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# Analysis Of Elasticity Of Demand For Processed Agricultural Products In Online Markets, Thailand

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This research aims to 1) analyze the price elasticity of demand for processed agricultural products in the online market, 2) examine the factors influencing demand elasticity, and 3) compare the elasticity of demand across different categories of processed agricultural products. The study utilized sales data from the Shopee and Lazada platforms, covering the period from January to December 2023, with a sample of 500 entries. The study focused on three main product types: dried fruit, fruit juice, and processed rice. Data were analyzed using multiple regression in a log-log form and analysis of variance (ANOVA).The results reveal that 1) the average price elasticity of demand is -1.451 ($p < 0.001$), indicating a highly elastic demand; 2) factors significantly influencing demand elasticity include advertising budget ($\beta = 0.325$), store reputation ($\beta = 0.584$), promotion periods, and store size. All these factors were statistically significant at the 0.01 level. 3) A significant difference in elasticity was observed across product types ($F = 245.62$, $p < 0.001$), with dried fruit exhibiting the highest elasticity (-1.85), followed by fruit juice (-1.42) and processed rice (-1.15).These findings suggest that business operators should adopt differentiated pricing strategies for each product category, prioritize investment in online marketing, and emphasize building store credibility, as these factors significantly impact consumer price sensitivity. Additionally, careful planning of promotional events is recommended due to their considerable effect on consumer responsiveness to pricing.

**Keywords:** Demand elasticity, processed agricultural products, online market, consumer behavior, online marketing

## Background and Significance of the Problem

Technological changes and consumer behavior in the digital era have profoundly impacted trading patterns in Thailand, particularly over the past decade. The widespread accessibility of internet and smartphones has led to a dramatic increase in Thai consumers' online shopping behavior. Statistics from 2023 show that over 85% of Thailand's population has smartphone internet access, with a continuous increase in shopping application usage (Electronic Transactions Development Agency, 2023). This transformation stems from fast-paced lifestyles and the COVID-19 pandemic's impact, which accelerated E-commerce growth, especially in consumer goods and processed agricultural products (Wong & Chen, 2023). These technological and consumption behavior changes form the foundational basis for E-commerce growth in Thailand.

Furthermore, Thailand's E-commerce growth has been supported by an efficient ecosystem development in payment systems, logistics, and platform reliability, which has enhanced consumer confidence. Johnson (2024) reports that Thailand has the highest E-commerce value growth rate in ASEAN, with Shopee and Lazada dominating market share. Additionally, research by Somchai Wongsamit et al. (2023) reveals that platform convenience and credibility are crucial factors driving consumers' online purchasing decisions. This E-commerce ecosystem development plays a vital role in supporting consumer behavior changes and the growth of the processed agricultural products market domestically.

The consumption of processed agricultural products in online markets shows consistent growth, partly due to consumers' demand for convenient and health-conscious food options. Moreover, government policies support community enterprises and OTOP programs to enhance local entrepreneurs' access to online distribution channels (Ministry of Commerce, 2023). These policies strengthen small entrepreneurs' competitiveness, particularly processed agricultural product manufacturers entering the online market. This support also stimulates the development of Thailand's E-commerce market competitiveness, aligning with the increasing consumer demand for quality products and daily convenience.

However, challenges persist in the online processed agricultural products market, particularly intense price competition and product quality management. Anderson and Li (2024) found that price competition has led to declining profit margins for entrepreneurs due to high advertising and commission costs. Additionally, challenges in maintaining product quality during transportation and storage directly impact customer confidence in online platforms (Panupong Somboon & Wipawee Chandech, 2023). Therefore, entrepreneurs must adjust their cost management and quality control strategies to enhance online market competitiveness. These strategic adjustments not only strengthen brand credibility but also ensure long-term business sustainability.

The researcher aims to study price elasticity of demand for processed agricultural products in online markets to understand consumer response to price changes. This study is expected to promote efficient pricing and marketing strategies for entrepreneurs while supporting government agricultural sector policies in stimulating the economy and enhancing local product competitiveness in online markets.

