Kamakure & Russell, 1991; Cobb-Walgren et al. 1995, Collins-Dodd, 1999; Yoo et al. 2000; Swaminathan, 2003, Uzun & Erdil, 2003).

In addition, there are various studies investigating the relationship between brand value and brand dissemination. Aaker and Keller, 1990; Aaker, 1991; Keller and Aaker, 1992; Brodie, 1993; Dacin and Smith, 1994; Herr et al. 1996; Coderre et al. 1998; Studies by Hem and Iversen, 2003 are some of the studies investigating this relationship. Based on the issues stated above, this study strives to find factors that promote consumer decision making on Palestine olive oils. Among several marketing factors, this study pays attention to brand dimensions, which are brand awareness, brand loyalty, and brand association and their impact on consumer decision making on Palestine olive oils.

Olive Oil Industry in Palestine

The olive oil industry in Palestine is considered one of the pioneering industries in the national economy, as this industry has a comparative and competitive advantage that qualifies it to compete in foreign markets, particularly the Arab ones. This industry also works to encourage front and back intertwines between the agricultural sector and the industrial sector, as well as within the industrial sector itself.

The cultivation of olive trees in the region began thousands of years ago, where discoveries dating back to the copper age indicate many olive groves and methods of his era to produce oil, specifically between 3600 BC to 3300 BC. Olives became a commercial commodity in the Bronze Age, where the Olupuron, found off the Turkish coast, is believed to have been destroyed, believed to be carrying olives brought from Palestine (Jenkins, 2015). The olive

tree is important in the three major religions of the region - Judaism, Christianity and Islam - where Hebrew books referred to olives as a symbol of prosperity, as part of the blessings of the Promised Land, and Mount of Olives was considered of great importance in the New Testament. Olive oil was used for fat as part of religious practices in Christianity and as a remedy indicated in Islam (Moulodi et al., 2017).

The cultivation of olives in the area around Nablus developed between 1700 and 1900 to become a major production center. The extracted oil was used as an alternative to money. The use of olives as an alternative to money increased by the 19th century. In 1914, the area of olive groves planted in historic Palestine was about 475,000 dunams (approximately 47,500 hectares or 112,000 acres) (Alyan, 2017). The export of olive oil extracted from the olive groves surrounding Nablus in the late Ottoman period before World War I became difficult due to the high acidity of the oil, which causes a decrease in quality, and also because of the low shelf life and high prices. This decline was followed by a doubling of production during the 28 years of Palestine under the British Mandate (Rodrigues et al., 2018).

2. Literature Review

The brand of the company and/or the product is an indicator of value and its degree of influence in the purchase decision depends on the familiarity, appreciation, trust, and respect that the buyer has with and for the brand. The level of loyalty to a brand depends on the value granted by the buyer to it and when a brand manages to be the greatest indicator of the value of a satisfactory product or service, the buyer becomes faithful to it because in addition to guaranteeing the satisfaction of its needs, desires, and expectations, simplifies, just one step, the purchase, and use process: search for that brand (Keller and Brexendorf, 2019).

Strong brand equity encourages the creation of new products and services as well as product repurchases. With a strong brand value, consumer value, purchasing intentions of consumers, and market performance of businesses can be increased (Aaker, 1996). Thus, a strong brand value creates an important competitive advantage for businesses (Rahman et al., 2019). The marketing literature, aware of the importance of this element linked to the product variable and as an integral part of the marketing-mix program of an organization, has been extended to define the concept at hand. It is true that in most of the definitions, it can find important concordances arising from the first definitions that from 1960, and as a result of the compilation work carried out by the American Marketing Association, were compiled in the publication for which a committee was responsible for experts chosen for this purpose, and in which this and many other concepts were given theoretical-descriptive support (Rutter et al., 2018).

