

The Influence Factors of Cosmetic Platform for the Intention of Thai Customer Buying Cosmetic Online

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Abstract

With the rise of the digital age, the rapid growth of the Internet has transformed many fields. Online purchasing has become a new shopping channel, offering consumers convenience, diverse product choices, competitive prices, and personalized options. In fact, the e-commerce market value is projected to reach \$32 billion by 2025, with mobile devices accounting for over 80% of total online sales. According to the results, influence factors on customer intention in terms purchasing online, 4Cs to consumer, purchase cost, communication on the platform between seller and customer, and convenience, had positively correlated with online purchasing intention. Reliability analysis results showed that the Cronbach's α coefficient for the factors influencing purchase intention was 0.884, the Cronbach's α coefficient for influence factors on customer intention in terms of purchasing online was 0.853, and the Cronbach's α coefficient for Acceptance of using online purchasing platforms and its relation to purchase intention was 0.847. The reliability of all scales was higher than 0.7, indicating that the selected scales had good reliability. This study focuses on the online shopping decisions of Thai cosmetics consumers, examining how their personality, attitude, perception, and external environments influence their purchasing behavior.

Keywords: Cosmetic Purchasing Online, Online Marketing Factor, Shopping Decision, Customer Intention, Service Quality

Introduction

The global cosmetics industry has undergone significant transformation in recent decades, driven by technological advancement, evolving consumer preferences, and the

rapid expansion of e-commerce (Wu et al., 2023). In Thailand, the beauty and personal care sector continues to grow steadily, with cosmetic representing one of the largest and fastest-expanding segments. Increasing disposable income, urbanization, and heightened beauty awareness, particularly among younger consumers, have accelerated market expansion. Digitalization and social media further amplify consumers' exposure to global beauty trends, influencing their purchasing decisions and increasing acceptance of online shopping channels.

The emergence of online cosmetics retailing has redefined the structure of the cosmetics market. Online platforms such as Shopee, Lazada, and TikTok Shop enable direct interaction between brands and consumers, offering convenience, wider product selection, and competitive pricing (Park & Hong, 2024). The transition from traditional retail to online and hybrid models (B2C, C2C, and O2O) has shortened supply chains and reduced transaction costs, allowing brands to reach a broader audience efficiently. However, issues such as payment security, product authenticity, logistics reliability, and customer service quality remain key challenges affecting consumer trust and acceptance (Liu, 2020; Widijowati, 2023).

In Thailand, digital transformation among retailers accelerated during the COVID-19 pandemic, with significant growth observed in both business-to-consumer (B2C) and business-to-business (B2B) e-commerce. Thailand's e-commerce market is among the fastest-growing in Southeast Asia, valued at USD 26.5 billion in 2023 and projected to reach USD 32 billion by 2025 (Song et al., 2021). Mobile commerce dominates the sector, accounting for over 80% of total sales. These issues are particularly evident in the cosmetics sector, where consumer skepticism toward product quality and safety continues to hinder online purchases (Madeline, 2021). To better understand this phenomenon, the present study employs the Technology Acceptance Model (TAM) to analyze Thai consumers' perceptions, attitudes, and intentions toward online cosmetics shopping. The findings aim to offer insights for enhancing user trust and promoting sustainable growth within Thailand's digital retail ecosystem.

Problem Statement

- 1) Thai customers are not familiar with cosmetic online purchasing, e-commerce has not rapid grow.
- 2) What are the characteristics of online cosmetics purchases at present?

3) Low security, poor website design, low reliability and high cost of online shopping platform services will affect consumers' intention of online shopping.

Objectives

1) To determine the positive impact of online cosmetic retail platform services on the acceptance of customers.

2) To determine the impact of online cosmetic retail platform quality on the intention of customers.

