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| RESEARCH ARTICLE

The Relationship of Facebook Messenger Marketing to the Purchasing Intention of the Consumers of Philippine MSMEs

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| ABSTRACT

Philippines, as the social media capital of the world, has the highest social media usage rate, with over 60% higher than the average rate for other countries and which amounts to an average of 11 hours of usage per day, as of 2021. Compared to over 9 hours per day last 2019, it is evident that the pandemic caused a spike in the statistics since more people are on their phones while staying at home. From the start of the pandemic, the use of social media platforms including Facebook Messenger for marketing product and service offerings from MSMEs has also increased. The restrictions brought upon by the rise of COVID-19, made MSMEs integrate the use of these platforms to market their products and connect with their consumers by providing online customer service. 300 respondents were asked to answer the survey which involves questions about service/web qualities and purchase intention to which the researchers discovered the significance of informativeness, assurance, and empathy towards the purchase intention of the consumers in encountering messages from MSMEs on Facebook Messenger. It was found that web and service quality factors affect the purchase intention of the respondents positively to a certain degree. This study has shown that most people prefer to use Facebook Messenger when it comes to purchasing things online. Different levels of significance with purchase intention were found among different factors of marketing messages sent through Facebook Messenger. Informativeness, assurance, and empathy are the ones that are significantly correlated with purchase intention. Whereas Access, Reliability, and Responsibility have a lower significance with Purchase Intention.

1. Introduction

1.1 Background of the Study

Ninety thousand businesses, mostly MSMEs (micro, small & medium enterprises) remained closed as the pandemic continued to shake the economy (DTI, 2021). Out of the 1.5 million registered companies according to DTI, 99.6% of those are MSMEs; roughly around 38% were affected, and 11% are closed due to the government's challenges and quarantine measures following the COVID-19 pandemic. Moreover, the pandemic has brought a drastic change in people's lives, including businesses in all industries (Asian Development Bank by Shinozaki & Rao, 2021); MSMEs have heavily affected the COVID-19, which even pushed some businesses to close down. Thus, businesses, especially MSMEs, struggle to stay afloat in the market. As the COVID-19 crisis-affected livelihood and consumer location purchases behavior due to the government's protocols, the COVID-19 pandemic has dramatically affected the demand for online food shopping services (Chang & Meyerhoefer, 2020).

When lockdown eased up, dine-in was available only to a limited number of people per table, and reduced customer capacity was also implemented (Gursoy & Chi, 2020). The use of social media to market a business is significantly affected by the business owners' costs, compatibility, and knowledge to use the platform for their businesses (Syaifullah et al., 2021). It is believed that digital advertising is efficient as it is less affected than other media. Those quarantined who can spend time and maximize the use

of the internet. Moreover, the changes in consumer behavior towards social media have the potential for effective marketer response in promoting a product or service (Taylor, 2020). It suggests that online platforms enhance relationships and interactions between sellers and consumers, as these relationship impacts increase online shopping (Wang & Herrando, 2019). Moreover, the online platform helped leverage existing consumers and attracted new ones, especially pandemics (Nielsen, 2020). It innovated the MSMEs business model from brick and mortar to online to strengthen traditional marketing practices with digital marketing strategies for businesses to capture a growing and very lucrative online marketplace (Hoque et al., 2020).

Integrating social media platforms such as Facebook messenger allowed businesses to reach out to more customers interactively and dynamically quickly (Tansey. 2021). Its messaging platform is used to chat with customers for personal service, answer customer inquiries, and discover their requests and preferences (Yandug et al., 2020). In a study on Facebook, it is found that social media advertising is cost-effective, especially for small businesses (Carmichael & Cleave, 2012). It is significant for small retailers to engage more meaningfully with consumers than beyond the likes and followers on social media to take a more strategic approach (Keegan & Rowley, 2017). It enables businesses to reach their segmented target customers and reach new customers as well. Moreover, the popularity and rapid growth of Facebook became a viable integrated marketing communication for businesses to connect with their consumers (Kang & Yang, 2020). During the research, it is stated that MSME might consider using social media platforms, including Messenger, as the technological tool in boosting social capital to strengthen digital advertising and foster sustainability in MSMEs performance from the impacts of the COVID-19 pandemic (Harun et al., 2021). The duration of the study starts at the beginning of the pandemic when the use of online platforms and applications for food delivery is prominent. This gap serves as a challenge for the researchers due to the prohibition of face-to-face data collection. To overcome this, online surveys are conducted, and the research is also done online to avoid cross-contamination or physical contact.

2. Theoretical Background
2.1 Theoretical Framework
The theoretical framework of this study is based upon the research on the factors influencing customer satisfaction in online purchasing. The research proves the relevance of Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy towards the customer's intention of purchasing an item (Jiradilok et al., 2014) hence why this framework is based upon the factors that can affect the purchasing intention of a customer. Research shows that the advertising message content has the most significant impact on attitude towards intention to purchase the product or services advertised (Hashim et al., 2018).

Service quality has become an essential aspect in maintaining a competitive advantage against competitors and creating good relationships with customers through satisfaction (Elbadrawy et al., 2020). It has been consistently practiced by many service providers or businesses in the industry. The SERVQUAL scale was originally based on Parasuraman, Zeithaml, and Berry's (1985) gap theory, which suggests that the difference between consumers' expectations about the performance of a general class of service providers and their assessment of the actual performance of a specific firm within that class drives the Measuring Service Quality. Service quality can be evaluated by discovering the differences between the customer's perceptions and expectations about a particular service offered by an organization (Chuang, 2010). The SERVQUAL model is composed of 5 dimensions which are: tangibility, reliability, responsiveness, assurance, and empathy. Customer satisfaction also plays a significant role in influencing the consumer's purchasing decision, according to Kotler's Marketing Management. Customer satisfaction was used to measure the perceived performance provided by the business to its consumers. Customer satisfaction can be a factor that influences the purchasing intention of a person. (Dash et al., 2021).

