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## Analyzing the Determinants of Consumer Buying Behavior on Facebook Marketplace in Myanmar: A Quantitative Approach



**Abstract:** - The advent of social media platforms like Facebook has revolutionized the landscape of marketing and consumer behavior. This study narrows its focus to assess how visual appeal, ease of use, trust, and electronic word of mouth influence consumer buying decisions on Facebook Marketplace in Myanmar. Utilizing a sample size of 384 participants sourced through simple random sampling, data were collected via questionnaires from Facebook users frequenting public and educational spaces in Myanmar. This study utilizes descriptive statistics, Pearson Correlation, and Multiple regression models to assess the relationship between these characteristics and consumer purchasing behaviors. Results indicate a significant and positive correlation between the identified factors and consumer buying behavior, with trust standing out as the most influential factor.

**Keywords:** Facebook Marketplace, Consumer Buying Behavior, Online Shopping In Myanmar, Social Media.

### I. INTRODUCTION

The digital revolution has marked a dramatic shift in the way consumers make purchasing decisions, with social media platforms taking a leading role (Hamdani et al., 2022). Among these, Facebook Marketplace has emerged as a significant avenue for online shopping, especially in developing countries with rapidly expanding internet usage (Akhirruddin, 2021), such as Myanmar.

This research narrows its lens to scrutinize key factors visual appeal, ease of use, trust, and electronic word of mouth that affect consumer buying behavior specifically on Facebook Marketplace in Myanmar. The study used a sample size of 384 individuals who are active users of Facebook. It includes quantitative research methodologies, including descriptive statistics, Pearson Correlation, and Multiple regression, to examine the connection between these factors and the decisions made by consumers when it comes to purchasing. The aim is to offer valuable insights for marketers to effectively engage with consumers in Myanmar's burgeoning digital landscape.

#### 1.1 Research Background

Myanmar's rapid development in internet infrastructure has catalyzed a boom in online activities, especially in social media combined with e-commerce platforms like Facebook Marketplace (Oleszkiewicz et al., 2017). While the urban population has been quicker to adapt to online shopping, internet accessibility is also growing in rural areas. This transition has stirred a paradigm shift in consumer behavior, making it essential for marketers to understand the dynamics influencing online purchasing decisions. With increasing competition in online marketplaces, comprehending these variables has never been more crucial (Ruiz-Martinez, I. & Pérez, J., 2020). This study aims to examine such dynamics specifically within the context of Facebook Marketplace in Myanmar, identifying key factors like visual appeal, ease of use, trust, and electronic word of mouth that influence consumer behavior.

#### 1.2 Research Problem

In the cluttered digital landscape, every online user is a potential customer. The digitalization of commerce presents both opportunities and challenges for marketers aiming to gain a competitive edge. Traditional theories on consumer behavior by experts like Philip Kotler have proven invaluable for brick-and-mortar businesses. However, online consumer behavior, especially on new platforms like Facebook Marketplace, remains relatively underexplored. Identifying the variables that influence consumer buying decisions in this specific digital setting is vital for businesses to thrive. The aim of this study is to fill the research vacuum described earlier by examining the influence of various variables on consumer behavior in the specific setting of Facebook Marketplace in Myanmar.

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### 1.3 Research Objectives

The primary objective of this research is to analyze the determinants that impact customer buying behavior on Facebook Marketplace within the context of Myanmar. The objectives are clearly defined as follows:

- To examine the influence of visual appeal on customer buying behavior in the specific setting of Facebook Marketplace in Myanmar.
- To assess the role of ease of use in shaping consumer buying decisions on Facebook Marketplace in Myanmar.
- To explore how trust influences consumer buying behavior on Facebook Marketplace in Myanmar.
- To investigate the impact of electronic word of mouth (eWOM) on customer purchase behavior specifically in the setting of Facebook Marketplace in Myanmar.

### 1.4 Research Questions

The current study aims to investigate the following research inquiries in accordance with the overarching research objectives:

- i. What is the relationship between visual appeal and consumer buying behavior on Facebook Marketplace in Myanmar?
- ii. How does ease of use affect consumer buying decisions on Facebook Marketplace in Myanmar?
- iii. What role does trust play in shaping consumer buying behavior on Facebook Marketplace in Myanmar?
- iv. How does electronic word of mouth influence consumer buying decisions on Facebook Marketplace in Myanmar?