Literature Review

4C theory

In analyzing consumer acceptance of online cosmetics shopping, the 4C marketing theory proposed by Robert F. Lauterborn, an American marketing scholar in 1990 provided a consumer-oriented framework that emphasizes customer needs, cost to satisfy, convenience to buy, and communication for understanding. While this is different from the 4P model reflects a firm-centric view that emphasizes the design and management of product, price, place and promotion. 4C perspective underscores the importance of aligning platform services—such as product quality, pricing, convenience, and customer engagement—with consumer expectations (Wu & Zhan, 2023). Effective two-way communication and service personalization enhance consumer satisfaction, loyalty, and trust in digital retail environments.

Technology Acceptance theory

The Technology Acceptance Model (TAM) (Davis, 1989) has also been widely applied to explain consumers' behavioral intentions toward new technologies and online platforms. It posits that perceived usefulness and perceived ease of use are the primary determinants of acceptance (Nuralam et al., 2024). In the context of e-commerce for cosmetics, these perceptions are influenced by website usability, transaction security, product credibility, and overall shopping experience. As such, platforms that optimize user experience, protect data privacy, and maintain transparent communication are more likely to gain consumer acceptance and repeat purchases.

Success of purchase cosmetic online

Recent studies on customer acceptance and purchase intention highlight that service quality, platform design, logistics efficiency, and pricing strategies significantly affect consumer trust and satisfaction (González-Azcárate et al., 2021; Krajka & Nordlund, 2023). In Thailand, factors such as limited cross-regional logistics, variable product quality, and inconsistent service responsiveness remain barriers to full adoption. Nonetheless, the strong growth potential of the Thai online cosmetics market, supported by an increasingly digital consumer base, suggests that continued improvements in platform quality, personalization, and security will further enhance consumer acceptance and loyalty in the coming years.

Hypotheses

Based on the literature review, the following hypotheses are proposed:

H1: The customer characteristic has a positive impact on customer intention.

H1a: The customer age has a positive impact on customer intention.

H1b: The customer gender has a positive impact on customer intention.

H1c: The customer education level has a positive impact on customer intention.

H2: 4Cs have a positive effect on customers' intention to purchase cosmetics online.

H2a: Customer needs and preferences have a positive impact on customer intention to purchase cosmetics online.

H2b: The cost of purchasing cosmetics online has a positive impact on customer intention.

H2c: The communication between customers and online shop owners on cosmetics retail platforms has a positive impact on customer intention.

H2d: The convenience of purchasing cosmetics online has a positive impact on customer intention.

H3: Technology Acceptance Model positively affects customers' intention to purchase cosmetics online.

H3a: Perceived usefulness has a positive impact on customer intention.

H3b: Perceived ease of use has a positive impact on customer intention.

H3c: Platform-related quality factors—including design quality, security, reliability, and trust—have a positive impact on customer intention.

