



A Qualitative Study of the Relationships among CRM, Brand Image, e-WOM, Customer Satisfaction, and Purchase Intention in E-Commerce

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ABSTRACT

Objective: This study examined the factors influencing customers' purchase intentions in e-commerce, identifying customer relationship management (CRM), brand image, electronic word-of-mouth (e-WOM), and customer satisfaction as significant.

Methods: This paper employed a qualitative approach using online surveys and interviews with two groups: marketers with e-commerce experience and customers who have used e-commerce platforms. In the interviews with marketers, the writer interviewed two individuals. The customer group consisted of six people.

Results: The findings indicated that personalized services facilitated by CRM systems, consistent brand messaging, and e-WOM positively shape consumer perceptions. Additionally, factors such as prompt, personalized customer service, product quality, and pricing significantly impact customers' purchase intentions. Marketers could improve their digital marketing by helping customers find the right product on an e-commerce platform. Moreover, marketers can measure purchase intention on an e-commerce platform by considering users' real-time intentions, which, in turn, depend on maintaining customer relationships and satisfaction.

Conclusions: This research provides valuable insights for marketers and e-commerce platform developers, enabling them to formulate strategies aligned with consumer behavior and to incentivize repeat purchases on their platforms. Moreover, it offers an opportunity for future researchers to replicate similar studies across various categories.

Keywords: e-commerce, customer relationship management, brand image, e-WOM, customer satisfaction, purchase intention, Thai



1. INTRODUCTION

1.1 Background

In recent years, social media, a form of brand marketing communication, has become an increasingly important part of everyday life (Limna et al., 2021; Schmid & Axhausen, 2019). The impact of social networking sites on people's daily lives has increased as technology has developed over the past few years (Ahmed et al., 2019). Due to their increased importance and efficiency in the marketing sector, e-commerce and social media have had a considerable impact on direct competition (Heath, 2019). The following changes necessitated the ability to manage online customer relationships with a contemporary competitive advantage. It has become essential for businesses to analyze e-commerce activity, which may demand a rapid, customized response that isn't momentous. The difficulties of providing higher-quality service to a large number of customers across various access channels have become a new challenge. Customer needs and businesses should remain consistent across all available channels. Today's customers have a certain authority that encourages businesses to base most of their strategic and development activities on them. CRM has evolved into a more interactive environment in which new and existing customer relationships can be shaped and enhanced through the Internet and social media (Tavana et al., 2013). A well-implemented CRM can provide businesses with a competitive advantage or operate as a deterrent to customer switching.

Brand reputation can increase customer loyalty and increase consumer interest in purchasing a product. As a result, the strategy is to maintain a positive reputation through online WOM. e-WOM can influence consumers' purchase intentions or serve as a primary consideration. People develop a buying interest when there is sufficient information on the desired product. The behavior of purchase intention in response to an object or a repurchase. External influences, such as the emergence of a need for a product, product introductions, and information reviews, can generate customer interest and influence purchasing decisions. A customer's purchasing interest is influenced by a variety of factors, including positive feedback from others about a particular brand. To increase service quality and influence purchase self-management behaviors, e-commerce providers and organizations engage in platform development. E-commerce, on the other hand, provides much-needed convenience. Additionally, information from this study could inform the development of a comprehensive tool for e-commerce makers and buyers in the future. This study will respond to customers' needs and satisfaction with purchase behavior and electronic word of mouth to repurchase products or reviews with a positive brand image, and set appropriate goals in e-commerce business management

1.2 Problem statement

In today's rapidly growing business environment, every company needs to build customer-centric business processes to better understand its customers' needs and wants. However, Vakulenko et al. (2019) caution that many e-commerce companies need to adapt and enhance their customer interactions to survive the current fierce online rivalry, given the rapid growth of e-retail. The



internet will certainly continue to affect the speed and convenience with which customers and businesses connect. This fact demands that Internet technology be integrated into CRM activities at all levels of the company. The lack of customer development and management strategies in most failed businesses was recognized as a key factor in their failure. The problem is how to apply corrective measures to customer satisfaction so businesses go the extra mile in supporting it. This study takes a qualitative approach. Several theories have been proposed in this study, but none rely primarily on quantitative approaches. The objective of this study is to provide more in-depth, nuanced insights into the factors related to electronic word-of-mouth (e-WOM), brand image, customer satisfaction, and purchase intentions in e-commerce through qualitative methods. By filling this gap in understanding of these key factors, it is possible to empower e-commerce entities to develop more effective, tailored strategies to foster positive customer word-of-mouth, enhance brand image, and improve overall customer satisfaction. Additionally, this research will also investigate the potential emergence of new factors resulting from developments and changes in consumer behavior in the digital era.

