

## Determinants of Customer Satisfaction in E-commerce: Insights from Shopee Thailand

 Kunaporn Homtong<sup>1\*</sup>, Panuwat Sitheechoke<sup>2</sup>

<sup>1,2</sup>Graduate College of Management, Sripatum University, Bangkok, Thailand; kunaporn.tar17@gmail.com (K.H.)  
panuwat.si@spu.ac.th (P.S.).

**Abstract:** Thailand's e-commerce sector has grown rapidly, with over 85% of internet users shopping online and Shopee emerging as a top platform. This study aims to examine: (1) the ease of use of the platform that affects customer satisfaction in purchasing products through the Shopee application in Thailand, and (2) the marketing mix (5Ps) that influences customer satisfaction when purchasing products through the Shopee application in Thailand. A quantitative research method was employed, using a sample of 400 consumers with experience purchasing products through the Shopee platform. Data were collected via an online questionnaire and selected through purposive sampling. The research instrument underwent content validity evaluation by three academic experts, and its reliability was tested using Cronbach's Alpha, yielding a high reliability score above 0.80. Data analysis included descriptive statistics (percentages, means, and standard deviations) and inferential statistics, including correlation analysis and multiple regression analysis, to explore the relationships and influence of independent variables on customer satisfaction. The findings revealed that platform usability and all elements of the marketing mix significantly and positively influence customer satisfaction. In particular, system speed, clarity of product information, fair pricing, effective promotional strategies, and responsive customer service were identified as key factors. These results provide strategic insights for enhancing user experience and aligning digital marketing strategies with Thai consumer behavior in the competitive e-commerce market.

**Keywords:** *Customer satisfaction, Ease of use, Online shopping, Product quality, Shopee.*

### 1. Introduction

The e-commerce industry in Thailand has witnessed rapid growth over the past decade, driven by improvements in digital infrastructure, increased smartphone usage, and a clear shift in consumer behavior toward online shopping. According to DataReportal [1] over 85% of internet users in Thailand have made online purchases, with Shopee ranking as one of the most widely used platforms. Today's consumers value not only price but also ease of use, accessibility, promotional offers, and service quality associated with digital shopping platforms. The emergence of platforms such as Shopee has redefined how consumers evaluate and purchase products. A seamless user experience, including intuitive navigation, efficient search functions, fast checkout processes, and cross-device compatibility, has become critical in determining user satisfaction and brand loyalty [2]. Technology Acceptance Model (TAM) emphasizes that perceived ease of use plays a significant role in influencing user acceptance and continued engagement with digital systems.

Additionally, the marketing mix theory proposed by Kotler and Keller [3] which includes the 5Ps, Product, Price, Place, Promotion, and People, serves as a foundational framework for understanding how marketing strategies influence consumer satisfaction. Transparent product information, fair pricing, flexible delivery options, attractive promotions, and responsive customer service are all factors that shape perceived value and positively impact the overall experience on the platform. Despite

Shopee's popularity in Thailand, there remains a gap in empirical research exploring the direct effects of platform usability and the 5Ps marketing mix on customer satisfaction from the perspective of Thai users. Most available insights are derived from commercial data rather than theory-based behavioral research.

This study aims to investigate the relationship between platform usability, marketing mix elements, and customer satisfaction in purchasing products via the Shopee application. The specific research questions are as follows:

- 1) How do usability factors, simplicity, speed, clarity, and device compatibility, influence customer satisfaction on the Shopee platform?
- 2) What is the impact of the 5Ps marketing mix (Product, Price, Place, Promotion, and People) on customer satisfaction in the context of Shopee?
- 3) How do platform usability and the marketing mix interact to affect the overall user experience and satisfaction among Thai consumers?

## 2. Research Objectives

- 1) To examine the impact of platform ease of use on customer satisfaction when purchasing products through the Shopee application in Thailand.
- 2) To investigate the influence of the 5Ps marketing mix (Product, Price, Place, Promotion, and People) on customer satisfaction in purchasing products via the Shopee application in Thailand.

## 3. Literature Review

This research is grounded in key concepts and theories in marketing, consumer behavior, and decision-making psychology, focusing on the relationships among platform usability, marketing mix elements, and customer satisfaction in the context of purchasing products through the Shopee application in Thailand. The literature review aims to synthesize knowledge from relevant sources to support the formulation of hypotheses and statistical analysis in this study.

Firstly, the study explores the concept of platform usability, which includes dimensions such as ease of use, system speed, clarity of product information, and cross-device compatibility. These factors influence consumers' perception of "perceived ease of use," a term defined by Davis [2] in the Technology Acceptance Model (TAM). According to TAM, perceived ease of use is a critical factor affecting users' willingness to adopt technology. These usability elements are considered independent variables for analyzing their relationship with customer satisfaction.

