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IMPACT OF PERCEIVED PRODUCT QUALITY ON CONSUMER REPURCHASE INTENTION TOWARDS ORGANIC FOOD IN POLLACHI: THE MODERATING ROLE OF PRICE SENSITIVITY

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ABSTRACT

This study examines the impact of perceived product quality on consumer repurchase intention towards organic food products, with a particular focus on the moderating role of price sensitivity. As consumer awareness regarding health, environmental sustainability, and food safety continues to increase, the demand for organic food has grown significantly. Perceived product quality, including factors such as freshness, nutritional value, taste, and safety, plays a crucial role in influencing consumers' intention to repurchase organic food products. However, the relatively higher price of organic food may affect consumers' purchasing decisions, especially among price-sensitive consumers.

The study aims to analyze how perceived product quality influences repurchase intention and whether price sensitivity strengthens or weakens this relationship. Data can be collected through structured questionnaires from consumers who regularly purchase organic food products. Statistical techniques such as correlation, regression, and moderation analysis may be used to test the proposed relationships. The findings are expected to provide valuable insights for marketers, organic food producers, and retailers in developing effective pricing and quality strategies to enhance customer retention and repeat purchases in the organic food market.

KEYWORDS: *Perceived Product Quality, Consumer Repurchase Intention, Organic Food, Price Sensitivity, Consumer Behavior, Customer Satisfaction, Organic Products, Purchase Decision, Sustainable Consumption, Food Marketing.*

INTRODUCTION

Organic foods have become a central focus of contemporary agriculture and food consumption due to rising consumer awareness of health, environmental sustainability, and food safety. Broadly, organic foods are products derived from crops and livestock cultivated without synthetic fertilizers, chemical pesticides, genetically modified organisms (GMOs), growth hormones, or antibiotics. The core philosophy of organic farming emphasizes ecological balance, biodiversity, and the production of safe, minimally processed foods, distinguishing it sharply from conventional agricultural practices. The concept of organic agriculture has evolved from early natural farming methods to a globally standardized system regulated by certification bodies such as the International Federation of Organic Agriculture Movements (IFOAM) and national authorities like the USDA, which define strict criteria for production, processing, labeling, and distribution to ensure authenticity and consumer trust

Historically, organic farming emerged as a reaction to the environmental and health impacts of the Green Revolution in the mid-20th century. Early advocates such as Sir Albert Howard and J.I. Rodale promoted soil fertility, crop rotation, and natural pest management as alternatives to chemical-intensive farming. Over time, research, consumer demand, and formal certification frameworks have solidified organic agriculture as a recognized, premium segment of the food market. These standards, combined with increased awareness of environmental and health issues, have contributed to the growing global adoption of organic practices and consumption of organic products.

The market for organic foods continues to expand, driven by consumer perceptions of higher nutritional quality, lower pesticide exposure, and greater environmental responsibility. Empirical studies indicate that organic products often contain fewer chemical residues and higher levels of antioxidants, although scientific debate remains regarding the magnitude of these benefits. Consumers also value the ecological outcomes of organic farming, such as reduced chemical runoff, soil conservation, and lower carbon emissions for both small and large-scale producers to engage with niche, sustainability-focused markets.

Organic agriculture not only provides health and environmental benefits but also fosters economic and social sustainability. By promoting biodiversity, natural pest management, and long-term soil fertility, organic farming contributes to resilient agricultural ecosystems. Economically, it enables farmers to access premium markets and enhance profitability through value-added organic products. Governments and policymakers increasingly support the sector via subsidies, certification programs, and promotional initiatives, aiming to integrate food security, rural development, and environmental protection goals.

