The Mediation Effect of Brand Equity between Brand Dimensions and Consumer Decision on Palestine Olive Oil: A Conceptual Framework

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Abstract: This paper discussed and reviewed the brand awareness, brand loyalty, brand association, and brand equity, as well as the Consumer decision on Palestine olive oil concept. Besides the previous studies that clarify the role of the brand awareness, brand loyalty, brand association on the Consumer decision on Palestine olive oil, also the mediating impact of brand equity impact on between brand dimensions and Consumer decision on Palestine olive oil in Palestine olive oil market. This paper has come up with a conceptual framework that can be implemented in the Palestinian olive oil industry

Keywords: olive oil, brand awareness, brand loyalty, brand association, brand equity, consumer decision, Palestine

1. Introduction

The consumer society, technology and the consumer have been evolving, creating new market segments and micro-segments. Consumption, large brands and some others less recognized and positioned are increasingly globalized (Erdem and Swait, 2016). The present investigation is carried out with the purpose of identifying how brand positioning influences the decision to buy olive oil product, agreeing and understanding how consumers who buy well-known olive oil product for its brand attributes, in other words, positioned. New consumers change their motives, interests, perceptions and purchase decisions in shorter periods, the variety of options is expanded, the presence of brands expands, and brand positioning through marketing strategies is generated and strengthened among the customers and society (Çifci et al., 2016).

In Palestine, despite it occupies a late position among the olive oil production countries, but it considers as one of the higher quality of olive oil products globally (Mushtaq et al., 2019). Demand for olive oil is increasing year on year in international markets, and the area under which the tree is planted increases. Although there is a surplus in olive oil globally, it is expected that there will be a shortage of olive oil in the next few years; Japan, India, and others. The increasing demand for olive oil is due to the awareness of the people of the health value of this oil. In recent years, there has been a growing interest in the control of food products including olive oil, to provide foodstuffs that are safe for human consumption and harmless to health. The International Olive Oil Council has prioritized this issue (Çakmak and Isaac, 2015). Studies and researches have shown that the Eastern Mediterranean region (including Palestine) is the home of the olive tree (Zhang et al., 2017). Over the millennia, olive cultivation has developed in this region, and farmers have gained high experience in dealing with this tree; extra virgin olive oil has characteristics that are unique to other vegetable oils, which is why it occupies the first place and the highest price for it.

The lack of branding the olive oil product in Palestine limited the distribution of this product globally (Gerner, 2018). This is due to the low awareness of producers about the significance of branding, besides their low knowledge in the field of brand marketing strategy. This led to high supply of olive oil locally, which led to lowering the offered price of the product, despite increasing the global demand on olive oil (Ereqat et al., 2018).

2.Olive Oil Industry In Palestine

Olive trees cover about 45% of the agricultural land area in Palestine, is considered as one of the most fruitful types of trees in the Palestinian lands, and part of the social and economic life of the Palestinian people depends on olive trees, where the contribution of olive trees to the main income is about 13%. This branch provides the most important consumer goods for the Palestinian citizen, which considered as one of the elements of food security in the Palestinian territories, which is olive oil. Palestinian olive oil is one of the finest oils around the world, because olive oil extracted from the olive fruits by using mechanical methods. The resulting oil has a flavor, taste and aroma that distinguishes it from other oils that extracted through solvents, which affect the aroma of the oil. Many Palestinians see the olive tree as a symbol of nationalism and its association with the Palestinian land, especially because of its slow growth and longevity. The destruction of Palestinian olive trees has become a feature of the Israeli-Palestinian conflict, with regular reports of damage by Israeli settlers.

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 in 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.

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 considering of great importance in the New Testament. Olive oil used for fat as part of religious practices in Christianity and as a remedy indicated in Islam.

The cultivation of olives in the area around Nablus developed between 1700 and 1900 to become a major production center. The extracted oil 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).

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 because of the low shelf life and high prices. This decline followed by a doubling of production during the 28 years of Palestine under the British Mandate.

The vast majority of olive presses are in the West Bank in the villages of Jenin governorate, where most of the olive presses are located.

