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Development of Business Model using B2B Pasa-Buy

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Abstract *— This study developed a Business-to-Business (B2B) Pasa-Buy Business Model designed to enhance the sustainability, efficiency, and customer satisfaction of social commerce operations in Cabanatuan City, Philippines. Specifically, it examined consumer behavior, transaction preferences, technology integration, logistics practices, customer satisfaction, communication, trust, and operational factors influencing B2B pasa-buy transactions. A quantitative descriptive-correlational research design was employed. Data were collected from 67 consumers and B2B pasa-buy operators through a researcher-made survey questionnaire. Respondents were selected using simple random sampling from registered businesses identified through the Department of Trade and Industry (DTI). The reliability of the instrument was established using Cronbach's Alpha, which yielded reliability coefficients ranging from acceptable to excellent. The findings revealed that e-commerce platforms such as Shopee, Lazada, and TikTok Shop were the most preferred checkout methods, while TikTok and Facebook served as the primary channels for customer engagement and platform access. Product quality, customization options, supplier reviews, trust in the seller, competitive pricing, and shipping efficiency significantly influenced consumers' purchasing decisions. Results further showed that reliable logistics systems, accurate estimated time of arrival (ETA), secure payment methods, and effective communication contributed to customer satisfaction and repeat transactions. However, concerns regarding pricing transparency, communication reliability, and product satisfaction remained challenges affecting long-term sustainability. Based on the findings, a Hybrid Digital B2B Pasa-Buy Business Model was developed, integrating e-commerce platforms, social media marketing, customer relationship management, reliable supplier networks, secure payment systems, and logistics partnerships. The model was concluded to be a viable framework for improving operational performance, customer trust, and business sustainability in the B2B pasa-buy industry.*

Keywords *— **B2B Pasa-Buy, Social Commerce, E-Commerce, Customer Trust, Business Model Development***

I. INTRODUCTION

The pandemic made Pasa-buy popular with customers in some Southeast Asian countries. In this approach, individuals functioned as brokers who purchased things from other areas for customers. B2B e-commerce platforms allowed buyers and suppliers to engage with each other and access products and services in an effective and accessible way. The quality of the platform in online B2B markets was important to ensure successful exchange interactions and transaction results (Heikinheimo et al., 2023).

The online shopping decision of consumers in the Philippines was increasingly impacted by reviews, recommendations, and opinions expressed on social networking platforms such as Facebook, TikTok, and Instagram. Before they made a purchase, consumers often turned to reviews because they wanted to know how others had experienced a product or service.

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Digital media marketing, such as social media, internet marketing, and other online channels, was an effective method to spread product information, enhance brand awareness, and boost sales (Zahara et al., 2023).

Entrepreneurship continued to grow into the Philippine market, but the innovation and discovery were indigenous. These innovations offered consumers a greater choice of products and services and led to a healthy competition among businesses selling similar products (Gil-Gomez et al., 2020).

Filipinos are increasingly shopping online through social commerce platforms. Facebook and Instagram are becoming important channels for engaging with consumers and helping business thrive. The rapid growth of digital commerce made the Philippines one of the prominent e-commerce markets in Southeast Asia (Bonina et al., 2021). The key avenues for doing business transactions are online marketplaces and e-commerce platforms. Although there are a lot of studies on consumer buying behavior, there is a lack of studies that focus on procurement people in B2B e-marketplaces. These platforms made it easier to find suppliers, compare prices and buy products, however, the studies on B2B purchasing behavior were still limited (Tian, 2022).

The growing popularity of pasa-buy services in the Philippines has not been accompanied by much scholarly research examining this emergent business model, particularly in terms of its structure, operations and long-term viability. Previous research has mostly focused on the effects of the COVID-19 outbreak on informal buying behaviors. This resulted in a lack of knowledge of how pasa-buy services could develop into a codified B2B business model. There was little evidence, for instance, about supplier connections, distribution systems, customer service approaches and the legal, economic and technological issues encountered when expanding up. Addressing these gaps can provide significant insights for entrepreneurs and enrich the understanding of consumer behavior, social commerce and online purchase behavior.

This study aims to better understand the practice of pasa-buy, in which Filipinos residing or traveling abroad buy things for consumers in the Philippines. Specifically, it aimed to explore the variables driving consumers' usage of pasa-buy services, the importance of trust in these transactions, the problems encountered, and the extent to which social media and messaging applications contribute to the growth of informal commerce. Through this investigation, the study aimed to give a greater knowledge of how pasa-buy services functioned and how they impacted Filipino consumers in terms of convenience, trust, and online buying behavior.

II. THEORETICAL FRAMEWORK

This study combined consumer behavior theory with Product, Service, Process, Marketing, and Technological Innovation concepts. It stated that a variety of elements influenced consumers' choices. Both internal and external factors affecting consumers were considered responsible for these issues. In this scenario, consumers received information from the market through word-of-mouth (WoM) or digital media. Consumers then evaluated these factors using available information sources before making decisions. As a result, customers or consumers determined which information sources and types of information to use, as well as which products to purchase or not. SMEs considered this approach when developing innovative marketing strategies, particularly in the area of promotions. SMEs then utilized their creativity to communicate various information through different media channels (Kulkov et al., 2023).

This study aimed to explore the common problems encountered by B2B pasa-buy operators, identify the characteristics that influenced successful transactions, and provide solutions to improve process management and customer trust. By addressing these issues, the study sought to provide insights that could assist organizations in adopting a more systematic and efficient approach to the pasa-buy model.

This process analyzed and reexamined the information obtained by consumers to support decision-making. This served as the theoretical framework of the study, as shown in Figure 1.