### 1.5 Scope and Limitation of Study

The main objective of this study is to analyze the various elements that influence customer purchasing behavior within the specific context of Facebook Marketplace in Myanmar. The research will especially focus on the Yangon region. The study's scope is constrained by geographic and demographic variables, as it exclusively examines a sample of 384 Facebook users from specific public and educational locations in Yangon. The data gathering and analysis methods were conducted in the year 2023, utilizing a thorough methodology that integrated primary and secondary data sources.

## II. LITERATURE REVIEW

The literature review comprises comprehensive evaluations of the research topic conducted by multiple secondary sources.

### 2.1 Consumer Behavior

The discipline of consumer behavior examines the cognitive and behavioral processes employed by individuals and collectives in the context of acquiring, utilizing, and disposing of goods and services. The domain's value comes in its capacity to provide marketers with useful insights regarding purchasing habits, timing, and motivations. (Wells et al., 2023; Kotler et al., 2007). Akbar et al (2020) argue that consumer behavior is a multifaceted phenomenon that involves both cognitive processes and observable behaviors. These processes and behaviors occur during various stages of the consumer decision-making process, which includes the period from pre-purchase to post-purchase. Consumer behavior is a dynamic phenomenon that is subject to several influences, such as money, education, and marketing efforts. Moreover, it exhibits variations across different periods of individuals' lives.

#### *The consumer decision-making process*

The framework known as the five-stage model of consumer decision-making is utilized by marketers as a means to acquire a deeper understanding of the process by which customers arrive at a decision to make a purchase (Prasad et al., 2019).

**Need Recognition:** During the initial stage, individuals see a disparity between their current state and a desired state, prompting them to actively pursue a solution.

**Information Search:** At this point, consumers actively seek information from various sources such as commercials, personal recommendations, public media, and past experiences to inform their decision.

**Evaluation of Alternatives:** Consumers assess available options based on parameters like quality and price to identify the best fit for their needs.

**Purchase Decision:** After evaluating alternatives, consumers make their final purchasing decision, influenced by both rational analysis and emotional factors.

**Post-Purchase Behavior:** After the purchase, consumers evaluate the product's efficacy. Satisfaction or dissatisfaction at this stage can influence future buying decisions and word-of-mouth recommendations (Zhou, H. & Wei, X., 2020).



**Figure 1:** Buyer Decision Making Process

## 2.2 Facebook

Social networking sites like Facebook serve as influential platforms for interaction and information exchange, drawing millions of daily users. These platforms offer a range of communication features, from chat and messaging to video and file-sharing, thereby becoming integral parts of daily digital life (Ying et al., 2022). Given its vast user base, Facebook stands as a potent tool for disseminating programs, products, and information, especially within individual social networks. The relevance of Facebook's engagement emerges as a crucial factor within the research framework concerning the influence of social networks on consumer purchasing behavior in the online commerce domain. It serves as a common medium where visual appeal, ease of use, trust, and electronic word of mouth can significantly influence consumer choices (Collis, A. & Eggers, F., 2022).

## 2.3 Independent Variable

### *Visual Appeal*

Visual appeal serves as a crucial determinant in website engagement and user satisfaction. It captures attention, shapes first impressions, fosters long-term relationships, masks minor flaws, and induces emotional responses. In essence, visual appeal enhances user experience by grabbing attention and influencing perception, thereby playing a pivotal role in a website's overall effectiveness (Cyr et al., 2009).

### *Ease of Use*

The ease of usage significantly influences both user satisfaction levels and adoption rates. As stated by Davis (year), the construct of Perceived Ease of Use (PEOU) posits that the utility of a system is inherently linked to the user's impression of its degree of simplicity. The influence of qualities associated with Perceived Ease of Use (PEOU) in the realm of e-commerce, including streamlined navigation and learnability, has been observed to have a positive impact on consumer perceptions, as indicated by a study done by Widayati, Sulistiyani, Nurchayati, and Suprapti (2023).

### *Trust*

In the digital age, trust has shifted from traditional advertising to peer interactions on social media. Consumers rely on brands' social media presence for authenticity and direct communication. Trust is not only fostered by the brand but also influenced by user-generated content like reviews and tutorials, impacting overall brand image and profitability (Harrigan et al., 2021).

