Figure 2 - CONCEPTUAL MODEL

Characteristics of Respondents

1. Age
2. Educational status
3. Occupational status
4. Farm size
5. Area under medicinal
6. Social participation
7. Extension agency contact
8. Mass media exposure
9. Risk orientation
10. Scientific orientation
11. Cosmo politeness
12. Export potentiality

Constraints

Knowledge  --  Adoption  --  Marketing

Constraints