College of Graduate Studies and Academic Research

Using Innovative Marketing Mix for Enhancement of Market Shares of Dairy Industry in Hebron Governorate, PALESTINE

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This thesis is submitted in partial fulfillment of the requirements for the master degree in Agriculture, College of Graduate Studies and Academic Research, Hebron University, Palestine.

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DEDICATION

I dedicate this work to my dear mother and father, husband, and brothers who helped me overcome several difficulties and obstacles throughout my study period and provided me with unconditional support. I dedicate this thesis to all my teachers, anyone who taught me a letter, and anyone who supported me and assisted me to fulfill this long awaited goal.

Declaration

The work contained in this thesis has not been previously submitted for any academic degree or diploma at any higher education. To the best of my knowledge, this thesis contains no materials previously published or written by another person except where reference is made.

Signed…………………………………………

 Dunya Ibrahim Jabari

Date:…………………………………………

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Praise be to God, many thanks to God, and thanks be to God before and after, praise be to God, whose glory and majesty are good deeds.

O Lord, praise be to you as it should be to the glory of your countenance and the greatness of your power.

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ABSTRACT

Despite the great expansion in the dairy industry, increase in the number of establishments and the great diversity of products, the Palestinian consumer, when making a purchasing, Israeli and competitive products. As a result, the market share of the Israeli product for this sector was 43%, while the increase in market share of the Palestinian product during 2007- 2017, did not exceed 12%.

The main aim is to study the effect of elements of marketing mix on consumer loyalty, marketing innovation, and Local Dairy Products expenditure to increase the market share of local dairy products in the city of Hebron.

During this study, the descriptive and inferential analytical method was used, and a questionnaire was used as a tool for the study. 398 questionnaires were distributed to families in the city of Hebron; 374 questionnaires were answered. The results were analyzed using the statistical analysis program SPSS.

The results of the analysis showed that Consumer satisfaction in Hebron governorate for distribution and promotion of local dairy products is high (Mean score, 3.72, 3.94), while their satisfaction with the quality and prices of local products is moderate (3.65, 3.09). It was found that consumers have a desire to reluctance toward Israeli products, but the degree of their desire is moderate (3.35), Consumer satisfaction with innovative companies is high (4.07). The degree of consumer's loyalty to local dairy products is moderate (3.27).

The results of the multiple regression analysis, (product, price and reluctance toward Israeli products), indicate that these factors have significant impacts consumer loyalty P value=0.00). Reluctance toward Israeli products and consumer loyalty local dairy products) affect expenditure on local dairy products at less than 0.01 level.

Finally, local dairy companies should pay more effort to improve the quality of products and prices strategy toward local dairy product. Also, the application of innovation in its various forms (product, process, marketing and organization) result an increase in the number of new consumers, retention of old consumers, increase of sales and profits and increase market share.

Key words: *Marketing mix, market share, marketing innovation, customer satisfaction, customer loyalty.*

استخدام المزيج التسويقي الإبتكاري لتعزيز الحصص السوقية لصناعة الألبان
في محافظة الخليل ، فلسطين

إعداد: دنيا إبراهيم جعبري
المشرف: أ. د: محمود خضر الجعفري

الملخص

على الرغم من التوسع الكبير في صناعة الألبان، وزيادة عدد المؤسسات والتنوع الكبير في المنتجات المحلية، يتوجه المستهلك الفلسطيني عند الشراء إلى المنتجات الإسرائيلية و المنتجات المنافسة المستوردة. ونتيجة لذلك ، بلغت الحصة السوقية للمنتج الإسرائيلي لهذا القطاع ٤٣٪، وحصة السوق من المنتج الفلسطيني خلال 2007- 2017، لم تتجاوز الزيادة 12%.

الهدف الرئيسي هو دراسة تأثير عناصر المزيج التسويقي على ولاء المستهلك والابتكار التسويقي لزيادة الحصة السوقية لمنتجات الألبان المحلية في مدينة الخليل.

خلال هذه الدراسة تم استخدام المنهج الوصفي التحليلي والاستبانة كأداة للدراسة لجمع البيانات والمعلومات من المستهلكين. حيث تم توزيع 398 استبانة على العائلات في مدينة الخليل، وتم الرد على ٣٧٤ استبانة، وتم تحليل النتائج على برنامج التحليل الإحصائي SPSS.

وأظهرت نتائج التحليل أن رضا المستهلكين في محافظة الخليل عن توزيع منتجات الألبان المحلية والترويج كان مرتفعاً (متوسط الدرجة 3.72 , 3.94)، في حين أن رضاهم عن جودة وأسعار المنتجات المحلية متوسطاً (3.65، 3.09). ووجد أن لدى المستهلكين رغبة في الإحجام عن المنتجات الإسرائيلية، لكن درجة رغبتهم معتدلة (3.35)، ورضا المستهلك عن الشركات المبتكرة مرتفع (4.07). درجة ولاء المستهلكين لمنتجات الألبان المحلية معتدلة (3.27).

نتائج تحليل الانحدار المتعدد (المنتج ، السعر ، الإحجام عن المنتجات الإسرائيلية) هذه العوامل أثرت على ولاء المستهلك (P value= 0.00). (الإحجام تجاه المنتجات الإسرائيلية وولاء المستهلك لمنتجات الألبان المحلية) أثر هذا على قيمة الإنفاق على منتجات الألبان المحلية (P value=0.001,0.008).

أخيرًا ، يجب على شركات الألبان المحلية بذل المزيد من الجهد لتحسين جودة المنتجات واستراتيجية الأسعار لمنتجات الألبان المحلية. كما أن تطبيق الابتكار بأشكاله المختلفة (المنتج والعملية والتسويق والتنظيم) ينتج عنه زيادة في عدد المستهلكين الجدد، الاحتفاظ بالمستهلكين القدامى، زيادة المبيعات، الأرباح وزيادة الحصة السوقية.

الكلمات الأساسية: المزيج التسويقي ، الحصة السوقية ، الابتكار التسويقي ، رضا العملاء ، ولاء العملاء

Chapter one: Background

Economic importance of the dairy sector in the West Bank

Since 1988, the dairy industry has begun in Palestine as a commercial industry, and it expanded and spread until it became a major sector in the Palestinian industries. Dairy is considered one of the oldest products that were manufactured in Palestine (Aliqtisadi, 2016)

1.1 Contribution of dairy sector to food industry

The value of dairy industries production in Palestine amounted to ($153.5) million, which represent (17%) of the food industries in 2018. ($128.1) million of which are in the West Bank, represent about (83.4%) of the production of the dairy industry. and ($ 25.4) million in the Gaza Strip account for about (16.6%) of the dairy industry (PCBS, 2020).

1.2 Establishments and employment

The number of establishments operating in the dairy industry in Palestine reached (105) in 2017, of which (80) establishments in the West Bank and (25) establishments in Gaza Strip (Palestinian Central Bureau of Statistics, 2017). The number of establishments operating in the dairy industry has increased significantly by (78%) since 2017. In 2007, the number of establishments operating in Palestine in the dairy industry was (59) establishments; (41) facilities in the West Bank and (18) operating facilities in Gaza Strip (PCBS, 2007).

As for the number of workers in dairy industry establishments, it increased from (989) workers in 2007 (PCBS, 2007), to (1,290) workers in 2017 (PCBS, 2017). This included (1,038) workers in the West Bank and (252) workers in Gaza Strip. Although the

increase in the number of establishments was (78%), the rate of increase in the number of manpower did not exceed (30%) in the same period. This increase is considered insufficient. This industry occupies (7%) of the total workforce in the food industries sector; therefore, it comes in third place in terms of employment of the largest number of workforce in 2017 (PCBS, 2017).

1.3 Market share of local dairy products

In 2015, the value of production was about (116.5$) million dollars while in 2016, it rose to (140.1$) million US dollars. There was an increase by (20%) in 2016 over 2015. While there was a decrease in 2017 by (9%), the amount of production was (127$) million US dollars; it rose once more in 2018 by (21%), and reached about (153.5$) million US dollars. Despite the increase in domestic production, the value of imports was on the increase too while the increase in the value of exports was small (PCBS, 2020).

Table (1.1): Value of dairy production (2015-2016)

Year	Production Value (US $ Millions)	Imports	Exports
2015	116.5$	68.3$	4.3$
2016	140.1$	76.4$	4.0$

(Source: PCBS, 2020).

Table (1.2): Value of dairy production (2015-2017)

year	Production value (US $ Million)	Imports	Exports
2015	116.5$	68.3$	4.3$
2017	127.0$	77.3$	4.5$

(Source: PCBS, 2020).

Table (1.3): Value of dairy production (2015-2018)

year	Production value (US $ Million)	Imports	Exports
2015	116.5$	68.3$	4.3$
2018	153.5$	82.1$	4.8$

(Source: PCBS, 2020).

Despite increase in the production value of dairy products, the value of imports is still high and increasing, as the percentage of increase from 2015 to 2018 was about (20%). As for exports, the percentage increase was (12%). Market share of Palestinian dairy products does not exceed (57%); it is not a high percentage based on the increase in the value of production (PCBS, 2020). This may be due to several obstacles and difficulties facing the dairy industry in Palestine whether in the local market or exports.

1.4 Challenges and obstacles facing the dairy sector in the West Bank

1.4.1 Israeli products competition

Although the Paris Agreement guaranteed free trade exchange between Palestinian and Israeli markets, clause no. (1) Of article no. (9) Stipulated that there would be free movement of industrial goods without any restrictions, including customs and import taxes between the two sides in accordance with the legislation of each side. Paragraph (13) of Article no. (3) Stipulates that the Palestinian side has the right to use all exit and entry points in Israel designated for this purpose, from import and export through exit and entry ports to and from Israel within an equal commercial and economic transaction (Samhouri, 2016).

Milk is one of the goods subsidized by the Israeli government; this makes the cost of milk production lower for the Israeli factory and its ability to compete higher

(Mashhour Abu Khalaf, 23 March 2022, General Director of Al-Junaidi Factory, Al-Junidi Company)

Many grocery stores and supermarkets display Israeli products because they are on demand by the Palestinian consumer. Consequently, these stores do not suffer financial losses due to the lack of Israeli products (Mashhour Abu Khalaf, 23 March 2022, General Director of Al-Junaidi Factory, Al-Junidi Company).

1.4.2 Differences in preservations and production and expired dates of Palestinian products compared to Israeli and imported products

Article no. (17) Of the Palestinian Standards and Metrology Law stipulates that it is not permissible to import any commodity or material and bring it into Palestine or produce it there unless it conforms to the requirements of the specifications specified in the mandatory technical instructions for that commodity (Standards and Measurements Law, 2000).

Article no. (3) Of the Palestinian Industry Law stipulates that industrial establishments must abide by the application of the approved mandatory technical instructions, which specify the characteristics of the industrial product or processes associated with it and technical terms, symbols or packaging, or that specify its distinctive features or requirements for preparing its label (Palestinian Industry Law, 2011).

Article no. (21) Of the Health Law stipulates that the specifications and conditions specified in the mandatory technical instructions issued by the Standards and Metrology Organization and in coordination with the Ministry, must be adhered to. These laws are applied to Palestinian products, as the production lines in Palestinian factories are checked by the Palestinian Standards and Metrology Organization (Study, et al. 2004).

The Palestinian Standards and Metrology Organization is responsible for examining milk prepared for industry, as the percentage of fat and bacterial count in raw milk is checked. Israeli products are characterized by a longer shelf life than Palestinian products; this is due to the difference in the proportions and nature of the additives added to each (Mr. Jihad Al-Jabrini, 22 February 2022, General Director of Al-Jebrini Factory, Al-Jebrini Company).

The label for Palestinian products also requires that the production date be recorded in a clear and non-removable manner, especially in food products that are perishable from a microbial aspect, in addition to expiry date. This differs from the label of Israeli products and some imported products that contain expiration date without mention of production date. This may be misleading to the consumer as it suggests to that the products whose production date is not mentioned are newer products and thus are more attractive to the consumer (Mashhour Abu Khalaf, 23 March 2022, General Director of Al-Junaidi Factory, Al-Junidi Company).