### *Electronic Word of Mouth (eWOM)*

Electronic Word of Mouth (eWOM) has become a key determinant in purchasing decisions, surpassing the influence of traditional advertisements. It functions as a decentralized review system where consumers share their

experiences and opinions online. eWOM offers companies valuable customer insights and plays a crucial role in social-media marketing strategies (Farzin, M. & Fattahi, M., 2018).

2.4 *Dependent Variable*

*Consumer Buying Behavior*

Consumer buying behavior encompasses the cognitive processes, decision-making activities, and behavioral acts undertaken by consumers in the course of evaluating, acquiring, utilizing, and discarding goods or services. The process involves multiple stages, including the identification of a problem, doing an information search, evaluating alternative options, completing the purchase, and conducting a post-purchase review (Ali & Zubairi., 2020). In the realm of e-commerce in Myanmar, the purchasing behavior of consumers is subject to the effect of various elements, encompassing but not restricted to interactions on social media platforms, evaluations of products, comparisons of prices, and the establishment of brand loyalty.

2.5 *Developing Online Shopping in Myanmar*

The rise of mobile networks and increased smartphone usage in Myanmar has led to an evolving e-commerce landscape (Bhati et al., 2017). Initially, the majority of online shopping occurred via Facebook Marketplaces platforms that operated similarly to classified ads, focusing on local goods and specific categories (Piranda et al., 2022). As connectivity grows, there's a shift towards formal e-commerce platforms beyond Facebook.

*Impact of Social Media on Online Shopping*

The emergence of social media platforms has brought about a substantial transformation in the way consumers engage with firms and traverse the process of making well-informed purchasing decisions. Platforms like Facebook, Twitter, and LinkedIn offer direct channels for marketers to interact with consumers (Mathur et al., 2022). This interaction not only fosters a sense of trust but also influences pre- and post-purchase behavior. Social media platforms have transitioned from being 'nice-to-have' to a 'must-focus-on' element in marketing strategies, given their extensive reach and influence on consumer behavior (Mensah et al., 2021).

*Online Shopping via Facebook in Myanmar*

In Myanmar, Facebook Marketplaces serve as a primary platform for online shopping. These Marketplaces are user-created spaces that operate much like traditional classified ads. They allow for listing various products, complete with price, location, and photos. Transactions are usually finalized with cash-on-delivery methods, and logistics like pick-up and delivery are coordinated between the buyer and the seller (Dua, T., 2018). The simplicity and locality-focused nature of Facebook Marketplaces make them a popular choice for online shopping in Myanmar.

2.6 *Conceptual Framework of the Study*

The conceptual structure of this investigation is depicted in Figure 2. The framework delineates the independent variables of Visual Appeal, Ease of Use, Trust, and Electronic Word of Mouth (eWOM), and their possible impact on the dependent variable, namely Consumer Buying Behavior on Facebook Marketplace in Myanmar.

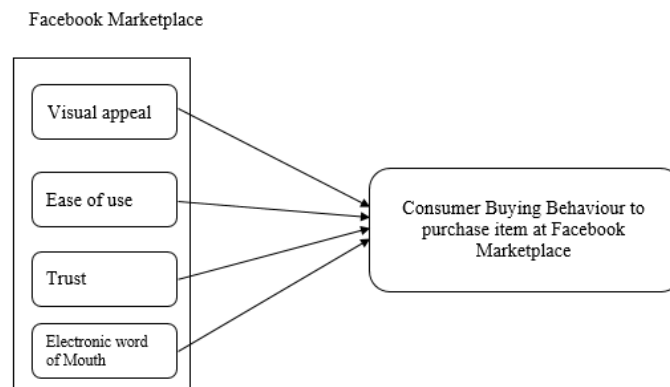


Figure 2: Conceptual framework of the study

Source: Own creation base on model of consumer buying behaviour

### 2.7 Hypothesis of the Study

The study presents the following hypotheses:

- H1: Visual appeal has a positive impact on consumer buying behavior on Facebook Marketplace in Myanmar.
- H2: Ease of use has a positive influence on consumer buying behavior on Facebook Marketplace in Myanmar.
- H3: Trust exerts a positive impact on consumer buying behavior on Facebook Marketplace in Myanmar.
- H4: Electronic Word of Mouth (eWOM) positively impacts consumer buying behavior on Facebook Marketplace in Myanmar.

