

The Effect of Facebook Messenger Marketing on Purchase Intention of Consumers of Micro Enterprises in CALABARZON

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Abstract

Purchase intention is a key concept in consumer behavior research as it reflects consumers' willingness and readiness to purchase products or services and serves as a strong predictor of actual buying behavior. With the rapid growth of digital platforms, communication quality has become an important determinant of consumer decision-making, particularly for food micro enterprises that rely on low-cost and accessible marketing tools. In the Philippine context, Facebook Messenger has emerged as a widely used platform that enables real-time, personalized, and interactive communication between businesses and consumers. Despite its extensive use, empirical evidence remains limited on how specific Facebook Messenger marketing characteristics influence consumer purchase intention, especially among food micro enterprises operating in the CALABARZON region. Anchored on the framework of Casimiro et al. (2022), this study examined the effect of six Facebook Messenger characteristics, namely accessibility, informativeness, reliability, responsibility, assurance, and empathy, on the purchase intention of Filipino consumers of food micro enterprises in CALABARZON. The study employed a descriptive-correlational quantitative research design, and data were collected from 161 respondents using purposive sampling. Regression analysis was conducted to determine the significant effects of the identified variables on consumer purchase intention. The findings revealed that responsibility ($\beta = 0.249$, $p < 0.05$) and assurance ($\beta = 0.262$, $p < 0.05$) have a significant positive effect on purchase intention, while accessibility, informativeness, reliability, and empathy were found to have no significant effect. These results suggest that responsiveness and trust are the most critical factors influencing purchase intention in Facebook Messenger marketing.

Keywords: accessibility, informativeness, reliability, responsibility, assurance, empathy.

1. INTRODUCTION

1.1 Background of the Study

In consumer behavior research, purchase intention refers to a consumer's conscious plan or willingness to buy a particular product or service and is widely recognized as a strong predictor of actual purchasing behavior. It reflects a consumer's readiness to engage in a future purchase decision and is influenced by perceived value, expectations, and attitudes toward products or services. In

online environments, trust and perceived usefulness are consistently identified as key determinants that positively influence purchase intention (Fratama et al., 2023).

However, purchase intention does not automatically result in actual purchasing behavior. The transition from intention to action is shaped by behavioral and situational factors, including consumers' confidence in the seller and the transaction process. Trust plays a mediating role in this relationship; when sellers are perceived as credible, responsive, and reliable, uncertainty is reduced and consumers are more likely to act on their purchase intention (Sausania & Mahrinasari, 2024). Effective communication and timely responses to inquiries therefore play a crucial role in strengthening consumer confidence in digital transactions.

In digital commerce, purchase intention is influenced not only by product attributes such as price and quality but also by the manner in which businesses communicate with consumers through digital platforms. Social commerce research indicates that online interaction features, responsiveness, and information quality significantly affect consumer trust, which in turn enhances purchase intention (Determinants of Trust and Purchase Intention, 2024). With the growing use of social media and instant messaging technologies, communication quality has become a critical determinant of consumer decision-making. Platforms such as Facebook Messenger enable real-time, personalized interaction that helps reduce uncertainty and supports informed purchasing decisions.

In the Philippine context, digital platforms have transformed how micro enterprises interact with consumers. Facebook remains the most widely used social networking site in the country, with approximately 102.3 million users, representing 86.2% of the population (DataReportal, 2024). Among Facebook's features, Facebook Messenger has emerged as a vital communication and marketing tool due to its ability to facilitate direct, two-way, and personalized interactions. Unlike Facebook Pages, which mainly function as information-display platforms, Messenger enables real-time conversations that can directly shape consumer trust and purchase intention.

The CALABARZON region, home to approximately 16.9 million people or about 15% of the national population (Philippine Statistics Authority [PSA], 2025), represents a dynamic and highly connected market where micro enterprises increasingly rely on digital platforms to reach consumers. Given the region's high level of social media usage, Facebook Messenger has become a primary channel for responding to inquiries, providing product information, and engaging with potential customers. This study therefore focused specifically on Messenger-based marketing of food micro-enterprises, excluding other platforms such as Facebook Pages and websites, to examine its

influence on consumer purchase intention.

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Micro enterprises constitute the dominant form of business in the Philippines. According to the Department of Trade and Industry (DTI, 2023), micro enterprises account for approximately 90.43% of all registered business establishments, equivalent to over one million establishments nationwide. A considerable portion of these micro enterprises operate in food-related activities, including carinderias, small eateries, home-based food sellers, online food vendors, and beverage stalls. These types of businesses are commonly observed in local communities, particularly in highly populated regions such as CALABARZON, where demand for affordable and accessible food products is consistently high.

Despite their economic importance, micro enterprises often face constraints in adopting advanced digital marketing tools due to limited financial resources and technical expertise. As a result, many rely on Facebook Messenger as a low-cost, accessible, and user-friendly means of customer communication. This is especially evident among food micro enterprises, where fast and direct interaction is essential for handling inquiries, sharing menus, clarifying prices, and coordinating orders.