The study presented two forms of advertising, namely digital media and word-of-mouth (WoM). However, there was no assurance that either medium effectively marketed goods or services. This situation was also applicable to customers in developed countries, where a significant proportion of the population used advanced technology. Nevertheless, some customers continued to rely on word-of-mouth communication,

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even in developed countries. A gap in knowledge existed regarding whether these media, with their diverse attributes, were effective in disseminating information, particularly in marketing SME products and services to consume

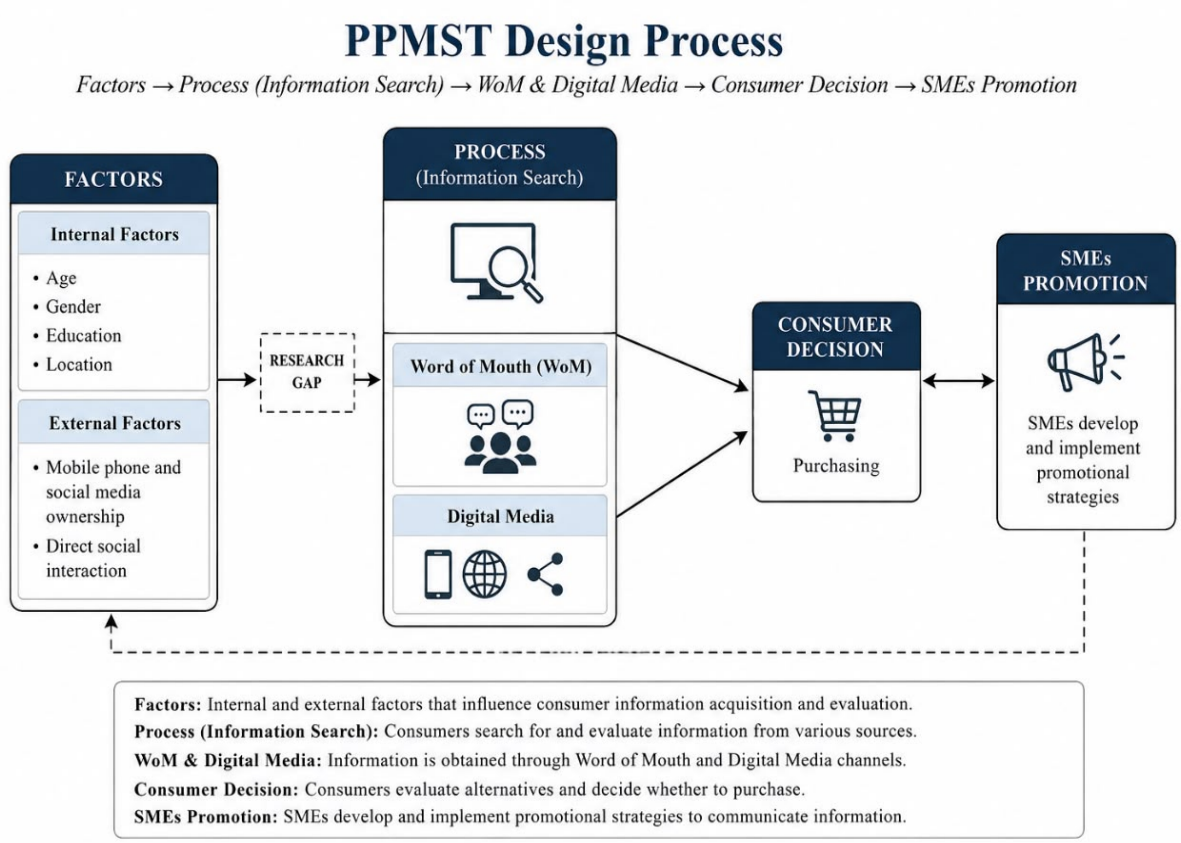


Figure 1. Conceptual Framework of the PPMST Design Process

This study showed that the design process of buyer-seller relationships focused on the role of trust in influencing how buyers and sellers interacted with one another. The pasa-buy concept, which allowed customers to consolidate their orders through a middleman to purchase products in bulk, had gained popularity across various industries because of its cost-effectiveness and convenience. This approach improved supply chain efficiency and enabled businesses to acquire goods at lower prices within the business-to-business (B2B) market. However, the efficiency of these transactions was often hindered by challenges such as order coordination difficulties, trust-related concerns, and inconsistent delivery schedules.

Many B2B pasa-buy organizers experienced difficulties in managing large orders, ensuring product quality, and maintaining effective communication with suppliers and buyers. These issues resulted in financial losses, customer dissatisfaction, and transaction delays. Furthermore, limited research had been conducted on best practices that could enhance operational efficiency, customer satisfaction, and supplier reliability within this business model.

The study aimed to explore the common problems encountered by B2B pasa-buy operators, identify the characteristics that influenced successful transactions, and propose solutions to improve process management and customer trust. Specifically, it sought to determine the characteristics of B2B models in terms of estimated time of arrival and product quality; identify the major reasons for using B2B models in relation to pricing strategy, supply chain management, market competition, and customer relationship management; evaluate best practices and strategies that improved operational efficiency and customer retention in B2B pasa-buy transactions; and develop a framework for enhancing the overall effectiveness of B2B pasa-buy business operations.

The study utilized information derived from consumer demographics, social factors, and technological factors that influenced purchasing behavior. Demographic factors included population

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size and density, location or distance, age, gender, education, occupation, nationality, and other relevant characteristics (Shodmonovich, 2024). Social factors were influenced by social interactions and responsible behavior, while technological factors were affected by innovations in products and technology. However, only selected variables were included in the study. Consequently, the study formulated hypotheses based on these identified factors.

III. METHODOLOGY

This study adopted a quantitative research design using a descriptive-correlational method. This design was appropriate because it allowed the researcher to describe the existing practices and behaviors in pasa-buy transactions and examine the relationships among demographic, social, and technological factors and the consumers' use of information sources in B2B transactions. The design also helped evaluate how factors such as trust, logistics, and marketing strategies affected operational efficiency and customer satisfaction.

The target population consisted of consumers and B2B pasa-buy operators in Cabanatuan City, particularly those who engaged in transactions through digital platforms such as Facebook, TikTok, and Instagram. According to the Department of Trade and Industry (DTI) in Cabanatuan City, there were 80 registered businesses. A survey questionnaire with open-ended questions was developed by the researcher and administered to 67 respondents selected through simple random sampling based on the sample size generated using the Raosoft online calculator. This method ensured that the participants had relevant experience and involvement in the B2B pasa-buy model.