**Research Objectives:**

1. To analyze price elasticity of demand for processed agricultural products in online markets
2. To examine factors influencing demand elasticity in online markets
3. To compare demand elasticity among different categories of processed agricultural products

**Conceptual Framework**

This research framework focuses on analyzing the price elasticity of demand for processed agricultural products in online markets using linear regression to evaluate the relationship between purchase quantity (Q) and key factors including product price (P), substitute product

prices (Ps), consumer income (I), number of reviews (R), and advertising budget (A). This equation enables clear analysis of how changes in each variable affect purchase quantity, examining demand elasticity to understand response behaviors to price changes and other factors.

The research comprises five hypotheses. Hypothesis 1 tests whether the price elasticity of demand in online markets differs from -1, evaluating the extent of consumer price responsiveness. Hypothesis 2 examines the influence of online marketing factors, specifically advertising budgets and store credibility, which may affect consumer price responsiveness. Hypothesis 3 tests elasticity differences among processed agricultural product categories such as dried fruits, fruit juices, and processed rice. Hypothesis 4 analyzes promotional period effects, while Hypothesis 5 examines how store size might influence demand elasticity. This study aims to develop understanding of consumer behavior in the online processed agricultural products market to support appropriate marketing strategy development

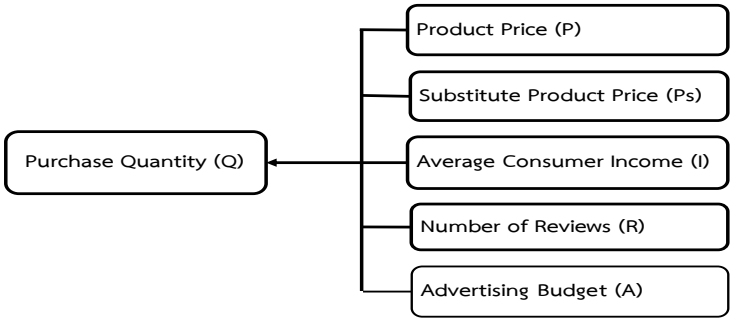


Figure 1: Research Conceptual Framework

**Research Methodology**

Research Design This research examines the price elasticity of demand for processed agricultural products in online markets using transaction data from Thailand's major e-commerce platforms, Shopee and Lazada, to understand consumer price sensitivity. The findings will support effective marketing strategy development. The survey data covers the period from January to December 2023, focusing on high-demand products including dried fruits, fruit juices, and processed rice (Electronic Transactions Development Agency, 2023; Wong & Chen, 2023). This in-depth study helps understand variations in consumer demand, aligning with current online market analysis approaches.

Population and Sampling The research utilizes population data from processed agricultural product transactions on Thailand's leading e-commerce platforms, Shopee and Lazada, reflecting actual online trading behavior. A sample of 500 transactions was randomly selected, covering three main product categories: dried fruits, fruit juices, and processed rice. The sample selection considers product diversity on the platforms and various seller store sizes to ensure comprehensive market representation (Zhang & Kumar, 2023; Department of Community Development, 2023). This sampling approach enhances research accuracy,

enabling high-level forecasting and in-depth analysis. Additionally, consideration of product characteristics and store sizes allows for a comprehensive analysis of consumer behavior across different segments.

**Research Instruments**

This research utilizes transaction data from Shopee and Lazada platforms to collect comprehensive quantitative data on pricing, consumer satisfaction, and online marketing factors affecting purchasing behavior. The data represents actual transactions, reflecting genuine online consumer behavior. Data collection comes directly from consumer transaction records in 2023, enabling accurate assessment of factors influencing demand in the online processed agricultural products market (Electronic Transactions Development Agency, 2023). The primary analytical tool employed is logarithmic multiple regression analysis, suitable for studying complex causal relationships between variables. This analysis enables clear calculation of price elasticity of demand and responses to various factor changes, while testing initial theoretical hypotheses in the online market context (Lee & Chen, 2024).

