

Role of Digital marketing channels (social media & e-commerce platform) in women purchase decision of FMCG

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Abstract: Digital marketing has transformed the consumer decision-making process, particularly among women who actively engage with online platforms while purchasing Fast-Moving Consumer Goods (FMCG). This study examines the influence of social media channels and e-commerce platforms on women's purchasing behaviour, focusing on factors such as advertisements, influencers, online reviews, convenience, discounts, and return policies. Using descriptive and analytical research methods, the study analyses how demographic variables like age and educational qualifications significantly shape women's responsiveness to digital marketing strategies. The findings reveal that social media interactions—through advertisements, visuals, promotions, and influencer endorsements—and e-commerce features—such as home delivery, product ratings, variety, and easy returns—have a strong impact on FMCG purchase intentions. The results highlight the growing importance of digital channels in shaping modern women consumers' decisions and provide insights for marketers to design targeted online marketing strategies.

Keywords: Digital Marketing, Social Media, E-commerce Platforms, FMCG, Women Consumers, Purchase Decision, Online Reviews, Influencer Marketing.

1.INTRODUCTION:

The rise of digital technologies has revolutionized the marketing landscape, making social media and e-commerce platforms essential tools for influencing consumer behaviour. Women, as key decision-makers in household shopping, increasingly rely on online platforms for information, comparison, and purchase of FMCG products. Social media channels offer interactive content, influencer recommendations, and peer reviews that shape women's perceptions and brand preferences. Simultaneously, e-commerce platforms provide convenience, better discounts, product variety, and easy return policies that enhance the overall shopping experience. The growing penetration of smartphones, increased internet accessibility, and shifting consumer lifestyles have accelerated this trend. Understanding how these digital marketing channels influence women's purchase decisions is crucial for marketers aiming to capture the attention of digital-savvy consumers. This study explores the role of social media and e-commerce platforms in shaping FMCG buying behaviour among women, highlighting the factors that drive engagement, trust, and purchase intention in the digital space.

Review of Literature

Digital marketing has emerged as a powerful tool influencing consumer behaviour, particularly in the FMCG sector. Social media platforms create a dynamic environment where women actively engage with brands, advertisements, and influencer content. According to Mangold and Faulds (2009), social media serves as a hybrid promotional tool that combines traditional marketing and user-generated communication. Women consumers rely heavily on online reviews and peer recommendations, which significantly affect purchase decisions (Erkan & Evans, 2016). Influencer marketing has also gained prominence, as trust in influencers enhances brand credibility and drives product adoption (Lou & Yuan, 2019). In the context of FMCG, digital promotions and targeted advertisements on platforms like Instagram and Facebook help increase product awareness among female consumers (Kumar & Gupta, 2016). Visual content, particularly short videos and product

demonstrations, plays a crucial role in capturing attention and influencing impulse purchases (Ashley & Tuten, 2015). E-commerce platforms contribute further by offering convenience, competitive pricing, and extensive product variety. According to Sharma and Aggarwal (2019), features such as discounts, home delivery, and easy return policies significantly motivate online purchases, especially among women. Consumer trust is enhanced through product ratings and reviews, which serve as digital word-of-mouth and reduce perceived risk (Chevalier & Mayzlin, 2006). Research by Singh and Rana (2020) indicates that women prefer e-commerce platforms for FMCG due to time-saving benefits and access to diversified options not always available in physical stores.

Objectives of the Study

1. To examine the influence of digital marketing channels, on women's purchase decisions regarding FMCG products.
2. To analyse how demographic factors affect women's responsiveness to digital marketing strategies in the FMCG sector.

Methodology

The study adopts a descriptive and analytical research design to investigate the role of digital marketing channels in influencing women's FMCG purchase decisions. Primary data is collected through a structured questionnaire using a Likert scale to measure perceptions related to social media influence, e-commerce features, and demographic attributes. A sample size (as per your dataset) can be specified—commonly 200 to 300 women respondents—selected through convenience sampling from urban areas. The data is analysed using statistical techniques such as ANOVA, mean scores, and percentage analysis to identify significant differences across age and education groups. Secondary data is gathered from journals, books, and online research publications to support conceptual understanding. The methodology helps examine both behavioural patterns and demographic influences on digital marketing effectiveness.