2.2 Literature Review
2.2.1 Access
Access as a variable of system quality refers to the interaction of the customer/user with the computer system, wherein it deals explicitly with the ease of access or accessibility. The system quality is defined and measured based on the system feedback and how the consumer can easily access a platform (Jiradilok, 2014). A study about the factors influencing the online shopping experience includes accessibility as an important factor in purchasing intention because consumers prefer a platform or a channel with an accessible user interface (Padmavathy et al., 2017). Accessibility on online platforms is seen as an opportunity to be used as a channel, and the accessibility towards these platforms urges the users to share. It also promotes social media use and online shopping. Studies have shown how accessibility plays a significant role in developing positive consumer behavior in online shopping (Hill et al., 2011).

Ha: Access as an element for Facebook messaging leads to purchasing intention of the consumers

Ho: Access as an element for Facebook messaging does not lead to purchasing intention of the consumers

2.2.2 Informativeness

Informativeness is the ability of a business to inform consumers and disclose information about its products or services. It is the amount of information contained in the message (Yeo et al., 2020). Information should be present for consumers to perceive an advertisement as relevant and valuable. A study shows that informativeness positively affects a customer's perceived value of online advertising and it is also stated that an informative ad makes consumers aware of the latest products and also informs how the product is better than other competitors had to offer (Zernigah & Sohail, 2012). The result that an informative advertising message is positively perceived by consumers, and this result is consistent with studies conducted by (Brahim et al., 2016)

Ha: Informativeness as an element for Facebook messaging leads to purchasing intention of the consumers.

Ho: Informativeness as an element for Facebook messaging does not lead to purchasing intention of the consumers

2.2.3 Reliability

Reliability represents the ability of the commerce platform to fulfill orders correctly, deliver punctually, and maintain personal information secure according to (Hamed et al., 2015), based on the research journal on "Determining the Influence of the Reliability on Customer Satisfaction." In addition, reliability has a significant impact on purchase intention (Lo & Lin, 2020). Moreover, the apprehension towards the reliability of transactions, primarily through electric commerce, creates anxiety because of the commerce distance from the consumers, as stated (Kaiswal et al., 2018). Therefore, reliability is an essential variable in producing quality and trusted transactional measures that serve as an outcome (Wengrowicz et al., 2014). In addition, higher transaction reliability leads to solid communication with the customers (Leeuw et al., 2013). As proven by other studies, research shows that "reliability" successfully established a consumer's purchase decision, leading to purchase intention (Verma, 2020).

Ha: Reliability as an element for Facebook messaging leads to purchasing intention of the consumers.

Ho: Reliability as an element for Facebook messaging does not lead to purchasing intention of the consumers.

2.2.4 Responsibility

The seller's responsibility is where customers are expected to feel safe, reliable, trustworthy, transparent, and confident with all procedures completed through online shopping (Ratten, 2012). It is also added that determining the best possible outcome based on the available information defines the seller's "responsibility." Responsibility can also be persuasive through a "way of apology" by rebuilding trust in user-generated complaints (Matzat & Snijders, 2012). Research findings reveal that responsibility is linked to 'trust' and therefore has a mediating effect on perceived usefulness and ease of use (Athapaththu & Kulathunga, 2018). The study also confirmed that there is a positive relationship between responsibility and purchase intention.

However, findings according to the research of (Jiradilok et al., 2014) revealed that those who have never experienced purchasing online consider and mainly pay their attention to the "responsibility" as one of the factors. Moreover, the experienced customer is more likely to be less concerned about the responsibility of the seller, which represents service and confidence in receiving what has been promised.

Ha: Responsibility as an element for Facebook messaging leads to purchasing intention of the consumers.

Ho: Responsibility as an element for Facebook messaging does not lead to purchasing intention of the consumers.

2.2.5 Assurance

The service quality provided by the business is perceived as the most significant element in shopping online and assurance which is part of the service quality is a crucial part of developing trust with the consumers (Qalati et al., 2021). With regards to assurance as a part of service quality, research about customer satisfaction and the impact of these qualities on the users of the messaging application called WeChat tells us that service quality which includes assurance has a positive influence on usage intentions (Lien et al., 2016). Research about online purchasing and satisfaction proves that assurance plays a big role for those who are mainly using online platforms to purchase goods (Jiradilok et al., 2014). Consumers' purchasing intention who are deeply into online shopping is believed to be heavily influenced by service and system quality, where assurance and other factors are related (Jiradilok et al., 2014).

Ha: Assurance as an element for Facebook messaging leads to purchasing intention of the consumers.

Ho: Assurance as an element for Facebook messaging does not lead to purchasing intention of the consumers.

2.2.6 Empathy

The service quality, which is a preceding factor related to online satisfaction, is also highly associated with empathy which corresponds to how the business connects with its consumers (Jiradilok et al., 2014). The use of empathy as a factor to show how service quality affects purchasing decisions is based upon the work of W. Rogers (2005). With regards to the work of Jiradilok, they have concluded that empathy and other service qualities highly affect how consumers buy, and those with less experience in online shopping rely heavily on the assurance given by the business and how it empathizes with the customers (Jiradilok et al., 2014).