Secondly, the study focuses on the marketing mix (5Ps), Product, Price, Place, Promotion, and People, which serve as core marketing tools that directly influence consumer purchasing behavior. For example, high product quality, fair pricing, fast and reliable delivery systems, and responsive customer service all play a significant role in enhancing perceived value and fostering customer loyalty. These marketing components are strategically important in digital commerce environments, where competition is intense.

Lastly, the research examines psychological factors influencing consumer behavior, including perceived value, expectations, purchase intention, and brand trust. These elements are central to decision-making, particularly in digital platform contexts where user experience and emotional engagement play pivotal roles. The study acknowledges that consumers' emotional responses and satisfaction are integral to their continued use of the platform.

*Hypothesis 1: Ease of Use Platform is Positively Associated with Customer Satisfaction in Purchasing Products via the Shopee Application in Thailand*

*Hypothesis 1.1: Ease of Use and Customer Satisfaction in Purchasing Products*

Davis, et al. [4] asserted that perceived ease of use involves clear navigation and effortless access to various functions, which are essential components of user satisfaction in digital systems.

Kim and Stoel [5] emphasized that user-friendly interfaces help minimize cognitive load, fostering greater trust and comfort in online shopping environments.

Al-Debei, et al. [6] found that well-structured website and application navigation enables users to locate products quickly, thereby reducing confusion and enhancing overall satisfaction.

Srisupawatanan [7] observed that clearly labeled menus, efficient search systems, and responsive screen layouts significantly enhance the user experience on the Shopee platform.

*Hypothesis 1.2: Speed/Responsiveness and Customer Satisfaction in Purchasing Products*

Davis [2] highlighted that system speed is a key component of perceived ease of use, influencing both user satisfaction and the acceptance of technology.

Zhou, et al. [8] identified that rapid transaction processes, particularly during the purchasing and payment stages, play a crucial role in reducing cart abandonment rates and increasing customer satisfaction.

Saengsirichai [9] supported the notion that users who experience fast access to product information and smooth transaction flows report higher levels of satisfaction with the Shopee platform.

*Hypothesis 1.3: Clarity of Information and Customer Satisfaction in Purchasing Products*

Kim and Stoel [5] found that clear interfaces and well-organized content reduce cognitive strain, instilling confidence in online shoppers and minimizing misunderstandings about product information.

Radziszewska, et al. [10] highlighted that the clarity and completeness of product information on e-commerce platforms are crucial elements that influence customer satisfaction. Clearly presented information helps reduce ambiguity and builds consumer trust during the purchase decision-making process.

Suciningrum and Usman [11] found that customer satisfaction on the Shopee platform is significantly influenced by product quality, service quality, and pricing. These variables were shown to have a positive correlation with consumers' overall satisfaction levels.

Srisupawatanan [7] noted that Shopee users who perceive product listings as comprehensive, including images, usage details, genuine user reviews, and seller information, tend to be more satisfied than those encountering vague or incomplete information.

Masyhuri [12] identified several key factors affecting customer satisfaction in e-commerce businesses, including website quality, order fulfillment, ease of use, product and service presentation, as well as security and privacy. These factors collectively play a significant role in shaping customer satisfaction.

*Hypothesis 1.4: Device Compatibility and Customer Satisfaction in Purchasing Products*

Davis [2] also noted that the alignment of technology with the user's context influences perceived ease of use, thereby increasing both acceptance and satisfaction.

Tarute, et al. [13] emphasized that a platform's ability to adapt its interface across various devices enhances accessibility, improves loading speed, and ensures smoother transactions, all of which contribute significantly to customer satisfaction.

Sutthiprapha, et al. [14] found that Shopee users who accessed the platform via smartphones and experienced responsive interfaces and fast loading times reported higher satisfaction levels than those who encountered device-related issues.

*Hypothesis 2: Marketing Mix (5Ps) is Positively Associated with Customer Satisfaction in Purchasing Products via the Shopee Application in Thailand*

*Hypothesis 2.1: Product and Customer Satisfaction in Purchasing Products*

Zeithaml, et al. [15] explained that perceived product value, particularly reliability, functionality, and modernity, directly influences customer satisfaction.

Kotler and Keller [3] defined "Product" as anything that can be offered to a market to satisfy a want or need, encompassing aspects such as quality, design, features, and warranty.

Mahanon, et al. [16] found that Shopee consumers report higher levels of satisfaction when the products they receive match the online descriptions, include comprehensive information, and receive positive customer reviews. In contrast, inconsistencies between expectations and reality often result in dissatisfaction.

*Hypothesis 2.2: Price and Customer Satisfaction in Purchasing Products*

Dodds, et al. [17] highlighted that perceived price fairness significantly influences consumers' evaluations of product value and satisfaction, particularly in contexts where price comparisons among sellers are easily accessible.

Kotler and Armstrong [18] stated that price reflects not only the value of a product but also serves as a signal of its quality and the transparency of the seller.