To ensure the reliability of the research instrument, the internal consistency of the survey questionnaire was assessed using Cronbach's Alpha. The results indicated that most dimensions demonstrated good to excellent reliability, confirming that the instrument was appropriate for measuring the study variables. The "Purchase International/Local Items" dimension obtained a Cronbach's Alpha of 0.861, while "Estimated Time of Arrival" recorded 0.896, both interpreted as having good reliability. The dimension "The Following Factors Influence My Decision to Choose the Pasa-Buy for My Items" obtained a Cronbach's Alpha of 0.976, while "Perception and Usage" recorded 0.906, both interpreted as having excellent reliability. "Preferred Shipping Methods" yielded a reliability coefficient of 0.835, indicating good reliability, while "Preferred Using Payment Methods" obtained 0.750, interpreted as acceptable reliability. The "Usually Discover/Access Pasa-Buy Platforms" dimension recorded 0.805, which was also interpreted as having good reliability.

Furthermore, the dimensions related to customer satisfaction and technology demonstrated very high internal consistency. "Overall Satisfaction" obtained a Cronbach's Alpha of 0.945, while "Production Satisfaction," "Communication and Trust," and "Pricing and Fees" recorded coefficients of 0.983, 0.981, and 0.981, respectively, all interpreted as having excellent reliability. These findings indicated that the survey instrument consistently measured customer experiences, technological integration, communication practices, pricing concerns, and operational factors relevant to the B2B pasa-buy business model.

The reliability results further suggested that customer-related dimensions such as trust, service quality, and fair pricing were stable indicators within the pasa-buy context. In terms of technology-related dimensions, the high reliability scores indicated that platform integration, payment security, innovation, scalability, and sustainability were consistently valued by the respondents. Operational and partnership dimensions also demonstrated strong reliability, highlighting the importance of vendor partnerships and supply chain integration in maintaining effective business operations. Lastly, the results related to risk management and transaction security emphasized the critical role of secure digital transactions and regulatory compliance in fostering trust among consumers and business partners in B2B pasa-buy settings.

IV. RESULTS AND DISCUSSION

This section presented, analyzed, and interpreted the findings of the study on the factors influencing B2B pasa-buy transactions and their implications for improving operational efficiency, customer satisfaction, and business effectiveness.

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Table 1. Checkout/Order Confirmation Methods in Pasa-Buy Transactions

Checkout Method	Frequency	Percentage
E-commerce platforms (Shopee, Lazada, TikTok)	51	96.2%
Facebook/Instagram confirmation	16	30.2%
Pasabuy group order forms (Google Forms, etc.)	4	7.5%

The checkout and order confirmation processes utilized in pasa-buy transactions are shown in Table 1. The results showed that the most used technique was e-commerce platforms such as Shopee, Lazada, and TikTok with 51 respondents or 96.2% of respondents said they preferred this way. The next were Facebook and Instagram confirmations, that were used by 16 respondents or 30.2%. There were just 4 respondents or 7.5% that used pasa-buy group purchase forms such as Google Forms. Such results suggested that the respondents favored platforms that provide integrated transaction capabilities, such as product postings, payment processing, order status, and consumer protection mechanism. The dominance of the e-commerce platforms showed that convenience, efficiency and trust had a significant impact in encouraging participation in transactions for B2B pasa-buy.

These results were reinforced by Wang et al. (2025), who noted that e-commerce platforms increased transaction efficiency and consumer confidence through secure payment methods and simple purchasing procedures. Likewise, Budiana et al. (2025) discovered that digital platforms boosted consumer trust and engagement through the provision of trustworthy communication and transaction management capabilities. The results indicated that the adoption of existing e-commerce platforms with B2B pasa-buy business models may enhance the efficiency of operations, security of transactions and customer satisfaction.

Table 2. Access Channels for Pasa-Buy Platforms

Access Channel	Frequency	Percentage
TikTok	46	86.8%
Facebook	26	49.1%
General Messenger/Private Groups	22	41.5%
Instagram	10	18.9%

Table 2 showed the access channels used by respondents to participate in pasa-buy platforms. The findings revealed that the most used access channel was TikTok with 46 respondents or 86.8% followed by Facebook with 26 respondents or 49.1% and General Messenger/Private Groups with 22 respondents or 41.5%. Instagram was the least used among the platforms with only 10 responders or 18.9%. These results suggested that short-form video content and hyper-interactive social media platforms were crucial to enticing customers and enabling B2B pasa-buy transactions. This domination on TikTok demonstrated that consumers favored platforms that offered interesting product demonstrations, real-time evaluations, and direct engagement with sellers. The continuous use of Facebook and private chat groups further emphasized the importance of social contact, community participation and trust-building in online buying choices.

Findings were reinforced by Nasution et al. (2026) who underlined that social media platforms boosted customer engagement and purchasing behavior through interactive content and peer influence. Likewise, Sohaib (2021) discovered that social commerce platforms assist firms in enhancing customer relationships and increasing buy intentions through social interaction and user-generated content. These results show that a successful B2B pasa-buy business model should employ TikTok, Facebook, and messaging channels to enhance market reach, improve client interactions, and improve transaction efficiency.

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Table 3. Purchase International/local Items

Purchase International/local Items	Mean	Std. Dev.	Interpretation
Electronics (Gadgets, Computer Accessories, Office Equipment)	2.85	1.16	**Sometimes**
Womenswear & Underwear	2.78	1.34	**Sometimes**
Menswear & Underwear	2.33	1.25	**Rarely**
Beauty & Personal Care	3.44	1.34	**Often**
Food & Beverage Items	2.98	1.33	**Sometimes**
Home Supplies & Tools	3.06	1.21	**Often**
Baby & Maternity	2.28	1.47	**Rarely**
Automotive Parts & Accessories	2.37	1.39	**Rarely**
Fashion Accessories	3.17	1.27	**Sometimes**
Shoes	3.22	0.96	**Sometimes**
Sport & Hobbies (Books, Sports & outdoor, Pet Care, etc.)	2.81	1.19	**Sometimes**
Luggage & Bags	2.89	1.27	**Sometimes**
Overall Mean	**2.85**		

Table 3 showed the frequency of buying international and local items through the B2B pasa-buy model. The results indicated mean overall of 2.85 which means "Sometimes" which means moderate level of involvement in purchasing different product categories through pasa-buy transactions. Among these, Beauty & Personal Care had the highest mean (M = 3.44, SD = 1.34), which is translated as "Often". Next is Shoes (M = 3.22, SD = 0.96), and Fashion Accessories (M = 3.17, SD = 1.27). Conversely, the least commonly purchased products, understood as "Rarely," were Baby and Maternity (M = 2.28, SD = 1.47), Menswear and Underwear (M = 2.33, SD = 1.25), and Automotive Parts and Accessories (M = 2.37, SD = 1.39). Results showed that the main products purchased through pasa-buy were personal, fashion and lifestyle products that were either difficult to obtain locally or were offered at a lower price from international providers.