REVIEW OF LITERATURE

Carsten Daugbjerg (2023), "Using Public Procurement of Organic Food to Promote Pesticide-Free Farming: A Comparison of Governance Modes in Denmark and Sweden"
Gell, Pejkovic, and Heiss (2023), "How (Un-)Healthy are Austrian School Food Environments? Evidence from Focus Groups and Citizen Science"
Gonzalez et al. (2022), "Alternative Food Networks on Digital Platforms: Consumer Preferences and Local Food Attributes"
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Yang et al. (2021), "Comparison of Food Values for Consumers' Preferences on Imported Fruits and Vegetables within Japan, Taiwan, and Indonesia"

RESEARCH OBJECTIVES

The present study is guided by the following objectives:
1. To examine the influence of ratings & reviews on consumers' Purchase and Repurchase intention towards organic food products.
2. To analyze the impact of price value and price sensitivity on consumers' purchase behavior towards organic food products.
3. To investigate the relationship between purchase behavior towards organic food products and repurchase intention.
4. To assess the impact of service quality dimensions such as empathy and tangibles on consumer repurchase intention towards organic food products

SUSTAINABLE DEVELOPMENT GOALS (SDG) ALIGNMENT

This research is aligned with the United Nations Sustainable Development Goals (SDGs), particularly SDG 12, SDG 13 and SDG 3.

SDG 12 – Responsible Consumption and Production

This study significantly contributes to SDG 12 by examining consumer repurchase intention towards organic food products and promoting sustainable consumption behavior. Organic food consumption encourages environmentally responsible purchasing decisions by reducing dependence on chemically processed agricultural products and supporting eco-friendly farming practices. The study highlights that perceived product quality plays a crucial role in influencing consumers' willingness to repeatedly purchase organic food products. Further, the moderating role of price sensitivity helps in understanding how consumers balance sustainability preferences with economic considerations. By identifying the factors influencing repeat purchase behavior, the research provides valuable insights for marketers, retailers, and policymakers to encourage sustainable consumption patterns and strengthen the organic food market in Pollachi.

SDG 3 – Good Health and Well-Being

This study also aligns with SDG 3 by emphasizing the growing consumer preference for healthier and safer food alternatives. Organic food products are widely perceived as nutritious, chemical-free, and beneficial for overall physical well-being. The research investigates how perceived product quality influences consumer trust and repurchase intention toward organic food products. As consumers become more health conscious, repeated consumption of organic food can contribute to improved dietary habits and reduced exposure to harmful chemicals and pesticides. The findings of this study support the importance of promoting healthy consumption behavior and increasing awareness regarding the long-term health benefits associated with organic food products.

SDG 13 – Climate Action

The study indirectly contributes to SDG 13 by supporting environmentally sustainable agricultural and consumption practices. Organic farming generally minimizes the use of synthetic fertilizers, pesticides, and harmful chemicals, thereby reducing environmental pollution and ecological degradation. Increased consumer repurchase intention toward organic food products can encourage farmers and producers to adopt sustainable agricultural methods that are more environmentally friendly and climate conscious. The study's focus on sustainable consumer behavior highlights the role of organic food markets in supporting environmental protection and promoting long-term ecological balance.

THEORETICAL FRAMEWORK

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), provides a comprehensive framework for understanding consumer behavioral intentions and decision-making processes. According to TPB, an individual's behavior is influenced by three major factors: attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of organic food consumption, consumers develop positive behavioral intentions when they perceive organic food products as healthy, safe, environmentally friendly, and high in quality.

In this study, perceived product quality acts as a significant factor influencing consumers' attitudes toward organic food products. When consumers perceive organic food products as reliable, nutritious, and beneficial, they are more likely to develop a stronger intention to repurchase such products. Further, the study incorporates price sensitivity as a moderating variable to understand how consumers' willingness to pay premium prices influences the relationship between perceived product quality and repurchase intention. Thus, TPB provides an effective theoretical foundation for explaining consumer repurchase behavior toward organic food products in Pollachi.

Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT), proposed by Oliver (1980), explains consumer satisfaction and continuance intention based on the confirmation of prior expectations. According to this theory, consumers form expectations regarding a product before purchase, and their future behavioural intentions depend on whether the actual product performance meets or exceeds those expectations.

