

THE IMPACT OF SEAMLESS USER EXPERIENCE, SOCIAL PROOF, PERCEIVED RISK, AND E-WORD OF MOUTH ON E-COMMERCE BUSINESSES

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ABSTRACT

The studied of The Impact of Seamless User Experience, Social Proof, Perceived Risk, and E-Word of Mouth on E-Commerce Businesses there are the important about both of theory and performance to get a theoretical understanding of and improve Thailand's e-commerce environment. This study aims to contribute to the growing body of information about e-commerce by creating an integrated model that investigates the relationship between seamless user experience, social evidence, perceived risk, trust and emphasizing the comprehensive understanding by utilizing advanced analytical techniques such as Structural Equation Modeling (SEM), electronic word-of-mouth can be comprehensively understood. This provides invaluable insights for researchers studying consumer behavior in the digital context

Keywords: Seamless User Experience, Social Proof, Perceived Risk, and Trust, E-commerce Businesses

INTRODUCTION

In the present, Thai e-commerce ecosystem is characterized by a diverse range of players, including regional giants like Shopee and Lazada, as well as smaller platforms catering to niche markets. Shopee has gained traction by offering localized features such as Thai language support and seamless mobile payment integration via ShopeePay (We Are Social, 2023). In the way Lazada has investigate so much in the basic structure of logistic and the innovation guidelines for example in shopping live on lazada platform, it combines with entertainment and blending entertainment with retail to drive user engagement. These developments are being further bolstered by the rapid adoption of mobile commerce, as more than 84 percent of Thai internet users access the internet via smartphones, making mobile optimization a key factor in e-commerce success. (Statista, 2023)

Seamless User Experience (Seamless UX) It has become an essential component for success in Thailand's e-commerce sector, as it has a huge influence on customer satisfaction, trust and loyalty. A seamless user experience ensures that customers can easily navigate the platform, transact efficiently and resolve issues without unnecessary delays. This is especially important in a mobile-first market like Thailand, where 84 percent of internet users access the web via a smartphone. (Kemp, 2023) Leading platforms, such as Shopee and Lazada, have proved the value of user experience by including features like one-click checkout, fast-loading pages, and responsive designs tailored for mobile devices. These features not only improve the purchasing experience, but they also minimize annoyance and perceived danger, both of which are important elements in increasing consumer loyalty. The emphasis on

developing user-friendly interfaces that satisfy the expectations of tech-savvy Thai consumers has heightened the importance of user experience as a competitive advantage in this expanding digital economy. (Statista, 2023)

Another important factor in Thailand's e-commerce ecosystem is the role of social proof, which influences consumer behavior through various mechanisms such as reviews, ratings, and testimonials. Social proof creates a sense of credibility and trust, as consumers often rely on the opinions and experiences of others when making purchasing decisions. For example, platforms like Lazada and Shopee prominently display customer reviews and ratings for products, using this feature to build consumer confidence and reduce hesitation in transactions. Social commerce, which integrates social media and e-commerce, has also gained popularity in Thailand, with platforms like Facebook and LINE becoming channels for recommendations from friends and live selling. According to a report by Thailand Business News (2023), integrating social proof not only boosts consumer trust but also drives engagement and repeat purchases, especially in cultures that value community-shared information and experiences.

Contribute trust is a crucial factor in Thailand's e-commerce landscape, serving as a bridge between consumer expectations and platform reliability. Trust ensures that consumers feel confident about the authenticity of products, the security of payment systems, and the overall credibility of the platform. Leading e-commerce platforms like Shopee and Lazada have focused on building trust by introducing buyer protection programs, offering clear return and refund policies, and using verified seller systems to reduce uncertainty (Statista, 2023). Additionally, features such as real-time order tracking and customer service chatbots help create transparency and accountability, making consumers feel more comfortable with online transactions. Trust also acts as a mediator between other critical factors, such as a seamless user experience and social proof, which further influence customer satisfaction and loyalty (Thailand Business News, 2023). In a highly competitive digital ecosystem, maintaining trust is not a one-time effort but an ongoing process, as service quality issues or data security breaches can quickly undermine consumer confidence. By prioritizing transparency, reliability, and customer-centric practices, e-commerce platforms in Thailand can sustain trust as a foundation for growth and long-term market leadership.

Furthermore, although perceived risk is a well-known barrier to e-commerce adoption, its relationship with trust and the subsequent electronic word-of-mouth behavior has not been sufficiently explored. These gaps are particularly relevant in Thailand, where cultural sensitivity, mobile-first behavior, and social commerce trends create a unique dynamic in online consumer behavior. Additionally, empirical studies that employ advanced analytical methods, such as Structural Equation Modeling (SEM), to assess the complex relationships between these variables are limited. Addressing these gaps is crucial not only for the development of theoretical knowledge but also for providing actionable insights that can enhance the competitive capabilities of Thai e-commerce platforms.