Additionally, the research employs supplementary statistical tools for data quality verification, including variance analysis and multicollinearity testing, to prevent high variance issues in independent variables that might affect research accuracy. These tools enhance result reliability and align with digital economics research standards. The appropriate use of these instruments ensures credible and accurate examination of factors affecting consumer purchasing behavior in the online processed agricultural products market, supporting effective marketing strategy design that truly aligns with market demands.

**Data Analysis**

The research employs multiple regression analysis to study the effects of key variables expected to influence demand in the online processed agricultural products market, including product prices, advertising budgets, and consumer reviews. This analysis helps identify relationships and measure each variable's impact on purchase quantity (Johnson, 2024; Thompson & Chen, 2023). Additionally, Analysis of Variance (ANOVA) is used to compare and examine demand differences among the three product categories: dried fruits, fruit juices, and processed rice, to understand how consumers respond to marketing factors across product types.

The analysis results are summarized in a multiple regression equation incorporating various variables to measure factors influencing demand elasticity in online markets. The analytical equation is:

$$\ln(Q) = \beta_0 + \beta_1\ln(P) + \beta_2\ln(Ps) + \beta_3\ln(I) + \beta_4\ln(R) + \beta_5\ln(A) + \varepsilon$$

Where:

Q = Purchase quantity (units/month)
P = Product price (baht/unit)
Ps = Substitute product price (baht/unit)
I = Average consumer income (baht/month)
R = Number of reviews

A = Advertising budget (baht/month)
ε = Error term

Analysis of this equation will reveal demand elasticity levels varying with price and other factors in the online processed agricultural products market, with results applicable to developing appropriate and efficient marketing strategies responsive to consumer demands.

**Research Results**

1. Analysis of Price Elasticity of Demand for Processed Agricultural Products in Online Markets

Based on hypothesis testing and multiple regression analysis of factors affecting demand elasticity in the online processed agricultural products market, the results are as follows:

The estimated coefficient equation is:

$$\ln(Q) = 8.452 - 1.451\ln(P) + 0.384\ln(Ps) + 0.256\ln(I) + 0.584\ln(R) + 0.325\ln(A)$$

(1.254) (0.212) (0.145) (0.098) (0.114) (0.076)

$R^2 = 0.842$, Adjusted $R^2 = 0.838$, F-statistic = 245.62 (p-value < 0.001), N = 500

In evaluating the model's accuracy and appropriateness, the key statistics demonstrate strong explanatory power. The $R^2$ value of 0.842 indicates that the model explains 84.2% of the variance in processed agricultural product purchase quantity, representing a high level in econometric research. The Adjusted $R^2$ of 0.838, being close to $R^2$, confirms the model's precision and appropriate variable inclusion. The F-statistic of 245.62 with p-value < 0.001 demonstrates the model's overall statistical significance. The Durbin-Watson value of 1.952, being close to 2, indicates no autocorrelation issues.

The price elasticity of demand coefficient ($\beta_1 = -1.451$) reveals high consumer sensitivity to price changes, where a 1% price increase leads to a 1.451% decrease in purchase quantity. Cross-price elasticity ($\beta_2 = 0.384$) indicates substitute products' influence, with a 1% increase in substitute prices leading to a 0.384% increase in primary product purchases.

Income elasticity ($\beta_3 = 0.256$) shows that a 1% income increase results in a 0.256% purchase quantity increase, identifying these as normal goods. Review quantity elasticity ($\beta_4 = 0.584$) demonstrates strong consumer reliance on product reviews, with a 1% increase in reviews leading to a 0.584% increase in purchases. Advertising budget elasticity ($\beta_5 = 0.325$) shows positive impact on purchase decisions, reflecting the effectiveness of online marketing strategies in this competitive market.