These hypotheses serve as a guide for the empirical investigation, facilitating a structured approach for assessing the intricate relationships between the identified variables and consumer buying behavior on Facebook Marketplace in Myanmar.

## III. RESEARCH DESIGN

The present study used a descriptive research methodology to examine the impact of visual attractiveness, user-friendliness, trustworthiness, and electronic word of mouth (eWOM) on consumer buying behavior within the context of Facebook Marketplace in Myanmar. The mean and standard deviation scores of these contributing factors will be analyzed using descriptive statistics.

### 3.1 Data Collection Method

The present study utilizes a blend of primary and secondary data collection methodologies. Secondary data is obtained from scholarly journals, publications, and other pertinent sources. The collection of primary data is accomplished through the utilization of standardized survey questionnaires that incorporate a five-point Likert Scale. The scale contains a continuum of values, with scale values ranging from 1 (representing extreme disagreement) to 5 (representing strong agreement).

The survey targets Facebook users in Yangon who frequent shopping centers such as Myanmar Plaza, Junction City, City Mall, and Junction Square and private educational center such as Myanmar International Business Academy(MIBA), International school of Management (ISM) and Pacific Prime Business School (PPBS). The procedure of collecting data occurred during the course of January and February in the year 2023. A sample size of 384 valid replies was obtained, determined by employing a level of confidence of 95% and a 5% margin of error.

### 3.2 Population and Sample

In the context of this study, the population comprises Facebook users in Myanmar. Given the impracticality of studying the entire population, a sample is derived for analysis. This sample aims to provide insights that can be generalized to the broader Facebook user population in Myanmar.

### 3.3 Sample Size

The selection of the sample size for this study is contingent upon the research objectives and the existing resources at hand. This study used a sample size of 384, taking into account the estimated 21 million Facebook members in Myanmar and a population of 4 million in Yangon. The determination of the sample size was made with the objective of achieving 95% confidence level while maintaining 5% margin of error. The adequacy of the research objectives' fulfillment is considered satisfactory.

## IV. DATA ANALYSIS

The data in this study were gathered via questionnaires and afterwards structured in Excel for the purpose of analysis. In order to describe important patterns, descriptive statistics are calculated for each variable, focusing primarily on mean values and standard deviations. The symbol 'r,' which ranges from +1 to -1 and shows the strength and direction of the link, is used in Pearson's Correlation Analysis to find linear correlations between variables. The equation  $Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4$  is used to figure out how much the independent factors (Visual Appeal, Ease of Use, Trust, and eWOM) affect the dependent variable (Consumer Buying Behavior). The combination of these methodologies provides a thorough comprehension of customer purchasing behavior on e-commerce platforms in Myanmar.

#### 4.1 Summary of Demographic Characteristics of Respondents

The study sample comprises 384 respondents, where 45.3% are male and 54.7% are female. The age distribution indicates that 46.6% fall within the 30-39 age bracket, followed by 33.9% in the 20-29 age bracket. The majority of respondents have a Master's Degree or PhD (62.4%), with most being single (56.3%). The sample's income is mainly above 1,000,000 MMK (43%), and most are company employees (46.4%). All respondents use Facebook, with 86.2% having made online purchases. Their online shopping frequency is mostly once a month (62%), and Facebook usage is most commonly above 9 years (33.1%). The majority spend 3-4 hours per day on Facebook (39.6%).

**Table 1:** Summary of Demographic Characteristics of Respondents

Demographic Variables	Leading Category	Percentage
Gender	Female	54.70%
Age Group	30-39 years	46.60%
Education Level	Master Degree/PhD	62.40%
Marital Status	Single	56.30%
Income (MMK)	Above 1,000,000	43%
Occupation	Company employee	46.40%
Facebook Account	Yes	100%
Buy Online	Yes	86.20%
Frequency of Online Buying	1 time only	62%
Duration of Facebook Use	Above 9 years	33.10%
Time on Facebook per day	3-4 hours	39.60%

#### 4.2 Reliability Analysis

A reliability test, using Cronbach's Alpha as the statistical metric, was given to a sample of 384 participants in order to evaluate the internal consistency of the variables in our study. All variables had Cronbach's Alpha values over 0.6, indicating the use of reliable scales.

