

PATTERNS OF ONLINE BUYING BEHAVIOUR AMONG WOMEN CONSUMERS OF FAST-MOVING CONSUMER GOODS

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ABSTRACT

The rise of e-commerce has significantly influenced the buying behaviour of women in the Fast-Moving Consumer Goods (FMCG) sector. This study explores patterns of online buying behaviour among women and examines whether demographic factors such as age, education, income, and occupation significantly influence online FMCG shopping. A one-way ANOVA test is used to determine the difference in buying behaviour scores across demographic groups. The results reveal that certain demographic factors significantly influence women's preferences, motivations, and online shopping frequency, while others show no significant effect. The study concludes with implications for marketers and suggestions to enhance women's digital purchasing experience.

KEYWORDS: *Fast-Moving Consumer Goods (FMCG)*

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