The analysis reveals that price significantly influences consumer purchasing behavior in online markets, with high price elasticity of demand indicating strong consumer sensitivity. Even minor price increases in processed agricultural products lead to substantial decreases in purchase quantity. This sensitivity reflects the competitive nature of online markets where

consumers have numerous product choices from various sellers and substitutes. Pricing decisions must carefully consider this sensitivity to maintain sales volumes.

Cross-price elasticity demonstrates consumers' ability to switch to substitute products when primary product prices increase, indicating that online market consumers can rapidly adjust their purchasing behavior when finding better-priced alternatives. This highlights the importance of product differentiation to maintain customer loyalty and reduce substitution.

Consumer income significantly affects purchasing decisions, identifying processed agricultural products as normal goods, though the relatively low elasticity suggests limited income-based purchase increases. This indicates that while higher income positively affects purchases, businesses should focus on creating product value rather than solely relying on consumer income growth.

2. Factors Influencing Demand Elasticity in Online Markets

Table 1: Analysis of Factors Influencing Demand Elasticity in Online Markets

| Factor | Coefficient (β) | Elasticity |
|---|---|---|
| Advertising Budget | 0.325 | High budget stores: -1.82, Low budget stores: -1.24 |
| Store Credibility | 0.584 | Reviews >4.5: -1.95, Reviews <4.5: -1.15 |
| Promotional Period | - | Promotional: -2.12, Normal: -1.45 |
| Store Size | - | Large: -1.92, Medium: -1.65, Small: -1.28 |

Table 1 highlights the key factors influencing demand elasticity in the online market for processed agricultural products. The first influential factor is "advertising budget," with a coefficient of $\beta = 0.325$ ($p < 0.001$). This result suggests that stores with a higher advertising budget (>50,000 THB/month) experience greater demand elasticity (-1.82) compared to stores with lower budgets (-1.24). This underscores the effectiveness of online marketing investments in enhancing consumer responsiveness.

The second factor, "store trust rating," has a coefficient of $\beta = 0.584$ ($p < 0.001$). The study indicates that stores with a high review score (>4.5) have significantly higher demand elasticity (-1.95) compared to stores with a lower score (below 4.5), which have an elasticity of -1.15. This result emphasizes the importance of building brand trust through consumer reviews, which can significantly stimulate customer purchases.

Additionally, "promotion periods" reveal a distinct impact, with demand elasticity reaching -2.12 during promotions, as opposed to -1.45 in non-promotion periods. This finding indicates a marked consumer response to price reductions during promotional events, highlighting an opportunity to boost sales and attract attention to products.

Finally, "store size" also plays a significant role. Large stores exhibit the highest elasticity at -1.92, followed by medium-sized stores (-1.65) and small stores (-1.28). This indicates that the

size of a store, along with its reach, directly influences demand elasticity, suggesting that larger stores are better positioned to respond to price changes and promotional efforts.

The analysis of factors influencing demand elasticity in online markets highlights the significant role of marketing factors and credibility in consumer purchasing decisions. The prominent factor "advertising budget" shows a positive relationship between advertising investment and demand elasticity, with high-budget stores demonstrating higher elasticity than low-budget ones, emphasizing online marketing's importance in stimulating consumer price responsiveness.

Regarding "store credibility," stores with review scores above 4.5 show higher elasticity than lower-rated stores, reflecting the importance of brand trust in consumer decision-making. Review credibility directly affects product demand, particularly in online markets where review information is readily accessible, highlighting the significance of digital brand strategy.

Promotional periods significantly increase demand elasticity in online markets, with higher elasticity during promotions compared to normal periods. This indicates consumers' sensitivity to price reductions during promotional events, effectively stimulating purchasing decisions in the online processed agricultural products market.

Store size also influences demand elasticity, with larger stores showing higher elasticity than smaller ones, as size determines credibility and market competitiveness. This aligns with the concept that larger stores have better resource management capabilities for marketing and service efficiency.