**Table 2:** Cronbach's Alpha for Study Variables

Variables	Items	Cronbach's Alpha
Visual Appeal	4	0.718
Ease of Use	4	0.624
Trust	4	0.66
Electronic Word of Mouth	4	0.689
Consumer Buying Behaviour	5	0.803

#### 4.3 Descriptive Analysis

Using descriptive statistics, the information gathered from 384 participants was examined. On a Likert Scale, which ranges from 1 (strongly disagree) to 5 (strongly agree), the participants were asked to assess their opinions. The investigation was centered upon five primary variables. Visual appeal, usability, trust, electronic word-of-mouth, and customer buying behavior are some of the elements that affect consumer purchasing behavior.

##### Visual Appeal

The mean and standard deviation of the sample were calculated to be 4.77 and 0.418, respectively. The item "Search for goods through social media" exhibited the highest mean score of 4.99 among the items.

##### Ease of Use

The variable had a mean value of 4.258 and a standard deviation of 0.70. The item "Expressing a strong desire to incorporate online stores on Facebook" achieved the highest average score of 4.35.

*Trust*

The variable "Quality consistency between advertisements and actual products" achieved the highest mean score of 4.43, with a mean average of 4.385 and a standard deviation of 0.669.

*Electronic Word of Mouth*

The mean and standard deviation of the sample were calculated to be 4.35 and 0.654, respectively. The statements "Online reviews are helpful" and "Recommendations from Facebook friends are reliable" obtained the highest average score of 4.39.

*Consumer Buying Behaviour*

The variable had a mean value of 4.576, with a standard deviation of 0.523. The question titled "The Influence of Advertisements on Social Networks on Purchase Decisions" obtained the highest average score, so affirming the significant impact of social media platforms on consumers' online purchasing behaviors.

*Summary of Descriptive Analysis*

To synthesize the findings across these variables, Table 3 offers a comprehensive summary of the descriptive statistics. The table displays the total mean and standard deviation for each variable, as well as the variable's item with the highest mean score.

**Table 3:** Summary of Descriptive Analysis

Variable	Average Mean	Average Std Dev	Highest Mean Item
Visual Appeal	4.77	0.418	Search for goods through facebook (4.99)
Ease of Use	4.258	0.7	Keen to add online stores on Facebook (4.35)
Trust	4.385	0.669	Quality consistency between ads and actual products (4.43)
Electronic Word of Mouth	4.35	0.654	Online reviews are helpful & Recommendations from Facebook friends are reliable (4.39)
Consumer Buying Behaviour	4.576	0.523	Ads on facebook influence purchase (4.58)

*4.4 Pearson's Correlation Analysis*

The study utilized Pearson's Correlation to analyze the linear association between influencing factors and consumer buying behavior in the context of online shopping.

*Key Findings:*

- Visual Appeal:  $r = 0.377$ ,  $p < 0.01$
- Ease of Use:  $r = 0.376$ ,  $p < 0.01$
- Trust:  $r = 0.440$ ,  $p < 0.01$
- Electronic Word of Mouth (EWoM):  $r = 0.301$ ,  $p < 0.01$

At a significance level of 1%, every component has a statistically significant positive relationship with consumer purchasing behavior.

**Table 4:** Mean, Standard Deviation, and Pearson's Correlation

Variables	N	Mean	S.D.	Consumer Buying Behaviour	Visual Appeal	Ease of use	Trust	EWoM
<b>Consumer Buying Behaviour</b>	384	4.576	0.523	1	-	-	-	-
<b>Visual Appeal</b>	384	4.77	0.418	<b>.377**</b>	1	-	-	-
<b>Ease of Use</b>	384	4.258	0.70	<b>.376**</b>	<b>.444**</b>	1	-	-
<b>Trust</b>	384	4.385	0.669	<b>.440**</b>	<b>.452**</b>	<b>.515**</b>	1	-
<b>EWoM</b>	384	4.35	0.654	<b>.301**</b>	<b>.408**</b>	<b>.364**</b>	<b>.295**</b>	1

\*\* The correlation is statistically significant at the level of 0.01 for two-tailed tests.