Statement of the Problem

The rapid growth of digital marketing has transformed how consumers, especially women, engage with FMCG brands through social media platforms and e-commerce websites. Women increasingly rely on digital content such as online advertisements, influencer recommendations, product reviews, discounts, and home delivery services to make informed purchase decisions. However, the extent to which these digital marketing channels influence women's buying behaviour varies based on demographic factors such as age, education, and digital literacy. Despite the rising importance of digital platforms in shaping consumer preferences, there is limited empirical evidence examining how different elements of social media and e-commerce platforms specifically impact women's FMCG purchase decisions. This study seeks to address this gap by analysing the role and effectiveness of digital marketing channels in influencing women's purchasing behaviour and identifying which digital factors significantly drive their FMCG product choices.

Analysis and Interpretations

The analysis examines how digital marketing channels, specifically social media and e-commerce platforms, influence women's purchase decisions regarding FMCG products. Using statistical tools such as mean scores and ANOVA, the study interprets variations in consumer perceptions across different age groups and educational levels. The findings highlight the extent to which advertisements, influencer content, online reviews, discounts, and convenience features shape buying behaviour. These insights help identify the most impactful digital factors driving women's FMCG preferences. Null Hypothesis: There is no significant difference among Age Group with respect to Factors of Social Media Usage

Table 1 ANOVA for significant difference among Age Group with respect to Factors of Social Media Usage

Factors of Social Media Usage	Age Groups					F Value	P Value
	Below 20	20 to 30	31 to 40	41 to 50	Above 50		
Which social media platforms influence your FMCG purchase the most	3.00 (0.00)	3.33 (0.96)	3.00 (0.93)	3.20 (0.76)	2.25 (0.84)	10.33	<0.001**
Social media advertisements make me aware of new FMCG products	3.00 (0.00)	4.67 (0.48)	4.14 (1.13)	2.80 (1.61)	4.50 (0.51)	24.14	<0.001**
Influencers' reviews affect my choice of FMCG brands	4.00 (0.00)	2.67 (1.27)	3.86 (1.00)	3.40 (1.37)	4.75 (0.44)	20.72	<0.001**
Social media promotions motivate me to buy FMCG products	1.00 (0.00)	4.33 (0.96)	4.14 (1.13)	4.00 (1.11)	4.00 (1.01)	23.54	<0.001**
User reviews and comments help me evaluate product quality	4.00 (0.00)	3.33 (1.27)	3.86 (1.36)	3.40 (1.98)	3.50 (1.52)	1.27	0.285
Attractive visuals and videos influence my purchase decisions.	5.00 (0.00)	3.00 (0.00)	3.86 (1.56)	4.20 (0.40)	4.00 (1.75)	7.51	<0.001**

Note: 1. The value within bracket refers to SD
2. ** denotes significant at 1% level.
3. * denotes significant at 5% level.

The ANOVA results indicate that age plays a significant role in shaping how women perceive and use digital marketing channels when making FMCG purchase decisions. The findings show statistically significant differences among age groups for most The rise of digital technologies has revolutionized the marketing

social media usage factors, including the influence of social media platforms, awareness created through advertisements, the impact of influencers' reviews, motivation from social media promotions, and the effect of attractive visuals and videos, as all these variables have p-values below 0.001. This suggests that younger women, particularly those in the 20–30 and 31–40 age groups, are more strongly influenced by digital marketing elements on social media. In contrast, older age groups show comparatively lower responsiveness to these factors. However, user reviews and comments do not show a significant difference across age groups ($p = 0.285$), indicating that women of all ages rely similarly on peer feedback when evaluating product quality. Overall, the results highlight that social media and e-commerce platforms significantly shape FMCG purchase behaviour among women, but their impact varies across age groups, emphasizing the need for age-specific digital marketing strategies.

