

Factors Affecting Purchase Intention of Used Car Customers via Facebook in Bangkok

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ABSTRACT

This study investigates the factors influencing Bangkok residents' intentions to purchase used cars through Facebook, with particular emphasis on the roles of perceived quality, perceived price, and perceived value. Given the uncertainty and information asymmetry commonly associated with used-car purchases, this research examines how these perceptions shape consumer purchase intention in the context of social media marketplaces. Quantitative data were collected from 400 respondents in Bangkok and analyzed using SPSS through multiple regression and correlation analyses. The findings reveal that perceived quality has a strong positive effect on perceived value ($\beta = 0.863$, Adjusted $R^2 = 0.744$, $p < 0.001$), while perceived price also significantly influences perceived value ($\beta = 0.809$, Adjusted $R^2 = 0.654$, $p < 0.001$). In addition, perceived price positively affects perceived quality ($\beta = 0.667$, Adjusted $R^2 = 0.444$, $p < 0.001$). Perceived value was found to be the strongest predictor of purchase intention ($\beta = 0.942$, Adjusted $R^2 = 0.887$, $p < 0.001$). Furthermore, mediation analysis based on Baron and Kenny's (1986) approach confirmed that perceived value partially mediates the relationships between perceived quality and purchase intention, as well as between perceived price and purchase intention. The results suggest that consumers evaluate used cars not only based on price and vehicle condition, but also through trust signals, presentation quality, and overall value perceptions conveyed via Facebook advertising. These findings contribute to a deeper understanding of consumer behavior in online used-car markets and provide practical implications for businesses seeking to enhance customer trust and purchase intention in developing digital economies such as Thailand.

Keywords: Perceived Quality, Perceived Price, Perceived Value, Used Car Market, Facebook

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Introduction

The global used-car market has experienced substantial growth in recent years, driven by increasing demand for affordable transportation, economic uncertainty, and the rapid expansion of digital commerce platforms. In Thailand, social media platforms—particularly Facebook—have become important channels for buying and selling used cars, transforming traditional consumer purchasing processes. Consumers are now able to search for vehicle listings, communicate directly with sellers, compare alternatives, and

evaluate products through online interactions rather than relying solely on physical dealership visits. This shift reflects broader changes in consumer behavior in the digital era, where online engagement increasingly influences purchase decision-making processes (Kotler & Armstrong, 2018).

Despite these advantages, purchasing used cars through Facebook remains a high-involvement and high-risk decision because consumers often face substantial information asymmetry and uncertainty. Information asymmetry occurs when sellers possess more complete knowledge about the vehicle's condition, maintenance history, accident records, or hidden defects than buyers (Akerlof, 1970). In the used-car market, this imbalance creates uncertainty regarding product quality and reliability, making it difficult for buyers to accurately assess the true value of a vehicle before purchase. Unlike formal dealership systems, Facebook-based transactions generally lack standardized inspection procedures, warranty protections, or institutional verification mechanisms, which may further increase perceived risk and reduce consumer trust (Gefen et al., 2003).

As a result, consumers tend to rely on indirect cues and perceptions when evaluating used cars in online environments. Previous studies have shown that perceived quality, perceived price fairness, seller credibility, visual presentation, and electronic word-of-mouth significantly influence consumer evaluations and purchase decisions in online marketplaces (Beneke et al., 2013; Pavlou & Fygenson, 2006). In particular, perceived quality and perceived price serve as important signals that help reduce uncertainty and shape consumers' perceived value of products. Perceived value, in turn, plays a critical role in determining purchase intention because consumers evaluate whether the expected benefits outweigh the financial and psychological costs associated with the purchase (Zeithaml, 1988; Suwannarat et al., 2025).

Furthermore, Facebook creates a hybrid social commerce environment that combines commercial transactions with social interaction. While the platform enhances convenience, accessibility, and communication between buyers and sellers, it also increases concerns regarding trust, fraud, and transaction security due to the absence of formal governance structures typically found in traditional e-commerce platforms (Hajli, 2015). Trust therefore becomes a central factor influencing consumers' willingness to engage in Facebook-based used-car transactions.

Although prior research has extensively examined consumer behavior in e-commerce and online shopping contexts, limited empirical evidence exists regarding how perceived quality, perceived price, and perceived value jointly influence purchase intention in social commerce environments, particularly within Thailand's used-car market. Existing studies have primarily focused on traditional e-commerce platforms or dealership-based purchasing behavior, while relatively few studies investigate Facebook as a social commerce platform where information asymmetry and trust issues are especially prominent. Moreover, the mediating role of perceived value in explaining how consumers translate price and quality perceptions into purchase intention remains insufficiently explored in the context of Facebook-based used-car purchasing in Thailand.

Therefore, this study aims to examine the effects of perceived quality, perceived price, and perceived value on purchase intention toward used cars purchased through Facebook in Bangkok. In addition, the study investigates the mediating role of perceived value in the relationships between perceived quality, perceived price, and purchase intention. By addressing these issues, the research seeks

to contribute to the literature on social commerce and consumer behavior while also providing practical insights for used-car businesses operating on digital platforms in developing economies such as Thailand.

Research Objectives

1. To examine the effect of Perceived Quality on Perceived Value in the context of used-car purchases through Facebook in Bangkok.
2. To investigate the effect of Perceived Price on Perceived Value in Facebook-based used-car transactions.
3. To determine the influence of Perceived Price on Perceived Quality among consumers purchasing used cars through Facebook.
4. To assess the effect of Perceived Value on consumers' Purchase Intention toward used cars advertised on Facebook.
5. To examine the mediating role of Perceived Value in the relationship between Perceived Quality and Purchase Intention.
6. To examine the mediating role of Perceived Value in the relationship between Perceived Price and Purchase Intention.