Cheng, et al. [19] noted that competitive pricing plays a critical role in fostering customer loyalty and enhancing satisfaction on e-commerce platforms.

Onkaew [20] observed that Shopee users report higher satisfaction when product prices are consistent with their perceived quality, include promotional discounts, and clearly disclose shipping costs.

*Hypothesis 2.3: Place and Customer Satisfaction in Purchasing Products*

Kotler and Keller [3] expanded the concept of "Place" in the context of e-commerce to encompass a platform's ability to deliver products and services efficiently and accessibly, highlighting the importance of delivery speed, channel variety, and accurate tracking systems.

Zhou, et al. [21] indicated that customer trust in the delivery process, including on-time and damage-free receipt of products, has a significant influence on customer satisfaction and the likelihood of repeat purchases.

Bamrungsin [22] reported that Thai Shopee users place high value on flexible delivery methods, transparent shipping fees, and real-time tracking systems, all of which contribute to increased customer satisfaction.

Lim, et al. [23] found that timely deliveries, multiple shipping options, and systematic status notifications significantly enhance customer satisfaction in e-commerce environments.

*Hypothesis 2.4: Promotion and Customer Satisfaction in Purchasing Products*

Bai, et al. [24] noted that clear, transparent, and easily accessible promotional strategies positively impact user satisfaction and help reduce purchase hesitation, especially among price-sensitive consumers.

Kotler and Keller [3] emphasized that promotions, such as discounts, coupons, and flash sales, are vital tools for attracting customer interest and encouraging purchases in competitive e-commerce environments.

Hongsaladarom [25] found that special discounts, free shipping codes, and daily promotional offers on Shopee significantly enhance customer satisfaction by delivering perceived added value.

Salehi, et al. [26] observed that consistent marketing campaigns, in-app promotion notifications, and reward-based systems psychologically engage consumers, thereby increasing brand awareness and overall satisfaction.

*Hypothesis 2.5: People and Customer Satisfaction in Purchasing Products*

Parasuraman, et al. [27] in their SERVQUAL model, emphasized that "Responsiveness" and "Assurance" are critical dimensions influencing customer satisfaction, particularly in service environments that involve technological mediation and high levels of perceived risk, such as online shopping, where customers cannot physically inspect products.

Kotler and Keller [3] noted that in the context of e-commerce, the "People" element encompasses not only company employees but also sellers, customer service representatives, and automated systems such as chatbots, all of which influence customer perceptions and satisfaction.

Saleem, et al. [28] also found that professional communication, proactive assistance, and the overall demeanor of service providers play a vital role in building trust and fostering repeat purchases in digital commerce environments.

Sangpetch [29] conducted a study on seller services on the Shopee platform and found that the ability to provide accurate information, respond promptly to customer inquiries, and offer reliable post-sale support significantly enhances customer trust and satisfaction.

#### 4. Research Framework

The research framework of this study is designed to examine the relationships between platform ease of use and the marketing mix (5Ps) with consumer satisfaction in purchasing products via the Shopee application in Thailand. This framework is based on the research objectives and hypotheses and incorporates key variables drawn from relevant theoretical foundations and prior research on consumer behavior in the e-commerce context.

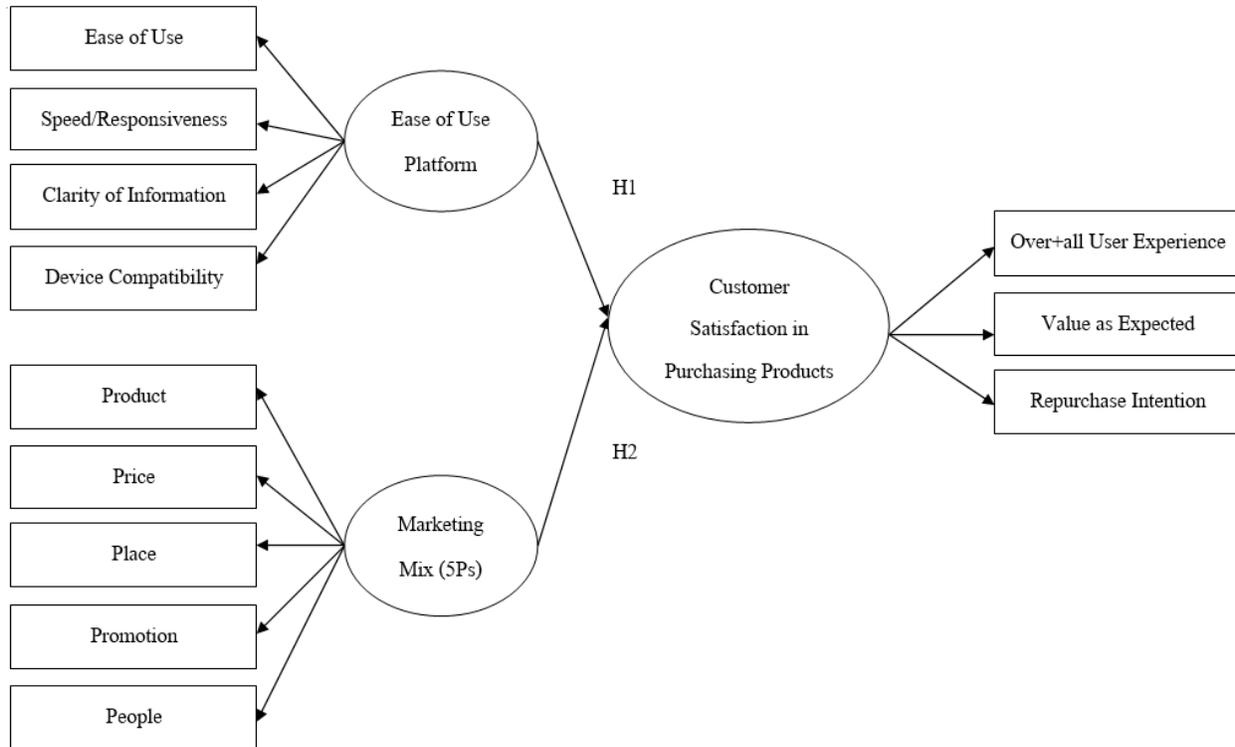
The independent variables are categorized into three main groups:

- 1) Demographic factors: gender, age, income, education level, and frequency of Shopee usage
- 2) Platform ease of use, which includes:
  - Ease of use
  - Speed/Responsiveness
  - Clarity of information
  - Device compatibility
- 3) Marketing mix factors (5Ps):
  - Product: product attributes
  - Price: pricing level and transparency
  - Place: delivery channels and logistics efficiency
  - Promotion: discounts, campaigns, and promotional offers
  - People: seller and customer service quality

The dependent variable is customer satisfaction, which includes multiple dimensions such as the overall shopping experience, perceived value, repurchase intention, and word-of-mouth recommendation.

This theoretical framework is grounded in the assumption that demographic factors, platform ease of use, and marketing mix elements are positively associated with customer satisfaction. In other words, consumers with varying demographic backgrounds who perceive the platform as user-friendly, reliable, and responsive, along with appealing products and effective marketing, are more likely to feel satisfied with their purchasing experience on Shopee.

To examine these hypotheses, this study employs a quantitative research method, utilizing a questionnaire distributed to 400 gamers in Thailand. The data collected will be analyzed using descriptive and inferential statistics, including correlation analysis, to identify statistically significant relationships between the dependent and independent variables. This framework not only supports hypothesis testing but also provides practical recommendations for platform managers in optimizing user interface design, product presentation, and marketing strategies. By understanding how these factors influence satisfaction and consumer behavior, e-commerce businesses can improve sales performance, customer retention, and long-term brand loyalty.



**Figure 1.**  
Research Framework.

## 5. Research Methodology

This study employed a quantitative research method using a survey design to examine the relationships between platform ease of use, marketing mix factors (5Ps), and customer satisfaction in the context of online shopping via the Shopee application in Thailand. Data were gathered using a systematically developed questionnaire and analyzed through both descriptive and inferential statistics. The study targeted a population of Shopee users across Thailand, with a total sample size of 400 participants. The sample was selected using purposive sampling, focusing on individuals with at least three months of Shopee usage experience to ensure the depth and reliability of responses.

The primary research instrument was a questionnaire divided into four sections. A 5-point Likert scale was used, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Section 1: Demographic Factors – gender, age, income level, education level, and frequency of Shopee usage.

Section 2: Perceptions of Platform Ease of Use – ease of use, speed/responsiveness, clarity of information, and device compatibility.

Section 3: Evaluation of Marketing Mix Elements – Product, Price, Place, Promotion, and People, and their influence on customer satisfaction.

Section 4: Customer Satisfaction – overall experience, value assessment, and repurchase intention.

Content validity of the questionnaire was evaluated by three experts, with an Index of Item-Objective Congruence (IOC) score of 0.60 or higher. The questionnaire was pilot-tested with 30 respondents, and its reliability was assessed using Cronbach's Alpha, which yielded scores greater than 0.70 for all variables.

Data were collected online via Google Forms and distributed through various channels, such as LINE and Facebook, from March to April 2025. Both primary and secondary data were utilized to

support the research objectives. The data analysis was divided into two parts: 1) Descriptive statistics were used to describe the demographic data of Shopee users in Thailand, presented in terms of percentages, means, and standard deviations, and 2) Inferential statistics were used to analyze the relationships between the marketing mix elements, promotion strategies, and psychological factors, using correlation analysis. All data were processed using SPSS to ensure the accuracy and reliability of the results.

