

Marketing Factors Affecting Consumer Purchasing Decision for Poultry Market in Jordan

By

Zeyad Ramadan Ata Abdallah

Supervisor

Prof. Saeb Al Ganideh

Co-supervisor

Dr. Mohammed Ashour

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Abstract

The aim of this research is to find out and analyze the role of marketing factors (quality, price, brand, firm image, halal logo, and country of origin) in the purchase decision of consumer in the Jordanian poultry market. Where this research was found from the gap represented in how the understanding of Jordanian consumer behavior by Jordanian poultry companies. This research exists to design a product that fits and simulates consumer visions by Jordanian poultry companies due to the presence of competition. The questionnaire was used as a measuring tool in this population, where the sample (339) was from Jordanian consumers. A convenience sample was used, and data were analyzed by using SPSS. The results proved that all variables (quality, price, brand, firm image, halal logo, and country of origin) have statistical significance and affect the purchasing decision, but with a difference. This research is useful for academic researchers, Jordanian poultry companies and the Jordanian government to support the national economy.

Keywords: marketing factors, purchase decision, Jordanian poultry market.