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E-commerce and loyalty: A perspective from Facebook Marketplace users

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Abstract

This study uses primary sources such as Scopus, ScienceDirect, and Scielo to explore the

Keywords: E-commerce, Facebook marketplace, loyalty, consumers, buyers, and E-commerce strategy.

Introduction

In the current economic scenario, E-commerce (EC) has revolutionized how people buy and sell products and services online. Platforms such as Facebook Marketplace (FM) have become popular destinations for goods transactions, completely transforming the dynamics of online commerce. EC, as defined by (Dwivedi et al., 2020), involves acquiring and distributing products and services through electronic means, primarily through the Internet. Customer loyalty (CL) in the context of EC, as highlighted by (Gregory et al., 2019), includes keeping buyers interested, building trust, and ensuring their continued return to the platform.

The FM user perspective plays a vital role in this equation. Understanding how buyers perceive this platform, what factors influence their purchasing decisions, and what experiences have value is crucial to the success of any online business, as suggested by (Simatupang et al., 2021). The COVID-19 pandemic has also accelerated the adoption of EC and transformed how consumers interact with online platforms, including FM, as noted (Vázquez-Martínez et al., 2021). Online shopping has gained popularity, becoming one of the community's main activities (Piranda et al., 2022). Furthermore, as Rumi points out (Putri & Iriani, 2019), consumer behavior has experienced a marked shift from offline to online purchasing models.

Despite the growing potential of platforms such as FM in the context of EC for companies, their effectiveness in terms of FC in the Peruvian context remains an enigma, as highlighted by (Tolstoi, 2021). In addition, the online buying and selling process often needs more direct market oversight, which can lead to uncertainty and a lack of safeguards in transactions, as noted (Hutauruk, 2017). It has been observed that online merchants often resort to online sales practices such as "dropshipping," which involves posting images that do not correspond to the actual product and have a difference in quality from the original product (Frampton et al., 2019). This leads to high levels of uncertainty and risk perception among consumers in online purchasing decisions (Anwar & Afifah, 2018). As they point out (Simatupang et al., 2021), these factors can also influence the decisions of the acquisition of goods (Luthfiana & Hadi, 2019).

According to (Patricia et al., 2022), in the Peruvian context, there is a strong inclination towards personal interactions in business relationships, which may hinder the attractiveness of EC platforms for Peruvian consumers. Considering these obstacles, sellers must adequately prepare themselves using EC platforms such as FM to acquire practical knowledge in this new form of business (Kurnia, 2015).

In this context, research is relevant due to the growing importance of EC and the fundamental role that platforms such as FM play in the current business landscape. The research aims to analyze the relationship between EC and FC from the point of view of free market users. In this rapidly changing digital landscape, businesses need to understand the impact of these platforms on customer loyalty as they can significantly improve their online business strategies.

Literature review

E-commerce on Facebook Marketplace

As businesses and customers evolve, a horizon of opportunities opens up with E-commerce, as highlighted by (Muñoz and Amaral, 2019). This form of commerce, which involves purchasing and selling products and services through electronic platforms, eliminates geographical limitations and connects with a global market (Dwivedi et al., 2020). As suggested (Elia et al., 2021), E-commerce drives sales and transformative entrepreneurship. Entrepreneurs can use this platform to improve consumer understanding, expand their horizons, and discover new revenue streams, in line with research by (Marconatto et al., 2022)

In this context, the FM is positioned as a critical element. With this idea (Perdigón Llanes et al., 2018), they mention that E-commerce has altered the economy by driving efficiency in business processes and unlocking new business opportunities. Likewise, Ballerini et al. (2023) highlight that E-commerce can reach a wider audience and establish stronger customer relationships when implemented on platforms like the Facebook Marketplace. Facebook Marketplace is presented as an easily accessible platform where companies and entrepreneurs can capitalize on the E-commerce revolution, transcend geographical barriers, and achieve the levels of business success they have always desired (Dwivedi et al., 2020).

It has gained popularity since its launch in 2016 due to its accessibility and ease of use. Users can post products with descriptions and photos on the platform, while buyers can search for products by category. The broad user base offers a large potential market, which is one of its main advantages. Integration with Facebook Messenger also facilitates direct communication between buyers and sellers. However, it also presents problems like poor quality control and transaction security because Facebook needs to control payments or shipments. The future of E-commerce on Facebook Marketplace will focus on payment and shipping integration, increased seller regulation and verification, and global expansion.