Theoretical Framework

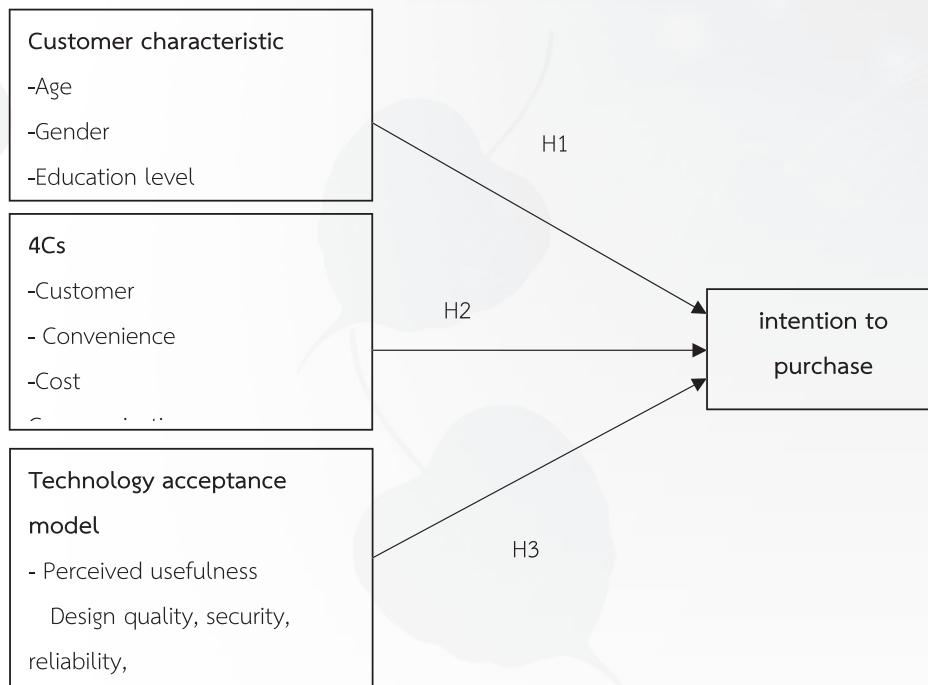


Figure 1 Theoretical Framework

Research Methodology

Based on criterion, the sample size the minimum required sample size was calculated as 400 respondents, for this study was determined using Yamane's (1973) simplified sample size formula for an infinite population at a 95% confidence level and 5% margin of error. which ensures adequate statistical power and representative for quantitative inference.

This study targeted Thai consumers interested in online cosmetics purchases. They primarily hailed from various regions of Thailand, aged 18 to 45, aligning with the target audience for purchasing cosmetics online. Non-probability convenience sampling was employed to allow researchers to collect data from respondents familiar with online cosmetics purchases. Data was collected through online questionnaires distributed on Google Forms.

Data Gathering Techniques

The questionnaires were distributed to Thai domestic consumers through popular online platforms Google Forms, using self-selection sampling to ensure the usability and representativeness of the questionnaire.

This study collected data using an online questionnaire survey employing the Spiegel and Stephens (2018) class interval rating scale and a five-point Likert scale. The questionnaire was structured into demographic information, influence factors, and acceptance of online purchasing platforms.

Data were gathered through online questionnaires created and administered using Google Forms. (<https://forms.gle/j6XgFUV23NMCC5oN9>)

Research quality

The study demonstrated high internal reliability across all measurement constructs. Descriptive statistics showed consistently high mean scores with relatively low standard deviations, indicating stable responses. Regression models exhibited acceptable statistical reliability, with all Variance Inflation Factor (VIF) values remaining well below the threshold of 10 and tolerance values above 0.05, confirming the absence of multicollinearity. The consistency of significant predictors across models (e.g., consumer needs, purchase cost, convenience, efficiency, and usability) further supports the reliability of the analytical outcomes.

Construct validity was supported through coherent factor structures reflected in the descriptive and regression results. Significant relationships aligned with theoretical expectations from the 4Cs model and technology acceptance frameworks, demonstrating strong convergent validity. The models achieved satisfactory explanatory power ($R^2 = 0.018, 0.375, \text{ and } 0.486$), indicating adequate criterion validity. Non-significant factors (e.g., gender, education, reliability, security) behaved consistently with statistical expectations rather than measurement error, supporting discriminant validity.

Ethical standards were maintained throughout data collection. Participation was voluntary, with respondents informed about the study purpose and assured of anonymity and confidentiality. Only data from eligible online cosmetic purchasers were retained, and invalid responses were excluded following ethical research practice. No personally identifiable information was collected, and all procedures adhered to standard ethical guidelines for human subject research.

Finally, ethical issues, the study adhered to ethical guidelines of the Ethical Committee of Huacheiw Chalermpraket University to ensure confidentiality of participants, informed consent, and the right to withdraw from the study without any consequences.

Results

Sample data

A total of 418 online questionnaires were collected from Thai customers. After data screening, 400 valid samples from individuals who had previously purchased cosmetics online were used in the analysis.