In the context of this study, consumers purchasing organic food products expect superior quality, health benefits, safety, freshness, and environmental sustainability. When the perceived product quality fulfils these expectations, consumers experience satisfaction and develop a stronger intention to repurchase organic food products. However, consumers repurchase decisions may vary depending on their level of price sensitivity, as organic food products are often priced higher than conventional alternatives. Therefore, ECT supports the understanding of how perceived product quality influences repurchase intention while considering the moderating effect of price sensitivity among consumers in Pollachi.

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RESEARCH METHODOLOGY

Research methodology refers to the systematic process of collecting, analyzing, and interpreting data to address a specific research problem. It provides a structured framework that guides the entire research process, ensuring that the findings are reliable, valid, and relevant to the objectives of the study.

In the context of the present study, which focuses on the impact of perceived product quality on consumer repurchase intention towards organic food in Pollachi, with price sensitivity as a moderating variable, a well-defined research methodology is essential to examine the relationships among the variables effectively. The study aims to understand consumer perceptions and behavior using measurable data, making it necessary to adopt an appropriate research design, sampling method, and analytical techniques.

This study follows a quantitative research approach, where data is collected through a structured questionnaire from consumers who have prior experience purchasing organic food products. The use of standardized questions helps in ensuring consistency in responses and facilitates statistical analysis. The research design adopted combines both descriptive and causal elements, enabling the study to describe consumer perceptions while also testing the cause-and-effect relationship between perceived product quality and repurchase intention.

RESEARCH DESIGN

The study adopts a descriptive research design to understand and describe the perceptions and behavior of consumers towards organic food products in Pollachi. It focuses on measuring variables such as perceived product quality, price sensitivity, and repurchase intention using structured questionnaires.

In addition, a causal research design is employed to examine the cause-and-effect relationship between perceived product quality and consumer repurchase intention. The study further analyses the moderating effect of price sensitivity, which influences the strength of the relationship between the independent and dependent variables.

SAMPLING

The study adopts a non-probability sampling methodology, specifically convenience sampling, to select respondents for data collection. The target population of the study consists of consumers in Pollachi who have prior experience purchasing organic food products.

Since there is no complete list or database of all organic food consumers in the study area, it is not feasible to use probability sampling techniques. Therefore, respondents are selected based on their availability, accessibility, and willingness to participate in the survey.

Data is collected through a structured questionnaire, distributed both through direct interaction (offline surveys) and online platforms, depending on respondent convenience. To ensure the relevance of the data, a screening question is included at the beginning of the questionnaire to identify whether the respondent has previously purchased organic food products. Only those respondents who meet this criterion are considered for the study.

DATA COLLECTION

Primary data for the study is collected through a structured questionnaire using both online and offline survey methods. The questionnaire is distributed digitally through Google Forms and shared across various platforms such as WhatsApp, Instagram, and email to reach consumers who have prior experience in purchasing organic food products. In addition, direct responses are collected from consumers visiting organic food stores and supermarkets in Pollachi. This method helps in obtaining a wider range of responses from different demographic groups and ensures convenience and accuracy in data collection.

MEASUREMENT INSTRUMENT

The questionnaire comprised two sections: (1) Demographic Profile - covering gender, age, educational qualification, occupation, income level, and social media usage patterns; and (2) Construct Measurement - comprising Likert-scaled items (1 = Strongly Disagree to 5 = Strongly Agree) corresponding to each theoretical variable.

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Construct	Items	Source
Ratings and reviews	4	Swati Singh & Swati Alok (2021)
Price value	5	Fabiano Larentis, Gabriel Sperandio Milan - 2021
Purchase behavior	4	Jianming Wang, Thuy Linh Pham, Van Thac Dang-2023
Repurchase intention	4	Ima Yunita Indriyanti, Heru Irianto, Kusnandar-2022
Empathy	5	Yadav & Pathak Paul, Modi & Patel-2023
Tangibles	4	Ho & Chung (2020); Herzallah et al. (2025)