Competitive advantages and challenges in the era of E-commerce

FM stands out for its vast user base and offers sellers a large market for potential offers or products. In addition, integration with Facebook Messenger improves direct communication between buyers and sellers, increasing trust and facilitating negotiations. According to (Bohorquez and Salas-Rodriguez, 2014), these types of technological tools are distinguished because they allow easy interaction with the users of these networks and respond in the same way to the needs of people. On the contrary, (McKenna and Bargh, 2000) have shown that the Internet can increase the likelihood that young people will take on a different role in product searches. However, this model also brings serious difficulties, such as the need for product quality control and process safety due to the inability of the site to pay or ship. These aspects force users to be diligent and careful in their trading activities.

In addition, integration with Facebook Messenger improves direct communication between buyers and sellers, increasing trust and facilitating negotiations. This feature allows for quick and personal interactions, resulting in higher customer satisfaction and more efficient resolution of questions or issues (Canossa-Montes de Oca, 2022). Through instant messaging, consumers can influence others based on their communication content. Word-of-mouth (WOM) is one of the leading forces shaping consumer behavior and extends to the digital world. This turns consumers into active participants when sharing experiences or expressing feelings. The ability

to view user profiles and communicate with each other also increases the level of transparency and security (Nitzl et al., 2016).

Users can identify the person being cared for. Some authors have expressed how WOM influences consumer decisions, even using electronic word-of-mouth or eWOM, which is explained as one of the most influential variables in consumer decision-making. More and more consumers are expressing their opinions, positive or negative, about products, services, or brands online. However, this model presents significant challenges. Lack of quality control on products is a major concern. Since any user can post products for sale, there is a risk of offering damaged, counterfeit, or low-quality products. Lack of strict control can negatively impact buyer confidence and the platform's reputation. The Facebook Marketplace event does not handle payments or shipping, so those things are left up to the users. This can lead to problems such as scams, unsecured payments, or disputes over product delivery.

Prospects: Innovations and market expansion

The future of FM looks bright, with several innovations on the horizon. Integrating payment and dropshipping solutions into the platform can simplify transactions, improve security, and make marketplaces an even more attractive option for E-commerce (Alvares-Aro et al., 2021). Electronic commerce (E-commerce or EC) is strategic for organizations in various industries and sectors where the secure transmission of information is important. A forecast that requires negotiation and financing in the market is essential to negotiate strategically in organizations of different industries and sectors, in which the secure transmission of information and funds is guaranteed. The presence of actors and physical spaces for negotiating is eliminated. In addition, increased regulation and verification of sellers are expected to improve user confidence in their different approaches (Monroe & Barrett, 2019). According to various authors, E-commerce has undergone various transformations and approaches, from logistics and supply chain approaches to approaches of different interactions and users. International expansion and the use of artificial intelligence to personalize product recommendations are significant developments that redefine how we interact with online commerce, making the market a key player in the global E-commerce landscape and contributing significantly to the growth and development of digital commerce worldwide.

From the conceptual elements developed, the following theory is created: Social E-commerce on Facebook marketplace:

Theory of E-commerce Social on Facebook Marketplace

This theory posits that social E-commerce on FM is a crucial element of social interactions and that Facebook's digital infrastructure facilitates transactions with greater ease and speed (Kaplan & Haenlein, 2010). Argue that integrating social networks and EC optimizes transactions by leveraging the platform's digital infrastructure, facilitating a more efficient shopping experience. This theory aims to understand how platforms use user networks, personalization algorithms, and social interaction features to create distinctive shopping experiences. (Almeida Lucas et al., 2023) highlight that social media and personalization algorithms are essential to creating unique shopping experiences, allowing users to adapt to their preferences. Integrating social media with E-commerce features defines social E-commerce at FM, as it creates an ecosystem where social interaction drives purchases. (Claro et al., 2020) explain that social E-commerce uses social interaction to stimulate purchasing decisions, building an active and participatory community. Facebook Marketplace is unique

because it leverages the platform's vast user base, making it easy for buyers and sellers to connect locally and internationally. (Tian, 2023) examine how social media's extensive user base and connectivity facilitate global business transactions, highlighting FC's ability to connect buyers and sellers globally. The use of personalized user experiences, recommendation algorithms, and the integration of social profiles and rating systems have been crucial to establishing a high level of trust, which are also competitive advantages. (Salas-Rubio et al., 2021) claim that personalization and recommendations are essential to building user trust and improving competitiveness in E-commerce. However, it faces difficulties addressing privacy, fraud prevention, and regulation in various markets. (Ocampo-Botello et al., 2014) highlight the privacy and regulatory challenges faced by social E-commerce platforms, highlighting the problems FM faces.