The Conceptual Framework

This study examines the relationships among perceived quality, perceived price, perceived value, and purchase intention in the context of purchasing used cars through Facebook. The conceptual framework is grounded primarily in perceived value theory and consumer behavior literature, which suggest that consumers evaluate products by comparing perceived benefits with perceived sacrifices before forming behavioral intentions (Zeithaml, 1988).

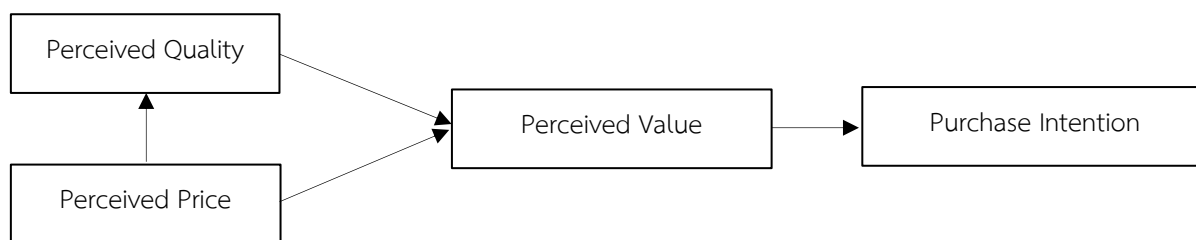


Figure 1 Theoretical Framework

In this framework, perceived quality and perceived price are treated as independent variables, perceived value functions as a mediating variable, and purchase intention serves as the dependent variable.

Previous literature suggests that consumers rely heavily on perceived cues when evaluating products characterized by uncertainty and risk, particularly in online and second-hand marketplaces. According to Valarie Zeithaml (1988), perceived value represents consumers' overall assessment of product utility based on perceptions of what is received relative to what is given. This perspective implies that both perceived quality and perceived price are central determinants of perceived value. In the

context of used-car purchasing, where consumers often cannot fully verify product quality before purchase, these perceptions become especially important in shaping consumer decisions.

Perceived quality refers to consumers' subjective judgment regarding the overall excellence, reliability, and condition of a product (Zeithaml, 1988). Prior studies have consistently shown that higher perceived quality positively enhances perceived value because consumers tend to associate reliability, durability, and performance with greater benefits received from the product (Dodds et al., 1991). In online used-car transactions, perceived quality may derive from vehicle condition, inspection transparency, seller credibility, and visual presentation through Facebook listings. When consumers perceive that a used car demonstrates high quality and reliability, they are more likely to perceive greater value in the purchase. Therefore, the following hypothesis is proposed:

H1: Perceived Quality has a significant positive effect on Perceived Value.

Perceived price refers to consumers' evaluation of whether a product's price is fair, reasonable, and acceptable relative to its expected benefits (Monroe, 1990). Existing literature indicates that price plays a dual role in consumer evaluation. First, it represents a monetary sacrifice that consumers must incur; second, it serves as an informational cue that signals product quality (Rao & Monroe, 1989). Research by Beneke et al. (2013) further suggests that favorable price perceptions positively influence perceived value because consumers are more likely to evaluate products favorably when they perceive strong value for money. In the context of used-car purchases through Facebook, reasonable pricing and transparent price communication may reduce uncertainty and strengthen value perceptions. Therefore, the following hypothesis is proposed:

H2: Perceived Price has a significant positive effect on Perceived Value.

In addition to influencing value perceptions directly, perceived price may also shape consumers' perceptions of product quality. According to signaling theory, consumers often use price as an indicator of quality when objective product evaluation is difficult (Rao & Monroe, 1989). This relationship becomes particularly important in online used-car markets, where information asymmetry limits buyers' ability to physically inspect vehicles before purchase. A price perceived as credible and appropriate may increase confidence in the vehicle's condition and reliability, whereas unusually low prices may create suspicion regarding hidden defects or poor quality. Therefore, the following hypothesis is proposed:

H3: Perceived Price has a significant positive effect on Perceived Quality.

Perceived value has been widely recognized as a critical predictor of behavioral intention and purchase intention. Sweeney and Soutar (2001) conceptualized perceived value as a multidimensional construct reflecting the trade-off between perceived benefits and perceived sacrifices. Empirical evidence from Cronin et al. (2000) demonstrates that perceived value strongly influences consumers' future behavioral intentions, including repurchase intention and willingness to buy. In the context of used-car purchasing, consumers are more likely to intend to purchase when they perceive that the benefits received—such as affordability, vehicle reliability, and utility—outweigh the associated financial and psychological costs. Therefore, the following hypothesis is proposed:

H4: Perceived Value has a significant positive effect on Purchase Intention.

Furthermore, prior studies indicate that perceived value may function as a mediating mechanism through which quality and price perceptions influence purchase intention. Cronin et al. (2000) found that consumers translate evaluations of quality and price into behavioral intentions primarily through value perceptions. Similarly, Bei and Chiao (2001) demonstrated that perceived value mediates the relationships between product attributes and customer behavioral outcomes. In online used-car transactions, consumers may first evaluate vehicle quality and pricing before forming an overall value judgment, which subsequently shapes purchase intention. Therefore, perceived value is expected to mediate the relationship between perceived quality and purchase intention, as well as between perceived price and purchase intention. The following hypotheses are proposed:

H5: Perceived Value mediates the relationship between Perceived Quality and Purchase Intention.