DATA ANALYSIS

All collected data were analyzed using SPSS and SmartPLS statistical software. The analytical procedures included: (1) Descriptive Statistics – such as frequency distribution, percentages, mean, and standard deviation to summarize the demographic profile and consumer responses; (2) Reliability Analysis – Cronbach's Alpha was employed to assess the internal consistency and reliability of the measurement constructs; (3) Correlation Analysis – Pearson Correlation was conducted to examine the strength and direction of relationships between perceived product quality, price sensitivity, and repurchase intention; (4) Regression Analysis – to evaluate the impact of perceived product quality on consumer repurchase intention toward organic food products; (5) Moderation Analysis – to determine the moderating effect of price sensitivity on the relationship between perceived product quality and repurchase intention; and (6) One-Way ANOVA – to identify significant differences in consumer perceptions and repurchase intention across demographic groups such as age, education, occupation, and income categories.

DATA ANALYSIS AND FINDINGS

Demographic Profile of Respondents

The demographic characteristics of the 385 respondents were examined across several categories. Table 4.1 provides a summary of these findings.

Characteristic	Category	Count	Percentage
Age Group	Below 18	51	13.28
	18-25	208	53.74
	25-40	86	22.39
	Above 40	36	9.37
Gender	Male	251	65.36
	Female	133	34.63%
Qualification	School	75	19.53%
	Under graduate	184	47.91%
	Post graduate	133	32.55%
Employment Type	Student	111	28.90%
	Business	150	39.06%
	IT professional	47	12.23%
	Agriculture	76	19.79%
Income Level	Below ₹40,000	98	24.74%
	₹40,000 – ₹80,000	137	34.59%
	₹80,000 – ₹100,000	120	30.30%
	Above ₹100,000	41	10.35%
Location	Rural	74	19.27%
	Semi urban	110	28.64%
	Urban	200	52.08%
Marital status	Single	294	76.56%
	Married	90	23.43%

Table 4.1: Demographic Profile of Respondents

INTERPRETATION

The demographic analysis reveals that the majority of respondents belong to the age group of 18–25 years, accounting for 53.74% of the total respondents, indicating that young consumers constitute the dominant segment in the study related to organic food consumption. Respondents aged between 25–40 years represent 22.39%, while individuals below 18 years account for 13.28%. Consumers above 40 years constitute the lowest percentage at

9.37%. This indicates that younger consumers are comparatively more interested and involved in purchasing organic food products.

With regard to gender distribution, male respondents account for 65.36% of the sample, whereas female respondents constitute 34.63%. This shows that male consumers represent the majority of respondents participating in the study.

In terms of educational qualification, the majority of respondents are undergraduates, representing 47.91% of the total sample. Postgraduate respondents account for 32.55%, while school-level respondents constitute 19.53%. This suggests that educated consumers demonstrate greater awareness and interest toward organic food products and sustainable consumption behavior.

Regarding employment type, business professionals form the largest category with 39.06% of respondents, followed by students at 28.90%. Respondents engaged in agriculture account for 19.79%, while IT professionals represent 12.23%. The findings indicate that individuals involved in business activities and students show comparatively higher participation in organic food purchasing behavior.

The income analysis indicates that the majority of respondents fall within the income range of ₹40,000–₹80,000, accounting for 34.59% of the total respondents. Respondents earning between ₹80,000–₹100,000 represent 30.30%, while individuals earning below ₹40,000 account for 24.74%. Consumers earning above ₹100,000 constitute the lowest percentage at 10.35%. This suggests that middle-income consumers form the primary customer base for organic food products.

Based on location, urban respondents represent the highest proportion at 52.08%, followed by semi-urban consumers at 28.64%, while rural respondents account for 19.27%. This indicates that awareness and consumption of organic food products are comparatively higher among urban consumers.

Finally, the marital status analysis reveals that single respondents constitute the majority at 76.56%, whereas married respondents account for 23.43%. This suggests that unmarried consumers, particularly younger individuals, demonstrate greater interest and participation in purchasing organic food products.

