Digital platform influence: Assessing how digital platforms shape consumer attitudes and purchasing intentions in home appliance shopping

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Abstract

The study examines how digital platforms influence consumer attitudes and purchasing intentions regarding home appliance stores. In this research, digital platforms are treated as an independent variable, whereas consumer attitudes and purchase intentions are viewed as dependent variables, with consumer attitudes serving as a mediator to evaluate the correlation between digital platforms and purchase intentions. This research engaged 517 participants who interacted with retail digital platforms. The study evaluated hypotheses utilizing quantitative methods such as descriptive statistics, convergent reliability, Cronbach's alpha, discriminant validity, and the fit model. For testing the suggested hypotheses, a path model of PLS-SEM is used in this study. The results indicated that digital platforms have a significant impact on both consumer attitudes and purchase intentions. In addition, consumer attitudes have a considerable effect on consumer purchase intentions. Moreover, the results revealed that digital platforms influence the purchase intentions related to these platforms through consumer attitudes. The research suggests that businesses should focus on improving the features of their digital platforms usefulness, ease of use, content quality, and platform quality to create a positive perception of the business and its products. Furthermore, consumers are advised to support companies that maintain accurate information, practicality, usefulness, user-friendliness, and platform quality while also being cautious and avoiding deceptive platforms.

Keywords: Consumer attitudes, Digital platforms, Home appliances, Purchasing intentions, Retailer stores.

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1. Introduction

The expansion of information and communication technology in the context of globalization has profoundly impacted people's lives across social, economic, and cultural spheres [1]. Improved technology in facilities and infrastructure enables simpler communication, information access, and internet engagement. Rapid technological progress has altered the way services are produced and provided. Innovations in service delivery include modern, electronic, and automated methods, along with enhancements in wireless communication. These advancements have compelled organizations to endeavor to offer superior services to their customers [2]. Companies are increasingly focused on providing high-quality service to boost customer satisfaction and loyalty [3-5]. Digital transformation strategies are essential as they illustrate the extensive influence of digital innovations on a business [6, 7]. Consequently, businesses must overhaul traditional business models that have persisted for years and adapt to align with these evolving trends [8, 9]. In a milieu shaped by digitalization, competition, and the transition toward sustainable mobility, organizations aim to fulfill their customers' requirements.

The swift evolution of digital technologies has revolutionized the business landscape, with vital digital interfaces such as websites, mobile applications, and social media platforms becoming integral to the consumer buying journey. These interfaces influence customer decisions and mold brand impressions by offering convenient access to comprehensive product details, evaluations, and customized recommendations. Nevertheless, the impact of digital platforms on consumer actions and attitudes remains intricate and not thoroughly explored [10]. To grasp a global marketplace, one must first understand consumers along with their needs, desires, requirements, and readiness to allocate their finances. In the contemporary marketplace, consumers relish a broad spectrum of products and services from various nations, and a firm's prosperity depends on recognizing patrons from specific cultural backgrounds [11]. As a result, this shapes the significance of personal preferences in the consumer decision-making process, subsequently affecting purchasing intentions [12].

Consumer awareness of technological advancements has prompted considerable shifts in purchasing intentions [13]. Recently, digital transformation has emerged as a vital concern regarding the elements that propel the growth and longevity of contemporary businesses. Digital transformation pertains to the alteration of business frameworks in response to fast-paced technological developments. Organizations strive to attain customer satisfaction since it yields notable financial advantages, including enhanced customer satisfaction, loyalty, repeat purchases, and favorable recommendations. The growth of on-demand services underscores the pressing necessity for companies to adjust to the changing expectations of modern consumers. The demand for online shopping is growing rapidly. This highlights the importance of online platforms in addressing the evolving requirements of contemporary consumers.

Digital platforms have transformed the way consumers engage with goods and services, shifting from conventional buying methods to more technologically oriented approaches. This study is important as it highlights the effects of digital platforms on consumer attitudes and buying intentions in the Jordanian context, where these platforms play a crucial role in reshaping customer interactions, especially within the home appliance sector.

