

## **Trends of the Palestinian consumer towards local product in the food industry**

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### **Abstract**

The study aims to identify the trends of the Palestinian consumer towards the local product in the food industry and its impact on the purchasing decision. This is done by identifying the economic, psychological and mental variables and the quality of the competitive product that affect the Palestinian consumer trends towards the local product in the food industry. Factors influencing the decision to buy the Palestinian consumer for the local product in the food industry, and highlight the impact of the trends of the Palestinian consumer towards the local product on the purchase decision.

In order to achieve the objectives of the study, an analytical descriptive method was used. A questionnaire was designed to study the research problem. The study population was (45646) households in Bethlehem Governorate, the sample consisted of (385) consumers in a random stratified sample method according to the class of place of residence. After the data collection, the statistical packages for social sciences (SPSS) were statistically treated.

The study found that the trends of the Palestinian consumer towards the local products in the food industry were medium and 67.7%. In addition, the most important trends of the Palestinian consumer towards the local product in the food industry are the economic factors to a high degree, the psychological factors, quality of the product to a medium degree, and showed a positive impact of the trends of the Palestinian consumer towards the local product in the food industry on the purchasing decision.

The most important recommendations of the study were the necessity to adhere to the quality of Palestinian food products through the application of quality systems, and constantly strive to improve and develop local products to suit the need and expectations of the consumer and to conduct continuous research and marketing studies to identify the needs and desires of consumers to produce goods that meet these needs.