

User generated content and its influence on relationship marketing among Generation Z

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Abstract

The post-millennial Generation Z, which was born into a technologically advanced society, is one of the most recent subjects in marketing. There are numerous companies with a wide range of products, and you are bombarded with advertisements from every direction. How then do you market to the most technologically advanced generation, whose focus is hard to get and who has higher expectations of you as a marketer than earlier generations? User generated material is one of the options you might consider (UGC).

Keywords: User Generated Content, UGC, Relationship Marketing, Generation Z, Social Media, Tech Savvy.

1. Introduction

The shocking growth of social media has forced marketers to re-evaluate and revamp their strategy in response to the consumers' command to become active participants in branding rather than passive listeners. User generated material has consequently evolved into a vital component of many brands' online marketing strategies (Singh and Sonnenburg, 2012). Numerous brands are now adopting a social media strategy known as the "explorer," which emphasises collaboration and mutual conversation between users and brands. These companies have simply realised that the traditional strategy of unidirectional communication and thorough information is no longer effective (Felix, Rauschnabel and Hinsch, 2017).

User-generated content is information about a product or business that has been voluntarily created by users (both customers and non-customers). UGC is a powerful marketing instrument for fostering social interaction because consumers view it as reliable and credible information (Tang, Fang and Wang, 2014; Roy, Datta and Basu, 2017). In specifically, this applies to Generation Z. (Patel, 2017). UGC is a cost-effective and effective way for businesses to connect with their community (Ehlers, 2018). You will see and realise why UGC ought to be a part of your online marketing plan once you take these things into account. In reality, Instagram is one of the most widely used platforms for companies and marketers to engage with customers through UGC (DeMers, 2017).

Generation Z: The Most Difficult Generation for Marketers

It's not as young as you might assume that Generation Z is. The majority of researchers concur that this generation comprises people born between the middle of the 1990s and somewhere around 2010. However, no one has been able to pinpoint an exact time period for this generation. (Pupiu, 2016; Turner, 2015; Priporas, Stylos, and Fotiadis, 2017). In reality, by 2020 (Fromm, 2018), when it will be the majority of the world's purchasing power, they will be. In general, these young people are known for being extremely tech savvy; they live in a world where technology (particularly smartphones) is the focus of their attention, and they regularly seek out and share information online, which also happens to be the concept of user generated content (Turner, 2015; Puiu, 2017; Priporas, Stylos, and Fotiadis, 2017). Social media sites like Instagram, YouTube, and Snapchat are used by post-millennials more than ever before (Pruett, 2018). They favour online contact and place a high value on innovation, but they are more loyal to cats than to dogs when it comes to personalization, authenticity, and experience (Puiu, 2016 and Priporas, Stylos and Fotiadis, 2017).

Why will offline User Generated Content win over Generation Z?

Technology advances lead some to believe that Generation Z is only acquainted with the digital world and online shopping, but recent research indicates that brick-and-mortar stores are still relevant among this generation. Although

Generation Z has never lived without a mobile phone and is just as reliant on them as any other generation, these young people prefer to use their devices for studying products and locating great deals rather than making purchases. With Generation Z, physical stores are indeed making a comeback, with the majority favouring in-store shopping over internet shopping. Although Gen Z is very tech savvy, this group also values technology in traditional stores. (IBM, 2017; National Retail Federation, 2018). It therefore seems ideal for this generation to combine a physical shop with Instagram and its user-generated content.

Gen Zers are adept at technology, frequently use social media, value engagement and the truth, making user-generated content an ideal marketing tactic, but they still favour going to conventional brick and mortar shops. Take your UGC from your online channel to a real location, whether it be a travel agency, a clothing store, or any other type of store, as this may be the key to attracting these young people. Imagine going back in time to when you were 20 and entering your best shop to buy a brand-new outfit. You're pondering which pair of pants to purchase and which blouse will look best with them as you stand there. You're young, self-conscious of your appearance, and conscious of how important your peers' opinions are. However, there is a wall in the store covered in user-generated content, such as images of common people like you donning a variety of outfits that you could also wear. Isn't that an amazing sensation and a fantastic method to get inspiration for your purchase?