Demographic Characteristics of Respondents (N = 400)

Gender: Male (35.30%), Female (50.00%), Other (14.70%)

Age: 18–25 (29.00%), 26–35 (40.00%), 36–45 (23.00%), Above 45 (8.00%)

Education: Below Bachelor's degree (20.30%), Bachelor's degree (54.50%), Above Bachelor's degree (25.20%)

Monthly Income: Majority between 20,001–30,000 THB (53.50%)

Frequency of Use (last month): Less than 1 time (64.30%)

Online Shopping Platforms: Lazada (29.20%), Shopee (27.90%), TikTok (27.70%)

Table 1 Impact of customer characteristics (age, gender, education, income, and platform type) on purchase intention

	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.482	0.121		28.726	0.000		
Age	0.004	0.063	0.005	2.234	0.067	0.990	1.010
Gender	0.001	0.041	0.001	0.021	0.938	0.763	1.311
Education	0.013	0.047	0.015	0.268	0.789	0.768	1.302

$R^2=0.018$

Hypothesis1: of this study hypothesizes that the customer characteristic has a positive impact on customer intention.

H1a: The customer age has a positive impact on customer intention.

H1b: The customer gender has a positive impact on customer intention.

H1c: The customer education level has a positive impact on customer intention.

According to Table 1, (1) a negative correlation can be found between age ($\beta = 0.004$, $p=0.067$) and customer intention in online purchasing. Therefore, hypothesis H1a is not supported. (2) A negative correlation can be found between region ($\beta = 0.001$, $p=0.938$) and customer intention in online purchasing. Therefore, hypothesis H1b is not supported. (3) Lastly, a negative correlation can be found between education ($\beta = 0.013$, $p=0.789$) and customer intention in online purchasing. Therefore, hypothesis H1c is not supported. Therefore, hypothesis H1c is not supported. The experiment is performed based on the following regression equation: $Y1 = 3.428 + 0.004*age + 0.001*gender + 0.047*education$. $R^2=0.018$.

In addition, before applying regression analysis, the relationship between the independent variables were tested using the VIF and tolerance tests. Under normal circumstances the VIF value should not exceed 10, whereas the tolerance value should exceed 0.05. The results shown in Table 4.16 shows a result where the VIF values for all variables are less than 10 (2.707 - 3.904) and with tolerance values for all variables are greater than 0.05 (0.282 – 0.369). As a result, co-linearity could not be found between the independent variables. The test also proved that the model used in the study is accurate. Moreover, the R^2 for this study was 0.018, which indicated that the regression model was statistically significant.

Multiple linear regression analysis showed that Consumer ($\beta=0.288$, $p<0.05$), Purchase cost ($\beta=0.156$, $p<0.05$), and Convenience ($\beta=0.144$, $p<0.05$) had significant positive independent effects on purchase intention.4.3.2 Customer intention with the service

Impact of customer and platform factors on purchase intention

The regression and structural equation modeling (SEM)—testing hypotheses about the impact of customer characteristics, influence factors of customer, and e-commerce platform factors on purchase intention; and model fit evaluation—using indicators such as CFI, RMSEA, and χ^2/df to evaluate the goodness of fit of the proposed model. This analytical approach provides descriptive and inferential insights into how Thai consumers' demographic and cognitive factors influence their intention to purchase cosmetic online. The impact of customer characteristics (age, gender, education level, income, and platform type) on purchase intention. Reliability was assessed using Cronbach's Alpha to evaluate internal

consistency. According to McDaniel and Gates (2023), $\alpha \geq 0.60$ is acceptable and $\alpha \geq 0.70$ is ideal. A pilot test with 400 Thai e-commerce users indicated that the questionnaire achieved acceptable reliability, and no items required deletion or modification.

Table 2 Influence factors of customer (4C to customer, purchase cost, Communication on the platform between seller and customer and Convenience) on purchase intention

	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.477	0.148		9.960	0.000		2.707
4Cs to consumer	0.288	0.061	0.308	4.704	0.000	0.369	3.904
Purchase cost	0.156	0.067	0.182	2.314	0.021	0.256	3.550
Communication on the platform between seller and customer	0.071	0.032	0.127	2.234	0.026	0.282	3.455
Convenience	0.144	0.061	0.175	2.364	0.019	0.289	

$R^2=0.375$

Hypothesis2: 4Cs positively affect customers' intention to purchase cosmetics online.

