Analysis of Consumers Intention for Medicinal Plants on Covid 19

Alireza Karbasi[1], Maryam Dehghani[2], Sasan Esfandiari[3]

Abstract

Medicinal plants are plants that all or part of it, fresh or processed, is used to diagnose, treat, prevent and maintain the health of the human, animal and other plants. The use of medicinal plants for healing has coincided with the history of human life. Viruses are a factor in the development and spread of disease in humans and animals. So far, antiviral agents for herbs have been proven, but there are unknown facts and formulas about herbs. The use of medicinal plants, like the use of any other product, is affected by various factors. The aim of this study was to investigate which variables affect the consumer's purchase intention and the effect of factors such as product characteristics, consumer attitudes, predicted emotions, perceived risk, mental norm and health awareness of the case. Has been reviewed. SPSS and Smart PLS software were used to analyze the data. The statistical sample is the consumers of medicinal plants. The results showed that brand attitude did not have a significant effect on the intention of consumers to buy medicinal plants, but other research hypotheses were accepted with a high level of significance. This means that variables such as health awareness, predicted emotions, perceived risk, nutritional characteristics, attitudes toward consumption and mental norms have a significant effect on the intention of consumers to buy medicinal plants.

Keywords: Purchase intention, Medicinal plants, Attitude, Perceived risk

[1] .Professor of Agricultural Economics, Ferdowsi University of Mashhad
[2] . Ph.D student of Agricultural Economics, Ferdowsi University of Mashhad
[3] . Ph.D student of Agricultural Economics, Ferdowsi University of Mashhad