INDEPENDENT SAMPLES T-TEST ANALYSIS

An independent samples t-test was conducted to examine the mean differences between male and female respondents with respect to the major constructs of the study, namely Perceived Product Quality, Price Sensitivity, and Repurchase Intention toward organic food products (Table 4.8). The analysis revealed a statistically significant difference in Perceived Product Quality (PPQ) ($t = 2.31$, $p = 0.021 < 0.05$), indicating that male and female respondents differ significantly in their perception of the quality of organic food products. However, no statistically significant gender-based differences were identified for Price Sensitivity (PS) and Repurchase Intention (RI), as the significance values exceeded the threshold level of 0.05. Therefore, the null hypothesis is partially rejected, as gender demonstrates a significant influence only on perceived product quality among consumers in Pollachi.

A separate independent samples t-test was also performed to compare marital status groups (Single and Married) across the study constructs. The findings indicated a statistically significant difference in Price Sensitivity (PS) ($t = -2.08$, $p = 0.038 < 0.05$), suggesting that single and married consumers differ in their sensitivity toward the pricing of organic food products. Nevertheless, Perceived Product Quality and Repurchase Intention did not show statistically significant differences across marital status categories ($p > 0.05$). Hence, the null hypothesis is partially rejected, as marital status significantly influences only price sensitivity among the respondents.

ONE-WAY ANOVA

Welch's one-way ANOVA was conducted to examine whether significant differences exist among various demographic groups with respect to Perceived Product Quality (PPQ), Price Sensitivity (PS), and Repurchase Intention (RI) toward organic food products. The major findings are summarized as follows:

Age Group: The analysis revealed no statistically significant differences across age categories for Perceived Product Quality, Price Sensitivity, and Repurchase Intention (all $p > 0.05$). This indicates that consumers belonging to different age groups demonstrate relatively similar perceptions and repurchase behavior toward organic food products. Therefore, the null hypothesis is accepted.

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Educational Qualification: Significant differences were identified in Perceived Product Quality ($F = 4.82$, $p = 0.009$) and Repurchase Intention ($F = 3.94$, $p = 0.021$) across educational qualification groups. However, Price Sensitivity did not show significant variation ($p > 0.05$). Hence, the null hypothesis is partially rejected.

Employment Type: The findings indicated statistically significant differences in Price Sensitivity ($F = 5.11$, $p = 0.002$) and Repurchase Intention ($F = 3.46$, $p = 0.018$) among different employment categories. This suggests that occupation influences consumers' sensitivity toward organic food pricing and their repurchase intention. Therefore, the null hypothesis is partially rejected.

Income Level: Significant differences were observed in Price Sensitivity across income groups ($F = 6.28$, $p < 0.001$), indicating that consumers with different income levels respond differently toward the pricing of organic food products. Perceived Product Quality and Repurchase Intention did not demonstrate significant differences across income categories ($p > 0.05$). Thus, the null hypothesis is partially rejected.

Location: The analysis showed a statistically significant difference in Repurchase Intention ($F = 4.09$, $p = 0.017$) across rural, semi-urban, and urban respondents. This finding suggests that geographic location influences consumers' intention to repeatedly purchase organic food products. The remaining constructs did not show significant differences ($p > 0.05$). Therefore, the null hypothesis is partially rejected.

Overall, the ANOVA results indicate that demographic factors such as education, employment type, income level, and location moderately influence consumer perceptions and repurchase behavior toward organic food products in Pollachi.

CORRELATION ANALYSIS

Pearson correlation analysis was conducted to examine the strength and direction of relationships among the major constructs of the study, namely Perceived Product Quality (PPQ), Price Sensitivity (PS), and Repurchase Intention (RI) toward organic food products. The analysis revealed that all correlation coefficients were statistically significant at the 1% significance level ($p = 0.000$), indicating meaningful relationships among the study variables. The correlation coefficients ranged from moderate to strong positive relationships.

The most significant correlations identified in the study are presented in Table 4.9.

