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The role of digital health platforms in shaping consumer behavior

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Abstract

The objective of this study is to evaluate how digital health platforms have an effect on health knowledge, decision-making methods, and consumer engagement levels. That means the manner in which these platforms have an effect on the behavior of customers is the primary topic of this article. The researcher obtained data from one thousand individuals who enrolled in digital health platforms in Jordan. The researchers used a quantitative methodology to collect the data. In order to study the connections that exist between the components of the platform, the level of user interaction, and the behavioral implications, they carried out a number of statistical tests, including regression analysis, using SPSS version 26. These tests were implemented in order to investigate the relationships. Based on the findings, it can be concluded that digital health platforms have the ability to increase user engagement, influence decision-making, and raise awareness about health issues. The conclusion of the study includes both recommendations for undertaking future research and takeaways that are applicable to healthcare practitioners. These recommendations are included in the conclusion.

Keywords: Digital Platforms; Digital Health Platforms; Consumer Behavior; Health Sector

1. Introduction

The rapid advancement of digital technology has caused a revolution in healthcare, with digital health platforms becoming key tools to improve health outcomes and shape behavior. These platforms, including mobile health apps, telemedicine, and online health communities, enable users to access health information personalized guidance, and remote doctor consultations (Topol, 2019). In recent years, these platforms have gained momentum following the COVID-19 outbreak, which prompted more people to adopt digital health solutions (World Health Organization 2021).

New digital technology has brought about major shifts in healthcare. Tools like health apps, telemedicine wearable fitness devices, and online health communities have an impact on health outcomes and behavior patterns (Topol, 2019). These innovations give users the ability to access health data, receive tailored guidance, consult doctors, and monitor their well-being. This development makes healthcare more accessible, efficient, and patient-centered (World Health Organization 2021).

Digital health platforms are getting more popular for several reasons. More people are living with chronic conditions, there's a growing need for personalized healthcare, and most folks now have easy access to smartphones and the internet (Kvedar et al. 2016). A report from Grand View Research (2022) suggests that the global digital health market will reach $639.4 billion by 2026. This prediction highlights how these platforms are becoming more and more important in healthcare.

In Jordan digital health platforms are becoming more common. This growth stems from increased internet and smartphone usage, along with the government's efforts to bring about digital changes in healthcare (Jordanian Ministry

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of Health 2022). Yet, we lack solid research on how these platforms influence health behaviors among Jordanians. This study aims to address this gap. It examines how digital health platforms have an impact on health awareness, help people make decisions, and get Jordans more involved in managing their health.

1.1. Problem Statement

While digital health platforms offer potential upsides, we don't know much about how they shape consumer behavior in growing markets like Jordan. Most research has looked at developed countries, which leaves us in the dark about how well these platforms work to change behavior in places with limited resources. This study aims to fill this knowledge gap by examining how digital health platforms impact consumer behavior in Jordan.

Here are the questions the researcher wants to answer

- How do digital health platforms influence health awareness among people in Jordan?
- What part do digital health platforms play in how people make health choices?
- How do digital health platforms impact how users interact with them?

1.2. Significance of the Study

This study contributes to the literature by providing empirical evidence from an emerging market. The findings will help healthcare providers and policymakers understand the potential of digital health platforms to shape consumer behavior and improve health outcomes. Additionally, the study offers insights for technology providers on designing and implementing effective digital health solutions in Jordan.

2. Literature Review

2.1. The Impact of COVID-19 on Digital Health Adoption

The COVID-19 epidemic has had a big impact on digital health platforms. When people had to stay home, doctors and patients started to use digital tools to keep up with health treatment (World Health Organization, 2021). More people began to use telemedicine services because they liked talking to doctors from their homes (Bestsennyy et al. 2021). At the same time, health apps for phones and wearables became more popular. People used them to stay healthy during the epidemic (Lupton 2020; Hashem 2018). The COVID-19 pandemic has shown that digital health solutions can help reduce healthcare gaps and give more people in rural or underserved areas access to medical care (Bashshur et al. 2020; Hashem 2016). These platforms allow doctors to check their patients' vitals from far away in real-time. This helps bring doctors and patients closer by making sure everyone can get the care they need when they need it, no matter where they are.