H2a: The customer has a positive impact on customer intention.

H2b: The cost of purchasing online has a positive impact on customer intention.

H2c: The communication between customer and online shop owners of the cosmetics retail platform has a positive impact on customer intention.

H2d: The convenience of purchasing cosmetics has a positive impact on customer intention.

According to Table 2, (1) a positive correlation can be found between 4Cs to consumer ($\beta=0.288$, $p < 0.05$) and customer intention in online purchasing. Therefore,

hypothesis H2a is supported. (2) A positive correlation can be found between purchase cost ($\beta=0.156$, $p < 0.05$) and customer intention in online purchasing. Therefore, hypothesis H2b is supported. (3) A positive correlation can be found between communication on the platform between seller and customer ($\beta=0.071$, $p < 0.05$) and customer intention in online purchasing. Therefore, hypothesis H2c is supported. (4) And lastly, A positive correlation can be found between convenience ($\beta=0.144$, $p < 0.05$) and customer intention in online purchasing. Therefore, hypothesis H2d is supported. The experiment is performed based on the regression equation is: $Y2 = 1.477 + 0.288 * C_s \text{ to consumer} + 0.156 * \text{purchase cost} + 0.071 * \text{communication on the platform between seller} + 0.144 * \text{convenience}$. $R^2=0.375$.

Before applying regression analysis, the relationship between the independent variables were tested using the VIF and tolerance tests. Under normal circumstances, the VIF value should not exceed 10, whereas the tolerance value should exceed 0.05. The results shown in Table 4.18 shows that the VIF value of the variables was less than 10 ($VIF=2.707 - 3.904$), whereas the tolerance value of the variables was greater than 0.05 ($Tolerance=0.256 - 0.369$). As a result, co-linearity could not be found between the independent variables. The test also proved that the model used in the study is accurate. Moreover, the R^2 for this study was 0.375, which indicated that the regression model was statistically significant. Multiple linear regression analysis showed that Consumer ($\beta=0.288$, $p < 0.05$), Purchase cost ($\beta=0.156$, $p < 0.05$), and Convenience ($\beta=0.144$, $p < 0.05$) had significant positive independent effects on purchase intention.

Effects of intention, cost, and communication on platform acceptance

Multiple regression analysis was conducted to test the influence of the three independent variables—consumer intention, purchase cost, and communication quality—on the dependent variable, acceptance of online purchasing platforms. After a series of calculations, the final result show that the regression analysis shows that all three independent variables contribute significantly to the acceptance of online cosmetic purchasing. Consumer intention appears to have the strongest effect, followed by communication quality and purchase cost. These findings highlight the importance of platform usability, efficient seller–buyer communication, and cost-related considerations in shaping customer acceptance.

Table 3 Impact of customer perception (platform efficiency affects, reliability affects perceived usefulness, security affects perceived usefulness and usability affects perceived ease of use) on purchase intention

	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.423	0.174		2.428	0.016		
Efficiency affects	0.263	0.064	0.235	4.091	0.000	0.394	2.536
Reliability affects	0.083	0.059	0.081	1.401	0.162	0.386	2.588
perceived usefulness							
Security affects	0.095	0.058	0.094	1.629	0.104	0.387	2.585
perceived usefulness							
Usability affects	0.432	0.054	0.390	8.039	0.000	0.552	1.811
perceived ease of use							

R²=0.486

Hypothesis H3: Technology acceptance mode positively affects customers' intention to purchase cosmetics online.

Hypothesis H3a: The perceived usefulness has not positive impact on customer intention.

Hypothesis H3b: The perceived ease of use has not positive impact on customer intention.

Hypothesis H3c: The design quality, security, reliability and trust of platform use has a positive impact on customer intention.

