

The Influence of Online Consumer Behavior on Psychological Outcomes among Online Shoppers in Thailand (2026)

¹Sarat Ngamlertlee and ²Pakhawat Sailasuta

^{1,2} Lecturer of International Business Management, International College, Payap University, Thailand

¹Corresponding Author's. E-mail: ¹S.Ngamlertlee@gmail.com; ²Sailasuta.pak@gmail.com

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Abstract

The rapid growth of e-commerce and social media has reshaped consumer behavior in Thailand, influencing how consumers shop and respond psychologically to online shopping environments. This study aims to examine the influence of online consumer behavior on psychological outcomes among online shoppers in Thailand. A quantitative research approach was employed, with data collected from 400 online shoppers across Thailand through an online questionnaire. The research instrument was a structured questionnaire designed to measure dimensions of online consumer behavior and psychological outcomes, including online shopping activity, product availability, social media usage, discount sensitivity, tech-savviness, environmental awareness, and impulse buying behavior. The data were analyzed using descriptive statistics and multiple regression analysis to examine the relationships between online consumer behavior and psychological outcomes. The findings indicate that different dimensions of online consumer behavior have varying effects on psychological outcomes. First, online shopping activity, measured by the number of monthly online orders, was found to have a statistically significant positive effect on discount sensitivity, suggesting that frequent online shoppers are more responsive to promotional offers and discounts. Second, product availability online was found to have statistically significant effects on both tech-savviness and environmental awareness, indicating that greater exposure to a wide range of products and information through online shopping may enhance consumers' technological competence and awareness of sustainability-related issues. Overall, the findings suggest that online consumer behavior does not uniformly influence all psychological outcomes, with specific behavioral factors demonstrating significant relationships with particular psychological responses.

Keywords: online consumer; psychological outcomes; online shoppers

Introduction

The rapid development of digital technology has changed how consumers search for, evaluate, and purchase products and services. Online shopping is now closely connected with social media, mobile devices, digital payments, and personalized marketing. In Thailand, for example, social media has been recognized as an important channel for both browsing and

purchasing products. According to PwC's 2024 Voice of the Consumer Survey, 73% of Thai consumers reported purchasing products through social media, compared with 56% in Asia-Pacific and 34% globally. Thailand's e-commerce market was also estimated at around 720 billion baht in 2024, with mobile devices accounting for more than 80% of online sales. These figures show the growing importance of digital platforms amongst Thai consumer behavior.

Moreover, online shopping has changed how consumers make purchasing decisions. Consumers are often exposed to personalized recommendations, reviews, social interactions, discounts, and limited-time promotions. These factors can influence both rational and emotional decisions. Han (2023) found that social interaction and brand familiarity were related to consumer trust and impulse-buying intentions in social commerce. Similarly, Longon and Prajaknate (2024) found that online visual merchandising, celebrity endorsements, and direct email marketing influenced impulse purchasing among Thai online shoppers.

Online shopping behavior is influenced by several factors. Social media usage allows consumers to see products and promotions even when they are not actively looking to buy. Product availability is also important because online platforms provide access to a wider range of products than traditional stores. In addition, consumers with better technological skills may find it easier to search for information, compare products, and complete online transactions. Yang and Kim (2024) found that technology readiness and acceptance were relevant to Thai, Vietnamese, and Indonesian consumers' attitudes and purchase intentions toward 3D virtual fitting technology.

Price and promotional activities are another important factor in online shopping. Consumers are frequently exposed to discounts, coupons, price comparisons, and limited-time offers. These promotions may increase discount sensitivity and encourage unplanned purchases. At the same time, environmental awareness has become more relevant as consumers receive more information about sustainability. Ujjawal et al. (2024) found that environmental consciousness was related to consumers' intentions to purchase sustainable apparel. In Thailand, PwC also reported that more than half of consumers were willing to pay more for an eco-friendly products.

Although many studies have examined online consumer behavior, previous research often focuses on only one or a few factors, such as social media, promotions, technology readiness, or environmental awareness. In addition, many studies have been conducted outside Thailand, while studies on Thai consumers often focus on specific platforms or consumer groups. Therefore,

there is still a need to examine several dimensions of online consumer behavior together within the Thai context.

Therefore, this study aims to examine online consumer behavior and its influence on psychological outcomes among online shoppers in Thailand. The study focuses on social media usage, product availability, shopping frequency, discount sensitivity, technological proficiency, environmental awareness, and impulse buying. By examining these factors together, the study aims to provide a better understanding of online consumer behavior among Thai consumers and provide useful information for businesses operating in the growing digital market.