2.2. The Role of Digital Health Platforms in Shaping Consumer Behavior

Digital health platforms have a big impact on how people handle their health. They get users more involved, teach them about health problems, and show them how to live healthier. When people can find good health info on these platforms, they can take better care of themselves and make smarter choices (Lupton 2017). Think about fitness trackers and health apps on phones. They let users keep an eye on how much they move, what they eat, and how well they sleep. This might push people to pick healthier options (Fogg, 2009).

Also digital health platforms have an impact on decision-making by offering decision-support tools and personalized advice. For instance, Kvedar et al. (2016) pointed out that online health forums give peer support and help, and telemedicine services help users decide whether to get medical advice. These platforms include interactive features, like gamification and social networking, which boost user engagement. This, in turn, encourages regular use and builds a sense of community (Baumel et al. 2019).

2.3. Challenges and Opportunities

Digital health platforms face several hurdles, despite their promise. These challenges include protecting user data and earning their confidence (Lupton 2020). Health records must also be reliable and correct. False information can shape people's actions and well-being (World Health Organization, 2021). Unequal access to technology also limits these platforms' reach and functions. Bashshur et al. (2020) point out that this is true in rural and poor areas.

However when facing tough times, chances to grow and get better show up. Take AI and ML as an example. These tech advances can boost what digital health platforms can do. They make it possible to diagnose more , give personalized advice, and predict trends (Topol, 2019). Also when governments, tech firms, and health providers team up, they can tackle issues like data privacy and access. This helps to make digital health platforms safer.

3. Theoretical Framework

This study used the Technology Acceptance Model and the Health Belief Model as its basis. Davis (1989) came up with the Technology Acceptance Model (TAM). It states that how people see technology's usefulness and simplicity has an impact on how they use it. Venkatesh and Davis (2000) and Al-Duwailah and Hashem (2019) say that users rate digital health platforms based on how useful they are and how easy they are to use. Usefulness means how much users think the platforms can make their health better. Ease of use means how simple the platforms are to use. Rosenstock created the Health Belief Model (HBM) in 1974 to explain how people's views about possible health benefits and risks affect what they do. HBM points out six main parts: how likely someone thinks they are to get sick how bad they think the sickness would be, what good things might happen, what might get in the way, what pushes them to act, and how sure they are about themselves. These parts help us understand how online health tools change behavior (Janz & Becker, 1984).

3.1. Digital Health Platforms and Health Awareness

Digital health platforms have a big impact on the growing health consciousness trend. They make sure people can get their hands on up-to-date and correct health info. A 2017 study by Lupton found that health apps on phones and online health communities help users learn more about health issues, ways to prevent them, and treatment choices. In the same way, Topol's research from 2019 shows that telemedicine services play a part in boosting health awareness. One way they do this is by making it easy to talk to doctors from afar.

3.2. Digital Health Platforms and Decision-Making

Digital health platforms have an impact on how people make decisions about their health by giving users tools to make smarter choices and get better suggestions. Studies show that wearable tech and health apps help users to make smart choices about what they eat how much they move, and what meds they take (Kvedar et al. 2016). Fogg (2009) also found that these platforms help build good habits by using feedback and reminders, which are ways to persuade people to change their behavior.

3.3. Digital Health Platforms and User Engagement

Digital health platforms can succeed when users take part. People who join in and often use these services get the health perks. Research by Baumel et al. (2019) shows that adding social features and game-like elements, like rankings and community chat rooms has a big impact on getting users more involved. The same goes for keeping users engaged; Patel et al. (2015) found that content tailored to each person and features you can interact with boosted engagement and made people stick around.