In another way, taking into account the richness of the globalizing world, a brand can be defined as an entity that has the following four conditions (Morgan, 2001): "a) It is something that has a buyer and a seller. b) Something with a distinctive name, symbol or registration. c) Something that creates a positive or negative impression in the minds of consumers for reasons other than the actual product features. d) It is something created rather than something created spontaneously. There are two things that are tried to be avoided in this definition. The first is to define a brand as 'anything to market'. The reason why this is opposed is that the only person who can decide whether something is a brand or not is a buyer, not a seller. The second thing is; it is much more seductive: it is the definition of a brand not as a product of a company or an organization, but as "something the consumer wants to buy" (Morgan, 2001). Thus, the brand is a relationship established with the target audience (Bond and Kirshenbaum, 2004) and a promise and quality guarantee for this

relationship. This guarantee consists of a series / synthesis of logical and emotional qualities that establish a relationship between the firm and the firm's customers (Perry & Wisnom, 2004).

One of the brand identification efforts is based on a study on different expressions of the brand. In this way, a study conducted in England reached 9 different brand definitions (Özgen, 2002). These are: a) Trademark as a legal instrument; b) brand as a differentiation tool; c) brand as firm; d) brand as an identity; e) the brand as an image in consumer memory; f) brand as a personality trait; g) brand as added value; h) brand as an input and output. Until now, efforts to characterize the brand (emergence) are really a quest to separate the brand from the element. Because while the brand was just the logo and name of a product or organization, today it has become practically another world creation, with exceptional characters and features apart from product names. As Walter Landor says: "Products are delivered in production facilities and brands are memorable" (Trout, 2005). An item may be severely duplicated; the brand is outstanding. An item can be separated from the design quickly; An effective brand is unlimited (Broadbent, 2003). Items mean a variety of things to individuals inside and outside of the job. For the organization's supervisor and accountant, the item is something created in the factory or office. For them, it refers to the characteristics of material, raw material, parts, cost of work, quality and efficiency.

In any case, they are untouchable, for buyers, the product is something different than expected: a tool that addresses their issue or solves their problem. These requirements and problems are equally enthusiastic and practical and monetary for the other world. It is the capacity of the item to accommodate these components that makes its prediction. The prediction of the item is determined by what the customer gets from it, not what the manufacturer added to it. "We make beautifiers in the industrial facility, but we sell trust to the store," says Revlon Head of Cosmetics (Doyle, 2001). In this unique case, branding is not just the job of item managers, showcases offices and promoters of organizations; Even the subtleties of the customer's relationship with the product and management package offered by that brand contribute to building the brand (Özgen, 2002), and the inputs in this cycle are an extremely surprising value to keep brand reputation alive (Ayling, 2003).

For the construction of a strong brand for the consumer, a series of requirements indicated by Farquhar are necessary: achieve a positive evaluation of the brand in the consumer's memory, achieve an attitude of accessibility, and a consistent brand image. With the first element, that of positive evaluation, the perception of the quality of the product necessary for the consumer to store in his memory the possibility of achieving superior performance when using the brand is achieved. The evaluation in his mind is carried out through three types of responses: the affective, which is related to the feelings and emotions that surround the brand (the brand is familiar and/or close), preferences and favorable or unfavorable judgments regarding a brand; the cognitive evaluation that responds to the degree of knowledge that one has about the brand (the brand is better than others) and its distinctive characteristics, regardless of its relevance or the degree of perceived presence; and the response as behavior, which revolves around the purchase and post-purchase behaviors that condition the creation of brand purchasing habits (the brand is the one used by my family) (Gilal et al., 2020).

This better relationship with consumers and with distributors, based on the presence of a strong brand, is characterized by 1) differentiation based on attributes of importance for customers, which reflect for the individual the priorities that the latter gives to each of the advantages offered by the brand; 2) the strength that a series of vital supplementary services imply for the product when the benefits between brands are balanced; 3) integration into the

offer of intermediaries to whom the strong brand provides solutions and comfort in choosing the assortment; and 4) access to traditional distribution channels and new channels that are emerging as an alternative to access new customer segments (Sammour et al., 2020).