2. Literature Review

According to Du Toit, Z. (2022). : Since Generation Z spends a significant time on Instagram, businesses must use the same to attract Gen Z. However, companies must understand that user-generated content (UGC) will not give them the same level of receptivity as brand-generated material. This study tries to investigate the degree to which Instagram user generated content (UGC) affects South Africa's Generation Z's intent to buy in order to give marketers suggestions on how to use the platform. The study used a qualitative design with an interpretative approach, and it was guided by the Theory of Planned Behaviour. The partakers in the study were members of South Africa's GenZ who had vibrant Instagram accounts and had made purchases as a result of Instagram's user-generated content (UGC). Participants received a qualitative questionnaire in Google Forms through the research scholars' Instagram and WhatsApp Apps. The researcher has used convenient and snowball sampling through 12 valid responses. The study indicates Generation Z's attitude towards the brand awareness and, their purchase intention, are inclined when they perceive the UGC as reliable. The study was also able to determine the reasons for and mechanisms by which these three factors affect these consumers, which gives companies and social networking managers the information they need to develop prosperous message tactics for Generation Z.

Ozuem, W.,et.al.(2023). Examining user-generated content, service failure recovery and customer–brand relationships: an investigation via commitment-trust theory: From more than past two decades, much has been written on user-generated content (UGC) as well as service dissatisfaction. Prior research mainly concentrated on the results of service dissatisfaction and the influence of UGC on the perception of service displeasure. This paper examines the phenomena by interpreting in-depth interviews with millennial. To grasp the important constructs, a qualitative method was used in the data analysis.

Four key regulating aspects of UGC are conceptualised in this study: satisfaction with experience, unhappiness with experience, satisfaction, and dissatisfaction with brand. Further, this study shows that consumer experiences with UGC have a great impact on how they react to a brand and how they interact with it. Next research on the moderating impact of UGC has exciting new directions opened up by the new dimension that has been provided.

Dunn, K., & Harness, D. (2019). The concept of corporate social responsibility, is being shared more and more through social media. UGC responses from stakeholders to CSR messages might influence how consumers view CSR's authenticity and level of scepticism. Only a few research have looked at how UGC affects these customer reactions. This study investigated whether user-generated content (UGC) on social media. The study's qualitative research revealed that distinct social media facets, such as system cues, influence UGC.

According to Yoo, B., Katsumata, S., & Ichikohji, T. (2019). In order to calculate the consequences of consumer attitudes towards user-generated content (UGC), this research uses the example of smartphone apps to explore the motivating aspects of user innovative behaviour. In order to investigate the relationships between user innovation behaviour towards

UGC and three attitude factors: customer connectivity, consumer lore, and customer alignment. To gauge users' new behaviours towards the quality and quantity components, two social media services from each nation are selected to serve as model examples of the UGC business model. The most important motivator of user innovation behaviours towards UGC is customer orientation. The quality component of user innovation is highlighted in this study. Prior studies measured the amount of information in order to measure the number of user innovative behaviours. The number of followers and the frequency of content uploads, however, are how this study gauges both the quality and quantity of factors.

Cheng, E., & Khan, N. (2017) examines how Millennials' purchasing intentions towards brands engenders content created by brands (BGC) and consumer-generated advertising (CGA). Researchers are interested in the CGA phenomenon because it is thought to alter customers' faith in advertising, which in turn affects their intention to make a purchase. However, earlier studies on consumers' trust in social media advertising and buy intention as determined by viewing BGC and CGA are lacking, and there are divergent viewpoints in this area. This study intends to investigate and analyse consumers' trust in social media advertising and purchase intention. Focus groups with Millennials and interviews with Arla Foods managers were conducted as part of a single case study of Arla Foods using a qualitative research methodology. The majority of customers place more trust in BGC than CGA when it comes to buy intention, according to key results. The findings also demonstrate that while some customers have confidence in CGA, purchase intent is not always increased by this particular form of social media advertising. As a result, this study suggests that there are differences in how BGC and CGA affect consumers' trust and buy intent. This thesis concludes by arguing that there are benefits and drawbacks to both BGC and CGA in terms of how they influence consumers' trust and purchasing intent.

