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EXPLORING THE DETERMINANTS OF CONSUMER BEHAVIOR IN WEST BANK, TOWARDS DOMESTIC AND IMPORTED DAIRY PRODUCTS

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Abstract

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This paper aims to investigate factors influencing the purchasing behavior of Palestinian customers towards domestic and imported dairy products (Israeli and foreign). The secondary data were obtained from the competent authorities. On the other hand, primary data were gathered by utilizing personal interviews and questionnaires. 450 questionnaires were distributed to all governorates of the West Bank.
It has been concluded from statistical results that middle-income households concern mainly about quality, image and product validity period. In contrast, low-income households consider mainly product price. The consumer was satisfied with Israeli products that meet his needs. On the other hand, local consumer highly considered price and personal knowledge when purchasing local dairy products. Advertising negatively affected the consumer purchasing behavior of Israeli and foreign dairy products, in contrast it positively affected his behavior when purchasing local dairy products. Period of validity was the most influential factor on the purchasing decision for domestic and imported dairy products. It has been found that consumer expenditures on Israeli dairy products were the highest followed by local and foreign products. Recommendations are as follows: i) producers should develop products that could meet the needs and desires of consumers, ii) draw effective marketing policies, depending on technologists specialized in dairy industry, iii) take into account consumer awareness when developing advertising strategy, and iv) quality control should be adjusted in accordance with product specifications and standards.

Keywords: dairy, consumer behavior, consumption trend, marketing mix, marketing polices

INTRODUCTION AND MOTIVATION

Dairy products are an important part of food products which are consumed by an individual that attracted the attention of the research community to determine the factors affecting the consumer behavior (Bouamra-Mechemache *et al.*, 2008; Van Kleef *et al.*, 2007; Leclerc, 1994 and Margetts *et al.*, 1997). This is especially due to the growing need for well-engineered marketing and business polices to be adopted by dairy producers to advance their competitive position, market share, profitability, and at the same time to meet the needs and satisfy the desires of dairy consumer (Bay, 2006; Kotler and Kelvin, 2006).

The food industry is one of the most important Palestinian industrial sectors, which consists of 13 branches, and this sector occupies the largest share of manufacturing sector (PCBS, 2012). The number of food establishments in private and government sectors is 2179 facility including 1654 in West Bank. These food facilities in West Bank compromise 14% of the total establishments operating in the manufacturing sector, spread over different governorates (PCBS, 2008).

The volume of food domestic production in Palestinian territories is 468.5 million U.S. $, while the added value is 167.8 million U.S. $. This food sector is characterized by a set of characteristics where the most notable ones are continuous growth and sustainable development. Palestinian companies operating in food industry occupies the largest share in terms of volume per capita spending on food products (with an average per capita expenditure on food commodities reaching 35% of the total spending in the West Bank) (PCBS, 2008). The food manufacturing sector also employs a large number of Palestinian manpower, where the number of workers in this sector is 10,803.0 in Palestinian territories out of 67052.0 working in the manufacturing sector, which account for 16% of the total workers in the manufacturing sector (PCBS, 2010). This in turn plays an important role in light of the economic situation which suffers from unemployment increase and strong competition with foreign and Israeli food industry. Another remarkable factor is the modest capabilities of this sector in comparison with the strong capabilities of similar foreign and Israeli ones. The Palestinian manufacturing food sector finds itself in pressure to meet the needs of Palestinian consumers, which are characterized by volatile behavior in light of the open Palestinian market.

Dairy industry sector is defined as each industry in which milk is entered as a main component of production, and the total quantity of milk production in West Bank is 365 thousand liters per day, according to data from Palestinian Central Bureau of Statistics for 2009 (PCBS, 2009; PCBS, 2010). Dairy products vary in Palestinian markets, where they are divided into several categories as follows: i) pasteurized milk types (creamy, half creamy and skim); ii) sweetened and unsweetened condensed milk, plain milk powder and half creamy milk powder for children; iii) ribe milk (yogurt) types (creamy and half creamy); iv) cream, butter, ice cream and lactose; v) cheese of all kinds, and vi) animal obesity and others (PCBS, 2009; PCBS, 2010).

In recent years, increases of inflation, weakness of purchase ability and per capita income have become major determinants of food consumption and expenditures. However, there is an increase of imported dairy products from Israel and generally from other Arab countries. Although there are 51 dairy factories in Palestinian territories, Palestinian consumer still carries positive attitudes towards Israeli dairy products. In contrast, negative attitudes against domestic dairy products have being increased. Consequently, there has been found a difference between consumer expectations and perceptions. It could be attributed to the difference in the personal characteristics, motives, and convictions. Therefore, when information about the nature of the consumer's behavior and the factors that affect his/her spending decisions are explored, this will be very helpful to match the domestic supply with consumer needs. Also it will help the local dairy producers to enhance the capability of domestic products to compete in a market that has a multi product and multi consumer needs and desires. The Israeli factories such as Tnuva, Strauss have the highest share of dairy products in Palestinian market, in addition to factories of Arab and foreign countries. The average monthly household dairy consumption in Palestinian territory is 23.2 JD, where 26.5 JD in West Bank (average family size 5.8) and 16.7 JD in Gaza Strip (average household size 6.1), according to Central Bureau of Statistics data in 2009 (PCBS, 2008).

To be more accurate in our analysis, we will focus on dairy sector. Also, it is worth mentioning that our selection for dairy sector among others comes from the relatively high rate of spending of total spending of Palestinian household on dining set, in addition this sector combines between production, export and import. The dairy manufacturing sector produces an amount with 64.2 million U.S. $ value, representing 13.7% of the gross value of production for food industry in Palestinian territories, and the value added of this sector is 18 million U.S. $. The imports from this sector is amounted to 45.4 million U.S. $, while for export, it is valued to 11.9 million U.S. $ (PCBS, 2012).

As the dairy companies encounter more deep studies for understanding the consumer behavior, they become more able to understand and meet consumer needs, and this in turn leads to support national products and thus promote the development of the national economy. In this context the Study questions are as follows:

1. Do the elements of marketing mix affect the purchasing decision of Palestinian consumer towards local, Israeli and foreign dairy products?
2. Do environmental factors affect the purchasing decision of Palestinian consumer towards the local, Israeli and foreign dairy products?
3. Do the characteristics of Palestinian consumer affect his purchasing decision on local, Israeli and foreign dairy products?

