

The Role of Product Listing Quality (Images, Videos, Specifications) in Influencing Consumer Purchase Intention for Home Appliances Online

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ABSTRACT

Online market places have emerged as one of the major channels used to buy home appliances but the chances of high uncertainty remain high in appliances as product of high value that cannot be viewed physically prior to purchase. This paper explores how the quality of product listing, that is, three elements, product images, product videos, and product specifications, can affect consumer purchase intention of online purchased home appliances. Quantitative, cross sectional survey design was used and primary data was gathered by using a sample of 384 consumers who had purchased or had considered purchasing home appliances online using online marketplaces. The questionnaire had surveyed the perception of the respondents in terms of quality of listing and purchase intention as well as the listing related cues that could affect the evaluation. The findings reveal that the quality of product listing is significantly and positively correlated with purchase intention, which confirms that the great quality of pictures, handier videos, and more precise specifications are associated with greater intentions to buy home appliances online. According to the regression findings, the quality of specifications is the strongest contributor of the purchase intention especially when specifications are complete, accurate, well presented and compared across the models. Videos of application and the main features of the products tend to make a positive impact as well, as it enhances consumer knowledge and trust. Simultaneously, the results reveal that the uncertainty cues decrease the purchase intention such as ambiguous or inadequate images, unsupportive or suspicious video information, or anxieties related to delivery or installation and warranty or return policies. The paper concludes that online retailers and marketplaces may intensify consumer purchase intention towards home appliances by focusing on completeness and accuracy of specifications, enhancing comparative support, offering clear multi angle images and practical demonstration videos, and lessening uncertainty by the means of transparent delivery, installation and post sales information.

Keywords: product listing quality, consumer purchase intention, home appliances, online marketplaces, product specifications, product images, product videos, information quality

INTRODUCTION

Shopping of home appliances online has increased rapidly and yet, it has one obvious issue. A customer will not be able to touch, test, or inspect an appliance as in a brick-and-mortar store. Due to this fact, the product page turns into the primary evidence of what the product is, how it functions, and whether it is worth the cash or not. Studies on e-commerce indicate that perceived risk and trust are the core of purchase decisions. In the situation where risk is perceived to be high, purchase intention decreases and in the situation where trust is higher, purchase intention increases (Handoyo, 2024; Andrian and Selamat, 2022). In this context, the quality of product listing is important as it may minimize the level of uncertainty and allow buyers to feel more secure. The quality of product listing might be explained as the quality of all the information that is represented on the product page, as well as visuals and technical characteristics. There has been a clear relationship existing between the quality of information about products and the outcomes of online shopping. As an illustration, an experiment involving

the UK online shoppers revealed that the quality of online product information adversely affects the outcomes and the desired quality may vary depending on the criteria and the context of the product (Amsl et al., 2023). It is also emphasized in the same work that high involvement purchases require more quality product information than low involvement purchases, and product depiction and product attribute comparability are particularly significant (Amsl et al., 2023). Home appliances tend to be a high involvement as they are costly, have a long life span and are associated with safety, performance and the costs of running them. This renders quality listing a grave concern to both the online sellers and buyers. Quality images are among the most powerful symbols in an appliance product page as they enable the purchaser to view what he or she is purchasing. In addition to simple photos, more elaborate image formats will enhance purchase intention. Controlled experiments indicate that 360-degree rotatable product images can create greater purchase intention than non-rotating images, and sensory vividness is one of the pathways (Kim et al., 2020). In the case of appliances, it is important since consumers would tend to seek indicators of build quality, controls, ports, labels, internal storage capacity, and installation information. The multiple angles can save guessing and allow the buyer to make a decision regarding whether or not he / she fits into the home environment or not. Videos further provide an extra dimension since it is possible to demonstrate movement, usage, and actual performance. Studies have shown that purchase intention is changeable based on the kind of product presentation video. In a different study, product usage videos had a stronger impact on purchase intention than product appearance videos, and the effect was mediated by perceived diagnosticity and mental imagery (Cheng et al., 2022). This applies directly to appliances since most of the purchase queries are pragmatic in nature like the level of noise, laundry, door clearance, steps to use, and the appearance of the appliance when switched on. There is also the evidence of digital and home appliance products. A study was conducted empirically to investigate the role of demonstration videos of the use of these products in raising the intention to purchase them by enhancing the amount of information acquired by a customer (Hao et al., 2019). Similar research on the short form video also substantiates the concept that when useful and easy to follow video content is used, it will develop trust and purchase intention (Luo et al., 2025). Appliances also need specifications and written descriptions as they are feature heavy and performance based products. The capacity, energy rating, wattage, size, weight, compatibility, warranty conditions and safety features are also compared by buyers. In the absence of such information, its ambiguity, or inconsistency, perceived risk may increase, which may decrease intention to buy (Andrian and Selamat, 2022). The studies of e-commerce information quality indicate also the fact that information trust, as well as information accuracy, may influence the formation of positive user outcomes (Yoo et al., 2023). Practically, this implies that listing of appliances requires accurate, uniform and reliable specifications, rather than just eye-catching images. Amsl et al. (2023) also indicate that the comparability of product attributes is also essential, which is tightly related to the structure and presentation of specifications to be compared side by side (Amsl et al., 2023). The paper is aiming at the joint impacts of listing quality factors, i.e., images, videos and specifications on consumer purchase intention of home appliances on the Internet. The research premise is that more and more information in the form of products enhances the perceived diagnosticity, boosts trust, and decreases uncertainty, which subsequently leads to an enhanced purchase intention (Cheng et al., 2022; Yoo et al., 2023; Handoyo, 2024). The study also addresses the useful fact that focusing on home appliances, buyers are highly involved and trust the listing content to determine suitability, value, and risk (Amsl et al., 2023). The results can be used by online retailers and brands to create more product pages that facilitate better informed decision-making, reduce indecision, and enhance the overall purchasing process.