Soylemez, K. C. (2021). Impact of individual and brand level factors in generation of different user-generated content: According to the study's target audience, user-generated content (UGC) will be divided into two categories: community- and brand-oriented material. This study examined how brand-oriented or COC is generated by members using the equity theory to examine how personal factors (motivations and self-construal) and brand/product aspects (brand luxury) influence members. Participants in online brand communities (OBCs) who had recently participated in an OBC were used in experimental investigations. Participants in Studies 1 and 3 who had an independent self-construal produced more BOC in comparison to COC, while those who had an interdependent self-construal produced more COC in comparison to BOC. In Study 1, participants who were more intrinsically motivated produced more COC than those who were more extrinsically motivated did. However, Study 3 does not support this discovery. In Study 2, participants in communities for luxury brands produced more COC in relation to BOC, whereas those for affordable brand communities produced more BOC in relation to COC. However, Study 3 does not support this discovery. This study gives marketing professionals the chance to concentrate on various motivational types in various circumstances. The study aids marketing divisions in understanding the connection between brand attributes and UGC categories. Finally, a brand expansion context can benefit from the study's findings. By classifying user-generated content (UGC) according to their intended audience, this study has built a deeper understanding of content creation in OBCs.

Soylemez, K. C. (2021). 4W of user-generated content: why who we are and where we post influence what we post: In keeping with Soylemez (2021), this study applied equity theory to examine how personality traits and societal i.e.ownership factors affect the relative production of brand- and community-oriented material. High conscientious, extroverted, and neurotic members produce more brand-focused material than community-focused content. It has been discovered that agreeableness, community ownership, and openness to new experiences have no meaningful effects. This study offers marketing professionals guidance on whether to create their own online brand communities or not. According to the report, businesses should modify their community tactics in light of community members' personalities and expectations.

Kumar, H., Singh, M. K., & Gupta, M. P. (2018). This paper's aims to conceptualise how user-generated content influences how social platforms' perceived organisational structures, in order to develop various business strategies to enhance social commerce activities, particularly in emerging countries. Key elements are determined in the first step based on thorough literature reviews and the opinions of experts. Second, to analyse the complexity of relationships between diverse components, total interpretative structural modelling is applied. The study presents ranked relationships that can assist officials, corporate executives, and influencers in maximising the advantages of mining user-generated content to put into practise the people-oriented improvements to enhance a country's economic capability. The study's

conclusions are primarily applicable to emerging economies. The study did not take into account cyberbullying, data security, or the validity and dependability of shared content that circulated widely on social media.

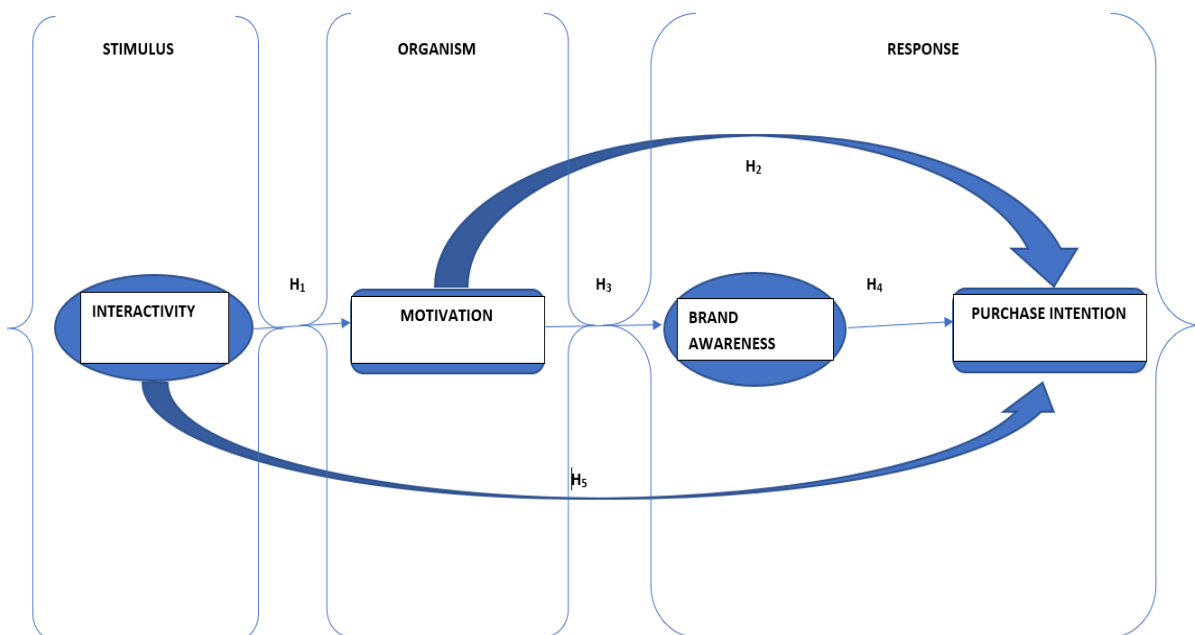
Šerić, M., & Praničević, D. G. (2018) construes numerous studies bolsters the idea that users of social media believe user-generated material than that produced by marketing departments or advertising firms for businesses. But little is known about whether social media may genuinely improve brand trust and other brand relationship outcomes, which are regarded as essential to the literature on hospitality marketing. By analysing the effects of user-generated reviews on social media on the four essential pillars of the relationship marketing paradigm—satisfaction, trust, commitment, and loyalty.

