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The Influence of Advertisements on Online Shopping Decisions among Household Women in East Godavari District, Andhra Pradesh

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ABSTRACT

The growth of digital technology and e-commerce has transformed consumer purchasing behaviour, making online advertising an important influence on shopping decisions. This study examines how advertisements influence the online shopping decisions of household women in East Godavari District, Andhra Pradesh, focusing on five advertising factors: informational value, visual appeal, credibility through customer reviews, personalisation and relevance, and promotional appeal.

Primary data were collected through a structured questionnaire from 71 household women, and analysed with descriptive statistics, Cronbach's alpha, Pearson and Spearman correlation, multiple regression and Kruskal-Wallis tests. Respondents rated all advertising features significantly above neutral. Overall advertisement influence was significantly related to shopping decisions ($r = 0.42$), as were informativeness ($r = 0.43$), attractiveness ($r = 0.30$) and credibility ($r = 0.47$), while personalisation and promotional offers were not. In a regression explaining 28.9% of the variation in decisions, credibility was the only significant predictor. Decisions did not differ significantly by age, education or occupation.

The findings suggest that marketers should give priority to trust-building features such as customer reviews and clear product information, alongside offers. Results are indicative because of the small convenience sample.

Keywords: Online Advertising, Online Shopping Decisions, Household Women, Consumer Behaviour, Digital Marketing, E-commerce, East Godavari District.

1. Introduction

Online advertising has become a major influence on how consumers search for, evaluate and buy products, and household women are an important group to study because they take part in decisions on household needs as well as personal products. As online shopping grows, businesses increasingly rely on digital advertising to attract consumers and shape their purchase decisions.

Digital advertising now goes well beyond television, newspapers and magazines to include social media, search engines, websites, mobile applications and e-commerce platforms. Online advertisements tell consumers about product features, prices, benefits, availability and offers. Visual appeal, discounts, personalisation and the recommendations or reviews of other consumers can also affect how products are evaluated.

Household women contribute to purchasing decisions for the family and for themselves. With online shopping platforms spreading, advertisements can be an important source of information when women search for and compare products. The strength of this influence may, however, differ by demographic characteristics, purchasing habits and local context.

Previous studies have examined advertising and online consumer behaviour, but few have looked at how different characteristics of online advertisements shape the shopping decisions of household women in East Godavari District, Andhra Pradesh. This study examines five dimensions of online advertising – informational value, visual appeal, promotional appeal, personalisation and relevance, and social influence (customer reviews and ratings) – and their influence on online shopping decisions.

1.1 Statement of the Problem

Online shopping is growing rapidly, and online advertisements play an important part in influencing buying decisions. Useful information, attractive presentation, trust, personal relevance and offers may all affect these decisions. Yet little research has focused on household women in East Godavari District. This study therefore examines how online advertisements influence their online shopping decisions.

1.2 Significance of the Study

- **Marketers and advertisers:** shows which advertising features (information, visuals, offers, personalisation, reviews) most influence household women, so campaigns can be targeted better.
- **E-commerce platforms:** indicates which channels (for example YouTube, Instagram, Facebook, shopping apps) reach this group most often.
- **Academia:** adds district-level evidence on a consumer group and region that the literature has largely overlooked.

2. Review of Literature

Thirunarayanassamy and Malarvijy (2015), in *Impact of Advertisement on Consumer Buying Behavior Towards Facial Skin Care Products*, found that advertisements significantly influenced purchasing behaviour and that demographic characteristics affected consumers' responses. The study was limited to facial skincare products and did not examine online shopping decisions or household women.

Bhargav (2017), in *A Study on Factors Affecting Online Shopping of Consumers in Rural Haryana*, found that age significantly influenced online shopping, with younger consumers showing greater interest. Advertising was not the primary factor examined, the study did not focus on women involved in household purchasing, and it was limited to rural Haryana.

Okiyi, Odionye, Emetumah and Awobamise (2020), in *Influence of Advertising on Abuja Women's Choices of E-Commerce Platforms*, found that online advertising significantly influenced women's choice of e-commerce platforms. The study was conducted in Abuja, Nigeria, and concentrated on platform choice rather than broader online shopping decisions among household women.