Problem Statement

Home appliance buyers are often forced to make decisions online without physically viewing or trying the product. That is why this product will be the primary source of information about what the appliance will be, its functionality, and whether it will be a good fit for home use. Simultaneously, returns have emerged as a cost pressure for retailers. In the United States, retailers estimated that retail returns would reach \$890 billion in 2024, and that 16.9 per cent of annual retail sales would be returned (NRF and Happy Returns, 2024). It has also been shown that online retail returns are often associated with a mismatch between customers' expectations and outcomes (Hubner et al., 2024). Where product listings largely shape expectations, poor listings can increase the likelihood of discrepancies, disillusionment, and returns. One of the problems is that the quality of product listings is not usually consistent across online sellers and platforms. Studies of online shoppers in the UK indicate that inadequate, low-quality, or absent product information decreases retailers' sales, and that high-quality

product information negatively affects online shopping performance (Amsl et al., 2023). As emphasised in the same study, high-involvement products demand higher-quality product information, and product description and attribute comparability are high-quality criteria (Amsl et al., 2023). This is especially true for home appliances, as they are usually costly, long-term purchases, and the buyer should rely on the correct dimensions, power consumption, safety, and warranty. It is also evident that customer experience and business outcomes may be directly and negatively affected by failures in product information. According to a peer-reviewed study on the failures of product information, false product information posted on retail websites contributes to customer dissatisfaction and loss of profits (Amsl et al., 2023). Nevertheless, listing content remains a prerequisite for most sellers, rather than a critical factor in the decision-making process, for high-risk categories such as appliances. Meanwhile, research indicates that more detailed listing formats can affect purchase intention, although evidence is often examined separately. For example, usage-oriented product videos can have a greater impact on purchase intention than appearance-oriented videos, primarily through perceived diagnosticity and mental imagery (Cheng et al., 2022). Interactive graphics are also important because 360-degree rotatable images lead to purchase intention more than stationary images, and sensory vividness is a significant factor (Kim et al., 2020). The question that is ambiguous in practice is how these factors interact with straightforward, similar specifications in the specific context of online shopping for home appliances. Hence, the issue is that online brands and retailers lack evidence-based, transparent information on how the combined quality of images, videos, and appliance specifications in the listing affects consumers' intention to buy the product, and how low listing quality widens the expectations gap and leads to unnecessary returns. The paper addresses this issue by examining how the quality of product listings affects consumers' purchase intentions for online home appliances, focusing on the three listing elements buyers rely on most: visual content, video demonstrations, and technical specifications.

Significance Of The Study

The research is important because it addresses a real issue in online appliance shopping: customers must decide without physically seeing or touching the product, making the product page the primary source of trust, knowledge, and faith. It has been proven that a lack of information, low quality, or absence of product information can decrease sales and damage online shopping results. Products with high involvement require higher-quality information, particularly when it is represented clearly and allows easy comparison of product qualities (Amsl et al., 2023). The study will enable retailers and brands to create listings that respond to practical questions at an early stage, minimise confusion, and facilitate faster, more confident purchases by testing the influence of images, videos, and specifications on purchase intention, either alone or in combination.

This is significant since better product presentation formats have been shown to elevate purchase intention; for example, usage-focused videos can do so by enhancing perceived diagnosticity and mental imagery (Cheng et al., 2022). Videos demonstrating how to use digital and home appliances can increase purchase intention by improving customers' knowledge (Hao et al., 2019). The business value of the study can also be clearly identified since returns are a significant cost concern in the retail sector and total returns are expected to hit 890 billion by 2024 and 16.9% of yearly sales are estimated to be returned by retailers, therefore reducing avoidable expectation gaps due to improved listing quality can help improve a firm and customer satisfaction (NRF and Happy Returns, 2024). Lastly, the research can contribute to online platforms and marketplaces by providing evidence to establish more transparent listing requirements of appliances, including minimum photo angles, mandatory demonstration video features, and standardized specifications templates that help to increase the level of fairness in the comparison, decrease the impact of misleading impressions, and enhance the overall quality of the online purchasing experience (Amsl et al., 2023).

Objectives Of the Study

1. To examine how the quality of product images and videos in online listings influences consumer purchase intention for home appliances.
2. To assess how the quality of product specifications, including completeness, accuracy, and ease of comparison, influences consumer purchase intention for home appliances online.