H6: Perceived Value mediates the relationship between Perceived Price and Purchase Intention.

These relationships are particularly relevant in social commerce environments such as Facebook, where consumers face higher uncertainty due to limited physical interaction and the absence of formal verification systems. David Gefen et al. (2003) emphasized that trust and perceived cues play essential roles in reducing uncertainty in online transactions, while Hajli (2015) found that social commerce interactions significantly shape consumer perceptions and purchase behavior. Accordingly, integrating perceived quality, perceived price, perceived value, and purchase intention into a unified framework provides a comprehensive understanding of consumer decision-making in Facebook-based used-car transactions within emerging economies such as Thailand.

Research Methodology

1. Population and Sample

This investigation adopts a quantitative research methodology to examine the relationships among perceived quality, perceived price, perceived value, and purchase intention in the context of purchasing used cars through Facebook. The target population of this study consisted of individuals residing in Bangkok who had prior experience browsing, searching for information about, or purchasing used cars via Facebook. This population was selected because Facebook has become one of the most widely used social commerce platforms for used-car transactions in Thailand, making these individuals highly relevant to the research objectives.

Data were collected from 400 respondents through a structured questionnaire. The sample size was determined using Cochran's (1977) formula for an unknown population size, which calculated a minimum required sample of 385. This was rounded up to 400 to ensure greater statistical power and to account for potential incomplete responses. A convenience sampling method was employed, which was considered appropriate as it enabled the researcher to efficiently access respondents who were actively involved in online used-car search and purchasing activities. In studies of consumer search behavior and purchase intention in digital environments, convenience sampling is frequently applied when the target respondents possess specific online consumption experiences relevant to the research context (Bloch et al., 1986). Previous studies have also employed convenience sampling in purchase intention research

involving online marketplaces and product evaluation contexts because of its practicality and effectiveness in reaching accessible and motivated participants (Gogoi, 2013).

To ensure the appropriateness and relevance of the sample, screening criteria were applied before respondents participated in the survey. Participants were required to: (1) currently reside in Bangkok, (2) be at least 18 years old, and (3) have prior experience browsing, searching for information about, contacting sellers, or purchasing used cars through Facebook within the past 12 months. Respondents who did not meet these criteria were excluded from the study. These screening conditions helped ensure that participants possessed sufficient familiarity with Facebook-based used-car transactions and could provide meaningful responses regarding perceptions of quality, price, value, and purchase intention in the social commerce environment.

2. Research Instruments

The questionnaire comprised five sections: demographic data, perceived quality, perceived price, perceived value, and purchase intention. To ensure content validity, the measurement items were derived from established scales employed in prior research. Responses were measured using a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”), as five-point Likert scales are widely adopted in consumer behaviour and marketing research due to their simplicity, reliability, and suitability for measuring attitudes and perceptions (Likert, 1932; Joshi et al., 2015). This approach facilitated a consistent and reliable evaluation of respondents’ subjective viewpoints.

3. Validation of Research Instruments

To ensure the quality of the research instrument, the questionnaire underwent assessment for both validity and reliability. Content validity was evaluated by a panel of three subject matter experts who calculated the Item-Objective Congruence (IOC) index. All items yielded an IOC score above 0.50, confirming that the questions were congruent with the research objectives and theoretically sound (Rovinelli & Hambleton, 1977). Subsequently, a pilot study was conducted to test the instrument's reliability. The Cronbach’s alpha coefficients for all constructs exceeded the acceptable benchmark of 0.70, indicating sufficient internal consistency and readiness for formal data collection (Nunnally & Bernstein, 1994).

4. Data Collection & Analysis

Data collection was conducted through an online questionnaire distributed via Facebook groups, used-car marketplace communities, and direct messaging to potential respondents in Bangkok who had experience browsing or purchasing used cars through Facebook. This recruitment approach was adopted to effectively reach individuals actively engaged in online used-car transactions.

After data collection, the responses were analyzed using SPSS. Descriptive statistics were first employed to summarize respondents’ demographic characteristics and the overall patterns of responses. Subsequently, correlation analysis was conducted to examine the relationships among the study variables. Multiple regression analysis was then used to test the proposed hypotheses and evaluate the effects of independent variables on dependent variables. In addition, mediation analysis based on the approach proposed by Baron and Kenny (1986) was performed to assess the mediating role of perceived value in the relationships between perceived quality, perceived price, and purchase intention.

Research Results

The research study found that:

Table 1. Number and Percentage of Respondents by Personal Factors

Personal Factors	Category	Quantity	Percentage
Gender	Male	230	57.5
	Female	163	40.8
	Other	7	1.7
	Total	400	100.0
Age	Under 20 years	29	7.2
	20–29 years	195	48.8
	30–39 years	97	24.2
	40–49 years	39	9.8
	50–59 years	29	7.2
	60 years and above	11	2.8
	Total	400	100.0
Monthly Income	Less than 20,000 THB	70	17.5
	20,000–40,000 THB	134	33.5
	40,001–60,000 THB	95	23.8
	60,001–80,000 THB	55	13.8
	80,001–100,000 THB	27	6.8
	More than 100,000 THB	19	4.8
	Total	400	100.0
Family Members	1 member	24	6.0
	2–3 members	200	50.0
	4–5 members	133	33.2
	More than 5 members	43	10.8
	Total	400	100.0
Occupation	Student	52	13.0
	Employee	183	45.8
	Government Officer	59	14.8
	Business Owner	82	20.5
	Housewife/House Husband	13	3.2
	Influencer	11	2.7
	Total	400	100.0

Table 1 presents the demographic characteristics of the 400 respondents included in this study. The sample was predominantly male (57.5%), followed by female respondents (40.8%) and a small proportion identifying as other genders (1.7%). Most respondents were aged between 20–39 years, with the 20–29 years group representing the largest proportion (48.8%), indicating that young adults constituted the majority of participants in the study.