1.4.3   Other challenges

Some Israeli and imported products have no substitute for local Palestinian products, such as condensed milk, butter, cream and cream. The local Palestinian factories do not produce it, because the cost of producing it is very high (Khaldon Al-Khateeb, 22 February 2022, Marketing Director of Al-Jebrini Company, Al-Jebrini Company).

Palestinian factories also suffer from great challenges for export; they include internal obstacles such as high cost of obtaining the necessary export transactions, long duration of issuance period, Israeli obstacles at border crossings, absence of a Palestinian identification barcode or full recognition of the Palestinian quality certificate from

trading partners, and weakness of research and development activity (Mashhour Abu Khalaf, 23 March 2022, General Director of Al-Junaidi Factory, Al-Junidi Company).

2. Study Problem

1. Despite increase in the number of Palestinian industrial establishments in this field, over the past ten years, their market share in Palestine increased very slightly.
2. What are the innovative marketing strategies that Palestinian food factories should adopt to increase their local market share?
3. What are the reasons behind Palestinian consumer's preference of Israeli products?
4. This study will identify the impact of elements of marketing mix on consumer satisfaction and loyalty, and on marketing innovations.

3. Objectives

1. To analyze the views and trends of Palestinian consumers in Hebron Governorate towards dairy products.
2. To identify the impact of the marketing mix elements and marketing innovation on customer loyalty.
3. To enhance the role and importance of the Innovative marketing strategies.
4. To come up with recommendations to support the marketing efficiency of local dairy factories.
5. To emphasize that innovative marketing.

4. Importance of study

The Palestinian dairy industry constitutes a strong supporter of the Palestinian economy. Through its effective contribution to the national income, and the employment of manpower, it gains its momentum. It emphasizes the prospect of

working on national and self-efforts to develop investment in this sector. In order to build a Palestinian economy free of restrictions of the occupation and to bring us closer to economic disengagement that liberates the Palestinian economy from the repeated extortions of seizing and clearing funds by the occupation, the strategy of the Palestinian government is focused on gradual disengagement from Israel by a strengthening of the national product as well as heading towards the Arab depth.

Market share of local dairy products and import and export statistics indicate based on these products the potential of expansion of national investment in this industry. This will increase production capacity and introduce new products in order to increase current market share of this industry thanks to its significant impact in supporting the Palestinian economy and subsidizing support sectors of this industry such as agricultural sector, farmers, expansion of milk production and raising cows. In addition, investment should be introduced into the sector of packaging and labels for other supporting industries.

What distinguishes this study from other studies is that the study population includes 398 people distributed randomly in Hebron Governorate. It is considered the first study to be applied on the people of Hebron Governorate. Also, the city of Hebron contains the largest dairy factories in the West Bank (Al-Jebriny factory and Al-Junaidy factory); both have a good market share in the Palestinian market; therefore, through research, marketing methods for each factory will be identified based on field visits to identify trends and opinions of consumers and the reason for their tendency to buy Israeli products. A questionnaire was distributed to obtain their views as well as to determine the impact of innovation in the marketing mix on the market share of the dairy sector.

Chapter two: Literature review

2.0 Introduction

This section will present a group of former studies that addressed the impact of marketing mix (product, price, promotion and place), together or individually, on consumer behavior, satisfaction, and loyalty to the local product. It will also delve into the impact of innovation on consumer satisfaction and market share. Data were collected in the presented studies through directly and electronically distributed questionnaires, personal interviews, and data taken from a survey of consumer shopping behavior. Quantitative research techniques, which use the analytical method, regression and correlation analysis and Sobel's test were used in data analysis, as well as confirming factor analysis (CFA) and structural equation modeling (SEM) techniques. Data were analyzed using logistic regression, with dependent variable substitution behavior, and control for demographic, social and economic factors.

Results of the studies confirmed the importance of the elements of marketing mix on consumer satisfaction and loyalty to products and positive impact of marketing innovation on market share.

2.1 Marketing

The American Marketing Association in 2008 , defined marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Dann, 2010).

The main aim of marketing is to identify the needs and desires of the consumer. It works to meet those needs of products (material goods, services or ideas), in an attractive and

innovative way. Good effective marketing takes the consumer to satisfaction. It is repeat purchase without the need for more persuasion in the coming times to the extent that the product sells itself (Todaro, et al. 2012).

2.2 Customer satisfaction

Consumer satisfaction is the basic building block for the development and management of customer relations. The consumer's feeling of satisfaction with a product motivates him/her to repeat the purchase of that product, and pushes him/her to speak and praise the product. He/she may advise family and friends to buy it. As for the consumer who is not satisfied with the product, he/she will switch to buying other competing products and may speak in front of others about his/her bad experience with the product (Ali & Talwar, 2015).

Dimyati (2015) emphasized the need for the manufacturer to pay attention to customer satisfaction. Customer satisfaction is a trigger to increase profit for the company in the future. Also, it is a vital step that must be highly considered by a company. Finally, customer satisfaction has a very important role in building customer loyalty.

2.3 Loyalty

 Kotler & Keller (2015) also define loyalty as "a firm commitment to repurchase a preferred product or service in the future, despite influences and marketing efforts that have the potential to bring about a change in consumer behavior (Kotler, et al. 2019).

Buyers are categorized into four types: hard-core loyal, who buy the same brand over a given period of time. Split loyal, who are loyal to more than one brand, with divided loyalty? Shifting loyal with unstable loyalty, who are loyal to one brand for a period of

time. Easily shifting from one brand to another, and switchers or non-loyal, show no loyalty to any brand (Moisescu, 2014).

Marketing studies reveal that consumer loyalty is important; marketing and strategic advantages for companies have a significant impact on their profitability. Consumer loyalty to the company's products leads to an increase in the number of new customers and a reduction in the cost of marketing (Chinomona, 2016) and (Alhaddad, 2015). Loyal consumers contribute significantly to increasing the company's share in market (Alhaddad, 2015). Loyalty strengthens the brand in front of competitors' threats and gives it time to respond to competitors(Alhaddad, 2015) and (Susanti, 2013). It also works to support brand extensions, make the consumer less sensitive to price (Alhaddad, 2015) and give time to respond to the threat of competition(Susanti, 2013).

2.4 Marketing mix

Marketing mix can be defined as the combination of different marketing decision variables, strategies, and tactics used by the organization management to market its goods and services(Thabit & Raewf, 2018).

Marketing mix has been defined as controllable parameters that firms use to influence consumer buying process (Nguyen, et al. 2015). The conventional framework of marketing mix comprises 4Ps: product, price, place and promotion (Nguyen, et al. 2015.). In the context of food retailing such as dairy products. Several studies reveal that conventional marketing mix elements such as product's quality and package, price, store location and promotional tools shape consumer buying behavior (Nguyen, et al. 2015).

2.5 Impact of innovation and consumer satisfaction on market share

Innovation is defined as the implementation of a new or significantly improved product (good or service), of a process, marketing method, or a new organizational method in business practices, workplace organization or external relations" (OECD, 2006, p. 56) (Geldes & Felzensztein, 2013).

Marketing plays an important role at the level of the organization. Without effective marketing, an organization cannot achieve its goals. Therefore, this organization must respond to different variables through creativity and innovation. As innovation has become the mainstay of survival in light of multiple variables, especially marketing innovation which includes innovation in producing products and providing new services. Innovation entails prices and promotion of products and services. Then an organization will through innovation work on distribution of products until they reach customers at the right place and time. If companies and institutions wish to maintain their presence in the market, they must rely on the so-called innovation. Innovation is considered a key entry in this competition; it aims to provide the best products with the aim of developing the company's performance and achieving a sustainable competitive advantage for it (نورية و بغداد، ٢٠١٦).

Today's business companies realized that customer satisfaction is the key to business success. This plays a vital role in expanding market value (Khadka & Maharjan, 2017). The main factor that influences the success of any organization is its marketing. It is the main channel that an organization uses to promote its products and services, it was found that promotion affects the sale of products 96%. The goal of marketing is to increase the satisfaction of its customers (Thabit & Raewf, 2018). Marketing mix is one of the factors that impact customer satisfaction and loyalty. When a company or factory

owns a good quality product, it offers it at an acceptable price to the consumer at an accessible venue. By following an effective promotion strategy, the company will have the ability to influence consumers to learn and purchase their product; thus, it increases the chance of creating a loyal customer (Sudari, et al. 2019).

2.6Impact of product on consumer satisfaction and loyalty

Product refers to goods and services presented by the organization. Consequently, the product in short, can be defined as a pack of advantages which a marketer presents to a customer for a price (Thabit & Raewf, 2018). The quality of the product is one of the most important factors that affect the purchase decision of a consumer.

The consumer decision is influenced by product characteristics like nutrition, taste, health benefit and ease of preparation(Nguyen, et al. 2015). Therefore, companies should strive to offer a product that occupies a distinct and desirable position relative to competing products in the minds of target consumers. If the product is considered just like other products in the market, then consumers will have no reason to buy it Anwar, et al. 2011).

Packaging is one of the most important factors influencing the purchasing decision of consumers (Aday & Yener, 2014). Packaging is also a means of giving an image that reflects the quality and characteristics of the (Benachenhou, et al. 2018).

Packaging plays an important role in product marketing. In addition, it plays a pivotal role for marketing innovation in increasing the value of the product in the mind of the consumer (Benachenhou, et al. 2018).

Packaging is a marketing strategy, for the company that uses mediating means on products such as graphics, design and color; this contribute to the success of the brand

and marketing. Color can affect the emotions and mood of the consumer either positively or negatively. Thus, it helps to increase or decrease the desire to buy the product (Purwaningsih, et al.2019).

Susanti (2013) examined the effect of product and service quality on customer loyalty through customer satisfaction. Data was collected using a questionnaire. It was analyzed using Structured Equation Model (SEM). The main result showed that product quality (significance level of 3.730) and service quality (significance level of 2.184) have a significant impact on customer satisfaction. Customer satisfaction has a significant impact on customer loyalty (significance level of 3.706).

Khan (2012) focuses on loyalty of customers in the Peshawar region towards branded milk. Two dimensions were taken into consideration: brand awareness and brand characteristics. A Likert scale questionnaire was designed to collect data, and regression and correlation analysis was performed. The results show that the characteristics of brand product quality have positive impact on customer loyalty. While in the case of awareness by brand, advertising has more positive impact on customer than others towards customer loyalty to branded milk. This is consistent with the findings of (Susanti, 2013) in his study of that product (Romdonny & Rosmadi, 2019). Quality is the main factor that contributes to customer loyalty (Khan, 2012).

2.7 Impact of price on consumer satisfaction and loyalty

Price is the most important element of marketing mix because it is the element that generates revenue for the company and determines its market share. While other elements constitute cost, price is the most flexible element of the marketing mix (Faith & Edwin, 2014)

Price may be the most important factor influencing the consumer's purchase decision for products, especially products that are constantly purchased, such as dairy products (Sudari, et al. 2019) (Wantara & Tambrin, 2019). The price is the main criterion for evaluating the product by the consumer (Safitri, 2018).

Many consumers use price as an indicator of the quality of the product, especially in the absence of previous information about the quality of the product. But if information about the quality of the product is available, the price becomes a less important indicator of quality (Kotler, et al. 2019).

Sudari, et al. (2019) analyzed of impact of the marketing mix on customer loyalty through customer satisfaction. The method of data collection is a questionnaire. Results show that price has the greatest impact on customer satisfaction and loyalty. It is consistent with the results of this study (price has the significant factor on customer decision) (Abd Wahab, et al 2016). In consistency with the results of this study (Musharraf & Ali, 2013), the perceived price and quality have a significant factor on purchase intent of private brand consumers in Pakistan.

Faith & Edwin (2014) examined the extent to which competitor's price affects the purchase of products. It examined how the consumer perceives the concept of corporate value-based pricing, and how online pricing influences a consumer's buying decision. The researcher used the descriptive method. The results, price of competitors and online pricing affect purchasing decision. This research recommends that companies should focus on delivering value to customers through pricing. Companies should also monitor competitors' prices and consider how they affect the purchase of their products.