The business commitment to the creation of strong brands, consolidated within the market framework, therefore seems to become a necessity for the effective management of the company's product policy and to achieve the growth and profitability objectives of the companies, since as Lambin (1991) points out, orienting ourselves towards customer satisfaction as the main objective of marketing management is not a matter of altruism, but of a clear conviction that it is the only mechanism that serves to survive in the market and fulfill with the goal of growth. It is therefore a matter of sheer survival, the fact that companies in recent decades have shown so much concern about brand management is due to the fact that they are aware that with the brand they obtain an important profit differential and that in many cases, it becomes the only, and moreover sufficient, the sustainable competitive advantage of the firm (Guèvremont, 2018).

The creation of a strong brand requires the company to have a clear will to establish its competitive advantage based on them, although the choice of the way and the tools used to achieve it can be very varied, such as constant innovation, which brings the innovative character to the brand as a facilitator of the highest expected utility; the use of modern and sophisticated communication means that achieve high-value perceptions in the target audience; promotions aimed at enriching the brand more than price discounts; brand alliances and their extension strategies and brand benchmarking actions that entail the identification of brands that follow patterns common to that of the company and that will serve as a guide to face to similar contexts.

What seems equally inescapable in the field of creating a strong brand is the fact of considering that it constitutes in all cases a long-term investment for the company and whose benefits can be deferred in time for periods long enough to make it difficult it's just before the most skeptical leaders of the organization (Çifci et al., 2016a). In order to have the category and strong brand treatment, it is not enough to choose a name used by the producer to identify his production, which, although it legitimizes its use and for the legal defense of its interests, does not acquire the status of a large brand. If not, it behaves as such, being enormously active, making the market talk about them, and being present in a large number of points of sale (Çifci et al., 2016b).

Brand awareness is constituted as an element of the brand's value that affects consumer decision making on Palestine olive oils both at the affective level and at the behavioral level. In the affective sphere, a brand known to the consumer creates in him a feeling of liking and familiarity, which means that when thinking about this brand the probability that it is chosen among different alternatives increases. It is also known that in decisions with little involvement, only knowledge of the brand is established as the sole criterion and decision-maker of purchasing behavior (He et al., 2020). Another notable aspect of the study is the fact that notoriety creates a certain resistance to experimentation with new products by consumers, since the consumer who knows a brand among the alternatives, tends to be more reluctant to try new brands than those they do not know any. In addition, consumers who know a brand tend to choose it even ahead of those of higher quality but unknown, which conditions their behavior by bringing notoriety closer to loyalty or at least being one of its conditioning elements.

Brand Equity Model

Aaker (1991) identifies five main dimensions within brand equity, which are brand loyalty, brand associations, brand quality, brand awareness, and other assets. On the other hand, Fang (2017a), Öztürk and Bilgihan (2019), propose the five-dimensional model of brand equity focused on the consumer of Lassar, Mittal, and Sharma consisting of a performance, value, social image, trust, and commitment. Regarding the feasibility of the Aaker dimensions at present, a study of Aghaei, Vahedi, Kahreh, and Pirooz (2014), argues that the increase in brand equity is directly proportional to the increase in its main dimensions, perceived quality, brand loyalty, brand association, and brand awareness. This shows the validity of this theory taking into account the current context of marketing (Fang, 2017b). On the other hand, other studies coincide in a four-dimensional model on the brand value of the retailer, which consists of knowledge of retailer, retailer association, perceived retailer quality, and retailer loyalty. This model has the same characteristics as Aaker's brand equity, focusing on the retailer (Shen, 2017). Regarding the focus on stores, Calvo-Porrá, Martínez, Juanatey, and Lévy (2015), point out five components of brand value, which are store brand awareness, perceived store-brand quality, store brand loyalty, store brand price image, and store image. This is due to the combination of the Aaker model with store brand attributes such as knowledge, image, and price (Sajtos and Chong, 2018). These variables will be taken for the investigation on Aaker dimensions.