Shimul et al. (2021) confirmed the results by stating that customer purchase decision is greatly affected by perceived value, product assortment and accessibility especially for personal care and fashion products. Similarly, Chen et al. (2023) found that internet and cross-border purchasing channels were frequently used for consumer items with high demand and frequent usage, as consumers desired better product range and competitive prices. The results suggest that a B2B pasa-buy business model should focus on lifestyle and personal care products with high demand and increase product offers based on consumer preferences to improve market competitiveness and customer satisfaction.

Table 4. Estimated Time of Arrival

Estimated Time of Arrival	Mean	Std. Dev.	Interpretation
A delayed ETA affects my satisfaction.	3.39	1.18	**Often**
I lose my potential orders when ETA is too long.	3.22	1.13	**Sometimes**
I plan my orders around estimated delivery schedules.	3.52	1.12	**Often**
Faster delivery time (ETA) encourage repeat transaction with customers.	3.78	1.20	**Often**
Clear communication of ETA builds trust with my buyers.	3.81	1.20	**Often**
I choose suppliers based on their ability to meet reliable delivery timelines.	3.78	1.18	**Often**
Overall Mean	**3.58**		

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Table 4 showed the perception of the respondents on the importance of Estimated Time of Arrival (ETA) in B2B pasa-buy transactions. The results showed a mean of 3.58 which overall is read as "Often". I.e. ETA was a substantial consideration in purchasing and operational decisions. The highest mean (M = 3.81, SD = 1.20) was achieved by the statement "Clear communication of ETA builds trust with my buyers", followed by "Faster delivery time (ETA) encourages repeat transactions with customers" and "I choose suppliers based on their ability to meet reliable delivery timelines" (both M = 3.78). These studies revealed that the key determinants in building consumer trust and encouraging repeat business were delivery reliability and clear communication. The statement "I lose my potential orders when ETA is too long" had the lowest mean (M = 3.22, SD = 1.13) but it was read as "Sometimes" that long delivery times could have a negative impact on purchase decisions.

The findings are consistent with Durlik et al. (2024) who stressed that delivery dependability and lead-time management are critical components of supply chain performance and customer satisfaction. Similarly, Suryani et al. (2024) pointed out that prompt delivery and efficient communication are essential for consumer trust, loyalty and repurchase intentions. These findings pointed to the importance of a good B2B pasa-buy business model built on precise ETA management, supplier reliability, and proactive communication tactics to improve customer happiness, build buyer-seller relationships, and boost overall operating efficiency.

Table 5. Perception and Usage

Perception and Usage	Mean	Std. Dev.	Interpretation
I frequently use pasa-buy services to purchase items.	2.93	0.92	**Sometimes**
I find pasa-buy services convenient for my shopping needs.	3.28	1.11	**Sometimes**
I trust pasa-buy buyers to purchase the correct items.	3.43	1.08	**Often**
Pasa-buy services save me time and effort.	3.41	1.16	**Often**
I prefer pasa-buy over traditional shopping or online apps.	3.13	0.86	**Sometimes**
I place bulk orders for my pasa-buy business.	2.72	1.11	**Rarely**
Overall Mean	**3.15**		

Table 5 displayed the perception and utilization of the respondents on B2B pasa-buy services. The results showed an overall mean of 3.15 translated as "Sometimes" which means that the respondents have a moderate level of acceptance and consumption of pasa-buy services. Among the indicators, the item "I trust pasa-buy buyers to purchase the correct items" had the highest mean (M = 3.43, SD = 1.08), followed by "Pasa-buy services save me time and effort" (M = 3.41, SD = 1.16), both interpreted as "Often." The results indicated that trust and convenience were the main variables influencing pasa-buy services utilization. On the other hand, the lowest mean (M = 2.72, SD = 1.11) was "I place bulk orders for my pasa-buy business" with the interpretation of "Rarely". This means that mainly respondents used pasa-buy services for individual or occasional purchases rather than bulk purchases. The data also revealed that while respondents appreciated the advantages of pasa-buy services, their use of such services was selective and contingent upon their particular purchasing requirements.

The findings were similar with Al-Maroof et al. (2022) who indicated that Perceived convenience, trust and value are the main factors influencing consumer adoption of alternative shopping channels. In the same vein, Manzoor et al. (2020) identified trust as a key ingredient in the consumers' readiness to perform online and intermediary-based transactions, especially when purchasers are dependent on others to make purchases on their behalf. These results revealed that a B2B pasa-buy business model needed to increase trust-building mechanisms, transaction transparency, and service convenience to drive more usage and client loyalty.

Table 6. Production Satisfaction

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Production Satisfaction	Mean	Std. Dev.	Interpretation
I was satisfied with my items through pasa-buy.	2.41	1.01	**Rarely**
I bought my items via pasa-buy are usually fresh and of good quality.	2.43	1.03	**Rarely**
I am satisfied with the variety of items I can request through pasa-buy.	2.41	1.01	**Rarely**
Overall Mean	**2.41**		

Table 6 demonstrated the level of satisfaction of the respondents on the production of products purchased by the pasa-buy method. The results yielded an overall mean of 2.41, which can be translated as "Rarely" indicating a typically low degree of satisfaction with the products bought via pasa-buy transactions. The indicator "I bought my items via pasa-buy are usually fresh and of good quality" had the highest mean among the indicators (M = 2.43, SD = 1.03) and the mean for "I was satisfied with my items through pasa-buy" and "I am satisfied with the variety of items I can request through pasa-buy" was both 2.41 (SD = 1.01). While variances among the markers were small, all were read as "Rarely" indicating respondents had worries about product quality, freshness, consistency, and product diversity. These results indicated that the current pasa-buy system had issues in achieving consumer expectations and ensuring satisfactory product quality.

According to Afinia (2024) consumer happiness is greatly influenced by the amount to which product performance matches or surpasses customer expectations, which validated the results. Similarly, Rahman et al. (2023) found that perceived service quality and product reliability are significant predictors of customer satisfaction and repeat patronage. The poor satisfaction ratings indicated that B2B pasa-buy operators should improve supplier selection, quality control systems, and product verification processes to ensure that clients regularly obtain high-quality products. Improving these factors will lead to higher customer satisfaction, more trust in the pasa-buy system, and long-term sustainability of the proposed B2B pasa-buy business model.