According to Table 4.13, (1) a positive correlation can be found between efficiency affects ($\beta=0.263$, $p < 0.05$) and customer intention in online purchasing. Therefore, hypothesis H2a is supported. (2) A positive correlation can be found between reliability affects perceived usefulness ($\beta=0.083$, $p > 0.05$) and customer intention in online purchasing. Therefore,

hypothesis H2b is supported. (3) A positive correlation can be found between security affects perceived usefulness ($\beta=0.095$, $p > 0.05$) and customer intention in online purchasing. Therefore, hypothesis H2c is not supported. (4) A positive correlation can be found between usability affects perceived ease of use ($\beta=0.432$, $p > 0.05$) and customer intention in online purchasing. Therefore, hypothesis H2c is not supported. The experiment is performed based on the regression equation is: $Y_2 = 0.423 + 0.263 \times \text{efficiency affects} + 0.083 \times \text{reliability affects} + 0.095 \times \text{security affects} + 0.432 \times \text{usability affects}$. $R^2=0.486$.

Before applying regression analysis, the relationship between the independent variables were tested using the VIF and tolerance tests. Under normal circumstances, the VIF value should not exceed 10, whereas the tolerance value should exceed 0.05. The results shown in Table 4.13 shows that the VIF value of the variables was less than 10 ($VIF=1.811-2.588$), whereas the tolerance value of the variables was greater than 0.05 ($Tolerance=0.386-0.552$). As a result, co-linearity could not be found between the independent variables. The test also proved that the model used in the study is accurate. Moreover, the R^2 for this study was 0.486, which indicated that the regression model was statistically significant.

Multiple linear regression analysis showed that efficiency affects ($\beta=0.263$, $p < 0.05$) and usability affects perceived ease of use ($\beta=0.432$, $p < 0.05$) had significant positive independent effects on purchase intention.

Discussion

This study examined the extent to which demographic characteristics, 4Cs marketing elements, and technology acceptance factors influence customers' intentions to purchase cosmetics online. Overall, the discussion extends beyond the empirical results by interpreting how these findings relate to prior research, contextual conditions, and managerial implications. Thus, customer characteristic and its sub-hypotheses are not supported.

These findings contradict several previous studies which reported significant demographic effects on online purchase intention. Alfannur and Kadono (2022) found that age positively influences consumers' intention to shop online, while Kanwal et al. (2021) identified gender differences in purchase intention, and Kizgin et al. (2021) demonstrated a positive link between education level and online buying behavior. The inconsistency

between the present findings and earlier research may be attributed to the heterogeneity of the sample distribution in this study.

The widespread penetration of smartphones in Thailand has significantly reduced the age-related digital divide, resulting in similar online behavior patterns across demographic groups. Moreover, the COVID-19 pandemic has altered socioeconomic conditions, narrowing differences in income, education, and online purchasing habits between men and women. Consequently, demographic characteristics appear to exert limited influence on consumers' online cosmetics purchase intentions in the current digital environment.

Hypothesis H2a proposed that the customer has a positive impact on customer of online shopping platforms that positively influences customer intention. The results support this hypothesis, confirming that higher platform performance enhances purchase intention. This finding aligns with Yao and Nithima Yuenyong (2024), who found a significant positive relationship between the 4C marketing dimensions (customer needs, cost, convenience, and communication) and purchase intention. Similarly, Zulfikar et al. (2023) emphasized that e-commerce platforms should ensure ease of access, operational efficiency, and responsive service to strengthen consumer satisfaction.

Therefore, enhancing service quality remains critical for improving customer intention. The adoption of customer relationship management (CRM) systems can help platforms personalize services, identify consumer needs through data analytics, and improve long-term customer engagement and loyalty.

Hypothesis H2b posited that purchase cost positively influences customer intention. The analysis supports this hypothesis, demonstrating that consumers are cost-sensitive and seek to minimize both monetary and non-monetary costs while maximizing value. This result is consistent with Hati et al. (2021) and Srivastava et al. (2024), who argued that perceived cost efficiency significantly enhances consumer intention to purchase online.

From a managerial perspective, reducing transaction time, accelerating delivery processes, and offering competitive pricing can strengthen consumers' perceptions of value. These strategies are especially effective in emerging markets, where price sensitivity remains a decisive factor influencing online purchase behavior.

