



Woman in Development and Politics

The Impact of Women's Electronic Lifestyle on Advertising Acceptance and Intention to Purchase Online: A Structural Analysis

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Article Info	ABSTRACT
Article type: Research Article	Introduction Today, the development of the Internet is associated with the electronic lifestyle. Knowing the style and lifestyle of people is essential in providing appropriate services to their various departments. Therefore, it seems that according to the technological developments and the use of new technologies, people's electronic lifestyle is a tool for marketing and designing services based on information and communication technology. The purpose of this study is to investigate the effect of electronic life-style on the acceptance of advertisements and intention to buy online among women in Ahvaz city. Therefore, in terms of its nature and purpose, this study is an applied research, and in terms of the method of data collection or research design, it is a quantitative and descriptive-correlational research.
Article history: Received: 8 December 2024 Received in revised form: 4 March 2025 Accepted: 20 April 2025 Published online: 21 April 2025	Methodology The statistical population of the study includes all the women citizens of Ahvaz who have experience of online shopping, due to the difficulty and lack of access to all of them using the available non-random sampling method and according to the Cochran's sampling formula, 384 people were selected as the sample. Data collection was in the section of theoretical foundations and research background of the library method (review of books, international scientific articles and valid scientific databases and taking notes) and standard questionnaires with validity and reliability were used to measure research variables. Thus, The data on electronic life-style were collected using the standardized Yu questionnaire (2011), for acceptance of advertisements, Liu et al, questionnaire (2019), and Kim et al, questionnaire (2007) have been used to measure intention to buy online. The items are scored on a 5-point Likert scale ranging from 1 (very low) to 5 (very much) based on one's own opinions and feelings. To confirm the face and content validity, the questionnaires were reviewed and approved by 6 Organizational Behavior & Human Resource Management specialists of faculty member of Shahid Chamran University of Ahvaz. To assay the reliability of the questionnaires, we used Cronbach's alpha method. The amount of reliance ratio was calculated for the variables Electronic life-style, Acceptance of advertisements, & Intention to buy online as 0.93, 0.81 & 0.88 respectively applying Cronbach's alpha method. In addition, nonparametric tests were used to assess the correlations between variables as the Kolmogorov-Smirnov test indicated the abnormal distribution of variables scores. In all the statistical analyses, p value of 0.05 or less was considered significant.
Keywords: <i>Acceptance of Advertisements,</i> <i>Electronic Life style,</i> <i>Intention to Online Shopping.</i>	Results According to the findings, the mean (SD) electronic life styles was 3.40 (0.58), the mean (SD) acceptance of advertisements and intention to buy online scores was 3.3 (0.62), & 3.9

(0.89). The results show that the electronic life style of women in Ahvaz is above average, As a result, the acceptance of advertisements and then their intention to buy online is also relatively high. This means that the desire of women in Ahvaz to use technology in their lives and meet their needs is relatively high. Spearman correlation coefficient showed that there was a meaningful relationship between electronic lifestyle, advertising acceptance and intention to online shopping ($p < 0.001$). Electronic lifestyle had a positive significant correlation with advertising acceptance ($r = 0.475$), and intention to online shopping ($r = 0.62$). Advertising acceptance had a significant positive correlation with intention to online shopping ($r = 0.453$).

After confirming the correlation, causal relationships of variables can be measured by modeling structural equation methods. In order to fit of measurement model, were used three indicators; reliability (Composite Reliability and Cronbach's alpha), Convergent Validity (AVE), and Divergent Validity. According to AVE (Average Variance Extracted) values (more than 0.50), and composite reliability and Cronbach's alpha values (more than 0.70), the fit of the model were confirmed. Also, the Fornell-Larcker test (1981) has been used for divergent validity. The Fornell-Larcker factor show that a load of each factor for each constructs on the main diameter (Square AVE) is greater than that a load of that factor for other structures. Thus, results was confirmed the divergent validity of the model. Also, to evaluate the fitting of the structural model (path analysis), have been used coefficients R^2 and χ^2 . The overall fit of the model is illustrated by the positive Goodness of Fit (GOF) Index. According to the positive Index and value of 0.445 for GOF, the suitable fit of the model was supported. The R^2 coefficient expresses the degree of influence of the dependent variable from the independent variable.

Conclusion

This study aimed to investigate women's electronic lifestyle and its impact on the acceptance of advertising and intention to purchase online among women in Ahvaz. According to the obtained results, the need-driven e-lifestyle was the dominant e-lifestyle of women in Ahvaz. Also, the results of the data analysis showed that the types of electronic life styles have a significant effect on the intention to buy online (except for sociable life style and the emergency-oriented life style). The obtained results indicate that women have a high interest and motivation to participate in electronic activities, search and pay attention to advertisements and online shopping behaviors, which has led to the formation and strengthening of their electronic lifestyle. Among electronic lifestyles, the novelty-driven and interest-driven e-life style has the greatest impact on women's online shopping intentions. This shows that most women's online shopping is based on their interest or desire for new and innovative phenomena. Also, the effect of electronic life style on the acceptance of advertisements, were confirmed significantly. In this way, the need-driven e-lifestyle had the greatest effect on the acceptance of advertisements. This means that in accepting advertisements, the most use of online shopping by women is based on their own or family needs. The effect of acceptance of advertisements on the intention to buy online were confirmed significantly. That is, advertising plays an important role in the formation of the intention to buy online. Advertisements, especially in virtual space and through media and social networks, attract customers and consumers and stimulate their buying behavior. Despite this, the mediating role of advertising acceptance in the effect of electronic lifestyle on intention to online shopping was positive but non-significant and was not confirmed. This result shows that the electronic lifestyle without intermediaries has enough strength and intensity to influence the intention to buy online.

Therefore, it can be concluded that women who use new technologies and are accustomed to an electronic lifestyle are less likely to avoid accepting advertisements and, as a result, are more inclined to shop online. Creative advertisements that are tailored to the audience's electronic lifestyle can lead to a significant increase in conversion rates and sales.

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