

# Digital Influence on Consumer Behavior toward Organic Food in India

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**Abstract:** Digital technology helps many firms collect and analyze market and consumer data, engage customers, and raise brand recognition. Digital marketing improves consumer-business partner interactions using electronic and digital information and communication technology. This essay examines how internet marketing boosts organic food sales in India. As environmental and health concerns have increased, so has organic food demand. Organic goods are still underrepresented in India. This research investigates the top organic food companies using digital marketing to enhance sales. This article discusses digital marketing case studies that boost customer involvement, brand exposure, and income. This study examines literature, case studies, and industry data to find digital marketing strategies that might enhance Indian organic food sales. The study's findings may assist organic food companies, marketers, and regulators capitalize on India's growing organic food business and promote sustainability

**Keywords:** Digital marketing, Organic food market, Social media marketing