**Table 1.**  
Research Findings.

Objective	Research Findings
To examine the impact of platform ease of use on customer satisfaction when purchasing products through the Shopee application in Thailand.	The research found that the ease of use of the Shopee platform, across various dimensions such as usability, system speed, clarity of information, and device compatibility, received a high average score and showed a statistically significant positive relationship with customer satisfaction. In particular, users who perceived the platform as user-friendly, easy to navigate, and compatible with their devices were more likely to report satisfaction with their online shopping experience compared to users who encountered difficulties related to usability. These findings suggest that ease of use is a key determinant that directly influences the overall consumer experience on the Shopee platform.
To investigate the influence of the 5Ps marketing mix (Product, Price, Place, Promotion, and People) on customer satisfaction in purchasing products via the Shopee application in Thailand.	The analysis revealed that all components of the marketing mix (5Ps), Product, Price, Place, Promotion, and People, positively influenced customer satisfaction. Specifically, product quality, fair pricing, timely delivery, and responsive, informative seller service were identified as crucial factors contributing to customers' perceived value and overall satisfaction. These elements were also found to influence repeat purchasing behavior and word-of-mouth recommendations, indicating that a well-executed and comprehensive marketing mix plays a significant role in enhancing user satisfaction on the Shopee platform.

**Table 2.**  
Hypothesis Testing.

Hypotheses	Research Findings
Hypothesis 1: Ease of Use Platform is Positively Associated with Customer Satisfaction in Purchasing Products via the Shopee Application in Thailand	The study revealed that overall ease of use is significantly associated with customer satisfaction. Users who perceive the platform as user-friendly are more likely to engage in repeat purchases and are more inclined to recommend the platform to others, demonstrating the critical role of usability in shaping positive consumer behavior on Shopee.
Hypothesis 1.1: Ease of Use and Customer Satisfaction in Purchasing Products	Simple and intuitive navigation, as well as convenient access to platform features, significantly influence user satisfaction on the Shopee platform. When users are able to browse, search, and complete transactions with ease, their overall shopping experience improves, leading to higher levels of satisfaction and a greater likelihood of continued platform engagement.
Hypothesis 1.2: Speed/Responsiveness and Customer Satisfaction in Purchasing Products	Fast loading speed, quick product search, and smooth payment processes contribute significantly to higher levels of user satisfaction. These technical and functional aspects enhance the overall shopping experience on the Shopee platform, reduce user frustration, and encourage continued engagement and loyalty.
Hypothesis 1.3: Clarity of Information and Customer Satisfaction in Purchasing Products	Comprehensive product details, high-quality visuals, and verified user reviews significantly enhance users' confidence and satisfaction, especially when compared to unclear, incomplete, or misleading product listings. These elements help build trust, reduce uncertainty, and positively influence purchasing decisions on the Shopee platform.
Hypothesis 1.4: Device Compatibility and Customer Satisfaction in Purchasing Products	Interfaces that adapt effectively to different devices, such as smartphones and tablets, provide better usability experiences, which are significantly correlated with customer satisfaction. Cross-device

	compatibility ensures consistent performance, convenience, and accessibility, all of which contribute to a more positive and seamless user experience on the Shopee platform.
Hypothesis 2: Marketing Mix (5Ps) is Positively Associated with Customer Satisfaction in Purchasing Products via the Shopee Application in Thailand	The results revealed that all components of the marketing mix, product, price, place, promotion, and people, were positively and significantly associated with customer satisfaction among Shopee users. This indicates that a well-implemented marketing strategy that addresses each of these elements contributes meaningfully to enhancing the overall shopping experience and user satisfaction on the platform.
Hypothesis 2.1: Product and Customer Satisfaction in Purchasing Products	The findings showed that products with accurate descriptions, positive reviews, and comprehensive details significantly contributed to customer satisfaction. These elements enhance consumer trust, reduce uncertainty during the purchasing process, and positively influence the overall shopping experience on the Shopee platform.
Hypothesis 2.2: Price and Customer Satisfaction in Purchasing Products	Customers who perceived product prices as fair and transparent, and consistent with the quality of the products, were more likely to feel satisfied with their purchases. Price fairness and clarity contribute to perceived value, reduce purchase hesitation, and strengthen overall trust in the Shopee platform.
Hypothesis 2.3: Place and Customer Satisfaction in Purchasing Products	The availability of diverse, fast, and trackable delivery options significantly influenced the overall satisfaction of Shopee users. Flexible logistics services not only enhanced convenience and reliability but also played a crucial role in shaping users' positive perceptions of the platform and encouraging repeat purchases.
Hypothesis 2.4: Promotion and Customer Satisfaction in Purchasing Products	Marketing campaigns, such as discounts, vouchers, free shipping codes, and special-day promotions, significantly enhanced customer satisfaction. These promotional strategies increased the perceived value of purchases, attracted consumer attention, and encouraged both initial and repeat purchases on the Shopee platform.
Hypothesis 2.5: People and Customer Satisfaction in Purchasing Products	Comprehensive product information, quick response to customer inquiries, and effective post-sales support helped build customer trust and satisfaction with the Shopee platform. These service-related factors played a critical role in shaping a positive user experience and fostering long-term customer loyalty.