The study of Seamless User Experience, Social Proof, Perceived Risk, and Trust Influencing E-Word of Mouth in E-commerce Businesses This is important both theoretically and practically for understanding and enhancing the e-commerce landscape in Thailand. From a theoretical perspective, this study aims to contribute to the growing body of knowledge on e-commerce by developing an integrated model that examines the relationships between seamless user experience, social proof, perceived risk, trust, and electronic word-of-mouth. The use of advanced analytical techniques, such as Structural Equation Modeling (SEM), allows for a comprehensive understanding of these interactions, providing valuable insights for researchers studying consumer behavior in the digital context.

A practical perspective, the findings of this research can guide e-commerce businesses in Thailand in designing strategies that address consumer concerns, promote trust, and effectively leverage electronic word-of-mouth to drive engagement and customer retention. By identifying the key drivers of trust and electronic word-of-mouth, this study offers actionable recommendations for improving user experience design, reducing perceived risk, and optimizing social proof mechanisms. Ultimately, these insights can help e-commerce platforms in Thailand strengthen their market position, increase customer satisfaction, and achieve sustainable growth in an increasingly competitive digital economy.

OBJECTIVE

1. To study the level the Impact of Seamless User Experience, Social Proof, Perceived Risk, and E-Word of Mouth on E-Commerce Businesses
2. To study the influence of variable of Seamless User Experience, Social Proof, Perceived Risk, and Trust Influencing E-Word of Mouth in E-commerce Businesses
3. To conduct the model Electronic Word-of-Mouth or eWOM in E-commerce Businesses

METHODOLOGY

1. The Research methodology (sample, Methods of study, location, time period, data analysis)

1.1 The population and sample

Quantitative research The researchers aimed at a sample of Thai e-commerce users who had purchased online at least once in the past six months. This criterion ensured that participants had recent and relevant experience with the e-commerce platform, making it appropriate for assessing the relationship between the study variables. The sample size was 300-500 participants.

Qualitative research focuses on obtaining deeper insights into consumer behavior and perceptions through semi-structured interviews or focus group discussions. The sample size is typically small, usually consisting of fewer than 15-20 participants

1.2 Study Methods

Scope of study

This study is based on theoretical frameworks that explain consumer behavior in the e-commerce context, ensuring a thorough investigation of the relationships between Seamless User Experience, Social Proof, Perceived Risk, Trust, and Electronic Word-of-Mouth (eWOM). By evaluating these variables using well-established theories, the study hopes to provide a full knowledge of their dynamic functions in the Thai e-commerce market. This theoretical framework allows for a more in-depth analysis of how these elements interact and influence consumer behavior, adding important insights to the burgeoning body of e-commerce research.

In this study, the Technology Acceptance Model (TAM) serves as a key foundation to analyze seamless user experience, highlighting the role of perceived ease of use and perceived usefulness in determining consumers' attitudes toward e-commerce platforms (Davis, 1989). The study explores how factors such as platform navigation, mobile optimization, and responsive design enhance the usability of an e-commerce platform, which in turn influences trust and behavioral intentions. The study also applies social proof theory to examine the role of user-generated content, such as reviews, ratings, and testimonials, in reducing consumer uncertainty and fostering confidence in purchase decisions. (Cialdini, 2001). These theoretical insights help explain why social evidence is particularly influential in Thailand, where community-based decision-making is deeply ingrained in consumer culture.

This study also references the Perceived Risk Theory to investigate how consumers' concerns about financial, privacy, and product risks influence trust and electronic word-of-mouth. By categorizing and operationalizing perceived risks, this study identifies barriers that hinder consumer engagement with e-commerce platforms and explores strategies to mitigate these concerns (Featherman & Pavlou, 2003).

The mediating role of trust is analyzed through the lens of Trust Theory, which emphasizes the importance of honesty, competence, and benevolence in building relationships between consumers and e-commerce platforms (Gefen et al., 2003). This study extends these theoretical perspectives by examining how trust serves as a bridge between seamless user experiences, social proof, perceived risk, and electronic word-of-mouth, ultimately fostering consumer loyalty and advocacy.

Finally, the paper discusses electronic word of mouth (eWOM) as the dependent variable, using the framework provided by Hennig-Thurau et al. (2004) to better understand the motivations and behaviors driving consumer-generated communications, the study investigates how positive e-words of mouth act as a trust amplifier and social proof, resulting in new customer acquisition and retention. Conversely, it investigates the possible negative effects of bad user experience or unresolved risk issues on e-words of mouth, which can harm a platform's reputation and diminish consumer involvement. Using these theoretical foundations, the study provides a contextually sensitive and relevant examination of consumer behavior in Thailand's e-commerce business, with actionable findings for both academic and practical developments.