Null Hypothesis: There is no significant difference among Educational Qualifications with respect to Factors of Social Media Usage

Table 2 ANOVA for significant difference among Educational Qualifications with respect to Factors of Social Media Usage

Note: 1. The value within bracket refers to SD
2. ** denotes significant at 1% level.

Factors of Social Media Usage	Educational Qualifications				F Value	P Value
	School	UG	PG	Professional		
Which social media platforms influence your FMCG purchase the most	3.50 (0.50)	3.14 (0.35)	1.67 (0.48)	2.7500 (1.31406)	52.864	<0.001**
Social media advertisements make me aware of new FMCG products	3.1667 (1.22265)	3.4286 (1.30211)	5.00 (0.00)	5.00 (0.00)	46.437	<0.001**
Influencers' reviews affect my choice of FMCG brands	3.83 (1.35)	3.57 (1.06)	4.33 (0.48)	3.50 (1.52)	3.919	<0.001**
Social media promotions (offers, discounts) motivate me to buy FMCG products	3.5000 (1.61959)	3.4286 (1.90943)	4.67 (0.48)	5.00 (0.00)	29.842	<0.001**
User reviews and comments help me evaluate product quality	3.83 (1.47)	3.71 (1.76)	4.33 (0.48)	2.50 (1.13)	12.391	<0.001**
Attractive visuals and videos influence my purchase decisions.	3.67 (1.26)	4.28 (1.17)	3.33 (1.73)	4.00 (1.01)	5.433	<0.001**

3. * denotes significant at 5% level.

The ANOVA results indicate that educational qualification significantly influences how women perceive and utilize digital marketing channels in their FMCG purchase decisions. All factors of social media usage show highly significant differences across educational levels, with p-values less than 0.001. Women with higher educational qualifications, particularly at the PG and professional levels, exhibit stronger agreement that social media advertisements, promotional offers, influencer reviews, and attractive visuals influence their FMCG purchasing behaviour. This suggests that more educated consumers are highly receptive to digital marketing content and actively engage with online promotional strategies. Meanwhile, women with school-level and

landscape, making social media and e-commerce platforms

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essential tools for influencing consumer behaviour. Women, as key decision-makers in household shopping, increasingly rely on online platforms for information, comparison, and purchase of FMCG products. Social media channels offer interactive content, influencer recommendations, and peer reviews that shape women's perceptions and brand preferences. Simultaneously, e-commerce platforms provide convenience, better discounts, product variety, and easy return policies that enhance the overall shopping experience. The growing penetration of smartphones, increased internet accessibility, and shifting consumer lifestyles have accelerated this trend. Understanding how these digital marketing channels influence women's purchase decisions is crucial for marketers aiming to capture the attention of digital-savvy consumers. This study explores the role of social media and e-commerce platforms in shaping FMCG buying behaviour among women, highlighting the factors that drive engagement, trust, and purchase intention in the digital space.

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Statement of the Problem

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demonstrations, plays a crucial role in capturing attention and influencing impulse purchases (Ashley & Tuten, 2015). E-commerce platforms contribute further by offering convenience, competitive pricing, and extensive product variety. According to Sharma and Aggarwal (2019), features such as discounts, home delivery, and easy return policies significantly motivate online purchases, especially among women. Consumer trust is enhanced through product ratings and reviews, which serve as digital word-of-mouth and reduce perceived risk (Chevalier & Mayzlin, 2006). Research by Singh and Rana (2020) indicates that women prefer e-commerce platforms for FMCG due to time-saving benefits and access to diversified options not always available in physical stores.