3.Comparative Analysis of Demand Elasticity Among Different Processed Agricultural Product Categories

Table 2: Demand Elasticity Comparison Among Processed Agricultural Product Categories

| Product Type | Elasticity | S.E. | Elasticity Level | Consumer Response |
|---|---|---|---|---|
| Dried Fruits | -1.85 | 0.34 | High | Most price-sensitive |
| Fruit Juices | -1.42 | 0.28 | Medium | Moderate market competition |
| Processed Rice | -1.15 | 0.25 | Low | Higher necessity factor |

From Table 2, the comparative study on the price elasticity of demand for processed agricultural products reveals that the three product categories-dried fruit, fruit juice, and processed rice-exhibit significantly different levels of elasticity, as confirmed by the ANOVA results ($F = 245.62$, $p < 0.001$). Dried fruit shows the highest elasticity with an elasticity coefficient of -1.85 (S.E. = 0.34), indicating that consumers in this category are highly sensitive to price changes. This high elasticity suggests that consumers are likely to respond to price adjustments for dried fruit, potentially due to the availability of multiple substitute products in the market that can be chosen if prices increase.

In contrast, fruit juice demonstrates a moderate elasticity of -1.42 (S.E. = 0.28), reflecting a medium level of market competition. Consumers still respond to price changes for fruit juice, but less intensely than they do for dried fruit. For this product category, additional factors such as quality and brand may also play roles in purchasing decisions. Lastly, processed rice has the lowest elasticity with a coefficient of -1.15 (S.E. = 0.25), indicating that consumer demand for this product remains relatively stable even with price increases. This low elasticity reflects the essential nature of processed rice in daily consumption, leading to less price responsiveness compared to the other product categories.

Post-hoc tests further confirm significant differences in elasticity between each pair of product categories ($p<0.001$), underscoring the varied price responsiveness behaviors of consumers across these product groups.

The analysis results in Table 2 illustrate consumer response patterns in the online market to price changes of various types of processed agricultural products. Dried fruit emerges as the product category with the highest elasticity, with an elasticity coefficient of -1.85. This figure indicates a high sensitivity among consumers to price changes, likely due to the availability of a wide range of substitute products in the market, enabling consumers to easily switch to alternatives when the price of dried fruit increases. This finding highlights the importance of setting appropriate prices for this product category to attract consumers. In contrast, fruit juice, with a moderate elasticity of -1.42, suggests that competition in the online market is not as intense as it is for dried fruit. Consumers tend to prioritize quality and brand in the case of fruit juice, which may account for the less pronounced response to price changes. Thus, a marketing strategy focused on quality and brand identity could effectively boost sales for fruit juice products.

Finally, processed rice has the lowest elasticity at -1.15, indicating that consumers in this segment are less responsive to price changes than those in other segments. Processed rice is considered a staple product essential to daily life, and the low-price elasticity reflects the necessity of this product, which is less influenced by price adjustments. Businesses can leverage this stability to plan production and manage inventory effectively, thus enhancing their competitiveness in the long term. The post-hoc test further confirms statistically significant differences between each pair of product categories, underscoring the distinctive price response behaviors among consumers across different product groups. This comparison provides valuable insights for developing differentiated marketing strategies based on the elasticity characteristics of each product. By tailoring strategies to align with the specific traits of each target segment, businesses can enhance sales and customer engagement.

**Discussion of Results**

1) The study analyzes the price elasticity of demand for processed agricultural products in the online market.