This study focused specifically on food micro enterprises, which represent a significant and behaviorally consistent subset of business activities. To maintain analytical clarity and reduce variability, the study narrowed its scope to food-related micro enterprises, which are characterized by frequent, low-risk, and time-sensitive purchase decisions. These characteristics make them a suitable context for examining how Facebook Messenger communication influences consumer purchase intention. The focus on food microenterprises is supported by existing literature highlighting their strong reliance on social media platforms for marketing and customer engagement. Studies indicate

that food MSMEs actively utilize Facebook as a primary marketing tool to promote products, communicate with customers, and enhance business performance (Caguioa et al., 2023). Moreover, recent research confirms that Facebook significantly improves customer engagement and relationship management in food businesses, making it a critical platform for sustaining customer interaction and influencing purchasing decisions (Inuguidan, 2024).

Prior studies demonstrate that the quality of digital communication significantly affects consumer purchase intention. Messaging platforms allow businesses to provide timely responses, clarify product details, and address consumer concerns, thereby shaping consumers' evaluations of sellers (Smith & Wang, 2022). In the Philippine context, consumers increasingly depend on instant messaging applications to seek information and interact with sellers prior to making purchase decisions (Zeqiri et al., 2025). These findings underscore the importance of Messenger-based communication in influencing consumer purchase intention.

1.1.1. Literature Review

Casimiro et al. (2022) identified six Facebook Messenger-related characteristics that influence consumer purchase intention: access, informativeness, reliability, responsibility, assurance, and empathy. Accessibility refers to the ease with which consumers can reach and communicate with sellers. Studies show that greater accessibility increases consumer engagement and the likelihood of purchase (Alalwan, 2018; Santos, Ortiz, Fronda, Galano, & Savellano, 2024). However, recent studies suggest that accessibility alone does not strongly influence purchase intention unless supported by other factors such as trust and engagement (Apidana & Rusvinasari, 2024; Zeqiri et al., 2024). Informativeness pertains to the clarity, accuracy, and usefulness of information provided during Messenger interactions. Research indicates that informative communication enhances consumer trust and improves decision-making (Fratama et al., 2023; Lestari, Sulastri, Shihab, & Andriana, 2024). While it enhances perceived usefulness, its direct effect on purchase intention remains limited without trust and credibility (Duralia, 2024).

Reliability reflects the consistency and dependability of responses in Messenger conversations. Consistent and dependable communication builds consumer confidence and loyalty (Sausania & Mahrinasari, 2024; Smith & Wang, 2022). However, its effect on purchase intention is often indirect, mediated through trust (Determinants of Trust and Purchase Intention, 2024). Responsibility describes the seller's accountability in addressing inquiries, concerns, and follow-ups. Empirical studies suggest that demonstrating responsibility fosters consumer trust and reduces

perceived transaction risk (Santos et al., 2024; Alalwan, 2018).

Assurance involves trust, credibility, and perceived security during interactions. Research confirms that assurance mediates the relationship between communication quality and purchase intention, reinforcing consumer confidence in transactions (Determinants of trust and purchase intention, 2024; Fratama et al., 2023). Finally, empathy highlights the extent to which sellers provide personalized, customer-centered communication. Empathetic messaging has been shown to enhance consumer engagement, trust, and the likelihood of purchase (Sausania & Mahrinasari, 2024; Smith & Wang, 2022; Novita et al., 2022).

By integrating these six characteristics, it becomes evident that the quality of Facebook Messenger communication is multidimensional, combining accessibility, informativeness, reliability, responsibility, assurance, and empathy to influence consumer purchase intention. Examining these factors is particularly important for food micro enterprises in CALABARZON, where purchasing decisions are often frequent and time-sensitive, and resource allocation must be strategic to achieve maximum impact. Despite the widespread use of Facebook Messenger, many food micro enterprises lack empirical guidance on which Messenger-related communication characteristics most strongly influence consumer purchase intention. This knowledge gap limits their ability to allocate limited resources effectively.

Building on the findings of Casimiro et al. (2022), which examined Facebook Messenger communication characteristics among micro enterprises in general, the present study contextualized their framework within the food micro enterprise in CALABARZON.

In relation to the foregoing discussion, this study addressed the gap in understanding how specific Facebook Messenger communication characteristics influence consumer purchase intention when applied to a single industry context. Drawing from the framework proposed by Casimiro et al. (2022), this research examined the effects of access, informativeness, reliability, responsibility, assurance, and empathy on consumers' purchase intention among food micro enterprises. By focusing on Facebook Messenger-based marketing within this industry, the study clarifies how communication characteristics shape trust and decision-making in digital interactions. Understanding these relationships is essential for identifying communication strategies that enable food to effectively convert consumer purchase intention into actual purchasing behavior. The research framework presented in the succeeding section provided the conceptual basis for examining these

relationships and guided the conduct of the study.