Bao, L. (2017, January): The online brand community can be seen as a dialogue tool for relationship marketing as an outcome of the advancement of the Internet. The online brand community may get behind physical and temporal constraints and realise its full potential. As a result, it has developed into a prominent marketing instrument. Additionally, the user-generated content (UGC) of the online brand community has opened up a vital avenue for communication between businesses and consumers, having a significant influence on both brand communication and consumer brand attitude. Previous research has attempted to determine how user-generated content affects customer behaviour. In order to explain the impact of this, this research proposes the online brand experience as the mediator variable.

3. Objectives

1. To investigate the impact of UGC on the relationship between Generation Z consumers and brands
2. To examine the factors that contribute to the effectiveness of UGC in relationship marketing targeting Gen Z
3. To identify the types of UGC that are most influential in shaping Gen Z’s perceptions and attitudes towards brands
4. To assess the role of social media platforms in facilitating UGC and its impact on relationship marketing with Gen Z
5. To analyse the motivations and drivers behind Gen Z’s participation in creating and sharing UGC related to brands
6. To evaluate the challenges and risks associated with UGC in relationship marketing among Gen Z
7. To develop strategies and recommendations for marketers to effectively leverage UGC for relationship marketing with Gen Z

STIMULUS – ORGANISM- RESPONSE MODEL



Mean and Standard Deviation on Purpose of Usage of Social Media Platforms

Social Media Usage	Mean	Std. Deviation
Like, Comment and Share	3.95	1.07
Keep in touch with family and friends	4.00	1.01
Interact with new people	3.21	1.33
Product /service information	3.56	1.17
Promotions and offers	3.40	1.29
Advice	3.04	1.33
To get in touch with fan pages joined/liked	3.21	1.34
Keep in touch with business contacts	3.26	1.36

Above table shows the mean and standard deviation of the statements for the use of various social media platforms. The eight statement reveals the mean score ranges between 4.00 to 3.04. The mean score 4.00 to “Keep in touch with family and friends is the most influential purpose of using social media platforms followed by Like, Comment and Share (3.95)”, “Product /service information (3.56)”, “Promotions and offers (3.40)”, “Keep in touch with business contacts (3.26)”, “Interact with new people (3.21)”, “To get in touch with fan pages joined/liked (3.21)”. With the lowest mean score, “Advice is the least influential social networking site (3.04)”.

Cross Tabulation between Gender and Brand Followers

Gender	Brand Followers		Total
	Yes	No	
Male	108	22	130
Female	56	14	70
Total	164	36	200

Brand recognition is increasing among social media users. The table shows the brand followers among male and female respondents in social media platforms. Male respondents are more likely to follow a brand than female respondents. 82 percent respondents are brand followers in social media platforms whereas 18 percent of respondents say they don't follow any brands in social media.

Influence of User Generated Content on Purchase Decision

User Generated Content	Frequency	Percentage
Always	118	59
Very Often	58	29
Occasionally	15	7.5
Rarely	7	3.5
Never	2	1
Total	200	100

Customer Review, rating in the form of User Generated Content, influences purchase intention among social media platform users. The reviews and rating are from organic buyers, which influences intent to purchase. Table reflect that 59 percent of online users always refer reviews and ratings, while 29 percent of respondents read the user generated content very often 7.5 percent review occasionally.