2.8 Impact of promotion on consumer satisfaction and loyalty

Promotion is one of the strongest elements in MM. Personal selling, public relations, advertising, and publicity are among the promotional measures, that aim to show and introduce the product to customers in an effective way to encourage them to buy a product (Thabit & Raewf, 2018).

Advertising is defined as a form of marketing communication about a product, service, company, or idea. Advertising includes the use of implemented by a specific advertiser in return for a paid fee (Kotler, et al. 2019). The main purpose of advertising is to make and evolve the image of a product in the market zone (Thabit & Raewf, 2018).

Public relationship: any organization is interested in building and maintaining strong relationships with its customers, to achieve full satisfaction and communication. Internally or externally, by implementing policies and programs based on the principle of social responsibility. Media is employed to build the desired image of the organization. It also includes all activities that an organization uses to improve its image in society, such as support and positive participation in social, environmental, health and public issues (Khanfar, 2016).

Naveed, et al (2017) examined the impact of brand image, brand trust and advertisement, on brand loyalty and consumer buying behavior in the general public. Questionnaire survey was used for the purpose of data collection. Main results indicated that brand trust, brand image, and advertisement have strong positive and significant influence on brand loyalty and consumer buying behavior. Teenagers are more conscious about their social status, so they use branded products. Trust of brands and advertisement influence their buying behavior positively. In concordance with the

results (Huang & Sarigöllü, 2012), it confirms the significant factor for distribution and price promotion in building brand awareness in a consumer-packaged goods category.

Han & Li (2012) examined the relationship between brand experience and customer loyalty to a dairy brand. A five-year Likert questionnaire was used. The data was analyzed statistically through empirical research. The researcher found that the sensory experience of the brand has a significant positive impact on brand loyalty. Also, the study found that Brand marketing has a positive effect on brand loyalty to consumers.

2.9 Impact of place (Distribution) on consumer satisfaction and loyalty

Distribution is one of the elements of the marketing mix that has a significant factor, in the market share of the company. Consumer's satisfaction and loyalty is by providing the product to the consumer at the place and time he wants. However, distribution is defined as one of the elements of marketing mix, through which produced products are transferred from manufacturers to consumers. The central function of distribution management is to put the product in the right place and time to be available to target consumers (Agbadudu & Adekunle, 2017)

Place (Distribution) is a way of transporting a product to a customer, and the level of accessibility of a product to customers. In conclusion, distribution channels are very important for customer satisfaction and retention (Ahmed & Rahman, 2015). Companies must balance the market needs and their ability to meet them in the appropriate time (Adeniran & Oniku, 2018).

Intense Distribution: It is used in many consumer products through distribution to the largest number of retailers, in each commercial area. Thus, it reaches a higher proportion of the company's market share compared to competitive products, and

enables consumer to get the product in many distribution stores (Frazier & Lassar, 1996).

For place strategy, SMEs need to review the location of the store, management of the distribution channel, and delivery order services to consumers. The location of the store must be strategic so that consumers can easily buy products (Thabit & Raewf, 2018).

Mirzaei, et al (2016) examined the effect of two strategic resources: entrepreneurial orientation and market orientation. On the effectiveness of new product development (i.e., sales) and use of multiple marketing procedures (i.e. marketing channels). Based on results, entrepreneurial orientation is shown to be positively associated with share of NPS in total sales and firm's success in new product development. The study also showed that entrepreneurial and market-oriented firms are more likely to use new or significantly improved products and new marketing mixes.

2.10 Impact of marketing innovation on market share and enterprise performance

Marketing innovations, defined as the implementation of a new marketing method involving significant changes in product design and/or packaging, product placement, product promoting or pricing (OECD, 2006, p. 60) (Geldes & Felzensztein, 2013).

Innovative marketing may focus on the product (good service), price, promotion and place (distribution) or all of these elements at once. Marketing innovations have a role in the industry's evolution, as it creates a higher diversification of the products and so expand offers by companies (Geldes & Felzensztein, 2013).

Majdal (2013) examined the role that marketing innovation plays in improving the performance of the enterprise. The extent of the need for improvement is one of the

factors of excellence in product innovation, price innovation, innovation in promotion, and innovation in distribution. Results were analyzed through SPSS. The results showed that marketing innovation has an impact on market share of the enterprise as it contributes to increasing the number of customers and market sectors that the enterprise may target. It creates new products that meet the desires of an existing market segment or even attract a specific segment of consumers.

It was found by (Špička, et al 2015), that the innovations of all kinds, that were supported and focused on, had positive effects on the dairy factories, as they were able to stabilize their profits during a period of crisis, and to increase their competiveness.

Pula, et al (2023), examined the effect of marketing strategies on creating competitive advantage through strategies such as customized products, pricing, promotion and distribution strategies. It was found that there is a statistically significant correlation that marketing strategies affect the creation of competitive advantage based on the value of R-square = 0.787, where customized products strategy, price strategy, and distribution strategy were found as important strategies.

Chuwiruch, et al. (2015) offers marketing innovation strategy as one effective method to deal with environment dynamism. It was found marketing innovation strategy is likely to positively impact business firms to increase marketing outcomes and performance.

Tul-Krzyszczuk & Jankowski (2019) analyzed innovations implemented in the milk and meat industries. It was found the implementation of innovations lead to improvement of the quality of goods (services), increase in stock, productive capabilities and revenues from sales, emergence of new markets, increase in competitiveness and prestige of the firm.

This study aims to determine the role of market knowledge in achieving marketing innovation at the level of a number of food industry companies in Algeria. The study sample consisted of managers or heads of marketing departments in 87 food companies. The results of the statistical analysis showed a positive significant correlation between market knowledge and marketing innovation. The results of the statistical analysis showed a positive and significant impact of market knowledge in achieving marketing innovation (الخلفاوي، ٢٠١٥).

Chapter Three: Research methodology and data analysis

Introduction

This chapter describes the methodology used in this research. The research depended on descriptive and inferential analysis methodologies to answer the research questions, aims. It describes the research population which is represented by Palestinian households; the research sample No. was represented by Palestinian households in Hebron governorate. It also reviews the selection process of the research tool and how it was built. Also, the study engaged various statistical methods and tests used in the processing of data.

3.1 Independent and dependent variables

- Dependent variables: marketing mix elements (product, price, promotion, distribution), Consumer Reluctance towards Israeli Products, place of residences and monthly income.

- Dependent variables: customer loyalty of local dairy products, marketing innovation in dairy products and local dairy products expenditure (weekly).

3.2 Research Hypotheses

In this section, alternative hypotheses are stated to be proved. Otherwise, null hypothesis will prevail (Wilks, 2011).There has been statistical relationships exists between dependent variables (customer loyalty and marketing innovation) with independents variables, through which the null hypothesis is rejected and the alternative hypothesis is accepted (Wilks, 2011). Thus, alternative hypotheses are listed below:

1.   There are statistically significant relationships between consumer's loyalty with product quality, prices, distribution, promoting and customer's expenditures and with differences in demographic characteristics.

2.   There is a statistically significant between marketing innovation with product quality, prices, distribution, promoting and customer's expenditures and with differences in demographic characteristics.

3.   There is a statistically significant relationship between consumer's reluctance toward Israeli products with consumer's loyalty.

4.   There is a statistically significant relationship between marketing innovations and consumer's loyalty to dairy products.

3.3 Study population

The study population is represented by the Palestinian households who live in Hebron governorate; the researcher chose Hebron governorate to apply the study for the following three reasons:

1. Hebron governorate consists of a large number of supermarkets that sell local products, Israeli and imported dairy products; that is comparative with other Palestinian governorate

2. Hebron governorate occupies the first place in the manufacture sector of dairy products; it covers 70% of the Palestinian market need since it contains Al-Junaidi Company, Al-Jibreni Company and Al-Safi Factory according to the Palestinian (Wafa News and Information Agency)

3. Hebron is one of the largest cities in the West Bank in terms of population (PCBS, 2017)

Based on the general population census of the year 2017, which was conducted by the Palestinian Central Bureau of Statistics, the Palestinian households who lived in Hebron Governorate was 135,614.

3.4 Study sample

Sample size of Palestinian households in Hebron was determined using the following formula (Saunders, et al. 2009):

$$N = \frac{NP}{1 + (NP \times e^2)}$$

Where N: Sample size, NP: population size, e: the errors term = 0.05, so the sample size must be 398households.

$$N = \frac{135614}{1 + (135614 * 0.05^2)} = 398 \; housholds$$

The first step after determination of the sample size was to choose suitable sample that represents the population. This was conducted by choice of a stratified sample throughout household residents in three areas (city, village, camp), Table 3.1 shows sample distribution by place of residence.

TABLE (3.1): Research population and sample distribution by place of residence

Place of residence categories	Number of families	Ratio of families to the total	Number of questionnaires distributed
City	39614	29.3%	117
Village	92768	68.4%	272
Camp	3232	2.3%	9
Total	**135614**	**100%**	**398**
Al-Aroub camp	1787		5
Fawar camp	1445		4
Surif	3469		10
Beit Ommar	3353		9
Sa'ir	3732		11
Halhul	5493		16
Taffouh	3084		9
Beni Na'em	4477		13
Dora	7867		24
Al-Dahiryah	6945		20
Samo'	4680		14
Kharas	1854		5
Ethna	5052		15
Yatta	10800		32
Other Village (Beit Kahel, Tarqomya and Nuba	36642		84

Furthermore, the questionnaire was distributed randomly in each residence category between 1-25 July 2022 on 398 Palestinian households in Hebron, as a representative research sample; this gives the research the ability to generalize results to the study

population. After questionnaire distribution, 374 respondents completed the questionnaires which were used in data analysis of the study.

3.5 Study tools

As a basic tool for collecting primary data, the questionnaire was u. A questionnaire was developed to collect primary data related to subject of the study, following a review of previous studies related to the study. Thirty pilot surveys were distributed to Twenty eight, Professor Mahmoud El-Jafari and Dr. Afif Hithnawi families in order to test the efficiency of the questionnaire and the ability of the respondents to understand its phrases; questions that are difficult or misunderstood were avoid. Some questions were modified based on the respondents' suggestions and comments. The questionnaire consisted of two parts: First part consists of the general information about the study sample in terms of:

- Gender

- Social status

- Address

- Age

- Qualification

- Monthly income of the family in NIS

- How much do you spend on dairy products per week?

- Who buys dairy products in the family?

Meanwhile, the second part included seven dimensions for study and analysis namely, "impact of the elements of marketing mix on consumer loyalty, marketing innovation and increase of market share of local dairy products in the city of Hebron"; they were as follows:

- First dimension: quality of local dairy products, including 12 items.

- Second dimension: price of local dairy products, and it includes 6 items.

- Third dimension: promotion of local dairy products, and it includes 6 items.

- Fourth dimension: distribution of local dairy products, and it includes 3 items.

- Fifth dimension: political factors, and it includes 6 items.

- Sixth dimension: marketing innovations, and it includes 4 items.

- Seventh dimension: loyalty of local dairy products, and it includes 6 items.

3.6 Reliability analysis

To check the reliability of data, the researcher utilized Cronbach's Alpha (CA) statistical tools. Reliability tools are considered as consistency measures to indicate when the measurements are repeated twice with the same respondents; the results would essentially be the same. The range of values for Cronbach's Alpha is between 0 to +1; the closer the value to 1, the higher will the degree of internal consistency

Table 3.2 illustrates that Cronbach's Alpha values for all dimensions are higher than 0.60; this indicates that the entire questionnaire has a high level of consistency (Tavakol & Dennick, 2011). Thus, it has a high level of reliability. Consequently, and in light of the results of the sufficiently reliable to proceed with the rest of data analysis.