7 The platform's future is promising with the integration of live commerce and augmented reality, providing a more immersive shopping experience. (Feng et al., 2023) argue that augmented reality and live commerce are transforming the market by offering more interactive and immersive shopping experiences. The key to their growth lies in expanding into new markets and adapting to new cultural contexts. (Fransi, 2005) argues that cultural adaptation and international expansion are essential for the continued growth of social E-commerce platforms, highlighting the importance of adaptation to diverse cultural contexts. Facebook Marketplace not only allows people to buy and sell products but also alters the interactions and choices that consumers make, claiming its position as a key player in the growth of E-commerce. (Kannan & Li, 2017) argue that social E-commerce platforms significantly influence purchasing decisions and market dynamics, altering consumer behavior.

46 The theory has multiple implications, particularly in the business arena, as it provides valuable insights for businesses and marketers to develop effective strategies by leveraging the increased trust and personalization capabilities of the Facebook marketplace (Barrios et al., 2021). Trust and personalization are crucial to developing effective business strategies on social E-commerce platforms. It serves as a basis for public policies safeguarding consumers and ensuring transaction security in the regulatory field. (Vial, 2019) indicates that it is essential to develop appropriate public policies to protect consumers and regulate transactions on digital platforms. It also indicates the direction of technological advances, identifying emerging trends such as live commerce and augmented reality. (Kim Jin-Woo & Jungwon Lee, s. f.) highlight how these emerging technologies are shaping the future of E-commerce, offering new opportunities for innovation in the shopping experience. Examines the impact of platforms such as FM on local and global economies from a socioeconomic point of view (Weill, 2007) and explores how the influence of social platforms on E-commerce affects economies at different levels, highlighting the significant socio-economic impact. Its use is crucial to understanding the evolution of consumer behavior in social interactions, which is essential for digital marketing and strategies. (Ghosh, 2021) stresses that understanding consumer behavior in the context of social E-commerce is critical to developing effective marketing strategies

Customer loyalty

57 Customer loyalty has acquired unprecedented importance in today's commercial environment. It aims to maintain stable and long-lasting relationships with buyers, thus promoting their loyalty and repeat purchases, as Elia et al. (2021) pointed out. This strategic approach is directly associated with business performance and profit, as suggested by (Florian Castillo et al., 2022). Besides (Wang, Shaizatulaqma 2023) highlights a series of tangible benefits, ranging from

optimizing portfolio management and collections to promoting cross-selling, thus emphasizing the importance of loyalty in maximizing results. Studies support the claim that retaining a loyal customer is more profitable than acquiring a new one, highlighting the importance of the length of the customer relationship to ensure consistent revenue and consolidate a strong market position (Aggarwal, 2023). On the other hand, customer loyalty in the social media arena manifests itself in the continued intention to use the e-marketplace for both utilitarian and hedonic purposes, according to (Puspitasari et al., 2023). It is strengthened when customers trust and have a good impression of the products offered, as they point out (Siagian, Tarigan, 2022). In addition, (Head, 2019) points out that loyal social media users express their loyalty through repeated use, recommendations to others, and sharing positive comments, thus demonstrating the connection between loyalty and active engagement on digital platforms.

Interactivity as a key tool in online customer loyalty

Interactivity has become an essential resource for consolidating customer loyalty. As Verhoef et al. (2007) put it, customer interactivity implies the ability of customers to access and use various channels and devices to interact with the company, thus enabling a fluid and consistent experience. On the other hand, in the digital realm, consumers interact and evaluate a company's products through verbal and visual stimuli, such as the design elements on web pages (Bleier, 2018). Therefore, it is vital to consider a series of aspects that companies can control in their online environment, such as web design, information quality, price, promotion, and customization (Katherine et al., 2016). Likewise, (Verhoef et al., 2009) point out that customer interactivity has the potential to generate five main types of virtual experiences: visual, intellectual, social, pragmatic, and emotional. In a context where consumers have little time to make their purchases and are faced with a wide range of online options (Dawes & Nenycz-thiel, 2014), companies must allow consumers to immerse themselves an escape from their daily routine during the purchasing process.

