**Abstract**

This study attempted to gain knowledge about consumers’ willingness to pay high for organic food prod­ucts and their demographic characteristics. Data were collected in supermarkets, organic food shop and departmental stores in different areas of Coimbatore district, of Tamilnadu state. A total of 150 respondents were taken for the study. The data obtained from the survey were analyzed using percentage analysis and ANOVA. Result indicated that almost of the consumers are eager to pay 20 per cent high for organic food products and were heavily influenced by the perception on organic product worth of pay for and the belief on the safety and health aspect of the product.