The remainder of this paper is organized as follows. In section 2, we provides information about related work. In section 3, we provide the materials and methods used in our study. Section 5 illustrates the results, analysis and discussion of our research. Section 6 summarizes our research findings and provides recommendations.

Related Work

The studies related to dairy products in Arab world in general and Palestine in particular are rare, where most of these studies addressed the factors Influencing purchasing decision-making in general or dealt with other products, without focusing on dairy sector, while this study focused on dairy sector, to investigate the situation of local dairy factories.

In his study (Miftari, 2009), discussed the consumer behavior in Kosovo about the consumption

of domestic and foreign dairy products, and the factors affecting consumer behavior decision, where the observation was that the consumer preferred foreign products more than local ones. The factors of price, taste, quality, weight of product and brand were the main factors that impacted on purchasing decision. In addition, to the impact of demographic factors on consumer preferences for various product categories, where the father was buying and the mother took the decision of purchasing and choosing product type.

In a study for (Usha, 2007), about Indian consumer trends in Kolar district of food products noodles (grains, vegetables and spices), there was a significant difference in urban and rural consumer trends in preferring food products, as the rural consumers tend to prepare these products in home, as opposed to consumers living in city, and the reason for this trend was the lack of taste preference for finished products and their prices, and the little knowledge and awareness of consumer about ready-made food products. The level of per capita spending on these products affected the consumer purchasing decision, and the housewives made the purchase decision.

(Topcu *et al*., 2009) also addressed in their study the factors influencing Turkish food consumer behavior. The problem of food consumption trends arose through several observations: Turkish consumer behavior changed depending on technological development, the growing of GDP and significantly increased prices, and the difference between consumer tastes in selection and purchase of products. The study has shown the effective role of the price factor in making a purchase decision, followed by consumer satisfaction, in addition to social, economic and demographic factors which impacted consumer choice recipes for food products. The factors influenced women consumption choice were satisfy their needs and product characteristics, at the opposite men selection depended on the price and belonging to local brand when choosing food products. The consumers of high income and education depended on satisfying their needs when choosing among available food products.

A study for (Ekelund *et al*., 2007) which targeted Swedish consumer insight knowledge of vegetables and compared it with local and imported organic vegetables, the results of the study showed the excellence of Sweden vegetables quality for: i) being homemade; ii) short distance transport; iii) the benefits realized from Sweden products are more than imported products; and iv) the preference of Sweden consumers for local products than imported ones if they have similar prices.

In a study of (Chéron and Hayashi, 2001), which dealt with the role of consumer knowledge, nationality and technological development to choose the specifications of purchased products (clothing, electronics and food products), where the study aimed to determine the effect of the degree of sophistication, technological progress and knowledge of the product on consumers purchasing decision in Canada and Japan, taking into account the product characteristics (price, quality, brand name and manufacturing country), the study has shown the importance of both price and quality compared to product brand name on consumer purchasing decision.

In a study for (Hoffman *et al*., 2005), which targeted knowledge and point of view of consumer purchasing in South Africa for venison in the presence of many alternatives, where the study showed the different look of consumer toward venison meat characterized by seasonal, lack of fat and healthy, compared to other types of meat. The marketing mix factors (quality, price, promotion and places of sales) had a role in influencing the purchase decision with the existence of many alternatives.

The previous mentioned studies and other similar studies (Nijssen *et al*., 1999; Okechuku and Onyemah, 1999; Li *et al*., 2003; Vukasovič, 2009 and Wills *et al*., 1982) have focused on the factors (demographic dominated to the consumer or marketing related to the product) affecting consumer spending on products, especially food products and how to improve local products to encourage consumers to purchase them. This study recommended many steps to improve and overcome impeding factors facing Palestinian dairy producers to increase their market share, and the way of attracting and encouraging consumers to buy local products by increasing consumer confidence in national products so as to maintain sustainability of local dairy factories. The results of this study were similar to previous studies in consensus of the impact of marketing mix elements on consumer purchasing decision.

MATERIALS AND METHODS

During this study, we use the descriptive analytical approach in describing the phenomena related to the consumer insight about the local food industries, and the impact of marketing mix elements and environmental conditions surrounding consumer behavior.

The study population consists of all Palestinian families belong to all governorates of the West Bank as the fact that the family is the consumer Palestinian unity that can be relied upon to study and understand consumer behavior. We relied on stratified random sample covering all governorates of the West Bank, in proportion to the number of Palestinian families within each governorate divided between cities, villages and refugee camps.

The two main sources used in data collection are: secondary data that was collected and obtained from various sources such as the Central Bureau of Statistics, Palestinian Monetary Authority, the Federation of Food Industries, academic research and books. Preliminary data obtained by:

i) interview: several interviews were conducted with a number of consumers and food responsible directors, where it was found that dairy products factories do not exceed more than 50% of its production capacity due to intense competition of Israeli dairy products in Palestinian market, and consumers are convinced that Israeli dairy products enjoyed high quality than Palestinian ones, although the fact that the amount of preservatives materials in Israeli products are greater than in those of national products, where the validity of Israeli dairy 45 Days, while the shelf life of local dairy is 21 days (Personal interview with Director General of Livestock, February 2010 and Executive Director of the Federation of Food Industries, in April 2010); and ii) Questionnaire: the questionnaire was designed to obtain data that serve this study and help to achieve its goals.

The questionnaire was divided into two main parts: i) first part included personal factors to respondents, consisting of sex, number of family members, qualification, age group, workers in the family, family individual status, social status, monthly income level and locality type; and ii) second part consisted of the factors affecting the purchase of local, Israeli and foreign dairy products. These factors were divided into five areas: product attributes (quality, reputation, food information label, and shelf life), product design (appearance, packaging, packaging weight, and the multiplicity of package sizes), price, distribution, promotion (advertising, offers, and personal knowledge), and consumer requirements.

After the completion of the drafting of study questions, questionnaire was distributed to 30 individual residents of the West Bank, for the purpose of initial testing, in addition the questionnaire was exposed to a number of specialists. The value of Cronbach's alpha coefficient which measures the extent of the stability for the study was 0.88.

After collecting the questionnaires, they were coded and entered into a computer system, and the statistical software (SPSS) was used for data analysis.

Given the importance of the respondents answers, the unit of analysis for this study was the Palestinian family, where the following statistical methods were used: i) methods of descriptive statistics: averages, standard deviations and others were used to clarify the characteristics of the sample; ii) T-test to determine the factors affecting the purchasing behavior of the Palestinian consumer towards Local, Israeli and foreign dairy products; iii) ANOVA test to determine the impact of personal factors of the consumer on the determinants of the consumption of domestic and imported dairy products; and iv) Scheffe test to find out the differences between consumer groups.