\*The correlation is statistically significant at the 0.05 level when both tails are considered.

Trust has the strongest relationship with consumer buying behavior ( $r=0.440$ ). Despite the weakest correlation, EWoM is still significant at a 99% confidence interval ( $r=0.301$ ). These results bolster the study's core hypothesis that visual appeal, ease of use, trust, and EWoM are key determinants influencing consumer buying behavior in online shopping platforms like Facebook Marketplace in Myanmar.

4.5 Multiple Regression Analysis

To examine the effects of Visual Appeal, Ease of Use, Trust, and Electronic Word of Mouth on Consumer Buying Behavior, the study used multiple regression analysis. This statistical approach provides insightful information on the relationship between a number of independent factors and a single dependent variable.

Model Summary

In Table 5 describe a summary of the regression model.

Table 5: Model Summary of Multiple Regression

Model Summary <sup>b</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.509 <sup>a</sup>	.259	.251	.33865	.259	33.083	4	379	.000
a. Predictors: (Constant), Electronic Word of Mouth, Trust, Visual Appeal, Ease of Use									
b. Dependent Variable: Consumer Buying Behavior									

The variables only account for around 26% of the variance in customer purchasing behavior in online shopping situations, as indicated by this model's R Square value of 25.9%. Other factors account for the remaining 74.1% of the variation.

ANOVA

Table 6 describe the ANOVA results.

Table 6: ANOVA Results of Multiple Regression

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.176	4	3.794	33.083	.000 <sup>b</sup>
	Residual	43.464	379	.115		
	Total	58.640	383			
a. Dependent Variable: Consumer Buying Behavior						
b. Predictors: (Constant), Electronic Word of Mouth, Trust, Visual Appeal, Ease of Use						

The ANOVA results indicate a good model fit, with a significant F-value (33.083) and a p-value < 0.01.

Coefficients

Table 7 describe the coefficients that significantly contribute to the model.

Table 7: Coefficient Table

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.714	.290		5.915	.000
	Visual Appeal	.201	.071	.151	2.819	.005
	Ease of Use	.107	.046	.128	2.341	.020
	Trust	.233	.046	.273	5.048	.000
	Electronic Word of Mouth	.097	.043	.113	2.263	.024
a. Dependent Variable: Consumer Buying Behavior						

All predictor variables are statistically significant ( $p < 0.05$ ), suggesting a meaningful contribution to the dependent variable. Specifically, Trust has the highest Beta value (0.273), indicating its strong impact on Consumer Buying Behavior.



The regression equation can be articulated as:  **$Y$  (Consumer buying behavior) = 1.714 + 0.201 visual appeal + 0.107 ease of use + 0.233 trust + 0.097 electronic word of mouth**

#### *4.6 Hypothesis Testing in the Context of Facebook Marketplace in Myanmar*

The purpose of this section is to scrutinize the determinants affecting Consumer Buying Behavior on Facebook Marketplace in Myanmar.

**H1: Visual appeal has a positive impact on consumer buying behavior on Facebook Marketplace in Myanmar.**

Pearson and regression analyses  $r=0.377, \beta=0.151, p<0.01$  corroborate that Visual Appeal significantly influences consumer decisions on Facebook Marketplace in Myanmar.

**H2: Ease of use has a positive influence on consumer buying behavior on Facebook Marketplace in Myanmar.**

Both Pearson and regression analyses  $r=0.376, \beta=0.128, p<0.01$  substantiate that Ease of Use is a crucial determinant in Consumer Buying Behavior on Facebook Marketplace in Myanmar.

**H3: Trust exerts a positive impact on consumer buying behavior on Facebook Marketplace in Myanmar.**

Pearson and regression findings  $r=0.44, \beta=0.273, p<0.01$  validate that Trust plays a significant role in consumer behavior on Facebook Marketplace in Myanmar.

**H4: Electronic Word of Mouth (eWOM) positively impacts consumer buying behavior on Facebook Marketplace in Myanmar.**

Pearson and regression tests  $r=0.301, \beta=0.113, p<0.01$  confirm that Electronic Word of Mouth notably affects consumer buying choices on Facebook Marketplace in Myanmar.

To sum up, all four factors Visual Appeal, Ease of Use, Trust, and Electronic Word of Mouth—exhibit a statistically significant and positive influence on Consumer Buying Behavior on Facebook Marketplace in Myanmar.

