

Role of Digital Marketing in Influencing Women's Perception towards Sustainable Products

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Abstract: *In recent years, the intersection of digital marketing and sustainability has garnered significant attention. This paper delves into the pivotal role digital marketing plays in shaping women's perceptions towards sustainable products. With women increasingly becoming key decision-makers in household consumption and showing a growing interest in sustainability, understanding how digital marketing strategies influence their perceptions is crucial. Furthermore, it investigates how factors such as informational content, visual appeals, and interactive engagement influence women's cognitive processes and decision-making regarding sustainable consumption. By examining various digital marketing tools and tactics, along with psychological and socio-cultural factors, this paper aims to provide insights into how sustainable brands can effectively leverage digital platforms to engage and influence female consumers positively.*

Keywords: Consumer Buying Behaviour, Digital Marketing, Green Products, Social Media, Sustainable Consumption, Women's Perception