



### RESEARCH ARTICLE

## IMPACT OF FACTORS INFLUENCING CONSUMER BEHAVIOR IN WEST BENGAL

**Dr. Sarmistha Agasti**

Assistant Professor Haldia Institute of Management West Bengal.

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### Abstract

In the last years, consumer behaviour and their decision-making process has advanced and has become an important topic in the marketing society. this paper presents an extensive review on the influencing factors on consumers behavior and their buying decision-making process in marketing. The marketing starts and finish with the consumer hence, consumer purchasing decision taking shows how well the organizations' marketing strategy suits marketing demand. Consumer behavior includes the psychological procedures which consumers experience in understanding their requirements. Discovering patterns to rectify these requirements, taking buying decisions for example, whether to purchase goods and services and if so, which types of brands and where, interpret tips, making plans, and executing these plans for example, with engaging in comparison shopping or real buying of products, Totally, modern and professional marketing staffs try to know consumers and their responses, therefore, analyses the essential traits of their behavior.

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**Corresponding Author:- Dr. Sarmistha Agasti**

Address:- Assistant Professor Haldia Institute of Management West Bengal.