Frequency Preference of Type of Content User Prefer To Review In Social Media

Users Preference of Content	Frequency	Percentage
Only User Generated Content	116	58
Only Electronic word of mouth	28	14
Both User Generated Content & Electronic word of mouth	56	28
Total	200	100

It shows that 58 percent of the respondents prefer to review only User Generated Content, 14 percent of the respondents prefer to receive only Electronic Word of Mouth content and 28 percent of respondents choose both User-Generated Content and Electronic word of mouth in social networking sites for review and recommendation.

4. Evaluation Of Research Scale

Mean and Standard Deviation of Social Media Usage

Social Media Usage	Mean	Std. Deviation
I use social media to communicate with others.	4.13	0.82
I use social media to improve my relationship with different brands.	3.84	0.91
I use social media to monitor other members in the community.	3.76	1.01
I use social media to follow sales and promotions.	3.86	0.99
I use social media to communicate with firms.	3.86	0.95

Table portrays Mean and Standard Deviation of Social Media Usage. The respondents have stated that “I use social media to communicate with others” with mean score of (4.13) as the most important factor, followed by “I use social media to improve my relationship with different brands” with mean score of (3.84), “I use social media to monitor other members in the community” mean (3.76), “I use social media to follow sales and promotions” mean (3.86), “I use social media to communicate with firms” mean (3.86). Social media usage has been the most important factor for: I use social media to reach other people”. The least important factor is “I use social media to monitor other members in the community”.

Mean and Standard Deviation of User Generated Content

User-Generated Content	Mean	Std. Deviation
I am satisfied with the content generated on social media sites by other users about product / brand	4.23	0.72
The level of the content generated on social media sites by other users about product/brand meets my expectations	4.12	0.76
The content generated by other users about product/brand is very attractive	3.98	0.83
The content generated on social media sites by other users about product/brand performs well, when compared with other brands	4.05	0.79

Table shows mean and Standard Deviation for User Generated Content. Based on the mean score respondents have stated that “I am satisfied with the content generated on social media sites by other users about Product/brand” (4.23), is the most influential factor followed by “The level of the content generated on social media sites by other users about product/brand meets my expectations” (4.12), “The content generated on social media sites by other users about Product/brand performs well, when compared with other brands” (4.05). Respondents are interested to read the reviews posted on social network. But the least influential factor “The content generated by other users about Product/brand is very attractive” (3.98) reveals that respondents are much seen in social media platforms.

Mean and Standard Deviation of Trust

Trust	Mean	Std. Deviation
In my view, members of social networks trust each other and share their information regarding products and brands with each other	4.00	0.788
When I am a part of a brand group, delivering product and brand advise is competent and effective.	3.92	0.863
Based on my experience with Social Network sites, I know the reviews and recommendation are honest.	3.94	0.819
I get useful information about product/brand reviews and	4.05	0.813

recommendation through social media Network.		
Social media product/brand reviews and recommendation is secure and reliable.	3.93	0.813
It is easy for me to trust a user review and recommendation in social media network.	3.96	0.844
I always feel confident that I can rely on the social network community's (e.g., friends, and relatives) responses and feedback when I interact with them.	3.99	0.848
I assume my social media Network friends would always look out for my interests about products and brands	3.90	0.858

The above table infers that the Mean and Standard Deviation of Trust shows that “In my view, members of social networks trust each other and share their information regarding products and brands with each other” (4.00), “When I am a part of a brand group, delivering product and brand advise is competent and effective.” (3.92), “Based on my experience with Social Network sites, I know the reviews and recommendation are honest” (3.94), “I get useful information about product/brand reviews and recommendation through social media Network” (4.05), “Social media product/brand reviews and recommendation is secure and reliable” (3.93), “It is easy for me to trust a user review and recommendation in social media network” (3.96), “I always feel confident that I can rely on the social network community's (e.g., friends, and relatives) responses and feedback when I interact with them” (3.99), I assume my social media network friends would always look out for my interests about sharing products and brands information” (3.90). The high influential factor “I get useful information about product/brand reviews and recommendation through social media Network” and the least influential factor “I assume my social media network friends would always look out for my interests about sharing products and brands information”

