

The Effect OF Media On Consumer Behavior In COVID-19 Prevention In Jordan

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Abstract

This study aimed to know the impact of the media in its various dimensions represented in (media campaigns, novelty and accuracy of information, media awareness and education, media credibility, and media efficiency and integrity) on changing the patterns and trends of individual consumers to prevent COVID-19 , Where the study relied on the descriptive and analytical approach in its survey form by using the electronic questionnaire as a tool to collect data and information related to the study, relying on scientific references, previous studies and researches, as it was distributed through social media (Whatsapp & Facebook) and e-mail, where (411) random samples of individual consumers were selected in the Jordanian community. The researcher used the SPSS program to analyze the data . The study revealed several results, the most important of which is the existence of a statistically significant relationship at a significance level of ($\alpha \leq 0.05$) between media in its various dimensions in (media campaigns, novelty and accuracy of information, media awareness and education, media credibility, and media efficiency and integrity) on consumer behavior to prevent COVID-19 . In light of these results, the researcher suggested several recommendations, the most important of which are: the need to provide a reliable and participatory scientific database between the two sectors (media and health) to provide health information in order to achieve the strategic health goals, to establish a media platform to display health developments and the latest developments related to the emerging coronavirus, related to health issues and medical experiences, and to provide and analyze health statistics and data, which are displayed in various media outlets, encouraging consumers to follow the correct methods and procedures for preventing COVID-19 .

Key Words : Media , Consumerr Behavior , Prevention COVID-19