Ha: Empathy as an element for Facebook messaging leads to purchasing intention of the consumers.

Ho: Empathy as an element for Facebook messaging does not lead to purchasing intention of the consumers.

2.2.7 Purchase Intention

Purchase intentions are formed under the assumption of a pending transaction and, consequently, often are considered an important indicator of actual purchase. It is a kind of decision-making that studies the reason to buy a particular brand by a consumer, including the behavior, perceptions, and attitudes of consumers (Shah et al., 2012). It is a condition between the customer and the seller when the customer is ready to make a deal with the seller. (Kulathunga & Athapaththu, 2018) Previous research showed that perceived value is the most significant factor for purchase intention. (Petric, 2004) Emphasizes that perceived value is an important factor related to customer satisfaction and purchase intention. In addition, (Gogoi, 2013) found that the quality of the brand significantly impacts a customer's purchase intention. Purchase intention is regarded as one of the most significant subject matters in the business field because it promotes more profitable businesses to the industry. Thus, the research (Jiradilok et al., 2014) used the effect of service quality provided by the brand, specifically the access, informativeness, reliability, responsiveness, and empathy, to identify which variable had an impact and led to the customer purchase intention.
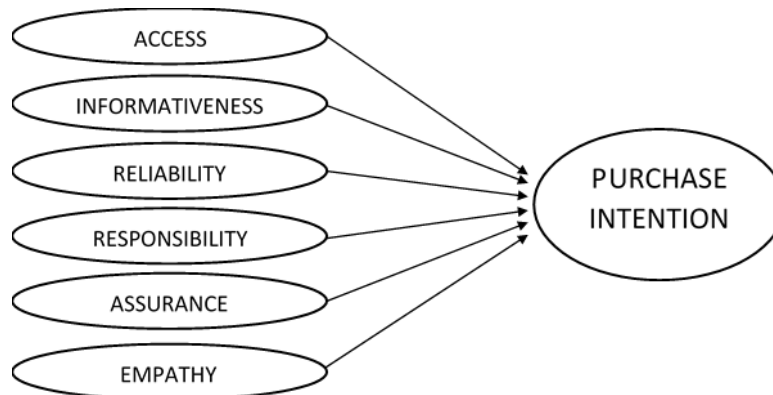
2.3 Conceptual Framework

Figure 1: Conceptual Framework Model

This research aims to determine the relationship of MSMEs Facebook Messenger Marketing to the Purchasing Intention of the Consumers. The conceptual research framework for this study relied on the theoretical framework model developed by Jiradilok et al. (2014) based on factors and relevance of Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy toward the customer's intention of purchasing a product through Facebook messenger platform. The conceptual framework shows the research model depicting the antecedents of Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy, which are used to determine the relationship between message content that leads to consumer purchase intention.

3. Methodology
3.1. *Participant Sample Size*

The Cochran formula was used to calculate the ideal sample size of the respondents in the research. It provides the amount of the desired level of precision, the confidence level for the amount of uncertainty to be tolerated, and the proportion present in the population. This formula is used for research using large population sizes. Since the target population size of the research is NCR (with an estimated 12,877,253 population), the formula is used to get the sample size of the participants. The researchers used a Confidence Level of 95% and a Margin of Error of 5% as an average level to get the sample size. The participant sample size of 300 from the target population should be enough to give the researchers confidence.

In addition, a statistician, Arturo J. Patungan, was consulted with regards to the right and an acceptable number of respondents and according to him, 300 was enough number to be able to get reliable information and results.

3.2. Data Gathering Procedures

The researchers used online survey questionnaires that were distributed through means of Facebook to directly target the research target respondents, which are consumers that encounter Facebook messenger messages from MSMEs/businesses. Before conducting surveys, the researchers provided preliminary questions to determine if the potential respondent qualifies as a respondent for the research. The survey questionnaire consist of three parts, the following parts are: Consent form, stating that the survey adheres to RA 10173 DATA PRIVACY ACT of 2012, stating that the corresponding answers of the respondents are kept highly confidential and used only for statistical purposes for the undergraduate academic requirements of the researchers; Respondent qualification, Should at least encountered a message from MSMEs/Business in Facebook messenger as a medium to purchase items, Should at least state the type of product category that they encountered, Should at least ensure that the MSMEs/business is legitimate and is the same definition according to Republic Act No. 9501 or the Magna Carta for MSMEs, which amended RA 8289 and RA 6977 (Magna Carta for Small Enterprises); and on the establishment category used by the National Statistics Office (NSO); Proper Questionnaire, contains Frequency encounter , Frequency of purchase, Most preferred medium of communication, Performance of the MSMEs/business through the use of variables provided from the research conceptual framework, and Purchase intention of the respondents.

3.3. Data Internal Consistency Reliability

Cronbach Alpha is a statistical measurement tool to assess the reliability of test items. It is used to ensure the internal consistency strength of the reliability test. Cronbach's alpha correlates the score for each given item from the test and the total score for each observation. It was then compared to the variance for all individual item results.

To interpret the results, the reliability of the test ranges from 0 to 1 from the overall assessment of the reliability measurement; However, if the scale items are not correlated or entirely independent, then the coefficient of 0 for reliability.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.747	0.756	5

Table A.1

For the reliability of the first part of the research questionnaire, the researchers have garnered 20 respondents for the pretest which showed a significant result that all questions are above or equal to the threshold of 0.70 using Cronbach Alpha. With this, the result of the pretest indicates that the questionnaire is reliable, and it has a 0.747 which represents the questionnaire's reliability level.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.883	0.882	5

Table A.2

The reliability test for the purchase intention variable was also done in order to prove its validity and reliability. The result for the pilot testing indicated that out of 20 respondents, the result of the pretest indicates that the survey has a 0.882 Cronbach's alpha based on the standardized items which proves the purchase intention part as valid.