1.3 Research Objective and Research Questions

The objective of this paper is to study the factors influencing customers' purchase intention and to identify the customer relationship management (CRM) factors, brand image, e-WOM, and customer satisfaction that are related to it via e-commerce.

RO1 To identify features that are more beneficial to the e-commerce platform and features that should be added/well managed to compensate for possible risks to customers.

RO2 To allow users to understand brand image and customer satisfaction on e-commerce platforms, and to create a positive word of mouth for purchase intention.

RO3 To identify potential growth in the market trend and possible outcomes to reduce risks for users, attract more consumers, and recommend possible marketing strategies for customer relationship management.

Research Question

RQ1 How do platform features, brand image, and e-WOM have a relationship with customers' purchase intentions in e-commerce?

RQ2 What measures can be taken to enhance user satisfaction and develop effective marketing strategies for customer relationship management?

This research focuses on Thai people living in Thailand. Moreover, the research will show that the features available exclusively on the e-commerce platform are the sellers' customer relationship management (CRM), brand image, e-WOM, customer satisfaction, and customers' purchase intention via e-commerce. Thus, this study provides insights into optimizing e-commerce strategies to meet evolving consumer expectations and market trends. By addressing these research objectives and questions, businesses can develop effective marketing approaches for customer relationship management, enhance brand reputation, and drive purchase intentions on competitive e-commerce platforms.



2. LITERATURE REVIEW

The existing literature on topics relevant to explaining factors influencing customers' purchase intention and to identifying factors in CRM, brand image, e-WOM, and customer satisfaction that relate to customers' purchase intention via e-commerce. The literature relevant to the study includes CRM, brand image, e-WOM, customer satisfaction, and customers' purchase intention, which are used to develop the conceptual model to address the research questions.

2.1 Customer Relationship Management (CRM)

Dewa & Setyohadi (2017) delineate various phases of CRM, including acquisition, which involves tailoring products to meet consumer needs, utilizing consumer experiences to shape offerings, and delivering exceptional service to ensure customer satisfaction. Effective CRM management is crucial for fostering and maintaining customer loyalty to specific products or brands (Rahayu et al., 2018). Darvish et al. (2012) conceptualize CRM as a consumer-centric managerial strategy aimed at nurturing enduring and profitable relationships across various business operations. This comprehensive approach encompasses marketing, sales, customer service, human resources, finance, and information technology, all aimed at enhancing the customer experience. CRM, described by Kotler & Keller (2016) as an ongoing process of building and nurturing customer relationships, is vital in modern marketing. Balaji (2015) characterizes CRM as a strategy that facilitates robust connections between businesses and customers and fosters the exchange of vital information to enhance satisfaction and trust.

2.2 Brand Image

Pratama et al. (2019) define brand image as the perception consumers develop of a brand through various communication channels. Enhancing brand image fosters customer confidence and credibility (Mbeti & Tanamal, 2020). Brands prioritize understanding and addressing customer needs to enhance trust and reputation (Rahi & Ghani, 2016), recognizing the impact of these needs on competitive advantages and purchase intentions (Pratama et al., 2019).

2.3 E-WOM

According to Kotler and Armstrong (2012), word-of-mouth communication refers to direct interactions between customers and their social networks regarding a product. When evaluating products, prospective customers rely on word-of-mouth recommendations that take into account other customers' comments and criticisms (Hajli et al., 2014). Electronic word-of-mouth (e-WOM) is the shift of communication from traditional face-to-face interactions to electronic forms facilitated by the Internet. It has emerged as a potent communication tool in virtual environments (Al-Ja'afreh & Al-Adaileh, 2020; Sosanuy et al., 2021).