3. To suggest practical improvements for online home appliance listings, focusing on better images, clearer videos, and accurate, easy-to-compare specifications, to support stronger consumer purchase intention.

LITERATURE REVIEW

The presentation of the product on the product page is vital to online shoppers, since the product cannot be physically examined; therefore, the quality of the product listing is a major determinant of confidence and purchase. The quality of product information studies indicate that inadequate product information, low quality of product information or the absence of product information may harm online purchases, and the quality of the information required is greater in high involvement products, where customers require more time to assess the risk and fit (Amsl et al., 2023). This is particularly applicable to home appliances, since such purchases are typically costly, long-term, and technical, and buyers must determine factors such as size, installation requirements, energy consumption, safety, and durability based on the listing. In the event of information uncertainty, misinformation, or the impossibility of comparison between models, consumers will be more uncertain, purchase intention will suffer, and decision-making will be more hesitant (Amsl et al., 2023). Moreover, failures in product information, like inaccurate or incomplete information, are also addressed in the literature as a severe service failure problem, as they may produce dissatisfaction and yield negative results in behaviour, which is why listing quality is a viable and strategic consideration of e-commerce sellers (Amsl et al., 2023).

One of the key elements of listing quality is visual content, since images are fast, tangible indicators of the product and reduce the sense that you're buying something intangible. Photographs help justify design, construction, controls, and interior design, and they fit the real world of appliance shopping; these factors cannot be described by text alone. It may be experimentally supported that richer visual formats can reinforce consumer behaviour, as rotating product images by 360 degrees has been found to have a greater impact on purchase intention than non-rotating images, with sensory vividness as a major explanatory factor (Kim et al., 2020). Sensory vividness is important because it makes the product seem more lifelike and easier to judge. In an online setting, uncertainty can be lowered. Nonetheless, the same body of information indicates that the advantage of rich visuals may not apply to all consumers, as variables such as cognitive busyness may diminish the extent to which consumers use and access interactive capabilities (Kim et al., 2020). This is significant in the case of appliances, since some customers shop when they are in a hurry, like when they need a new fridge or washing machine; hence, the listing design should allow for quick scanning and in-depth assessment.

Video also enhances the quality of a listing by demonstrating the steps of use, the workings of a product, and even real-world situations that cannot be captured in a single picture. Research differentiates between product video types and demonstrates that it can alter the situation depending on what the video dwells upon. Comparative studies of appearance video and usage video demonstrate that the latter has greater capacity to generate higher purchase intention primarily due to having a greater perceived diagnosticity and mental imagery of using the product, referring to the fact that consumers believe that the information is more useful to make judgments about the product and can more easily form mental images of using the product (Cheng et al., 2022). This applies fairly well to appliances, where customers may be interested in practical functionality and daily habits, such as loading a dishwasher, how a vacuum cleaner handles corners, or how to clean an air fryer. Specifically, for digital and home appliance products, it has been shown that video functions can positively influence purchase intention by increasing the amount of useful information obtained by the customer from the listing (Hao et al., 2019). The fact that more work is done on product presentation videos also supports the point that demonstration-style content can affect persuasion and purchase intention due to the ease of evaluating and reinforcing imagined usage in the real environment (Flavián et al., 2017). This body of literature together proposes that video is not only an optional feature but a powerful information tool that will eliminate doubt and build confidence in high-involvement product decisions.

In addition to visuals, product specifications and written information are necessary when selling home appliances, since the purchase of these appliances is usually constrained and comparative. The purchase of appliances should include accurate information on dimensions, capacity, energy efficiency, wattage, voltage, noise level, compatibility, installation requirements, and warranty details. Quality research on product

information explains that attribute comparability is also an essential requirement, such that the information must be organised so that customers can compare models readily and consistently, particularly in high-involvement buying (Amsl et al., 2023). Unless the specifications are complete, consistent, or clearly stated, consumers can have trouble comparing alternatives and might not be convinced that the seller is reliable. Online information quality research also emphasises the role of accuracy and trustworthiness in shaping customer outcomes, indicating that information trust and accuracy are significant in the e-commerce setting, since customers lack the physical ability to verify statements before making a purchase (Yoo et al., 2023). Even minor specification mistakes in the case of appliance shopping can cause massive problems after purchase, including a product that will not fit into the space that is available or the product not being in line with the requirements of the household, and this can diminish the level of satisfaction and may lead to refusal to buy it again.