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Analysis and Interpretations

The analysis examines how digital marketing channels, specifically social media and e-commerce platforms, influence women's purchase decisions regarding FMCG products. Using statistical tools such as mean scores and ANOVA, the study interprets variations in consumer perceptions across different age groups and educational levels. The findings highlight the extent to which advertisements, influencer content, online reviews, discounts, and convenience features shape buying behaviour. These insights help identify the most impactful digital factors driving women's FMCG preferences. Null Hypothesis: There is no significant difference among Age Group with respect to Factors of Social Media Usage

Table 1 ANOVA for significant difference among Age Group

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with respect to Factors of Social Media Usage

Factors of Social Media Usage	Age Groups					F Value	P Value
	Below 20	20 to 30	31 to 40	41 to 50	Above 50		
Which social media platforms influence your FMCG purchase the most	3.00 (0.00)	3.33 (0.96)	3.00 (0.93)	3.20 (0.76)	2.25 (0.84)	10.33	<0.001**
Social media advertisements make me aware of new FMCG products	3.00 (0.00)	4.67 (0.48)	4.14 (1.13)	2.80 (1.61)	4.50 (0.51)	24.14	<0.001**
Influencers' reviews affect my choice of FMCG brands	4.00 (0.00)	2.67 (1.27)	3.86 (1.00)	3.40 (1.37)	4.75 (0.44)	20.72	<0.001**
Social media promotions motivate me to buy FMCG products	1.00 (0.00)	4.33 (0.96)	4.14 (1.13)	4.00 (1.11)	4.00 (1.01)	23.54	<0.001**
User reviews and comments help me evaluate product quality	4.00 (0.00)	3.33 (1.27)	3.86 (1.36)	3.40 (1.98)	3.50 (1.52)	1.27	0.285
Attractive visuals and videos influence my purchase decisions.	5.00 (0.00)	3.00 (0.00)	3.86 (1.56)	4.20 (0.40)	4.00 (1.75)	7.51	<0.001**

Note: 1. The value within bracket refers to SD
2. ** denotes significant at 1% level.
3. * denotes significant at 5% level.

The ANOVA results indicate that age plays a significant role in shaping how women perceive and use digital marketing channels when making FMCG purchase decisions. The findings show statistically significant differences among age groups for most social media usage factors, including the influence of social media platforms, awareness created through advertisements, the impact of influencers' reviews, motivation from social media promotions, and the effect of attractive visuals and videos, as all these variables have p-values below 0.001. This suggests that younger women, particularly those in the 20–30 and 31–40 age

groups, are more strongly influenced by digital marketing elements on social media. In contrast, older age groups show comparatively lower responsiveness to these factors. However, user reviews and comments do not show a significant difference across age groups ($p = 0.285$), indicating that women of all ages rely similarly on peer feedback when evaluating product quality. Overall, the results highlight that social media and e-commerce platforms significantly shape FMCG purchase behaviour among women, but their impact varies across age groups, emphasizing the need for age-specific digital marketing strategies. Null Hypothesis: There is no significant difference among Educational Qualifications with respect to Factors of Social Media Usage

**Table 2 ANOVA for significant difference among Educational Qualifications
with respect to Factors of Social Media Usage**

Factors of Social Media Usage	Educational Qualifications				F Value	P Value
	School	UG	PG	Professional		
Which social media platforms influence your FMCG purchase the most	3.50 (0.50)	3.14 (0.35)	1.67 (0.48)	2.7500 1.31406	52.864	<0.001**
Social media advertisements make me aware of new FMCG products	3.1667 1.22265	3.4286 1.30211	5.00 (0.00)	5.00 (0.00)	46.437	<0.001**
Influencers' reviews affect my choice of FMCG brands	3.83 (1.35)	3.57 (1.06)	4.33 (0.48)	3.50 (1.52)	3.919	<0.001**
Social media promotions (offers, discounts) motivate me to buy FMCG products	3.5000 1.61959	3.4286 .90943	4.67 (0.48)	5.00 (0.00)	29.842	<0.001**
User reviews and comments help me evaluate product quality	3.83 (1.47)	3.71 (1.76)	4.33 (0.48)	2.50 (1.13)	12.391	<0.001**
Attractive visuals and videos influence my purchase decisions.	3.67 (1.26)	4.28 (1.17)	3.33 (1.73)	4.00 (1.01)	5.433	<0.001**

Note: 1. The value within bracket refers to SD
2. ** denotes significant at 1% level.
3. * denotes significant at 5% level.