The study investigates how digital platforms impact consumer purchasing intentions in home appliance stores in Jordan, concentrating on consumer attitudes. It provides insightful information for comprehending the effect of these digital platforms on consumer decisions. It underscores how these tools influence the operational dynamics of home appliance stores, allowing businesses to gain a better understanding of consumer tastes and deliver improved products. Furthermore, it stresses the significance of the relationship between companies and consumers via digital platforms, which can shape future buying decisions. The results aim to assist automotive firms in enhancing their market presence and refining their marketing strategies. Therefore, this research seeks to investigate the following questions:

- How do digital platforms impact consumer attitudes and consumer purchase intention?
- How do consumer attitudes affect purchase intention?
- Is there a mediating effect of consumer attitudes on the relationship between digital platforms and purchase intention?

Moreover, this study aims to achieve the following objectives:

- Determine the influence of digital platforms on consumer attitudes.
- Explore the effects of digital platforms on consumer purchase intention.
- Examine the effects of consumer attitudes on consumer purchase intention.
- Analyze the mediating role of attitude in the relationship between digital platforms and consumer purchase intention.

To analyze the relationship between digital platforms, consumer attitudes, and consumer purchase intention, the study puts forth these hypotheses:

H_1: Digital platforms have a positive impact on consumer attitudes.
H_2: Digital platforms have a positive impact on consumer purchase intention.
H_3: Consumer attitudes have a positive impact on consumer purchase intention.
H_4: Digital platforms have a positive impact on the consumer purchase intention through the attitudes of the customer.

2. Literature Review

2.1. Digital Platforms (DP)

2.1.1. Perceived Usefulness (PU)

The perceived usefulness of a digital platform reflects an individual's trust in its ability to improve their tasks or overall quality of life [14]. When users feel that a digital platform can assist them in reaching their objectives more efficiently, they are more inclined to adopt it [15]. This belief in technology as an asset for achieving goals underscores the significance of perceived usefulness. As a result, perceived usefulness is seen as a vital component in the engagement with technological systems or applications [16, 17]. People who acknowledge the advantages of technology are more likely to embrace it [18]. After obtaining a product or service, consumers are expected to experience increased satisfaction, further solidifying their loyalty. The efficacy of digital platforms depends on perceived usefulness and user-friendliness. For instance, [19] demonstrated that perceived usefulness improves the user experience.

2.1.2. Perceived Ease of Use (PEOU)

The perceived ease of use is characterized by how uncomplicated it is to interact with a specific system [20, 21]. Moreover, [22, 23] describe perceived ease of use as the level of comfort users feel when utilizing a certain piece of technology. Moreover, the support provided and the engagement effort required with a particular technology fall under the perceived ease of use. This element is among the most crucial in evaluating the quality of digital service [24, 25]. Additionally, perceived ease of use reflects individuals' assessments of how simple it will be to comprehend and utilize the technologies they aim to adopt [26]. In essence, ease of use embodies a person's conviction that interacting with technology is fluid and does not demand considerable effort or hardship [27, 28]. As a result, any challenges will be managed efficiently; if not, barriers may emerge. A system that proves difficult to navigate will foster a negative perception of its user-friendliness [29].

2.1.3. Content Quality (CQ)

Content quality pertains to the "users' perception regarding the standard of information provided on a platform or the extent to which the user receives comprehensive, accurate, and timely information through the electronic service interface [30]. Content quality is characterized as the user's viewpoint of the quality of information concerning products or services offered by a website [31]. Information quality denotes users' personal assessment of whether the features of the information fulfill their own requirements and intended purposes [32, 33]. This information ought to be valuable and pertinent in forecasting the quality and usability of products or services. Information about products and services must be current in order to fulfill the demands of consumers or online purchasers. High-quality information concerning products or services made available on multiple internet platforms enables consumers to evaluate the device's features and lessens ambiguity. The use of visual components such as images, videos, infographics, and other visual aids is undeniably more engaging and attractive to online consumers in general [34]. This can assist consumers in making decisions that are coherent and easy to grasp.

2.1.4. Platform Quality (PQ)

Platform quality involves the characteristics related to how well a system works, including its features, speed, and content. Users prefer systems that are easy to use, accessible, and visually appealing. Platform quality looks at how factors like ease of access, navigation, responsiveness, layout, and design affect users' views of the system. A high-quality platform provides a smooth, dependable experience, which shapes users' overall impressions and motivates them to adopt and continue using the technology. A good platform quality is easy to use because it works well, responds quickly, and has few mistakes. When the system is of high quality, users are happier and more engaged, which encourages them to use it more and stay loyal [10, 35]. Platform quality in e-commerce helps improve communication between customers and businesses [36]. Platform quality allows customers to connect anytime and anywhere, making interactions more effective.