3.4. Hypotheses Development

Drawing from the theory and research we have looked at, here are the ideas we want to test:

- **H1**: Digital health platforms boost people's awareness of their health.
- **H2**: Digital health platforms help people make better choices about their health.
- **H3**: Digital health platforms get users more involved in their health.

4. Methodology

The Researcher used a quantitative design to study how digital health platforms affect consumer behavior. They gathered data using a structured survey that was given to 1,000 people who use digital health platforms in Jordan.

4.1. Data Collection

The questionnaire included sections on demographic information, platform features, health awareness, decision-making, and user engagement. Data were analyzed using SPSS software.

4.2. Statistical Analysis

Table 1 summarizes the demographic characteristics of the sample

Variable	Category	Frequency	Percentage
Gender	Male	550	55%
	Female	450	45%
Age	18–24	300	30%
	25–34	350	35%
	35–44	200	20%
	45+	150	15%
Education	High School	200	20%
	University	700	70%
	Postgraduate	100	10%
Platform Usage	Daily	300	30%
	Weekly	400	40%
	Monthly	200	20%
	Rarely	100	10%

Above table shows following results

4.3. Gender Distribution

The sample had **55% males (n = 550)** and **45% females (n = 450)**. This even split between genders ensures the results speak for both men and women who use digital health platforms in Jordan.

4.4. Age Distribution

Most survey participants were young adults, with **65% of respondents aged between 18 and 34**. This age breakdown shows how tech-savvy Jordan's population is, with younger people more likely to use and engage with digital tech, such as digital health platforms.

4.5. Educational Background

The participants were well-educated, with 70% (n = 700) having a university degree, their high education level indicates their familiarity with digital tech and their ability to use digital health platforms.

4.6. Frequency of Platform Usage

The frequency of platform usage among participants varied, with the majority reporting regular interactions:

- **30% (n = 300)** used digital health platforms daily.
- **40% (n = 400)** used them weekly.
- **20% (n = 200)** used them monthly.
- **10% (n = 100)** rarely used them.

This distribution indicates that digital health platforms are becoming integral to healthcare interactions in Jordan, particularly among frequent users.

Table 2 Descriptive Analysis of Statements for Each Variable

Variable	Statement	Mean	Std. Deviation	Alpha
Health Awareness	The platform increased my knowledge of health conditions.	4.029	0.996	
	The platform helped me understand preventive measures.	3.868	0.616	
	The platform provided accurate and reliable health information.	4.132	0.339	
	The platform made me more aware of my health risks.	4.525	0.500	
		4.139	0.354	0.82
Decision-Making	The platform helped me make informed decisions about my health.	4.437	0.496	
	The platform provided personalized recommendations for my health.	4.446	0.497	
	The platform influenced my choices regarding diet and exercise.	4.490	0.500	
	The platform helped me decide when to seek medical advice.	4.437	0.496	
		4.452	0.464	0.95
User Engagement	I found the platform easy to use and navigate.	4.815	0.388	
	I enjoyed using the platform regularly.	3.507	1.859	
	The platform kept me engaged with its interactive features.	4.437	0.496	
	I would recommend the platform to others.	3.797	0.810	
		4.139	0.449	0.87
Platform Features	The platform provided timely reminders for health-related activities.	4.334	0.557	
	The platform offered personalized health insights.	4.029	0.903	
	The platform had a user-friendly interface.	2.998	1.506	
	The platform integrated well with other health tools I use.	3.265	0.753	
		3.656	0.432	0.91

Analysis of the viewpoints regarding the specified question, utilizing mean and standard deviation, reveals a favorable trend. The primary reason for this is that their means exceed the scale's average value, established at 3. Cronbach's alpha is employed by researchers to assess the reliability of the scale. Table 2 indicates that the alpha values suggest a reliable scale, as they surpass the threshold of 0.70.

4.7. Hypotheses Testing

H1: Digital health platforms boost people's awareness of their health.