2.4 Customer Satisfaction

Satisfaction involves an emotional response ranging from positive to negative when evaluating a brand's service, product, or performance. It occurs when expectations are exceeded (Kotler & Keller, 2016). Consumer satisfaction reflects the fulfillment of expectations (Goranda et al., 2021), shaping perceptions of a product and influencing subsequent purchases (Wijayanti, 2017; Tho'in et al., 2021). Customer satisfaction is the desired outcome of service interactions that align with customer needs and expectations (Orel & Kara, 2014). It is widely studied in the marketing literature, with a clear relationship observed between satisfaction and subsequent purchases (Quan et al., 2020; Mahadin et al., 2020). Its effective management is gaining significance across various sectors, given its vital role in shaping a company's success (Chana et al., 2021). Satisfaction is the emotional state of contentment or discontent experienced by an individual, resulting from a comparison between the perceived performance of a product or service and the individual's initial expectations (Limna & Kraiwanit, 2022).

2.5 Purchase intention

According to Chen et al. (2015), it measures the potential course of action a consumer may take. Understanding purchase intentions helps companies modify products or services to boost sales and profitability (Kudeshia et al., 2017) and serves as an indicator of brand loyalty maintenance.

2.6 E-commerce

According to Shahriari et al. (2015), e-commerce refers to transactions made over the internet that facilitate the exchange of goods or services. It encompasses a variety of online transactions on websites or applications, enhancing accessibility for service users. Asanprakit, S., & Limna, P. (2023). E-commerce is a component of information technology, encompassing the use of digital platforms and tools to facilitate the exchange of goods or services.

The literature review provided significant insights into the factors influencing customers' purchase intentions in e-commerce. Through the review, the study acquired a thorough comprehension of fundamental concepts, including CRM, brand image, word-of-mouth communication, customer satisfaction, purchase intention, and e-commerce. Thus, the reviews used in previous studies helped select appropriate research methods for the current study, also provided for the interpretation of findings and the development of suggestions for the study, based on theoretical and empirical perspectives on purchase intention in e-commerce.

3. METHODOLOGY

3.1 Research approach and design

The qualitative method used in this paper involved online interviews with 2 groups of participants: one with a marketer who has worked in an e-commerce business and another with a customer who has experience using the e-commerce platform. In the group of interviews with



marketers who have worked in e-commerce, the writer has conducted 2 interviews. The group of customers will be composed of 6 people. With a different group, this research uses a different set of questions to get opinions from different perspectives on the same factors. The qualitative method used in the in-depth interviews is appropriate for this study to gather information about their experiences and understand their opinions. The interviewee can also answer questions on their own, without limiting the scope of their responses, making it possible to receive the most truthful responses that arise from the interviewees' thoughts.

3.2 Data collection

The data was collected from each interviewee's insights to understand their views on factors influencing customers' purchase intentions via e-commerce in Thailand. Open-ended questions will be used to encourage the interviewee to express their opinion, giving the writer a better idea of how to answer the question in this paper. The researcher conducts in-depth interviews and analyzes qualitative data. All 8 interviews will be voice-recorded and transcribed verbatim. The data collection period was between June 12 and 14, 2025.

3.3 Interview Questions

Respondents are customers who have experience using the e-commerce platform.

Q1 What e-commerce platform do you usually use, and why?

Q2 Do you have a problem with the e-commerce platform? Please explain the features that you have problems with.

Q3 From your experience, which specific features have you found to significantly enhance the functionality and user experience of e-commerce platforms?

Q4 Have you ever encountered any risks or concerns while using e-commerce platforms, such as security issues or privacy breaches? How did the platform address these concerns, if at all?

Q5 Could you provide examples of what your e-commerce business has implemented to mitigate potential risks to customers, particularly concerning security or privacy?

Q6 How do you perceive the brand image of the e-commerce platforms you've used?

Q7 Did this perception influence your decision to make purchases on these platforms, and why?

Q8 When you're satisfied with an e-commerce platform, do you tend to recommend it to others or engage in positive word-of-mouth communication about it? Can you provide an example of a positive experience that led you to do so?

