

The Determinant of The Palestinian Customer Awareness Regarding the Purchase and Use of Counterfeit Goods.(Case Study of Fashion).

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Abstract :

The study examines the determinants of the awareness and behavior of the Palestinian consumer concerning the purchases of clothes in Bethlehem Governorate. Therefore, the customer behavior will be tested by the impact of the availability of counterfeit products of many clothing brands. The specific objectives aim to identify the most important factors that affect the Palestinian consumer buying behavior. The factors includes the demographic, economic, personal, social, marketing mix, and brands factors. In addition, this research will provide recommendations to official authorities such as the Palestinian Central Bureau of Statistics, to develop effective plans to reduce the spread of this phenomenon.

Secondary information was collected from sources such as the Ministry of Economy, the Palestinian Consumer Protection Association, as well as from previous studies in this field to collect the necessary data. The preliminary data were collected using a questionnaire was distributed to 400 Palestinian consumers in the Bethlehem governorate randomly for the 18-40 age group, which is independent and able to make clothing purchase decisions.

The study found many results such as how the economic and personal factors have been very important in determining the behavior of the Palestinian consumer towards the purchase of counterfeit goods.

There were also some differences between buyers depending on demographic factors such as gender and income levels.

According to the results of the study, the income level of the majority of Palestinian consumers representing about 85% of the respondents ,does not exceed 4000 NIS per month, which leads them to buy and use counterfeit goods due to their cheaper prices. This tendency, however, varied according to the sex of the consumer as this tendency to

buy cheaper counterfeit products was higher among male consumers than that of female ones and among single consumers than the married ones.

The results of the study also showed that most consumers do not review the commodity card (Label), and they also do not care about the country of origin.

Palestinian consumers consider the counterfeit clothes as an alternative to the original one. While the quality of the clothing products they buy varies depending on the occasion and purpose. In addition, the percentage of clothing purchase varies according to on the seasonal discounts rates.

Moreover, factors such as promotion and word of mouth marketing by shopkeepers have a significant impact in guiding the clothing purchasing behavior of the Palestinian consumer.

The study presents several recommendations to the competent authorities for improving their procedures for taking control of goods to reduce the phenomenon of counterfeit goods. In addition, the role of the producers is important to enable consumers to understand the real damage that can be caused to both the economy and individuals from the spread of counterfeit goods.

The recommendations also include the need to tighten control by competent authorities to reduce the spread of this phenomenon, and the development of specifications and standards to control the process.

The study also stress the need to pay more attention to local products, promote the Palestinian quality mark, and develop appropriate policies aimed to reducing production costs and offering Palestinian products with the ability to compete with imported goods quality in terms of cost and quality.

Finally, the study pointed out the need to pay attention to social media websites and activate the role of these websites in creating an interactive electronic marketing environment aimed at providing consumers with sufficient information about the goods they are buying.