In this study, the questionnaire was distributed to 450 families, where the number of male 232 representing 51.6%, while the number of female 218 representing 48.4% of respondents, and this is proportional to the ratio of male to female in the West Bank, where the proportion of male is 51% in the West Bank.

The focus of the age group of respondents was 20 to 30 years with a number of 163 persons, representing 36.2% of respondents, while the lowest category aged more than 50 years numbered with 38 persons, equivalent to 8.4% of the sample, the number under the age of 20 was 64 individuals, representing 14.2%, while the number of respondents aged between 31 and 40 was 94 individuals representing 20.9%, while the number of individuals aged 41 to 50 was 86 individuals, equivalent to 19.1% of the sample, and this distribution reflects the nature of Palestinian society, where the majority of it is in young class.

The number of parents who responded to the questionnaire was 153, which is equivalent to 34% of respondents, while the number of mothers was 119, representing 26.4% of respondents, and the number of children was 178 males and females, representing 39.6%.

The highest proportion of households consisting of 5 members or more, reaching 270 family equivalent to 60% of respondents, and this, fits with the number of households consisting of 5 members or more in West Bank. The lowest percentage of households consisting of two persons, where 17 families, representing 3.8% of the sample, and the number of families consisting of 3 was 66 members, which is equivalent to 14.7% of respondents. The number of households consisting of 4 family members was 97 (21.6% of respondents).

The percentage of respondents holding bachelor degree was 29.8%. The equal percentage of respondent campaign diploma and secondary school level or less was 27.6%. The lowest percentage was PhD holders who formed 4% of respondents. The percentage of respondents campaign a master's degree was 8.2% of the sample.

The questionnaires were distributed in proportion to the number of households in all West Bank governorates, where the percentage of respondents in Ramallah was 12%, in Bethlehem was 7.6%, in Hebron was 21.1%, in Jericho was 1.8%, in Jerusalem was 16.4%, in Nablus was 14.2%, in Jenin was 11.3%, in Tulkarem was 7.1%, in Qalqilya was 3.8%, in Salfit was 2.7%, and in Tubas was 2% of respondents.

The highest percentage of respondents who live in the city formed 53.1% with 239 people, 149 people from villages, representing 33.1% of respondents, 53 people from camps representing the lowest percentage since they formed 11.8% of respondents.

The number of married (male and female) respondents was 261individuals equivalent to 58%, the number of single respondents was 164 individuals, equivalent to 36.4%, and the lowest percentage was from widows respondents with 5 individuals equivalent to 1.1%, while the number of divorced respondents was 8 (1.8% of respondents).

There was variation in the monthly income of the respondents ranged from less than 1000

new Israeli shekel (NIS) to more than 4000 NIS. The number of respondents who has a monthly average income of less than 1000 NIS and between 1000 to 1500 NIS was 43 individuals, equivalent to 9.6% of the study sample, while who ranged from an average monthly income of between 1501–2000 and 2001–2500 was 53 individuals, equivalent to 11.8%, and the number of individuals who has an average income from 2501 to 3000 NIS was 67 individuals, equivalent to 14.9%, the number of respondents who ranged between monthly income of 3001 to 3500 NIS 49 individuals, equivalent to 10.9%, and the total number of respondents with average monthly income of 3501 to 4000 NIS was 37 people, equivalent to 8.2%, while the highest percentage of respondents with a monthly average income of more than 4000 NIS, reaching 20.7% of study sample.

The highest proportion of respondents from families where the father works alone was 208 individuals equivalent to 46.2%, and the lowest percentage of respondents from families where the father, mother and children work reaching 14 people with 3.1%, while the number of respondents from households in which it operates only children of male and female was 40 people, equivalent to 8.9%, the number of respondents from households in which father and mother operate was 90 individuals, equivalent to 20%, and the number of respondents from households in which father and sons operate was 45 persons which is equivalent to 10%, while the number of respondents from families where the mother and children work was 22 individuals which is equivalent to 4.9% of the sample.

RESULTS AND DISCUSSION

Factors Affecting the Purchasing of Local, Israeli and Foreign Dairy Products

The statistical results shown in Tab. I, indicate factors affecting the purchase of local, Israeli and foreign dairy products, where the consumer purchasing decision is influenced by the same factors when purchasing these products.

The product attributes (quality, shelf life, reputation and nutrition information panel), design (appearance, packaging, packaging weight and multiple sizes of containers), distribution, promotion (advertising and offers), customer satisfaction, and personal knowledge affect the decision of purchasing local, Israeli and foreign products, where the impact of these factors is significant, except for the price that affects only the purchasing of local dairy products.

Advertising has a positive effect on the consumption of local dairy products, while advertising affects negatively the purchase of Israeli and foreign dairy products as the consumer confidence in the Israeli and foreign product is high and the advertising doughty the Israeli and foreign product quality. Offers positively affect the demand for local, Israeli and foreign dairy products where as the offers increase the demand for dairy products increases.

It is worth mentioning that the Israeli dairy products meet and satisfy the needs of local consumer, and thus positively affect the consumption trend towards Israeli dairy products, as opposed to foreign dairy products that do not meet or satisfy the consumer needs, and therefore the demand for these products is negatively affected. There is no effect between consumer satisfaction and demand for local dairy products.

The validity period was the most influential factor (T-value = 39.987) on consumer behavior toward purchasing local dairy products, hence its importance stemmed from the fact that dairy products are perishable goods, then followed by the factor of personal knowledge, then advertising, and after that comes the factors of packaging, appearance, product availability, nutrition information panel, weight, price and offers respectively (see Tab. I).

For Israeli dairy products the most influential factor on product purchasing was also validity period of the product, followed by nutrition information panel, and advertising was the least impacted factor, while the impact of the rest factors in descending order are as follows: reputation, quality, distribution, packaging, appearance, satisfaction, packaging weight and offers respectively as shown in Tab. I.

For foreign dairy products the most influential factor on product purchasing was also shelf life, and satisfaction factor was the least influential one on purchasing decision, while the impact of the rest factors in descending order are as follows: quality, reputation, nutrition information panel, packaging, appearance, packaging weight, distribution, offers and advertising respectively (see Tab. I).