2.2. Consumer Attitude (CA)

Attitude denotes an acquired tendency to react to a stimulus with either positive or negative feelings [37, 38]. It represents the inclination to respond either positively or negatively towards a given situation [39, 40]. This perspective significantly influences buying decisions and overall consumer behavior, while an individual's perspective on contemporary technology is crucial in shaping behavioral intentions [41-43]. The actions of individuals are swayed by their attitudes. These attitudes emerge from their fundamental values, which influence their expectations about the results of their actions and how they interpret those outcomes. A positive attitude towards a particular behavior enhances the likelihood of executing a specific action via a psychological mechanism. Consequently, certain potential buyers may hold a favorable view of internet shopping, whereas others in their community might possess unfavorable opinions.

2.3. Consumer Purchase Intention (CPI)

Purchase intention refers to the probability that consumers will acquire a product or service. It represents the extent to which a customer desires to buy a product or service [44]. This intention is shaped by consumers' purchasing behavior and attitudes towards using digital platforms when purchasing products or services. Consumer buying behavior outlines the steps that consumers follow when deciding to make a purchase [45]. Consumer behavior refers to how individuals or groups choose, buy, utilize, and dispose of products, services, or experiences. Consumers often engage in relational behaviors to enhance efficiency in their decision-making, minimize information processing, attain greater cognitive consistency in their choices, and lessen the perceived risks linked to future selections [46]. Measuring customer behavior online is difficult

because many factors influence their purchase intentions and decisions. It's important to look at the psychological, social, and cultural influences on consumers' choices and actions. Understanding consumer behavior online helps businesses create effective marketing strategies that meet customer needs, increase satisfaction and loyalty, boost sales, and improve profits [47-49]. According to Zeithaml et al. [50], knowing what customers expect is essential for providing high-quality service. Furthermore, actions of individuals are influenced by their attitudes, which reflect their positive or negative views on specific issues [51]. A positive attitude towards a product is an important factor that can affect a consumer's intention to purchase it. The platforms provide verified information, which can help consumers save money on searches and reduce the effort needed to make purchases. When transactions go well, consumers start to feel secure with the service provider.

3. Methodology

3.1. Study Model

Based on previous literature and the technology acceptance model proposed by Davis [14] and Davis et al. [21], we developed a research framework that illustrates the effect of digital platform elements on consumer attitude and purchasing intention, as shown in Figure 1. Within this study framework, we claim that digital platform elements significantly affect consumer attitude and purchasing intention, as hypothesized in H1 and H2. At the same time, consumer attitude has a substantial effect on purchasing intention, as hypothesized in H3. Additionally, consumer attitude serves as a mediator between digital platforms and purchasing intention, as hypothesized in H4. Thus, the research framework encapsulates the relationships among all variables. According to this research framework, the dependent variables for this study are identified as consumer attitude and purchasing intention. The independent variable for this study is digital platforms. Digital platforms mainly encompass usefulness, ease of use, content quality, and platform quality. In addition, we identified the mediating variable in the proposed framework as consumer attitude.
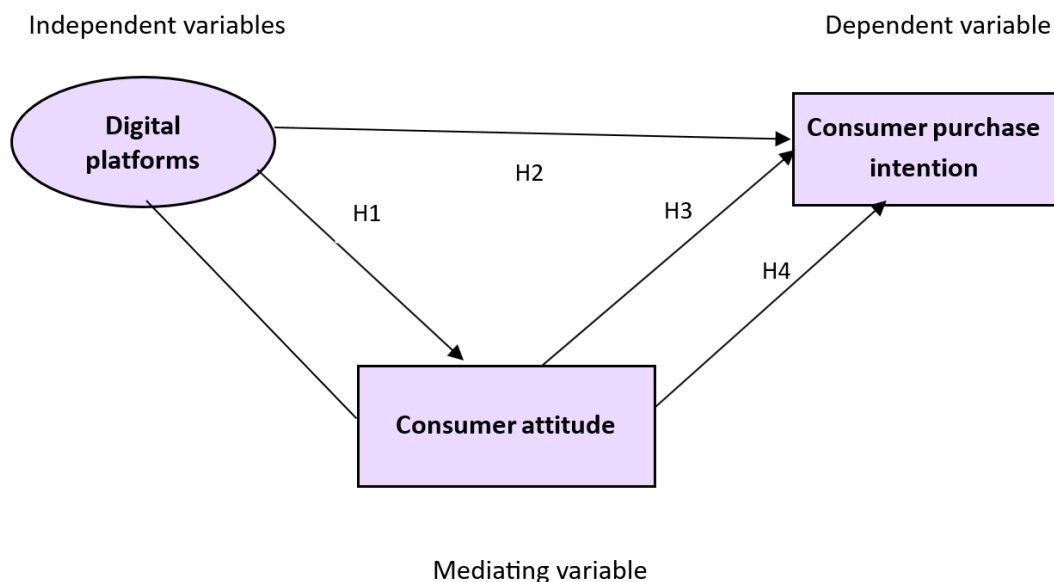