## V. DISCUSSION AND FINDINGS

This section encapsulates key findings pertaining to consumer buying behavior on Facebook Marketplace in Myanmar, drawing upon descriptive and inferential statistical analyses.

### *Visual Appeal*

For visual appeal, descriptive statistics yield a mean of 4.77 and a standard deviation of 0.42. The Pearson Correlation  $r=0.377, p<0.01$  and regression analysis  $\beta=0.151, p<0.05$  both affirm its significant positive impact on Facebook Marketplace consumer behavior in Myanmar.

### *Ease of Use*

For convenience, the mean value is 4.258, and the standard deviation is 0.70. Pearson Correlation  $r=0.376, p<0.01$  and regression  $\beta=0.128, p<0.05$  indicate a significant positive relationship between this platform and consumer purchasing behavior.

### *Trust*

The mean and standard deviation for trust are 0.438 and 0.669, respectively. Pearson Correlation  $r=0.440, p<0.01$  along with regression  $\beta=0.273, p<0.05$  confirm that trust significantly affects consumer buying decisions on Facebook Marketplace in Myanmar, showing the strongest positive correlation among the studied variables.

### *Electronic Word of Mouth (eWoM)*

The level of agreement regarding the influence of electronic word of mouth is 4.35 with a standard deviation of 0.654. The Pearson In comparison to other factors, correlation  $r=0.301, p<0.01$  and regression  $\beta=0.113, p<0.05$  indicate a significant, albeit weakened relationship with consumer purchasing behavior.

In summary, all four factors Visual Appeal, Ease of Use, Trust, and Electronic Word of Mouth have been statistically validated to significantly influence consumer buying behavior on Facebook Marketplace in Myanmar. These findings contribute to the growing body of knowledge focused on online consumer behavior in emerging markets like Myanmar.

## VI. CONCLUSION

This study findings confirm that all four investigated factors have a tangible impact on consumer behavior in Facebook Marketplace in Myanmar. While visual appeal and ease of use were noteworthy, trust was the most influential determinant. This suggests that consumers rely heavily on the credibility of product information and seller reputation when shopping on Facebook Marketplace. Despite being the least influential, electronic word of mouth still plays a role, especially when amplified through social network communities. Therefore, to optimize consumer engagement and sales, sellers on Facebook Marketplace should focus on enhancing these four determinants, particularly trust.

### 6.1 Practical Recommendations

For businesses aiming to succeed on Facebook Marketplace in Myanmar, these findings offer actionable insights:

**Visual Appeal:** Invest in high-quality images and design to catch the consumer's eye.

**Ease of Use:** Simplify navigation and purchase processes to enhance user experience.

**Trust:** Ensure the authenticity of product descriptions and customer reviews to build credibility.

**Electronic Word of Mouth:** Encourage happy consumers to share positive experiences and participate in Facebook community discussions.

These factors are interconnected; an improvement in one could have a ripple effect on the others, enhancing the overall consumer purchasing experience.

### 6.2 Recommendations for Further Research

While this study provides significant insights, it has limitations. Firstly, it focuses solely on the Yangon region and Facebook users, thereby excluding a broader demographic. Secondly, it only investigates four determinants, leaving room for exploring other variables affecting consumer buying behavior. Future research should strive for a larger sample size, include a wider variety of social media platforms, and investigate additional determinants to provide a more complete understanding of consumer behavior in Myanmar's online marketplaces.

## ACKNOWLEDGEMENT

The authors express their appreciation for the research advisor's invaluable guidance and assistance. Colleagues and team members are also deserving of recognition for their contributions, as are participating organizations for facilitating data collection. Administrative and technical support received throughout the endeavor is also acknowledged with gratitude.

### Conflict of Interest

The authors assert that there are no conflicts of interest associated with the publishing of this paper. The present study did not receive any explicit financial help from public, commercial, or non-profit funding sources, potentially influencing the outcomes of this examination.

### Data Availability Statement

The datasets utilized in the present study will be made available by the corresponding author upon a reasonable request. In order to protect the privacy of the participants, the data has undergone a process of de-identification. For further details regarding the methodology and data gathering process, please reach out to taung@lincoln.edu.my.

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