3.4. Pearson Product Moment Correlation (PPMC)

In order to test the hypothesis of the research, Pearson Correlation (PPMC) was used to find the linear correlation and measure the degree of relationship between the variables to determine the effectiveness of message content that leads to consumer purchase intention. The variables are based on the conceptual framework from factors influencing customer satisfaction purchasing by Jiradilok et al. (2014). The variables used are Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy. The dependent variable is the purchase intention of the consumer.

3.5. Data Analysis / Mode of Analysis for Quantitative Approach

The results of the Variables (Access, Informativeness, Reliability, Responsibility, Assurance, Empathy) that indicates the performance of the MSMEs/Business, and the Purchase Intention of the respondents is measured by the value of the Mean which determined the central tendency of the respondents. The standard deviation value represents the distance between the values that deviate

from the data set and the Mean. A high standard deviation signifies that values are generally far from the Mean, whereas a low standard deviation shows that values are close.

The results of the statistical inferences are determined and analyzed through the use of Pearson correlation. The Pearson correlation served as significant for the researchers to know if the independent variables have a positive relationship with the dependent variable, which is the customers' purchasing intention. This statistical approach was made after the questionnaires were answered.

3.6. Ethical Consideration
The following ethical principles, according to (Resnik, 2020), that research should consider are: (1) Integrity and Respect: Research content ensures complete integrity, upholds the dignity of participants, and should avoid all forms of plagiarism, academic fraud, and misrepresenting the results of the research. (2) Proper Acknowledgement: Research content properly acknowledges, credits all contributions to the research, and does not use any unpublished data. (3) Voluntary Participation: Research individual participants should have agreed to participate and always have the right to withdraw at any time. There should be no coercion or deception. (4) Protection: Data collection from the research participants should guarantee no potential harm that might affect personal information from conducting data gathering. (5) Confidentiality: data collection of information from the participants should be intended to be confidential and for research purposes only. (6) Anonymity: data collection of information from the participants should require anonymity to protect personal information. (7) Informed and with full consent: data collection of information from the participants should ensure that potential participants have complete information and fully understand what they are being asked to do before voluntarily participating in research. (8) In addition, legality regarding relevant law or institutional policies such as the Privacy Act of 2012 section 17 of the Philippines provided that information gathered from the participants remain confidential, protected, and secured for research purposes only.

4. Results
4.1. Profile of Respondents

Table B.1. **Gender**

Gender	Frequency	Percent
Female	185	61.5
Male	107	35.5
Prefer not to say	9	3.0
Total	301	100.0

For the results of the demographic profile of the respondents with over 300 respondents, the survey result has shown that 61.5% of the respondents are female which specifically reached over 185, 35.5% are male with the frequency of 107, and 9 respondents preferred not to state their gender. All of the respondents are indicated as valid as well.

Table B.2 **Age**

Age	Frequency	Percent
18 and below	22	7.3
19 - 22	151	50.2
23 - 26	82	27.2
27 - 30	24	8.0
31 - 33	7	2.3
34 - 37	4	1.3
38 - 41	1	0.3
42 - 45	1	0.3
46 and above	9	3.0
Total	301	100.0

For the age of the respondents, the highest age group that the survey questionnaire has acquired reached over 50.2% which are 19-22 years old and 27.2% for 23-26 years old which both age brackets fall under the generation z and millennial generation. All the age groups are considered valid.

*Table B.3. **Location***

Location	Frequency	Percent
Rural	67	22.3
Urban	234	77.7
Total	301	100.0

For the location in which the respondents reside, 22.3% of the respondents live in rural places with a frequency of 67 and 77.7% of the respondents are in urbanized places which has the highest frequency of 234.

*Table C.1. **Frequency of Messages Received from MSMEs***

1.1. How regularly do you receive or encounter personal messages from MSMEs/Business pages?	Frequency	Percent
Always (Weekly)	41	13.6
Often (2 or 3 times a month)	108	35.9
Sometimes (Once a month)	109	36.2
Rarely (At least once within 6 months)	43	14.3
Total	301	100.0

For how regularly do the respondents receive or encounter personal messages from MSMEs/Business pages, out of 300 respondents 13.6% of the respondents regularly receive messages from businesses, 35.9% often receive or encounter messages, and 36.2% would sometimes encounter messages from MSMEs/Business pages. Only 14.3% of the respondents answered the question rarely.

*Table C.2. **Frequency of Actual Purchase***

1.2. How often do you purchase from the MSMEs/businesses by personal message?	Frequency	Percent
Always (Weekly)	37	12.3
Never	4	1.3
Often (2 or 3 times a month)	88	29.2
Sometimes (Once a month)	102	33.9
Rarely (At least once within 6 months)	70	23.3
Total	301	100.0

For how often do the respondents purchase from the MSMEs/businesses by personal message, 33.9% of the respondents answered sometimes with a frequency of 102 and 29.2% often make a purchase by personal message with 88 as the frequency and 23.3% of the respondents answered rarely with a frequency of 70. On the contrary, only 1.3% of the respondents answered never.