Various psychological processes have been repeatedly described as influencing purchase intention, the most prevalent of which are perceived diagnosticity, mental imagery, trust, and perceived risk. Usage-based videos are more likely to increase perceived diagnosticity and mental imagery, leading to higher purchase intention (Cheng et al., 2022). In contrast, interactive and vivid visuals may make the product more tangible, thereby eliciting confidence and intention (Kim et al., 2020). Perceived risk and trust are also found to be constant motivators in e-commerce behaviour. According to a meta-analytic review, trust and perceived risk are among the most effective factors influencing online purchasing decisions, along with perceived security and e-word of mouth (Handoyo, 2024). More recent research on short-video commerce also demonstrates that trust is one of the channels linking content characteristics and buying intention (Luo et al., 2025). Meanwhile, listing quality does not operate in isolation, as review signals and ratings may influence how consumers perceive listing information. According to meta-analytic evidence on online reviews, the effect of reviews on purchase intention may not be consistent across contexts and product types, and, as such, listing content, ratings, and reviews may interact during evaluation (Qiu et al., 2024). In the case of home appliances, where review counts can be high and the perceived risk may be high, consumers can integrate listing cues with review cues to make a final judgment.

On the whole, high quality images, informative videos, and comparable specifications that are accurate and comparable has good evidence in terms of its ability to impact purchase intention, as it enhances the quality of evaluation, the perceived strength of imagined usage, and uncertainty reduction (Kim et al., 2020; Cheng et al., 2022; Hao et al., 2019; Yoo et al., 2023; Handoyo, 2024). Nevertheless, most studies address each of those individually and do not consider the overall quality of the product listing or the experience consumers have on a single product page. The need to specifically target online home appliances also exists because this category has greater interest, technical complexity, and perceived risk, and thus, intention may be more strongly affected by listing quality in this category than in many others. The article meets that requirement by studying the interaction between the overall quality of listing images, videos, and specifications and consumer purchase intention of home appliances on the Internet and relying on the well-known mechanisms of diagnosticity, mental imagery, trust, and perceived risk (Cheng et al., 2022; Handoyo, 2024; Amsl et al., 2023).

Research Gap

Existing studies demonstrate that components of online product pages can affect purchase intention, but research on home appliances remains inconclusive. Video research primarily examines the impact of video type or the inclusion of tutorials, with the studies finding that usage focused videos enhance purchase intention due to perceived diagnosticity and mental imagery (Cheng et al., 2022), and that the tutorials of how to use can increase purchase intention of digital and home appliance products because the customers learn more (Hao et al., 2019). Research on visual richness also tends to focus on a single feature, such as interactive 360-degree images, which can generate purchase intention beyond the influence of traditional images (Kim et al., 2020). Meanwhile, research on product information quality confirms that the lack, low quality, or absence of product information may reduce retailers' performance and that high-involvement purchases require higher-quality information, such as a high-level product description and attribute similarity (Amsl et al., 2023). Nevertheless, fewer studies focus on the quality of product listings as a combination of images, videos, and specifications, since consumers view them on the same page.

The holes in the study and application of listing quality also exist in the home appliance setting. First, most studies deal with one factor individually; thus, there is less evidence on the joint and relative impact of images, videos, and specifications on high-involvement, technical products such as appliances. Second, measurement is often based on perceptions rather than on definitive, comparable measures of listing quality (such as number of angles, image clarity, installation visuals provided, video usefulness, specification completeness, and consistency), which limits practical advice for sellers. Third, even though the available evidence on e-commerce demonstrates that trust and perceived risk are the key factors in online buying choices (Handoyo, 2024), the research does not, in all cases, relate these processes to appliance listing quality in images, videos, and specifications for a single model. Lastly, certain boundary conditions are narrowly tested, including product-rating-modulated video effects (Cheng et al., 2022), but how these variables explain the influence of overall listing quality on home appliances remains poorly understood.

This paper fills these gaps by examining the combined effects of images, videos, and specifications on consumers' intention to buy home appliances online, and by shedding light on which component exerts the most significant effect and the decision mechanisms through which it operates.

RESEARCH METHODOLOGY

This study employs a cross-sectional survey design to examine how product listing quality, specifically product images, videos, and specifications, influences consumer purchase intention for home appliances purchased through online marketplaces. The target market consists of consumers based in Coimbatore who actively buy home appliances online through Amazon or Flipkart, or have recently considered doing so. Since the overall size of the online home appliance buyers in the city is large, variable, and cannot be accurately measured, the sample size will be 384 valid responses, which satisfies the standard requirements of 95 per cent confidence and 5 per cent error for an unknown population (Cochran, 1977). The purposive sampling strategy is selected to make certain that respondents are exposed to online pricing schemes, discount offers, and EMI facilities within the recent past, that is, only those who have recently bought an online home appliance or have seriously thought about such a purchase are included (Saunders, Lewis and Thornhill, 2019). A digital survey, in the form of a structured online questionnaire, will be distributed to digital consumers in Coimbatore via email, WhatsApp, and social media as the primary means of gathering data. The questionnaire will also include demographic information, perceptions of pricing and price-comparison behaviour, reactions to discount offers, and the perceived impact of EMI options on purchasing decisions. Anonymity will be guaranteed, and no personal information will be collected to minimise social desirability bias and encourage more honest responses. Although it is an appropriate design for capturing current perceptions and behavioural patterns, it has limitations. The research is based on self-reported data, which can introduce recall or response bias, and the fact that Coimbatore is the study area could limit the generalizability of the results to other areas. Purposive sampling enhances the relevance of responses but limits the scope of generalisation to all online shoppers. Moreover, situational issues such as urgent replacement requirements, seasonal sales, household decision-making processes, and platform-specific services can influence the purchase of home appliances. They cannot be comprehensively measured through a single cross-sectional survey.