TABLE (3.2): Results of reliability test

	Dimensions	**CA**
Q	Quality of Local Dairy Products	0.871
Pri	Price of Local Dairy Products	0.780
Pro	Promotion of Local Dairy Products	0.798
D	Distribution of Local Dairy Products	0.608
R	Consumer Reluctance towards Israeli Products	0.752
MI	Marketing innovation in Dairy Products in General	0.638
L	Loyalty to Local Dairy Products	0.730

3.7 Validity analysis

In this section, the researcher displays the test of construct validity through content validity by calculated the correlation coefficient between each item and their dimension. Table 3.3 shows the correlation coefficient for each item with its construct (dimension). Whereas all coefficients are significant at a significant level of 0.01, this means the questionnaire of this study is sufficiently valid

TABLE (3.3): CONSTRUCT VALIDITY THROUGH CORRELATION COEFFICIENT

Quality of LDP				Price of LDP		Promotion of LDP	
Items	**R**	**Items**	**R**	**Items**	**R**	**Items**	**R**
Q1	0.722**	Q7	0.603**	Pri1	0.783**	Pro1	0.705**
Q2	0.646**	Q8	0.652**	Pri2	0.764**	Pro2	0.707**
Q3	0.588**	Q9	0.651**	Pri3	0.536**	Pro3	0.755**
Q4	0.724**	Q10	0.577**	Pri4	0.731**	Pro4	0.717**
Q5	0.633**	Q11	0.752**	Pri5	0.649**	Pro5	0.702**
Q6	0.586**	Q12	0.662**	Pri6	0.675**	Pro6	0.662**
Loyalty of Local Dairy Products		**Consumer Reluctance towards Israeli Products**		**Distribution of Local Dairy Products**		**Marketing innovation in Dairy Products in General**	
Items	**R**	**Items**	**R**	**Items**	**R**	**Items**	**R**
L1	0.743**	R1	0.462**	D1	0.689**	MI1	0.734**
L2	0.616**	R2	0.716**	D2	0.795**	MI2	0.779**
L3	0.807**	R3	0.754**	D3	0.777**	MI3	0.777**
L4	0.312**	R4	0.786**				
L5	0.764**	R6	0.818**				
L6	0.683**						

** Significant correlation coefficient is represented at p<0.01;

 R: Pearson Correlation Coefficient

3.8 Data analysis

In this study, the descriptive analytical method is used to study phenomena in terms of their characteristics, forms, relationships and factors affecting them; it will provide sufficient data to understand and clarify the relationships between them in an attempt to influence the future direction.

The descriptive methods is suitable to examine the circumstance, collect the data, analyze and interpret the data, and reach a satisfactory solution. In descriptive research there are many survey methods, i.e. evaluation, comparative and descriptive surveys (Fox & Bayat, 2008).

In this study, the researcher uses descriptive (calculating data representative values) and inferential statistical tools (is used to make generalizations or to deduce the behavior of a data set based on probability laws and to examine the hypothesis and questions) (Leiva-Candia, et al. 2022) as follows:

- **Descriptive statistics**

1. Frequencies and percentages were used to describe the characteristics of the sample characteristics.

2. Means and standard deviation were used to describe the sample responses about the study variables and interpret them according to (Moidunny, 2009) as shown in table 3.4

TABLE (3.4): Mean score interpretation

Mean Score	Interpretation
1.00 – 2.33	Low
3.66 – 2.34	Moderate
5.00 – 3.67	High

- **Inferential statistics**

To examine the study hypotheses and questions, the researcher used some statistical tools; Multiple Regression was used to build the benchmarking.

3.8 Data Analysis & Results

In this chapter there is a presentation of data analysis, testing of research hypotheses by answering research questions and reviewing the main results of the questionnaire reached through analysis of various paragraphs. This chapter starts with a descriptive analysis of respondents' answers about marketing elements, consumer loyalty, marketing innovation and an increase in market share of local dairy products in Hebron governorate. Then, it gives an assessment of the study model quality by regression analysis. The researcher presents the study results to answer the questions raised and included in the questionnaire which represents the problem of the study following collection of data required by the study tool. Several results were obtained, and advice for future research is offered to researchers in the same field, both at universities and other organizations.

3.8.1 Descriptive statistics

Through the questionnaire, the researcher observed certain demographic characteristics of respondents that included five variables in this study as shown in Table 35, it contains the frequency and percentage for each variable listed according to survey categories.

The result in Table 3.7 showed that 374 participants responded to the questionnaire, 44.8% of them were males and 55.2% were females. Also, 27.9% of respondents lived in a city, 69.9% of them lived in a village, and only 2.2% lived in a camp. On the other

hand, 57.9% of the participants were aged less than 30 years, 30.8% of them aged between 31- 40 years, and 7.2% of them aged between 41-50 years, and only 4% were aged more than 50 years. However, most of participants had Bachelor's degree (44.0%), 17.4% had a diploma degree, 8.7% of them had postgraduate degrees, and 29.9% had high school or below. In addition, the result indicates that 24.0% of the respondents receive a monthly income of less than 2,000 NIS, 41.2% of them receive a monthly income between 2,001 NIS and 4,000 NIS, 19.9% of them receive a monthly income between 4,000 NIS and 6,000 NIS, 8.1% of them receive a monthly income between 6,000 NIS and 8,000 NIS, while 6.7% of respondents receive a monthly income more than 8,000 NIS.

3.8.2 Sample Characteristics

TABLE (3.5): Results of analysis of sample characteristics

Variable	Options	Frequency	Valid Percentage %
Gender	Male	167	44.8
	Female	206	55.2
Residence	City	102	27.9
	Village	255	69.9
	Camp	8	2.2
Age categories	Less than 30 years	216	57.9
	31-40 years	115	30.8
	41-50 years	27	7.2
	Above 50 years	15	4.0
Educational level	High School or Below	110	29.9
	Diploma	64	17.4
	Bachelor	162	44.0
	Postgraduate	32	8.7
Monthly income (NIS)	2,000 or less NIS	89	24.0
	From 2,001-4,000 NIS	153	41.2
	From 4,001-6,000 NIS	74	19.9
	From 6,001-8,000	30	8.1
	From 8,001-10,000 NIS	13	3.5
	10,0001 and above	12	3.2

3.8.3 Dairy products purchase

In this section, the researcher demonstrates Palestinian consumer behavior toward dairy products by three variables. Approximately 47.7% (n=176) of households in the study sample spent less than 41 NIS weekly on dairy products, 26.3% of them spent between 41 to 60 NIS, and 26.0% spent more than 60 NIS. As for the individual who buys dairy products in the household, more than 50% of households in the study sample indicated that their husband buys the dairy products (54.0%, n= 201), 40.3% (n=150) of them both husbands and wife buy, and only 5.6% (n=21) of them the wife buys dairy products. All the households in the study sample bought local products whether stated always or rarely, 65.5% (n=245) of them bought imported products, while 82.4% (n=308) of them bought Israeli products. In the local product area, 3.5% (n=13) of the household bought from only one local company, while 96.5% (n=361) of them bought from more than two local companies, meanwhile, 29.9% (n=112) shopped from all local companies.

The prevalence of al-Junaidi products is mostly among Palestinian households in Hebron (97.6%), followed by al-Jibrini (89.6%), Candia, and Pinar (66.3% for each of them), while the prevalence of Al Mashru Al Inshai is the lowest by (41.2%).

3.8.4 Marketing elements analysis

In this part of the chapter, the results of descriptive statistics from arithmetic averages and percentages of the elements of the marketing mix, political factors and marketing innovations with their different dimensions are presented to show the extent of their importance to the Palestinian consumer. In addition, hypotheses will be tested to study the impact of demographic factors for the consumer, including (gender, marital status, place of housing, age, income, educational qualification, buyer) In addition, it will show

the influence of the elements of the marketing mix (product, price, promotion, distribution, political factors and marketing innovations) on two dependent variables: loyalty and consumer spending on local dairy products and number of indicators has an examined statistically to show the significance of the independent variables that affect consumer loyalty and spending on dairy products.

The marketing elements of dairy product are measured by using four dimensions namely, quality, price, promotion and distribution. To describe the marketing elements dimensions, means, standard deviation and percentage were calculated. According to results in table 3.6, the mean and standard deviation scores of sample responses about the marketing element level are 3.58 and 0.52 respectively with a percentage of 71.6%. This indicates a high level of marketing elements implementation. In addition, distribution achieved the largest level (78.8%), followed by promotion (78.8%), quality (73%) and price (61.8%) respectively.

TABLE (3.6): Mean, standard deviation and percentage of marketing elements dimensions (CUSTOMER SATISFACTION ABOUT MARKETING ELEMENTS FOR LOCAL DAIRY PRODUCTS)

Rank	Dimensions	Mean	Std.	Percentage	Level
1	Quality	3.65	0.60	73.0	Moderate
2	Price	3.09	0.72	61.8	Moderate
4	Promotion	3.72	0.71	74.4	High
3	Distribution	3.94	0.66	78.8	High
	Marketing elements	**3.58**	**0.52**	**71.6**	**Moderate**

To determine the main point of consumer responses among the marketing element dimensions, means, standard deviation and percentage were calculated, and the statement was arranged in a descending order according to mean score.

▪ **Quality analysis**

According to the results in table 3.7, the mean and standard deviation of the quality of dairy products dimension are 3.65 and 0.60 respectively with a percentage of 73%. This indicates that the local dairy products have a high level of quality. The statement "You can easily distinguish the brands of local dairy products" has the highest percentage of implementation (81.8%) with a high level, followed by the statement "The dairy products offered by Palestinian dairy companies varies" with high level of implementation with a percentage of 77.4%. However, the statement "Sees that Palestinian dairy products are of higher quality than imported products and Israeli products" received the lowest percentage of implementation (61.2%) with a moderate level, followed by the statement "You have confidence in the quality of your local dairy products, so this drives you to buy any new product" at a percentage of 69.6% with a moderate level.

TABLE (3.7): Mean, standard deviation and percentage of quality statement

#	Statement	Mean	Std.	Percentage	Level
Q10	You can easily distinguish the brands of local dairy products.	4.09	0.85	81.8	High
Q5	Dairy products offered by Palestinian dairy companies vary.	3.87	0.78	77.4	High
Q4	Taste of local dairy products is acceptable and suitable for you.	3.84	0.77	76.8	High
Q1	I have confidence in the quality of local dairy products.	3.81	0.86	76.2	High
Q8	Local dairy packaging sizes suit your needs.	3.72	1.01	74.4	High
Q6	Local dairy companies offer dairy products containing different percentages of fat.	3.68	0.81	73.6	High
Q11	Local dairy brands are easily recognized.	3.67	0.92	73.4	High
Q9	Shelf life of domestic dairy products is suitable for their consumption	3.57	1.01	71.4	Moderate
Q12	Local dairy products have an attractive and distinctive packaging	3.53	1.03	70.6	Moderate
Q7	Local dairy products provide special items to consumer.	3.52	0.88	70.4	Moderate
Q2	You have confidence in the quality of your local dairy products, so this drives you to buy any new products	3.48	0.95	69.6	Moderate
Q3	Consumer sees that Palestinian dairy products are of higher quality than imported products and Israeli products	3.06	1.17	61.2	Moderate
Quality of local dairy products		**3.65**	**0.60**	**73.0**	**Moderate**

- **Price analysis**

According to outcome in table 3.8, the mean and standard deviation of the price of dairy products dimension were 3.09 and 0.72 respectively at a percentage of 61.8%.

This indicates a moderate degree of consumer agreement with the price of local dairy products. Also, the consumer agreement of all items that measured the price scored a moderate degree of agreement. The statement "Local dairy companies offer some products in an attractive package format" received the highest percentage of implementation (63.4%), followed by the statement "Prices of local dairy products are commensurate with their quality" at a percentage of 63.0%. However, the statement "The high price of local dairy products reflects the quality of the product" received the lowest percentage of agreement (58.6%), followed by the statement "Local dairy prices take into account your purchasing capability" at a percentage is 61.2%.