Therefore, creating these experiences on the website where the products are displayed becomes crucial. This speeds up the purchasing process and gives the consumer the perception of a unique and unparalleled experience, which encourages loyalty and generates a special bond with the customer (Cachero-martínez & Rodolfo, 2021). Interactivity enables a search process that facilitates the agile location of desired product or service, replacing the customer's need for a detailed memory (Srinivasan, SS, Anderson, R., & Ponnayolu, K., 2002).

The use of social networks as a loyalty tool

The strategic use of social media has established itself as a powerful loyalty tool for companies in digital age. As evidenced in the IPSOS study "The Profile of Social Media Users" (2017), these platforms have allowed companies to share their knowledge, better understand their customers, and encourage user interactions. Among these networks, the high dominance of Facebook stands out as the digital medium preferred by the target audience, as indicated (Verónica et al., 2021). The ability to freely express oneself in these digital environments, both with positive and negative opinions, has transformed online communication, as highlighted by (Saavedra Uribe et al., 2015).

According to the same IPSOS study, Peruvian users prefer brands related to retail and telecommunications and tend to share more positive experiences than negative ones, which shows the potential of these platforms to generate loyalty. Businesses that have recognized the active participation of their customers in social networks have intensified their focus on these tools to take advantage of them for the benefit of their marketing strategies, according to Uribe

(2015). Furthermore, according to Nikunen (2017), platforms such as Facebook and websites have proven particularly effective for customer retention. Considering the conceptual elements, the following loyalty theory supports user participation in the Facebook market.

Loyalty theory about the Facebook Marketplace users

FM's loyalty theory focuses on marketers using strategies to create and maintain customer loyalty in a digital environment. This theory agrees with (Kumar, 2019), who highlights the importance of these sustainable and profitable strategies that can be applied to E-commerce platforms. Furthermore, this theory suggests that loyalty depends not only on the quality of the products but also on the shopping experience, interactivity, and the effective use of social media tools. In this sense, the study of (Hurtado-Palomino et al., 2021) supports this idea by exploring how customer engagement, which includes interactivity and shopping experience, plays a crucial role in loyalty. Additionally, by providing personalized and accessible customer service, providers can build deeper relationships, leading to greater engagement and long-term loyalty. This approach is supported by (Kumar, 2019), who argues that personalized and accessible customer service is crucial to keeping customers engaged and loyal in the long term. Likewise, interactivity, such as direct communication and the ability to respond quickly to customer needs, is essential to strengthening these connections and building a community around the brand. In this context (Calder et al., 2009) address how interactivity and direct communication through multiple digital channels can strengthen the brand and customer relationship.

The main objective of this theory is to analyze the strategies sellers can use to increase customer loyalty on Facebook Marketplace; in that sense, (Hollebeek et al., 2019) examine how digital marketing strategies, including communications and content management, can improve customer engagement and loyalty. The aim is to understand how positive shopping experiences, effective communication, and the use of social media can affect customer loyalty. In this context (Song et al., 2023) examine how social media engagement, including effective interaction and positive experiences, can influence relationship quality and brand performance in educational marketing. They are expected to provide a conceptual framework that helps sellers implement effective practices that attract new customers and retain existing ones, increasing the lifetime value of each customer; these findings align with (Rita et al., 2019) those who explore the impact of online service quality and customer satisfaction on consumer online shopping behavior highlight that a positive shopping experience and effective communication are crucial to fostering long-term customer loyalty.

The implications of this theory are significant for both sellers and customers. (Wang & Kim, 2017) examine the impact of effective interaction and communication on Facebook Marketplace, concluding that these practices increase users' purchasing intention and are crucial to strengthening customer loyalty by enabling a quick response to their needs. Increased customer loyalty increases retailer repeat purchases, contributing to continued growth and profitability. In fact (Tian, 2023) shows how E-commerce can improve customer experience and foster loyalty, which can increase repeat purchases and, consequently, improve growth and profitability for retailers. Loyal customers also act as brand ambassadors by recommending the service to others, and the author mentions that this increases repeat purchases and makes customers recommend the service to others. The theory suggests a better shopping experience focused on consumer needs and preferences, which increases customer satisfaction and trust in

the seller. For example, (Puspitasari et al., 2023) explore how utilitarian and hedonic goals in e-marketplaces influence customer loyalty, highlighting that a shopping experience that aligns with consumer needs and preferences is crucial to increasing satisfaction and trust in the seller. In a competitive market like Facebook Marketplace, an effective loyalty strategy can be crucial to differentiate yourself and ensure long-term success. According to (Napán-Yactayo, 2021), implementing well-designed E-commerce strategies, including loyalty elements, can be essential to stand out in a competitive market and ensure the long-term sustainability of companies.