Siddiqui et al. (2021), in *A Study on the Influence and Impact of Advertising to Consumer Purchase Behavior in Rural Areas of India*, found that advertising significantly affected rural consumers' purchase decisions, with television an influential medium. The study focused on rural Uttar Pradesh and did not examine online advertisements, women or online shopping decisions.

Chithra Lekha (2023), in *Consumer Purchasing Decisions Towards Online Shopping in Ramanathapuram District of Tamil Nadu*, found that awareness, convenience and consumer perceptions significantly affected purchasing decisions. Although closely related to online shopping, the study did not examine the influence of advertisements on women's online purchasing decisions.

Singh and Lalhall (2024), in *A Study of Consumer Attitude Towards Online Shopping among Rural Population of Patna District*, examined price, trust, perceived risk, discounts and convenience. Promotional offers, trust, convenience, website reputation and timely delivery influenced attitudes towards online shopping. The study focused on rural Patna and did not directly examine advertisements or household women.

Kaur and Singla (2025), in *Empowered Consumers: The Influence of Advertising on Women's Buying Behavior in India*, found that age, education, marital status and family type influenced women's responses to advertisements and purchasing decisions. The study covered general buying behaviour among women in Punjab, Haryana and Chandigarh rather than online shopping specifically.

2.1 Research Gap

Previous studies have examined the effect of advertising on consumer buying behaviour and the factors influencing online shopping. Few, however, focus on how online advertisements influence the online shopping decisions of household women, and none of the reviewed studies covers East Godavari District, Andhra Pradesh. This study addresses these demographic, geographical and contextual gaps.

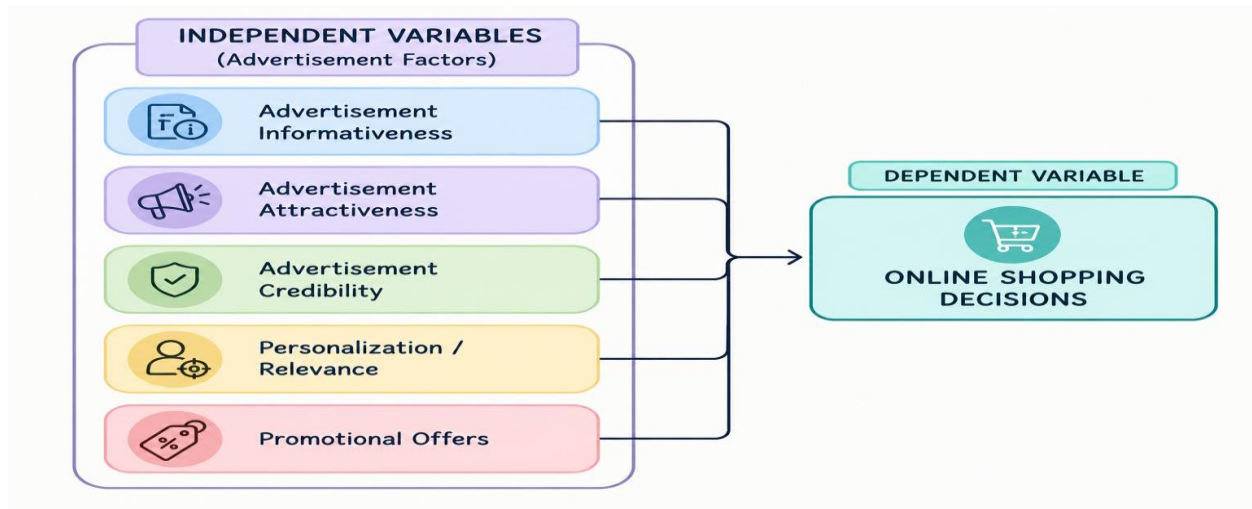
3. Objectives, Conceptual Framework and Hypotheses

3.1 Objectives of the Study

1. To study the influence of advertisement informativeness on online shopping decisions among household women.
2. To examine the influence of advertisement attractiveness on online shopping decisions.
3. To assess the influence of advertisement credibility (customer reviews and ratings) on online shopping decisions.
4. To determine the influence of advertisement personalisation and relevance on online shopping decisions.
5. To examine the influence of promotional offers in advertisements on online shopping decisions.
6. To determine the overall influence of advertisements on online shopping decisions among household women.