The findings show a significant price elasticity of demand, indicating that consumers in the online market for processed agricultural products are sensitive to price changes. For example,

the coefficient representing price elasticity ($\beta_1 = -1.451$) suggests that a 1% increase in price leads to a 1.451% decrease in quantity demanded, demonstrating that consumers respond considerably to price fluctuations. This aligns with economic theory, which states that goods with available substitutes in the market tend to have higher price sensitivity. Additionally, the analysis shows that consumers often switch to substitute products if the primary product's price rises, with a cross-elasticity coefficient ($\beta_2 = 0.384$) indicating an increase in demand for the main product when the substitute product's price goes up. This reflects consumer behavior that favors switching to substitutes when easily available. Other factors, such as the number of reviews and advertising budget, also show significant impacts ($\beta_4 = 0.584$ and $\beta_5 = 0.325$), highlighting that consumer trust in the seller and investments in marketing stimulate purchasing behavior. These insights reflect the application of microeconomic principles within the online market context and underscore the importance of marketing strategies, such as appropriate pricing, enhancing product trustworthiness, and targeted advertising to increase sales in competitive online markets.

This study aligns significantly with previous research in several key aspects. Specifically, it supports the findings of Kanokwan Meesook (2023), which show that the price elasticity of processed agricultural products in Thailand's online market varies seasonally. Furthermore, consumer demand for agricultural products is sensitive to both price changes and promotional activities, consistent with this study's finding that online consumers are highly responsive to price changes, affecting demand at different times of the year. Additionally, the study concurs with research by Anderson and Lee (2024), which found that countries with advanced economies, such as those in Europe, tend to show lower price elasticity compared to Asian countries, where elasticity is typically higher. Influential factors in these differences include market structure and consumer culture. Such variations suggest unique characteristics among Asian consumers, particularly in Thailand, where online consumers tend to respond rapidly to price fluctuations. The findings are also consistent with Chen and Thompson's (2023) research, which indicates that agricultural products in online markets exhibit higher elasticity than in offline markets, as consumers can more easily compare prices and access information on online platforms. This ease of comparison increases consumers' price sensitivity in the online market. Economic and social factors, such as income and consumption culture, also impact demand elasticity within different consumer groups.

2) Study on Factors Influencing Demand Elasticity in the Online Market

The study highlights several factors influencing the elasticity of demand in the online market for processed agricultural products, reflecting consumer responsiveness to price changes and other marketing elements. Investment in advertising budget ($\beta = 0.325$, $p < 0.001$) indicates that stores allocating more resources to marketing can effectively stimulate consumer purchase decisions. Notably, stores with high advertising budgets experience increased consumer responsiveness to price reductions or promotional offers compared to regular periods. This finding aligns with economic theory, which suggests that marketing plays a crucial role in shaping consumer behavior (Anderson & Lee, 2024). Additionally, consumer trust in highly reviewed stores significantly impacts demand elasticity. The study reveals that trust generated from high ratings, specifically those above 4.5 stars, contributes to greater elasticity compared

to lower-rated stores, supporting the brand-building concept focused on consumer trust. Promotional periods and store size also affect consumer behavior; promotions encourage more purchases, while larger stores attract more attention and confidence compared to smaller ones. In summary, this study shows that marketing factors and store credibility increase consumer responsiveness to price changes. Thus, investment in credibility and well-timed promotions can serve as effective strategies for boosting sales and establishing a competitive advantage in the online market.

Moreover, the study's findings align with those of Kanlayarat Tosuksri (2023), who found that online purchasing behavior in the digital age is increasingly driven by accessibility and trust-focused marketing. Consumers tend to choose well-reviewed and highly trusted processed agricultural products in the online market, consistent with the current study's finding that consumer trust and reviews are key drivers for digital platform sales. Additionally, research by Zhang and Brown (2023) underscores the importance of price factors in purchase decisions within the online market, noting that consumers are highly responsive to discounts or promotional offers. This aligns with the current findings, which show that promotional periods enhance demand elasticity, indicating increased sensitivity to price changes associated with promotions and advertisements. Furthermore, the study is in agreement with Park and Brown's (2022) analysis of optimal pricing strategies in e-commerce, which found that price-setting tailored to consumer behavior significantly boosts sales. The present study, which emphasizes the role of online marketing and advertising budgets in influencing consumer responsiveness in the processed agricultural products sector, reinforces this approach, highlighting the importance of pricing strategies and marketing investments to maximize effectiveness in the online market.