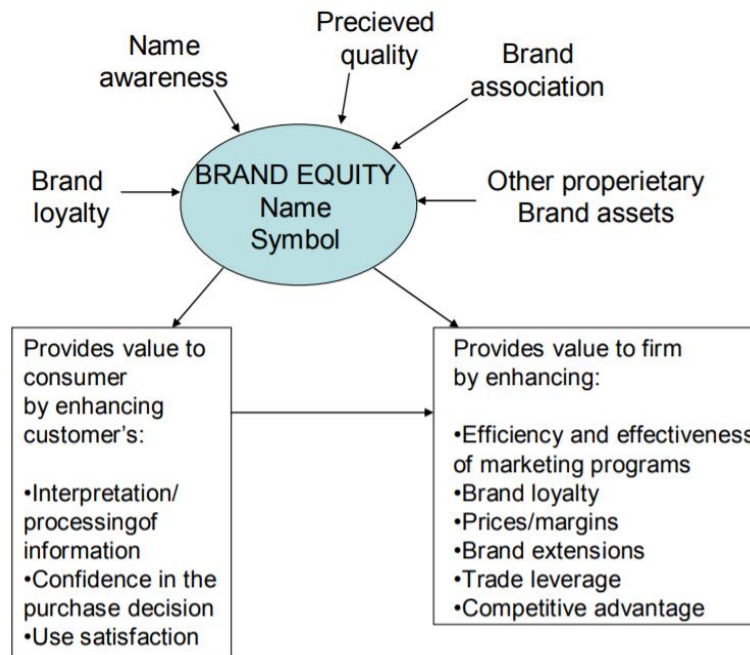


Figure 1. Brand Equity Model

(Source Aaker, 1991)

As mentioned above, Keller has done research about customer-based brand equity, where he describes brand equity from the customers point of view, how the customers react to the marketing of a product with a brand compared to that of a product without a brand “customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory” (Keller, 2003).

- **Brand Awareness**

Over the last decade, the investments and efforts of businesses in brand creation and development have increased remarkably (Rio et al. 2001). On the other hand, many businesses use their existing brands by spreading their new products and services instead of creating and developing new brands. The dimensions constituting the brand value explained briefly above should be considered as effective and important factors in brand spreading. Although brand awareness is the first stage of brand equity, but according to Foroudi, (2018), consumers will tend to buy brands that they already recognize. According to Keller (2008), brand awareness consists of two components, namely brand recall and brand recognition. Brand recall is the ability of consumers to remember a certain brand, while brand recognition is the ability of consumers to distinguish certain brands with other brands (Susilowati and Sari, 2019). Thus, the constructed hypothesis will be as follow:

H1: There is a significant impact of brand awareness on the consumer decision making in Palestine organic olive oil market.

- **Brand Loyalty**

It is the most basic component of brand value (Aaker, 1991). For a brand, increasing consumer loyalty of the business also increases brand value. Therefore, brand loyalty is the heart of brand value (Chinomona, 2016). The market value of the businesses is measured by the number and value of their customers. For this reason, knowing the level of customer loyalty and implementing marketing activities that will increase this loyalty is an important issue in terms of increasing brand value. Brand loyalty is the continuation of repeat purchases over the long term. Loyalty customers are an important and unbearable capital element that provides the business with cash inflows and the entry of competing brands into the market. Undoubtedly, the level of customer loyalty owned by the business is not the same. Brand loyalty degrees will vary according to purchasing habits (Shen, 2017). The main goal of the business is undoubtedly to increase the number of customers with full loyalty. This will be through creating a brand name that has a high level of awareness, is remembered with strong and unique associations, and is known as high quality (Özgül and First, 2005). Therefore, the quality perceived by the consumer is an important factor in creating brand loyalty (Heinberg et al., 2019, Moreira et al., 2017). Thus, the constructed hypothesis for brand loyalty dimension will be as follow:

H2: There is a significant impact of brand loyalty on the consumer decision making in Palestine organic olive oil market.