In terms of socioeconomic characteristics, most respondents belonged to low- to middle-income groups, particularly those earning between 20,000–60,000 THB per month. The majority also lived in

households consisting of 2–5 members. Regarding occupation, employees represented the largest occupational group, followed by business owners, government officers, and students. Overall, the respondent profile reflects predominantly young and economically active individuals who are likely to engage with online used-car marketplaces through Facebook.

Table 2 Results of Regression Analysis 1

Model	Dependent Variable	Independent Variable	B	S.E.	β	t-value	p-value	95% CI	Adjusted R ²
1	Purchase Intention (PI)	Perceived Value (PV)	0.921	0.031	0.942	29.710	< .001***	[0.860, 0.982]	0.887
2	Perceived Value (PV)	Perceived Quality (PQ)	0.847	0.028	0.863	30.250	< .001***	[0.792, 0.902]	0.744
3	Perceived Value (PV)	Perceived Price (PP)	0.798	0.034	0.809	23.470	< .001***	[0.731, 0.865]	0.654
4	Purchase Intention (PI)	Perceived Quality (PQ)	0.503	0.067	0.590	7.507	< .01**	[0.372, 0.634]	0.856
		Perceived Price (PP)	0.361	0.058	0.421	6.224	< .01**	[0.247, 0.475]	
5	Perceived Value (PV)	Perceived Quality (PQ)	0.544	0.061	0.581	8.918	< .01**	[0.424, 0.664]	0.842
		Perceived Price (PP)	0.388	0.054	0.422	7.185	< .01**	[0.282, 0.494]	
6	Purchase Intention (PI)	Perceived Quality (PQ)	0.214	0.049	0.248	4.367	< .01**	[0.118, 0.310]	0.910
		Perceived Price (PP)	0.149	0.061	0.173	2.443	< .05*	[0.029, 0.269]	
		Perceived Value (PV)	0.566	0.052	0.588	10.885	< .01**	[0.464, 0.668]	

1. The Effect of Perceived Quality on Perceived Value

The results presented in Table 2 (Model 2) indicate that Perceived Quality (PQ) has a positive and statistically significant effect on Perceived Value (PV). The regression model demonstrates strong explanatory power, with an Adjusted R² of 0.744, indicating that approximately 74.4% of the variance in perceived value is explained by perceived quality. The analysis further reveals a strong positive relationship between the variables, as reflected by the standardized coefficient ($\beta = 0.863$, $t = 30.250$, $p < .001$). In addition, the unstandardized coefficient ($B = 0.847$, $S.E. = 0.028$, 95% CI [0.792, 0.902]) indicates that increases in perceived quality are associated with higher levels of perceived value among consumers. Accordingly, Hypothesis 1 (H1) is supported.

These findings suggest that consumers tend to perceive greater value in used cars when they have stronger confidence in quality-related attributes, such as vehicle condition, inspection transparency, and overall reliability. In the context of Facebook-based used-car transactions, credible quality cues and

professional presentation may therefore play an important role in enhancing consumers' value perceptions and encouraging purchase intention.

2. The Effect of Perceived Price on Perceived Value

The results reported in Table 2 (Model 3) demonstrate that Perceived Price (PP) positively and significantly influences Perceived Value (PV). The regression model explains a substantial proportion of variance in perceived value, with an Adjusted R^2 of 0.654, indicating that perceived price accounts for approximately 65.4% of the variation in perceived value. The standardized regression coefficient shows a strong positive relationship between perceived price and perceived value ($\beta = 0.809$, $t = 23.470$, $p < .001$). Moreover, the unstandardized coefficient ($B = 0.798$, $S.E. = 0.034$, 95% CI [0.731, 0.865]) suggests that more favorable perceptions of price are associated with higher perceived value among consumers. Therefore, Hypothesis 2 (H2) is supported.

From a practical perspective, the findings indicate that consumers are more likely to perceive higher value when used-car prices are viewed as fair, reasonable, and cost-effective. This suggests that transparent pricing strategies, clear price justification, and communication of cost advantages relative to new vehicles may strengthen perceived value and subsequently enhance purchase intention in Facebook-based used-car marketplaces.

Table 3 Results of Regression Analysis 2

Model	Dependent Variable	Independent Variable	B	S.E.	β	t-value	p-value	95% CI	Adjusted R^2
7	Purchase Intention (PI)	Perceived Quality (PQ)	0.854	0.031	0.871	27.548	< .001***	[0.793, 0.915]	0.758
8	Purchase Intention (PI)	Perceived Price (PP)	0.792	0.035	0.814	22.629	< .001***	[0.723, 0.861]	0.662
9	Perceived Quality (PQ)	Perceived Price (PP)	0.645	0.041	0.667	15.732	< .001***	[0.564, 0.726]	0.444

Note: *** $p < .001$, ** $p < .01$, * $p < .05$.

