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The Extent of People Credibility in Judging Palestinian and Israeli Dairy Products

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Background: This presentation addressed several topics related to dairy products and the method of selecting them, including food selection factors, internal and external factors that affect consumer choice, the dairy products industry in Palestine, the situation in general, Palestinian specifications and specifications certification in Palestinian factories, and the practical studies that we conducted.

Objective: To analyze the extent of consumers' credibility in evaluating Palestinian and Israeli dairy products.

Research question: What is the extent of consumer credibility in distinguishing between Palestinian and Israeli dairy products?

Methods: Through this study, we aim to examine the opinions of Palestinian consumers regarding Palestinian and Israeli products both theoretically and practically. Therefore, the study is divided into two sections;

First section: Examining consumer opinions through preparing a questionnaire and distributing it via social media platforms to gather feedback about Israeli and Palestinian products.



Second section: Conducting a sensory analysis for Israeli and Palestinian dairy products and gathering consumer opinions using hedonic scale. And then the result from the two-sections analyzed to determine the extent of consumer credibility in evaluation.

Results: The results of the questionnaire revealed that Israeli sour cream and pudding products were significantly preferred over Palestinian counterparts. However, Palestinian flavored milk, yogurt, and labneh products were rated as superior to their Israeli equivalents. On the other hand, sensory analysis results showed that Palestinian labneh, sour cream, and yogurt products were superior to the Israeli products. As for the other products, flavored milk and pudding there was a similarity between Israeli and Palestinian products.

Conclusions: In conclusion, the practical studies we conducted have shown that most Palestinian dairy products are better than Israeli dairy products, and if not better, they are almost equivalent to them. Also, as a Palestinian people, we must choose the Palestinian product under all circumstances and reasons that support our cause.

Key words: Palestinian dairy product, Israeli dairy products, Labneh, Yogurt, Pudding, Flavored milk, Sour cream, Sensory evaluation, Hedonic Scales.