- **Brand Associations**

Brand associations, which are the most difficult and most important issue in brand development, are the information associated with the brand and expressing the meaning of the brand for the consumer. In other words, brand association is everything that occurs in memory about the brand. The fact that brand association is unique, strong and superior is the most important factor affecting the formation of brand value (Heding et al., 2015). There is a very parallel relationship between brand association and brand image. Some authors even argue that these two concepts are identical to each other (Park et al. 1986; Özgül and İlk, 2005). In this respect, brand image can be defined as the sum of what the consumer perceives about the product. However, the concept of image has become very popular in the marketing literature and in the public in recent years, and it has caused the concept to be used as an image consisting of positive features that do not exist in a very short time about the product /

service / person (Su and Tong, 2015).

Like individuals, brands have their own unique personality (such as brands with sincere personality, brands that create excitement, brands that create a sophisticated atmosphere, brands matched with trust and success). In short, brand image is the totality of the consumer's perceptions, thoughts, feelings about that brand and the things that the brand is associated with (Kavas, 2004) and this is very important in creating brand awareness (Ang and Rusli, 2018). Thus, the constructed hypothesis for brand association dimension will be as follow:

H3: There is a significant impact of brand association on the consumer decision making in Palestine organic olive oil market

Figure 2 provides the proposed conceptual framework of this study, which contains three independent factors that brand awareness, brand loyalty, and brand association based on Aaker (1991) model of brand equity impacting on the dependent factor of this study that identified as consumer decision making in Palestine organic olive oil market.

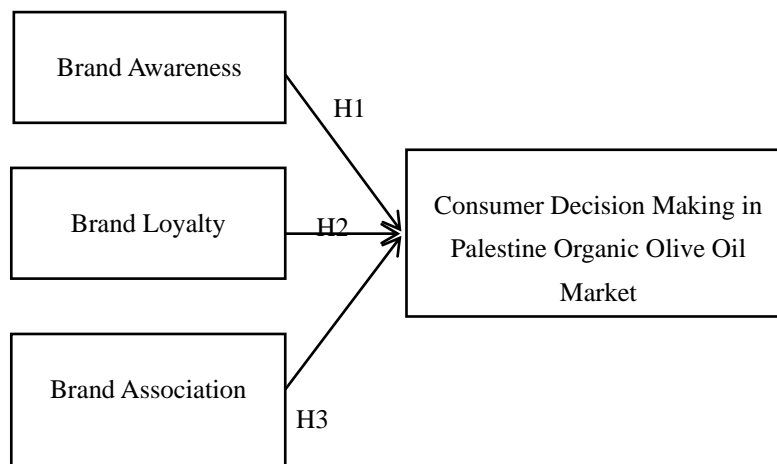


Figure 2. Conceptual Framework

3. Methodology

In order to easily answer the basic questions and objectives of this article, and confirm the hypothesis of this research. The study used two of the most important methods, namely questionnaire survey and regression analysis. This section clearly explains the methods used in this article. Therefore, the researchers first discuss the research method, then explain the research design, and then clarify the specifications of the research model. To achieve the research objectives and quantitative methods are used for this research. SPSS is used to analyze the collected data. The researcher in his research design need to comprise the outline of what progress they have achieved starting from research objectives, questions and hypothesis in addition their respective implication till the data analysis and study finding and recommendations (Alaeddin, 2021; Anees, 2021).

The research has created three research objectives, which are to identify the impact of brand awareness, brand loyalty, and brand association on the consumer decision making in Palestine olive oil. After that, the researcher has decided to use the quantitative method. The current research used the primary data source. The population of the research is all the organic olive oil stakeholders in Gaza, Palestine. The unit of analysis was decided to be 384 samples. The researcher has used the questionnaire to be the instrument for collecting the data from the sample. The questionnaire was adopted from previous studies. Questionnaires

were distributed based on random sampling method and 5 Likert Scale. Questionnaire was containing 8 sections. Section 1: contains 5 questions regarding the demographic backgrounds of the research sample. The questions seek to find out the gender, age, educational level, working experience, and job position. The measurement model is completed with three new indicators related to Consumer decision making in Palestine olive oil based on brand dimensions, which adopted from previous studies that Gill et al. (2010) for brand awareness, Pappu et al. (2006) for brand association, Kim and Kim (2005) for brand loyalty, and Yoo and Donthu (2001) for Consumer decision making on Palestine olive oil.