3. The effect of Perceived Price on Perceived Quality

The results presented in Table 3 (Model 9) indicate that Perceived Price (PP) has a positive and statistically significant effect on Perceived Quality (PQ). The regression model explains a moderate proportion of variance in perceived quality, with an Adjusted R^2 of 0.444, suggesting that approximately 44.4% of the variance in perceived quality is explained by perceived price. The standardized regression coefficient demonstrates a moderately strong positive relationship between the variables ($\beta = 0.667$, $t = 15.732$, $p < .001$). In addition, the unstandardized coefficient ($B = 0.645$, $S.E. = 0.041$, 95% CI [0.564, 0.726]) indicates that more favorable price perceptions are associated with higher evaluations of product quality. Accordingly, Hypothesis 3 (H3) is supported.

These findings suggest that price functions not only as a financial consideration but also as an informational cue through which consumers infer product quality in the used-car market. In particular, prices perceived as fair, reasonable, and credible may strengthen consumers' confidence in vehicle

condition and reliability. This signaling effect appears especially important in Facebook-based transactions, where direct physical inspection is often limited.

4. The effect of Perceived Value on Purchase Intention

The results presented in Table 2 (Model 1) demonstrate that Perceived Value (PV) positively and significantly influences Purchase Intention (PI). The regression model exhibits exceptionally high explanatory power, with an Adjusted R^2 of 0.887, indicating that approximately 88.7% of the variance in purchase intention is explained by perceived value. The standardized regression coefficient further reveals a very strong positive relationship between the variables ($\beta = 0.942$, $t = 29.710$, $p < .001$). Moreover, the unstandardized coefficient ($B = 0.921$, $S.E. = 0.031$, 95% CI [0.860, 0.982]) indicates that higher levels of perceived value are strongly associated with increased purchase intention among consumers. Therefore, Hypothesis 4 (H4) is supported.

These findings highlight the central role of perceived value in shaping consumer decision-making in the used-car market. When consumers perceive that a used car offers strong value for money through a favorable balance between benefits and costs, they are substantially more likely to develop purchase intention. From a managerial perspective, emphasizing value-oriented communication, including affordability, reliability, and overall cost-benefit advantages, may effectively strengthen purchase intention in Facebook-based used-car marketplaces.

5. The mediating role of Perceived Value in the relationship between Perceived Quality and Purchase Intention

The mediating role of Perceived Value (PV) in the relationship between Perceived Quality (PQ) and Purchase Intention (PI) was examined using the three-step procedure proposed by Baron and Kenny (1986).

In the first step, the direct effect of perceived quality on purchase intention was assessed. As reported in Table 2 (Model 4), perceived quality exhibited a positive and statistically significant effect on purchase intention when perceived price was simultaneously included in the model ($B = 0.503$, $\beta = 0.590$, $t = 7.507$, $p < .01$), with the model demonstrating strong explanatory power (Adjusted $R^2 = 0.856$). Consistent results were observed in the bivariate analysis shown in Table 3 (Model 7), where perceived quality alone significantly influenced purchase intention ($B = 0.854$, $\beta = 0.871$, $t = 27.548$, $p < .001$), indicating a strong direct relationship.

In the second step, the effect of perceived quality on the mediator, perceived value, was examined. As shown in Table 2 (Model 5), perceived quality had a positive and statistically significant effect on perceived value when perceived price was included simultaneously in the model ($B = 0.544$, $\beta = 0.581$, $t = 8.918$, $p < .01$), with high explanatory power (Adjusted $R^2 = 0.842$). Similarly, in Table 2 (Model 2), perceived quality independently remained a strong predictor of perceived value ($B = 0.847$, $\beta = 0.863$, $t = 30.250$, $p < .001$).

In the third step, perceived quality and perceived value were simultaneously entered into the regression model predicting purchase intention while controlling for perceived price. As presented in Table 2 (Model 6), perceived value demonstrated a strong and statistically significant effect on purchase intention ($B = 0.566$, $\beta = 0.588$, $t = 10.885$, $p < .01$). At the same time, the standardized coefficient for perceived quality decreased from $\beta = 0.871$ (Table 3, Model 7) to $\beta = 0.248$ (Table 2, Model 6), although

it remained statistically significant ($B = 0.214$, $t = 4.367$, $p < .01$). This reduction in effect size indicates the presence of partial mediation. Therefore, Hypothesis 5 (H5) is supported.

Overall, the findings indicate that perceived quality influences purchase intention both directly and indirectly through perceived value. The inclusion of perceived value reduced, but did not eliminate, the direct effect of perceived quality, confirming a partial mediating effect. These findings suggest that improvements in perceived quality, such as reliable vehicle condition, transparent inspection information, and credible seller presentation, can enhance purchase intention by strengthening consumers' perceived value in Facebook-based used-car transactions.

6. The mediating role of Perceived Value in the relationship between Perceived Price and Purchase Intention

The mediating effect of Perceived Value (PV) on the relationship between Perceived Price (PP) and Purchase Intention (PI) was examined using the three-step procedure proposed by Baron and Kenny (1986).

In the first step, the direct effect of perceived price on purchase intention was evaluated. As reported in Table 2 (Model 4), perceived price positively and significantly influenced purchase intention when perceived quality was simultaneously included in the model ($B = 0.361$, $\beta = 0.421$, $t = 6.224$, $p < .01$), with strong explanatory power observed for the model overall (Adjusted $R^2 = 0.856$). Similarly, the bivariate analysis shown in Table 3 (Model 8) revealed that perceived price alone significantly influenced purchase intention ($B = 0.792$, $\beta = 0.814$, $t = 22.629$, $p < .001$), confirming a strong direct relationship.