Figure 1.
Proposed model

3.2. Data Collection

This study examined the impact of digital platforms on consumer attitudes and purchasing intentions. A questionnaire was employed to collect data with the purpose of assessing the proposed hypotheses. The questionnaire was distributed via a Google Form to Jordanian consumers who interact with electrical appliance platforms to gather information and make purchasing decisions based on that. A total of 517 responses were obtained using a convenience sampling approach. The primary data for this research were collected from early February 2025 to the end of April 2025. The questionnaire was divided into two sections. The first section gathered demographic information from respondents, including their gender, marital status, age, and income. In the second section, participants were asked to assess various elements of digital platforms, including usefulness, ease of use, content quality, platform quality, and their attitudes and purchase intentions on a Likert scale from 1 to 5, where 1 indicated strong disagreement and 5 indicated strong agreement.

3.3. Statistical Analysis

The study carried out is of a quantitative nature. For data analysis, this study used PLS-SEM within AMOS, which was employed to evaluate the proposed hypotheses. In terms of statistics, convergent validity was applied to analyze factor loading (FL), composite reliability (CR), and average variance extracted (AVE). Furthermore, the research used Cronbach's alpha, discriminant validity, and model fit to examine the reliability and validity of the questionnaire, along with a PLS-SEM path model to investigate the hypotheses.

4. Results

4.1. Descriptive Statistics

Table 1 outlines the attributes of the study sample divided by gender, marital status, age, and monthly income. In terms of gender distribution among participants, it is noted that male respondents made up a significant share of 66.1%, while female respondents formed a lesser portion at 33.9%. Concerning marital status, 58% of respondents were reported as married, compared to 41.6% who identified as single.

In relation to age demographics, individuals aged 30 or younger represented 30% of the sample, whereas the largest portion was identified among participants aged 31 to 40, who accounted for 41% of the overall sample. Conversely, those aged 41 to 50 comprised the smallest group at 14%. Regarding monthly income, the largest segment consisted of participants earning between $501 and $1000, which constituted 43.1%, followed by those earning $500 or less at 26.3%. The least prevalent category included participants earning over $1501, which accounted for 11.6%.

Table 1.
Demographics sample.

		Frequency	Percent	Cumulative percent
Gender	Male	342	66.1	66.1
	Female	175	33.9	100
Marital status	Married	302	58.4	58.4
	Single	215	41.6	100
Age	30 and less	152	30	30
	31-40	213	41	71
	41-50	74	14	85
	51 and more	78	15	100
Monthly income $1=JD 0.70	500 and less	136	26.3	26.3
	501- 1000	223	43.1	69.4
	1001-1500	98	19	88.4
	1501 and more	60	11.6	100

4.2. Questionnaire Analysis

Table 2 demonstrates that participants exhibited favorable opinions toward the study statements, with each mean score exceeding the scale mean of 3.00. Every variable had mean scores above 3.00, signifying positive perceptions. The highest mean score was "ease of use" (4.135/5.00), followed closely by "usefulness" (3.891/5.00), whereas "content quality" received the lowest mean score (3.411/5.00).

Table 2.
Mean and standard deviation of variables.

