

Consumer Behaviour towards Consuming Food Products across Cultural Boundaries with special reference to West Bengal

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Abstract: Consumers enjoy experiencing several foods from different cultures. This research highlights how the diversified community-base influences consumer buying behavior especially on food products in West Bengal. This study also considers other demographic factors like age, education, income, *among others*, on consumers buying behavior. In our research, we used survey data, as well as existing literature and published data through online content. Results revealed that most of the consumers of West Bengal prefer diversified food items across the different part of the state.

Keywords: Culture, West Bengal, Food Products, Consumer Behavior, Consumer

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