In the second step, the influence of perceived price on the mediator, perceived value, was assessed. As shown in Table 2 (Model 5), perceived price had a positive and statistically significant effect on perceived value when perceived quality was included in the model ($B = 0.388$, $\beta = 0.422$, $t = 7.185$, $p < .01$), with the model explaining a high proportion of variance (Adjusted $R^2 = 0.842$). Likewise, when examined independently in Table 2 (Model 3), perceived price remained a strong predictor of perceived value ($B = 0.798$, $\beta = 0.809$, $t = 23.470$, $p < .001$).

In the third step, perceived price and perceived value were simultaneously entered into the model predicting purchase intention while controlling for perceived quality. As presented in Table 2 (Model 6), perceived value exerted a strong and statistically significant influence on purchase intention ($B = 0.566$, $\beta = 0.588$, $t = 10.885$, $p < .01$). Meanwhile, the standardized coefficient for perceived price decreased from $\beta = 0.814$ (Table 3, Model 8) to $\beta = 0.173$ (Table 2, Model 6), although the relationship remained statistically significant ($B = 0.149$, $t = 2.443$, $p < .05$). This reduction in effect size indicates the presence of partial mediation. Accordingly, Hypothesis 6 (H6) is supported.

Overall, the findings indicate that perceived price affects purchase intention both directly and indirectly through perceived value. The inclusion of perceived value reduced, but did not eliminate, the direct effect of perceived price, thereby confirming partial mediation. From a practical perspective, transparent and reasonable pricing strategies may enhance purchase intention primarily by strengthening consumers' perceived value, while perceived price itself continues to function as an important decision-making cue in Facebook-based used-car marketplaces.

Table 4. Summary of Hypothesis Testing Results

Hypothesis	Hypothesis Statement	Result
H1	Perceived Quality has a significant impact on Perceived Value	Supported
H2	Perceived Price has a significant impact on Perceived Value	Supported
H3	Perceived Price has a significant impact on Perceived Quality	Supported
H4	Perceived Value has a significant effect on Purchase Intention	Supported
H5	Perceived Value mediates the relationship between Perceived Quality and Purchase Intention	Supported
H6	Perceived Value mediates the relationship between Perceived Price and Purchase Intention	Supported

Discussions

This study examined the relationships among perceived quality, perceived price, perceived value, and purchase intention in the context of used-car transactions through Facebook in Bangkok. The findings provide important theoretical and practical insights into consumer decision-making in social commerce environments characterized by uncertainty, information asymmetry, and limited formal verification mechanisms.

First, the findings support Hypothesis 1 (H1), demonstrating that perceived quality has a significant positive effect on perceived value. This result is consistent with the perceived value framework proposed by Valarie Zeithaml (1988), which argues that consumers evaluate value based on perceived benefits relative to sacrifices. In the context of used-car purchasing, perceived quality reflects consumers' confidence in vehicle reliability, condition, and seller credibility. Because consumers are often unable to physically inspect vehicles before purchase in Facebook-based transactions, they rely heavily on indirect quality cues such as vehicle presentation, detailed descriptions, inspection transparency, and seller responsiveness. This finding is aligned with Dodds et al. (1991), who found that product-related cues significantly influence perceived value in uncertain purchasing situations. The result also supports Keller's (2008) argument that consumers form quality perceptions through available informational signals rather than objective evaluation alone. Theoretically, this finding reinforces the importance of signaling theory in online marketplaces, where consumers interpret observable cues to reduce uncertainty and infer product quality.

Second, the findings support Hypothesis 2 (H2), confirming that perceived price positively influences perceived value. This result is consistent with prior studies suggesting that consumers evaluate price not only as a financial sacrifice but also as an indicator of fairness and economic utility (Zeithaml, 1988; Monroe, 1990). The findings indicate that consumers in the used-car market are less concerned with obtaining the lowest possible price and more concerned with whether the price appears reasonable relative to the expected benefits and quality received. This supports the argument by Beneke et al. (2013) that favorable price perceptions enhance perceived value when consumers perceive strong value for money. In social commerce environments such as Facebook, where product uncertainty is relatively high, transparent pricing and clear justification of vehicle value become particularly important in shaping consumers' overall evaluations.

Third, the findings support Hypothesis 3 (H3), demonstrating that perceived price positively affects perceived quality. This finding strongly aligns with the price–quality inference theory proposed by Rao and Monroe (1989), which suggests that consumers frequently use price as an informational cue when objective quality assessment is difficult. In the context of Facebook-based used-car transactions, excessively low prices may generate suspicion regarding hidden defects or poor vehicle condition, whereas reasonable and credible pricing may strengthen perceptions of quality and reliability. This result highlights the informational role of price in online used-car markets and extends prior literature by demonstrating that price signaling effects remain influential within social commerce settings characterized by limited physical inspection opportunities.

The findings also provide strong support for Hypothesis 4 (H4), which proposes that perceived value positively influences purchase intention. Among all variables examined, perceived value emerged as the strongest predictor of purchase intention, reinforcing the argument that consumers integrate evaluations of quality and price into an overall value judgment before making purchase decisions (Dodds et al., 1991). This finding is consistent with prior empirical research by Cronin et al. (2000) and Petrick (2004), both of whom found that perceived value is a key determinant of consumer behavioral intentions across various purchasing contexts. In high-involvement decisions such as used-car purchases, consumers appear willing to tolerate uncertainty when they perceive that the benefits of the transaction outweigh the associated risks and costs. Theoretically, this finding strengthens the applicability of perceived value theory within social commerce environments and highlights the central role of value perception in transforming consumer evaluations into behavioral intentions.

