

# **A Behavioral Study on Consumer Choices in the Organic Food Industry**

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**Abstract:** *Organic food is always popular. Organic food's advantages are widely established, and with so many people dying from inadequate diet, awareness will grow. Organic food sales are increasing 9% yearly (Wood, 2019). The worldwide organic food and drink market will grow from \$115,984 million in 2015 to \$327,600 million in 2022, according Dwivedi (2016). Western Mumbai consumers' organic food opinions are studied. Our sample population's demographics, knowledge, challenges, and motives for organic food were explored. The 318 research participants completed a standardized questionnaire. Although organic food is popular, understanding and belief are limited. Organic food is recommended for safety and nourishment. Established organic food customers are unaffected by cost, even if some recognize the advantages but are afraid to pay more. This is why pricing deters non-organic food buyers most. Thus, organic food marketers should split the market into existing and future segments and build strategies to meet their demands*

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