*Table C.3. **Most Preferred Platform***

Applications	Frequency	Percent
Facebook messenger	276	91.7
Instagram direct message	163	54.2
Whats App	12	4.0
Viber	16	5.3
Phone Text message	26	8.6
Others	3	1.0
Total	496	164.8

For what applications the 300 respondents prefer to receive the marketing messages from the MSME/business pages, the majority of the respondents chose Facebook Messenger with 276 frequency which is 91.6% of respondents. Second, the respondents only chose Instagram Direct Message as their preferred application to receive messages from businesses with 163 frequency, and are 54.2% of the respondents. Other choices include WhatsApp which was chosen by 4% of the respondents, Viber with 5.3%, and Phone text messages with 8.6% of respondents.

Table C.4. **Most Purchased Goods**

Products	Frequency	Percent
Food and Beverages	194	64.5
Electronics	110	36.5
Fashion and Clothing	156	51.8
Personal Care	127	42.2
Home Supplies and Furnitures	46	15.3
Office Supplies	30	10.0
Entertainment	64	21.3
Educational Tool/Supplies	32	10.6
Others	14	4.7
Total	773	256.8

For the product categories that the respondents purchase on the MSMEs/Business pages that message them, 64.5% of respondents with a frequency of 194 answered food and beverages, 51.8% respondents answered fashion and clothing, and 36.5% respondents chose electronics. On the contrary, only 10% of the respondents bought office supplies and 4.7% did not specify.

4.2. Regression Analysis

Table D. **Significance of the Variables towards Purchasing Intention**

Predictors	Unstandardized Coefficients	Standardized Coefficients	t	p-value	Significance
(Constant)	0.730		4.069	0.000	Significant
ACCESS	0.125	0.105	1.378	0.169	Not Significant
INFORMATIVENESS	0.207	0.198	2.465	0.014	Significant
RELIABILITY	0.018	0.017	0.190	0.849	Not Significant
RESPONSIBILITY	-0.105	-0.098	-1.167	0.244	Not Significant
ASSURANCE	0.309	0.291	3.050	0.003	Significant
EMPATHY	0.231	0.216	2.531	0.012	Significant
*** $F = 40.542$, $p < 0.001$, $R = 0.673$					

Multiple regression analysis that was performed based on Table D shows that if a p-value is greater than 0.05 ($p > .05$), therefore, indicates that dependent variables have a relationship with independent variables. If a p-value is lesser than 0.05 ($p < .05$), therefore, indicates that dependent variables have no relationship with independent variables. For Access, it has a p-value ($p > .05$) of 0.169 which indicates that there is no significant relationship between Access towards Purchase Intention. For Informativeness, it got a p-value ($p < .05$) of 0.014 which indicates that there is a significant relationship between Informativeness and Purchase Intention. For Reliability, it has a p-value ($p > 0.05$) of 0.849 which indicates that there is no significant relationship between Reliability and Purchase Intention. For Responsibility, it has a p-value ($p > 0.05$) of 0.244 which indicates that there is no significant relationship between Responsibility and Purchase intention. For Assurance, it got a p-value ($p < 0.05$) of 0.003 which indicates that there is a significant relationship between assurance and Purchase Intention. For Empathy, it has a p-value of ($p < 0.05$) 0.012 which indicates that there is a significant relationship between empathy and Purchase Intention.

4.2.1. Variables

Table E.1. **Access**

Variables	Mean	Std. Deviation	Verbal Interpretation
ACCESS1	3.322	0.673	Strongly Agree
ACCESS2	3.312	0.596	Strongly Agree
ACCESS3	3.282	0.645	Strongly Agree
ACCESS4	3.279	0.670	Strongly Agree
ACCESS5	3.349	0.684	Strongly Agree
ACCESS	3.309	0.473	Strongly Agree

For Access as a variable for Facebook Messenger marketing messages, the majority of respondents with a mean of 3.322 and standard deviation of 0.673 strongly agree that the seller responds quickly during the busy hours of the day. With a mean of 3.312 and a standard deviation of 0.596, the majority of the respondents strongly agree that the Facebook page of the seller is easy to contact. For if it is easy for the respondents to get customer support information, with a mean of 3.282 and a standard deviation of 0.645 majorities of the respondents strongly agree with this. Most of the respondents strongly agree as well with the accessibility that makes information immediately accessible for them with a mean of 3.279 and a standard deviation of 0.670. For if the seller accepts various kinds of payment methods which still pertains to its accessibility for the respondents, the majority of the respondents strongly agree with the highest mean of 3.349 and standard deviation of 0.684. Overall, access as a variable has a 3.309 mean and standard deviation of 0.473 which means that most of the respondents strongly agree with it.

Table E.2. **Informativeness**

Variables	Mean	Std. Deviation	Verbal Interpretation
INFORM1	3.282	0.690	Strongly Agree
INFORM2	3.319	0.667	Strongly Agree
INFORM3	3.286	0.696	Strongly Agree
INFORM4	3.362	0.701	Strongly Agree
INFORM5	3.262	0.703	Strongly Agree
INFORMATIVENESS	3.302	0.538	Strongly Agree

For Informativeness as a variable, the majority of the respondents strongly agree that it is important that Facebook messages provide an accurate amount of information regarding the product/service with a mean of 3.282 and a standard deviation of 0.690. Most of the respondents also strongly agree that the MSMEs have up-to-date and timely information with a mean of 3.319 and a standard deviation of 0.667. If the MSMEs immediately provide the price or volume of the product/service, the majority of the respondents strongly agree with this, with a mean of 3.286 and a standard deviation of 0.696. Most of the respondents also strongly agree that sellers supply complete information (delivery fee, location, mode of payment) for them, with a mean of 3.362 and a standard deviation of 0.701. The last question for informativeness garnered a positive response as well from the respondents where the majority of them strongly agreed that sellers provide actual pictures of products with a mean of 3.262 and a standard deviation of 0.703. Overall, the majority of the respondents strongly agree with informativeness as a variable in Facebook Messenger marketing with a mean of 3.302 and a standard deviation of 0.538.