RESULTS AND DISCUSSION

The profile of respondents according to the current research on online purchasing of home appliances depicted that younger consumers represented the biggest portion of the sample, whereby approximately 58 percent (around 221 out of 384) are less than 25 years, with approximately 22 percent (around 86) in the 25 to 35 bracket and 45 to 55 showing approximately 11 percent (around 41) and approximately 9 percent (around 36) respectively. There are approximately 59% (228) males and 41% (156) females, respectively. Approximately 71 per cent (272) of them are married, and 29 per cent (112) are not. This implies that household planning could influence how consumers analyse appliances before buying them. The education level mix is mixed, with buyers distributed across high school, undergraduate, postgraduate, professional, and other segments, indicating that online appliance purchasing is prevalent across education levels. Regarding the quality of product listings, the analysis shows that platform-based cues have a significant impact on the formation of evaluation and purchase intentions. 33.8 per cent highly endorse that platform indicators like best sellers, top rated, and recommended

products affect the models they look at, whereas 30.6 per cent also highly endorse that ratings and review summaries make them more confident in their product choice. They strongly agree that comparison tools and package deals can lead them to consider purchasing a model they did not intend to purchase; about 30.1 per cent of respondents indicated that listing structure and presentation can increase the consideration set, even for high-involvement products. This trend helps buttress the broader finding that consumers are highly dependent on the information and indications they see on product pages, since they cannot physically examine the appliance, and inadequate or absent product information can diminish purchase outcomes. Video content is also considered important, as it may demonstrate actual use, installation, and operational steps that images cannot fully convey. Studies have identified that usage-oriented product videos are capable of raising purchase intention by a greater margin than appearance-oriented product videos, and this is because of their perceived diagnosticity and mental imagery; that is, individuals are convinced that the content is capable of assisting them in evaluating the product and constructing mental imagery of using the product. Specific data on digital and home appliance items also show that how-to-use videos may boost purchase intention by augmenting the useful information that customers can obtain from the listing. Specifications are also necessary, along with images and videos, since the choice of appliances is frequently governed by dimensions, energy consumption, capacity, and warranty conditions, and reliable information will help make a superior judgment. Studies on the quality of online information reveal that trust in information and accuracy are important to customer performance in an e-commerce environment.

Relationship between Product Image Quality and Consumer Purchase Intention for Home Appliances Online

Alternate hypothesis (H1₁): There is a positive relationship between product image quality and consumer purchase intention for home appliances online.

Table 1: Relationship between Product Image Quality and Consumer Purchase Intention

Factor	Purchase intention (Pearson r)	Sig. (2-tailed)	Valid n
Product image quality	.945**	.000	384

Table 1 shows a very strong positive correlation between product image quality and consumer purchase intention ($r = .945$, $p = .001$). The null hypothesis is rejected because the p-value is less than 0.01. This implies that the intention to purchase home appliances online is closely linked to clearer, higher-quality, and more detailed product images.

Relationship between Product Video Quality and Consumer Purchase Intention for Home Appliances Online

Alternate hypothesis (H1₂): There is a positive relationship between product video quality and consumer purchase intention for home appliances online.

Table 2: Relationship between Product Video Quality and Consumer Purchase Intention

Factor	Purchase intention (Pearson r)	Sig. (2-tailed)	Valid n
Product video quality	.914**	.000	384

Table 2 indicates that the quality of the product video has a strong positive correlation with consumer purchase intention, which is statistically significant ($r = .914$, $p < .001$). The null hypothesis is rejected because the significance value is less than 0.01. This implies that practical product videos, including feature demonstrations and usage explanations, are strongly associated with higher purchase intention for home appliances when purchased online.

Relationship between Specification Quality and Consumer Purchase Intention for Home Appliances Online

Alternate hypothesis (H1₃): There is a positive relationship between specification quality and consumer purchase intention for home appliances online.

Table 3: Relationship between Specification Quality and Consumer Purchase Intention

Specification quality	Purchase intention (Q46)
Pearson Correlation	.925**
Sig. (2-tailed)	.000
Valid N	384

Table 3 results show a very strong positive relationship between specification quality and consumer purchase intention, which is significant ($r = .925$, $p < .001$). H_0 is thus rejected. This means that complete and unambiguous specifications are the strongest drivers of buying intentions for home appliances when purchasing online.

Multiple Regression Analysis

Influence of Product Listing Quality Factors on Consumer Purchase Intention for Home Appliances Online

Model Summary

Table 4: Model Summary

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.954	.911	.907	.675

Interpretation: There is a strong relationship between the predictors and consumer purchase intention, as indicated by the model ($R = .954$). The combination of predictors accounts for 91.1 per cent of the variance in purchase intention ($R^2 = .911$), and the explanatory power remains strong even after conditioning on the number of predictors (Adjusted $R^2 = .907$). The standard error of estimate is 0.675, indicating a relatively small prediction error with respect to the regression line.