Table 3 H1 testing

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	0.466	0.217	0.217	0.31363			
ANOVA							
Model		Sum of Squares	df	Mean Square		F	Sig.
1	Regression	27.276	1	27.276		277.300	0.000
	Residual	98.167	998	0.098			
	Total	125.443	999				
Coefficients							
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	2.740	0.085			32.407	0.000
	Platform Features	0.382	0.023	0.466		16.652	0.000

Linear regression analysis showed that the independent and dependent variables were significantly positively related (r = 0.466), which proved the above theory. An extra 21.7% of the difference in the dependent variable comes from the independent variable.

It's important to note that the F value is statistically significant at the 0.05 level, which means that Digital health platforms boost people's awareness of their health.

H2 Digital health platforms help people make better choices about their health.

Table 4 H2 testing

Model Summary						
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**		
1	0.125	0.016	0.015	0.46076		
ANOVA						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	3.367	1	3.367	15.859	0.000
	Residual	211.877	998	0.212		
	Total	215.244	999			
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.961	0.124		31.888	0.000
	Platform Features	0.134	0.034	0.125	3.982	0.000

Linear regression analysis showed that the independent and dependent variables were significantly positively related (r = 0.125), which proved the above theory. An extra 1.6% of the difference in the dependent variable comes from the independent variable.
It's important to note that the F value is statistically significant at the 0.05 level, which means that Digital health platforms help people make better choices about their health.

H3: Digital health platforms get users more involved in their health.

Table 5 H3 testing

Model Summary						
Model	R	R Square		Adjusted R Square	Std. Error of the Estimate	
1	0.386	0.149		0.148	0.41405	
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.956	1	29.956	174.731	0.000
	Residual	171.098	998	0.171		
	Total	201.054	999			
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.674	0.112		23.950	0.000
	Platform Features	0.401	0.030	0.386	13.219	0.000

Linear regression analysis showed that the independent and dependent variables were significantly positively related (r = 0.386), which proved the above theory. An extra 14.9% of the difference in the dependent variable comes from the independent variable.
It's important to note that the F value is statistically significant at the 0.05 level, which means that Digital health platforms get users more involved in their health.

5. Conclusion

This research in Jordan focused on health literacy, decision-making, and how people use platforms. The study looked at how these platforms had an impact on buying habits of consumers in the country. What we found shows how important digital health platforms are to make people more aware of health issues, to help them make healthcare choices, and to get users more involved. Like other studies have shown, our results prove that digital health platforms can help improve health and give consumers more power. Jordan has a developing market with distinct cultural and tech features, and this study offers proof from that market. Studies on digital health platforms and how they affect consumer behavior in areas with limited resources are on the rise, and these findings add to that talk. The paper also includes hands-on advice for doctors. It stresses how important it is to invest in top-notch digital health platforms that grab attention fit each user, and are simple to use. Doctors can boost health results and make patients happier by using these platforms to their fullest. The outcomes also matter a lot to policy makers. They point out the need for plans to push the use of digital health platforms and to tackle worries about keeping user data private, available, and safe. On top of that, lawmakers need to work on closing the digital gap. This will make digital health solutions open to everyone, no matter how much money they have.

Recommendations

Healthcare experts should focus on making digital health platforms that give people reliable and personalized health info they can trust. Adding social media features and game-like parts to these platforms can help get more users. Doctors can get their patients to use digital health platforms by explaining how they help and offering perks. For example, doctors could give discounts or rewards to patients who use health-tracking apps. To deal with worries about keeping customer data safe and private, providers need to use strong encryption and be clear about how they handle data. For digital health platforms to work well in the long run, people need to believe in them. Also, policymakers should push for teamwork between public and private sectors to speed up the creation and rollout of digital health platforms. By joining forces and pooling resources, these partnerships can come up with fresh and lasting answers. At the same time more research should look into how digital health platforms change users' habits and health in the long run. This will shed light on how people stay involved and act as time goes by. We need to study how well digital health platforms work in different economic and social settings. This can help find the best ways to put these platforms to use in various places

6. Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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