Table 6. Preferred Payment Methods

Preferred Payment Methods	Mean	Std. Dev.	Interpretation
Cash	3.48	1.24	**Often**
Gcash/Paymaya (e-wallet)	3.41	1.21	**Often**
Bank Transfer	2.91	1.40	**Rarely**
Cash on Delivery	3.96	1.23	**Often**
Overall Mean	**3.44**		

Table 6 shows the preferred payment method of respondents for B2B pasa-buy transactions. The results showed an overall mean of 3.44 which may be read as "Often". This result implies that the respondents often use the indicated payment methods while they are doing pasa-buy transactions. Cash on Delivery (COD) was the most popular payment method with a mean of 3.96 (SD = 1.23), followed by Cash (M = 3.48, SD = 1.24) and GCash/PayMaya (e-wallet) (M = 3.41, SD = 1.21), which were all evaluated as "Often". Bank transfer received the lowest mean (M = 2.91, SD = 1.40) that was read as "Infrequently." Findings revealed that respondents favored payment options that provided ease, flexibility, and perceived security. Customers showed a strong preference for COD as they liked to verify things before payment hence minimizing perceived transaction risks. Similarly, the increasing adoption of digital payment technology in e-commerce was evidenced by the widespread use of e-wallets.

These findings were reinforced by Rizvi et al. (2025) who discovered that consumers are inclined to embrace payment options that are convenient, accessible and reduce transaction uncertainty. Likewise, Aidarus and Abu (2025) found that confidence, ease of use and perceived security had a substantial impact on the adoption of mobile and electronic payment systems. These results suggested

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that a successful B2B pasa-buy business model should include several payment choices especially COD and e-wallet services to meet the needs of customers, increase transaction convenience and improve the overall customer satisfaction.

Table 7. Pricing and Fees

Pricing and Fees	Mean	Interpretation
I consider the pricing of pasa-buy items to be fair and jreasonable.	2.48	Rarely
I am willing to pay a service fee for the convenience of pasa-buy.	2.46	Rarely
I understand how fees and item costs are calculated in pasa-buy transactions.	2.54	Rarely
Overall Mean	**2.49**	

Table 7 indicated the respondents' views on price and fees in B2B pasa-buy transactions. The results indicated an overall mean of 2.49, which was read as "Rarely". This implies that respondents had a low agreement to the assertions relating to price justice, service charge acceptance and fee transparency. The indicator "I understand how fees and item costs are calculated in pasa-buy transactions" got the highest mean (M = 2.54) while "I am willing to pay a service fee for the convenience of pasa-buy" recorded the lowest mean (M = 2.46). The variances across the indicators were small, but all were read as "Rarely," meaning respondents found pricing structures and service costs to be ambiguous or not sufficiently justified. The results show that the deployment of the pasa-buy services still faced important problems, such as transparency and value perception.

These findings were reinforced by Prum et al. (2024) who stressed that perceived pricing justice has a major impact on consumer satisfaction, trust and purchase decisions. Similarly, Furrer et al. (2021) shown that consumers are more willing to pay fees and extra charges when pricing systems are transparent and seen fair. Tan and Le (2023), the low ratings indicated that customers may have had no confidence in the pricing structure of pasa-buy transactions which could negatively impact their propensity to engage in repeat purchases. Hence, the proposed B2B pasa-buy business model should include open pricing rules, full breakdown of costs and explicit communication of service prices to increase customer confidence, perceived value and long-term customer loyalty.

Table 8. Preferred Shipping Methods

Preferred Shipping Methods	Mean	Std. Dev.	Interpretation
Local courier services (e.g., Lalamove, LBC, JNT)	3.52	1.21	**Often**
Same-day delivery	3.22	1.15	**Sometimes**
Standard shipping (2–5 days)	3.74	1.14	**Often**
Pick-up by customer (meet-up or hub)	2.94	1.18	**Sometimes**
Pasabuy rider delivery	3.19	1.22	**Often**
Overall Mean	**3.32**		

Table 8 presented the preferred shipping options of the respondents in B2B pasa-buy transactions. The results yielded an aggregate mean of 3.32, which is read as "Often", indicating that delivery methods played an important factor in the respondents' purchasing decisions. The option of Standard Shipping (2–5 days) had the highest mean (M = 3.74, SD = 1.14) followed by Local Courier Services such as Lalamove, LBC and J&T (M = 3.52, SD = 1.21) which were both read as "Often." These results indicate that respondents valued reliable and cost-effective delivery services more than alternative fast shipping. On the contrary, Pick-up by Customer (meet-up or hub) had the lowest mean (M = 2.94, SD = 1.18) which was classified as "Sometimes," indicative of a lower preference for customer-managed delivery arrangements. The results showed that convenience, accessibility, and delivery dependability were

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significant factors in selecting shipping modes in the pasa-buy system.

The findings were reinforced by Halbusi et al. (2022) who stressed that effective logistics and reliable delivery services are important predictors of customer happiness and supply chain performance. Likewise, Indriastuti et al. (2022) discovered that delivery reliability, responsiveness, and service convenience strongly affect customers' evaluations of service quality and their inclination to continue commercial transactions. Thompson et al. (2021), the choice for conventional shipping and well-known courier services by the respondents showed that they valued predictable delivery times and trusted logistics providers. Therefore, the recommended B2B pasa-buy business model should work with reliable courier firms and give flexible shipping alternatives to ensure delivery efficiency, boost customer happiness and optimize operational performance.

Table 9. Pasa-Buy Sources

Pasa-Buy Sources	f	%	Rank
Korea	30.00	55.60	2
Dubai	8.00	14.80	6
USA	27.00	50.00	3
Canada	13.00	24.10	5
Japan	35.00	64.80	1
Thailand/Bangkok	25.00	46.30	4

The nations that were the main sources of products in the pasa-buy transactions were reported in Table 9. The results indicated that Japan had the highest number of respondents (35 respondents, 64.80%), followed by Korea (30 respondents, 55.60%) and the United States (27 respondents, 50.00%). Thailand/Bangkok was in fourth place with 46.30%, followed by Canada (24.10%) and Dubai (14.80%). These data suggested that the respondents were mostly obtaining products from nations with robust consumer goods sectors, product quality and unique merchandise choices. The significant preference for Japan and Korea indicated considerable demand for products such as beauty items, fashion products, electronics, collectibles, and specialized goods that may not be readily available in the local market. The diversity of sourcing sites also reflected the increased importance of international trade and crossborder e-commerce in enabling B2B pasa-buy activities.