TABLE (3.8): Mean, standard deviation and percentage of price statement

#	Statement	Mean	Std.	Percentage	Level
Pri1	Prices of local dairy products are commensurate with their quality.	3.17	0.97	63.4	Moderate
Pri5	Local dairy companies offer some products in an attractive package format.	3.15	1.05	63.0	Moderate
Pri4	Prices of local dairy products are competitive with prices of Israeli products and imported products.	3.14	1.13	62.8	Moderate
Pri3	Local dairy companies display prices of their products online.	3.08	1.03	61.6	Moderate
Pri2	Local dairy prices take into account your purchase capability.	3.06	1.01	61.2	Moderate
Pri6	High price of local dairy products reflects the quality of the product.	2.93	1.08	58.6	Moderate
Price of local dairy products		**3.09**	**0.72**	**61.8**	**Moderate**

- **Promotion analysis**

According to the results in table 3.9, the mean and standard deviation of the promotion of dairy products dimension are 3.72 and 0.71 respectively at a percentage of 74.4%. This indicates a high degree of consumer agreement with the promotion of local dairy products. Also, the consumer agreement of most items that measured the promotion scored a high degree of agreement. The statement "Your desire to buy local dairy products increases when companies offer prizes and discounts" has the highest percentage of agreement (77.0%), followed by the statement "Local dairy companies' use of television, radio and street billboards to influence the promotion of their products" at a percentage of 75.2%. However, the statement "The presence of a local dairy sales representative in the supermarket pushes you to try a new product" received the lowest percentage of agreement (72.0%), followed by the statement "The attractive advertisement of a local product motivates you to look for it and to buy it" at a percentage of 73.4%.

TABLE (3.9): Mean, standard deviation and percentage of promotion statement

#	Statement	Mean	Std.	Percentage	Level
Pro5	Your desire to buy local dairy products increases when companies offer prizes and discounts.	3.85	1.07	77.0	High
Pro1	Local dairy companies' use of television, radio and street billboards influences the promotion of their products.	3.76	0.95	75.2	High
Pro6	You are influenced by the opinion of your friends and relatives to buy local dairy products.	3.73	1.10	74.6	High
Pro2	Local dairy companies' use of social media influences the promotion of their products.	3.72	0.92	74.4	High
Pro3	Attractive advertisement of a local product motivates you to want to look for it to buy it.	3.67	0.99	73.4	High
Pro4	Presence of a local dairy sales representative in the supermarket pushes you to try a new product.	3.60	0.97	72.0	Moderate
Promotion of local dairy products		**3.72**	**0.71**	**74.4**	**High**

- **Distribution analysis**

According to findings in table 3.10, the mean and standard deviation of dairy products distribution dimension are 3.94 and 0.66 respectively at a percentage of 78.8%. This indicates a high degree of consumer agreement with the local dairy products distribution. Also, the consumer agreement of all items that measured the local dairy products distribution scored a high degree of agreement. The statement "Local dairy products are available in the largest number of shops near your place of residence" has the highest percentage of agreement (83.6%), followed by the statement "Availability of branded products permanently in the supermarket increases your desire to buy them" at a percentage of 77.0%. However, the statement "Your favorite local product is not available frequently prompts you to buy another product" received the lowest percentage of agreement (75.6%).

TABLE (3.10): Mean, standard deviation and percentage of local dairy products distribution

#	Statement	Mean	Std.	Percentage	Level
D1	Local dairy products are available in the largest number of shops near your place of residence.	4.18	0.71	83.6	High
D2	Availability of branded products permanently in the supermarket increases your desire to buy them.	3.85	0.84	77.0	High
D3	Your favorite local product is not frequently available prompts you to buy another product.	3.78	1.05	75.6	High
	Local dairy products distribution	**3.94**	**0.66**	**78.8**	**High**

3.8.5 Consumer reluctance toward Israeli products analysis

According to findings in table 3.11, the mean and standard deviation of consumer reluctance toward Israeli products scored 3.35 and 0.80 respectively at a percentage of 67%. This indicates a moderate degree of consumer agreement with reluctance toward Israeli products. The statement "Buys local produce despite availability of Israeli products" scored the highest percentage of agreement (78.2%) at a high level, followed by the statement "Campaigns for boycott of Israeli products have formed a positive trend towards local products" at a percentage of 77.0% with a high level. However, the statement "You see that Israeli dairy products are of high quality when compared to local products" received the lowest percentage of agreement (42.8%) at a low level.

TABLE (3.11): Mean, standard deviation and percentage of consumer reluctance toward Israeli products

#	Statement	Mean	Std.	Percentage	Level
R1	Buys local produce despite availability of Israeli products.	3.91	1.01	78.2	High
R2	Campaigns for boycott of Israeli products formed a positive trend towards local products.	3.68	1.07	73.6	High
R3	Local products are an alternative to Israeli products.	3.57	1.17	71.4	Moderate
R4	I prefer to buy local dairy products regardless of their quality compared to Israeli.	3.45	1.24	69.0	Moderate
R5	He sees that Israeli dairy products are of high quality when compared to local products.	2.14	1.11	42.8	Low
Consumer reluctance toward Israeli products		**3.35**	**0.80**	**67.0**	**Moderate**

3.8.6 Marketing innovation in dairy product analysis

According to findings in table 3.12, the mean and standard deviation of consumer reluctance toward marketing innovation scored 4.07 and 0.69 respectively at a percentage of 81.4%. This indicates a high degree of consumer agreement with marketing innovation. Also, the consumer agreement of all items that measured the marketing innovation in dairy product scored a high degree of agreement. The statement "Want to buy branded dairy products which are constantly improving" has the highest percentage of agreement (85.0%) with a high level, followed by the statement "Prefer to buy dairy products with an environmentally friendly packaging (i.e. their packaging is recyclable and usable)" at a percentage of 79.8%. However, the statement "Attractive packaging reflects higher product quality" received the lowest percentage of agreement (79.0%).

TABLE (3.12): Mean, standard deviation and percentage of marketing innovation in dairy product

#	Statement	Mean	Std.	Percentage	Level
IM1	Want to buy branded dairy products which are constantly improving.	4.25	0.78	85.0	High
IM3	Prefer to buy dairy products with an environmentally friendly packaging (i.e., their packaging is recyclable and usable).	3.99	0.99	79.8	High
IM2	Attractive packaging reflects higher product quality.	3.95	0.95	79.0	High
Marketing innovation in dairy product		**4.07**	**0.69**	**78.2**	**High**

3.8.7 Consumer loyalty to local dairy products analysis

According to results in table 3.13, the mean and standard deviation of consumer loyalty toward local dairy products scored 3.27 and 0.65 respectively at a percentage of 65.4%. This indicates a moderate degree of consumer loyalty toward local dairy products. Also, the degree of all items that measured the consumer loyalty toward local dairy products scored a high degree of agreement. The statement "Advise your friends to buy local dairy products" received the highest percentage of agreement (72.8%) at a moderate level, followed by the statement "You are satisfied with the quality of local dairy products" at a percentage of 71.6%. However, the statement "You buy alternative products to local products" scored the lowest percentage of agreement (54.20%).

TABLE (3.13): Mean, standard deviation and percentage of loyalty toward dairy product

#	Statement	Mean	Std.	Percentage	Level
L5	Advise your friends to buy local dairy products.	3.64	0.93	72.8	Moderate
L1	You are satisfied with the quality of local dairy products.	3.58	0.96	71.6	Moderate
L6	Buy new local dairy products without hesitation.	3.51	0.98	70.2	Moderate
L3	You defend local dairy products against critics.	3.35	1.03	67.0	Moderate
L2	Repeated purchases of local dairy products result in increasing their price.	2.80	1.12	56.0	Moderate
L4	You buy alternative products to local products.	2.71	0.98	54.2	Moderate
Consumer loyalty of local dairy products		**3.27**	**0.65**	**65.4**	**Moderate**

3.8.8 Factors that affect consumer loyalty of local dairy products

In this section, the intention is to investigate the prospect of building a regression model to determine the factors that affect consumer loyalty and answer the research hypothesis. One multiple regression model was conducted to test the relationships between independent variables (price, quality, promotion, distribution, consumer reluctance in Israeli products, income and place of residence as categorical variables that depend on the first category as reference category) and the dependent variable (customer loyalty to local dairy products). The specification of the regression model is as follows:

$$L = \beta_0 + \beta_1 Q + \beta_2 Pri + \beta_3 Pro + \beta_4 D + \beta_5 R + \beta_6 I_1 + \beta_7 I_2$$
$$+ \beta_8 I_3 + \beta_9 P_1 + \beta_{10} P_2 + + \varepsilon$$

Where

β_i Constant

Q Quality of Local Dairy Products

Pri Price of Local Dairy Products

Pro Promotion of Local Dairy Products

D Distribution of Local Dairy Products

R Consumer Reluctance in Israeli Products

L Loyalty of Local Dairy Products

I1 Income (2001-4000 NIS)

I2 Income (4001-6000 NIS)

I2 Income (more than 6000 NIS)

P1 Place of residence (village)

P2 Place of residence (camp)

ε Error term

Before applying regression, the researcher has to check four important assumptions for the regression model; the first is about homoscedasticity which means that the mean of residual is approximately equal for all predicted scores (Hair, et al. 2021). To check this, it uses the Breusch-pagan / Cook-Weisberg test, where the error variance in the null hypothesis is equal for all variables, however, in the alternative hypothesis, the error variance is a multiplicative function for one or more variables. By applying this test, the value of chi square = 8.09, indicates the model has a problem with heteroscedasticity. The P-value is 0.004 less than the significant level of 0.05, so the researcher accepted the alternative hypothesis which means that the model suffered from a heteroscedasticity.

The second assumption is model multicollinearity; it occurs when any single predictor variable is highly correlated with another set of predictor variables (Mayer, 1999). Two way was used to assess the multicollinearity, Pearson correlation and variance inflation factor (VIF) were calculated. According to Table 3.14, results show that the value of variance inflation factor (VIF) ranges between 1.03 and 1.90. Given that the VIF values are less than 5 (Daoud, 2018), and the Pearson correlation between any two independent variables is less than 0.80, it is concluded that multicollinearity among the variables does not constitute a problem based on the last assumption.

TABLE (3.14): Result of multicollinearity test

	Pri	Pro	Q	D	R	Place	Income	VIF
Pri	1.00							1.69
Pro	0.41**	1.00						1.62
Q	0.58**	0.45**	1.00					1.90
D	0.33**	0.55**	0.47**	1.00				1.57
R	0.46**	0.33**	0.44**	0.32**	1.00			1.36
Place	0.05	0.01	0.01	0.02	-0.01	1.00		1.03
Income	0.15**	-0.03	0.17**	0.13**	0.08	0.03	1.00	1.49

** indicates significant correlation between variables at 0.05

The third assumption to apply the regression model was the distribution of residual. By applying the Shapiro–Wilk test, the z-value of 3.14, indicates that the distribution of residual is not normal. The P-value is 0.004 less than the significant 0.05. Furthermore, the last assumption to apply regression analysis was autocorrelation, the result of Durbin Watson (1.817) indicates that the model does not have an autocorrelation problem.

According to results of a diagnostic test, the data suffer from heteroscedasticity and non-normal distribution of residual, Robust Stander Error estimation was used to apply the regression model (Rogers, 1993).

The results in Table 3.15 the model was built is significant (p-value=0.00<0.05). This means the independent can explain the variation of customer loyalty to local dairy products. Also, R squared equals 0.609, which means that 60.9% of the variations in the customer loyalty to local dairy products are explained by variations in the independent variables (price, quality, promotion, distribution, consumer reluctance to Israeli products, income and place of residence as categorical variables that are considered the first category as reference category).

TABLE (3.15): Regression result of factors that affect consumer loyalty for local dairy products

Variables	Coef.	Robust Std. Err.	t	P-value	[95% Conf. Interval] Lower	Upper
Constant	0.373	0.175	2.130	0.034	0.028	0.718
Q	0.290	0.057	5.130	0.000	0.179	0.402
Pri	0.211	0.044	4.780	0.000	0.124	0.298
Pro	0.059	0.042	1.400	0.163	-0.024	0.143
D	-0.092	0.046	-1.990	0.047	-0.184	-0.001
R	0.378	0.037	10.340	0.000	0.306	0.450
Place						
Village	0.032	0.044	0.740	0.458	-0.054	0.118
Camp	-0.182	0.140	-1.300	0.196	-0.457	0.094
Income						
2001-4000 NIS	0.069	0.052	1.310	0.190	-0.034	0.172
4001-6000 NIS	0.078	0.062	1.270	0.204	-0.043	0.199
More than 6000	0.037	0.070	0.530	0.594	-0.100	0.174
R squared= 0.609	F(10,352)=58.35			p-value=0.000		

According to the results of regression result, the researcher answers the research hypotheses as follows:

1. There is a significant positive impact of the quality of local products on customer loyalty to local dairy products (p-value=0.000<0.05). This means hypothesis H_1 is rejected. If the quality of local products increases by one unit, then customer loyalty to local dairy products increases by 0.290 unit.