From the foregoing results, it is clear that the most influential factor on Palestinian consumer purchasing decision for Local, Israeli and foreign dairy products is the validity period (shelf life) of the product, while advertising was the least impacted factor on the purchasing decision for local, Israeli and foreign dairy products because consumers care about other factors such as nutrition information panel and packaging more than advertising, especially advertisements which are used to inform consumers about the existence of the product or provide information about the product.

Differences in Consumer Purchasing Behavior

We will show the influence of consumer personal factors on expenditure decisions of local, Israeli and foreign dairy products, where the Scheffe's test was used, which aims to find out the differences in spending on domestic and imported dairy products, depending on the individual demographic factors, and the degree of the impact of these factors on spending in dairy products according to the family income, qualification, inhabited governorate, number of family members and others. The effect

I: *Factors affecting spending on domestic and imported dairy products with averages and standard deviations*

T-Test (Test Value = 3)								Averages and standard deviations (mean value = 5)		
Factor		T-value	DF	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		Mean Value	Standard Deviation	Number of missing values
						Low	High			
Quality	Local	26.199	449	.000	1.01111	.9353	1.0870	4.0111	.81869	-
	Israeli	22.737	442	.000	1.13093	1.0332	1.2287	4.1309	1.04687	7
	Foreign	19.681	437	.000	.98858	.8899	1.0873	3.9886	1.05125	12
Price	Local	4.518	444	.000	.26517	.1498	.3805	3.2652	1.23820	5
	Israeli	–.784	442	.433	–.04515	.1583	.0680	2.9549	1.21184	7
	Foreign	–.546	443	.585	–.03153	–.1450	.0819	2.9685	1.21648	6
Available places	Local	26.062	437	.000	1.01598	.9394	1.0926	4.0160	.81587	12
	Israeli	17.230	444	.000	.88764	.7864	.9889	3.8876	1.08676	5
	Foreign	6.325	439	.000	.29773	.2052	.3902	3.2977	.98739	10
Advertising	Local	3.342	444	.001	.20225	.0833	.3212	3.2022	1.27678	5
	Israeli	–4.002	442	.000	–.22122	–.3299	–.1126	2.7788	1.16347	7
	Foreign	–3.859	444	.000	–.21124	–.3188	–.1036	2.7888	1.15484	5
Offers	Local	10.588	446	.000	.60850	.4956	.7214	3.6085	1.21508	3
	Israeli	5.120	445	.000	.29821	.1837	.4127	3.2982	1.23009	4
	Foreign	4.316	446	.000	.25056	.1365	.3647	3.2506	1.22743	3
Reputation	Local	35.877	446	.000	1.40492	1.3280	1.4819	4.4049	.82792	3
	Israeli	22.602	449	.000	1.13333	1.0348	1.2319	4.1333	1.06367	-
	Foreign	18.319	446	.000	.97763	.8727	1.0825	3.9776	1.12829	3
Satisfaction	Local	–.660	440	.509	–.04082	–.1623	.0807	2.9592	1.29796	9
	Israeli	8.289	445	.000	.43946	.3353	.5437	3.4395	1.11966	4
	Foreign	–3.950	446	.000	–.21477	–.3216	–.1079	2.7852	1.14956	3
Appearance	Local	20.171	446	.000	.95526	.8622	1.0483	3.9553	1.00124	3
	Israeli	14.620	447	.000	.75670	.6550	.8584	3.7567	1.09553	2
	Foreign	13.693	444	.000	.70787	.6063	.8095	3.7079	1.09052	5
Packaging	Local	21.529	442	.000	1.03160	.9374	1.1258	4.0316	1.00851	7
	Israeli	18.229	443	.000	.90315	.8058	1.0005	3.9032	1.04399	6
	Foreign	15.857	444	.000	.81573	.7146	.9168	3.8157	1.08521	5
Nutrition information panel	Local	25.174	445	.000	.99327	.9157	1.0708	3.9933	.83327	4
	Israeli	27.849	449	.000	1.21333	1.1277	1.2990	4.2133	.92421	-
	Foreign	18.296	442	.000	.82167	.7334	.9099	3.8217	.94523	7
Package weight	Local	9.866	446	.000	.55481	.4443	.6653	3.5548	1.18889	3
	Israeli	5.973	432	.000	.33025	.2216	.4389	3.3303	1.15046	17
	Foreign	6.884	446	.000	.38255	.2733	.4918	3.3826	1.17483	3
Validity period (Shelf life)	Local	39.987	443	.000	1.51126	1.4370	1.5855	4.5113	.79636	6
	Israeli	35.936	445	.000	1.43274	1.3544	1.5111	4.4327	.84199	4
	Foreign	29.027	442	.000	1.33183	1.2417	1.4220	4.3318	.96573	7
Personal knowledge	Local	34.867	440	.000	1.44898	1.3673	1.5307	4.4490	.87269	9
T-Test (test value = 1.5)						(mean value = 1.5)				
Spending on Local dairy products higher than spending on Israeli ones		4.190	446	.000	.09732	.0517	.1430	1.5973	.49099	3
Spending on Local dairy products higher than spending on foreign ones		–4.201	444	.000	–.09775	–.1435	–.0520	1.4022	.49090	5
You purchase dairy products because of multiple package sizes	Local	2.877	441	.004	.06787	.0215	.1142	1.5679	.49593	8
	Israeli	6.015	443	.000	.13739	.0925	.1823	1.6374	.48130	6
	Foreign	7.761	445	.000	.17265	.1289	.2164	1.6726	.46977	4

Source: authors

of these factors has been tested at the level of statistical significance $\alpha = 5\%$, also we used averages, occurrences, and standard deviations using T-test of variables with two levels. We used the test of unity variance analysis for the factors that have more than two levels to find out if there is a variation in expenditure; if there is variation in expenditure, Scheffe's test was used to find the sources of this variation, and the variation was in favor of the individuals who have the highest mean value.

The variation in spending on dairy products was for the favor of local families with income between 2500–3000 NIS, because the quality is an integral and important distinction of the product among its rivals, while the families of different income levels did not care about the quality factor when making a purchase for Israeli and foreign products, where there is no disparity in spending depending on the level of income (see Tab. II).

There is variation in the consumption of dairy products based on Israeli nutrition information panel where it was for the favor of individuals who have income between 2000–2500 NIS, and there is no variation in the consumption of local and foreign products (Tabs. II and III).