The results were backed by the work of Madhavan et al. (2025) who argued that cross-border e-commerce helps consumers and enterprises to access a greater choice of items, competitive pricing and distinctive commodities from foreign markets. Similarly, He et al. (2020) underlined that globalization and international sourcing strategies help firms to accommodate different consumer demands while increasing market prospects. Chen et al. (2023), the preference for Japan, Korea and the United States indicated that a successful B2B pasa-buy business model should develop trustworthy supplier networks in these countries and build international logistical alliances. Schroeder et al. (2020), such techniques could boost product availability, improve customer happiness and increase the competitiveness of the suggested B2B pasa-buy business model.

Table 10. Access Pasabuy Platforms

Access Pasabuy Platforms	Mean	Std. Dev.	Interpretation
Facebook	3.63	1.19	**Often**
Instagram	3.04	1.22	**Sometimes**
Tiktok	3.63	1.42	**Sometimes**
General Messenger	2.93	1.15	**Sometimes**
Private Chat	2.93	1.17	**Sometimes**

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Word of Mouth	3.04	1.17	**Sometimes**
Friend Referral	3.48	1.24	**Often**
Youtube	2.89	1.20	**Sometimes**
Viber	2.17	1.01	**Sometimes**
Overall Mean	**3.08**		

Table 10 indicated the platforms and channels via which respondents utilized pasa-buy services. The results revealed an aggregate mean of 3.08 interpreted as "Sometimes". This indicated modest level of consumption of various access channels. Facebook was the platform with the highest mean (M = 3.63, SD = 1.19), followed by TikTok (M = 3.63, SD = 1.42) and Friend Referral (M = 3.48, SD = 1.24), all rated as "Often". These results indicated that social media platforms and personal recommendations were significant in bringing customers into contact with pasa-buy services. On the other hand, Viber was the least used channel for pasa-buy transactions, with the lowest mean (M = 2.17, SD = 1.01). The success of Facebook and TikTok revealed the efficiency of interactive and content-based platforms in reaching potential customers, while the high ranking of friend referrals showed the importance of trust and social influence in purchase decisions.

Leong et al. (2021), corroborated the findings by emphasizing that social media platforms provide consumers with involvement, information exchange, and buying decision-making through interactive communication. In a similar vein, Ng et al. (2024) discovered user-generated content and peer influence on social commerce platforms enhance customer relationships and improve buy inclinations. Novianty et al. (2025), the findings indicated that the proposed B2B passa-buy business model should target Facebook and TikTok as the key marketing and communication channels, while also advocating for referral-based initiatives to boost trust, customer reach, and business expansion

Table 11. Checkout Methods

Checkout Methods	Mean	Std. Dev.	Interpretation
E-commerce platforms (Shopee, Lazada,Tiktok etc.)	3.80	1.35	**Often**
Facebook/Instagram confirmation	3.00	1.29	**Sometimes**
Pasabuy group order forms (Google Forms, etc.)	2.44	1.26	**Rarely**
Overall Mean	**3.08**		

Table 11 showed the preferred checkout methods of the respondents for the proposed B2B Pasa-Buy business model. The results indicated that e-commerce platforms including Shopee, Lazada and TikTok Shop recorded the highest mean score of 3.80 (SD=1.35) and were interpreted as Often, suggesting that respondents regularly utilized established e-commerce platforms to conduct transactions. Meanwhile, Facebook/Instagram confirmation yielded a mean of 3.00 (SD = 1.29) interpreted as Sometimes, indicating moderate dependence on social media-based transaction confirmation. On the other hand, the Pasa-buy group order forms (Google Forms, etc.) had the lowest mean of 2.44 (SD = 1.26) and were read as Rarely, meaning it is not common to be familiar and use form-based checkout systems. The grand mean of 3.08 showed that respondents used the identified checkout methods sometimes.

The data pointed to a consumer preference for checkout systems that are familiar, convenient and connected with existing online purchasing platforms. This finding was in line with Wulandari and Utami (2026) who identified convenience and accessibility as some of the main characteristics that influenced the consumer adoption of e-commerce platforms. Similarly, Muharam et al. (2021) found that user experience and simplified checkout procedures played a substantial role in online buying choices and customer happiness. Therefore, Hiltunen (2017) the B2B Pasa-Buy model can be improved by including e-

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commerce checkout capabilities to promote customer acceptance and transaction efficiency.

Table 12. Pasabuy Platforms through Channels

Pasabuy Platforms through Channels	Mean	Std. Dev.	Interpretation
Facebook	3.50	1.23	**Often**
Instagram	2.94	1.30	**Sometimes**
Tiktok	3.52	1.38	**Often**
General Messenger	3.07	1.27	**Sometimes**
Private Chat	3.17	1.23	**Sometimes**
Viber	2.20	1.13	**Rarely**
Overall Mean	**3.07**		

Table 12 showed the preferred platforms and channels used by the respondents in participating in pasa-buy transactions. The results indicated that TikTok had the highest mean score of 3.52 (SD = 1.38) and Facebook had a close mean score of 3.50 (SD = 1.23), Both were evaluated as Often. The results also confirmed that respondents often utilized social media platforms with high communication and interaction characteristics for buying purposes. Private Chat (M = 3.17, SD = 1.23), General Messenger (M = 3.07, SD = 1.27), and Instagram (M = 2.94, SD = 1.30) were assessed as Sometimes, signifying moderate use for transaction coordination and questions. In contrast, Viber obtained the least mean score of 2.20 (SD = 1.13) translated as Rarely which suggested the respondents' little desire. The aggregate mean of 3.07 means that the respondents sometimes use the indicated channels for pasa-buy transactions.