Variables	Mean	Standard Deviation
Usefulness	3.891	0.726
Ease of use	4.135	0.715
Content quality	3.411	1.102
Platform quality	3.853	0.831
Consumer attitude	3.825	0.884
Consumer purchase intention	3.628	0.771

4.3. Measurement Model

This study used convergent validity to assess the measurement model. The assessment of convergent validity encompasses an evaluation of composite reliability (CR), average variance extracted (AVE), and factor loading (FL). Table 3 displays (FL) values that vary from 0.657 to 0.837, surpassing the suggested threshold of 0.50 or more as proposed by Sarstedt et al. [52]. CR and AVE are shown to demonstrate high internal consistency, with CR values ranging from 0.815 to 0.841 and AVE values between 0.553 and 0.692, exceeding the required 0.7 and 0.50 specifications, respectively. It was determined that all constructs satisfied the criteria for convergent validity according to [53]. The reliability of the analysis was evaluated using Cronbach's alpha, with values above 0.70 indicating a reliable scale. Table 3 indicates that the Cronbach alpha results for the study lie above the accepted limit of 0.70, ranging from 0.760 to 0.838, thereby affirming reliability as recommended by Sekaran [54].

Table 3.
Descriptive statistics of digital platforms, consumer attitudes, and consumer purchase intention.

Statement	FL	AVE	CR	Alpha
Usefulness				
Digital platforms assist users in comparing product details and prices.	0.763			
Digital platforms play a valuable role in my purchasing process.	0.737	0.602	0.841	0.760
Digital platforms help me save time and money when looking for a product.	0.753			
Digital platforms improve my buying experience.	0.694			
Ease of use				
It is easy to understand how to use a digital platform.	0.791			
It offers steps and guidelines for using the platform effectively.	0.687	0.637	0.819	0.811
Learning to use digital platforms is fast.	0.830			
Using the platform requires little skill.	0.681			
Content quality				
The platform offers comprehensive information.	0.680			
The platform provides the latest and updated information.	0.809	0.692	0.815	0.795
Information on the platform makes it easy for me to find the best deals.	0.772			
The platform provides the information I was looking for.	0.667			
Platform quality				
The platform layout is easy to understand and navigate.	0.837			
The platform design looks good and is visually appealing.	0.695	0.553	0.829	0.815
The system provides an immediate response.	0.685			
I do not have any technical problems or failures.	0.758			
Consumer attitude				
Using digital platforms improves decision-making.	0.740			
Digital platforms make purchasing a product easier.	0.761	0.682	0.836	0.838
I prefer using digital platforms instead of going to stores.	0.848			
Searching for information using digital platforms is more fun and enjoyable.	0.671			
Consumer purchase intention				
After interacting with platforms, my intention to purchase grew stronger.	0.668			
In the future, I won't purchase anything until I've looked at the information on digital platforms.	0.657	0.596	0.822	0.763
Digital platforms will enhance my convenience down the line by refining the purchasing process.	0.732			
Digital platforms will elevate my buying experiences in the future by making the purchase process easier.	0.766			

Table 4.
The discriminant validity values between variables.

Variables	Usefulness	Ease of use	System quality	Content quality	Attitudes	Purchase intention
Usefulness	1					
Ease of use	0.742	1				
System quality	0.529	0.729	1			
Content quality	0.520	0.572	0.799	1		
Attitudes	0.417	0.577	0.508	0.764	1	
Purchase intention	0.447	0.672	0.533	0.704	0.713	1

5. Result

5.1. Testing of Hypotheses

To analyze the hypotheses proposed by the study, fit indices models are recommended for SEM applications. As indicated in Table 6, the χ^2/df is evaluated at 2.053, which is beneath the recommended value of 5. This indicates that the model fits the data well. The AGFI was calculated to be .886, surpassing the suggested threshold of 0.80. This implies a strong match between the models. The RMSEA was recorded at .084, which is below the preferred threshold of 0.10. This indicates a good alignment between the model and the data. The NFI is .932, the CFI is .911, and the GFI is .917. All of these metrics exceed the typical value of 0.9, showing the model's adequacy. Finally, Table 5 demonstrates that all fit indices are

within the recommended range. As a result, the model meets the criteria established by Shevlin and Miles [55], Tabachnick et al. [56], MacCallum et al. [57], and Hu and Bentler [58].