4. Findings

For the current study, there were several tests used to ensure the unwavering quality and legitimacy of the information collected, just as when looking at exploratory targets. The main test was the participant's profile, there were several types of respondent profile classifications asked for the exploratory test, such as sexual orientation, age, schooling level, and pay level. These results are shown in Table 1. For gender classification, there were two types of sexual orientation in the discovery, male and female. Most of the respondents were males with 76.1% and $n = 292$, while female participants were 23.9% with $n = 92$. In the second classification of sufficiently old, sufficiently old gathering age is between 32.3% and $n = 124$ and 26-30 years. The age group was 21.9% with $n = 84$, this population was for the ages of 31-35. It was calculated as 15.5% with $n = 59$ for the third meeting between the ages of 17-25. In addition, the rate of $n = 52$ with 13.5% in the sufficiently old recruitment between the ages of 36-40. Finally, the last gathering was for the period over 40 years old and was 16.7% with $n = 65$. Regarding the level of education, the majority of the participants showed that 66.9% and $n = 257$ have indifferent male abilities. The next classification is the recognition class with 19.5% and $n = 75$. The final classification was Masters with 13.5% and $n = 52$. The payment level classification has been aggregated into three levels: \$ 500-750, \$ 751-1,000, \$ 1,001 or more. The most striking aggregation occurred in the classification of \$ 1,001 and above with 44.2% and $n = 171$. The next grade was \$ 500-750 with 38.2% and $n = 146$. The final total was \$ 751-1000 with 17.5% and $n = 67$.

Table 1. Respondents Profile

		%			%
Gender			Education Level		
Male	292	76.1	Diploma	75	19.5
Female	92	23.9	Bachelor	257	66.9
Age			Masters	52	13.5
17-25 yrs	59	15.5	Income Level		
26-30 yrs	124	32.3	USD 500 – USD 750	146	38.2
31-35 yrs	84	21.9	USD 751 – USD 1,000	67	17.5
36-40 yrs	52	13.5	USD 1,001 and above	171	44.2
> 40 yrs	65	16.7			

The reliability test was conducted to the study dimensions to ensure that all the items in the questionnaire were consistent. The results have shown that there is great consistency among the study dimensions. The Cronbach's Alpha values for the dimensions were ranged between 0.748 and 0.903 respectively. The following Table 2 shows the results.

Table 1. Reliability Test

Variables	Items	Cronbach's Alpha
Brand Awareness	4	0.748
Brand Loyalty	6	0.836
Brand Association	5	0.899
Consumer decision making in Palestine olive oil	4	0.903

The normality test has been used in this study to determine that the sample were selected based on normally distributed population or not. The accepted Skewness values are in the range of -1.96 - +1.96, and the accepted Kurtosis values are in the range of -5 and +5. The findings of this test showed that all the variables were accepted with Skewness values ranged between -.322 and -.897, while the kurtosis values were ranged between -0.088 and -0.657. The following Table 3 shows the results.

Table 2. Normality Test

Factors	Skewness	Kurtosis
Brand Awareness	-.322	-.104
Brand Loyalty	-.489	-.324
Brand Association	-.897	-.088
Consumer decision making in Palestine olive oil	-.378	-.657

In order to assess the convergent validity, the factor loadings were examined. As shown in Table 4 the factor loadings for the items in all constructs are larger than 0.60 and are statistically significant (C.R. > 0.6). Therefore, it can be concluded that the convergent validity for the measurement scales in this study is supported.

Table 4. Factor loading

Constructs	Items	Factor Loadings >0.6
Brand Awareness	BA1	0.892
	BA2	0.916
	BA3	0.716
	BA4	0.915
Brand Association	BAS2	0.835
	BAS4	0.833
Brand Loyalty	BL1	0.714
	BL2	0.771
	BL3	0.693
	BL5	0.797
	BL6	0.769
Consumer decision on Palestine olive oil	CD_1	0.830
	CD_2	0.842
	CD_3	0.807
	CD_4	0.845

The direct effect test was applied to the study's variables to find out the type of relationship between the band dimensions and the consumer decision on Palestine olive oil on Palestine olive oil the results of the direct effect test are shown in the following table 5. The study has

found the following:

There is a positive and significant relationship between brand awareness and consumer decision on Palestine olive oil, with p-value less than 0.05 (0.000) and the significance was shown on the value of (Beta=0.234).

