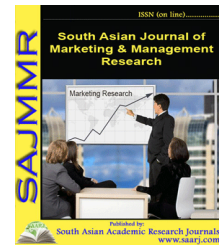




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## "DETERMINING THE FACTORS INFLUENCING CONSUMER DECISION MAKING AND CHOICE OF GREEN PRODUCTS: THE MODERATING ROLE OF CONSUMER DEMOGRAPHICS"

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### ABSTRACT

*The mercurial changes in marketing strategies has been one of the striking revelations of the 21<sup>st</sup> century world. The concepts of sales and customer satisfaction have undergone wholesome metamorphosis to integrate the concept of environmental sustainability. As consumers are becoming increasingly concerned about environmental issues, their consumption behaviour has also witnessed a dramatic change. It has been observed that consumers have a penchant towards green products and are instantaneously willing to pay more towards the purchase of such products. This in fact, has called for an urgent need on a company's think tank to revise their marketing strategies and practice the concept of green marketing. The twin objectives of the present research study is to examine and analyze the crux components of Green Products that influence purchases among the consumers of West Bengal and to investigate the influence of consumer demographics on such decision making process.*

**KEYWORDS:** *Green Products; Consumer Buying Behaviour; Attitudes And Intentions; Consumer Demographics; West Bengal*

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