Wu et al. (2024), these findings suggested that social media platforms combining conversation, content sharing and promotional features were more interesting to customers than conventional messaging apps. The findings were consistent with the research by Alves et al. (2024) who observed that social media sites have a key role in shaping customer engagement and purchase intention via attractive content and social connectedness. Similarly, Handoyo (2024) highlighted that social media platforms like Facebook and Instagram increased consumer trust, involvement, and purchase intentions via social influence mechanisms. Thus, the suggested B2B Pasa-Buy business model can profit from the prioritization of Facebook and TikTok as main customer interaction and transaction channels for maximum reach and user participation.

Table 13. Communication and Trust

Communication and Trust	Mean	Std. Dev.	Interpretation
I communicate with the pasa-buy buyer in a clear and effective manner.	2.33	1.07	**Rarely**
I feel confident that the pasa-buy buyer will follow special instructions (e.g., brand preference, quantity).	2.28	1.01	**Rarely**
I trust the pasa-buy buyer to be honest and reliable.	2.35	1.06	**Rarely**
Overall Mean	**2.32**		

Table 13 presented the perception of the respondents towards communication and trust in pasa-buy transactions. Findings found that all parameters were rated as Rarely with an overall mean of 2.32 indicating relatively low levels of communication efficacy and trust between buyers and pasa-buy service providers. The indication with the highest mean of 2.35 (SD = 1.06) was believing the pasa-buy buyer to be honest

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and reliable followed by communicating in a straightforward and effective manner with a mean of 2.33 (SD = 1.07). The lowest mean of 2.28 (SD = 1.01) was confidence that the pasa-buy buyer will follow special instructions. Such findings suggested that the respondents were uncertain about the dependability, correctness and consistency of pasa-buy transactions which could have hampered their desire to participate in such transactions.

The results were consistent with Manzoor et al. (2020) who discovered that trust was crucial in consumers' propensity to indulge in online and intermediary-based transactions. Similarly, Mikalef et al. (2020) found that good communication and perceived trustworthiness had significant effects on transaction intents and helped minimize uncertainty in electronic commerce settings. The findings revealed that the suggested B2B Pasa-Buy business model should have clear communication channels, real-time order monitoring, verification procedures, and feedback systems to build customer confidence and improve transaction dependability.

Table 14. Overall Satisfaction

Overall Satisfaction	Mean	Std. Dev.	Interpretation
I am satisfied with my overall pasa-buy experience.	3.72	1.10	**Sometimes**
I would recommend pasa-buy services to friends or family.	3.67	1.14	**Sometimes**
I am likely to continue using pasa-buy in the future.	3.56	1.23	**Often**
Overall Mean	**3.65**		

Table 14 showed the overall satisfaction of the respondents on their experience at pasa-buy. The results indicated an overall mean of 3.65 which reflected a relatively positive degree of satisfaction among the respondents. The indicator for satisfaction with the entire pasa-buy experience had the highest mean of 3.72 (SD = 1.10) and was interpreted as Sometimes, which meant that respondents were typically satisfied with the service they received. The recommendation of pasa-buy services to friends or family likewise got a mean of 3.67 (SD = 1.14). This is also read as Sometimes which shows a positive view of the service. Future use of pasa-buy obtained a mean of 3.56 (SD = 1.23) which was evaluated as Often, showing a strong intention to continue using it in spite of certain constraints observed.

Biswas et al. (2024), these results indicated that the respondents were aware of the convenience and benefits of pasa-buy services that had a favorable impact on their satisfaction and repatronage. The results were consistent with the work of Irawati et al. (2025) which revealed that customer satisfaction greatly affected loyalty and repurchase intentions in online service environments. Likewise, Chughtai et al. (2023) found that positive service experience increased customers' desire to promote services and continue using them for the long run. Service quality, convenience and customer experience are key priorities based on the B2B Pasa-Buy business model to improve client retention and favorable word of mouth recommendations.

Table 15. Pasabuy Platforms through Channels

Factors Influence Decision to Choose Pasabuy	Mean	Std. Dev.	Interpretation
Product quality	3.91	1.34	**Often**
Competitive pricing	3.76	1.28	**Often**
Shipping speed	3.76	1.29	**Often**
Supplier reviews	3.83	1.36	**Often**
Return/refund policy	3.44	1.37	**Often**
Communication and responsiveness of supplier	3.59	1.18	**Often**
Customization or branding options (if applicable)	3.91	1.29	**Often**
Trust in the owner	3.87	1.23	**Often**
Overall Mean	**3.76**		

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Table 15 highlighted the drivers of respondents' decisions in choosing pasa-buy services. The results showed an overall mean of 3.76, interpreted as Often. This implies that the criteria highlighted were significant in the purchasing decisions of the respondents. Among the variables, the product quality and customization or branding choices were rated the highest with a mean score of 3.91. This suggests that the respondents greatly valued obtaining excellent products and the possibility to personalize orders. Trust in the owner (M = 3.87), supplier reviews (M = 3.83), competitive pricing (M = 3.76) and shipping speed (M = 3.76) were all interpreted as Often. Return/refund policy had the lowest mean score of 3.44, but was still an essential consideration. The data showed that product value, credibility, and service reliability were the respondents' priority in choosing a pasa-buy provider.

The results are congruent with the findings of Elsie et al. (2025) who indicated that product quality, trust and customer reviews greatly impacted online buying behavior and supplier selection. Similarly, Sibagariang et al. (2025) identified competitive price, service responsiveness, and trustworthiness as the main factors of consumer satisfaction and buy intention in digital commerce platforms. Ho and Chow (2023), the results showed that the B2B Pasa-Buy business model to be developed should focus on quality products, trustworthy supplier relationships, honest customer reviews, and tailored products and services to attract and keep consumers and generate long-term trust and loyalty.