1.1.2 Significance of the Study

Microenterprise owners and managers in the CALABARZON region will benefit from this study by gaining empirical insights into how Facebook Messenger marketing characteristics specifically accessibility, informativeness, reliability, responsibility, assurance, and empathy influence consumers' purchase intention. Understanding which communication characteristics most strongly affect purchase intention can help microenterprise owners improve their Messenger-based marketing practices, such as providing clearer information, responding more responsibly, and engaging customers with more empathetic and trustworthy communication. These insights may enable microenterprises to utilize Facebook Messenger more effectively as a low-cost marketing and customer communication tool, thereby enhancing customer engagement, increasing potential sales, and supporting long-term business sustainability.

Government Agencies and Policy Makers such as the Department of Trade and Industry (DTI) and local government units (LGUs) may use the findings of this study as a basis for designing and strengthening digital marketing and capacity building programs for microenterprises. The results can support the development of targeted training initiatives that focus on effective Facebook Messenger communication strategies, customer engagement, and digital trust building. These initiatives may contribute to the growth and competitiveness of microenterprises, support employment generation, and align with Sustainable Development Goal 8: Decent Work and Economic Growth and SDG 11: Sustainable Cities and Communities.

Business development organizations, entrepreneurship support groups, and the local community may benefit from the insights generated by this study by gaining a clearer understanding of how instant messaging platforms influence consumer behavior. These insights can guide the creation of relevant digital marketing workshops, mentoring programs, and support services tailored to microenterprises. Strengthening Facebook Messenger based communication practices among microenterprises may contribute to improved business performance, increased consumer engagement, and sustainable local economic development within the CALABARZON region.

Future Researchers. This study may serve as a reference for future researchers who wish to examine social media marketing, instant messaging platforms, and consumer purchase intention in different contexts or regions. The research framework, variables, and methodology may be used as a foundation for further studies, including comparative research across industries, geographic areas, or

types of enterprises. Future researchers may also expand this study by exploring additional mediating or moderating variables, such as trust, perceived risk, or consumer engagement, to deepen understanding of digital communication and consumer decision making.

1.2 Research Framework

1.2.1 Conceptual Framework

This research was guided by the framework used by Casimiro et al. (2022), in their study entitled “The Relationship of Facebook Messenger Marketing to the Purchasing Intention of the Consumers of Philippine MSMEs.” In the said study, data was collected from consumers who engage with MSMEs through Facebook Messenger, with a focus on identifying key factors influencing purchase intention. As illustrated in Figure 1, the study determined the effect of access, informativeness, reliability, responsibility, assurance, and empathy on consumer purchase decisions when exposed to marketing messages through Facebook Messenger.

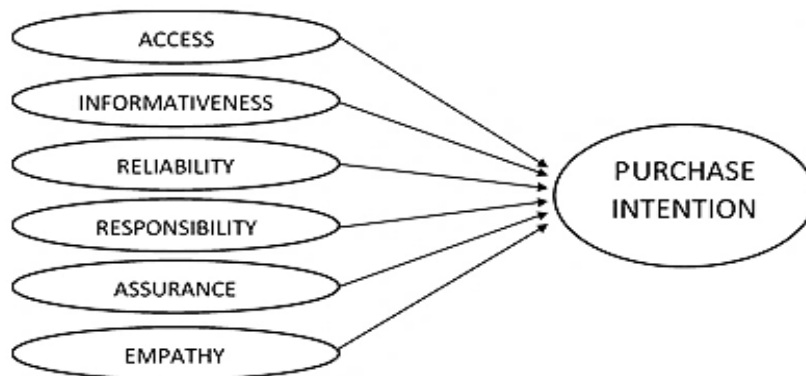


Figure 1: Conceptual Framework Model

Figure 1: Conceptual Framework

Source: The Relationship of Facebook Messenger Marketing to the Purchasing Intention of the Consumers of Philippine MSMEs Casimiro et al. (2022)

The study found that access, or the ease of navigating and interacting with Messenger, but did not significantly affect purchase intention. Similarly, reliability interacting with Messenger, was found to not significantly affect purchase intention. Similarly, reliability and responsibility were not significant determinants of purchase intention. Reliability is the ability of the platform to provide accurate information and secure transactions while responsibility reflects seller accountability. On the other hand, informativeness, assurance, and empathy were shown to directly influence purchase intention.

Informativeness, or providing clear and timely product information, helps consumers make informed buying decisions. Assurance, such as maintaining a trustworthy seller profile and secure transaction practices, enhances consumer confidence and willingness to purchase. Empathy, demonstrated through personalized communication and responsiveness to customer needs, fosters loyalty and strengthens the intention to buy. These findings highlight that while all six factors contribute to the overall customer experience, only informativeness, assurance, and empathy have a measurable impact on consumer purchase intention (Casimiro et al., 2022).

1.2.2 Operational Framework

While the study by Casimiro et al. (2022) examined Philippine MSMEs, this study targeted consumers who interact with micro enterprises in CALABARZON through Facebook messenger. As illustrated in Figure 2, this study analyzed the impact of six characteristics of Facebook Messenger on consumer purchase intentions namely accessibility, informativeness, reliability, responsibility, assurance, and empathy.