There is variation in the consumption of local dairy products based on the validity period and the package weight where it was for the favor of individuals who have income between 2500–3000 NIS, while the consumer does not care about validity period when he purchases an Israeli and foreign product despite the income level differences (see Tabs. II and III).

There is variation in the consumption of Israeli dairy products based on product reputation where it was for the favor of individuals, who have income between 3000–3500 NIS, and there is no variation in the consumption of local and foreign products (see Tabs. II and III).

The low-income families are interested in the price when purchasing local, Israeli and foreign dairy products where the fact indicates that the purchasing capacity is limited and there is variation in consumption and spending between Palestinian families, where the variation was in favor of low-income families whose income between 1000–1500 NIS. The variation according to price impact on the purchase of Israeli dairy products was between families whose monthly income ranges between 3500–4000 NIS, and less than 1000 NIS. The variation according to price impact on the purchase of foreign dairy products was between families whose monthly income ranges between 3500–4000 NIS, and 1000–1500 NIS.

There is variation in the consumption of local dairy products based on available places where it was for the individuals who have income between 2500–3000 NIS, and more than 4000 NIS, and it was in favor of the consumers with income ranged from 2500–3000 NIS. While there is variation in the consumption of dairy products based on available places of Israeli products where it was for the individuals who have income ranged from 1000–1500 NIS and more than 4000 NIS, and it was in favor of the consumers with income more than 4000 NIS. There is no variation in the consumption of foreign products according to available places (see Tabs. II and III).

There is variation in the consumption of local dairy products based on advertising where it was for the individuals who have income less than 1000 NIS and those with income more than 4000 NIS, and it was in favor of the consumers with income less than 1000 NIS. There is variation in the consumption of dairy products based on advertising of Israeli and foreign products where it was for the individuals who have income ranged from 3500–4000 NIS and less than 1000 NIS, and it was in favor of the consumers with income less than 1000 NIS.

There is variation in the consumption of local dairy products based on offers where it was for the individuals who have income less than 1000 NIS and those with income more than 4000 NIS, and it was in favor of the consumers with income less than 1000 NIS as the low level of income restricts individual purchasing power. While there is variation in the consumption of foreign dairy products based on offers where it was for the individuals who have income ranged from 3500–4000 NIS and more than 4000 NIS, and it was in favor of the consumers with income ranged from 3500–4000 NIS. There is no variation in the consumption of Israeli products according to offers (see Tabs. II and III).

The families with different income levels do not care about personal knowledge of local product, as there is no variation in their consumption of local products, as shown in Tab. II.

There is variation in the consumption of local dairy products based on meeting consumer needs where it was for the individuals who have income less than 1000 NIS and those with income more than 4000 NIS, and it was in favor of individuals with income less than 1000 NIS, while there is no variation in the family consumption of Israeli and foreign products according to meeting consumer needs (see Tab. II).

Family income with different ranges affects the expenditure variation of local and Israeli dairy products where it was for the individuals who have income less than 1000 NIS and those with income more than 4000 NIS, and it was in favor of the consumers with income more than 4000 NIS, while there is no effect of family income in the expenditure variation of foreign products (see Tabs. II and III).

It is worth pointing out that the different behavior of consumer purchasing depends on his governorate, as residents in Bethlehem interested on the factors of quality, price, nutrition information panel, advertising and offers as they are close to dairy factories located in this governorate, while the population of Tulkarm cares about appearance, packaging and the packaging weight of the product

II: *The effect of variations in demographic factors on differences of expenditure factors on local, Israeli and foreign dairy products*

Factor		F-Value/ Statistical Significance	Income	Governorate	Locality Type	Educational level	Number of Family Members	Workers in family	Material Status	Age Group	Individual Status
Quality	Local	F-Val.	2.927	5.796	.105	.713	.461	.807	.463	.497	.043
		St. Sig.	.005*	.000*	.901	.583	.710	.565	.708	.738	.958
	Israeli	F-Val.	1.429	1.711	.328	1.404	1.878	4.987	1.150	2.864	1.249
		St. Sig.	.192	.076	.757	.232	.133	.000*	.328	.023*	.288
	Foreign	F-Val.	1.629	1.288	.414	1.880	3,611	3.195	.792	2.574	1.316
		St. Sig.	.125	.235	.713	.113	.013*	.004*	.499	.037*	.269
Nutrition Information panel	Local	F-Val.	1.264	2.701	.151	.680	1.192	1.021	.165	1.068	1.174
		St. Sig.	.267	.003*	.822	.606	.312	.411	.920	.372	.310
	Israeli	F-Val.	2.074	1.125	.529	1.010	1.276	2.641	1.291	1.787	4.111
		St. Sig.	.045	.341	.523	.402	.282	.016*	.277	.130	.017
	Foreign	F-Val.	1.108	3.379	.435	.747	1.140	1.785	.174	.627	.759
		St. Sig.	.357	.000*	.784	.459	.333	.101	.914	.644	.469
Validity Period	Local	F-Val.	2.094	1.050	1.992	2.177	.200	1.815	.418	1.519	.647
		St. Sig.	.043*	.400	.095	.083	.896	.095	.740	.196	.524
	Israeli	F-Val.	1.241	1.768	1.774	1.756	2.349	2.124	1.051	.568	3.790
		St. Sig.	.279	.064	.133	.206	.072	.049*	.370	.686	.023*
	Foreign	F-Val.	1.778	1.083	.711	1.494	1.994	1.934	1.068	.334	1.884
		St. Sig.	.090	.374	.585	.242	.114	.074	.362	.855	.153
Reputation	Local	F-Val.	2.018	.967	1.179	.158	.290	.238	1.521	1.199	1.530
		St. Sig.	.052	.472	.319	.885	.833	.964	.208	.311	.218
	Israeli	F-Val.	2.205	1.086	.572	.404	2.461	2.734	1.862	2.311	1.363
		St. Sig.	.033*	.371	.683	.693	.062	.013*	.135	.057	.257
	Foreign	F-Val.	1.124	1.155	.624	.334	.463	2.925	2.001	1.350	.148
		St. Sig.	.347	.320	.646	.578	.708	.008*	.113	.251	.863
Appearance	Local	F-Val.	1.470	2.261	.506	.563	.129	.541	.861	1.142	.813
		St. Sig.	.176	.014*	.698	.690	.943	.777	.462	.336	.444
	Israeli	F-Val.	1.673	1.490	1.149	.372	4.189	1.328	1.092	1.444	2.392
		St. Sig.	.114	.140	.299	.828	.006*	.243	.352	.218	.093
	Foreign	F-Val.	.836	1.272	.727	.544	1.761	.664	.824	1.803	1.685
		St. Sig.	.558	.244	.459	.703	.154	.679	.481	.127	.187
Packaging	Local	F-Val.	1.304	2.483	1.116	1.221	.141	1.020	1.213	.917	.603
		St. Sig.	.247	.007*	.330	.301	.936	.412	.305	.454	.548
	Israeli	F-Val.	1.140	1.141	.535	1.460	2.175	1.498	.850	2.421	.485
		St. Sig.	.337	.330	.579	.213	.090	.177	.467	.048	.616
	Foreign	F-Val.	1.373	.752	.898	1.527	1.181	.385	.752	.255	.040
		St. Sig.	.215	.675	.333	.193	.316	.889	.521	.906	.961
Package weight	Local	F-Val.	2.205	4.204	.056	2.180	3.291	.619	.259	.142	.269
		St. Sig.	.033*	.000*	.955	.070	.021*	.715	.855	.966	.764
	Israeli	F-Val.	1.227	2.509	.777	1.289	.223	1.371	.413	.848	1.133
		St. Sig.	.286	.006*	.434	.274	,880	.225	.743	.495	.323
	Foreign	F-Val.	1.523	2.240	2.500	1.887	.461	.689	.303	.722	.034
		St. Sig.	.157	.015*	.088	.112	.709	.659	.823	.577	.966
Multiple sizes of packages	Local	F-Val.	.834	1.764	.152	.912	2.328	.898	1.187	1.263	1.618
		St. Sig.	.559	.065	.892	.457	.074	.497	.314	.284	.199
	Israeli	F-Val.	.632	.902	2.822	1.235	.490	1.450	2.586	1.092	1.755
		St. Sig.	.730	.531	.069	.295	.690	.194	.053	.360	.174
	Foreign	F-Val.	.402	1.181	1.642	.306	.343	.656	2.475	.688	.278
		St. Sig.	.901	.301	.155	.874	.794	.686	.061	.601	.757