Q9 How do you think e-commerce businesses must adapt to new trends to better serve customers like yourself?

Q10 When considering using an e-commerce platform, what factors do you typically take into account to determine your intention to use it?

Q11 Can you recall a specific instance where a particular feature or aspect of an e-commerce platform positively influenced your intention to use it? What was it about that feature that appealed to you?

Q12 Have you ever encountered any obstacles or concerns that made you hesitant to use a particular e-commerce platform? How did the platform address these concerns, if at all?



Q13 How does the reputation and brand image of an e-commerce platform influence your intention to use it? Can you provide an example of a platform whose reputation positively or negatively affected your decision?

Respondents are marketers who have worked in e-commerce.

Q1 What kind of e-commerce business do you work with?

Q2 What position do you work in? Tell me about the work process for your position.

Q3 From your work experience, which specific features have you found to be significantly important to the functionality and user experience of e-commerce platforms?

Q4 Can you explain what your e-commerce business has implemented to mitigate potential risks to customers, particularly concerning security and privacy?

Q5 How do you assess consumer perceptions of brand image and overall satisfaction on your e-commerce platform? What strategies do you employ to measure and improve these aspects?

Q6 In your opinion, how do consumer perceptions of brand image and satisfaction influence their purchasing behavior and trends to engage in positive word-of-mouth communication?

Q7 What do you think about the new era of e-commerce businesses?

Q8 What emerging trends in the e-commerce market do you find most impactful for your business?

Q9 How do you adapt your strategies to capitalize on these trends while minimizing risks for users?

Q10 How has your e-commerce business developed effective marketing approaches for customer relationship management?

Q11 From your experience, what factors do you believe influence a customer's intention to use an e-commerce platform?

Q12 What measures do you take to address potential barriers or concerns that may deter customers from using your e-commerce platform? How do you ensure these measures align with customers' expectations and preferences?

Q13 How do you evaluate the impact of marketing efforts and promotional campaigns on increasing customer intention to use your e-commerce platform?

3.4 Data Analysis

This qualitative investigation employs content analysis alongside NVivo Trial Version, software designed for qualitative analysis, to scrutinize the data. To ensure precision in text conversion, the investigator will cross-reference transcripts with the original audio recordings. Content analysis, as described by Salem et al. (2022), is a qualitative technique used to systematically and objectively describe and quantify specific phenomena from verbal, visual, or written data. Transcribing interview texts is a common initial step in qualitative content analysis, which aims to condense extensive text into a well-organized summary of key findings. The process involves iteratively reading and understanding interviews to fill gaps and grasp participants' perspectives. Subsequently, the text is broken down into smaller, meaningful units, which are further condensed. These condensed units are then labeled with codes and categorized. Depending on the study's objectives and data quality, these categories may serve as the primary level of abstraction for reporting results, or the researcher may delve deeper and develop themes.



Additionally, several complementary processes beyond coding, exploring, and visualizing data in NVivo. These include using memos and annotations to record thoughts and ideas; word frequency analysis and text searches to identify common words; word clouds; cluster analyses; document distributions; matrices; compound queries to examine coding frequency alongside classification criteria or other source material; and framework analysis.

This study sheds light on the factors influencing customers' purchase intention and identifies the roles of customer relationship management (CRM), brand image, e-WOM, and customer satisfaction in shaping this intention via e-commerce. Moreover, it offers customer insights not only for platform providers but also for online retailers seeking a deeper understanding of their customer base.

4. RESULTS

Following the interview, numerous intriguing insights emerged, shedding light on the research topic. This research gathered all information from the interview, including insights from the marketing side and the customer perspective, and then analyzed the points that provide details on what is necessary in this context.

4.1 The use of NVivo

The data gathered from thorough online and face-to-face interviews were analyzed using content analysis. Consequently, the interpretation and assessment were conducted utilizing NVivo (Trial Version), a qualitative data analysis software.