Accessibility refers to the ease and convenience of reaching sellers through Facebook Messenger. Informativeness pertains to the clarity, accuracy, and completeness of product related information shared through Messenger. Reliability focuses on the consistency and dependability of seller responses during Messenger conversations. Responsibility reflects how sellers handle inquiries, follow ups, and concerns communicated through Messenger. Assurance examines the level of trust, credibility, and perceived security built through Messenger interactions. Empathy emphasizes personalized, attentive, and customer-oriented communication during Messenger exchanges.

Purchase intention refers to a consumer's conscious plan or willingness to buy a particular product or service and is widely recognized as a strong predictor of actual purchasing behavior (Astoriano, Gerona, & Marzan, 2022; Duralia, 2024). It reflects a consumer's readiness to act on a purchase decision in the future and is influenced by perceived value, trust, and the quality of interaction with sellers (Fratama, Pardede, Samara, & Susanti, 2023; Sausania & Mahrinasari, 2024).

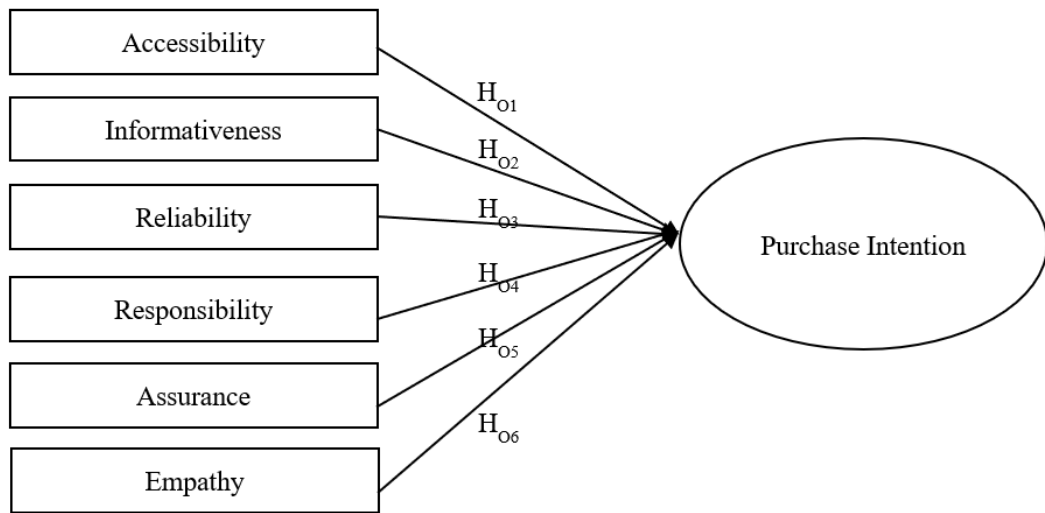


Figure 2. Operational Framework

1.3 Objectives of the study

In general, this study will determine the factors collectively affecting consumer's purchase intention toward Food Micro Enterprises in CALABARZON. Specifically, the study determined if:

1. Accessibility significantly affects purchase intention.
2. Informativeness significantly affects purchase intention.
3. Reliability significantly affects purchase intention.
4. Responsibility significantly affects purchase intention.
5. Assurance significantly affects purchase intention.
6. Empathy significantly affects purchase intention.

1.4 Hypotheses

In light of the objectives mentioned above, the following null hypotheses were tested:

Ho1: Accessibility of Facebook Messenger does not significantly affect consumer purchase intention of micro enterprises in CALABARZON

Ho2: Informativeness of Facebook Messenger does not significantly affect consumer purchase intention of micro enterprises in CALABARZON.

Ho3: Reliability of Facebook Messenger does not significantly affect consumer purchase intention of micro enterprises in CALABARZON

Ho4: Responsibility of Facebook Messenger does not significantly affect consumer purchase intention of micro enterprises in CALABARZON

Ho5: Assurance of Facebook Messenger does not significantly affect consumer purchase intention of micro enterprises in CALABARZON

Ho6: Empathy of Facebook Messenger does not significantly affect consumer purchase intention of micro enterprises in CALABARZON.

2. METHODS

2.1 Research Design

This study employed a descriptive correlational research design. It is descriptive as it aims to describe the key elements of Facebook Messenger such as accessibility, informativeness, reliability, responsibility, assurance, empathy and purchase intentions of consumer of food micro enterprises in CALABARZON. Finally, the study is also correlational as it determined the combined effects of Facebook Messenger marketing characteristics on consumers' purchase intention.

2.2 Locale of the Study

This study focused on the CALABARZON region (Region IV-A), which comprises the provinces of Cavite, Laguna, Batangas, Rizal, and Quezon. In the Philippine context, micro enterprises are defined by the Department of Trade and Industry (DTI) as businesses with asset sizes of less than PHP 3 million and employing 1–9 workers. For this study, only food micro enterprises that actively use Facebook Messenger as a communication and marketing tool were considered.

2.3 Respondents of the Study

The respondents of this study were consumers of food micro enterprises in the CALABARZON region who have interacted with the business through Facebook Messenger for inquiries, requests for product information, or receiving responses, but have not completed any purchase or transaction through Facebook Messenger.