There is a positive and significant relationship between brand association and consumer decision on Palestine olive oil, with p-value less than 0.05 (0.000) and the significance was shown on the value of (Beta=0.054).

There is a positive and significant relationship between brand loyalty and consumer decision on Palestine olive oil, with p-value less than 0.05 (0.030) and the significance was shown on the value of (Beta=0.134).

Table 3. Correlation's Test

Paths	Beta	Standard Deviation	T-value	P-Values	Result
BA -> CD	0.234	0.163	11.442	0.000	Support
BAS -> CD	0.054	0.037	8.488	0.000	Support
BL -> CD	0.134	0.061	6.179	0.030	Support

** . Correlation is significant at the 0.01 level (2-tailed).

5. Discussion

The marketing literature, in relation to this variable, analyzes two types of brand awareness. First, it deals with spontaneous awareness, in which the brand is present in the mind of the consumer, who remembers the brand without the need for external stimuli. On the other hand, there is assisted awareness, in which the consumer recognizes the brand among a set of suggested brands (Sánchez Franco et al., 2007). At the base of the scale, first level is the level of total ignorance of the brand by the consumer, in which it would be impossible for a consumer to recognize it. This level of awareness is very common when the customer chooses the product at the point of sale (Ortiz-Martínez et al., 2019).

The current study has found that found that there is a positive and significant relationship between brand awareness and consumer decision on Palestine olive oil, with p-value less than 0.05 (0.000) and the significance was shown on the value of (Beta=0.234). Also, there is a positive and significant relationship between brand association and consumer decision on Palestine olive oil, with p-value less than 0.05 (0.000) and the significance was shown on the value of (Beta=0.054). And finally, there is a positive and significant relationship between brand loyalty and consumer decision on Palestine olive oil, with p-value less than 0.05 (0.030) and the significance was shown on the value of (Beta=0.134).

Several previous studies such as Sánchez-Franco et al. (2007) define brand awareness as "the awareness of the brand name is the ability of a customer to remember or recognize that name relating to a class of products." Numerous authors also point out that companies should try to achieve the maximum possible association of the brand with the product, moving from total ignorance of the brand to, if possible, the confusion between the product and the brand - such as the Kleenex trademark with its tissues (Zakaria et al., 2019).

Regarding the contribution of awareness to the value of the brand, Aaker and Álvarez Blanco (1995) took into account the major contributions. The first contribution is the use of recognition as an anchor, to which other associations are linked. Therefore, the company must

unite, associate or relate all the attributes of the product that the customer may consider important, to the name of its brand, to facilitate said association (Rahman et al., 2018).

The second contribution is familiarity and pleasure towards well-known brands, which takes place mostly in regular consumer items. That is, the fact of consuming a product throughout life or having had it in the consumer's home positively conditions at the time of purchase. To promote familiarity, advertising is very important, and to improve the liking towards the brand it is essential that trademarks are easy-to-read, pronounce and known names. The third contribution is the commitment between the company and the consumer, which is achieved with great effort by the company, making available to customers, through advertising, all product attributes.

The fourth and final contribution to brand value according to Aaker and Álvarez-Blanco (1995) is the consideration of the brand among the different possibilities at the time of purchase. In other words, if the brand is well placed in the consumer's mind, it will cause the brand to be placed among the customer's purchase options, both in durable or common use goods. To reach the highest level of brand awareness, several actions on the brand itself are necessary. An important action is to create and develop different, unique and memorable brands through, for example, a slogan or refrain linked to the brand. The greater the relationship between the brand and the consumer, the easier it will be to remember the brand. The slogan and the chorus can be strong points to achieve this goal, just like a symbol, since a visual image is much easier to remember than a word or phrase. In addition, participation in sponsorships or events is another way to strengthen brand awareness or maintain recognition and familiarity (Lim, 2018).

