

# Studies on Factors Influencing Price Tolerance in Organic Agricultural Eelectronic Commerce for Consumers.<sup>1</sup>

Hsing-Jung Liu<sup>2</sup>

## Abstract

This research adopted a hierarchical approach to consumer conceptualize Price Tolerance. The model was empirically validated with a survey of 113 customers of farmers' association supermarket for Organic agricultural products EC (Eelectronic Commerce) in Hualien District, utilizing a SEM (Structural Equation Modeling) analysis. We also demonstrated causal relationships between Web Service Quality, Perceived Value, Customer Satisfaction, Trust, Commitment, Price Tolerance by utilizing a SEM approach. These findings provide important implications for farmers' association supermarket for Organic agricultural products EC operation and channel management.

The results of this study show that improving consumer awareness of Web Service Quality and will enhance the Perceived Value, Trust and Customer Satisfaction, and enhance their Price Tolerance, too. At the same time the important factor is that have a better Trust is to improve the consumer's Price Tolerance and Commitment. The Organic agricultural products EC are not only committed to improving consumer awareness of the Web Service Quality with the cognitive thought, but should by raising Perceived Value, Customer Satisfaction, Commitment. and should maintain the good Trust and strengthen their competitive advantage.

Keywords : Organic Agriculture, Eelectronic Commerce, Customer Relationship Management.

---

1. Research article No.221 of Hualien District Agricultural Research and Extension Station.

2. Assistant researcher of Hualien District Agricultural Research and Extension Station.