2.4 Sampling Design

Using G*Power analysis with an effect size of 0.15, an alpha error probability of 0.05, a power ($1-\beta$) of 0.95, and six predictors (accessibility, informativeness, reliability, responsibility, assurance, and empathy), a minimum sample size of 146 respondents was required for the study. Data

was gathered from a total of 161 respondents exceeding the required sample size. This ensures that the statistical analysis has sufficient power to detect significant relationships among the variables.

The researcher used a purposive sampling method to collect data from respondents who met the specific criteria of the study. Only consumers who have previously interacted with food micro enterprises through Facebook Messenger but have not completed a purchase were included. This approach ensures that participants possess relevant experience, thereby enhancing the accuracy and relevance of the data collected.

2.5 Data Gathering Procedures

The data for this study were collected through a structured online survey questionnaire administered via Google Forms. Prior to data collection, the researcher secured the necessary approvals of the concerned and ensured compliance with ethical standards. The survey link was distributed through Facebook, Messenger, and other online platforms to reach respondents within the CALABARZON region. A screening question was included to ensure that only qualified respondents- those who have interacted with food micro enterprises through Facebook Messenger but have not completed a purchase proceed in answering the survey. Before answering the questionnaire, respondents were presented with an informed consent form outlining the purpose of the study, voluntary participation, confidentiality, and their right to withdraw at any time. Data collection continued until the required minimum of 146 respondents was reached, after which the data was checked, organized, and prepared for statistical analysis.

2.6 Research Tools and Instruments

The study used a structured survey questionnaire adapted from the study of Casimiro et al. (2022). The questionnaire measures seven key factors: access, informativeness, reliability, responsibility, assurance, empathy and consumer purchase intentions. The questionnaire was designed to measure respondents' perceptions of Facebook Messenger marketing practices and their purchase intention toward microenterprises. In the present study, minor revisions were made to contextualize the instrument for food micro enterprises in the CALABARZON region, without altering the core constructs, item structure, or measurement scales. To ensure proper industry focus, the questionnaire includes a screening item that identifies the product category of the micro enterprise interacted with by the respondent, which serves as the basis for classifying enterprises as

food micro enterprises for inclusion in the analysis.

Specifically, the instrument measures seven key variables, namely: accessibility, informativeness, reliability, responsibility, assurance, empathy, and purchase intention. The questionnaire, presented in Appendix A, consists of a total of 35 items, with five (5) statements allocated to each variable, as shown in Table I.

TABLE I
Questionnaire Specification

Variable	No. of Questions	Scale
1. Accessibility	5	
2. Informativeness	5	
3. Reliability	5	1 Strongly Disagree
4. Responsibility	5	2 Disagree
5. Assurance	5	3 Agree
6. Empathy	5	4 Strongly Agree
7. Purchase Intention	5	
Total	35	

The 4-Point Likert Scale is a commonly used survey measurement tool in research that requires respondents to express their level of agreement or perception without offering a neutral midpoint. By eliminating a neutral option, this forced-choice format compels participants to take a definitive stance in their responses, which helps reduce ambiguity and clarify respondent attitudes (Centilio, 2022; Online Tesis, n.d.). Because the scale provides a limited range of clearly defined options, it also enhances simplicity and ease of use for respondents, facilitating quicker data collection and more straightforward interpretation by researchers (Centilio, 2022; PubAdmin.Institute, 2024).

To ensure the reliability of the instrument, a pilot test was conducted among 30 respondents who meet the study's criteria but are not part of the final sample. The responses were analyzed using Cronbach's Alpha, a statistical measure of internal consistency. A Cronbach's Alpha value of 0.7 or higher indicates that the instrument was reliable to use in the study. Table II presents the results of the pilot test reliability analysis using Cronbach's Alpha. The findings showed that all variables achieved coefficients above the acceptable threshold of 0.70, indicating satisfactory to excellent internal consistency. Accessibility and Responsibility demonstrated acceptable reliability, while Informativeness and Reliability showed very good reliability. Meanwhile, Assurance, Empathy, and Purchase Intention exhibited excellent reliability.

TABLE II
Pilot Test Reliability Results

Variable	Cronbach's Alpha	N of Items	Interpretation
Accessibility	0.736	5	Acceptable Reliability
Informativeness	0.849	5	Very Good Reliability
Reliability	0.806	5	Very Good Reliability
Responsibility	0.783	5	Acceptable Reliability
Assurance	0.868	5	Excellent Reliability
Empathy	0.908	5	Excellent Reliability
Purchase Intention	0.879	5	Excellent Reliability
Overall	0.959	35	Excellent Reliability

Furthermore, the overall Cronbach's Alpha value of 0.959 indicated excellent internal consistency across all 35 items. These results confirmed that the survey instrument was reliable and suitable for use in the main data collection.

2.7 Data Analysis and Interpretation

The study employed descriptive and inferential statistical analyses to interpret the collected data. The profile of the respondents was summarized through the use of frequency and percentage distribution. Key variables including accessibility, informativeness, reliability, responsibility, assurance, empathy, and purchase intention were summarized using mean. The resulting mean was interpreted using the scale shown in Table III.