Research Objectives

1. To examine the levels of online consumer behavioral factors and psychological outcomes among online shoppers in Thailand.
2. To examine the predictive relationships between online consumer behavioral factors and psychological outcomes among online shoppers in Thailand.

Research Hypotheses

- Hypothesis 1: Online consumer behavioral factors significantly influence discount sensitivity.
- Hypothesis 2: Online consumer behavioral factors significantly influence tech-savviness.
- Hypothesis 3: Online consumer behavioral factors significantly influence environmental awareness.
- Hypothesis 4: Online consumer behavioral factors significantly influence impulse buying behavior.

Literature review

Online consumer behavior refers to how individuals use digital platforms to search, evaluate, and purchase products and services. Compared with offline shopping, online shopping provides greater convenience, wider product choices, and easier access to information. These factors can influence how consumers make purchasing decisions and interact with brands.

Nisar and Prabhakar (2017) found that digital platforms allow consumers to compare products, read reviews, and receive personalized recommendations, which can increase consumer engagement. Kaplan and Haenlein (2010) also highlighted the important role of social media in creating consumer awareness through both company-generated and user-generated content. More recent research shows that social media and e-commerce are becoming more connected

and can influence consumer behavior. Banjongprasert (2024), for example, found that e-commerce and social media factors were related to online impulse buying.

Social media usage is an important part of online consumer behavior. Advertisements, influencers, user-generated content, and opinions from other users can affect consumers' attitudes and purchase decisions. These effects may also work through factors such as trust, perceived value, and emotional engagement (Banjongprasert, 2024; Xue et al., 2024).

Perceived product availability is another important factor. Online platforms allow consumers to access products from many sellers and categories without being limited by location or physical store space. Greater product availability may encourage consumers to browse more products and increase their opportunities to make purchases.

Online shopping activity may also influence consumer behavior. Consumers who shop online more frequently may become more familiar with digital platforms, prices, product information, and promotional strategies. Levrini and Jeffman dos Santos (2021) suggested that repeated purchasing experiences can help consumers learn and make better decisions over time. Therefore, shopping frequency can also reflect consumers' experience with digital commerce.

Online consumer behavior may lead to different psychological outcomes. This study focuses on discount sensitivity, technological proficiency, environmental awareness, and impulse buying. Discount sensitivity refers to how strongly consumers respond to discounts, promotions, and price-related incentives. Online shoppers are frequently exposed to coupons, limited-time offers, and price comparisons, which can increase their attention to discounts. Longon and Prajaknate (2024) found that sales promotions were related to impulse purchasing among Thai online shoppers.

Technological proficiency refers to consumers' confidence and ability to use digital platforms and technologies. Online shopping requires consumers to use search functions, mobile applications, payment systems, and other digital features. Frequent interaction with these technologies may help consumers become more comfortable and confident when using online platforms.

Environmental awareness is also becoming more important in online consumption. Consumers may have concerns about environmental issues, although these concerns do not always lead to actual purchasing behavior. Wiederhold and Martinez (2018) discussed this attitude–

behavior gap in sustainable consumption. Ujjawal et al. (2024) also found that environmental consciousness was related to consumers' intention to purchase sustainable products.

Finally, impulse buying is an important outcome of online shopping. Convenient checkout, promotions, personalized recommendations, and limited-time offers can encourage consumers to make unplanned purchases. Verhagen and van Dolen (2011) suggested that online environments can make impulse buying easier by reducing the effort needed to complete a purchase. Recent studies also found relationships between social media, e-commerce, marketing activities, and impulse buying (Banjongprasert, 2024; Longon & Prajaknate, 2024; Xue et al., 2024).

Although previous studies provide useful information about online consumer behavior, some gaps still remain. Many studies focus on individual variables rather than examining several behavioral factors together. There are also limited studies that combine behavioral and psychological factors in one framework. In addition, research focusing on multiple dimensions of online consumer behavior among Thai consumers is still limited. Therefore, this study aims to examine these relationships within the Thai online shopping context.