In addition, the findings support Hypotheses 5 (H5) and 6 (H6), confirming that perceived value partially mediates the relationships between perceived quality and purchase intention, as well as between perceived price and purchase intention. These findings are consistent with the work of Bei and Chiao (2001) and Cronin et al. (2000), who argued that consumers translate evaluations of quality and price into behavioral outcomes primarily through perceived value assessments. The mediation results suggest that improvements in quality perceptions or favorable pricing alone may not directly generate purchase intention unless consumers interpret these attributes as creating meaningful value. This theoretical implication is particularly important in online used-car transactions, where consumers face considerable uncertainty and rely heavily on cognitive evaluations to reduce perceived risk.

Furthermore, the findings extend social commerce literature by emphasizing the role of trust and electronic word-of-mouth in shaping consumer perceptions on Facebook. Consistent with Gefen et al. (2003) and Hajli (2015), the study suggests that consumer interactions, engagement metrics, shared experiences, and seller communication significantly influence perceived quality and perceived value. Unlike traditional dealership transactions, Facebook-based commerce combines social interaction with commercial activity, causing consumers to rely more heavily on social validation and peer-generated information when forming purchase decisions. This finding highlights the importance of trust-building mechanisms in informal online marketplaces and contributes to the growing literature on consumer behavior in social commerce environments (Suwannarat, 2023).

From a managerial perspective, the findings suggest that used-car sellers operating on Facebook should prioritize strategies that enhance both perceived quality and perceived value. Sellers can

strengthen consumer trust by providing transparent vehicle information, high-quality images, detailed inspection records, and responsive communication. In addition, pricing strategies should reflect consistency and credibility rather than focusing solely on low prices, as unrealistic pricing may negatively affect quality perceptions. The findings therefore suggest that effective social commerce strategies should integrate pricing transparency, professional presentation, and trust-building communication to enhance consumers' perceived value and ultimately strengthen purchase intention (Putsom et al., 2019).

Originality and Body of Knowledge

This study extends the literature on consumer behavior and social commerce by examining the relationships among perceived quality, perceived price, perceived value, and purchase intention in the context of used-car purchases through Facebook in Bangkok, Thailand. While prior studies have primarily focused on traditional retail or general e-commerce settings, this research demonstrates the relevance of these relationships within an informal social-commerce environment characterized by information asymmetry, uncertainty, and reliance on digital cues such as seller credibility, visual presentation, and electronic word-of-mouth.

The findings confirm that both perceived quality and perceived price positively influence perceived value, which subsequently exerts a strong positive effect on purchase intention. In particular, perceived value emerged as the strongest predictor of purchase intention, explaining a substantial proportion of variance in consumer intention. These findings support the perceived value framework proposed by Valarie Zeithaml (1988), suggesting that consumers integrate evaluations of quality and price into an overall value judgment before making purchasing decisions.

The study also supports the price-quality inference perspective proposed by Rao and Monroe (1989). The results indicate that perceived price functions not only as a monetary sacrifice but also as a quality signal in Facebook-based used-car transactions. In situations where buyers cannot physically inspect vehicles, reasonable and credible pricing appears to strengthen perceptions of vehicle quality and reliability.

Furthermore, the findings demonstrate that perceived value partially mediates the relationships between perceived quality and purchase intention, as well as between perceived price and purchase intention. The persistence of direct effects suggests that consumers may also rely on additional factors, such as trust and perceived risk, when making purchase decisions in informal online marketplaces. This finding is consistent with prior research emphasizing the importance of trust and social interaction in social commerce environments (Hajli, 2015; Pavlou, 2003).

From a practical perspective, the study suggests that used-car sellers on Facebook should focus on enhancing perceived value through transparent pricing, credible quality signals, professional presentation, and responsive communication. These strategies may strengthen consumer confidence and increase purchase intention in highly uncertain online transaction environments.

Factors Affecting Purchase Intention of Used Car Customers via Facebook in Bangkok