TABLE III
Mean Ranges of Verbal Interpretation

Scale Point	Verbal Interpretation
3.25 – 4.00	Strongly Agree
2.50 – 3.24	Agree
1.75 – 2.49	Disagree
1.00 – 1.74	Strongly Disagree

Multiple linear regression analysis was conducted to determine the significant effects of Facebook Messenger marketing characteristics namely accessibility, informativeness, reliability, responsibility, assurance, and empathy on consumer purchase intention. The six independent variables were analyzed simultaneously but still determined which the unique contribution of each to purchase intention. A significance level of $p < 0.05$ signifies that the effect is significant. The

R-squared value was used to assess the explanatory power of the regression model in predicting consumer purchase intention.

2.8 Ethical Considerations

The study followed the ethical standards set for research involving human participants. Informed consent was obtained from all respondents before their participation, ensuring that they were fully aware of the study's purpose, procedures, and their right to withdraw at any time. Confidentiality and anonymity were promised by keeping all responses private and using the data solely for research purposes. The study adhered to ethical guidelines by ensuring that no harm whether physical, psychological, or emotional comes to the participants. Additionally, the research instrument and methodology were reviewed and approved by the appropriate ethical review board to guarantee compliance with established ethical principles. The researcher sought review and clearance of this study from the Research Ethics Clearance Committee of the academic institution.

3. RESULTS AND DISCUSSION

3.1 Descriptive Statistics

3.1.1 Profile of the respondents.

In terms of age, majority of the respondents fall within the 27–30 bracket (32.9%), followed by 36 and above (20.5%), 23–26 years old (19.9%), and 31–35 years old (14.9%), while the smallest group is 18–22 years old (11.8%), indicating that most respondents are young adults. Majority of the respondents is female (56.5%) and (43.5%) are male, showing a relatively balanced distribution. In terms of location of food micro enterprise, the respondents interacted with, most FME's are located in Laguna (36.0%) and followed by those in Batangas (32.9%), Rizal (14.3%), Quezon (11.2%), and Cavite (5.6%). A detailed demographic profile of the respondents is provided in Appendix C.

3.1.2 The variables of the study

Table IV presents the mean scores for the 6 independent variables of the study namely accessibility, informativeness, reliability, responsibility, assurance, empathy, among the respondents. In general, the respondents agree with the statements used to measure the above stated independent variables. This indicates a positive perception of the respondents on the six characteristics of Facebook Messenger marketing food microenterprises.

TABLE IV

Mean Interpretation of the Variables

Variable	N	Mean	Std. Deviation	Interpretation
Accessibility	161	2.99	0.49	Agree
Informativeness	161	3.07	0.46	Agree
Reliability	161	3.07	0.46	Agree
Responsibility	161	3.04	0.47	Agree
Assurance	161	3.05	0.46	Agree
Empathy	161	3.07	0.48	Agree
Purchase Intention	161	2.97	0.54	Agree

Among the independent variables, empathy ($M = 3.07$, $SD = 0.48$) obtained the highest mean score, suggesting that customers perceive businesses as attentive, friendly, and considerate of their needs. This implies that businesses are effective in establishing a customer-oriented communication approach. However, despite having the highest mean score, empathy may not necessarily be a strong differentiating factor, as it can already be considered a baseline expectation among customers.

Accessibility ($M = 2.99$, $SD = 0.49$) recorded the lowest mean among the independent variables, although it still fell within the “Agree” category. This indicates that respondents generally found businesses accessible through Messenger, but minor limitations in ease of contact or response availability may still exist. Informativeness ($M = 3.07$, $SD = 0.46$) indicated that respondents found the information provided by businesses clear, useful, and sufficient. This suggests that food microenterprises delivered relevant product or service details effectively.

Reliability ($M = 3.07$, $SD = 0.46$) showed that respondents perceived businesses as dependable and consistent in their communication and service, reflecting trust in the information and responses provided. Responsibility ($M = 3.04$, $SD = 0.47$) and assurance ($M = 3.05$, $SD = 0.46$) were positively rated, suggesting that businesses responded promptly to inquiries and were able to build customer confidence and trust.

For the dependent variable, purchase intention ($M = 2.97$, $SD = 0.54$) was interpreted as “Agree,” indicating that respondents were generally willing to purchase from food microenterprises through Facebook Messenger. Its relatively moderate mean score suggests that purchasing decisions may still be influenced by factors such as trust and responsiveness.

Overall, the findings indicate that all variables were positively perceived, although they may not equally influence purchase intention. This underscores the importance of distinguishing between

perceived service quality and actual behavioral outcomes in social commerce.