Table E.3. **Reliability**

Variables	Mean	Std. Deviation	Verbal Interpretation
RELY1	3.229	0.742	Agree
RELY2	3.276	0.659	Strongly Agree
RELY3	3.233	0.730	Agree
RELY4	3.339	0.710	Strongly Agree
RELY5	3.312	0.624	Strongly Agree
RELIABILITY	3.278	0.541	Strongly Agree

In measuring Reliability as a variable for marketing messages sent through Facebook Messenger, the majority of respondents with the highest mean of 3.339 and standard deviation of 0.710 strongly agree that it is important that the seller supplies complete information (delivery fee, location, mode of payment). With a mean of 3.312 and a standard deviation of 0.624, the majority of the respondents strongly agree that it is important that the seller provides proof of successful purchases or have positive reviews. For the factor of the seller presenting a useful alternative to solve my problem is important in giving them a better experience, with a mean of 3.276 and standard deviation of 0.659, the majority of the respondents strongly agree with this. Most of the respondents agree that it is important that the seller immediately provides the price of the product/service. This factor has a mean of 3.233 and a standard deviation of 0.742. Lastly, in measuring reliability in terms of the seller being able to provide the right solution or answer to their question, the majority of the respondents agree with the mean of 3.229 and standard deviation of 0.730. Overall, Reliability as a variable has a 3.278 mean and standard deviation of 0.541 which means that most of the respondents strongly agree with it.

Table E.4. **Responsibility**

Variables	Mean	Std. Deviation	Verbal Interpretation
RESPOND1	3.239	0.788	Agree
RESPOND2	3.348	0.613	Strongly Agree
RESPOND3	3.311	0.690	Strongly Agree
RESPOND4	3.369	0.639	Strongly Agree
RESPOND5	3.365	0.648	Strongly Agree
RESPONSIBILITY	3.322	0.528	Strongly Agree

When it comes to Responsibility being a variable in marketing messages sent through Facebook Messenger, the majority of respondents with the highest mean of 3.369 and standard deviation of 0.639 strongly agree that it is important that the packaging of the item is secure and safe. With a mean of 3.365 and a standard deviation of 0.648, the majority of the respondents strongly agree that it is important that the seller accepts and values your feedback. For the factor that the seller uses trusted courier or delivery services for shipping items, with a mean of 3.348 and a standard deviation of 0.613, the majority of the respondents strongly agree with this. Most of the respondents strongly agree that sellers give proper updates regarding the status or progress of the item with a mean of 3.311 and a standard deviation of 0.690. Lastly, when it comes to the factor of the seller providing a warranty for defective items, the majority of the respondents agree with the mean of 3.239 and standard deviation of 0.788. Overall, Responsibility as a variable has a 3.322 mean and standard deviation of 0.528 which means that most of the respondents strongly agree with it.

Table E.5. **Assurance**

Variables	Mean	Std. Deviation	Verbal Interpretation
ASSURE1	3.392	0.682	Strongly Agree
ASSURE2	3.346	0.595	Strongly Agree
ASSURE3	3.249	0.679	Agree
ASSURE4	3.239	0.737	Agree
ASSURE5	3.339	0.647	Strongly Agree
ASSURANCE	3.313	0.528	Strongly Agree

For Assurance as a variable for Facebook Messenger marketing messages, the majority of respondents with a mean of 3.239 and standard deviation of 0.737 agree that the seller makes information immediately accessible. With a mean of 3.249 and a standard deviation of 0.679, the majority of the respondents agree that they feel safe or comfortable when transacting or conversing with the seller. When a Seller displays expert product knowledge, with a mean of 3.339 and standard deviation of 0.647 majorities of the respondents strongly agree with this. Most of the respondents strongly agree that the message from the seller creates trust and provides credibility with a mean of 3.346 and a standard deviation of 0.595. For The seller's profile or page looks trustworthy, the majority of the respondents strongly agree with the highest mean of 3.392 and standard deviation of 0.682. Overall, Assurance as a variable has a 3.313 mean and standard deviation of 0.528 which means that most of the respondents strongly agree with it.

*Table E.6. **Empathy***

Variables	Mean	Std. Deviation	Verbal Interpretation
EMPATH1	3.339	0.672	Strongly Agree
EMPATH2	3.362	0.642	Strongly Agree
EMPATH3	3.339	0.626	Strongly Agree
EMPATH4	3.272	0.687	Strongly Agree
EMPATH5	3.415	0.651	Strongly Agree
EMPATHY	3.346	0.527	Strongly Agree

For Empathy as a variable for Facebook Messenger marketing messages, the majority of respondents with a mean of 3.272 and a standard deviation of 0.687 Strongly agree that the seller openly accepts suggestions or feedback from the customer. With a mean of 3.339 and a standard deviation of 0.626, the majority of the respondents Strongly agree that the seller is available at convenient hours. When a Seller responds to individual needs, with a mean of 3.339 and standard deviation of 0.672 majority of the respondents Strongly agree with this. Most of the respondents strongly agree that customers easily communicate their needs with a mean of 3.362 and a standard deviation of 0.642. The seller was friendly, polite, and easy to talk with, the majority of the respondents Strongly agree with the highest mean of 3.415 and standard deviation of 0.651. Overall, Empathy as a variable has a 3.346 mean and standard deviation of 0.527 which means that most of the respondents Strongly agree with it.