## 7. Conclusion

This study aimed to analyze the relationships among platform usability factors (ease of use), the marketing mix (5Ps), and the demographic characteristics of users that influence customer satisfaction when purchasing products through the Shopee application in Thailand. The focus was on examining the behavior of digital-era consumers who use e-commerce platforms for their daily shopping needs. Data analysis revealed that platform usability factors, such as simplicity, speed, clarity of information, and device compatibility, had a statistically significant positive relationship with customer satisfaction. In particular, users who could access the system smoothly and enjoyed a seamless experience were more likely to repurchase and recommend the platform to others than those who encountered usability issues.

Regarding the marketing mix (5Ps), which includes Product, Price, Place, Promotion, and People, all components were found to significantly influence customer satisfaction. Specifically, product quality, fair pricing, timely delivery, clear information, and professional customer service were key factors that affected perceived value and contributed to a satisfying shopping experience on Shopee. In terms of platform usability, sub-factors such as menu simplicity, product accessibility, system responsiveness, and the payment process also showed a significant positive relationship with user satisfaction. Consumers who perceived Shopee as easy to use, straightforward, and efficient in order processing were more likely to make repeat purchases and recommend the platform to others.

When comparing the influence between usability and marketing components, ease of use was found to carry greater behavioral weight. Users who felt they could navigate Shopee smoothly and without complexity were more likely to develop trust in the system and maintain ongoing satisfaction. In

contrast, marketing factors such as promotions or low prices, while initially attractive, did not influence long-term loyalty as strongly as a positive user experience. Statistical analysis confirmed that both enhanced user experience and the perceived value of products and services play a joint role in achieving high levels of customer satisfaction. In particular, users who perceived their experience as “worthwhile” were more likely to repurchase and recommend the platform to others.

In conclusion, customer satisfaction in purchasing through Shopee is influenced by both usability and perceived value. Most notably, ease of use and product quality emerged as key variables that significantly impact customer trust, satisfaction, and loyalty. Therefore, platform providers should focus on developing user-friendly systems and accessible customer support services in order to retain customers over the long term.

## 8. Discussion

The findings of this study strongly support Hypothesis 1, which posits that the ease of use of the platform is positively associated with customer satisfaction when purchasing products via the Shopee application in Thailand. Four key dimensions, simplicity of use, system speed, clarity of product listings, and compatibility with users’ devices, were found to have a statistically significant positive relationship with customer satisfaction. Users who viewed the Shopee platform as intuitive, stable, and seamlessly functional across devices reported higher satisfaction levels. Moreover, these users were more inclined to make repeat purchases and recommend the platform to others.

This result aligns with Davis [2]. Technology Acceptance Model (TAM), which highlights perceived ease of use as a critical factor influencing users’ acceptance and continued use of a technology. When consumers experience minimal difficulty in navigating and interacting with a platform, their overall satisfaction may increase. Additionally, the findings support [6] who emphasized the importance of user-friendly interfaces, organized menu structures, and responsive systems in reducing cognitive burden and improving the quality of the user experience. Zhou, et al. [8] also found that efficient product search and smooth payment processes significantly reduce cart abandonment and contribute to user loyalty, further reinforcing the importance of usability.

The study also confirmed Hypothesis 2, which asserts that the marketing mix (5Ps), Product, Price, Place, Promotion, and People, has a positive association with customer satisfaction. Each component was shown to significantly influence how customers perceive value during their Shopee shopping experience. Product quality, fair pricing, timely and reliable delivery, effective promotional strategies, and professional seller interactions were identified as the most influential factors in shaping customer satisfaction. These results are in line with Kotler and Keller [3] who emphasized that customer-centric marketing strategies are essential for fostering long-term satisfaction and loyalty in the digital marketplace.

Moreover, the findings echo those of Chen and Dubinsky [30] who noted that transparency in product information, clear pricing, and effective communication from sellers are essential to satisfying online consumers. When these marketing elements are properly implemented, they help establish trust and encourage repeat purchases. In this study, a well-executed marketing mix enhanced the perceived value of the platform and played a vital role in consumers’ decision-making processes.

In conclusion, the empirical results support both hypotheses. Shopee’s ease of use and effective deployment of the 5Ps of marketing both significantly contribute to customer satisfaction. However, ease of use demonstrated a slightly stronger influence on customer behavior in the long term. While promotional offers or competitive pricing may attract users initially, it is the seamless, intuitive experience that fosters trust, satisfaction, and platform loyalty. For Shopee to maintain its competitive advantage in Thailand’s e-commerce sector, continuous investment in both platform usability and strategic marketing is essential.