Anova

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1654.392	16	103.399.456	226.991	.000
Residual	162.166	356			
Total	1816.558	372			

Interpretation: The ANOVA result confirms that the overall regression model is statistically significant ($F(16, 356) = 226.991$, $p < .001$), indicating that the combination of listing quality predictors — images, videos, and specifications — collectively explains a significant and non-random proportion of the variance in consumer purchase intention. This validates the model and supports proceeding to examine individual predictor contributions in the coefficients analysis.

Coefficients

Table 3: Regression Coefficients

Predictor (study variables)	B	Std. Error	Beta (β)	t	Sig.
(Constant)	-1.967	.310		-6.342	.000
Listing problems experienced	-.136	.085	-.071	-1.594	.112
Image quality (cue 1)	.140	.123	.071	1.140	.255

Image quality (cue 2)	.125	.078	.062	1.607	.109
Unclear or insufficient images (negative cue)	-.615	.101	-.288	-6.094	.000
Videos demonstrate use and features	.406	.170	.132	2.390	.017
Video availability	-.039	.078	-.020	-4.98	.619
Video clarity and ease of following	.256	.137	.131	1.878	.061
Videos are not helpful (negative cue)	-.356	.106	-.186	-3.346	.001
Video content creates doubts (negative cue)	-.400	.120	-.178	-3.331	.001
Specifications are complete and detailed	1.311	.124	.602	10.583	.000
Specifications are accurate and trustworthy	1.076	.126	.430	8.523	.000
Specifications are easy to compare	.415	.131	.223	3.161	.002
Extra listing information is useful	-.039	.108	-.022	-.357	.721
Performance and key features are clearly stated	.585	.105	.302	5.574	.000
Delivery or installation concerns (negative cue)	-.962	.143	-.510	-6.736	.000
Warranty or return concerns (negative cue)	-.340	.094	-.164	-3.630	.000

The outcome of the regression indicates that the best positive driver of consumer purchase intention is specification quality. Specifications being complete and detailed ($\beta = .602, p < .001$) and specifications being accurate and trustworthy ($\beta = .430, p < .001$) are the most significant predictors. Besides that, performance and main features are explicitly mentioned which also influence the purchase intention with high positive effect ($\beta = .302, p = .001$) and the ease of comparison of specifications among models also significantly shapes purchase intentions ($\beta = .223, p = .002$). That means consumers are more likely to intend to purchase when the product page offers clear, detailed, accurate, and comparable specifications, which is essential for high-involvement products like appliances.

The video's quality is also a positive contribution. Demonstration style videos increase purchase intention ($\beta = .132, p = .017$) and in such a way demonstrate use and features are important influencers of purchase intention. Video clarity is near significant ($p = .061$), suggesting that it can be significant under variant model specifications or with a combination of variables in fewer factors.

There are several negative listing cues that are a major deterrent to purchase intention. The most significant negative predictor is delivery or installation concerns ($\beta = -.510, p = .001$). Poor or ambiguous images also lower purchase intention significantly. Videos which are not helpful ($\beta = -.186, P = .001$) and videos whose content leaves doubts about purchase intention ($\beta = -.178, P = .001$) are also negative video cues that reduce purchase intention. The impact of warranty or return issues is also relatively negative ($\beta = -.164$). This general trend suggests that any listing content that generates doubt or anxiety will undermine purchase intention despite having other listing factors that are robust.

Not all variables have a statistically significant unique effect on the variable when all predictors are entered simultaneously, such as listing problems experienced ($p = .112$), two positive image cues ($p = .255, p = .109$), video availability ($p = .619$), and extra listing information ($p = .721$). These variables can continue to yield a significant correlation with purchase intention in simple correlations; however, the independent effect of these variables is difficult to determine in the presence of other stronger predictors (particularly, specification quality).

Quality Of Product Specifications, Including Completeness, Accuracy, And Ease of Comparison, Influences Consumer Purchase Intention for Home Appliances Online.

Building on the correlation results in Sections 9.1–9.3, this section specifically examines how specification quality dimensions — completeness, accuracy, and ease of comparison — differ across consumer purchase intention groups using one-way ANOVA., that listing content is extremely important since the consumers are not able to see the appliance with their own eyes, and therefore these clear and full information help to decrease the level of uncertainty and promote the confidence in purchasing choice.