2. There is a significant positive impact of local products price on customer loyalty to local dairy products (p-value=0.000<0.05). This means hypothesis H_2 is rejected. For each unit increase in local product price, customer loyalty to local dairy products increases by 0.216 units.

3. There is no significant impact of local product promotion on customer loyalty to local dairy products (p-value=0.163>0.05), so hypothesis H_3 is rejected .

4. There is a considerable decrease impact of local product distribution on customer loyalty to local dairy products (p-value=0.047<0.05). This means hypothesis H_4 is rejected. For each unit increase in local product distribution, the customer loyalty to local dairy products decreases by 0.092 units.

5. There is a significant positive impact of quality of consumer reluctance in Israeli products on customer loyalty to local dairy products (p-value=0.000<0.05). This means hypothesis H_5 is rejected. If consumer reluctance in Israeli products increases by one unit, then customer loyalty to local dairy products increases by 0.378 units.

6. There is no significant difference in customer loyalty to local dairy products due to place of residence between consumers who live in a city and others who live in villages (p-value=0.458>0.05) or camp (p-value=0.196>0.05), so hypothesis H_6 is rejected.

7. There is no significant difference in customer loyalty to local dairy products due to average monthly income between consumers who make 2000 NIS or less and others who make 2001-4000 NIS (p-value=0.190>0.05), 4001 -6000 NIS (p-value=0.204>0.05) or more than 6000 (p-value=0.594>0.05), so hypothesis H_7 is rejected.

3.8.9 Factors that affect local dairy products innovation

In this section, the intention is to investigate the prospect of building a regression model to determine the factors that affect local dairy innovation and answer the research hypothesis. One multiple regression model was conducted to test the relationships between independent variables (price, quality, promotion, distribution, consumer reluctance in Israeli products, income, and place of residence as categorical variables that depend on the first category as reference category) and dependent variable (local dairy product innovation). The specification of the regression model is as follows:

$$I = \beta_0 + \beta_1 Q + \beta_2 Pri + \beta_3 Pro + \beta_4 D + \beta_5 R + \beta_6 I_1 + \beta_7 I_2$$
$$+ \beta_8 I_3 + \beta_9 P_1 + \beta_{10} P_2 + \varepsilon$$

Where

β_i Constant

Q   Quality of Local Dairy Products

Pri   Price of Local Dairy Products

Pro   Promotion of Local Dairy Products

D   Distribution of Local Dairy Products

R   Consumer Reluctance in Israeli Products

IM   local dairy products innovation

I1   Income (2001-4000 NIS)

I2   Income (4001-6000 NIS)

I2   Income (more than 6000 NIS)

P1   Place of residence (village)

P2   Place of residence (camp)

ε   Error term

Before applying regression, the researcher had to check four important assumptions for the regression model; homoscedasticity, multicollinearity, distribution of residual and autocorrelation. According to the result in table 3.16, the model has a problem with heteroscedasticity, so Robust Stander Error estimation was used to apply the regression model (Rogers, 1993).

TABLE (3.16): Result of diagnostic test

	Pri	Pro	Q	D	R	Place	Income	VIF
Pri	1.00							1.69
Pro	0.41**	1.00						1.62
Q	0.58**	0.45**	1.00					1.90
D	0.33**	0.55**	0.47**	1.00				1.57
R	0.46**	0.33**	0.44**	0.32**	1.00			1.36
Place	0.05	0.01	0.01	0.02	-0.01	1.00		1.03
Income	0.15**	-0.03	0.17**	0.13**	0.08	0.03	1.00	1.49
Test of residual distribution	Z-value=0.760; P-value =0.223							
Test of homoscedasticity	Chi-square value= 6.28; P-value=0.012							
Test of Durbin Watson	DW=2.119							

** indicates significant correlation between variables at 0.05

According to the results in Table 3.17, the built model was significant (p-value=0.00<0.05). This means the independent can explain the variation of local dairy products innovation. Also, R squared equals 0.372. This means that 37.2% of the variation in the local dairy products innovation is explained by variation in the independent variables (price, quality, promotion,distribution, consumer's reluctance in Israeli products, income and place of residence as categorical variables that depend on the first category as reference category).

TABLE (3.17): Regression result of factors that affect local dairy products innovation

Variables	Coef.	Robust Std. Err.	t	P-value	[95% Conf. Interval] Lower	Upper
Constant	1.062	0.246	4.310	0.000	0.577	1.546
Q	0.247	0.078	3.170	0.002	0.094	0.401
Pri	-0.062	0.056	-1.120	0.265	-0.172	0.048
Pro	0.248	0.062	3.970	0.000	0.125	0.371
D	0.324	0.063	5.130	0.000	0.199	0.448
R	0.038	0.042	0.910	0.364	-0.044	0.120
Place						
Village	-0.028	0.061	-0.450	0.653	-0.148	0.093
Camp	-0.149	0.122	-1.230	0.220	-0.389	0.090
Income						
2001-4000 NIS	0.003	0.079	0.040	0.969	-0.152	0.158
4001-6000 NIS	-0.060	0.090	-0.670	0.504	-0.237	0.117
More than 6000	-0.046	0.095	-0.490	0.628	-0.232	0.140
R squared= 0.3719	F(10,352)=18.44			p-value=0.000		

According to the results of regression result, the researcher responds to research hypotheses as follows:

1. There is a significant positive impact of the quality of local products on local dairy products innovation (p-value=0.002<0.05). This means hypothesis H_8 is rejected. If the quality of local products increases by one unit, then the local dairy products innovation increases by 0.247 unit.

2. There is no significant impact of local products price on local dairy products innovation (p-value=265>0.05). This means hypothesis H_9 is rejected.

3. There is a positive significant impact of local product promotion on local dairy products innovation (p-value=0.000<0.05), and hypothesis H_10 is rejected. For

each unit increase in local product distribution, local dairy products innovation increases by 0.248 units.

4. There is a significant positive impact of local product distribution on local dairy products innovation (p-value=0.000<0.05). This means the hypothesis H_11 is rejected. For each unit increase in local product distribution, local dairy products innovation increases by 0.324 units.

5. There is no significant impact on the quality of consumer reluctance in Israeli products on local dairy products innovation (p-value=0.000<0.05). This means hypothesis H_12 is rejected .

6. There is no significant difference in local dairy products innovation due to place of residence between consumers who live in the city and others who live in both villages (p-value=0.653>0.05) or camps (p-value=0.220>0.05).

7. There is no significant difference of local dairy products innovation due to average monthly income between consumer who make 2000 NIS or less and others who make 2001-4000 NIS(p-value=0.969>0.05), 4001 -6000 NIS (p-value=0.504>0.05) or more than 6000 (p-value=0.>0.628).

3.8.10   Factors that affect Local Dairy Products expenditure

To examine the difference between local dairy product expenditure concerning marketing elements (price, quality, promotion,distribution), consumer reluctance to Israeli products, innovation marketing, and customer loyalty to local dairy products, the researcher used One Way Analysis of Variance (ANOVA). Table 3.18, shows there is no significant difference in the level of marketing elements implementation and their dimensions (price, quality, promotion, distribution) at the level of local dairy product expenditure, since the p-value (0.977) is less than 5%, so H_13 is rejected. Furthermore, there is no significant difference in the level of innovation marketing at the level of local dairy product expenditure, since the p-value (0.255) is less than 5%, so H_14 is rejected .

While, the result indicates there is a significant difference in consumer reluctance to Israeli products level on the level of local dairy product expenditure since the p-value (0.001) is more than 5%, so H_14 is rejected. Also, there is a significant difference in consumer loyalty level on the level of local dairy product expenditure, since the p-value (0.008) is more than 5%, so H_15 is rejected.

TABLE (3.18): Result of factors that affect local dairy products expenditure (ANOVA TABLE)

Factor	Category	N	Mean	Std.	F-value	p-value
Quality	40 NIS or less	176	3.63	0.60	0.417	0.659
	from 41 - 60	97	3.66	0.59		
	61 and above	96	3.70	0.60		
Price	40 NIS or less	176	3.13	0.65	0.740	0.478
	from 41 - 60	97	3.11	0.72		
	61 and above	96	3.02	0.84		
Promotion	40 NIS or less	176	3.74	0.69	0.310	0.733
	from 41 - 60	97	3.67	0.70		
	61 and above	96	3.72	0.77		
Distribution	40 NIS or less	176	3.90	0.63	0.705	0.495
	from 41 - 60	97	3.92	0.60		
	61 and above	96	4.00	0.75		
Marketing element	40 NIS or less	176	3.57	0.52	0.023	0.977
	from 41 - 60	97	3.57	0.50		
	61 and above	96	3.59	0.57		
Israeli product	40 NIS or less	176	3.36	0.75	7.608	0.001
	from 41 – 60	97	3.54	0.73		
	61 and above	96	3.10	0.87		
Innovation marketing	40 NIS or less	176	4.03	0.74	1.372	0.255
	from 41 – 60	97	4.17	0.61		
	61 and above	96	4.04	0.69		
Loyalty	40 NIS or less	176	3.29	0.61	4.932	0.008
	from 41 – 60	97	3.39	0.60		
	61 and above	96	3.10	0.76		

To determine the sources of differences in consumer reluctance to Israeli products level and consumer loyalty, Scheffer Test was used. According to results, there is a significant difference in consumer loyalty between consumers who spend from 41-60 NIS and others who spend more than 60 NIS in favor of consumes who spend from 41 to 60 NIS. On other hand, there is a significant difference in consumer reluctance to Israeli products level of consumers who spend more than 60 NIS and others who spend 40 NIS or less and others who spend from 41 to 60 NIS in favor of consumers who spend more than 60.

TABLE (3.19): Pairwise comparison (ANOVA TABLE)

Dependent Variable	(I) spending	(J) spending	Mean Difference (I-J)	Std. Error	Sig.
Israeli product	40 NIS or less	from 41 - 60	-0.172	0.099	0.218
	40 NIS or less	61 and above	0.262	0.099	0.031
	from 41 - 60	61 and above	0.434	0.112	0.001
loyalty	40 NIS or less	from 41 - 60	-0.101	0.082	0.467
	40 NIS or less	61 and above	0.186	0.082	0.079
	from 41 - 60	61 and above	0.288	0.093	0.009

Chapter 4: Business and economic implication (Result)

This chapter deals with the results concluded from the effects of marketing mix elements and demographic and political factors of consumers toward dairy products in Hebron Governorate. The results are compared with those of past studies.

4.1 Impact of consumer behavior on brands

Palestinian consumers in Hebron have the ability to distinguish between brands of local dairy products. In fact, it has been shown through the results and statistical analysis that consumer satisfaction on the quality for local dairy products is moderate as mentioned in the table (3.7).

Following a review of the results of the study, it is found that consumer attaches a product and it appears in terms of product quality, taste, packaging, and brand reputation which affect loyalty to the product. One could conclude that these results are consistent with the results concluded in previous studies. There is a significant relationship between product quality and brand loyalty as mentioned in the table (3.15), as stated in a study. In (Susanti, 2013), and (Nguyen, et al. 2015), it was concluded that the product is the most important factor in determining consumer buying behavior of frozen food in Vietnam (Nguyen, et al. 2015). Among the characteristics of the brand product quality and brand image are the main factors that promote customer loyalty. In fact, it was found that brand image strongly influences brand trust in consistency with (Chinomona, 2016) results.

Companies should give great importance to product quality when they apply marketing strategies. Product quality remains an important factor for most marketing strategies toward brand loyalty. In addition, trust and satisfaction are key variables to maintain a long-term relationship with loyalty. Therefore, it was not surprising to find that customers are less sensitive to price changes and willing to

pay more for preferred brand, where they perceive it to be different from other competing products (Ramadhan & Muthohar, 2019).