3.2 Conceptual Framework

The framework groups the questionnaire variables into three dimensions: advertisement appeal (informativeness and attractiveness), trust and relevance (credibility and personalisation), and promotional factors. These are expected to influence the online shopping decisions of household women, measured by purchase after seeing an advertisement and by purchase intention.



3.3 Hypothesis

No.	Null hypothesis (H0)	Alternative hypothesis (H1)
1	No significant relationship between advertisement informativeness and online shopping decisions of household women	A significant relationship exists
2	No significant relationship between advertisement attractiveness and online shopping decisions	A significant relationship exists
3	No significant relationship between advertisement credibility and online shopping decisions	A significant relationship exists
4	No significant relationship between advertisement personalisation / relevance and online shopping decisions	A significant relationship exists
5	No significant relationship between promotional offers in advertisements and online shopping decisions	A significant relationship exists
6 (overall)	Advertisements have no significant influence on the online shopping decisions of household women in East Godavari District	Advertisements have a significant influence on the online shopping decisions of household women in East Godavari District

4. Research Methodology

4.1 Research Design

The study uses a quantitative, descriptive and analytical cross-sectional design to measure how five features of online advertisements relate to the online shopping decisions of household women.

4.2 Data Sources

- **Primary data:** a structured questionnaire completed by household women in East Godavari District, Andhra Pradesh.
- **Secondary data:** journal articles and published studies on advertising and online consumer behaviour.

4.3 Sample

The study is based on 71 completed responses, selected by convenience sampling. All respondents contribute to household purchasing decisions to some degree. Fifty-seven (80.3%) had bought a product online in the previous six months; the 14 who had not are retained, and every main result is repeated for the 57 purchasers as a robustness check.

4.4 Questionnaire

The questionnaire has 25 closed-ended questions in three parts:

- **Profile and shopping behaviour (Q1–Q10):** household decision role, recent online purchase, age, education, occupation, purchase frequency, products bought, how often ads are noticed, where ads are seen, and how often a product is explored after an ad.
- **Advertising and decision statements (Q11–Q24):** 14 statements rated on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).
- **Most influential factor (Q25):** one multiple-choice question.

4.5 Variables and Measurement

Variable	Items	Role
Informativeness	Q11, Q12, Q16	Independent
Attractiveness	Q13, Q14, Q15	Independent
Credibility (customer reviews and ratings)	Q22	Independent
Personalisation and relevance	Q20, Q21	Independent
Promotional offers	Q17, Q18, Q19	Independent
Overall advertisement influence	Mean of the five constructs above	Independent (H6)
Online shopping decision	Q23 (purchase after seeing an ad), Q24 (influence on purchase intention)	Dependent
Profile and behaviour	Q1–Q10	Grouping variables

Each construct score is the mean of its items (range 1–5). Credibility is measured by a single item, so its results are indicative only.

4.6 Statistical Tools

- Frequencies, percentages, means and standard deviations
- Cronbach's alpha for reliability (acceptable at 0.70 or above)
- One-sample t-test of each construct against the neutral midpoint of 3
- Pearson correlation to test H1–H6, with Spearman correlation as a check because the scores are not normally distributed
- Multiple linear regression of the shopping decision on the five constructs, with variance inflation factors for multicollinearity
- Kruskal-Wallis H test for differences across demographic and behavioural groups
- Significance level: 5% ($p < 0.05$)

Analysis was run in Python (pandas and SciPy).

4.7 Ethical Considerations

Participation was voluntary, responses are anonymous and are used for academic purposes only.

5. Data Analysis and Interpretation

Respondents agree that online advertisements influence them, and credibility (customer reviews and ratings) and informativeness are the features most clearly tied to shopping decisions; personalisation and promotional offers are not significantly related. The analysis covers all 71 responses, with a robustness check on the 57 who bought online in the past six months.

