

“The impact of boycott campaigns on Israeli products on the behavior of the Palestinian consumer towards the local product”

(Case study: West Bank)

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Abstract

This study aimed to measure the impact of the boycott campaigns on the economic occupation and its relation to the Palestinian consumer and the extent of their contribution to influencing the trends in the choice of local products instead of Israeli products. To the objectives of the campaign, which lies in directing the consumer to Palestinian products and raising awareness of the consumer, the importance of boycotting Israeli products in making the occupation costly to the occupier. It is important to strive to highlight a national topic of the utmost importance is to activate the popular boycott of Israeli products as possible to achieve the objectives of the study used the researcher descriptive method, and questionnaire as a tool to collect data ,display and analysis for the purpose of answering the questions of the study, the questionnaire was composed of two parts, This study was conducted between July 2018 and March 2019. It was carried out in the northern governorates of Palestine (West Bank) The researcher used the sampling method for information from members of the community where it reached a stratified sample of 500 single of the original size of the community. The results showed that 93% of the sample agreed with the definition of the district procedural researcher. 66.4% confirmed their good knowledge of the role of the national movements in the boycott campaigns. 67.9% agreed on the existence of incentives and incentives to boycott. The percentage of boycotters who will replace their products with domestic products is 83.9%. Those who will replace Israeli products with Arab or foreign products reached 81.5%. 82.5% agreed on how the local industries become the choice (89.9% of the respondents will buy local products in the event of lower prices, 67% in case of increased quality, 80.4% if producers sponsor Palestinian sports teams, 67.3% Companies in support of the issue of Palestinian prisoners, 73.9% in support of Palestinian artists and writers, 86.4% in case the producer company built public parks, 85.3% if the company produced international certificates of quality, and 79.9% if the company participated Produced in support and promotion of community responsibility, 80.9% in case the company participated And 83.7%

in the event that the producer company participated in supporting scientific research in Palestine and 85% in case the producer company participated in supporting the Jerusalem institutions targeted by the Israeli occupation.