



Behavioural Economics Guidance for Consumer Protection in Moroccan Markets

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Abstract

Consumer protection in Moroccan markets has faced challenges due to limited understanding of consumer behaviour and preferences. A review of existing literature on behavioural economics, market research data, and qualitative interviews with consumers and policymakers in Morocco. Behavioural biases such as loss aversion and herd mentality significantly influence purchasing decisions, particularly among lower-income groups. Integrating Behavioural Economics principles can help design more effective consumer protection policies that better align with actual market behaviors. Implement targeted interventions addressing common behavioural biases to improve product offerings and marketing strategies for vulnerable consumers.

Keywords: *Morocco, Behavioural Economics, Market Microstructure, Consumer Preferences, Choice Architecture, Prospect Theory, Experimental Economics*

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