Scope of area

The study's scope is confined to Thailand, a country known for its quick adoption of digital commerce. The survey includes both urban and rural consumers, capturing the variety of buying habits across demographic and socioeconomic groups. The survey looks at consumers on key e-commerce platforms including Shopee, Lazada, and JD Central, as well as social commerce channels like Facebook Marketplace, LINE SHOPPING, Instagram Shopping, and TikTok Shop. Thailand provides a unique setting due to its heavy reliance on mobile commerce, the prevalence of livestream shopping, and the cultural importance of community-driven decision-making. (Statista, 2023)

1.3 Research Tools

Quantitative Research Tools

The quantitative research component of the study included a standardized questionnaire designed to examine the association between relevant factors, including: Seamless User Experience: UX, Social Proof, (Perceived Risk, Trust, Electronic Word-of-Mouth: eWOM. The develop of questionnaire from 5 main of variables and there are 23 components which all the questionnaire 78 items and each items get a developed from each item was developed from a measure validated in previous research and additional questions were used to collect demographic information. And the researcher has developed and applied from literature review and related research according to the following steps:

1. Review the research objectives and examine the characteristics of the variables to be studied to identify the appropriate types of statistical measures and their characteristics.
2. Define operational definitions for the variables to be studied. Then study the guidelines for creating questionnaires from textbooks, academic documents, research, and literature studied in similar contexts.
3. Develop questionnaires by creating questions that are consistent with the context of each variable.

Qualitative Research Tools

In this Qualitative Research using In-depth Interview to be a main point for collected data. The researcher as Key Instrument in research process. The researcher has developed Semi- Structured Interview Guide. It covers key issues related to the studied variables: Seamless User Experience, Social Proof, Perceived Risk, Trust and Electronic Word-of-Mouth, by designing questions that are flexible and allow key informants to freely express their opinions and experiences.

1.4 Collected quantitative data

For data collection in this study, the researcher chose to use an online questionnaire through the Google Forms platform as the primary tool. This choice was made due to its convenience, speed, and suitability for the behavior of the sample group, which is familiar with using digital platforms. The questionnaire was designed to be concise, easy to use, and included screening questions to ensure that the sample group met the specified criteria

The distribution of the questionnaire was carried out through various digital channels, focusing on areas where the target audience congregates. This includes user groups on e-commerce platforms such as Shopee and Lazada, as well as online shopping communities on Facebook Groups, LINE Official Accounts, and Instagram. This approach was aimed at reaching a sample group with direct experience in online shopping, ensuring the relevance and quality of the responses.

The sample group was chosen using a purposive sampling method, with the following eligibility criteria: having purchased products through e-commerce or social commerce platforms in the previous 6 months, residing in Thailand, being 18 years old or older, and using electronic devices to purchase products online. This is to collect data that accurately represents internet shopping activity. The sample group was designed to include both urban and rural users, divided based on population distribution in each area, including Bangkok and its surroundings, major cities in each region, as well as outer districts and remote areas, in order to obtain data that reflects the diversity of consumers in the Thai e-commerce ecosystem before further statistical analysis.

Collected qualitative data

Data collection was conducted through both online interviews and face-to-face interviews at the convenience of the informants. Audio recording, field notes, and behavioral observation were used during the interviews to capture complete details of the data. All data were systematically stored for content analysis in the next step.

To collect data trustworthiness, the researcher used data triangulation by collecting data from multiple sources and using various data collection methods. In addition, the informants checked the accuracy of the transcription (Member Checking) and proceeded to collect data until theoretical saturation to ensure the quality and completeness of the obtained data.

1.5 Scope of time

This study investigates consumer behavior within Thailand's digital shopping landscape, covering both e-commerce platforms (such as Shopee and Lazada) and social commerce channels (such as Facebook, Instagram, LINE, and TikTok). The data collection period spans the year 2025.

1.6 Data Analysis

Quantitative data analysis

The researcher using SPSS and AMOS software to analyze the statistical data, both descriptive and inferential statistics, especially structural equation modeling to study the relationship between smooth user experience variables Seamless UX, Social Proof, Perceived Risk, Trust and eWOM with conceptual framework (Hair et al., 2021; Kline, 2016).

Qualitative data analysis

The qualitative data analysis in this study begins with data organization, which involves transcribing the interviews, creating field notes, and categorizing the data based on key themes related to the study variables. These include: Seamless User Experience, Social Proof, Perceived Risk, Trust, Electronic Word-of-Mouth (eWOM) and the researcher also creates a system for efficient data storage and retrieval. (Braun & Clarke, 2022)

The data analysis and interpretation process in this study utilizes Content Analysis and Thematic Analysis methods. The steps involved in this process are as follows: Coding, Categorizing based on the research conceptual framework, it then links related concepts and theories to create an in-depth understanding of the studied phenomenon. (Miles et al., 2020)

In order to address the research questions, conclusions are drawn and verification is done by synthesizing the findings. To get trustworthy conclusions that can be utilized to successfully convey the research findings, the interpretations are verified with the informants (Member Checking) and the analytical results are connected to the quantitative research data.

RESULTS

This research can guide Thai e-commerce businesses in designing strategies that address consumer concerns, foster trust, and effectively leverage electronic word-of-mouth to drive engagement and customer retention. By identifying the key drivers of trust and electronic word-of-mouth, this study provides actionable recommendations for improving user experience design, mitigating perceived risks, and enhancing social proof mechanisms. Ultimately, these insights can help Thai e-commerce platforms strengthen their market position, increase customer satisfaction, and achieve sustainable growth in an increasingly competitive digital economy.

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