Factor		F-Value/ Statistical Significance	Income	Governorate	Locality Type	Educational level	Number of Family Members	Workers in family	Material Status	Age Group	Individual Status
Price	Local	F-Val.	4.567	3.788	1.169	4.030	.532	1.426	.826	1.047	.545
		St. Sig.	.000*	.000*	.298	.003*	.660	.203	.480	.382	.580
	Israeli	F-Val.	4.097	4.875	3.038	1.941	1.730	1.267	.386	.681	.198
		St. Sig.	.000*	.000*	.055	.103	.160	.271	.763	.606	.821
	Foreign	F-Val.	2.061	5.210	2.702	1.095	.898	.930	.583	1.171	.368
		St. Sig.	.047	.000*	.077	.358	.442	.473	.626	.323	.692
Available places	Local	F-Val.	2.309	5.437	.098	1.566	.524	.669	.503	.380	.456
		St. Sig.	.026*	.000*	.907	.183	.666	.674	.681	.823	.634
	Israeli	F-Val.	3.123	6.472	1.690	1.804	.962	4.226	1.769	1.908	6.623
		St. Sig.	.003*	.000*	.144	.127	.410	.000*	.152	.108	.001*
	Foreign	F-Val.	.373	2.762	.941	.280	.620	.951	.599	.908	1.028
		St. Sig.	.918	.003*	.337	.891	.602	.458	.616	.459	.359
Advertising	Local	F-Val.	4.822	7.772	.348	3.876	1.498	.937	2.630	4.243	.881
		St. Sig.	.000*	.000*	.673	.004*	.215	.468	.050	.002*	.415
	Israeli	F-Val.	5.187	7.468	.220	2.429	2.538	3.670	.259	.904	.936
		St. Sig.	.000*	.000*	.783	.047*	.056	.001*	.855	.462	.393
	Foreign	F-Val.	2.870	7.495	.283	.896	2.198	.893	1.420	1.454	.870
		St. Sig.	.006*	.000*	.724	.466	.088	.500	.236	.215	.420
Offers	Local	F-Val.	4.085	3.528	2.151	1.245	3.183	.282	1.084	2.599	1.307
		St. Sig.	.000*	.000*	.124	.291	.024*	.945	.355	.036*	.272
	Israeli	F-Val.	1.919	1.770	1.206	.775	.151	1.628	1.435	.822	.596
		St. Sig.	.065	.064	.270	.542	.929	.138	.232	.512	.552
	Foreign	F-Val.	2.546	2.007	1.496	.392	.378	1.691	1.789	.670	.421
		St. Sig.	.014*	.031*	.206	.814	.769	.121	.149	.613	.657
Personal knowledge	Local	F-Val.	.940	1.796	.140	.847	1.079	1.073	2.084	.466	.514
		St. Sig.	.475	.059	.944	.496	.358	.378	.362	.761	.598
Meet and satisfy consumer needs	Local	F-Val.	2.490	3.328	1.922	.971	4.494	1.297	1.152	1.811	.661
		St. Sig.	.016*	.000*	.128	.423	.004*	.257	.328	.126	.517
	Israeli	F-Val.	1.473	4.073	1.700	.693	2.792	1.400	.433	1.562	.359
		St. Sig.	.175	.000*	.223	.597	.040*	.213	.729	.183	.699
	Foreign	F-Val.	.415	1.914	1.796	.781	2.425	1.368	.421	.112	.227
		St. Sig.	.893	.042*	.191	.538	.065	.226	.738	.978	.797
Spending on Local dairy products higher than spending on Israeli ones		F-Val.	2.921	6.907	.818	1.459	6.053	.800	1.058	3.089	.412
		St. Sig.	.005*	.000*	.401	.214	.000*	.570	.367	.016*	.662
Spending on Local dairy products higher than spending on foreign ones		F-Val.	1.228	2.098	.849	1.447	.786	1.444	.073	2.741	1.193
		St. Sig.	.286	.023*	.376	.218	.502	.196	.974	.028*	.304

* Means that it has significant effect
Source: authors

more than other governorates. This reinforces that the inhabitants of each governorate have different desires, convictions and motivations that characterize their behavior and affect their purchasing decision.

There is no variation in spending of local, Israeli and foreign dairy products among consumers of city, village and camp, when taking into account all factors (Tab. II).