The olive oil produced in Palestine consumed primarily locally. Production varies from year to year depending on the natural cycle of the olive tree and this causes large fluctuations in production, but on average, there was an increase of about 4000 tons of olive oil produced annually. Israel is likely to be the largest producer of the product although no data is collected and the rest exported to Europe, North America and the Gulf countries.

3.Brand Awareness

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 (Kotler and Keller, 2006; Kotler et al., 2008), 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.

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, the 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 (Aaker, 1991). This level of awareness is very common when the customer chooses the product at the point of sale.

In the second level, ascending in awareness is the recognition of the brand, which implies the already mentioned assisted awareness (Aaker, 1991). That is, the consumer will recognize the brand, but with help. Therefore, at this level of awareness, the consumer's commitment to the brand is minimal and the decision-making will be made especially at the point of sale of the product or service.

At the next height of the pyramid, the third level is spontaneous awareness or memorization, in which the consumer remembers the brand without the need for help, so the brand is well placed in the mind of that buyer (Aaker, 1991).

Finally, in the fourth and last level are those marks that are mentioned without help and that occupy the so-called top of the mind. This situation is the best for the company since it means that the brand is located above other possible competing brands. The situation would improve even more if the case were that the brand was the only one located at the top of the consumer's mind, excluding the others from the decision making of the product (Villarejo, 2001). This last case usually occurs when the consumer is not very involved in the purchase when making decisions quickly and without much effort.

Regarding the contribution of awareness to the value of the brand, Aaker and Álvarez Blanco (1995) took into account four 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 (Aaker and Álvarez-Blanco, 1995).

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 (Villarejo, 2001; Sánchez-Franco et al., 2007).

4.Brand Loyalty

A serious mistake that many companies make is to focus only on attracting new customers when trying to maintain those that are already reporting many advantages for the company, including economic benefits since the cost of winning a new consumer is higher than the cost of retaining a satisfied consumer (Villarejo, 2001; Kotler et al., 2008). The most important measures to keep current customers are to offer good and close treatment and offer unexpected additional services (Villarejo, 2001). Therefore, the creation of loyalty is a fundamental task for companies.

As Aaker (1991) points out, if customers 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 (Yoo et al., 2000), since the client will be more predictable and Over time, fidelity will make the relationship stronger and will foster the satisfaction of both parties (Kotler et al., 2008; Santesmases et al. 2011).

In fact, according to authors such as CebolladaCalvo (1995) or Villarejo (2001, p.27), consumer loyalty for the company is important, since it protects towards competition, guarantees the supereminence of the brand in very competitive markets, it widens the barriers to entry, explains decisions in the medium and long term and also in the short term as in the case of promotions or offers (Villarejo, 2001).

5.Brand Association

Brand associations, brand image, and positioning are closely related, and it is another variable that Aaker (1991) incorporates into its theory of brand value. The current market competition has led companies to study carefully the image of their brand to achieve good positioning in the minds of consumers (Kotler et al., 2008). Therefore, the creation of brand associations around differentiable attributes of the product is one of the most common strategies of differentiation, while those established around physical attributes of the product are easy to copy by competition over time (Kotler et al., 2008).

According to Saavedra (2004), brand associations defined as a series of “emotions and perceptions that are linked to the memory of a brand, which helps 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 (Saavedra, 2004). In addition, when a consumer makes a purchase, associations begin, which are only found in the mind of the consumer (Ortegón, 2011).

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, we 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 communicate (Martínez et al., 2005).

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 the 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 (Kotler and Keller, 2006; Kotler et al., 2008). 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 (Aaker, 1991). 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 (Villarejo, 2001; Aaker, 1991).

6.Brand Equity

The brand is an important factor for the competitiveness of organizations, since customers not only buy products or services, but also the value of your brand. According to Hoefler and Keller (2003), “consumers decide their purchases based on the factors that they believe to be important, that is, the brands that have the most added value”. The importance of brand value is highlighted by Shultz (2001), who argues that the brand promise or value proposition is not a suit, an icon or a color or a graphic element, although all these aspects can contribute.