Researching methodology

This research adopts a quantitative approach, as defined by (Reyes, 2022), focusing on collecting and analyzing numerical data to address research questions and evaluate hypotheses. The methodology is descriptive and based on evidence that allows a deep understanding of the problem under study, using methods and techniques derived from its concepts (Sánchez, 2019). The research is a cross-sectional study involving data collection at once to obtain a

representative snapshot of a population or sample over a specific period (Klaus, 2019). This study is classified as non-experimental, following the natural observation approach. This means the researcher does not intervene in the natural conditions or the variables studied but observes the phenomena naturally (Hernández & Mendoza, 2018). Furthermore, it is approached as a correlational scope approach to determine correlations between two or more variables, evaluating whether changes in one variable coincide with changes in another variable. This approach contributes to a deeper understanding of the relationships between the elements investigated (Escobar et al. 2018).

The population's perspective was analyzed through a non-probabilistic study at the researcher's convenience. The population is a group of people whose behavior is to be known in a research study (Polgar & Thomas, 2021). This study's population includes all people who have purchased on the Facebook Marketplace.

The study sample, consisting of 154 people over 18 who have purchased through this platform, was rigorously selected using specific inclusion and exclusion criteria to ensure its representativeness. Inclusion criteria require that individuals have purchased on Facebook Marketplace within the past 3 years, reflecting their recent purchasing activity. Conversely, the exclusion criteria include people who have stopped purchasing on the Facebook Marketplace for over three years. This detailed description helps us understand who is part of the study sample and what conditions determine their inclusion or exclusion based on their purchasing activity on the Facebook Marketplace.

Each study variable's structure consists of 15 elements, all exhibiting a reliability indicator based on Cronbach's alpha coefficient values. A value of 0.967 was obtained for E-commerce, while for loyalty, the coefficient is 0.928. These values confirm that the "E-commerce" and the "Loyalty" variables are highly reliable in measuring the constructs they represent. These results support the internal validity of the scales used to measure these variables in the study. The statistical criterion used in the research was Spearman's rho, a nonparametric measure used to measure the strength and direction of the association between the study variables.

4. Results

Socioeconomic aspects

The accessibility of Facebook Marketplace has made it attractive to various age groups. The 18-35 age group is the most populous and has a strong affinity for new online commerce and technological mastery. Although this is rare, larger groups use the platform to complement and grow their physical businesses. Women are slightly more represented in the gender sector. They use Facebook Marketplace to buy and sell products, particularly those belonging to the family basket, which helps them manage home life and balance work and family life. Regarding business type, Facebook Marketplace is a must-have for entrepreneurs who operate solely online, as it provides a substantial user base and advertising resources. It is a complementary channel for physical and digital businesses, improving visibility and sales. It is a gateway to trade, especially for essential goods, for those who do not have a business. Regarding startup time, Facebook Marketplace reaches a broad customer market by offering limited opportunities for new entrepreneurs (0-1 years) to test and validate their business ideas. Entrepreneurs with more experience (5 years or more) can use the site to expand their sales channels, find new customers, and diversify their offerings. Its versatility and low entry costs make it attractive to all experience levels. Low-income users use Facebook Marketplace to make affordable purchases and earn extra money. Those with higher incomes look for products according to their tastes and preferences of greater value. In both cases, the platform facilitates various economic activities.