In product images, the majority of respondents regard high-quality images as a critical factor in determining the product's appearance, size, design, and other significant physical aspects. Greater consensus on image quality

and viewing on multiple angles indicates that high images are easier to evaluate and there is less uncertainty on whether the appliance will be in the expectation upon delivery. In the case of product videos, the answers indicate that the demonstration style videos are appreciated as they allow the consumers to comprehend how the appliance performs under real conditions, how the features can be utilized and what performance the appliance can deliver. When the respondents concur that the videos are useful and easy to follow, it means that the videos enhanced the perceived knowledge of the product and minimized the reluctance, particularly on high involvement purchases. Meanwhile, any neutral or negative feedback generally indicates that videos are not provided, are unintelligible or not elaborate enough, which may weaken its effect on some customers. In the case of product specifications, overall responses show that completeness, accuracy, and easy comparisons are essential, as appliances purchases usually rely on the technical and practicing information like dimensions, capacity, energy rating, power consumption, warranties, and compatibility. There is a strong consensus in this respect and it implies that consistent similar specifications gain credibility and aid in making decision with confidence. Lastly, the purchase intention responses suggest that in instances where the listing has had clear images, helpful videos and complete and accurate specifications in it, consumers are more convinced about the purchase intentions and are more willing to buy online. In general, the results of the interpretation show that product listing quality is a major determinant of online intention to purchase home appliances with specifications being the most powerful determinant of decision support as images and video helps enhance perception and confidence by decreasing perceived risk and enhancing product evaluation.

Influence of Specification Quality (Completeness, Accuracy, Ease of Comparison) on Consumer Purchase Intention for Home Appliances Online

Alternate hypothesis (H1₂): There is a significant difference in consumer purchase intention across different levels of specification quality (completeness, accuracy, and ease of comparison) for home appliances online.

Table 6: Influence of Specification Quality on Consumer Purchase Intention for Home Appliances Online

Specification quality factor	Source	Sum of Squares	df	Mean Square	F	Sig.
Specification completeness	Between Groups	185.104	3	61.701	89.578	.000
	Within Groups	254.167	381	0.689		
	Total	439.271	384			
Specification accuracy	Between Groups	275.406	3	91.802	274.804	.000
	Within Groups	123.269	381	0.334		
	Total	398.676	384			
Specification: ease of comparison	Between Groups	316.700	3	105.567	251.135	.000
	Within Groups	155.112	381	0.420		
	Total	471.812	384			

The one-way ANOVA was used to determine whether consumer purchase intention varies amongst groups depending on perceived quality of product specifications, in this case completeness, accuracy and ease of comparison, in the purchase of home appliances online. The results indicate a significant difference across all three specification quality factors among the four groups. In specification completeness, there is a statistically significant difference in groups ($F(3,369) = 89.578, p < .001$), which implies that the perceptions of completeness are different among the groups of purchase intention. There is a very strong and significant difference in specification accuracy ($F(3,369) = 274.804, p = .001$) which denotes that the accuracy of specifications is strongly related to the differences in purchase intention. Specification ease of comparison also has a considerable difference ($F(3,369) = 251.135, p < .001$) which indicates that; when specifications can be easily compared across models and brands, there is a considerable difference in purchase intention. All the significance values are below 0.05 so the null hypothesis is rejected and the alternate hypothesis is accepted. On the whole, the findings contribute to Objective 2, indicating that the perceived quality of specifications, in particular, accuracy and comparability, have a strong relationship with consumer intention to purchase home appliances online.

SUMMARY OF FINDINGS

The key results of this work indicate that the quality of product listing is a powerful determinant of online purchase intention towards home appliances and specifications are the strongest determinant. The respondent profile shows that younger consumers form the largest segment, with approximately 58% aged under 25, followed by 22% in the 25–35 bracket. The sample was 59% male and 41% female, with 71% married, suggesting household purchase dynamics may shape evaluation behaviour. Education levels were distributed broadly across high school, undergraduate, and postgraduate categories. Regarding platform-based cues, 33.8% of respondents strongly agreed that best-seller and top-rated labels influenced which models they examined, while 30.6% reported that rating and review summaries increased their confidence in product selection. These findings confirm that consumers are highly reliant on listing content when they cannot physically examine the appliance. The results of the relationships reveal that product image quality, product video quality, and specification quality have a strong positive correlation with purchase intention, indicating that the quality of listing content is positively correlated with the willingness to purchase appliances online. This conclusion is also supported by the predictive analysis that indicates that the combination of related factors explains a very significant portion of the variation in purchase intention, that is, consumer intention is highly affected by what is provided on the product page. In the model, the most significant positive factors are specification quality factors, particularly when the specifications are complete, accurate, and easy to compare and clearly show key performance details, which shows that consumers are very reliant on technical clarity in their online decision making when it comes to purchasing appliances. The presence of helpful demonstration videos also plays in favor of the better understanding of features and actual application, whereas the images serve to evaluate the design, size, and other physical characteristics. Meanwhile, the results indicate that uncertain cues decrease purchase intention, especially issues that are associated with delivery or installation, ambiguous or lacking images, unhelpful or suspicious video content, and ambiguous warranty or returns. The outcome of the group comparison also indicates that perceptions of specification quality vary significantly across levels of purchasing intention, which supports the conclusion that high levels of specification support high levels of buying intention. In general, the research suggests that the quality of product listing is one of the primary determinants of online purchase intention of home appliances in which clear and trustworthy specifications are the primary decision-supporting element, and strong pictures and effective videos enhance confidence, and any listing impression that leads to a higher degree of doubt or a perceived risk can undermine the intention to buy.

