

Factors Affecting Consumer Behavior towards using of Medicinal Plants in Treatment

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Abstract

This study aims to identify the factors affecting consumers' behavior towards using medicinal plants for treatment. This study relied on the analytical descriptive approach, as the descriptive approach was used to describe the consumers' responses about the study variables, While, the analytical approach was used to verify the existence of impact for many factors affecting the consumers' behavior using the medicinal plants in treatment. The study population consists of consumers of medicinal plants, and due to the large size of the study population, a convenient sample was chosen composed of (550) consumers. The study found a set of results, the most important of which were: existence impact is statistically significant at the significance level ($\alpha = 0.05$), for four factors represented by (quality, trust, reference groups, and culture) on the consumers' behavior towards using of the medicinal plants for treatment. The cultural dimension is considered an important factor affecting the consumers' behavior towards using medicinal plants for treatment. The study recommended the necessity to focus on deepening the consumers' awareness of the medicinal plants for treatment, the importance of the availability and price as consumers' concerns for the medicinal plants which affects highly the consumers' behavior towards using the medicinal plants for treatment.

Key-words: Consumer behavior, Culture, Medicinal plants, Quality, Reference groups.