Aaker (1991) points out, if customers are affected only by the sale price of the product or by factors unrelated to the brand, that brand will have little associated value; while if they affect intangible elements associated with the brand, its value will increase. Therefore, loyalty is linked to the company's results, since when a customer becomes loyal to the brand, the resources allocated to marketing can decrease, since the client will be more predictable and over time, fidelity will make the relationship stronger and will foster the satisfaction of both parties (Bui and Muñoz Martínez, 2019).

Saavedra (2004), brand associations can be defined as a series of “emotions and perceptions that are linked to the memory of a brand, which help the customer to make the purchase decision”. These associations can have strength and intensity, and these will increase if they are based on direct and own experiences or when there are more related links. In addition, when a consumer makes a purchase, associations begin, which are only found in the mind of the consumer (Ngo and Nguyen, 2016).

It should be stressed that following Aaker (1991) associations or brand image are not a faithful representation of objective reality, since, like perceived quality, it is a subjective variable. In this sense, it must differentiate between brand identity and brand image: identity refers to the associations that the company tries to communicate, while the brand image is the associations that finally communicates.

According to Aaker (1991), associations add value to the brand. The associations provide differentiation to the brand, since if, for example, the consumer does not know a thorough brand, but is related to a celebrity or celebrity, the brand can be a reason for distinction. In addition to being a critical element for the brand, differentiation can also become a competitive advantage, or act as an entry barrier for other competing companies. The reason for purchase is another contribution of value, since the benefits that the customer obtains with

the product attributes help the purchase decision by providing credibility and trust towards the brand. Finally, associations contribute to the creation of positive attitudes or feelings in consumers, which is important because they are linked to the brand, and some manage to link the attitude with the user experience (Khuong and Dai, 2016).

Many researchers have created alternative models to eliminate the limitations of the indirect method. In this sense, Aaker (1996) developed an escalation of brand perceptions, in which the methods for analyzing associations can be grouped into different categories. The first category proposed by Aaker (1996) is the free association that is based on the reception of thoughts and words that arise instantly in the consumer when he is told about the brand. This method is very useful to get reactions to names and slogans of the brand itself. Another method proposed by Aaker (1996) is the interpretation of images, in this case users see an image in which the brand plays a specific role and thus can be expressed as they feel.

6. Conclusion

This study helps analyze the factors that influence consumer decision-making in the Palestinian organic olive oil market. Research results show that there is a positive correlation between brand awareness, brand loyalty, brand associations and consumer decision making in the Palestinian organic olive oil market. This study provides managers with useful information for the convenience of consumers. Explain that brands need to adopt strategies to spread awareness of their brand, which will drive them to repeatedly make decisions and make purchases. Over time, customers will become loyal to the brand. This behavior will help the brand drive consumer decisions, help the brand stabilize its market position, minimize customer churn, and attract new customers. Therefore, managers must stimulate customer-to-customer interaction and customer-brand interaction to promote consumer decision making in the Palestinian organic olive oil market. This study is an effort to contribute to body of knowledge by development of focused understanding of branding strategies and consumer decision making consumer decision making in Palestinian organic olive oil market. The study highlights the importance of consumer decision making for brands and as well for other customers too.

7. Limitation & Future Research

We acknowledge the following limitations of the study that open avenues for future research. Future research to tests how brand awareness, brand loyalty and brand association can impact consumer decision making in soft drink industry. Researcher can also assess this relationship into other industries as well that how it concludes in other sectors such as auto mobile, FMCG's, pharmaceuticals etc. This limitation implies that the generalization of the findings documented here to other environments should be cautioned and requires further research. Future studies covering several countries would shed light over interesting questions such as: do the patterns identified in this study prevail in other environments? What other relationships exist and how are they different from the patterns that emerged in this study? The model described in this study constitutes a contribution to guide such further studies.

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