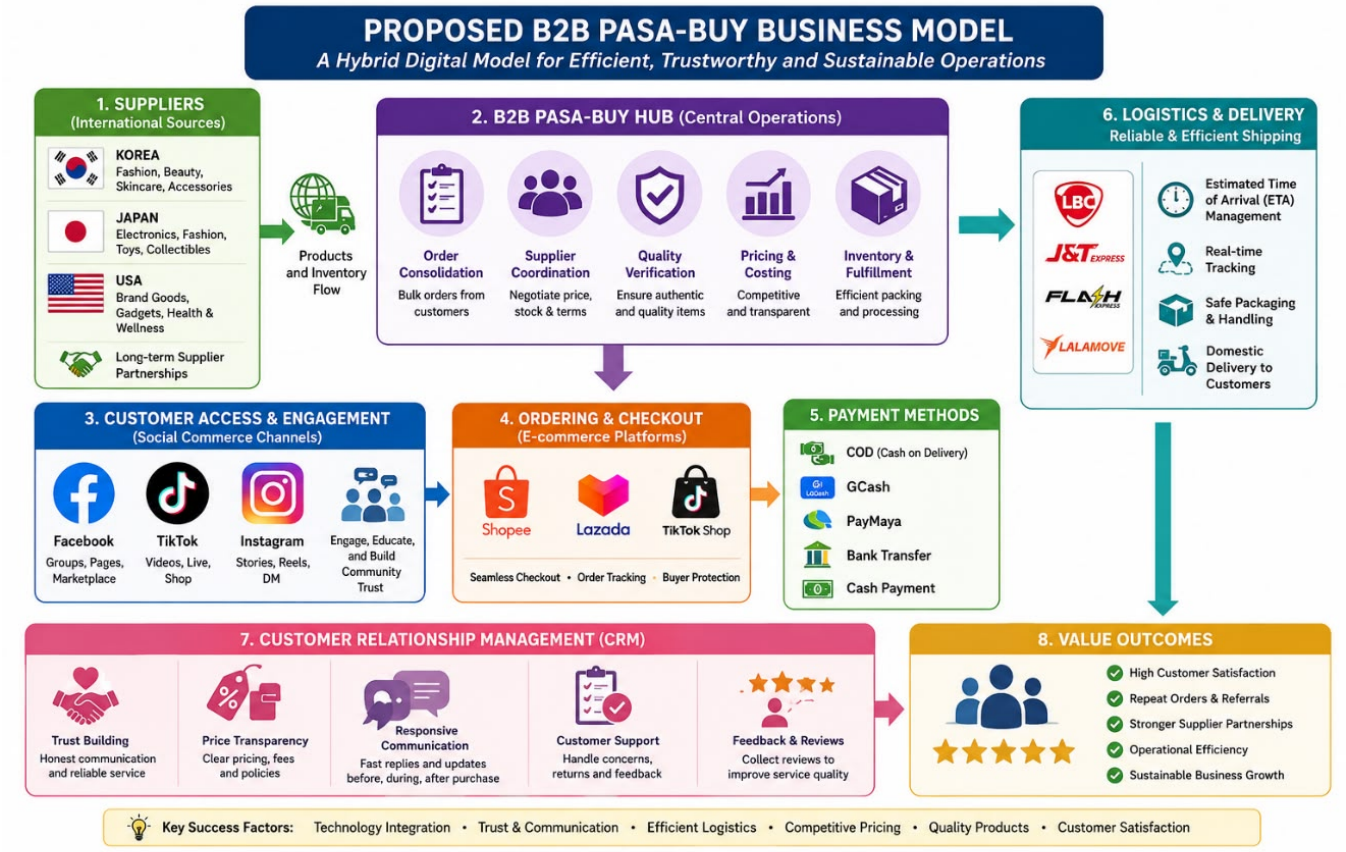


Fig.2. The Proposed Hybrid Digital B2B Pasa-Buy Business Model for Sustainable Social Commerce Operations

The proposed B2B Pasa-Buy Business Model begins with establishing partnerships with reliable international suppliers, particularly from Japan, Korea, and the United States, which emerged as the primary product sources in the study. The B2B Pasa-Buy Hub serves as the central coordinating unit responsible for consolidating orders, verifying product quality, managing supplier relationships, and ensuring operational efficiency.

Marketing and customer acquisition are conducted primarily through Facebook and TikTok, which were identified as the most effective channels for customer engagement and platform access. Customer orders are

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processed through trusted e-commerce platforms such as Shopee, Lazada, and TikTok Shop, which provide secure and convenient checkout systems. Payment options include Cash on Delivery (COD), GCash, PayMaya, and cash payments to accommodate customer preferences.

The logistics component relies on reputable courier services and effective ETA management to ensure timely delivery. Supporting the entire process is a Customer Relationship Management (CRM) system that emphasizes trust-building, transparent pricing, real-time communication, and customer feedback mechanisms. These elements collectively enhance customer satisfaction, encourage repeat transactions, strengthen supplier-buyer relationships, and ensure the long-term sustainability of the B2B Pasa-Buy business model.

V. CONCLUSION AND RECOMMENDATION

The study revealed that the proposed B2B Pasa-Buy business model is a realistic and sustainable method to strengthen social commerce operations in Cabanatuan City. The results found that technology integration, social media involvement, reliable logistics, and customer trust greatly affected the effectiveness of pasa-buy transactions. E-commerce sites such as Shopee, Lazada and TikTok Shop emerged as the preferred checkout methods, while TikTok and Facebook became the main platforms for customer engagement and market access. Consumer purchasing decisions were influenced most by: product quality, customization options, trust in the seller, supplier reviews, competitive pricing and shipping efficiency. The results also showed that customers placed a premium on ease, accessibility and open lines of communication, particularly in terms of predicted delivery timelines and transaction updates. But product satisfaction, pricing transparency and communication dependability were still issues that could affect customer loyalty and repeat transactions. The research showed that the integration of e-commerce platforms, social media marketing, reliable supplier networks, secure payment systems, and efficient logistics management in a hybrid digital business model can enhance operational performance, customer satisfaction, and long-term business sustainability in the B2B pasa-buy industry.

Based on the findings, entrepreneurs and business operators can apply the suggested Hybrid Digital B2B Pasa-Buy Business Model to enhance operational efficiency, customer trust, and business sustainability. The strategy should incorporate e-commerce platforms, social media channels, customer relationship management systems and trusted logistics partnerships to facilitate transactions and improve service delivery. Transparent pricing structures and service prices can boost confidence and customer transparency. Also, build stronger ties with local and international suppliers to assure product quality, availability and consistency. In addition, the operators need to set up real-time order tracking, prompt customer service, and feedback systems to enhance communication and client satisfaction. Customer preferences must be met by offering several payment alternatives, such as cash-on-delivery and e-wallet services. Authors would like to motivate future studies to validate and pilot test the business model provided in various places and industries to see the effectiveness, scalability, and long-term effects on social commerce and digital entrepreneurship.

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