5.1 Respondent Profile

Variable	Category	Frequency	%
Household purchase role (Q1)	Yes, mainly	30	42.3
	Yes, jointly with family	25	35.2
	Occasionally	16	22.5
Bought online in past 6 months (Q2)	Yes	57	80.3
	No	14	19.7
Age (Q3)	Below 25	6	8.5
	25–34	13	18.3
	35–44	34	47.9
	45–54	14	19.7
	55 and above	4	5.6
Education (Q4)	School	23	32.4
	Intermediate	27	38.0
	Undergraduate	17	23.9
	Professional / other	4	5.6
Occupation (Q5)	Homemaker	48	67.6
	Salaried employee	12	16.9
	Self-employed	7	9.9
	Business owner	4	5.6

The typical respondent is a homemaker aged 35–44 with school or intermediate education who takes part in household purchasing.

5.2 Online Shopping and Advertisement Exposure

Variable	Category	Frequency	%
Purchase frequency (Q6)	Less than once a month	20	28.2
	Once a month	24	33.8
	2–3 times a month	20	28.2
	4–5 times a month	4	5.6
	More than 5 times a month	3	4.2
Products bought (Q7)	Household products	21	29.6
	Clothing / fashion	16	22.5
	Beauty and personal care	12	16.9
	Groceries	10	14.1

Variable	Category	Frequency	%
	Food	7	9.9
	Electronics	4	5.6
	Other	1	1.4
Notice online ads (Q8)	Rarely	12	16.9
	Sometimes	31	43.7
	Often	22	31.0
	Very often	6	8.5
Main place ads are seen (Q9)	YouTube	20	28.2
	Instagram	14	19.7
	Online shopping apps	14	19.7
	Facebook	13	18.3
	Websites	5	7.0
	Google / search engines	5	7.0
Explore a product after an ad (Q10)	Never	3	4.2
	Rarely	15	21.1
	Sometimes	29	40.8
	Often	23	32.4
	Very often	1	1.4
Factor influencing decisions most (Q25)	Customer reviews	19	26.8
	Discounts and offers	18	25.4
	Product information	18	25.4
	Attractive images / videos	8	11.3
	Other	5	7.0
	Influencer recommendations	3	4.2

The three most-cited influences (reviews, discounts and product information) each account for about a quarter of respondents, and YouTube is the most common place for seeing ads.

5.3 Agreement with the Advertisement Statements

Agreement is highest for discounts and special offers (about 72–73% agree) and lowest for informational statements (45–48%). All 14 item means are above the neutral value of 3.

Construct	Statement (item)	Mean	SD	% agree or strongly agree
Informativeness	Ads help me understand features and benefits (Q11)	3.35	0.74	45.1
	Ads help me make informed choices (Q12)	3.42	0.67	47.9
	Ads provide useful information (Q16)	3.85	0.80	70.4
Attractiveness	Attractive images raise my interest (Q13)	3.68	0.67	64.8
	Videos or demonstrations make products appealing (Q14)	3.58	0.92	56.3
	Overall presentation affects my perception (Q15)	3.80	0.82	69.0

Construct	Statement (item)	Mean	SD	% agree or strongly agree
Credibility	Reviews and ratings influence my interest (Q22)	3.83	0.97	66.2
Personalisation	I notice ads that match my needs (Q20)	3.66	0.86	54.9
	Personalised ads make me explore a product (Q21)	3.58	0.73	56.3
Promotional offers	Discounts encourage me to consider buying (Q17)	3.96	0.90	73.2
	Special offers increase my interest (Q18)	3.99	0.95	71.8
	Limited-time offers make me more likely to consider (Q19)	3.63	1.05	53.5
Shopping decision	I have purchased after seeing an ad (Q23)	3.49	0.83	60.6
	Ads influence my purchase intention (Q24)	3.66	0.74	56.3

5.4 Reliability and Construct Scores

Reliability is acceptable for promotional offers (alpha 0.78) and for the 12 advertisement items taken together (0.78), but low for the short informativeness (0.39), attractiveness (0.51), personalisation (0.23) and decision (0.28) scales. Results for those constructs are therefore indicative. Every construct mean is significantly above the neutral midpoint (one-sample t-tests, all $p < 0.001$).