## 9. Research Contribution

This study makes a significant contribution to the expanding body of knowledge in the field of consumer behavior, particularly within the context of Thailand's e-commerce sector. Specifically, it examines the influence of platform usability, product quality, and the marketing mix (5Ps) on customer satisfaction when purchasing products via the Shopee application, one of the most widely used e-commerce platforms in the country. The research presents a comprehensive and well-structured conceptual framework to explore consumer behavior in the highly competitive digital commerce landscape.

In terms of consumer behavior, the study highlights the impact of user experience factors such as ease of use, system speed, clarity of product listings, and cross-device compatibility, all of which significantly affect customer satisfaction and platform loyalty. It also identifies key elements of the marketing mix, including product quality, transparent pricing, attractive promotions, and responsive customer service, as critical drivers of repeat purchases and overall satisfaction.

The insights derived from this research are valuable both academically and practically. Academically, they provide a foundation for the development of theoretical models related to e-commerce consumer behavior, digital marketing strategy, and platform interface design that align with user expectations. Practically, the findings support the formulation of sustainable online business strategies that effectively address the evolving needs of Thai consumers. Therefore, this study offers meaningful contributions to both theory and practice in the field of digital commerce.

## 10. Recommendation

Based on the findings of this study, several recommendations are proposed to enhance future research and practical strategies in the e-commerce sector, particularly for platforms like Shopee. These suggestions aim to address potential gaps in current understanding, provide more comprehensive insights into consumer behavior, and support the development of user-centered marketing and platform design strategies.

### 10.1. Incorporate Social Environmental Variables

Factors such as peer influence, influencer reviews, and social media trends should be considered, as they may directly or indirectly impact consumers' purchase decisions on e-commerce platforms, especially among teenagers and young adults. Integrating social media and group behavior dimensions will provide a more accurate and contemporary understanding of digital-age purchasing behavior.

### 10.2. Conduct Comparative Studies Across Product Categories

Research should examine different product categories, such as fashion, electronics, and health and beauty products, as consumers' behaviors, expectations, and satisfaction criteria vary across these categories. This comparative analysis would enable more precise and targeted marketing strategies tailored to the distinct needs of each product group.

### 10.3. Adopt a Mixed-Methods Research Approach

Combining quantitative surveys with qualitative interviews can offer deeper insights into user experiences, platform perceptions, and repeat purchase decisions. This mixed approach allows for a more comprehensive exploration of the factors influencing customer satisfaction that might not be fully captured through structured surveys alone.

### 10.3. Implement a Longitudinal Study Design

A longitudinal approach should be adopted to track consumer purchase behavior trends over time. This would help assess the impact of changes such as new features on the Shopee app, adjustments to

delivery policies, or new marketing campaigns. Such a study would provide a more thorough understanding of how time and context influence customer satisfaction.

### Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

### Copyright:

© 2025 by the authors. This open-access article is distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