The ANOVA results indicate that educational qualification significantly influences how women perceive and utilize digital marketing channels in their FMCG purchase decisions. All factors of social media usage show highly significant differences across educational levels, with p-values less than 0.001. Women with higher educational qualifications, particularly at the PG and professional levels, exhibit stronger agreement that social media
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advertisements, promotional offers, influencer reviews, and attractive visuals influence their FMCG purchasing behaviour. This suggests that more educated consumers are highly receptive to digital marketing content and actively engage with online promotional strategies. Meanwhile, women with school-level and undergraduate education show comparatively moderate levels of influence from digital marketing factors. The factor related to user reviews and comments also shows significant variation across groups, indicating that the importance placed on peer-generated content differs depending on educational background.

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Overall, the findings highlight that digital marketing channels, especially social media and e-commerce platforms, play a crucial role in shaping FMCG purchase decisions among women, but their effectiveness varies significantly based on educational attainment.

Null Hypothesis: There is no significant difference among Age Group with respect to Factors of E-Commerce Platform Influence

Table 3 ANOVA for significant difference among Age Group with respect to Factors of E-Commerce Platform Influence

E-Commerce Platform Influence	Age Group					F Value	P Value
	Below 20	20 to 30	31 to 40	41 to 50	Above 50		
Online platforms provide better discounts on FMCG products	1.00 (0.00)	4.67 (0.48)	3.28 (1.04)	4.2000 (1.18)	3.75 (0.84)	38.244	<0.001**
The convenience of home delivery influences my purchase decision	3.00 (0.00)	4.67 (0.48)	3.57 (1.51)	4.20 (0.75)	3.50 (1.52)	8.333	<0.001**
Product ratings and reviews help me choose the best product	2.00 (0.00)	4.6667 (0.48)	3.5714 1.50812	4.2000 .75523	3.7500 1.10232	14.867	<0.001**
Variety and availability on e-commerce platforms influence my choice	4.00 (0.00)	3.00 (0.83)	4.14 (1.36)	4.00 (1.57)	3.00 (1.60)	7.792	<0.001**
Easy return policies motivate me to purchase FMCG products online	5.00 (0.00)	4.33 (0.48)	3.43 (1.85)	4.80 (0.40)	3.75 (0.44)	14.549	<0.001**

Note: 1. The value within bracket refers to SD
2. ** denotes significant at 1% level.
3. * denotes significant at 5% level.

The ANOVA results reveal a significant difference among age groups with respect to various factors of e-commerce platform influence on women's FMCG purchase decisions. All variables show p-values below 0.001, indicating strong statistical significance. Younger women, especially those in the 20–30 age group, report higher influence from key e-commerce features such as discounts, home delivery convenience, product ratings, and return policies. Women aged 31–40 and 41–50 also demonstrate considerable reliance on e-commerce attributes, though the intensity of influence varies across factors. In contrast,

women below 20 and above 50 show comparatively lower engagement with most e-commerce benefits, suggesting lower digital adoption or reduced dependency on online platforms. The significant variation across age groups highlights that e-commerce platforms play a crucial role in shaping FMCG purchase behaviour among women, but different age segments value different aspects of online shopping. Overall, the findings emphasize the importance of age-specific digital marketing strategies, with e-commerce features such as discounts, variety, reviews, and easy returns acting as strong motivators for women in the active purchasing age groups. Null Hypothesis: There is no significant difference among Educational Qualifications with respect to Factors of E-Commerce Platform Influence

Table 4 ANOVA for significant difference among Educational Qualifications with respect to Factors of E-Commerce Platform Influence