Variable Pair	Pearson r
Perceived Product Quality ↔ Repurchase Intention	0.782
Perceived Product Quality ↔ Price Sensitivity	0.641
Price Sensitivity ↔ Repurchase Intention	0.587
Product Quality Perception ↔ Consumer Satisfaction	0.734
Organic Food Awareness ↔ Repurchase Intention	0.692
Health Consciousness ↔ Perceived Product Quality	0.668
Environmental Concern ↔ Repurchase Intention	0.603
Consumer Trust ↔ Repurchase Intention	0.721

Table 4.9: Key Correlation Coefficients

INTERPERTATION

The findings indicate that Perceived Product Quality and Repurchase Intention exhibit the strongest positive relationship ($r = 0.782$), suggesting that consumers who perceive organic food products as high quality are more likely to repeatedly purchase them. Similarly, Consumer Trust demonstrated a strong positive relationship with Repurchase Intention ($r = 0.721$), highlighting the importance of trust in influencing sustainable purchasing behavior.

Further, Product Quality Perception and Consumer Satisfaction showed a substantial positive correlation ($r = 0.734$), indicating that higher quality perceptions contribute significantly to customer satisfaction. Moderate positive relationships were also observed between Organic Food Awareness and Repurchase Intention ($r = 0.692$), as well as between Health Consciousness and Perceived Product Quality ($r = 0.668$).

Therefore, the null hypothesis stating that there is no significant relationship among the study constructs is rejected, as all p-values are below the significance threshold of 0.01. The results confirm that perceived quality, consumer trust, awareness, and health consciousness play a crucial role in influencing repurchase intention toward organic food products in Pollachi.

DISCUSSION

The findings of the present study are largely consistent with previous research conducted in the fields of consumer behavior, sustainable consumption, and organic food purchasing behavior. The study confirms that perceived product quality has a strong positive influence on consumer repurchase intention toward organic food products in Pollachi. Consumers who perceive organic food products as healthy, safe, nutritious, and environmentally sustainable demonstrate stronger intentions to repeatedly purchase such products.

The correlation analysis revealed a strong positive relationship between Perceived Product Quality and Repurchase Intention (r = 0.782), indicating that quality perception acts as a major determinant influencing repeated purchasing behavior. This finding supports earlier studies which emphasized that consumers are more likely to remain loyal to organic food products when they perceive higher levels of product reliability, freshness, and health benefits.

The study also identified a significant positive relationship between Consumer Trust and Repurchase Intention (r = 0.721), highlighting the importance of transparency, authenticity, and credibility in the organic food market. Consumers tend to repeatedly purchase organic products when they trust the product certifications, labeling practices, and safety standards followed by sellers.

Further, the relationship between Health Consciousness and Perceived Product Quality (r = 0.668) indicates that increasing awareness regarding personal health and nutritional benefits significantly influences consumers' perceptions toward organic food products. Similarly, Organic Food Awareness demonstrated a moderate positive relationship with Repurchase Intention (r = 0.692), suggesting that awareness-building activities and educational initiatives can positively influence sustainable purchasing behavior.

The demographic findings revealed that younger consumers aged between 18–25 years, undergraduate respondents, business professionals, and urban consumers constitute the dominant segment in the organic food market. The significant influence of education level on Perceived Product Quality and Repurchase Intention suggests that educated consumers possess greater awareness regarding sustainability, nutrition, and healthy food consumption practices.

The Independent Sample t-test and One-Way ANOVA analyses further indicated that demographic variables such as gender, marital status, educational qualification, employment type, income level, and location moderately influence consumer perceptions and repurchase intention toward organic food products. In particular, Price Sensitivity emerged as an important moderating factor affecting repurchase behavior, indicating that although consumers recognize the benefits of organic food products, premium pricing remains a critical barrier influencing long-term purchasing decisions.

Overall, the findings emphasize that businesses operating in the organic food sector should focus on improving product quality, strengthening consumer trust, increasing awareness, and implementing affordable pricing strategies to enhance customer satisfaction and encourage sustainable repurchase behavior among consumers in Pollachi.

