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ISRAELI PRODUCTS IN THE EYES OF PALESTINIANS

Abstract:

The effects of consumer ethnocentrism, animosity and product judgments on Palestinian consumer intention to purchase Israeli products was analyzed. To do so, a questionnaire was built, tested and distributed to a sample of 1550 Palestinian consumers in three main cities. Factor as well as multiple regression techniques were then applied. Results indicate that both ethnocentrism and animosity are positively related to consumer reluctance to buy Israeli goods. Findings also suggest that product judgment negatively impacts the reluctance of Palestinian consumers to purchase Israeli products. Furthermore, results show that education is the only personal characteristics variable that affects Palestinian purchase intention.

Keywords:

Animosity, ethnocentrism, Israeli-Palestinian conflict

JEL Classification: M31