Conceptual Framework

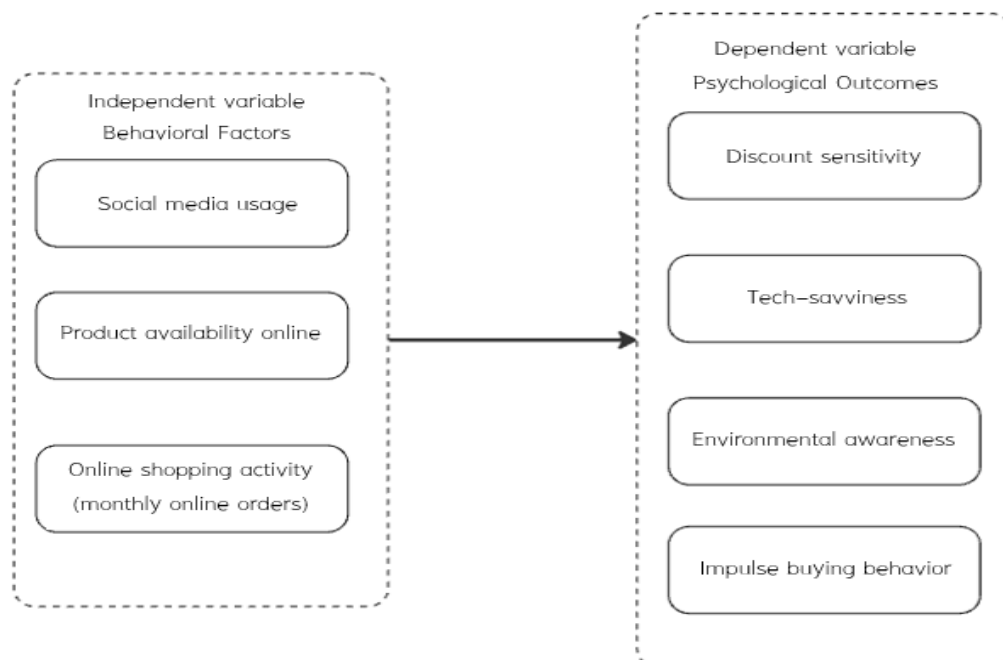


Figure 1 Research conceptual framework

Research Methodology

The methodology of this research is to examine the relationships between consumer characteristics, behavioral factors, and shopping-related attitudes of consumer shopping trends. Independent Variables include Social media usage, Product availability online and online shopping activity (monthly online orders).

Dependent Variables include Discount sensitivity, Tech-savviness, Environmental awareness and Impulse buying behavior.

The sample size has been collected 400 respondents which it matches with the minimum requirement of using Cochran Formula as 385 respondents for an unknown population in Thailand. Cochran's formula was adopted to determine the sample size because of the large and unidentified population of consumers. Cochran's formula is widely accepted in survey research for reliability when 95% confidence level by allowing 5% error. Moreover, this research also adopted a non-probability convenience sampling method which respondents can access to be a part based on convenience and accessibility in social media platform. The data were collected from respondents in Thailand through online platforms such as Facebook, Instagram, and X. This encourages the researcher to reach respondents based on their IP location, which helps to ensure the participants are primarily based in Thailand.

This research has surveys by spreading online questionnaire by Google Form to many platforms such as Facebook, Instagram and X until it eventually gets all requirement respondent 400 participants by Convenience sampling $N = 400$.

The research instrument was used as online questionnaire. It has multiple sections with the most of variables were measured by Likert scale ranging from 1 to 10, which higher values indicate stronger agreement or higher intensity of behavior and lower values indicate weak intensity of behavior. The collected data were analyzed by using SPSS software including data below.

Descriptive statistics (mean, frequency, standard deviation) to summarize respondent characteristics

Multiple regression analysis to identify key factors influencing consumer shopping behavior affects psychological factors

$$\text{Psychological outcome} = \beta_0 + \beta_1 \text{ Social media usage} + \beta_2 \text{ Product availability online} + \beta_3 \text{ monthly online orders} + \epsilon$$

Psychological outcome

β_0 : representing the expected value when all other features are zero.

$\beta_1, \beta_2, \beta_3$: Regression coefficients representing the impact of each respective feature

ϵ : The error term, accounting for unobserved factors affecting psychological outcome

Statistical significance was adopted at the 0.05 level ($p < 0.05$) with a confidence level of 95%.

The reliability of the measurement was evaluated using Cronbach's Alpha coefficient based on a pilot study of 30 respondents before the main data collection. A Cronbach's Alpha value of 0.70 or higher was used as the acceptable criterion for internal consistency. The results indicated that all constructs exceeded this threshold, with Cronbach's Alpha values ranging from 0.712 to 0.911. Therefore, all measurement items were considered to have satisfactory reliability and were suitable for the main study.

Research Results

Table 1 Demographic of Age (n= 400)

Age				
	n	Percent	Mean	Standard Deviation
18-24	112	28.0		
25-34	128	32.0		
35-44	81	20.2		
45-54	48	12.0		
55+	31	7.8		
Total	400	100	34.0 year	12.5

Table 2 Demographic of Monthly income (THB) (n= 400)

Monthly income (THB)				
	n	Percent	Mean	Standard Deviation
Less than 20,000	101	25.2		
20,000–39,999	149	37.2		
40,000–59,999	83	20.8		
60,000–99,999	50	12.5		
100,000 and above	17	4.2		
Total	400	100	40,088 THB	28,054

The sample skewed toward younger, digitally active respondents, with 60.0% aged 18–34. The average respondent was 34.0 years old with an average monthly income of approximately 40,088 THB.