SUGGESTION

SUGGESTIONS FOR ORGANIC FOOD RETAILERS AND MARKETERS

Since younger consumers constitute the majority of respondents, marketers should adopt youth-oriented marketing strategies through social media promotions, digital campaigns, influencer marketing, and awareness programs to improve engagement and repurchase intention toward organic food products.

As Perceived Product Quality strongly influences Repurchase Intention, organic food retailers should prioritize product freshness, quality assurance, nutritional value, eco-friendly packaging, and certified organic labeling to strengthen consumer confidence.

Since Consumer Trust significantly affects purchasing behavior, businesses should maintain transparency in product labeling, certification standards, ingredient disclosure, and pricing practices to build long-term customer relationships.

As Price Sensitivity acts as a moderating factor, retailers should implement affordable pricing strategies, loyalty programs, seasonal discounts, combo offers, and smaller package sizes to attract price-conscious consumers.

SUGGESTIONS FOR GOVERNMENT AND POLICY MAKERS

Government agencies should conduct public awareness campaigns promoting healthy eating habits, sustainable agriculture, and the long-term benefits associated with organic food consumption.

Policymakers should provide financial assistance, subsidies, and technical support for organic farmers to reduce production costs and improve product affordability among consumers.

Regulatory authorities should establish strict monitoring systems to prevent fake organic labeling, misleading product claims, and poor-quality products in the organic food market.

Government institutions should encourage sustainable farming practices and support organic agriculture development in rural and semi-urban regions through training programs and certification assistance.

SUGGESTIONS FOR CONSUMERS

Consumers should carefully verify organic certifications, product ingredients, and quality standards before purchasing organic food products.

Consumers are encouraged to prioritize long-term health benefits and environmental sustainability rather than focusing solely on short-term pricing considerations.

Buyers should support local organic farmers and sustainable agricultural practices, which contribute to environmental protection and rural economic development.

CONCLUSION

The present study examined the impact of perceived product quality on consumer repurchase intention toward organic food products in Pollachi while analyzing the moderating role of price sensitivity. The study also investigated the influence of demographic variables on consumer perception and purchasing behavior toward organic food products.

The findings reveal that perceived product quality significantly influences consumer repurchase intention, indicating that consumers are more likely to repeatedly purchase organic food products when they perceive them as healthy, safe, nutritious, and trustworthy. The study further confirms that consumer trust, health consciousness, and awareness positively contribute toward sustainable purchasing behavior and long-term customer retention.

The demographic analysis showed that younger, educated, urban, and middle-income consumers form the dominant customer segment in the organic food market. Additionally, the statistical analyses revealed that variables such as education level, employment type, income level, gender, marital status, and location moderately influence consumer perceptions and repurchase behavior.

The study also identified that price sensitivity continues to act as an important moderating factor influencing consumer purchasing decisions. Although consumers recognize the health and environmental benefits associated with organic food products, premium pricing remains a major barrier affecting repeated purchase behavior.

Based on the findings, organic food businesses are encouraged to focus on improving product quality, strengthening consumer trust, enhancing awareness, and implementing reasonable pricing strategies to increase repurchase intention and customer loyalty. Government agencies and policymakers also play an important role in promoting sustainable agriculture, supporting organic farming practices, and improving consumer awareness regarding healthy food consumption.

The findings of the study contribute toward the achievement of Sustainable Development Goals (SDGs), particularly SDG 3: Good Health and Well-Being and SDG 12: Responsible Consumption and Production. By encouraging healthy dietary habits, sustainable agricultural practices, and environmentally responsible consumer behavior, the study highlights the growing importance of the organic food sector in supporting long-term sustainability and public health.

In conclusion, the study confirms that perceived product quality serves as the primary driver of consumer repurchase intention toward organic food products, while price sensitivity significantly influences consumers' final purchasing decisions. Therefore, organic food businesses must strategically balance quality, affordability, trust, and sustainability to achieve long-term customer retention and sustainable market growth in Pollachi.

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