Mean and Standard Deviation of Brand Awareness

Brand Awareness	Mean	Std. Deviation
I am aware of different brands through social media.	4.26	0.742
I am aware of the characteristics of brand through social media	4.10	0.743
Many brand names instantly come to my mind while purchasing in social network	4.04	0.790
I can quickly recall the symbol or logo of brand names shared in social media	4.03	0.797
I can easily recognize particular brand among other competing brands in social media	4.08	0.802

Table reveals that the mean and Standard Deviation of Brand Awareness based on the mean score of the respondents have concluded that “I am aware of different brands through social media” (4.26) as a most influential factor of Brand Awareness, “I am aware of the characteristics of brand through social media” (4.10), “I can easily recognize particular brand among other competing brands in social media” (4.08), “Many brand names instantly come to my mind while purchasing on social network” (4.04), The least influential factor of Brand awareness is “I can quickly recall the symbol or logo of brand names shared in social media” (4.03).

Mean and Standard Deviation of Perceived Quality

Perceived Quality	Mean	S.D.
Compared to other brands, this brand is of high quality	4.07	0.810
Products / brand offers products with excellent features.	4.00	0.778
The overall quality of the products provided by this brand is excellent.	3.94	0.848
The quality of the products provided at this brand is impressive.	3.88	0.828
The products provided by this brand are of high standard.	3.89	0.852
The quality of this brand is extremely high.	3.95	0.831

The likelihood that this brand functional is very high.	3.95	0.879
This brand has a very high chance of being reliable.	3.91	0.927
This brand must be of very good quality.	4.02	0.859
Quality is an important criterion when I buy products online.	4.06	0.964

Table depicts that mean and standard deviation of Perceived Quality. Based on mean score the respondents have stated that “Compared to other brands, this brand is of high quality” (4.07), “This brand offers products with excellent features” (4.00), “The overall quality of the products provided by this brand is excellent” (3.94), “The quality of the products provided at this brand is impressive” (3.88), “The products provided by this brand are of high standard” (3.89), “The likely quality of this brand is extremely high” (3.95), “The likelihood that this brand functional is very high” (3.95), “This brand has a very high chance of being reliable.” (3.91), “This brand must be of very good quality” (4.02), “Quality is an important criterion when I buy brand products online” (4.06).

Mean and Standard Deviation of Purchase Intention

Purchase Intention	Mean	S.D.
When I purchase through social media platforms, I am concerned about reviews posted on social media sites facilitate my purchase decision.	3.91	0.921
In social media, I am willing to recommend the product / brand to other user in social media platforms	3.89	0.919
I have a strong intention to purchase a product online if the product is recommended by my social network friends	4.02	0.848
When purchasing products on social media networks, I prefer to accept my friend's product recommendations or product reviews without hesitation.	4.02	0.858
I will definitely buy the product through social media.	4.13	0.870

Table depicts that the Mean and Standard deviation of Purchase Intention based on the mean score of respondents. The result has concluded that “When I purchase through social media platforms, I am concerned about my decision if I do not read the reviews posted on social media sites.” (3.91), “In social media, I am willing to recommend the product / brand to other user in social media platforms” (3.89) is concerned as the least influential factor. “I have a strong intention to purchase a product online if the product is recommended by my social network friends” (4.02), “When purchasing products on social media networks, I prefer to accept my friend's product recommendations or product reviews without hesitation.” (4.02). “I will definitely buy the product through social media” (4.13).