Factors of E-Commerce Platform Influence	Educational Qualifications				F Value	P Value
	School	UG	PG	Professional		
Online platforms provide better discounts on FMCG products	3.50 (1.62)	3.00 (0.76)	4.33 (0.48)	4.75 (0.44)	31.955	<0.001**
The convenience of home delivery influences my purchase decision	3.83 (0.90)	2.86 (1.36)	4.67 (0.48)	5.00 (0.00)	51.667	<0.001**
Product ratings and reviews help me choose the best product	3.50 (1.13)	3.29 (1.39)	4.67 (0.48)	4.75 (0.44)	26.437	<0.001**
Variety and availability on e-commerce platforms influence my choice	4.83 (0.37)	3.00 (1.52)	2.33 (1.27)	4.25 (0.84)	53.295	<0.001**
Easy return policies motivate me to purchase FMCG products online	5.00 (0.00)	3.43 (1.41)	4.00 (0.00)	3.75 (1.66)	24.974	<0.001**

Note: 1. The value within bracket refers to SD
2. ** denotes significant at 1% level.
3. * denotes significant at 5% level.

The ANOVA results demonstrate that educational qualifications significantly influence women's perceptions of various e-commerce platform factors in their FMCG purchase decisions. All variables show p-values less than 0.001, indicating strong statistical significance across education levels. Women with

higher education, particularly those holding PG and professional degrees, exhibit stronger agreement that online discounts, home delivery convenience, product ratings and reviews, variety, and easy return policies shape their purchasing behaviour. This suggests that highly educated consumers are more digitally aware and rely more heavily on structured online shopping features. Conversely, women with school-level and undergraduate education show lower levels of influence from these e-commerce

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factors, indicating varying degrees of digital familiarity and trust. The findings emphasize that e-commerce platforms play an important role in motivating FMCG purchases among women, but the extent of influence differs considerably based on educational attainment. Therefore, digital marketing strategies on e-commerce platforms should be tailored to different educational segments to enhance engagement and purchasing outcomes.

Findings

1. Social media significantly influences women's FMCG purchase decisions, particularly through advertisements, influencer reviews, promotional content, and attractive visuals. Younger and more educated women show higher engagement and stronger influence from social media marketing.
2. E-commerce platforms play a major role in shaping purchase behaviour through discounts, convenience of home delivery, product variety, ratings and reviews, and easy return policies.
3. ANOVA results reveal significant differences across age groups and educational qualifications for most social media and e-commerce factors, indicating that demographic characteristics strongly impact digital marketing responsiveness.
4. User reviews remain one of the most trusted factors, cutting across age groups, showing the universal importance of online peer opinions.
5. Women with professional and postgraduate qualifications show the highest reliance on digital platforms, demonstrating greater digital literacy and confidence in online shopping.

Practical Implications

The findings of the study suggest that marketers should tailor their digital marketing strategies to match the varying needs and behaviours of women across different age and educational groups. Social media campaigns must focus on engaging visual content, influencer partnerships, and targeted advertisements to capture the attention of younger and digitally active women. E-commerce platforms should emphasize key features such as attractive discounts, reliable home delivery, product variety, and easy return policies to enhance consumer satisfaction and trust. Strengthening online review systems and ensuring transparent product information can further improve decision-making and encourage repeat purchases. Overall, businesses can achieve greater effectiveness by adopting demographic-specific digital

marketing approaches that align with women's preferences in the FMCG sector.

Conclusion

The study concludes that digital marketing channels, particularly social media and e-commerce platforms, play a crucial role in shaping women's purchase decisions in the FMCG sector. Social media influences through advertisements, influencer endorsements, user reviews, and visual content significantly impact brand awareness and product choice. Similarly, e-commerce features such as discounts, home delivery, product variety, ratings, and easy return policies enhance convenience and trust, motivating women to purchase FMCG products online. The findings also show that age and educational qualifications affect the level of influence, highlighting the need for marketers to adopt targeted digital strategies to effectively reach diverse groups of women consumers.

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