Rather, it is the heart and soul of the brand. Brand equity is its potential, that is, its ability to be known, recognized by the market and to generate added and differential value for the product (Belch and Belch, 2003; Shimp, 1997; Clow and Baack, 2004; Aaker and Joachimsthaler, 2000). Brand equity can be understood as the sum of the tangible and intangible assets of a particular product or service and can be analyzed from two different aspects: the financial value of the brand (that is, its equity value, expressed in monetary value) and the emotional value of the brand (when it is admired and respected).

In recent decades, several authors have dedicated themselves to developing models to explain the formation of brand equity. Among the various existing models are those proposed by Keller (1998 and 2001), Aaker (1998), Aaker and Joachimsthal (2000), the Bran dz model of the Millward Brown and WPP consultancy, and finally the BAV - Brand Asset Valuation model of the assets of the brand, from the Young & Rubicam agency. The concept of Branding can be considered as the act of brand generation, or to manage the process (create and maintain) the value of the brand (Martins, 2000; Keller and Machado, 2005). These models are among the most widespread in the study of brand equity. Considering that these models have much more points of convergence than divergence, the Aaker (1998) model is used as a reference for the approach to the elements of the brand equity model. According to the author, the brand is made up of five dimensions: brand awareness (refers to the presence of the brand in the minds of consumers); brand associations (represents what the organization wants the brand to represent in the minds of customers); perceived quality (it is in the essence of what the customer is buying, which is why it is directly related to the identity of a brand); brand loyalty (includes issues or aspects such as customer loyalty and their willingness to remain active in their relationships with the organization); and the complement of other assets related to the brand (patents, respectability in the distribution channel, level of competitiveness).

In recent times, various theories about branding have been developed and much has changed in order to better understand the role and importance of branding in the context of marketing. Concepts such as: economic brand value, brand positioning, brand hierarchy, a brand extension, parent brand, sub-brands, co-branding, brand architecture, brand identity, among others, seem become increasingly familiar to marketing professionals and scholars. However, two concepts are fundamental to understand the current phase of the brand study and, in some way, include all the others. They are the concepts of brand and branding. The first, the brand is the final objective that concentrates and materializes all the efforts of the brand management process. Therefore, it can be considered that branding is the management process of the brand, to generate equity of this, which in turn will make the brand more valuable, potentiating its effect on the competitive market process. In this way, these two concepts considered as complementary aspects and not as synonyms, as they are often treated.

Brand equity eliminates or minimizes the five types of risk that perceived by buyers: financial, social, psychological, performance and physical risk. As for the financial risk, in addition to minimizing it, it reduces the importance of the price as a deciding factor in the purchase, with which brands with high equity can successfully implement the “premium price” strategy and obtain greater profitability and at the same time greater preference.

The beverage market gives a good example of the daily concern of brand managers to improve the value of their brand. While brand managers cannot explicitly declare that, they want to increase the value of their brand, all their planning, and strategic decision-making done with the purpose of achieving it.

Similarly, the iPhone, is a trend maker and has strong integrated brand loyalty, despite having closed source applications and being generally more expensive than other brands that use systems such as Android. Being a trend maker, is the reason why Apple's brand equity is superior compared to Samsung, which is perceived more as a functional brand, rather than a fashion brand, even though the S series He broke that belief with many of the knowledgeable users of fashion and technology (Abratt and Bick, 2003).

7.Consumer Decision on Palestine Olive Oil

When the marketing literature is examined, studies that measure consumer-based brand value are generally divided into studies that focus on consumer perceptions (such as awareness, brand associations or perceived quality) and consumer behavior (such as brand loyalty and the focal point in paying a price difference) (Myers, 2003). However, there are also approaches that analyze consumer perceptions and consumer behaviors together.

Yoo, Donthu, and Lee (2000) define consumer-based brand value as the added value or increased benefits to a product by the brand name (Avcılar, 2008). Keller, on the other hand, defines the different reactions of the consumers to the brand marketing activities of the company depending on the brand knowledge that the consumer has (2008). In the definition made by Vazquez, Del Rio and Iglesias (2002), consumer-based brand value expresses "the sum of symbolic and functional benefits obtained by the consumer as a result of using and consuming the brand" (Avcılar, 2008). The common point observed in these definitions is consumer perceptions and reactions of consumers to the brand. Knowing how they acquire these perceptions, how they react to the brand, and what the factors that trigger these perceptions and reactions form the basis of consumer-based brand value research.

