

A study of customer loyalty in organic agriculture products in Hualien¹

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Abstract

“Local production for local consumption” means that the production which products in local and consumes them in local, too. The idea wants to reduce transportation costs and rural regeneration by shorten distance between producers and consumers. It is a way to enhance the economic and agriculture sustainable development.

This study compares the customer loyalty in organic agriculture products between farmers’ market and farmers’ direct sell station in Hualien. Exploring consumers’ perceptions of organic agricultural products and their willingness to buy, and understanding the relevant factors that may interfere with the consumption process.

The study found that 94% of consumers were Hualien counties, with more than 75% of women, and the differences in consumer awareness and loyalty at different levels of education.

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It is recommended that sellers of organic agricultural products enter the university campus for food and agriculture education, strengthen the brand image, relationship quality and relationship value of organic agricultural products to increase consumer loyalty and purchase willingness.

Keywords: farmers’ market, farmers’ direct sell station, customer satisfaction, customer loyalty

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