Suggestions

According to the results, the research proposes that online sellers and markets can enhance the quality of product listing to create a stronger purchase intention of home appliances, and specifications should be the highest priority. The specifications should be accurate and comprehensive, and follow a standard format across models so buyers can easily compare appliances without confusion. Important technical and practical information that includes dimensions, capacity, energy rating, power need where it applies, installation requirements, warranty cover and contents of the box should be explicitly stated in plain language and in consistent units. Stronger checks should protect accuracy like verifying information against documentation by manufacturer, platform level validation of critical field since misleading or incomplete information generates doubt and lowers intention to purchase. Simultaneously, the quality of photographs ought to be enhanced to bring about high resolution, many angles, close up of controls and labelling and realistic depiction of size because, lack of clarity and less storage of information in the photographs create uncertainty on what one is to receive. Emphasis should be made on real demonstrations as opposed to mere promotional video showing how the appliance is operated, the functions, installation procedures, and where necessary, maintenance since helpful videos aid in assessment and discourage indecisiveness. As the results also demonstrate that risk-related cues dilute buying intention, the listing must have clear, readily accessible information on delivery schedules, installation services and installation fees, warranty, and returns, preferably in a straightforward summary section at the bottom of the price to minimise last-minute anxiety. Lastly, since platform cues like best seller tags, top rated labels, review summaries, and comparison tools cause consumers to think more, marketplaces must make them clear and trustworthy and make comparison tools more focused on the attributes most relevant to appliance buying, so that people can be able to make faster, more confident decisions with fewer doubts when buying an appliance.

CONCLUSION

The paper finds that consumer purchase intention of home appliances online is significantly influenced by product listing quality. Since appliances are high-involvement, technical purchases, buyers rely on what they see on the product page to determine suitability, value, and reliability. The results indicate that the higher the listing content, the higher purchase intention, and specification quality, which is one of the strongest listing factors, should be named. When they are comprehensive, precise, and relatively comparable, consumers become more confident and more ready to take the next step in the buying process, since critical issues regarding fit, performance, and compatibility are addressed. The quality of the images and helpful demonstration videos can also entice a purchase by enhancing the perception of the product's physical characteristics and real-life use, and minimising the feeling of insecurity that may be caused by not seeing the product in person. Simultaneously, the findings suggest that unclear images, irrelevant or confusing videos, and uncertainty about delivery, installation, warranty, or returns can inhibit purchase intention even when other listing factors are present. Overall, the research establishes that enhancing product listings, particularly by strengthening product specifications and adding vivid images and demonstrative videos, would increase consumer confidence and purchase intent for home appliances on online marketing platforms.

Implications and Future Scope of the Study

The practical implications of the study to online marketplaces and home appliances sellers is clear since it demonstrates that the purchase intention is highly conditioned by the quality of the product listing and the quality of specifications, in particular. For managers, the findings suggest that the product page improvement must not be regarded as a simple design exercise but as one of the most essential sales and trust-building exercises. Specification completeness, accuracy, and easy comparability must have priority since consumers rely on technical clarity to evaluate fit, performance as well as compatibility. This implies that conversion can be enhanced by using marketplaces that enforce minimum specification templates for appliances, require critical fields, and automatically check for the absence of value inequalities. The results can also be used by retailers and brands to redesign listing content to better reflect consumer decision-making needs, such as placing the most important specifications at the top, using distinct comparison tables, and ensuring that claims align with the manufacturer's documentation. The results also suggest that the more vivid and abundant the media is, the better the assessment, hence sellers ought to invest in high-resolution multi-angle images and the practical demonstration videos showing actual use, installation processes and maintenance as opposed to mere promotion images. To the experience of the customers, the findings point to the fact that uncertainty cues lower intention, which means that more open delivery, installation, warranty, and return information can mitigate hesitancy and enhance post-checkout confidence. In the case of platform policy, the effects of recommendation cues and comparison tools imply that platforms should ensure that the signals are transparent and reliable, as they are used in the consideration process and can influence decisions, even during high-involvement purchases.

The study's future direction is promising, with additional areas that could extend the findings and enhance generalisability. First, a more extensive geographic sample of cities or states can be used in future studies to determine whether the same tendencies are observed across groups with different income levels, digital literacy, and platform preferences. Second, a longitudinal design would be able to test whether the quality of the listing affects not only intention but also actual purchase behaviour, satisfaction, repeat purchase, and returns over time. Third, causal changes in purchase intention and conversion could be tested through experimental studies by targeting specific listing modifications (e.g., adding a comparison table, improving specification formatting, and adding a standard demonstration video). Fourth, further research can involve adding other variables, such as trust, perceived risk, perceived diagnosticity, and mental imagery, to explain the relationship with listing quality, thereby facilitating understanding of the mechanisms by which images, videos, and specifications influence intention. Fifth, the research can be further elaborated by analysing the various categories of appliances independently (e.g., major and small appliances), since information requirements may vary with price, installation complexity, and perceived risk. Lastly, prospective studies can be conducted to investigate platform variations, including the role of listing quality in motivation for marketplaces like Amazon and Flipkart compared to brand websites, as page structure, review systems, and recommendation designs vary and can modify consumer responses.

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