Two important models come to the fore in determining the factors that affect consumer-based brand value. The Consumer-Based Brand Value model of Aaker (2001) (Marangoz, 2007a) and the Consumer-Based Brand Value Pyramid model of Keller (2008) also used in this study.

Aaker's Consumer-Based Brand Value Model

Aaker (2001), one of the few authors combining perceptual and behavioral dimensions, allows a better analysis of brand attitudes that remain weak in predicting consumers' market behavior (Myers, 2003). In his study, Aaker (2001) expresses consumer-based brand value as "an intangible asset created by marketing activities, as a set of assets and liabilities that increase or decrease the value of the products and services offered by the enterprise to consumers, and that depend on the distinctive features of the brand such as name or symbol". It is stated that there are five factors affecting the consumer-based brand value in the model of Aaker (2001), which also forms the basis of this study. These factors include brand awareness, perceived quality, brand associations, brand loyalty, and other ownership of the brand (other proprietary values such as patents and trademarks).

Keller's Consumer-Based Brand Value Pyramid Model

Keller (2008)'s model includes six factors that affect consumer-based brand value (Keller, 2008):

1. It is striking that the awareness of the brand is measure at the bottom of the pyramid.

2. The performance and image in the pyramid, which is above the striking and where the similarity and difference points with competitors are measured.

3. The judgments and feelings above performance and image in the pyramid, by which consumers' reactions to the brand are measured.

4. The vibration (resonance) at the top of the pyramid that measures the strong and effective loyalty relationship between consumers and the brand.

Other Models

Apart from these studies, there are studies dealing with consumer-based brand value and the factors affecting it. For example, Elliott and Percy (2007) state that there are five factors (awareness, associations, financial value, loyalty and attitude) that affect consumer-based brand value, which they express as brand equity.

The model focuses on creating a synthesis of rational messages based on the objective characteristics of the brand used in the functional area and emotional messages based on the subjective characteristics that are dominant in the emotional field for the formation of consumer-based brand value.

Kamakura and Russell, in their study, state that, there are three factors (perceived value, brand strength and moral value) that affects consumer-based brand value (Myers, 2003):

1. Perceived value is a concept that cannot be explained by price and promotion but expresses the value of the brand.

2. Brand power ratio is a concept expressing the “neutral value of brand abilities over price in a competitive environment”.

3. Spiritual value, on the other hand, is defined as a concept expressing the generalization made by making use of a brand perception free from utility measures.

Punj and Hillyer (2004) examined the consumer-based brand value conceptually and tried to measure the effect of factors such as global brand attitude, power of choice, brand knowledge and brand intuition on consumer-based brand value.

In the model in which Yoo and Donthu (2002) investigated the generalizability of the brand value creation process model across cultures, marketing efforts (price, store image, distribution power, advertising expenditures and price agreements) and brand value elements (perceived quality, brand loyalty and brand awareness) / connotation) they tried to reveal their constant effect on brand equity. As a result of the research, it was observed that brand awareness / association has a constant effect on brand value, but brand loyalty and perceived product quality cannot have the same effect. It has been found that the most influencing factor in brand value, even if not at the same level, is brand loyalty in Korea and America. Considering the examples in Korea, the effect of perceived quality on brand value is better than the examples in America. Brand awareness / association has a positive effect on brand equity. Looking at the concepts related to marketing efforts, it is seen that price and store image have a positive effect on perceived quality, distribution on perceived quality and loyalty, and price agreements have a negative effect on perceived quality and brand awareness / association. While advertisements had a positive effect on the perceived quality and loyalty in America, the same conclusion could not be reached in Korean examples.

“Consumer-based brand value ensures the continuity of the value created by brands by revealing the different reactions of consumers to marketing efforts” (Keller, 2008). In addition, brand equity helps consumers interpret, process and store information about a large number of products and brands; The factors that make up the brand value provide three values: the previous brand usage experience in the purchasing decision process, affecting the consumer trust due to the close knowledge of the brand and its features, and finally, the perceived quality and brand associations increase the satisfaction level based on the experience of using the brand (Avcılar, 2007).