Table 1

Socioeconomic element of Facebook Marketplace customers

			31			56 years and more	TOTAL
Sex	Male	7.8%	22.1%	9.7%	3.9%	1.9%	45.5%
	Female	20.8%	19.5%	4.5%	2.6%	7.1%	54.5%
Entrepreneurship	Only has a virtual business	1.9%	2.6%	0.6%	0.6%	2.6%	8.4%
	Only has a physical business	2.6%	7.8%	2.6%	0.0%	2.6%	15.6%
	Does not have a virtual or physical business	21.4%	24.7%	9.7%	3.9%	3.9%	63.6%
	Has both physical and virtual	2.6%	6.5%	1.3%	1.9%	0.0%	12.3%
	0 to 1 year	3.9%	3.2%	1.9%	0.6%	1.3%	11.0%

Time of entrepreneurship	1 to 2 years	1.3%	1.3%	0.6%	0.0%	0.6%	3.9%
	2 to 4 years	0.6%	4.5%	0.6%	0.6%	0.6%	7.1%
	5 years or more	1.3%	4.5%	1.3%	0.6%	2.6%	10.4%
Monthly income	1000 to 2000 soles	17.5%	3.9%	1.9%	0.0%	1.3%	24.7%
	2001 to 3000 soles	8.4%	26.6%	3.2%	0.6%	1.9%	40.9%
	3001 to 4000 soles	1.9%	9.1%	8.4%	2.6%	3.2%	25.3%
	4001 soles or more	0.6%	1.9%	0.6%	3.2%	2.6%	9.1%

Normality test

The high correlation coefficients show a strong relationship between validity and E-commerce, with a Spearman result of (0.923). These values indicate a strong connection between validity and E-commerce, meaning that when the validity of a factor increases, so does E-commerce activity and performance, and vice versa (Table 2).

Table 2.

Kolmogorov-Smirnov normality test

	Kolmogorov-Smirnov ^a		
	Statistical	df	Sig.
E-commerce	.104	154	.000
Loyalty	.175	154	.000

Correlational analysis of E-commerce and loyalty

The selected correlation was the Spearman correlation coefficient (Rho), with a significance less than 0.05, indicating a significant correlation between E-commerce and loyalty. The correlation coefficient 0.730 reveals a strong positive relationship between these two variables. Practically, as E-commerce presentation improves, performance or effectiveness increases, and vice versa. This finding has important implications for optimizing E-commerce strategies. It highlights the need for excellent presentation quality to foster customer loyalty and improve overall site performance (Table 3).

Table 3.

Correlation between E-commerce and Loyalty

			E-commerce	Loyalty
Spearman's Rho	E-commerce		1.000	.730 **
		(bilateral)	.	.000
			154	154
	Loyalty	Correlation coefficient	.730 **	1.000
		Sig. (bilateral)	.000	.
		N	154	154

**. The correlation is significant at the 0.01 level (two-sided).

Correlation of E-commerce and its dimensions

Table 4 presents correlation coefficients that indicate significant relationships between the variables evaluated: E-commerce (0.923), presentation quality (0.946), hedonic quality (0.882), and scope (0.832). All dimensions evaluated (validity, scope, presentation quality, and hedonic quality) have a very strong and highly significant positive correlation with E-commerce performance; these findings underline the strategic importance of comprehensively managing these variables to improve customer experience and strengthen competitiveness in the market suggesting that reliable practices and methods, increased market reach, attractive product presentation, and a satisfying hedonic experience contribute significantly to success in E-commerce platforms.

Table 4.
Correlation of E-commerce and its dimensions

			Validity	Scope	Presentation Quality	Hedonic Quality
Spearman's Rho	E-commerce	Correlation coefficient	.923**	.946**	.882**	.832**
		Sig. (bilateral)	.000	.000	.000	.000

The correlation is significant at the 0.01 level (two-sided).

Confirmatory Factor Analysis

A confirmatory factor analysis of the study variables was conducted to determine the relationship between E-commerce and loyalty. Goodness-of-fit indices, such as CFI of 0.987 excellent, indicate that the model has a very good fit compared to a model with no relationships between variables. On the other hand, the Tucker-Lewis index of 0.982 indicates that the model fits the observed data very well, which means that the model's relationships between the variables are well represented (Table 5).

Table 5

Confirmatory Factor Analysis

Fit indices	Value
Comparative Fit Index (CFI)	0.987
Tucker-Lewis Index (TLI)	0.982
Bentler-Bonett Non-normed Fit Index (NNFI)	0.982
Bentler-Bonett Normed Fit Index (NFI)	0.982
Parsimony Normed Fit Index (PNFI)	0.666
Bollen's Relative Fit Index (RFI)	0.974
Bollen's Incremental Fit Index (IFI)	0.987
Relative Noncentrality Index (RNI)	0.987

The AKAIKE Information Criteria (AIC) assessed model quality by considering model fit and parameter complexity. A lower AIC value indicates a better balance between model complexity and fit. An AIC of 7939.196 indicates that the model is relatively efficient in this equilibrium. The BAYESIAN (BIC) case 8026,419 measured the trade-off between fit and complexity but penalized complex models more than the AIC. A lower BIC value is preferable, as is the AIC. In this case, the BIC is greater than the AIC, indicating that the model has a greater penalty.