As it is known, the needs of women differ greatly from those of males; thus, there is a difference in attitudes when making purchasing decision, where females interested in nutrition information panel when purchasing Israeli dairy products more than males as females are more interested in eating healthy products, while there is no variation between males and females in spending on local and foreign dairy products. The consumer does not care whether male or female about the quality

III: *The effect of consumer sex on differences of expenditure determinants on local, Israeli and foreign dairy products*

Factor		Sex	Number	Mean Value	Standard Deviation	DF	T-Value	Statistical Significance
Quality	Local	Male	232	4.0043	.85025	448	–.182	.856
		Female	218	4.0183	.78560			
	Israeli	Male	229	4.1179	1.09588	441	–.271	.787
		Female	214	4.1449	.99414			
	Foreign	Male	225	4.0000	1.06066	436	.233	.816
		Female	213	3.9765	1.04358			
Price	Local	Male	228	3.3421	1.24404	443	1.345	.179
		Female	217	3.1843	1.22970			
	Israeli	Male	228	3.0088	1.23099	441	.964	.335
		Female	215	2.8977	1.19138			
	Foreign	Male	230	3.0217	1.25537	442	.959	.338
		Female	214	2.9112	1.17348			
Available places	Local	Male	222	4.0270	.81789	436	.287	.774
		Female	216	4.0046	.81553			
	Israeli	Male	227	3.7753	1.13188	443	–2.239	.026
		Female	218	4.0046	1.02727			
	Foreign	Male	228	3.2675	.98150	438	–.665	.507
		Female	212	3.3302	.99498			
Advertising	Local	Male	228	3.2061	1.24757	443	.066	.948
		Female	217	3.1982	1.30965			
	Israeli	Male	231	2.8528	1.19600	441	1.400	.162
		Female	212	2.6981	1.12423			
	Foreign	Male	230	2.8130	1.17648	443	.458	.647
		Female	215	2.7628	1.13340			
Offers	Local	Male	231	3.5974	1.24684	445	–.199	.842
		Female	216	3.6204	1.18296			
	Israeli	Male	230	3.2435	1.24747	444	–.970	.333
		Female	216	3.3565	1.21148			
	Foreign	Male	230	3.2217	1.24629	445	–.511	.610
		Female	217	3.2811	1.20925			
Reputation	Local	Male	230	4.3783	.78771	445	–.701	.484
		Female	217	4.4332	.86944			
	Israeli	Male	232	4.0560	1.11711	448	–1.593	.112
		Female	218	4.2156	.99969			
	Foreign	Male	231	3.9351	1.12293	445	–.825	.410
		Female	216	4.0231	1.13483			
Consumer satisfaction	Local	Male	229	2.9476	1.29332	439	–.195	.846
		Female	212	2.9717	1.30589			
	Israeli	Male	228	3.3816	1.19434	444	–1.120	.263
		Female	218	3.5000	1.03510			
	Foreign	Male	231	2.8095	1.18619	445	.462	.645
		Female	216	2.7593	1.11121			
Appearance	Local	Male	231	3.9481	1.00299	445	–.157	.875
		Female	216	3.9630	1.00164			
	Israeli	Male	230	3.6304	1.13996	446	–2.527	.012
		Female	218	3.8899	1.03255			
	Foreign	Male	229	3.6201	1.10808	443	–1.752	.080
		Female	216	3.8009	1.06627			

Factor		Sex	Number	Mean Value	Standard Deviation	DF	T-Value	Statistical Significance
Packaging	Local	Male	228	4.0789	.99465	441	1.018	.309
		Female	215	3.9814	1.02293			
	Israeli	Male	227	3.8634	1.08237	442	–.820	.413
		Female	217	3.9447	1.00309			
	Foreign	Male	230	3.7783	1.10910	443	–.753	.452
		Female	215	3.8558	1.06018			
Nutrition information panel	Local	Male	229	4.0000	.86349	444	.175	.861
		Female	217	3.9862	.80208			
	Israeli	Male	232	4.0991	.99069	448	–2.723	.007
		Female	218	4.3349	.83295			
	Foreign	Male	228	3.8377	.94565	441	.368	.713
		Female	215	3.8047	.94670			
Package weight	Local	Male	230	3.6217	1.18228	445	1.226	.221
		Female	217	3.4839	1.19450			
	Israeli	Male	222	3.2883	1.15643	431	–.778	.437
		Female	211	3.3744	1.14522			
	Foreign	Male	231	3.4026	1.16387	445	.373	.710
		Female	216	3.3611	1.18877			
Validity period	Local	Male	230	4.4652	.83384	442	–1.264	.207
		Female	214	4.5607	.75280			
	Israeli	Male	231	4.3420	.89439	444	–2.371	.018
		Female	215	4.5302	.77204			
	Foreign	Male	230	4.2435	.98983	441	–2.008	.045
		Female	213	4.4272	.93193			
Personal knowledge	Local	Male	226	4.4513	.79433	439	.058	.954
		Female	215	4.4465	.95000			
Multiple sizes of packages	Local	Male	229	1.5284	.50029	440	–1.741	.082
		Female	213	1.6103	.48882			
	Israeli	Male	228	1.6447	.47965	442	.330	.741
		Female	216	1.6296	.48403			
	Foreign	Male	231	1.6667	.47243	444	–.278	.781
		Female	215	1.6791	.46792			
Spending on local dairy products higher than spending on Israeli ones		Male	232	1.5733	.49567	445	–1.076	.282
		Female	215	1.6233	.48570			
Spending on local dairy products higher than spending on foreign ones		Male	229	1.3799	.48643	443	–.988	.324
		Female	216	1.4259	.49563			

* Means that it has significant effect
Source: authors

of the product when purchasing, local, Israeli and foreign dairy products, where there is no variation in spending between males and females as they are considering product quality as an essential part of it as shown in Tab. III.

There is no effect of consumer sex on consumption of local, Israeli and foreign dairy products, when considering the factors of packaging, packaging weight, packaging of multiple sizes, and price. Individual cares, whether male or female about the available places of Israeli dairy products, where there is variation in consumption, and it was in favor of females as the movement of females is constrained compared to males as shown in Tab. III.

There is no variation between male and female in spending on local, Israeli and foreign products, when relying on commercial advertising, offers, personal knowledge, and satisfaction and needs when taking purchasing decision.