Table 3 Multiple Regression Analysis of Discount sensitivity

Dependent variable: Discount sensitivity					
Independent variable	Unstandardized Coefficients		Standardized Coefficient	t	Sig
	(B)	Std. Error	Beta		
Social media hours	0.008	0.062	0.006	0.123	0.902
Product availability online	0.035	0.047	0.037	0.746	0.456
Monthly online orders	0.034	0.009	0.183	3.696	0.001

Table 3 shows the result of multiple regression analysis of independent variable social media hours, Product availability online and Monthly online orders which are influenced by discount sensitivity. H1: Online consumer behavioral factors significantly influence discount sensitivity is supported because monthly online orders have a positive and statistically significant effect on discount sensitivity. The finding of relationship of multiple factors that monthly online orders have a statistically significant positive effect on discount sensitivity ($\beta = 0.183, p < 0.001$). This has revealed that consumers who mostly have online shopping tend to be more sensitive to discounts. Moreover, it can also imply that more units of products, more discount sensitivity they are. In addition. The result implies that the large number of betas it shows relationships while not extremely strong but there is still meaningful relationship with these two factors. This also imply as “cognitive with emotional triggers”. shoppers are often influenced by "Fear of Missing Out" (FOMO) and perceived time pressure of discount sensitivity (Majeed et al., 2024).

Table 4 Multiple Regression Analysis of Tech savvy score

Dependent variable: Tech savvy score					
Independent variable	Unstandardized Coefficients		Standardized Coefficient	t	Sig
	(B)	Std. Error	Beta		
Social media hours	0.111	0.066	0.084	1.702	0.090
Product availability online	0.160	0.051	0.156	3.158	0.002
Monthly online orders	0.015	0.010	0.078	1.579	0.115

The result shows the main dependent variable as Tech savvy score it is analyzed by multiple regression analysis of the independent variables, including social media hours, product availability online, and monthly online orders, which influence the tech-savvy score. The findings illustrate the table of product availability online, H2: Online consumer behavioral factors significantly

influence tech-savviness is supported as a statistically significant positive effect on tech-savviness ($\beta = 0.156$, $p = 0.002$). This suggests that consumers who perceive higher availability of products online tend to develop higher levels of technological familiarity and competence. This might be because shoppers get more experience via online products exploring digital platforms more actively, eventually they improve their digital skills and confidence.

In contrast, social media hours ($p = 0.090$) and monthly online orders ($p = 0.115$) were not found to have statistically significant effects on tech-savviness. Although social media usage shows a positive relationship, the result is the only one significant, it is indicating that time spent on social platforms will enhance capability to find products that available via online platforms. Furthermore, the beta value of product availability online indicates a moderate but meaningful relationship that environmental exposure to digital marketplaces plays a more important role in shaping tech-savviness.

This finding aligns with the idea that technology adoption is driven by interaction rather than passive usage. Consumers who frequently encounter a wide range of products online are more likely to engage with different features, platforms, and interfaces, which enhances their overall technological capability. This also align with the idea of Nisara and Prabhakar (2017), who found that the digital environments affect a higher level of digital literacy. This also reinforces the user's technological competence through choosing variety of online products.

Table 5 Multiple Regression Analysis of Environmental awareness

Dependent variable: Environmental awareness					
Independent variable	Unstandardized Coefficients		Standardized Coefficient	t	Sig
	(B)	Std. Error	Beta		
Social media hours	0.006	0.067	0.004	0.058	0.932
Product availability online	0.109	0.052	0.106	2.106	0.036
Monthly online orders	– 0.004	0.010	– 0.022	– 0.444	0.657

This table shows the results of multiple regression analysis of the independent variables, including social media hours, product availability online, and monthly online orders, which influence environmental awareness.

The result shows that H3: Online consumer behavioral factors significantly influence environmental awareness is significant ($\beta = 0.106$, $p = 0.036$). It suggests that consumers who perceive higher availability of products online tend to have greater awareness of environmental issues and global warming. A possible explanation is that online platforms often provide more information regarding product sustainability, eco-friendly to environment. They are also concerned about impact on environment, which including products that support sustainable trend in this world such as energy saving, organic products and chemical- zero used etc.