3) Comparative Study of Demand Elasticity Among Different Categories of Processed Agricultural Products

The analysis reveals varying levels of price elasticity of demand for processed agricultural products in the online market across different product categories. Dried fruits exhibit the highest elasticity at -1.85, indicating that consumers respond rapidly to price changes in this category. When prices rise, consumers tend to reduce their purchases significantly. This responsiveness can be attributed to the abundance of substitute goods available in the market, allowing consumers to switch to similar products easily if the prices of dried fruits increase.

In contrast, fruit juices have a moderate elasticity of -1.42, suggesting that consumers in this segment are less sensitive to price changes compared to those purchasing dried fruits. This may be because consumers place a higher value on quality and brand differentiation in fruit juices, leading to a reduced response to price adjustments. Therefore, marketing strategies that emphasize quality differentiation and brand building might be more appropriate for this product category.

Processed rice has the lowest elasticity at -1.15, indicating that consumers are the least responsive to price changes in this group. This reflects the importance of processed rice as a staple product that consumers need regardless of price fluctuations. Demand remains high even

when prices change. For sellers in this category, maintaining stable pricing and ensuring adequate inventory management are crucial strategies.

These findings highlight the unique price responsiveness characteristics of different processed agricultural products in the online market. They assist businesses in planning marketing strategies that align with the specific attributes of their products to enhance long-term competitiveness.

Additionally, the study aligns with the research of Somboon Srianurakwong (2021), who analyzed consumer behavior and marketing of organic processed agricultural products. The prior research found that the perceived value by consumers significantly influences their purchasing decisions, which is consistent with the current study's demonstration of high price elasticity in processed agricultural products, especially when pricing aligns with product quality.

This is also in line with the research of Harrison and Thompson (2023), who emphasized value-based pricing in the agricultural and food markets. Their findings showed that setting prices that reflect the perceived value or benefits of the product helps build trust and stimulates purchases, particularly for products with unique or specific attributes, leading consumers to be willing to pay higher prices.

Furthermore, the study corresponds with Martinez and Brown's (2022) research on value addition in the processing of agricultural products. Their study indicated that adding value through processing and high-quality marketing enhances market competitiveness and creates significant economic value. The current findings reflect that creating value and adding worth to products can foster elasticity and sustainability in the agricultural product market.
Recommendations

Practical and Policy Recommendations
1. Pricing Based on Consumer Elasticity: It is recommended that online market operators consider pricing strategies that respond to consumer sensitivity, such as exercising caution in price increases, which may result in a proportionately greater decline in sales. Seasonal price reductions could be considered to stimulate demand, and promotions should be scheduled during key periods, such as holidays, to boost accessibility and drive consistent sales.

2. Marketing Strategy and Building Consumer Trust: Increasing investment in advertising to create product awareness in the online market is advisable. Emphasis should be placed on communicating the product’s value and unique features to build consumer trust. Additionally, effective management of customer reviews and maintaining high service standards are essential to building credibility in the market. Positive reviews, in particular, can enhance consumer interest and trust significantly.

3. Inventory Management and Business Planning Based on Business Size: For larger businesses, a competitive pricing approach that offers attractive deals to consumers should be

prioritized. In contrast, smaller businesses should focus on product differentiation and high-quality service to stand out in the market. Effective stock management planning that aligns with sales cycles and price sensitivity should also be implemented.

Recommendations for Future Research

1. Further Study on Additional Influential Factors: Future research should explore the impact of other factors, such as economic and social influences, that may affect demand elasticity in the online market for processed agricultural products. Additionally, examining the effect of convenience in price comparison within online markets with numerous substitutes would provide valuable insights.

2. Expanding the Scope to Compare Various Online Platforms: The scope of research should be expanded to include comparisons across multiple online platforms to observe differences in consumer price responsiveness on each platform. This approach would provide more comprehensive data, contributing to the development of suitable marketing strategies across platforms.

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