Hypothesis H2c proposed that effective communication between buyers and sellers on online platforms positively affects customer intention. The findings confirm this relationship, indicating that transparent and responsive communication enhances consumers'

confidence and intention to purchase. This result corresponds with the conclusions of Huang et al. (2024) and Teixeira et al. (2023), who emphasized that timely communication helps clarify product information, resolve uncertainties, and accommodate customer-specific needs such as delivery options or logistics preferences.

Therefore, e-commerce platforms should facilitate direct and efficient communication channels between buyers and sellers, such as live chat, instant messaging, and Q&A sections. Enhanced communication transparency not only strengthens customer trust but also fosters repeat purchases and brand loyalty.

Hypothesis H2d asserted that convenience has a positive influence on customer intention. The empirical results support this hypothesis, highlighting convenience as a key determinant of online cosmetics purchasing behavior. As Saha et al. (2023) noted, convenience is particularly influential in emerging markets, where consumers' busy lifestyles and limited leisure time increase their reliance on online shopping. Saha et al. (2021) further observed that experienced consumers exhibit stronger behavioral responses to service convenience.

The findings of this study suggest that enhancing the overall convenience of online shopping—through simplified navigation, faster payment processes, and flexible delivery options—can significantly increase consumers' purchase intentions. E-commerce platforms should therefore focus on optimizing user experience design to meet evolving consumer expectations and strengthen their competitive advantage in the digital cosmetics market.

Hypothesis H3a proposed that platform efficiency exerts a positive influence on customer intention. The empirical findings confirm this relationship, indicating that the perceived efficiency of an online purchasing platform significantly enhances consumers' intention to buy. Therefore, Hypothesis H3a is supported.

This result also aligns with the findings of Waris and Hameed (2021), who identified system efficiency as a significant predictor of purchase intention. Similarly, Zhang et al. (2023) emphasized that efficient system performance—such as reduced processing time and smoother navigation—enhances customer satisfaction and purchase intention. In addition, Dewi et al. (2019) highlighted that performance expectancy is a primary determinant of consumers' intention to purchase online.

In the context of this study, efficiency reflects how effectively and quickly the online shopping platform allows consumers to search, evaluate, and complete transactions.

Consumers who perceive the system as efficient tend to exhibit higher purchase intentions, as they associate efficiency with time savings, reliability, and convenience. Thus, platform developers and marketers should prioritize optimizing technical responsiveness and minimizing transaction complexity to enhance consumer engagement and purchasing intention.

Hypothesis H3d posited that the usability of online purchasing platforms, as reflected through perceived ease of use, positively influences customer intention. The findings support this hypothesis, revealing that consumers who perceive online platforms as easy to navigate and operate are more likely to engage in online cosmetics purchasing.

This outcome is consistent with Anifa and Sanaji (2022), who demonstrated that visually engaging product displays—such as dynamic catalogs and interactive previews—enhance the online shopping experience and increase consumer intention to purchase. Similarly, Oematan et al. (2024) noted that perceived ease of use represents an individual's belief that using a technology or system will simplify their purchasing process, which significantly increases behavioral intention toward online applications.

Conclusion

The findings of this study suggest that ease of use is a critical determinant of online cosmetics purchase intention. When consumers perceive that online platforms are user-friendly, require minimal effort to operate, and offer convenient purchasing functions, their satisfaction and intention to buy increase substantially. Therefore, e-commerce platforms should focus on improving interface design, reducing system complexity, and enhancing interactivity to strengthen consumers' perceived ease of use and encourage continuous engagement in online shopping activities.

In all experiments concerning customer purchase intention, customer characteristics (including age, gender, and education level) showed no positive correlation with customer intention. However, service and platform quality had a positive impact on customer intention. Regarding service, purchase cost, communication between buyers and sellers, and convenience were all positively correlated with customer intention. As for platform quality, performance, efficiency affects and usability affects perceived ease of use were all positively correlated with customer intention.

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