*Table E.7. **Purchase Intention***

Variables	Mean	Std. Deviation	Verbal Interpretation
INTENT1: In the future, I will buy from MSME's through Facebook Messenger	3.409	0.690	Strongly Agree
INTENT2: I will recommend others to buy products from Facebook Messenger	3.375	0.618	Strongly Agree
INTENT3: I will entertain product offerings in Facebook Messenger	3.279	0.694	Strongly Agree
INTENT4: I intend to continue using Facebook Messenger to buy and search for products	3.302	0.720	Strongly Agree
INTENT5: I am very likely to search and buy products in Facebook Messenger	3.316	0.676	Strongly Agree
Purchase	3.336	0.562	Strongly Agree

The highest central tendency of the consumers towards their purchase intention from their encountered Facebook messages of MSMEs is that they are more likely to "to purchase from MSMEs through Facebook Messenger in the future", with a Mean score of 3.409 and a 0.69 Standard Deviation. While the least central tendency of the consumers is that they "will entertain product offerings in Facebook Messenger." The overall result under Purchase Intention has a mean score of 3.336 and a 0.562 Standard deviation.

5. Discussion

This research aims to analyze the impact of Facebook Messenger marketing on the purchase intention of consumers. To be able to measure the impact of this, factors about their purchase experience such as Access, Informativeness, Reliability, Responsibility, Assurance, and Empathy were measured whether it is important that these factors are present to be able to give them a good customer experience. The findings reveal that most of our respondents have encountered a personal message on Facebook Messenger from MSMEs that are selling their products as often as once a month. The most frequent products that they encountered were food and beverages products. Among those encounters, it is found that most of the respondents purchase from those product offerings on Facebook once a month. Using the multiple regression analysis procedures, the researchers were able to measure and determine which variables directly affect the purchase intention of consumers.

When measuring the level of perceived experience by the respondents and its effects on purchase intention, the following findings are discussed in the following:

There is no significant impact of Access towards Purchase Intention. According to the data collected, respondents strongly agree that Access is an important factor that affects their level of perceived experience from encountering marketing messages from MSMEs through Facebook Messenger. For them, it is most important if the seller accepts various kinds of payment methods and that is the factor that most affects their level of perceived experience. However, according to the multiple regression analysis that

was performed based on Table D, it got a p-value (p >.05) of 0.169 which indicates that we do not have enough information or evidence gathered that Access directly impacts Purchase Intention. Therefore, we cannot reject our null hypothesis and conclude that Access as an element of Facebook messaging does not lead to purchasing intention of the consumers. This negates previous studies about the factors influencing online shopping experience that included accessibility as an important factor in purchasing intention because consumers prefer a platform or a channel with an accessible user interface (Padmavathy et al., 2017) and accessibility plays a significant role in developing positive consumer behavior in online shopping (Hill et al., 2011)

There is a significant relationship between Informativeness and Purchase Intention. According to the data gathered, respondents strongly agree that Informativeness is an important factor that influences their level of experience when encountering a product offering from MSMEs on Facebook Messenger. They are most likely to be satisfied if this factor is present in that marketing message. Among all the factors presented that show informativeness, findings show that respondents are most satisfied when the MSMEs have up-to-date and timely information. When the multiple regression analysis was performed (based on Table D), it got a p-value (p < .05) of 0.014 which indicates that Informativeness directly impacts the purchase intention of consumers. Therefore, we can reject the null hypothesis and conclude that Informativeness as an element of Facebook messaging leads to purchasing intention of the consumers. This result was also upheld in the previous study that states that an informative advertising message is positively perceived by consumers (Brahim et al., 2016)

Findings show that there is no significant relationship between Reliability and Purchase Intention. According to the data gathering deployed, most of the respondents strongly agree that Reliability is a factor that positively influences their level of perceived experience, and it is most important that the seller provides complete information that they can rely on. However, Reliability got a p-value (p > 0.05) of 0.849 when performed under the multiple regression analysis (Table D) indicated that it does not directly affect the purchase intention of consumers. Therefore, we cannot reject the null hypothesis and conclude that we do not have enough evidence to say that reliability as an element of Facebook messaging leads to purchase intention. Interestingly, this result is inconsistent with previous studies that stated that reliability has a significant impact on purchase intention (Lo & Lin, 2020) and that "reliability" successfully established a consumer's purchase decision, leading to purchase intention (Verma, 2020).

Based on the data gathered, Responsibility does not have a significant relationship with Purchase intention. It was found that most of the respondents strongly agree that Responsibility is a factor that positively influences their level of perceived experience from marketing messages from MSMEs through Facebook Messenger. The results indicate that the most important factor under responsibility is that the items are packed safely. However, despite it being a factor that influences perceived value for customer experience, it got a p-value (p > 0.05) of 0.244 which indicates that Responsibility does not directly affect the purchase intention of consumers. Therefore, we cannot reject the null hypothesis and we can conclude that we do not have enough evidence to prove that Responsibility as an element of Facebook messaging leads to purchase intention. This result is unlike results from previous studies that revealed that there is a positive relationship between responsibility and purchase intention. (Athapaththu & Kulathunga, 2018; Jiradilok et al., 2014)