Table 6

AIC and BIC information criteria

AIC and BIC information	Value
Log-likelihood	-3944.598
Number of free parameters	25,000
Akaike (AIC)	7939.196
Bayesian (BIC)	8026.419
Sample-size adjusted Bayesian (SSABIC)	7947.174

Likewise, other adjustment measures were discovered, such as the RMSEA with a value of 0.092 and an RMSEA P-value of 0.005 less than the significance level, indicating that the confirmatory factor model is relevant to the proposed model, as shown in Table 7.

Table 7.

RMSEA fit measures

Fit metrics	Value
Root mean square error of approximation (RMSEA)	0.092
RMSEA 90% CI lower bound	0.066
RMSEA 90% CI upper bound	0.121
RMSEA p-value	0.005
Standardized root mean square residual (SRMR)	0.011
Hoelter's critical N ($\alpha = .05$)	124.230
Hoelter's critical N ($\alpha = .01$)	148.953
Goodness of fit index (GFI)	0.977
McDonald's fit index (MFI)	0.920
Expected cross-validation index (ECVI)	0.450

Discussion

This research aimed to analyze the relationship between E-commerce and loyalty from the perspective of Facebook marketplace users. After data collection and analysis, the Spearman-Rho test found a correlation coefficient of 0.730 and a Sig < 0.05 between the E-commerce and loyalty variables. This means a strong relationship exists between both study variables, and this result is significant.

In this regard, Rabab et al. (2020), in their research on the loyalty of young Arab customers towards recommendation agents, which is a new B2C E-commerce model, found that there is a strong relationship between loyalty and recommendation agents in the context of E-commerce, concluding the strategic importance of recommendation agents in loyalty process young Arab customers in B2C E-commerce. Although the contexts differ from the present research, both studies highlight the importance of specific factors in loyalty in different E-commerce models, such as recommendation agents and the Marketplace. Furthermore, Kokula's (2020) study on E-commerce customer loyalty under Big Data highlights that while

Kokula provided a generalized view using Big Data, this study focused on specific Facebook Marketplace users, thus providing a more detailed perspective on loyalty in this particular environment.

Regarding Thabang's (2021) research on the impact of online shopping attributes on customer satisfaction and loyalty, although the present study does not explicitly focus on shopping attributes on the overall experience on Facebook Marketplace, it is complemented by highlighting the importance of the Marketplace platform attributes to improve user experience and increase loyalty. Furthermore, when contrasted with Prido et al. (2023), which addresses the construction of loyalty in Shopee-commerce, differences in business models and platforms are revealed, highlighting specific aspects of loyalty in the context of Facebook Marketplace.

Finally, when comparing studies by Harris et al. (2022) and Simatupang et al. (2021), geographical variations and approaches are evident, highlighting the importance of considering cultural and regional factors in the customer-E-commerce relationship. These comparisons confirm and reinforce the relevance of the specific factors explored in this research, thus corroborating the findings and results that highlight the importance of considering the platform, the business model, and the user experience to understand the mechanisms that drive customer loyalty in E-commerce.

Conclusions

In today's E-commerce (EC) era, platforms like Facebook Marketplace (FM) are essential in changing online buying and selling patterns. With the growing popularity of online shopping, it is becoming more accessible for businesses to connect with their customers and expand their reach. This relevance highlights the importance of companies understanding and using the opportunities offered by FM to succeed in the digital environment.

The literature review highlights the need for E-commerce, particularly on platforms like Facebook Marketplace, to reach a wider audience and build strong customer relationships. The importance of presentation and hedonic quality in E-commerce environments is evident in the importance of interactivity in driving customer loyalty.

Facebook Marketplace users should consider it a place to shop and a platform for activities. This space can improve user satisfaction and generate long-term loyal followers. These strategies should be used to better understand the interaction between E-commerce and loyalty, thus allowing for more effective and user-focused actions.

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