### References

- [1] DataReportal, *Digital 2023: Thailand*. London, UK: We Are Social & Kepios, 2023.
- [2] F. D. Davis, "Perceived usefulness, perceived ease of use, and user acceptance of information technology," *MIS Quarterly*, vol. 13, no. 3, pp. 319-340, 1989. <https://doi.org/10.2307/249008>
- [3] P. Kotler and K. L. Keller, *Marketing management*, 15th ed. Boston, MA: Pearson Education, 2016.
- [4] F. D. Davis, R. P. Bagozzi, and P. R. Warshaw, "User acceptance of computer technology: A comparison of two theoretical models," *Management Science*, vol. 35, no. 8, pp. 982-1003, 1989. <https://doi.org/10.1287/mnsc.35.8.982>
- [5] S. Kim and L. Stoel, "Apparel retailers: Website quality dimensions and satisfaction," *Journal of Retailing and Consumer Services*, vol. 11, no. 2, pp. 109-117, 2004. [https://doi.org/10.1016/S0969-6989\(03\)00010-9](https://doi.org/10.1016/S0969-6989(03)00010-9)
- [6] M. M. Al-Debei, M. N. Akroush, and M. I. Ashouri, "Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality," *Internet Research*, vol. 25, no. 5, pp. 707-733, 2015. <https://doi.org/10.1108/IntR-05-2014-0146>
- [7] S. Srisupawatanan, "A study of customer satisfaction in Shopee application users in Thailand," *Thailand Journal of Management Sciences*, vol. 19, no. 2, pp. 32-45, 2021.
- [8] Y. Zhou, C. Liu, and Z. Tang, "Impact of transaction speed on online customer satisfaction," *Journal of Retailing and Consumer Services*, vol. 58, p. 102313, 2021. <https://doi.org/10.1016/j.jretconser.2020.102313>
- [9] N. Saengsirichai, "Usability and customer satisfaction in Thai online marketplaces," *Asian Journal of Business Research*, vol. 12, no. 3, pp. 78-90, 2022.
- [10] D. Radziszewska, A. Elkaseer, and M. Jasiulewicz-Kaczmarek, "The influence of e-commerce platform information quality on customer satisfaction," *Procedia Computer Science*, vol. 26, pp. 746-752, 2013.
- [11] D. A. Suciningrum and O. Usman, "Determinants of customer satisfaction in Shopee Indonesia," *Journal of Consumer and Retail Studies*, vol. 6, no. 1, pp. 56-72, 2021.
- [12] M. Masyhuri, "E-commerce customer satisfaction: An empirical study of website quality and order fulfillment," *Journal of Management and Business Research*, vol. 12, no. 1, pp. 55-70, 2022.
- [13] A. Tarute, S. Nikou, and R. Gatautis, "Mobile application driven consumer engagement," *Telematics and Informatics*, vol. 34, no. 4, pp. 145-156, 2017. <https://doi.org/10.1016/j.tele.2017.01.006>
- [14] K. Sutthiprapha, T. Maneenet, and K. Phusavat, "Device responsiveness and customer satisfaction in mobile commerce: A Shopee case study," *Journal of E-Commerce Research*, vol. 14, no. 1, pp. 15-28, 2022.
- [15] V. A. Zeithaml, L. L. Berry, and A. Parasuraman, "Communication and control processes in the delivery of service quality," *Journal of Marketing*, vol. 52, no. 2, pp. 35-48, 1988. <https://doi.org/10.1177/002224298805200203>
- [16] N. Mahanon, K. Suwanno, and M. Thongmak, "The influence of product presentation on online purchase decision via Shopee," *Thai Journal of Marketing*, vol. 28, no. 3, pp. 87-102, 2021.
- [17] W. B. Dodds, K. B. Monroe, and D. Grewal, "Effects of price, brand, and store information on buyers' product evaluations," *Journal of Marketing Research*, vol. 28, no. 3, pp. 307-319, 1991. <https://doi.org/10.2307/3172866>
- [18] P. Kotler and G. Armstrong, *Principles of marketing*, 17th ed. Boston, MA: Pearson Education, 2018.
- [19] T. Cheng, L. Lai, and A. Yeung, *The driving forces of customer loyalty: A study of Internet service providers in Hong Kong. In Transforming E-Business Practices and Applications: Emerging Technologies and Concepts*. Hershey, PA: IGI Global, 2010.
- [20] T. Onkaew, "Customer satisfaction on price transparency and shipping cost disclosure in Shopee platform," *Journal of Business and Retail Management Research*, vol. 16, no. 4, pp. 44-60, 2022.
- [21] T. Zhou, Y. Lu, and B. Wang, "The relative importance of website design quality and service quality in e-commerce," *Information & Management*, vol. 565, no. 5, pp. 717-731, 2019. <https://doi.org/10.1016/j.im.2018.11.001>
- [22] S. Bamrungsin, "E-commerce logistics satisfaction: A study of Thai Shopee users," *Journal of Business Administration*, vol. 44, no. 2, pp. 99-118, 2021.
- [23] Y. M. Lim, A. Osman, S. N. Salahuddin, A. R. Romle, and S. Abdullah, "E-commerce service quality and customer satisfaction," *International Journal of Academic Research in Business and Social Sciences*, vol. 11, no. 1, pp. 133-145, 2021.

- [24] B. Bai, R. Law, and I. Wen, "The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors," *International Journal of Hospitality Management*, vol. 27, no. 3, pp. 391-402, 2008. <https://doi.org/10.1016/j.ijhm.2007.10.008>
- [25] A. Hongsaladarom, "Factors affecting customer satisfaction in using Shopee in Thailand," *Journal of Business Studies*, vol. 12, no. 1, pp. 23-35, 2020.
- [26] M. Salehi, A. Fazlzadeh, and M. Taghizadeh, "The effect of promotion on customer satisfaction in e-retailing," *International Journal of Marketing Studies*, vol. 12, no. 4, pp. 80-92, 2020.
- [27] A. Parasuraman, V. A. Zeithaml, and L. L. Berry, "Servqual: A multiple-item scale for measuring consumer perc," *Journal of Retailing*, vol. 64, no. 1, pp. 12-40, 1988.
- [28] M. A. Saleem, S. A. Zahra, S. Ahmed, and K. Ishfaq, "Impact of customer service on customer satisfaction in online shopping," *International Journal of Business and Social Science*, vol. 10, no. 2, pp. 42-54, 2019.
- [29] T. Sangpetch, "The impact of seller service quality on customer trust and satisfaction in Shopee Thailand," *E-Commerce and Consumer Behavior Journal*, vol. 5, no. 2, pp. 101-115, 2022.
- [30] Z. Chen and A. J. Dubinsky, "A conceptual model of perceived customer value in e-commerce: A preliminary investigation," *Psychology & Marketing*, vol. 20, no. 4, pp. 323-347, 2003. <https://doi.org/10.1002/mar.10076>