Construct	Items	Cronbach's alpha	Mean	SD
Informativeness	3	0.39	3.54	0.50
Attractiveness	3	0.51	3.69	0.58
Credibility	1	not applicable	3.83	0.97
Personalisation	2	0.23	3.62	0.60
Promotional offers	3	0.78	3.86	0.81
Overall advertisement influence	12	0.78	3.71	0.47
Online shopping decision	2	0.28	3.58	0.60

5.5 Hypothesis Tests (H1–H6)

H1, H2, H3 and H6 are rejected, while H4 and H5 are not. Pearson correlation with the shopping decision is shown, with the Spearman result and the purchasers-only check.

Hypothesis	Construct	Pearson r (n = 71)	p	Spearman ρ	Purchasers only (n = 57)	Decision
H1	Informativeness	0.43	< 0.001	0.41	$r = 0.39, p = 0.003$	H0 rejected
H2	Attractiveness	0.30	0.011	0.38	$r = 0.18, p = 0.175$	H0 rejected, but not significant for purchasers
H3	Credibility	0.47	< 0.001	0.36	$r = 0.46, p < 0.001$	H0 rejected
H4	Personalisation	0.06	0.598	0.14	$r = 0.01, p = 0.915$	H0 not rejected
H5	Promotional offers	0.14	0.255	0.17	$r = 0.11, p = 0.426$	H0 not rejected
H6	Overall advertisement influence	0.42	< 0.001	0.41	$r = 0.37, p = 0.005$	H0 rejected

A simple regression of the shopping decision on the overall advertisement index gives a slope of 0.54 (R-squared 0.18, $p < 0.001$): each one-point rise in the index goes with a 0.54-point rise in the decision score.

5.6 Multiple Regression

The five constructs together explain 28.9% of the variation in shopping decisions (adjusted R-squared 0.235; $F(5, 65) = 5.29$, $p < 0.001$). Only credibility is a significant predictor; informativeness is marginal. Variance inflation factors are all below 1.7, so multicollinearity is not a concern.

Predictor	B	SE	Standardised beta	p	VIF
Constant	1.56	0.55		0.006	
Credibility	0.21	0.08	0.34	0.008	1.39
Informativeness	0.31	0.16	0.25	0.064	1.67
Attractiveness	0.13	0.13	0.13	0.320	1.43
Promotional offers	-0.08	0.09	-0.11	0.384	1.38
Personalisation	-0.01	0.12	-0.01	0.958	1.26

For the 57 purchasers the pattern is the same (R-squared 0.259, adjusted 0.186, $F(5, 51) = 3.56$, $p = 0.008$), with credibility the only significant predictor (beta 0.37, $p = 0.015$).

5.7 Differences across Groups

Shopping decisions and overall advertisement influence do not differ significantly by age, education, occupation, household role, recent purchase, purchase frequency or the platform where ads are mainly seen (Kruskal-Wallis, all $p > 0.05$). How often respondents notice ads, explore products after ads or shop online is also unrelated to either score (Spearman rho between -0.19 and 0.15, all $p > 0.05$).

Grouping variable	Advertisement influence	Shopping decision
Age	$H(4) = 6.15$, $p = 0.188$	$H(4) = 6.96$, $p = 0.138$
Education	$H(3) = 1.24$, $p = 0.743$	$H(3) = 0.10$, $p = 0.991$
Occupation	$H(3) = 5.39$, $p = 0.145$	$H(3) = 3.03$, $p = 0.388$
Household purchase role	$H(2) = 4.24$, $p = 0.120$	$H(2) = 0.06$, $p = 0.970$
Bought online in past 6 months	$H(1) = 0.15$, $p = 0.696$	$H(1) = 0.00$, $p = 0.988$
Purchase frequency	$H(4) = 6.42$, $p = 0.170$	$H(4) = 1.31$, $p = 0.860$
Platform where ads are seen	$H(5) = 7.91$, $p = 0.161$	$H(5) = 7.46$, $p = 0.189$

Several groups have fewer than five respondents (for example age 55 and above, $n = 4$), so these tests have low power.

