**Abstract**

Organic agriculture has long served being the dominant form of agriculture since ages past. organic foods are free of harsh chemical pesticides. In this present scenario organic products grown in healthier soil contain higher amount nutrients and many tastes better than their conventional counterparts.. In this study the respondents were highly satisfied on organic food item with respect to their price level, service, and cleanliness and so on. In India, people give less importance to organic food. They have less awareness towards organic food and their consumption level is also very low**.** Organic food is treated as an important factor for the consumer to led hygienic life. Wastelands in India can be converted into cultivable lands where Organic farming can be implementedwhich will increase the productivity of organic products in future. Organic food is treated as an important factor for the consumer to led hygienic life. So the study consumer purchase behavior of organic food may offer a great potential to the market.