However, social media hours ($p = 0.932$) and monthly online orders ($p = 0.657$) were not found to have statistically significant effects on environmental awareness. This implies that the frequency of online purchases is not influenced by environmental concerns. It may be because environmental awareness is more related to personal values and knowledge rather than general online behavior.

Table 6 Multiple Regression Analysis of Impulse buying behavior

Dependent variable: Impulse buying behavior					
Independent variable	Unstandardized		Standardized	t	Sig
	Coefficients		Coefficient		
	(B)	Std. Error	Beta		
Social media hours	0.014	0.408	0.004	0.217	0.828
Product availability online	-0.045	0.062	0.106	-0.930	0.353
Monthly online orders	-0.038	0.009	- 0.022	-4.035	0.001

Table 6 represents the results of multiple regression analysis of the independent variables, including social media hours, product availability online, and monthly online orders, which influence impulse buying behavior. The findings indicate that H4: Online consumer behavioral factors significantly influence impulse buying behavior is supported as having a statistically significant negative effect on impulse buying behavior ($\beta = -0.022$, $p < 0.001$). This suggests that consumers who purchase more online orders tend to have more degree of impulse buying behavior. One reason that can be explained is about experienced online shoppers who have many online purchases in a month, they are quite be triggered by advertisement and discount promotion. This confirms that higher online purchasing frequency is associated with lower impulse buying tendencies. Social media hours ($p = 0.828$) and product availability online ($p = 0.353$) were not significant predictors.

These also allow them to have less planned and rational decisions making. It may be because impulse buying is more related to psychological and emotional factors rather than general logical decision making.

Discussion

The hypothesis testing results indicate that all hypotheses were supported among the behavioral factors, monthly online orders showed a significant positive effect on discount sensitivity, while product availability online significantly influenced both tech-savviness and environmental awareness.

Discount Sensitivity, the positive predictive relationship between monthly online order frequency and discount sensitivity supports experiential learning theory. Frequent online shoppers continuously monitor price promotions and voucher campaigns across platforms, sharpening their price responsiveness and promotional awareness over time. (Levrini & Jeffman dos Santos, 2021).

Tech-Savviness and Environmental Awareness, the significant positive influence of perceived product availability online on both tech-savviness and eco-awareness highlights the role of digital marketplaces as informational stimuli. Navigating expansive product choices exposes consumers to advanced search filters and green product lines, thereby building digital competence and environmental consciousness (Ujjawal et al., 2024).

Impulse Buying Behavior, Notably, monthly shopping frequency exerted a significant negative effect on impulse buying behavior. This finding aligns with consumer habituation and cognitive self-control theories. As consumers transition from novice to experienced online shoppers, initial novelty wears off, replaced by planned purchasing routines, price comparisons, and resistance to spontaneous promotional triggers. Frequent buyers develop self-regulatory mechanisms that reduce impulsive spending (Verhagen & van Dolen, 2011).

The analysis demonstrated that monthly online orders are a powerful predictor of discount sensitivity. This is experienced shopper effect Levrini and Jeffman dos Santos, (2021) suggests that consumers increase their transaction frequency, they tend to learn process and get more ability to identify price fluctuations and value. Interestingly, this is also called as "Fear of Missing Out" (FOMO) and perceived time pressure (Majeed et al., 2024) it shows that frequent shopping is a blend of cognitive calculation and emotional response.

This suggests that online shoppers have learned from digital marketplace which makes them become more aware of global warming and sustainability issues. This also relates to the research that has been written by Wiederhold and Martinez (2018), which found that environmental awareness of online shopper's purchasing habits. It also shows consumers are more aware of environmental issues which creates a gap between what consumers believe and how they act and awareness that led to consistent eco-friendly consumption.

Finally, this study examines the relationship between impulse buying and the number of online product orders. The research by Verhagen and van Dolen (2011) suggests that as consumers become more in the online shopping ecosystem, their behavior becomes easier to be triggered by impulsive advertisement and promotion, this leads to reduced rational decision-making.

Overall, the results of this study provide insights into how different aspects of online consumer behavior contribute to distinct psychological responses in the context of Thailand's digital marketplace. The study offers practical implications for marketers in designing targeted strategies that align with consumer behavior patterns, while also contributing to the growing body of literature on digital consumer psychology in emerging economies.

Suggestions

Suggestions for Future Research

Future studies may apply more advanced analytical techniques such as structural equation modeling (SEM) or longitudinal analysis to better understand causal relationships and changes in consumer behavior over time. In addition, future studies should not be limited to only Likert 1–10 scale questions, as this may reduce the variety in the data range and limit the ability to create more effective graphs for explanation.

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