3.1.3 The effect of accessibility, informativeness, reliability, responsibility, assurance, and empathy on purchase intention

Table V presents the regression analysis examining the effect of accessibility, informativeness, reliability, responsibility, assurance, and empathy on purchase intention. Results indicate the combined influence of the six independent variables on the dependent variable. The R^2 value of 0.431 means that approximately 43.10% of the variance in purchase intention can be explained by accessibility, informativeness, reliability, responsibility, assurance, and empathy. This reflects a moderate level of explanatory power, which is generally considered acceptable in behavioral research where multiple factors influence decision-making. Studies have suggested that R^2 values between 0.25 and 0.50 indicate a meaningful level of explanatory capability (Hair et al., 2023; Ozili, 2023). These benchmarks align with social science research norms, where R^2 values of 0.25, 0.50, and 0.75 are commonly interpreted as weak, moderate, and strong, respectively.

Furthermore, the F-value of 19.416 with a p-value of 0.000 indicates that the model is statistically significant. This means that the set of independent variables, when taken together, significantly predicts purchase intention.

TABLE V
Regression Analysis

Variables	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig. (p-value)	Interpretation
	B	Std. Error				
(Constant)	0.311	0.256		1.215	0.226	
Accessibility	0.103	0.091	0.093	1.128	0.261	Not Significant
Informativeness	0.125	0.110	0.106	1.134	0.258	Not Significant
Reliability	-0.057	0.127	-0.049	-0.454	0.650	Not Significant
Responsibility	0.285	0.111	0.249	2.573	0.011	Significant
Assurance	0.304	0.126	0.262	2.414	0.017	Significant
Empathy	0.113	0.113	0.101	1.001	0.318	Not Significant

Dependent Variable: Purchase Intention

$R^2 = 0.431$ $F = 19.416$ Sig (p-value) = 0.000

Further analysis of Table V reveals that accessibility did not have a statistically significant effect on purchase intention ($\beta = 0.093$, $p = 0.261 > 0.05$). This finding appeared to contradict studies which suggested that accessibility enhanced consumer engagement and interaction (Alalwan, 2018; Santos et

al., 2024). However, the result was consistent with literature asserting that accessibility primarily facilitated communication but did not directly influence purchase intention unless supported by trust and engagement factors (Apidana & Rusvinasari, 2024; Zeqiri et al., 2024). This suggested that in the context of food micro enterprises, accessibility was already considered a basic expectation and therefore did not significantly differentiate consumer purchasing decisions.

Similarly, informativeness showed a positive but non-significant effect on purchase intention ($\beta = 0.106$, $p = 0.258 > 0.05$). This finding partially supported literature which indicated that informativeness enhanced consumer understanding and perceived usefulness (Fratama et al., 2023; Lestari et al., 2024). However, it was also aligned with studies suggesting that informativeness alone was insufficient to directly drive purchase intention without the presence of trust and credibility (Duralia, 2024; Astoriano et al., 2022). This implied that while informative communication helped consumers evaluate products, it did not necessarily translate into actual purchase intention in the absence of stronger relational factors.

In terms of reliability, the results revealed a non-significant effect on purchase intention ($\beta = -0.049$, $p = 0.650 > 0.05$). This finding was consistent with literature which suggested that reliability contributed to trust formation but did not directly influence purchase intention (Sausania & Mahrinasari, 2024; Wang & Zhang, 2024). Supporting this, studies indicated that reliability often functioned as an indirect factor, influencing purchase intention through trust rather than as a standalone predictor (Determinants of Trust and Purchase Intention, 2024; Fratama et al., 2023). This highlighted that reliability served as a foundational element in digital communication but was not a primary driver of purchasing behavior.

On the other hand, responsibility exhibited a positive and statistically significant effect on purchase intention ($\beta = 0.249$, $p = 0.011 < 0.05$). This finding strongly supported literature which identified responsiveness as a key determinant of consumer behavior in digital platforms (Khan et al., 2023; Santos et al., 2024). Studies emphasized that prompt responses and active engagement reduced uncertainty and enhanced consumer confidence (Alalwan, 2018; Smith & Wang, 2022). The result confirmed that responsibility directly influenced purchase intention by improving interaction quality and reinforcing trust, making it a critical factor in Facebook Messenger marketing.

Similarly, assurance showed a positive and significant effect on purchase intention ($\beta = 0.262$, $p = 0.017 < 0.05$), making it the strongest predictor in the model. This finding strongly supported literature

which consistently identified assurance as a primary driver of purchase intention in social commerce (Determinants of Trust and Purchase Intention, 2024; Chen et al., 2023). Studies further emphasized that trust, credibility, and perceived security significantly influenced consumer decisions (Fratama et al., 2023; Duralia, 2024). The result reinforced the critical role of assurance in reducing perceived risk and increasing consumers' willingness to engage in transactions.

Lastly, empathy demonstrated a positive but non-significant effect on purchase intention ($\beta = 0.101$, $p = 0.318 > 0.05$). This finding partially contradicted literature which suggested that empathy enhanced engagement and customer relationships (Smith & Wang, 2022; Nguyen & Pham, 2023; Novita et al., 2022). However, it was also consistent with studies indicating that while empathy improved customer satisfaction, it did not directly translate into purchase intention without the presence of trust and responsiveness (Sausania & Mahrinasari, 2024; Zeqiri et al., 2024). This suggested that empathy may have been considered a standard expectation in customer service rather than a decisive factor in influencing purchasing behavior.