Table 5.
Values of fit indices for the structural equation model.

Indicator	AGFI	$\chi 2$/df	GFI	RMSEA	CFI	NFI
Value of recommended	> 0.80	< 5	> 0.90	≤ 0.10	> 0.90	> 0.90
Value of model	0.886	2.053	0.917	0.084	0.911	0.932

The study employed path coefficient analysis to evaluate its primary hypotheses. Findings are illustrated in Table 6 and Figure 2, depicting both the direct and indirect influences of latent variables. Every impact was significant at $P < 0.05$, as were the suggested hypotheses and their results.

Table 6 and Figure 2 of the path model reveal that elements of digital platforms impact consumer attitudes. This impact is evidenced by a t-value of 16.373, a standardized coefficient of .677, and a p-value of .000, all confirming that the results are statistically significant. Therefore, hypothesis H1 can be accepted based on these results. Likewise, the findings suggest that digital platforms affect consumer purchase intentions, reflected by a t-value of 18.189 and a standardized coefficient of .693. With a p-value of .000, this correlation is statistically significant at the 0.05 level, supporting hypothesis H2. Hypothesis H3 explores the influence of consumer attitudes on purchase intentions. The results show a t-value of 15.821 and a standardized coefficient of .645. The p-value is .000, indicating that this correlation is statistically significant at the 0.05 level, confirming hypothesis H3. Lastly, hypothesis H4 investigates how digital platforms affect purchase intentions through consumer attitudes. The outcomes show a significant influence, with a t-value of 20.727 and a standardized coefficient of .729. The p-value is .000, affirming significance at the 0.05 level, which supports hypothesis H4.

Table 6.
Path coefficient analysis results.

Variable			Direct impact	Indirect impact	T-value	P	Results
Consumer attitude	<----	Digital platform	0.677		16.373	0.000	Accepted
Purchase intention	<----	Digital platform	0.693		18.189	0.000	Accepted
Purchase intention	<----	Consumer attitude	0.645		15.821	0.000	Accepted
Purchase intention	Consumer attitude	Digital platform		0.729	20.727	0.000	Accepted

6. Discussion

The study provides a better understanding of how consumers view digital platforms of electrical appliance stores. It evaluates how digital platforms affect the consumer attitudes and purchase intentions of 517 Jordanian consumers who usually look for information on these platforms before making a purchase of electrical appliances. The findings indicated that digital platforms of electrical appliance stores have a significant effect on consumer attitudes and consumer purchase intentions. Furthermore, the results demonstrated that consumer attitudes mediated the positive relationship between digital platforms and consumer purchase intentions. The study's results confirmed all suggested hypotheses by using the PLS-SEM path model for both direct and indirect approaches to the hypotheses.

The study's results supported the first hypothesis (H1), demonstrating that consumer attitude is significantly affected by digital platforms regarding their intention to use these platforms (67.7%). According to this hypothesis, there is a strong relationship between digital platforms and consumer attitude, with the former directly affecting the latter and possibly eroding it. According to the findings for the second hypothesis (H2), 69.3% of consumer purchase intention is substantially impacted by digital platforms. This hypothesis highlights the substantial influence of digital platforms on consumer purchase intention, proposing a direct relationship between digital platforms and consumer purchase intention. The results indicate that consumer attitude in using these platforms might be positively impacted by digital platforms. According to the findings of the third hypothesis (H3), consumer attitude has a strong impact on consumer purchase intention (64.5%). It was found that there is a direct relationship between consumer attitude and consumer purchase intention, making consumer attitude essential for promoting consumer purchase intention. The results indicate that an increase in consumer attitude is associated with a higher consumer purchase intention. Finally, the findings from the fourth hypothesis (H4) showed that, via consumer attitude, digital platforms have a significant indirect effect on consumer purchase intention, with a mediation percentage of 72.9%.