There is no variation between individuals, whatever their level of education when spending on local, Israeli and foreign products according to product attributes (quality, nutrition information panel, validity period, and product reputation), product design (appearance, packaging, packaging weight, and packaging of multiple sizes) and product available places, as shown in Tab. II. In contrast, the educational level affects the individual

IV: *The effect of personal factors disparities on expenditure differences for local, Israeli and foreign dairy products*

Factor	F-Value/ Statistical Significance	Income	Governorate	Locality Type	Sex	Educational level	Number of Family Members	Workers in family	Material Status	Age Group	Individual Status
Spending on Local dairy products	F-Val.	3.354	6.544	.543	–.022	1.437	2.037	.286	.498	1.996	.263
	St. Sig.	.002	.000	.581	.983	.221	.108	.944	.684	.094	.769
Spending on Israeli dairy products	F-Val.	.813	2.905	.423	–1.659	.144	1.487	3.128	.552	2.148	2.020
	St. Sig.	.577	.002	.655	.098	.966	.217	.005	.647	.074	.134
Spending on Foreign dairy products	F-Val.	.951	3.533	.834	–.320	.267	.971	1.983	.262	.740	.088
	St. Sig.	.467	.000	.435	.749	.899	.406	.067	.853	.565	.915

Source: authors

consumption of local dairy products, where as the educational level of the individual increases, the culture and interests varies and the focus on the product quality increases more than other factors, but as the educational level of the individual decreases, the interest in product price increases when purchasing local dairy product, and the effect of product advertising increases when purchasing local and Israeli dairy product. The educational level does not affect consumer spending on Israeli and foreign products as the consumer is convinced in these products. There was no disparity in the impact of advertising on consumer behavior towards foreign products. The individual differences with different levels of education is not affected by personal knowledge and customer needs and satisfaction, when making a purchase, where there is no variation in the consumption of local products, in addition there is no effect of educational level on spending disparity between local and Israeli products, and between domestic and foreign products, as shown in Tab. II.

The Impact of Consumer Personal Factors on Consumption Disparity

The higher the family income the more increase of its expenditure on their needs and transformation into luxury. The level of family income affects the expenditure differences on local dairy products as shown in Tab. IV. Disparity in local products consumption was between individuals who earn less than 1000 NIS, and more than 4000 NIS, and it was for the favor of individuals who earn less than 1000 NIS as the purchasing power of this group is limited. The level of family income does not affect the consumption of Israeli and foreign dairy products.

Governorate influences the consumption of local, Israeli and foreign dairy products as shown in Tab. IV. Disparity in consumption of local and Israeli dairy products was between consumers of Ramallah and Bethlehem governorates and it was for the favor of Bethlehem consumers. Disparity in consumption of foreign dairy products was between consumers of Hebron and Bethlehem governorates and it was for the favor of Bethlehem consumers, as they differ in their needs and preferences.

Locality type, sex, qualification, number of family members, marital status, age and individual's status in family do not affect consumption of local, Israeli and foreign dairy products, while workers of the family affect expenditure disparity on Israeli products, as shown in Tab. IV, where the disparity was between the households that had children as workers, and families with mother and children workers and it was in the favor of them. Workers of the family do not affect expenditure disparity on local and foreign products as shown in Tab. IV.

CONCLUSION

Consumer cares about quality, validity period and reputation of dairy product, more than other factors. Individuals who receive an average and high income care about quality, reputation and shelf life more than their interest in product price, as opposed to low-income individuals with low purchasing power, who care about the price at the expense of other product specifications, in addition to their interest in advertising and offers. The consumer cares about price when spending on local dairy products, while the price does not matter when deciding to purchase Israeli and foreign dairy products.

Product attributes (quality, nutrition information panel, shelf life, and reputation) affect consumer behavior when purchasing local, Israeli and foreign dairy products. The Palestinian consumer is influenced by product design and packaging (appearance, packaging, packaging weight, multiple sizes of package) when purchasing local, Israeli and foreign dairy products.

Product places and distribution channels in West Bank governorates affect the purchasing behavior for domestic and imported products. Advertising has a positive impact on purchasing behavior of consumer towards Palestinian local dairy products and negative impact towards Israeli and foreign products. Younger category and Low level education one are the most influenced categories by advertising. Personal knowledge affects dairy consumer when buying local dairy products where the fact indicates that personal knowledge plays a significant role in building confidence between dairy producer and consumer.

The governorate inhabited by consumer affects spending on local, Israeli and foreign dairy products, as residents in Bethlehem interested in the factors of quality, price, information panel, food advertising and offers, while the population of Tulkarm cares about appearance, packaging and packaging weight of dairy product more than other governorates. The level of monthly household income affects expenditure on local dairy products, while being a worker within the family affects the consumer purchasing behavior towards Palestinian and Israeli dairy products.

Israeli dairy products meet consumer needs and desires unlike foreign dairy products, as Israeli products have features and characteristics that distinguish them from other products. Israeli dairy products have received the highest proportion of expenditure, followed by local products, and then foreign ones. Production of local dairy factories does not exceed 50% of its production capacity. The validity period of local dairy reaches 21 days, while Israeli dairy reaches 45 days.

Recommendations

Depending on research results, the researchers proposed several recommendations, eventually will lead to increased domestic production of dairy products and increase market share and profits, as follows:

1. Local dairy manufacturers have to give adequate attention to improve and develop quality of local dairy products, and make these dairy products competitive with those of Israeli and foreign ones.
2. There must be credibility and secretariat of local dairy manufacturers when determining the validity period attached to product, and real straightforward information about local product nutritional value and sensory.
3. Dairy manufacturers have to provide local dairy products in various governorates of West Bank, making it easier for Palestinian consumer to access these places, by organizing distribution channels and increase their efficiency.
4. Proper utilization of the media in promoting local dairy products, and highlight the advantages and characteristics of the product. Advance the use of personal selling points and the use of personal knowledge and public relations to create a good impression for the consumer about the product, and stimulate sales through gifts, free samples, and discount offers.
5. Increase the volume of domestic production of dairy products by increasing the number of production lines in factories, and introducing new product varieties.
6. Manufacturers of dairy products have to advance product packaging design to attract consumers' attention and meet different tastes.
7. The need for the presence of internal and external specialized authorities to supervise and control the production within the dairy plants, and follow up the producers' commitments toward manufacturing standards, quality and validity period.
8. Work to earn consumer trust by adopting marketing plans based on building a relationship between producers, wholesalers, retailers and consumers to ensure access to products at different residence places of consumers efficiently and effectively.
9. Develop specialized future research work about how to raise the market share of domestic dairy products and to develop policies that enhance marketing efficiency for national dairy factories.

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