Overall, the findings revealed that among the six variables, only responsibility and assurance significantly influenced purchase intention. Based on the standardized coefficients for assurance ($\beta = 0.262$) and responsibility ($\beta = 0.249$), they attest to the direct relationship between assurance and purchase intention as well as with responsibility and purchase intention with assurance having a relatively stronger influence compared to responsibility. This suggests that trust and responsiveness are two critical factors affecting purchase intention in Facebook Messenger marketing of FMEs.

Casimiro et al. (2022) found out that informativeness, assurance, and empathy were shown to directly influence purchase intention. The current study found out that among these three only assurances significantly affects the consumers intention to purchase from FMEs. Further, the present study revealed that responsibility is a significant predictor of purchase intention. This is contrary to the finding of Casimiro et al (2022) stating that responsibility is not a significant predictor of purchase intention.

3.2 Ethical Considerations

Table VI presents the summary of hypothesis testing. The results reveal that among the six factors examined, only responsibility and assurance have a statistically significant effect on consumers' purchase intention toward food micro enterprises in CALABARZON, leading to the rejection of null hypotheses 4 and 5. In contrast, accessibility, informativeness, reliability, and empathy were found to have no significant effect, resulting in the failure to reject null hypotheses 1,

2, 3 and 6. These findings indicate that consumers place greater importance on timely responses and a sense of trust and confidence when engaging with businesses through Facebook Messenger.

TABLE VI
Summary of Hypothesis Testing

Hypothesis	Statement	Result
Ho1	Accessibility does not significantly affect purchase intention	Failed to Reject
Ho2	Informativeness does not significantly affect purchase intention	Failed to Reject
Ho3	Reliability does not significantly affect purchase intention	Failed to Reject
Ho4	Responsibility does not significantly affect purchase intention	Rejected
Ho5	Assurance does not significantly affect purchase intention	Rejected
Ho6	Empathy does not significantly affect purchase intention	Failed to Reject

Overall, the study demonstrates that while multiple communication factors are present in Messenger marketing, only those that build responsiveness and trust significantly influence consumer purchase intention. This suggests that functional and relational assurance cues outweigh basic informational and accessibility features in driving purchase decisions.

3.3 Recommendations

The study provides valuable insights into the role of Facebook Messenger in shaping purchasing behavior for food microenterprises. Given the findings that responsibility and assurance significantly influence purchase intention, the panel recommends that businesses translate these insights into concrete strategies:

The study provides valuable insights into the role of Facebook Messenger in shaping purchasing behavior for food microenterprises. Given the findings that responsiveness and assurance significantly influenced purchase intention, food microenterprises are encouraged to translate these insights into concrete strategies:

Enhance Responsibility. FMEs are encouraged to ensure timely replies to customer inquiries and provide real-time updates on orders. Implementing automated responses or chat support systems can help improve efficiency and reduce response time. Additionally, staff should be trained to handle queries professionally and consistently, reflecting the brand's reliability and reinforcing customers' trust in the service.

Build Trust and Assurance. Microenterprises should maintain professionalism in all

interactions and provide accurate product and service information. Displaying verified customer reviews and testimonials can help demonstrate credibility, while adopting secure payment and delivery systems, along with clear return, refund, and service policies, can further strengthen assurance and customer confidence. Microenterprises should translate these strategies into a step-by-step action plan that sets benchmarks for response time, updates policies regularly, integrates automated messaging tools, and schedules staff training. Regular monitoring of customer feedback will help identify gaps and allow for continuous improvement in service quality (see Appendix B. Capstone Action Plan).

Methodological Improvements for Future Research. Future studies may address demographic imbalances by employing weighted analysis or stratified sampling to ensure proportional representation across age groups and provinces. Additionally, conducting subgroup analyses to examine whether age or location moderates purchase intention may reveal important differences in consumer behavior across demographic segments, improving the robustness and applicability of results.

3.4 Limitations of the Study

Despite the valuable insights generated from this research, several limitations should be acknowledged. First, the study relied on self-reported data, which may be subject to biases such as social desirability and subjective interpretation. Second, the study was limited to 161 respondents within the CALABARZON region, which may not fully represent the broader population of consumers in other regions. Third, the study focused solely on food microenterprises using Facebook Messenger as a communication platform. As such, the results may not be applicable to other industries or digital platforms.

Additionally, the study employed a cross-sectional design, capturing responses at a single point in time. This limits the ability to observe changes in consumer behavior over time.

Lastly, only selected variables related to communication quality were examined. Other potential factors influencing purchase intention, such as pricing, brand reputation, and customer experience, were not included and may be explored in future research.

3.5 Declaration

This study received approval from the Research Ethics Review Council of De La Salle Lipa.

During the preparation of this research, the author utilized OpenAI to assist in refining sentence structure and improving clarity. All generated content was carefully reviewed, revised, and validated by the author to ensure coherence, accuracy, and academic integrity. The majority of the work presented in this study remains the original work of the author.

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