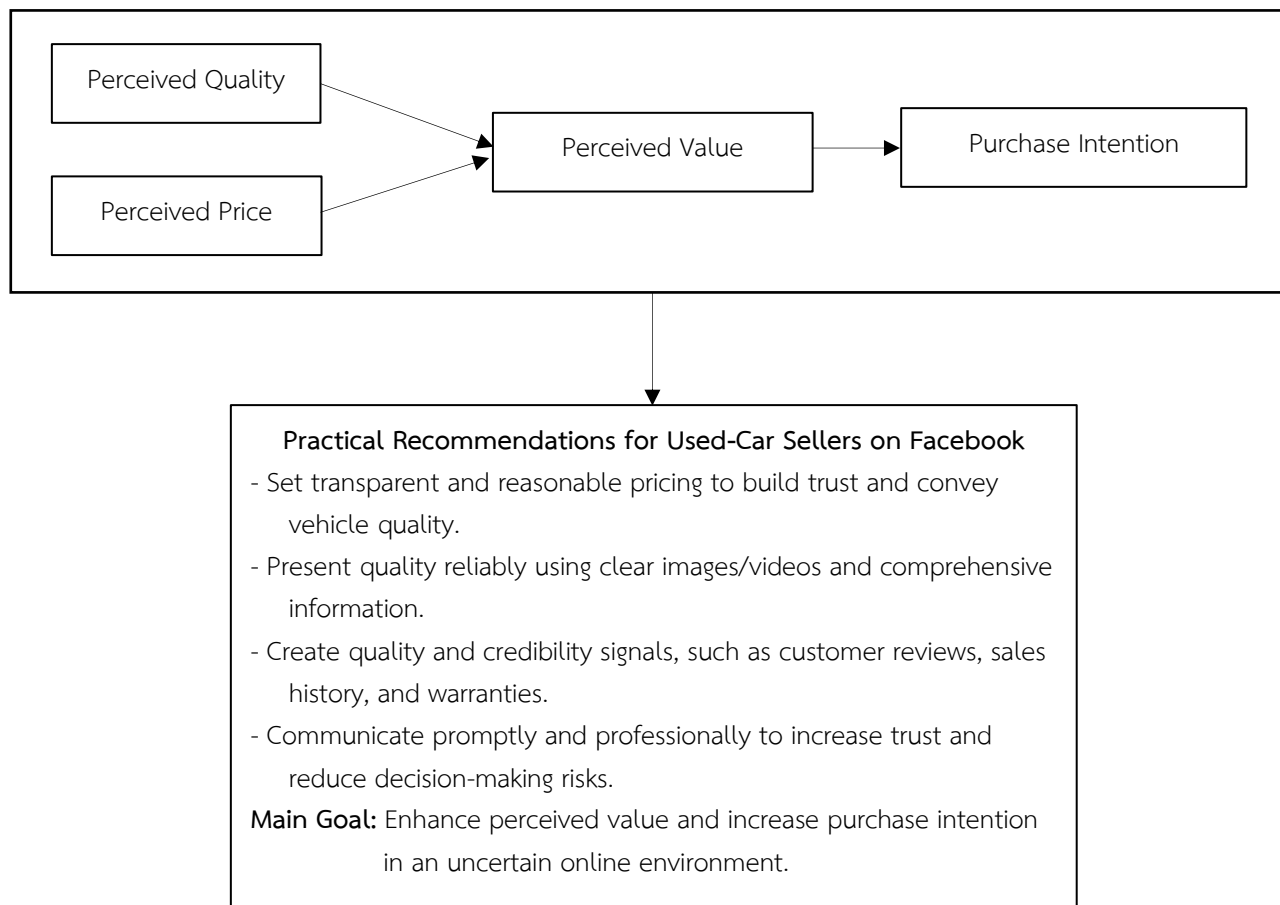


Figure 2 Framework of New Knowledge Derived from the Study

Conclusions

This study examined the relationships among Perceived Quality, Perceived Price, Perceived Value, and Purchase Intention in the context of used-car purchases through Facebook in Bangkok. The findings confirm that Perceived Quality and Perceived Price positively influence Perceived Value, while Perceived Value significantly strengthens Purchase Intention. The results also indicate that Perceived Price positively influences Perceived Quality, suggesting that price functions not only as a monetary consideration but also as a quality signal in online used-car transactions.

In addition, the study demonstrates that Perceived Value partially mediates the relationships between Perceived Quality and Purchase Intention, as well as between Perceived Price and Purchase Intention. This finding highlights the central role of value perception in translating consumers' evaluations of quality and price into purchase decisions within social commerce environments characterized by uncertainty and information asymmetry.

From a practical perspective, the findings suggest that used-car sellers on Facebook should focus on transparent pricing, credible quality information, professional presentation, and trust-building communication in order to enhance consumers' perceived value and strengthen purchase intention. Overall, this study contributes to the understanding of consumer behavior in Facebook-based used-car markets and provides useful implications for social commerce businesses operating in emerging digital economies such as Thailand.

Recommendations

1. Policy Recommendations

Based on the study's findings that Perceived Quality, Perceived Price, and Perceived Value significantly influence Purchase Intention in Facebook-based used-car transactions, the following recommendations are proposed to strengthen consumer confidence and reduce uncertainty in informal online marketplaces.

1.1 Regulatory Level

Thai regulators should promote greater transparency in online used-car transactions on Facebook by encouraging sellers to disclose key vehicle information such as mileage, accident history, and inspection records. Since the study found that perceived quality strongly affects perceived value and purchase intention, clearer information disclosure may help reduce uncertainty and improve consumer confidence.

1.2 Platform Level

Social media platforms and sellers should strengthen trust through verified seller systems, standardized listings, clear pricing, and professional presentation. The findings show that credible quality signals and fair pricing significantly enhance perceived value in Facebook-based transactions.

1.3 Consumer Level

Consumer education programs should help buyers evaluate online used-car listings more effectively, including how to assess pricing, seller credibility, and vehicle information. This may reduce perceived risk and support more informed purchasing decisions in online marketplaces.

2. Future Research Recommendations

2.1 Methodological Improvements

Future studies should improve the generalizability of findings by using random sampling techniques and larger samples beyond Bangkok. Since this study employed convenience sampling and a cross-sectional design, future research may also adopt longitudinal approaches to examine changes in consumer perceptions over time. In addition, mediation analysis could be strengthened through advanced techniques such as bootstrapping within structural equation modelling (SEM), extending the traditional Baron and Kenny (1986) approach.

2.2 Model Extensions

Future research may expand the conceptual framework by incorporating additional variables relevant to social commerce environments, including perceived risk, seller reputation, electronic word-of-mouth, and platform trust. These factors may provide a more comprehensive understanding of purchase intention in Facebook-based used-car transactions.

2.3 Contextual Comparisons

Further studies could compare consumers across different regions of Thailand, such as urban and rural areas, to examine whether economic conditions and digital literacy influence consumer perceptions and purchasing behavior differently. Researchers may also combine quantitative and qualitative methods, such as interviews or netnographic analysis, to gain deeper insights into buyer-seller interactions in online marketplaces.

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