Aaker's (2001) model is one of the most frequently used models. Considering the researchers applying the model, in general, other ownerships of the brand, which are among the factors that affect brand value, are not taken into account in brand value measurement. While Kim, Kim, and An (2003) use the variables of brand awareness, brand loyalty, perceived quality and brand associations, Baldauf, Cravens, and Binder (2003) do not consider brand associations (Marangoz, 2007a).

8.Theoretical Framework

The choice set theory first put forward by Howard (1963) in the consumer behavior literature, later Howard and Sheth (1969), Narayana and Markin (1975), Brisoux and Laroche (1981), Spiggle and Sewall (1987), and Shocker et al. (1991) has been evaluated in detail. These studies, which form the basis of the selection set theory, are defined as the main models related to the subject (Dölarslan, 2009).

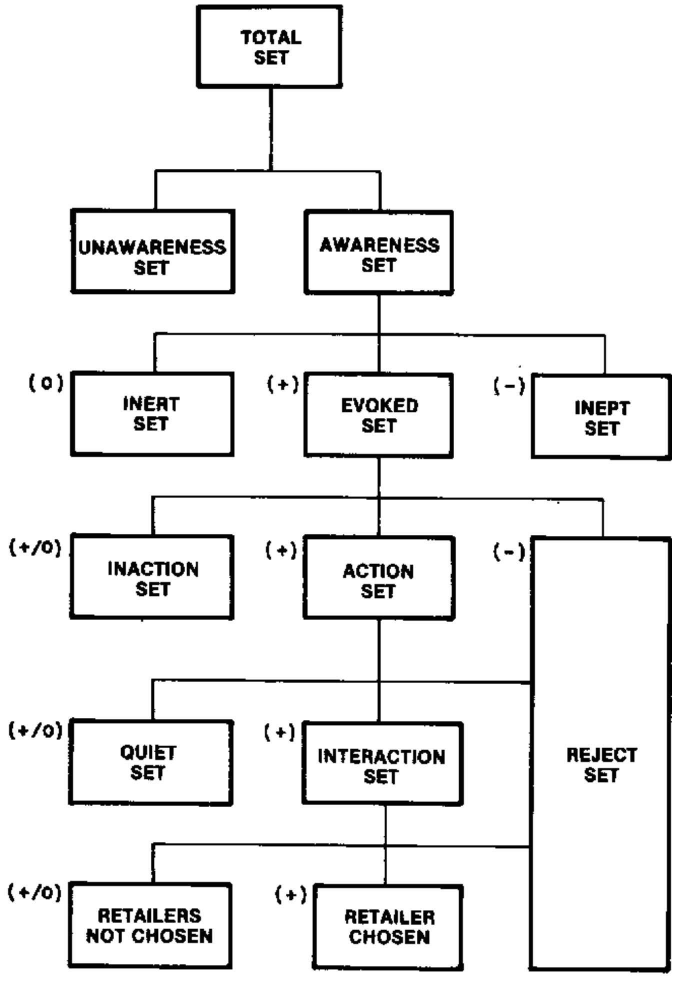

Figure 1. Retailer Selection Process Structure of Spiggle and Sewall (Spiggle and Sewall, 1987)

Howard (1963) argues that while dealing with the concepts of consciousness set, unconscious set and call set, brands are included in the conscious or unconscious sets of consumers. While the consciousness set includes the brands and alternatives that the decision maker is aware of at any time, the unconscious set identifies all the brands that the decision maker is not aware of. Within the scope of this approach, the set in which the brands that the decision maker considers actively during the purchasing process are gathered is also considered as a call set.

Howard and Sheth (1969), on the other hand, named the set in which the brands considered appropriate for the next purchases of the consumer were collected as the call set (Sırakaya and Woodside, 2005: 828). The model proposal of Narayana and Markin (1975) took the consciousness sets approach one step further.

The model in question consists of the total set, consciousness set, unconscious set, invited set, still set and inappropriate sets. The total set covers all brands in a product category that exists on the market at any given time (t). However, the consumer may not be aware of all available brands. Therefore, in line with the approaches of previous models, the total set is divided into two classes: consciousness set and unconscious set.