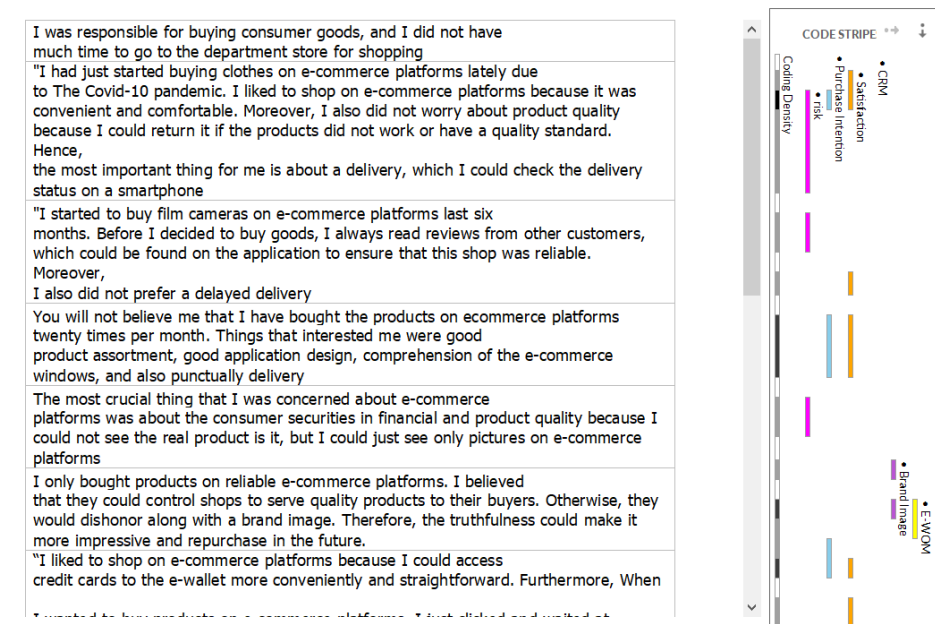


Figure 1: The coding of the transcript



Figure 2 Word Frequency Query – Word Cloud

4.2 Content Analysis

4.2.1 Customer Relationship Management (CRM)

Managers who utilize CRM systems: Individuals who oversee CRM implementation, utilization, and strategy within e-commerce businesses. They can provide insights into how CRM systems are integrated into their operations and the challenges they face. Customers who have experienced personalized services or interactions through CRM strategies. Individuals who have received targeted marketing, personalized recommendations, or customized communication from e-commerce platforms based on CRM data. They can share their experiences and perceptions of personalized services.

“Our CRM systems play a central role in our operations. They allow us to collect and analyze customer data and manage interactions across various channels. One of the primary challenges we face is ensuring data accuracy, understanding key customer individual needs and touchpoints to create a strategy, and marketing plan to conduct campaigns.”

A 35-year-old female manager, June 12, 2025

“I received a notification with recommendations for products similar to those I had previously purchased. I felt that the company understood and valued me as a customer because they tailored the recommendations to my tastes and preferences.”

A 43-year-old female manager, June 13, 2025



4.2.2 Brand Image

The marketer is directly involved in shaping and promoting the brand identity of e-commerce platforms. They can discuss brand positioning, messaging strategies, and efforts to maintain a positive brand image. Customers with strong perceptions of specific e-commerce brands hold strong opinions about them based on their interactions, experiences, and exposure to branding efforts. They can elaborate on what aspects of the brand resonate with them and influence their purchasing decisions.

“We prioritize consistency in our brand messaging and visuals to reinforce our brand identity. Additionally, we actively engage with our customers through social media, respond to feedback and reviews, and continuously monitor our brand reputation to address any issues promptly.”

A 27-year-old female marketer, June 12, 2025

“I appreciate their commitment to quality products, competitive pricing, and timely delivery. Moreover, their engaging social media presence makes me feel connected to the brand.”

A 34-year-old male customer, June 12, 2025

4.2.3 E-WOM (Electronic Word-of-Mouth)

Social media influencers, who frequently engage in e-WOM and have a significant following on social media platforms, regularly discuss and promote products or services online. They can provide insights into how e-WOM impacts consumer behavior and purchasing decisions. Consumers have posted reviews, comments, or recommendations about their experiences with e-commerce platforms on social media, review websites, or forums. They can discuss their motivations for sharing and the impact of their online interactions.

