

# 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