If a brand is included in the unconscious set of the consumer, it is not possible for the consumer to (t) buy it for that moment because the brand is not aware of it. However, this situation may change over time with different information entries. Therefore, the primary task of marketers is to ensure that the consumer has sufficient information about the suitability of their brands (Narayana&Markin, 1975).

A consumer who has sufficient knowledge about a particular brand positions the relevant brand in his consciousness set. However, the fact that a brand is in the consumer's consciousness set does not mean that it will be purchased by the consumer. Therefore, Narayana and Markin (1975: 2) argue that the consciousness set consists of three subsets: the invoked set, the calm set, and the inappropriate set. The invited set includes a small number of brands that consumers think about in their purchasing preferences. The brands in this set are the brands that the consumer evaluates positively (+) in terms of purchasing and consumption. The brands in the stagnant set are the brands that the consumer evaluates neither positively nor negatively (0). The consumer may have less or insufficient information about the brands in the relevant set compared to the brands in the called set, or they may think that the characteristics of the brands in question are insufficient compared to the called set. However, some brands are not considered by consumers in the purchasing decision process due to evaluation of past experiences or negative feedback from other sources. The set in which the mentioned brands are collected is defined as an inappropriate set. For this reason, brands included in the inappropriate set are those that negatively evaluated (-) by consumers (Narayana&Markin, 1975).

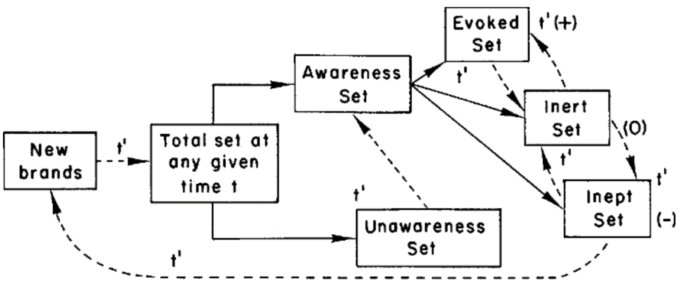

Figure 2. Narayana and Markin's Consumer Behavior and Product Performance Conceptualization 1 (t> t ') (Narayana and Markin, 1975)

A classification similar to Narayana and Markin's approach was made by Brisoux and Laroche (1981) (Figure 2). In this brand classification, the authors state that the brand subject to the purchasing action can be classified into 4 sub-sets, including processed set, invited set, holding set and unaccepted set. In this approach, the unprocessed (fuzzy) set includes brands that are not considered in further evaluation stages. Consumers evaluate only from the brands included in the processed set, which is divided into sub-sets as call set, holding set and unaccepted set. While the invited set includes the brands for which positive evaluations were made about the purchasing preference, the holding set is defined as the set in which the best alternatives excluded from the called set are collected. The brands in the unacceptable set, which is the last set, are those that are not chosen by the consumer due to any negative attitude (Yoon et al. 2009).

A study similar to the work of Narayana and Markin (1975), but that deals with selection sets in a wider perspective and evaluates the retailer selection process, conducted by Spiggle and Sewall (1987). The model of Spiggle and Sewall (1987) defines 5 new sets in the selection set approach, which are called action set, inertial set, effect set, slow set and unaccepted set, which are defined as subset of the called set. The application for the model in question has been carried out on jewelery-selling stores (retailers).

The action set includes at least the stores that are considered to be visited, while the inertial set includes the stores that are in the call set of the decision maker but not visited. The action set derived from the summoned set is evaluated in two parts: the effect set and the slow set. The effect set includes all stores that are eligible for purchase; On the other hand, the slow set is the sets where the consumers visit and meet with the sales representative before leaving (Spiggle& Sewall, 1987).

Within the scope of this model, it is also taken into account that the consumer evaluations regarding the stores are not always positive. Therefore, in both stages, some stores that are included in the invited set, action and impact sets of the consumers are included in the unacceptable set due to the negative result of the evaluation made by the consumer (Spiggle& Sewall, 1987).

