

FACTORS INFLUENCING PURCHASE INTENTION ON FACEBOOK MARKETPLACE FOR USED CARS

ABSTRACT

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This study examines the factors influencing purchase intention for used cars on Facebook Marketplace, with a focus on Cars R Us Auto Trading in Meycauayan, Bulacan. Grounded in Nuzula et al.'s (2022) framework, the research investigates how perceived quality, perceived risk, and brand attitude influence consumer buying behavior on digital platforms, particularly within the context of secondhand vehicle sales. A mixed-methods approach was employed, combining quantitative surveys with statistical analysis to assess customer perceptions. Forty-five (45) respondents participated in the survey. The variables measured included perceived quality, perceived risk, and brand attitude. Data were analyzed using mean scores and correlation tests. Perceived quality (Mean = 2.73) and brand attitude (Mean = 2.63) were found to significantly influence purchase intentions, while perceived risk (Mean = 2.73) showed no statistically significant relationship with purchasing behavior, supporting the hypothesis that risk perception does not significantly affect decision-making in this context. The findings indicate that customer decisions are primarily influenced by the perceived quality of the vehicle and trust in the brand or seller. Transparency in communication and seller credibility further strengthened customer loyalty and engagement. These results provide actionable insights for small and medium enterprises (SMEs) operating on Facebook Marketplace. Recommendations include implementing structured onboarding processes, enhancing real-time buyer-seller interaction, and offering reliable post-sale support to meet the evolving expectations of digital consumers. The study shows that trust and transparency are more important to buyers than price when purchasing used cars on Facebook Marketplace. Customers are more likely to buy when sellers are responsive, profiles appear credible, and test drives are available. These factors help build trust between buyers and sellers. However, challenges were also found, including limited listing options (reported by 20 respondents), outdated listings (18 respondents), and hidden charges (9 respondents), which affect the buying experience. To improve this, the researchers proposed a four-stage customer experience model. First is Inquiry, which focuses on improving listings with quality photos and verified profiles. Second is Apply, which ensures secure payments and clear contracts. Third is Approved, which encourages follow-up and customer feedback after purchase. Lastly, Collaboration promotes partnerships for added services like financing. These strategies can help sellers improve customer satisfaction, increase trust, and encourage repeat buying on the platform.

RECOMMENDED CITATION

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