4.2 Impact of price on loyalty

It has been shown through the results and statistical analysis that consumer satisfaction on the price strategy practiced by local factories is Moderate as mentioned in the table (3.8).

It is clear that the price component includes aspects of local dairy products, prices of competing products, price offers, and quality perception. Prices of Israeli dairy products in general closely compete with local products. Most consumers in Hebron governorate are fully willing to pay for products that match high quality.

It is clear based on the results of the multiple regression analysis, that there is a positive and high statistical significant relationship between the dependent variables (loyalty) and the independent variables (prices). As a higher index of the price component leads to enhancement of loyalty. "Prices of local dairy products are commensurate with their quality". "The high price of local dairy products reflects the quality of the dairy product". However, there is no significant impact of local product prices on local dairy products innovation and on the level of local dairy products expenditure.

The results of the study contradict with previous studies in terms of the effect of price. It was found (Jiang & Ni, 2018) through this research that the price of strawberries has a significant impact on purchase. A study (Ramadhan & Muthohar, 2019) showed the significant effect of price on the intention to buy from the private label, but it differs with it in that the most influential variable on the purchase intention is the price.

The results of this study agree with the results of research (Wantara & Tambrin, 2019) that price has a significant and positive impact on customer satisfaction and

loyalty. The results of study (Sudari, et al. 2019) that all elements of the marketing mix have positive effects on customer loyalty. The price has the greatest impact on customer satisfaction and loyalty.

4.3 Impact of promotion on loyalty

It has been shown through the results and statistical analysis that consumer satisfaction on the promotional mix elements practiced by local factories is high as mentioned in the table (3.9).The promotional mix includes (advertising, visual promotion, sales representatives, public relations, sales activation, word of mouth, and promotion through social media).

It was found that there is no significant impact of local product promotion on consumers' loyalty toward local dairy products.

 It is also clear that the question "Your desire to buy local dairy products increases when companies promote offers and discounts", "Local dairy companies' use of television, radio and street billboards to influence the promotion of their products. Social media plays a major role in communicating consumer opinion about products; this may have a significant impact on potential consumers. "The presence of a local dairy sales representative in the supermarket pushes customers to try a new product".

The results emphasize the great importance of the promotional mix elements in influencing the consumer and confirm the need to use modern means in promoting demand for local products such as social media. Therefore, advertising should play a pivotal role in increasing brand awareness and establishing strong brand associations (Yoo, et al. 2000). A brand with weak or low consumer loyalty requires heavy investments in advertising to enhance the degree of consumer loyalty (Ha, et al. 2011). The results of the study contradict with the results of several previous studies in this regard. Study (Wantara & Tambrin, 2019) shows

that advertising positively affects brand loyalty. The results of this study (Naveed, et al. 2017) as well as the sensory experience of the brand has a significant positive impact on brand loyalty. As confirmed by the results of study (Maharani, et al. 2020), visual promotion provides higher value to a customer and increases the consumer's commercial purchase intention.

4.4 Impact of distribution on loyalty

Based on the results of this study, it was found customer satisfaction on distribution of local dairy products role is a higher than product, price and promotion as mentioned in the table (3.10). It has become obvious that the question "Local dairy products are available in the largest number of shops near customers' place of residence" came in first place The question "Availability of branded products permanently in the supermarket increases your desire to buy them" came in second place.

There is a considerable decrease impact of local product distribution on customer loyalty to local dairy products and on the level of domestic dairy product expenditure. There is a significant positive impact of local product distribution on local dairy product innovation.

The results of the study are consistent with the results of many previous studies regarding the importance of distribution. The study (Khanfar, 2016) results showed that the distribution density has a strong positive effect on gaining a share in the market. The goal of the distribution is to achieve the satisfaction of consumer who is willing to acquire the company's products. The distribution decision is affected by many factors such as nature of the products, company's objectives, environmental factors, and competitor policies (Agbadudu & Adekunle, 2017).

Thus, an optimal distribution density makes the brand widely available to satisfy consumer's needs. Since distribution density has a significant impact on brand

preference and brand loyalty, the company must consider the role of distribution in developing marketing strategies and brand-building activities (Tolba, 2011). Undoubtedly, brands are directed to a wide range of consumer's needs.

The result of this study (Ebeid, 2014) indicate that the density of distribution has a significant positive effect on brand loyalty and awareness. Based on these results, dairy industries should increase the level of availability of their brands within the largest number of stores.

4.5 Impact of political factors on loyalty

Political factors (boycott of Israeli products and ethnic intolerance of the national product) have an impact on Palestinian society as well as on loyalty to local dairy products, marketing innovation, and weekly spending on dairy products. The results imply that the Palestinian consumer has a medium degree of desire to boycott Israeli products. However, the consumer does not have the full capability to boycott such products because they are constantly availability in local markets. Moreover, Palestinian consumers perceive the quality of Israeli products as higher than local products.

There is also a significant positive relationship between the indicator of political factors component and loyalty. As the impact of political factors rises, it will lead to the enhancement of consumer loyalty. "Buy local products despite the availability of Israeli products" has ranked high. Also, "Calls for boycott of Israeli products formed a positive attitude towards local products" came in second place with a very high mean.

There is no significant impact on the quality of consumer reluctance towards Israeli products on local dairy products innovation. However, results indicate that there is a significant difference in consumer reluctance to Israeli products level on the level of domestic dairy product expenditure.

It is expected that ethnic feelings of hostility affect consumer willingness to buy non-domestic products. Although consumers believe that foreign products have high quality, they prefer to buy local products. It was found that 58% of the respondents indicated that Israeli dairy products are of high quality, but they prefer to buy local products. Therefore, it was no surprise that 69% of Palestinian consumers prefer to buy local dairy products regardless of their quality, and 78% of respondents prefer to buy local products despite the availability of Israeli products.

4.6 Impact of marketing innovation on loyalty

It was found that there is no statistically significant relationship between marketing innovations and demographic variables (place of residence, monthly income of the family) on the dependent variable (loyalty) and the dependent variable (amount of weekly spending on dairy products).

In contrast, there is a significant positive relationship between the index of marketing innovations and loyalty as the rise in the index of marketing innovations leads to an increase in loyalty.

As for the amount of weekly spending on dairy products, there is no statistically significant relationship between marketing innovations and amount of weekly spending on dairy products.

There are many studies that support and apply marketing innovation to increase profits and market share. The results of this study (Mirzaei, et al. 2016) show that marketing innovation has an impact on market share of the enterprise as it contributes to an increase in the number of customers and market sectors that the enterprise may target by creating new products that meet the desires of an existing market segment or even attracting a specific segment of consumers.

It is found based on this study (Špička, et al. 2015) that all kinds of innovations that were supported and focused on had positive effects on dairy factories as they

were able to stabilize their profits during crisis periods and increase their competiveness too.

Chapter 5: Conclusion & Recommendations

5.1 Conclusion

In this chapter, the most important results revealed by this study will be presented. The results reveal important information about Palestinian consumer behavior in Hebron Governorate towards dairy products. It is important to provide this information to stakeholders, producers (Dairy factories), customers, Palestinian Consumer Protection Association, Ministry of National Economy, agricultural sector, farmers and packaging sector. Several recommendations that can help out in the development of strategies for production, pricing, promotion and marketing towards an increase in market share of local dairy products in the Palestinian market will be mentioned.

This research examined the elements of marketing mix that have a significant impact on purchase of dairy products (local and Israeli) by Palestinian consumers. The main objective is to examine the effect of the elements of marketing mix on consumer loyalty, marketing innovation, and increasing of market share of local dairy products in the city of Hebron.

Moreover, this research examined the ways of understanding the characteristics and needs that must be met in the locally produced dairy industry to suit the Palestinian consumer. In addition, this research sought to identify the economic behavior of the Palestinian consumer and the reasons that motivate them to buy Israeli dairy products despite the availability of local dairy products. This contributes to the development of innovative marketing strategies to increase market share of the local dairy sector in the Palestinian market.

The main findings and results of this study are as follows:

- Al-Junaidi Company products are the most consumed products by consumers in Hebron Governorate, followed by those of Al-Jubeirini Company, then Candia and Pinar.

- It was found that distribution and promotion are among the most important elements of marketing mix, and they have a significant impact on the Palestinian consumer. This affects their purchase decision as well as quality and price.

- Product quality and price have a positive and important impact on the loyalty of the Palestinian consumer. It is also revealed that the method of promotion used in displaying and distributing dairy products has no effect on the loyalty of the Palestinian consumer.

- Palestinian consumers, despite their tendency to buy Israeli products, have a desire to boycott them. Boycott of Israeli products positively affects consumer loyalty to local dairy products.

- Place of residence and monthly income of the Palestinian consumer have no effect on loyalty to the local product.

- Promotion, distribution and product quality have a significant effect on local dairy products innovation. Price has no significant impact on innovation.

- Consumer's place of residence (city, village, camp) and income have no significant impact on local dairy products innovation.

- Results indicate there is a significant difference in consumer reluctance to Israeli products level and loyalty on the level of domestic dairy product expenditure.

5.2 Recommendation

1. It is of vital importance to direct attention to the constant improvement of the quality and appearance of local products. As a result, consumer's confidence and prevalence of local products over Israeli and imported products will be enhanced.

2. It is crucial to focus efforts on providing a larger variety of products with different sizes and percentages of fats at reasonable prices for consumer's interest.

3. Process innovation: optimal use for available resources in the company to produce product with high quality and acceptable price.

4. It is crucial to pay attention to availability of dairy products in suitable packages for the elderly. As a result, there will be an increase in spending on dairy products by elderly age group.

5. Maximum benefit from social media should be achieved in light of its great importance in advertising and identifying consumer opinions.

6. This study showed the importance of distribution element as one of the elements of marketing mix for the consumer. Therefore, local companies should adopt a strong distribution policy so that their products are always available in all supermarkets.

7. In order to increase the market share, maintain old consumers, and attract new consumers attention must be paid to the issue of price, because through the results, it was found that consumer satisfaction with the price of local dairy products was moderate (price innovation).

8. Searching for safe and modern packaging technologies, Packaging designers must constantly look for solutions that allow for improvement of properties of packaging materials such as: UV protection, extended storage period, transparency and environmentally friendly packaging. Active packaging technology is an excellent

modern technology that offers many advantages. There are machines for removing

oxygen and moisture, ethylene regulators.

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INTERVIEW

Mr. Jihad Al-Jabrini, 22 February 2022, General Director of Al-Jebrini Factory, Al-Jebrini Company.

Khaldon Al-Khateeb, 22 February 2022, Marketing Director of Al-Jebrini Company, Al-Jebrini.

Mashhour Abu Khalaf, 23 March 2022, General Director of Al-Junaidi Factory, Al-Junidi Company.

الاستبانة

عزيزي المشارك/ة

في البداية أتقدم لكم بالشكر والتقدير على وقتكم الثمين وإتاحة الفرصة للمشاركة في الإجابة على الاستبانة الخاصة بهذه الدراسة ، وتهدف هذه الدراسة الى البحث في "أثر عناصر المزيج التسويقي على ولاء المستهلك والابتكار التسويقي وزيادة الحصة السوقية لمنتجات الالبان المحلية في مدينة الخليل " . ويعتبر إنجاز هذه الأطروحة إحدى متطلبات الحصول على الماجستير في برنامج الزراعة الربحية في جامعة الخليل لذا يرجى من حضرتكم تعبئة هذه الاستبانة لما لها من أهمية في انجاز هذا البحث، وأحيطكم علماً بأن هذه البيانات ستحاط بالسرية التامة وسوف تستخدم لأغراض البحث العلمي فقط .

مع جزيل الشكر والاحترام لتعاونكم

الباحثة: دنيا ابراهيم الجعبري

رقم الجوال: ٠٥٩٠٥٧٨٥٨

البريد الالكتروني: dunyajabary1994@gmail.com

القسم الأول: المعلومات الشخصية، يرجى وضع إشارة (✓) في المكان المناسب:

الجنس :

ذكر (   )   أنثى (   )

الحالة الاجتماعية :

متزوج (   )   أعزب (   )

مكان السكن:

محافظة الخليل ( )   قرى الخليل ( )   غير ذلك ( )

العمر :

أقل من ٣٠ سنة (   )   ٣٠-أقل من ٤٠ سنة (   )   ٤٠-أقل من ٥٠ سنة (   )   ٥٠ سنة وأكثر(   ).