Within the scope of the model, consumers' judgments about the stores in the relevant sets are evaluated in three ways as positive (+), negative (-) and neutral (0) (Spiggle and Sewall, 1987: 102). The invited set, action set, and effect set are the sets with a high probability of purchasing by the consumer and positive (+) attitudes towards the stores in these sets. The store to be preferred by the consumer should be one of the stores in the mentioned sets or at least the negative or neutral attitude should change over time and enter the group in which the relevant stores are located.

Another evaluation that can be made regarding the model in question may be on the difference between inappropriate set and unacceptable set. A store that is in an inappropriate set is a store that is left out of evaluation by the consumer at the beginning of the consumer purchase process. Therefore, consumers do not make a comprehensive assessment of these stores. On the other hand, the stores included in the unacceptable set include those that are not found suitable as a result of the evaluation made by the consumer.

Shocker et al. (1991), similar to the previous approaches, discussed the selection process approach in 5 stages: total set, consciousness set, thinking set, choice set and choice. Within this approach, the universal set includes all brands, while the awareness set includes brands that the consumer is aware of. The brands in the consciousness set by the consumer are subjected to elimination while passing to the thinking set in line with the existing knowledge of the individual. In this evaluation made by the consumer, external sources of information may be needed in addition to the existing judgments.

Another important point within the scope of this approach is that the model describes the selection process as a dynamic structure. As a result of the evaluation made in the decision-making process, the individual gives a feedback that affects the next decision process after the selection phase. This last stage, which can be defined as post-selection evaluation, means that the preferred brand is positioned in the consciousness set, either positively or negatively, according to its performance characteristics.

Nedungadi (1990) states that many different decision-making rules can be used in the stages from consciousness set to selection. For example, there may be compensatory and non-compensatory decision rules at these stages (Shocker et al., 1991). Within this perspective, the aforementioned decision rules are of great importance in the consumer evaluation of the brands included in the selection sets. The consumer evaluates the characteristics of the brands in the consciousness set within the framework of the information obtained as passive (internal research) or active (external research). This evaluation made by the consumer results in the selection of a certain brand at the end of this process by subjecting the brands in the consciousness set to a process in the process.

9.Conceptual framework

Since the publication of the work "Managing Brand Equity: Capitalizing on the Value of the Brand Name" (1991) by Aaker, the brand concept evolved. In the previous decades, the brand was simply considered as an intangible asset that fulfilled the denomination function, offering a name to the product to be able to differentiate it from the rest (Kotler and Keller, 2006; Kotler et al., 2008; Santesmases et al., 2011). Therefore, companies now consider the product and brand differentiation fundamental, due to the saturation of the markets and the exponential growth of both national and international competitors and increasingly segmented markets (Kotler and Keller, 2006; Kotler et al., 2008). Consequently, those responsible for marketing try to measure the value contributed by the brand, both to the company and to the consumer, with investment in marketing areas becoming increasingly important.

The definition of the concept of brand value (Brand Equity) has been changing over time (Villarejo, 2001). Among the definitions most commonly accepted and used in the literature is the definition proposed by Aaker (1992) who states that "brand value is presented as a set of assets and liabilities linked to the brand, its name, and symbols, which incorporate or decrease value supplied by a product or service exchanged to the company's customers".

As proposed by Aaker (2007), the different contributions of the brand value can be differentiated, both for consumers and for the company itself. If the consumer's perception of the brand is good, the company will obtain loyalty on its part, just as the commercial margins will increase, as consumers become more insensitive to changes in the price policy when they consider that they have a high-value brand (Aaker, 1996).

With a high brand value, the company will have the greater facility to increase consumer confidence at the time of purchase and thus be able to reach customer satisfaction (Aaker, 2007; Kotler et al., 2008). On the other hand, the commercial leverage must be analyzed (Aaker, 1991, p.21), which refers to the fact that distributors and intermediaries would choose before a known brand - a brand with high awareness and market recognition - to eliminate certain risks All these contributions of the brand can end up being a very important competitive advantage for the company, just as they can become entry barriers for new competitors (Kotler and Keller, 2006; Kotler et al., 2008).

Therefore, it can be affirmed that the vision and conception of the brand as a business asset became generalized when it was understood that consumers bought and valued their experience based on a series of elements attributed to the brand and that they go beyond physical attributes or price (Aaker, 2007; Aaker, 2014).