“We work with influencers to create sponsored content that effectively showcases their brand on the e-commerce platform. This can include product reviews and sponsored posts. Challenges, hashtags, or contests could encourage followers to create and share brand-related content.”

A 23-year-old female marketer, June 14, 2025

“I believe that sharing my experiences can influence others' perceptions of a brand or product. Positive reviews can encourage others to try to use it, while negative reviews can steer them away. Ultimately, I hope to contribute to a more trustworthy online shopping platform.”

A 25-year-old male social media influencer, June 14, 2025

4.2.4 Customer Satisfaction

Customer service representatives at e-commerce companies are responsible for addressing customer inquiries, risks, concerns, and feedback within their companies. They can discuss common customer issues, strategies for improving satisfaction, and the importance of customer service in retaining customers. Customers who have recently made purchases and can provide



feedback on their satisfaction levels have interacted with e-commerce platforms and can offer feedback on the overall satisfaction with the purchasing process, product quality, delivery experience, and customer support.

“We prioritize prompt and personalized responses to customer inquiries, aiming to resolve issues quickly and effectively. Additionally, we gather feedback from customers to identify areas for improvement and implement strategies to enhance the overall customer experience.”

A 33-year-old male marketer, June 13, 2025

“I was impressed by the prompt delivery and the quality of the product. Additionally, when I had a question about my order, I reached out to a supporter, who was very helpful and responsive. A positive interaction with the administration can have a significant impact on a company's overall perception and influence future purchasing decisions.”

A 22-year-old male customer, June 14, 2025

4.2.5 Purchase Intention

They are marketers who specialize in behaviors, frequency, and purchase patterns among e-commerce users. They can provide insights into factors influencing purchase intention and emerging trends in online shopping. They can assist customers who are actively researching products, comparing options, and evaluating their purchase decisions. They can discuss their decision-making process, criteria for selecting products or sellers, risks, and any barriers or concerns they encounter.

“The factors that influence purchase intention include product quality, price, convenience, risks, and user experience. Understanding these factors and how they interact with each other is essential to shaping effective marketing strategies, such as providing clear and accurate product information and highlighting key features and benefits.”

A 36-year-old male customer, June 14, 2025

“I researched different options and read reviews from other customers to gauge product quality and reliability. Pricing is also a significant factor for me, and I compare prices across different sellers to ensure I'm getting the best deal. Additionally, I pay attention to shipping options and delivery times.”

A 32-year-old female customer, June 14, 2025

5. DISCUSSIONS

5.1 Customer Relationship Management (CRM)

Marketers who oversee CRM implementation highlight the importance of CRM systems for collecting and analyzing customer data, managing interactions, and addressing data accuracy challenges. Customers who receive personalized services through CRM strategies appreciate recommendations tailored to their tastes and preferences and feel valued by the company.



5.2 Brand Image

To maintain a positive brand image, marketers emphasize the importance of consistent brand messaging and customer engagement. Customers appreciate brands that prioritize quality products, competitive pricing, timely delivery, and an engaging social media presence.

5.3 E-WOM (Electronic Word-of-Mouth)

Social media influencers collaborate with brands to create sponsored content and encourage user-generated content to effectively promote products or services. Consumers share their experiences and opinions online, aiming to influence others' perceptions of brands or products positively and contribute to a trustworthy online shopping environment.

5.4 Customer Satisfaction

Customer service representatives prioritize prompt and personalized responses, gather feedback, and implement strategies to enhance the overall customer experience. Customers value prompt delivery, product quality, and responsive customer support, which can significantly impact a company's overall perception and influence future purchasing decisions.

