

# Study on Consumer Attitude towards Organic Food Products

Minakshi Kandari<sup>1</sup>, Tak Sahil<sup>2</sup>, Tiwari Ragini<sup>3</sup>  
Asst. Professor<sup>1</sup> and SYBCOM<sup>2,3</sup>

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

**Abstract:** *Organic food is food that undergoes minimal processing to maintain its integrity using natural methods, without the use of artificial preservatives, additives, or irradiation. There is a growing global awareness of environmental issues and their impact on biodiversity, sustainable agricultural methods, and the negative effects of chemical substances on soil, the environment, and human health. This has prompted a shift towards organic farming and the use of organic food. The concept of organic food is not novel. It is the outcome of a shifted mindset toward good dietary practices and can be regarded as a reversion to the traditional and natural eating patterns that humans have adhered to for centuries. India has a population of over 135 million people who are at danger of health issues such as diabetes, hypertension, obesity, and hormonal abnormalities. This has raised concerns and made consumers aware of the necessity of food quality and safety. This study would be valuable for those who do not consume organic products, scholars, farmers, and marketers of organic food products. It aims to uncover the factors that influence customers' attitudes towards organic food items, which in turn shape their favorable behavior and drive their intents to purchase.*

*In this particular context, the research has conducted a study on consumer behavior regarding organic food goods in Mumbai, the capital city of Maharashtra. Mumbai is the second-most populated city in India and is also known as the financial capital of the country. Due to the presence of individuals from different regions of India, the city exhibits a noticeable diversity in culture, lifestyle, and consumption patterns.*

**Keywords:** Organic food