To build brand value, marketing managers must start with the creation of the brand name (Kotler et al., 2008). In this context, previous studies agree that the trademark must be easy to pronounce - including foreign countries if they intend to carry out an internationalization -, also easy to read, pronounce and spell, to achieve maximum awareness and brand association (Kotler and Keller, 2006; Kotler et al., 2008; Santesmases et al., 2011). This name can be linked to a logo or emblem that helps the association by consumers (Santesmases et al., 2011). It is also important to manage the four variables of the marketing mix - price, product, distribution, and communication - in increasing the value of the brand since the correct management of these variables helps to create brand value or differentiation (Aaker, 1996).

Faced with the question of why measuring brand value, Marketing Science Institute (MSI) highlights its usefulness in guiding the marketing strategies of companies, their ability to access brand extension, their usefulness in measuring the effectiveness of marketing decisions and to know the “health” of the brand in relation to those of the competitors, as well as to give the brand financial value in balance sheets and financial transactions (Ailawadi et al., 2003: through De la Matinière, 2008).

Much of the success of a brand depends on the value it brings to consumers (Aaker, 1991; 1996), most of the theories dealing with a brand value focus on customer perceptions, behaviors, and preferences. To measure the brand value from the point of view of the consumer, direct or indirect methods can be used. While direct methods are those that value the influence of brand value on consumer response and behavior, indirect methods analyze the origins or source of these values (Bull et al., 2013).

On the other hand, Aaker (1991; 1996) proposes a model of brand value measurement that focuses on five variables or backgrounds, which will be different depending on the service or product and the customer's relationship with the company. The five variables of brand value proposed by Aaker (1991; 1996) are loyalty, recognition of name or awareness, perceived quality, brand associations or brand image and, finally, other assets owned by the company as patents, registered trademarks. To the measurement and union of these five elements, Aaker called it the Brand Equity theory.

On the other hand, Aaker (1991; 1996) pointed out the main functions of the five variables of brand value. Next, these variables will be analyzed in detail. However, in the present work it has been decided to dispense with the fifth variable - the assets owned by the company - as it is considered to be of little importance in the context of the category of product to be analyzed, such as the case.

Furthermore, the current paper has come up to conclude this study with proposing the following conceptual framework as shown in Figure 3.

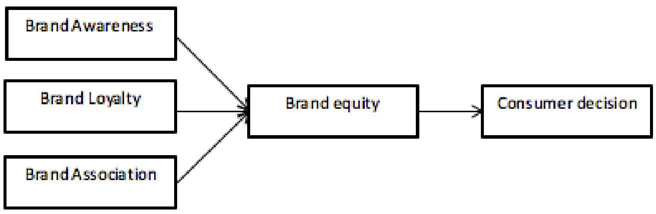

Figure 3. Unified framework for Consumer decision on Palestine olive oil.

10.Conclusion

Nyadzayo et al. (2016) state that it is programmed to have pack behaviors, where consumer societies through different media seem to direct what should be bought or the aspirations that a consumer should have. Brands are the product identification of a company that seeks profit; which are only valued by the positioning of the product, a determining aspect for the development of any business unit. Companies have the need to position their brands with a very competitive profile. According to Kotler and Pfoertsch (2006), each strategy aims to increase or maintain the perception of value of a brand. Hence, the problem of when this type of information is lacking, for this reason, many brands perform monitoring through big data, commercial intelligence, research or studies where information provides important data for decision making from top management (Molinillo et al., 2018). Consumption as a large tree full of probabilities for organizations dedicated to the commercialization of their trademarks requires knowing how it works which attractions and solutions are more valued by consumers; obtaining good and constant customer feedback allows it to establish the behavior with the aim of being able to anticipate changes in society.

This study discussed and reviewed the brand awareness, brand loyalty, brand association, and brand equity, as well as the consumer decision on Palestine olive oil concept. Besides the previous studies that clarify the role of the brand awareness, brand loyalty, brand association on the consumer decision on Palestine olive oil, also the mediating impact of brand equity impact on between brand dimensions and consumer decision on Palestine olive oil in Palestine olive oil market. To sum it up, this study has come up with a conceptual framework that can be implemented on the Palestinian olive oil industry

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