The results indicate that Assurance has a significant relationship with Purchase Intention. Respondents strongly agree that Assurance as a factor of a Facebook marketing message positively influences their level of perceived experience. For them, the factor under the assurance that most affects their satisfaction is when the seller's profile or page looks trustworthy. This means that sellers can opt for making their pages look as trustworthy and legit as possible for them to get a positive perception from consumers. Based on the regression analysis that was performed (Table D), Assurance got a p-value (p < 0.05) of 0.003 which implies that Assurance directly influences the purchase intention of consumers. With this data, we can reject the null hypothesis and conclude that Assurance as an element of Facebook messaging leads to the purchase intention of the consumers. This result is also supported by previous studies about online purchasing and satisfaction that proved that assurance plays a big role for those who are mainly using online platforms to purchase goods (Jiradilok et al., 2014)

The data indicate that Empathy has a significant relationship with Purchase Intention. Based on the data gathering that was conducted, respondents strongly agree that empathy positively affects their level of perceived experience and that the most important determinant of empathy is that the consumers can easily communicate their needs with the seller. This means that sellers should be open and listen to their customers' needs to have a good perception of their customers. The regression analysis performed (Table D) showed that Empathy got a p-value of (p < 0.05) 0.012 which means that it directly affects the purchase intention of consumers. With this data, we can reject the null hypothesis and conclude that Empathy as an element of Facebook messaging leads to the purchase intention of the consumers. This result supported the findings revealed by previous studies that have concluded that empathy and other service qualities highly affect how consumers buy (Jiradilok et al., 2014; Rodgers et al., 2005).

6. Conclusion

This research aimed to identify the relationship between Facebook Messenger to the Purchasing Intention of the Consumers with a set of objectives to know how regularly consumers receive or encounter personal messages from MSMEs/Business pages to promote, to identify the frequency of the consumer purchase from the MSMEs/businesses that reached out to them by personal message and to identify the messaging applications that the consumers prefer in receiving personal messages from MSMEs/businesses. The research indicates that the most preferred medium of communication for these types of messages is Facebook Messenger which also supports the study that states that the integration of social media platforms such as Facebook messenger allowed businesses to reach out to more customers interactively and dynamically quickly (Tansey. 2021).

It can be concluded that in terms of how regularly do consumers receive or encounter personal messages from MSMEs/Business pages to promote their service or product offerings, most of the respondents were able to receive these types of messages at least once a month or 2-3 times a month which indicates that MSMEs and other businesses use messaging applications such as Facebook Messenger to promote their product or service offerings. It is also concluded that the frequency of purchases made from these messages, consumers tend to buy at least once or thrice a month from the MSMEs that reach out to them through messaging applications.

The results indicate that purchase intention and the service and web quality variables have shown different levels of significance towards the consumer's intention to buy based on the marketing messages that they received on Facebook Messenger. As discussed, informativeness, assurance, and empathy is significantly correlated with the purchase intention of the consumers. Since the coefficients are all positive under informativeness, Assurance, and Empathy, that means that it has a positive effect on purchase intention. To conclude, Facebook Messenger marketing is being integrated and the possession of the significant variables can strengthen the influence on the intention of the customer to purchase.

7. Recommendation

For the direction of future research, it is significant for the researchers and MSMEs to take note of the data gathered from the survey and may apply the following:

1. Future researchers may research and develop a study on different dependent variables that may have a significant relationship with purchasing intention to expound the research variables further.
2. Future researchers may also conduct a survey of larger respondents since the research is limited to the ideal number of respondents of 300.
3. MSMEs may use the Respondent Profile (Gender, Age, Location), Frequency of Messages Received and Actual Purchases, and Most-Purchased Goods percentage for their target market planning and Facebook messenger marketing plan. The results of the following research:
   a. *(Table B.1. Gender)* 61.5% of the respondents are female, 35.5% are male, and 3% respondents preferred not to state their gender.
   b. *(Table B.2 Age)* The highest age group of 50.2% for 19-22 years old and 27.2% for 23-26 years old. Both age brackets fall under the generation z and millennial generations.
   c. *(Table B.3. Location)* 22.3% of the respondents reside in rural places and 77.7% of the respondents are in urbanized places.
   d. *(Table C.1. Frequency of Messages Received from MSMEs)* 36.2% would Sometimes (once a month) encounter messages from MSMEs/Business pages and 35.9% Often (2 or 3 times a month) receive or encounter messages.
   e. *(Table C.2. Frequency of Actual Purchase)* 33.9% of the respondents answered Sometimes (once a month) and 29.2% Often (2 or 3 times a month) make a purchase by personal message.
   f. *(Table C.4. Most Purchased Goods)* the top 3 most purchased goods with the highest percentage of 64.5% respondents answered food and beverages, 51.8% respondents answered fashion and clothing, and 36.5% respondents chose electronics.
4. *(Table C.3.)* Future researchers may research and develop a study on different messaging applications aside from Facebook Messenger such as Whatsapp, Viber, Instagram, Facebook Marketplace, and more to further expound on the research variables.
5. *(Table D)* MSMEs may use the results of the significant variables towards purchase intention, Informativeness, Assurance, and Empathy, as a reference to integrate the characteristics of the variables into their way of communication with their customers through Facebook Messenger.
6. *(Table E.2.)* MSMEs are highly recommended to have up-to-date and timely information as this is the highest mean score (3.319) under the variable of Informativeness.
7. *(Table E.5.)* MSMEs are highly recommended to ensure that their profile or page looks trustworthy as this is the highest mean score (3.392) under the Assurance variable.

8. *(Table E.6.)* MSMEs are highly recommended to be consistent in being friendly, polite, and easy to talk with, as this is the highest mean score (3.415) under the Empathy variable.

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