5.5 Purchase Intention

Marketers who specialize in e-commerce user behavior identify factors that influence purchase intention, such as product quality, price, convenience, risks, and user experience. When making purchase decisions, customers actively research products, compare options, and consider factors such as product quality, pricing, and shipping options. The finding also supported the previous research of Micu et al. (2019). Consumers' perceptions of platforms improve their perceptions of value. Product appearance, including style, design, color selection, and matching, positively influences purchase intention. Other studies typically consider factors such as product information, discounts, and quality to encourage positive purchasing behavior. By reducing consumers' shopping time, improving efficiency on online shopping platforms increases their perceived value and fosters stronger relationships with consumers (Gligor & Bozkurt, 2020). According to Liu & Li (2019), consumers tend to start with small purchases, and each purchase contributes to building their trust and satisfaction, ultimately increasing their intention to purchase. In e-commerce platforms, consumers assess their past interactions based on factors such as product details, payment options, shipping terms, available services, perceived risks, privacy measures, and brand image. Marketers must carefully consider consumers' needs and the essential requirements that platforms can fulfill. Failing to fulfill promises is a significant factor that erodes customer confidence. Positive reviews can enhance potential customers' trust, while negative reviews can deter them. This can impact profits and lead to increased users. Therefore, marketers need to understand customers' recommendations, which aligns with Yan et al. (2016).



6. LIMITATIONS

This study was qualitative, with a sole focus on gathering insightful information. Future research can investigate negative motivations for e-commerce engagement by delving into factors such as perceived trust issues, risk, security concerns, and negative social influences. Expand the scope to include other potential influences on smartphone shopping app usage, such as usability and marketing strategies, to provide a more comprehensive understanding of consumer purchase intention in e-commerce, as prior e-commerce research has not qualitatively evaluated customer behavior. Consequently, future investigations might benefit from adopting a quantitative approach. Additionally, expanding the range of variables could enhance the ability to elucidate generalized relationships in further studies. Lastly, researchers may explore additional variables as potential moderators and mediators in future studies.

7. CONCLUSIONS

This study explained the factors influencing customers' purchase intentions in e-commerce, specifically focusing on customer relationship management (CRM), brand image, electronic word-of-mouth (e-WOM), and customer satisfaction. The findings highlight the significance of personalized services enabled by CRM systems, consistent brand messaging, and e-WOM in shaping positive consumer perceptions. Additionally, factors such as prompt, personalized customer service, product quality, and pricing significantly impact customers' purchase intentions. The findings confirmed the role of customer relationship marketing (CRM) in the relationship between digital marketing and online purchase intention. Marketers could improve their digital marketing by helping customers find the right product on an e-commerce platform. Moreover, marketers can measure purchase intention on an e-commerce platform by considering a live user's intention, which relies on maintaining customer relationships. By understanding these factors and fulfilling promises, marketers can effectively enhance trust, drive profitability, and foster user engagement in the competitive e-commerce landscape.

8. RESEARCH IMPLICATIONS

This research provides insights into how e-commerce businesses can adapt their strategies to navigate the evolving e-commerce landscape. By understanding the factors influencing customer purchase intentions, businesses can develop more targeted and efficient marketing strategies, leading to improved customer retention. Understanding how CRM, brand image, and customer satisfaction influence purchase intentions enables businesses to enhance their CRM practices. This may involve implementing more personalized communication strategies, leveraging customer feedback to drive product improvements, and fostering stronger customer relationships across various online channels. By actively managing online word-of-mouth and monitoring brand mentions across social media platforms, businesses can safeguard their brand reputation and build trust with consumers, ultimately driving purchase intentions. Identifying features that significantly enhance e-commerce platform functionality and user experience enables businesses to prioritize development efforts. Investing in features that improve usability, security, and customization options can lead to higher user satisfaction. Therefore, this research provides



valuable insights into emerging trends in the e-commerce market and effective strategies to minimize risks and attract more consumers. By staying ahead of market trends and understanding consumer preferences, businesses can gain a competitive edge and capitalize on new growth opportunities. There is potential to expand this research into an e-commerce platform in Thailand. Also, to help developers and marketers understand what to expect based on consumers' behavior on previous platforms. Moreover, to investigate possible changes in consumer behavior as technology becomes more convenient for them. With the changes in consumer behavior and purchase intention online, studies on the factors of customers' purchase intention and to identify the factors of customer relationship management (CRM), brand image, e-WOM, and customer satisfaction that have a relationship with customers' purchase intention need to be closely studied to future develop selling channels and features that would stimulate the consumers' purchase decision process to be more effective, and less time-consuming.

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