المؤهل العلمي :

ثانوية عامة فأقل (   )   دبلوم (   )   بكالوريوس (   )   دراسات عليا (   )

الدخل الشهري للأسرة (بالشيكل) :

٢٠٠٠ شيكل أو أقل (   )   من ٢٠٠١-٤٠٠٠ (   )   من ٤٠٠١-٦٠٠٠ (   )

من٦٠٠١-٨٠٠٠ (   )   من ٨٠٠١-١٠٠٠٠ (   )   ١٠٠١ – فأكثر (   )

مقدار الإنفاق أسبوعيا على منتجات الألبان(بالشيكل):

٤٠ شيكل أو أقل(   )   من٤١ - ٦٠ (   )   ٦١ وأكثر (   )

من يقوم بشراء منتجات الألبان في العائلة

الزوج (   )   الزوجة (   )   الإثنان معاً(يتسوقان معاً) (   )

القسم الثاني: يرجى وضع إشارة (√) في المربع الذي يتفق مع رأيك أمام كل فقرة من الفقرات الآتية:

لا أوافق بشدة	لا أوافق	محايد	أوافق	أوافق بشدة	الفقرة	الرقم
					المحور الأول : جودة منتجات الألبان المحلية	
					لديك ثقة بجودة منتجات الألبان المحلية وثقتك هذه تدفعك لشراء أية منتجات جديدة	١
					ترى أن منتجات الألبان الفلسطينية ذات جودة اعلى من المنتجات المستوردة والمنتجات الإسرائيلية	٢
					ترى أن طعم منتجات الألبان المحلية مقبول ومناسب لك	٣
					تتنوع منتجات الألبان التي تقدمها الشركات المحلية	٤
					شركات الالبان المحلية توفر منتجات ألبان تحتوي على نسب مختلفة من الدهون مثل حليب قليل او كامل الدسم	٥
					توفر منتجات الألبان المحلية أصناف خاصة للمستهلك الذي يعاني من أمراض معينة كالسكري وغيرها	٦
					أحجام عبوات منتجات الألبان المحلية تتناسب مع احتياجاتك	٧
					مدة صلاحية منتجات الألبان المحلية مناسبة لاستهلاكها	٨
					يمكنك تمييز العلامات التجارية لمنتجات الألبان المحلية بسهولة	٩
					تتمتع العلامات التجارية للألبان المحلية بسمعة طيبة	١٠
					منتجات الألبان المحلية ذات تغليف جذاب ومميز	١١
					ملصقات منتجات الألبان المحلية غنية بالمعلومات الهامة حول المنتج	١٢
					المحور الثاني: سعر منتجات الألبان المحلية	
					أسعار منتجات الألبان المحلية تتناسب مع جودتها	١٣
					تراعي أسعار منتجات الألبان المحلية قدرتك الشرائية	١٤
					تعرض شركات الألبان المحلية أسعار منتجاتها عبر الانترنت	١٥

						المحور الثاني
					أسعار منتجات الألبان المحلية منافسة لأسعار المنتجات الإسرائيلية والمنتجات المستوردة	١٦
					تعرض شركات الألبان المحلية بعض المنتجات بشكل حزمة جذابة	١٧
					يعكس السعر المرتفع لمنتجات الألبان جودة المنتج	١٨
**المحور الثالث: الترويج لمنتجات الألبان المحلية**
					تستخدم شركات الألبان المحلية التلفاز والمذياع واللوحات المنتشرة في الشوارع في الترويج لمنتجاتها	١٩
					تستخدم شركات الألبان المحلية وسائل التواصل الإجتماعي في الترويج لمنتجاتها	٢٠
					يحفزك الإعلان الجذاب لمنتج محلي بالرغبة في البحث عنه لشرائه	٢١
					يدفعك وجود مندوب مبيعات شركة البان محلية في السوبر ماركت لتجربة منتج جديد	٢٢
					تزيد رغبتك في شراء منتجات الألبان المحلية عندما تقدم الشركات جوائز وخصومات	٢٣
					تتأثر برأي أصدقائك وأقربائك بمنتجات الألبان المحلية	٢٤
**المحور الرابع: توزيع منتجات الألبان المحلية**
					تتوفر منتجات الألبان المحلية في أكبر عدد من المحلات القريبة من مكان سكنك	٢٥
					توفر منتجات ذات علامة تجارية بشكل دائم في السوبر ماركت يزيد من رغبتك في شرائها	٢٦
					عدم توفر منتجك المحلي المفضل بشكل متكرر يدفعك لشراء منتج آخر	٢٧
**المحور الخامس: العوامل السياسية (مقاطعة المنتجات الإسرائيلية)**
					ترى أن منتجات الألبان الإسرائيلية ذو جودة عالية من المنتجات المحلية	٢٨
					تشتري منتجات محلية على الرغم من توفر منتجات إسرائيلية	٢٩
					شكلت الحملات ضد مقاطعة المنتجات الإسرائيلية لديك اتجاهاً ايجابياً تجاه المنتجات المحلية	٣٠
					تعتبر المنتجات المحلية بديلاً للمنتجات الإسرائيلية	٣١
					تفضل شراء منتجات الألبان المحلية بغض النظر عن جودتها مقارنة بالإسرائيلي	٣٢
**المحور السادس: الابتكارات التسويقية في منتجات الألبان بشكل عام**
					ترغب بشراء منتجات البان ذات علامة تجارية يتم تحسين منتجاتها باستمرار	٣٣
					التغليف الجذاب يعكس جودة أعلى للمنتج	٣٤

					تفضل شراء منتجات البان ذات عبوة صديقة للبيئة (بمعنى عبوتها قابلة لاعادة التدويروالاستخدام)	٣٥
					ترغب بشراء منتجات البان من شركة تحصل على مصادرها التشغيليه من مصادر صديقة للبيئة مثل استخدام الطاقة الشمسية لتوليد الكهرباء...	٣٦
					المحور السابع: الولاء	
					أنت راض عن جودة منتجات الألبان المحلية	٣٧
					تكرر شراء منتجات الألبان المحلية مهما ارتفع سعرها	٣٨
					تدافع عن منتجات الألبان المحلية أمام من ينتقدها	٣٩
					تقوم بشراء منتجات بديلة عن المنتجات المحلية	٤٠
					تنصح أصدقائك بشراء منتجات الالبان المحلية	٤١
					تشتري منتجات الألبان المحلية الجديدة دون تردد	٤٢

هل لديك اقتراح بخصوص تحسين وضع المنتج المحلي؟

هل لديكم اقتراح بخصوص أسعار المنتجات المحلية ؟

هل لديك اقتراح بخصوص تنوع المنتجات المحلية ؟

ماذا تريد حتى يصبح المنتج المحلي خيارك الأول عند الشراء والاستهلاك؟

Questionnaire:

Dear Participant

To start , I would like to thank you for your valuable time and giving me the opportunity to participate in answering the questionnaire of this study; this study aims to investigate "the impact of marketing elements on consumer loyalty, marketing innovation and increase of market share of local dairy products (Al-Jibrini and Al-Junaidi products) in the city of Hebron". Completion of this thesis is one of the requirements for fulfillment of a master degree in profitable agriculture program at Hebron University Therefore please fill out this questionnaire since it is crucial for the completion of this research. I fullyI assure you that this information will be kept strictly confidential and will be used for scientific research purposes only.

Many thanks and I appreciate your cooperation

Researcher: Dunia Ibrahim Al-Jabari

Mobile Number: 0595057858

Email: dunyajabary1994@gmail.com

Section I: Personal Information, please tick (✓)the appropriate place:

Gender

Male ( ) Female ( )

Place of residence

City (.............)   Village (.................)   Camp (................)

Age

 Less than 30 years ( ) 30 - less than 40 years ( ) 40 - less   than 50 years ( )

  50 years and over ( )

Qualification

 High School and Below ( ) Diploma ( ) Bachelor ( )   Postgraduate ( )

Monthly income of the family (in Shekels)

NIS 2,000 or   less ( ) from 2001-4000 ( ) from 4001-6000 ( )

From 6001-8000( ) from 8001-10000( ) 100001 – and above ( )

Amount of weekly spending on dairy products (in Shekels):

40 NIS or less ( ) from41 - 60 ( ) 61 and above ( )

Who buys dairy products in the family?

Husband (   )   Wife (   )   Both (   )

Between how much you buy the following products

	Always	Often	Sometimes	Rarely	Never
Products of Al-Junaidi Factories					
Products of Al-Jibrini Factories					
Palestinian Dairy Products (Candia)					
Pinar Products					
Hamouda Products					
Safi Products					
Safa Products					
Scientific Project					
Products of Israeli Factories					

Section II: Please tick (✓) in the box that agrees with your opinion in front of each of the following paragraphs:

figure	Paragraph	I strongly agree.	I agree	neutral	I disagree	I strongly disagree.
First Theme: Quality of Local Dairy Products						
1	I have confidence in the quality of local dairy product					
2	You have confidence in the quality of your local dairy products and that drives you to buy any new product					

3	I see that Palestinian dairy products are of higher quality than imported products and Israeli products				
4	Taste of local dairy products is acceptable and suitable for you				
5	Dairy products offered by Palestinian dairy companies vary.				
6	Local dairy companies offer dairy products containing different percentages of fat.				
7	Local dairy products provide special items to the consumer.				
8	Local dairy packaging sizes suit your needs.				
9	Shelf life of domestic dairy products is suitable for their consumption.				
10	You can easily distinguish the brands of local dairy products				
11	Local dairy brands are easily recognized				
12	Local dairy products have an attractive and distinctive packaging				
13	Local dairy product labels are rich in important information about the product				
Second Theme: Price of Local Dairy Products					

14	Prices of local dairy products are commensurate with their quality.					
15	Local dairy prices take into account your purchasing capability.					
16	Local dairy companies display the prices of their products online.					
17	The prices of local dairy products are competitive with the prices of Israeli products and imported products.					
18	Local dairy companies offer some products in an attractive package format.					
19	High price of local dairy products reflects the quality of the product					
Third Theme: Promotion of Local Dairy Products						
20	Local dairy companies' use of television, radio and street billboards influences promotion of their products.					
21	Local dairy companies' use of social media influences the promotion of their products					
22	Attractive advertisement of a local product motivates you to look for it to buy it					
23	Presence of a local dairy sales representative in the					

	supermarket pushes you to try a new product				
24	Your desire to buy local dairy products increases when companies offer prizes and discounts				
25	You are influenced by the opinion of your friends and relatives to buy local dairy products				
Fourth Theme: Distribution of Local Dairy Products					
26	Local dairy products are available in the largest number of shops near your place of residence				
27	Availability of branded products permanently in the supermarket increases your desire to buy them				
28	Your favorite local product is not available frequently, so this prompts you to buy another product.				
Fifth Theme: Political Factors (Boycott of Israeli Products)					
29	Buys local produce despite availability of Israeli products				
30	Campaigns for boycott of Israeli products have formed a positive trend towards local products				
31	Local products are an alternative to Israeli products				

32	Prefer to buy local dairy products regardless of their quality compared to Israeli					
33	I see that Israeli dairy products are of high quality when compared to local products					

Sixth Theme: Marketing Innovations in Dairy Products in General

34	I want to buy branded dairy products which are constantly improving					
35	Attractive packaging reflects higher product quality					
36	I prefer to buy dairy products with an environmentally friendly packaging (i.e. their packaging is recyclable and usable)					

Seventh Theme: Loyalty

37	You are satisfied with the quality of local dairy products					
38	Repeated purchases of local dairy products results in increasing their price.					
39	You defend local dairy products against critics					
40	You buy alternative products to local products.					

41	You advise your friends to buy local dairy products.					
42	You buy new local dairy products without hesitation.					

Do you have any suggestions regarding improvement of the status of the local product?

Do you have any suggestion regarding the prices of the local products?

Do you have a suggestion regarding the diversity of the local products?

What do you want so that the local product becomes your first choice when buying and consuming?