6. Discussion

Advertisements are clearly noticed and valued by household women in East Godavari, but only some advertising features translate into shopping decisions. Overall advertisement influence is positively related to decisions ($r = 0.42$), which agrees with Thirunarayanasamy and Malarvijay (2015), Okiyi et al. (2020) and Siddiqui et al. (2021), who found that advertising significantly influences purchasing behaviour.

Credibility and reviews matter most. Customer reviews and ratings have the strongest link with decisions ($r = 0.47$; the only significant regression predictor) and are the most-cited influence in Q25 (26.8%). This fits Singh and Lalhall (2024), who found that trust and website reputation shape attitudes to online shopping. Credibility is measured by one item, so this result needs confirming with a fuller scale.

Information helps, appearance less so. Informativeness is significantly correlated with decisions ($r = 0.43$) and marginal in the regression ($p = 0.064$). Attractiveness is correlated ($r = 0.30$), but the link weakens for purchasers and disappears in the regression, so visuals appear to matter less than usefulness and trust.

Offers are liked but do not predict decisions. Respondents agree most strongly with the statements about discounts and special offers (about 72–73% agree), and 25.4% name discounts as the top influence, yet promotional offers are not significantly related to the decision scores ($r = 0.14$). Offers may attract interest without being what separates women who buy after seeing an ad from those who do not. This contrasts with Singh and Lalhall (2024), who found promotional offers influential.

Personalisation is not a differentiator. Personalised and relevant ads are rated positively (mean 3.62), but show no relationship with decisions ($r = 0.06$).

Demographics make little difference. Age, education, occupation and shopping frequency do not significantly differ in advertisement influence or decisions, unlike Kaur and Singla (2025), who found that age, education and family type mattered. With only 71 respondents and small subgroups, a real difference could have gone undetected.

Channels. YouTube (28.2%), Instagram (19.7%), shopping apps (19.7%) and Facebook (18.3%) account for most ad exposure, so social and video platforms are the main reach channels for this group.

6.1 Findings

1. Respondents are mostly homemakers (67.6%) aged 35–44 (47.9%), and 80.3% had bought online in the past six months.
2. Every advertising construct is rated significantly above neutral; promotional offers (mean 3.86) and credibility (3.83) are rated highest.
3. Informativeness, attractiveness and credibility are significantly related to shopping decisions; personalisation and promotional offers are not.
4. Overall advertisement influence is significantly related to shopping decisions ($r = 0.42$), and the five constructs explain 28.9% of their variation.
5. Credibility is the only significant regression predictor (beta 0.34); informativeness is marginal.
6. Customer reviews (26.8%), discounts and offers (25.4%) and product information (25.4%) are the most cited influences.
7. Decisions do not differ significantly by age, education, occupation, household role, purchase frequency or platform.

6.2 Suggestions

- **Marketers:** put verified customer reviews and ratings at the centre of ads aimed at household women, and pair them with clear product information.
- **E-commerce platforms:** show ratings and review summaries inside ads and keep product details accurate and easy to read.
- **Advertisers:** use discounts to attract attention, but do not rely on offers or personalisation alone to convert; invest in credibility.
- **Channel planning:** concentrate budgets on YouTube, Instagram, shopping apps and Facebook, where this group sees most ads.

6.3 Limitations and Scope for Further Research

- The sample is small (71) and chosen by convenience, so results cannot be generalised to all of East Godavari District.
- Several scales are short (two to three items) with low reliability, and credibility is a single item; the construct-level results are indicative.
- The two decision items are weakly correlated ($r = 0.16$), so the dependent variable is noisy.
- Responses are self-reported perceptions, and the cross-sectional design cannot show causation.
- Subgroups are very small, which limits the group comparisons.
- Future work can use a larger probability sample, multi-item validated scales (including credibility and social influence), and techniques such as structural equation modelling.

7. Conclusion

Among 71 household women in East Godavari District, online advertisements are widely noticed and positively regarded, and overall advertisement influence is significantly related to online shopping decisions. Credibility through customer reviews and ratings, and to a lesser extent informational value, are the features most closely tied to decisions, whereas personalisation and promotional offers are not significantly related despite favourable ratings. Marketers targeting this group should therefore emphasise trust and useful information alongside offers. Given the small convenience sample and short scales, the findings are best treated as indicative evidence for the district.

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