The results aforementioned indicate that the components of digital platforms regarding usefulness, ease of use, content quality, and platform quality crucially affect consumer attitudes and intentions to purchase. As for usefulness, elements such as digital platforms aiding users in comparing product characteristics and pricing, digital platforms serving a significant role in the purchasing journey, helping save time and cost while searching for a product, and digital platforms enhancing the shopping experience play a key part in defining the effectiveness of digital platforms, which in turn impacts consumer attitudes and their purchase intentions. Moreover, elements such as the clarity in learning how to interact with the digital platform, the presence of instructions and guidelines for utilizing the platform effectively, the rapid adaptability necessary

for the digital interface, and the minimal expertise required to operate the platform meaningfully affect the ease of use of the digital platform, which consequently influences consumer attitudes and intentions to purchase. Additionally, content quality is vital in shaping the digital platform. Factors affecting consumer attitudes and intentions to purchase include delivering thorough information, the latest and most relevant data, content that aids in easily identifying the best offers, and sought-after details. The overall quality of a platform is essential in molding a consumer's attitudes and purchasing intentions. Factors such as a clear and navigable layout, an attractive and visually engaging design, providing prompt responses, and avoiding technical issues or failures must be considered due to their impact on consumer perceptions and buying intentions.
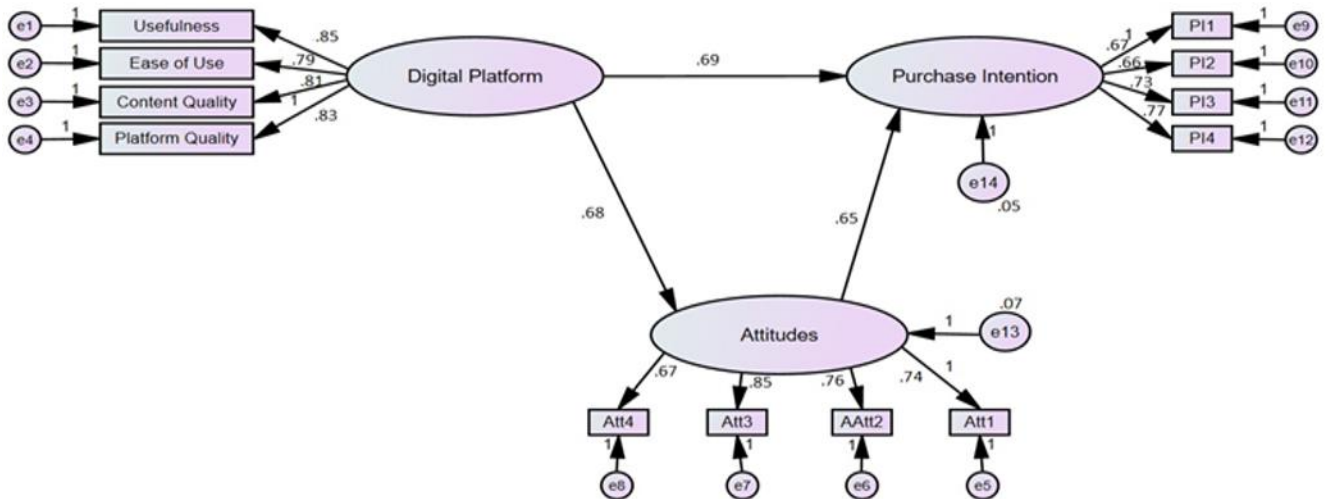

Figure 2.
Path coefficient analysis.

7. Conclusion

The emergence of information and communication technologies spurred by globalization has notably altered individuals' lives across social, economic, and cultural dimensions. This innovative technology has reshaped service delivery methods, compelling businesses to undergo digital transformation to satisfy consumer expectations. Digital platforms have evolved into essential instruments for communication and information exchange between buyers and sellers. Consequently, this research examined the impact of digital platforms on consumer attitudes and their intention to purchase, emphasizing aspects such as usefulness, ease of use, system quality, and content quality. A survey was conducted with 517 consumers of electronic appliances who rely on digital platforms to gather information prior to making purchase decisions. Hence, digital platforms are crucial in influencing consumer perspectives and intentions to buy. The findings indicated that these platforms significantly affect consumer attitudes and purchasing intentions. Therefore, businesses must prioritize their digital platforms, as they serve as the primary source for consumers seeking information, which in turn shapes their attitudes and purchasing intentions. Moreover, companies should concentrate on enhancing the attributes of their digital platforms to foster a favorable impression of the company and its offerings. Additionally, consumers are encouraged to support businesses that uphold truthful information, practicality, user-friendliness, and platform quality while also being vigilant and steering clear of misleading platforms.

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