



## Consumer Behaviour in Moroccan Markets: Insights from Behavioural Economics for Protection Strategies

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### Abstract

Moroccan markets exhibit a diverse consumer base characterized by varying socioeconomic statuses, cultural norms, and market dynamics. The study employed participant observation and semi-structured interviews with representatives from various sectors of the Moroccan economy, including retailers, suppliers, and consumer advocacy groups. Participants highlighted a significant proportion (35%) of respondents reported experiencing price manipulation during their shopping experiences in informal markets, necessitating targeted interventions to mitigate such exploitation. The insights gathered underscore the importance of integrating behavioural economics principles into market regulations for enhancing consumer protection and fostering fair trade practices. Policy makers should consider implementing mandatory training programmes for retailers on ethical pricing and transparency, alongside establishing clear guidelines for dispute resolution mechanisms in informal markets.

**Keywords:** *Morocco, Cultural Anthropology, Ethnography, Behavioural Economics, Consumer Behaviour, Market Dynamics, Participant Observation*

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