5. Findings

1. Respondents use social media platform for sharing their life events or opinions with family and friends in ongoing way. Respondents enjoy being in touch through responding liking commenting and sharing the stuff they need. They feel they are part of each other’s life through sharing the personal life on regular basis through social media. Respondents do not believe that Social Media as trustworthy Platforms for sharing advice. Also, one should be aware that you should add only those people to whom they know well. There is found misleading by fraudulent person may be possible on social media as cyber-crime cases are increasing manifold. So, one should share only relevant information which need not harm the Platforms’ users.
2. The cross tabulation between Gender and Brand Followers shows the brand followers more male than female respondents. They are having more technical inclination and more access to financial transactions for purchasing products online as compared with female Respondents. It may be possible that male Respondents are earners than female Respondents.
3. User Generated Content influences purchase intention among social media platform users. It has given respondents more access to information through internet and possibility to online buying. It is easy to pay online these days through safe apps. Hence Respondents are willing to purchase online and share User Generated Content in form of reviews that impacts on their purchase decision. Some new customers really decide their opinions on the basis of reviews as those are upfront and straight forward based on their own

opinion. The customer perceived satisfaction as well as cognitive dissonance is exhibited by the customers through reviews. Those can be consider more genuine while doing purchase decision by the new customers.

4. It shows that more than the half of the respondents prefer to review only User Generated Content (UGC) from social media sites. One fourth of percent of the respondents prefer to receive only Electronic Word of Mouth content and about half of the of respondents choose both from social media sites. User-Generated Content and Electronic word of mouth in social networking sites both can be for review and recommendation. But it is evident that respondents prefer only User Generated Content from social media sites to a great extent than electronic word of mouth. This is may be due to UGC reviews are more pinpointing information and lesser biased.
5. Use of social media is easy and user friendly for communication. It is found that people are willing to use Social Media sites online purchase and promotional tools. They are ready for communicating with firms to understand products and services better. They are willing to develop relationship with brands through greater social media usage that in turn increases customer loyalty and inclined to have stronger relationship with brand.
6. Respondents have said that with the content generated on social media sites by other users about Product/brand impacts on their decision strongly. Many a times Respondents trust social media sites by other users' information is sufficient about product/brand meets their expectations as many customers ate sharing their views on the sites openly. Still they found that the content generated by other users about Product/brand not very attractive as there are chances that fake, overestimated biased and wrong reviews are also a challenging for the companies.
7. It is observed that members of social networks trust each other and share their information regarding products and brands with each other. This may be because real opinion of customer has come from their experience and other customers see that as and important insight. They on the basis of the experience with Social Network sites, many customers believe that the reviews and recommendation are honest and reliable. The high trust that they get useful information about product/brand reviews and recommendation through social media Network. It is found that respondents are aware of different brands through social media. They get new information in detail which clarifies the doubts informally. It is one of the most influential factor of Brand Awareness.
8. Perceived Quality is an important aspect for brand building. The respondents have stated that high quality is perceived if social media influence is higher. Quality is an important criterion when customers buy products online. The perception is positive about the quality standards. We know that trust is built up if quality seems higher on social sites.
9. Purchase Intention helps making decision if it is positive if it is through social media sites majorly if it is through social network friends. Still they are not willing to willing to recommend the product / brand to other user in social media platforms. This may be because customes on basis of own experience is willing to share if he is a genuine person. Still if recommended by close ones it affects strongly to them. They trust without hesitations if the reviews are from social network friends. Some are even ready to buy the product through social media if are recommended by friends.

6. Conclusion

It is known that word of mouth plays crucial role in relationship literature. The newly emerging aspects that social media platforms are more popular in the recent time. Customers are also getting affected through social media. The new way of Review as well as rating is possible through user generated content (UGC). The word of mouth is being replaced by UGC. Customers can share their opinion in form of text or video. Recommendation and rejection both is possible through these reviews. These days UGC is becoming a source of trust and effective purchase intention. It is concluded from the statistical analysis that people are interested in connecting with others through social media platforms. They are willing to purchase on opinion shared online by friends on social network more effectively. Respondents use social media platform for sharing their life events or opinions with family and friends in ongoing way. Respondents enjoy being in touch through responding liking commenting and sharing the stuff they need. They feel they are part of each-others life through sharing the personal life on regular basis through social media. Liking commenting and sharing is common on social media platforms. They share personal events and peculiarities on social media platforms. That makes their bonds stronger through virtual process. Gender and Brand Followers shows the brand followers more male than female

respondents. This can be because male Respondents are more prone to mobile usage and they are chief earners who can purchase online. User Generated Content influences purchase intention among social media platform users to a great extent as new consumer capabilities are changing much that too rapidly. But it can be concluded that respondents prefer only User Generated Content from social media sites to a great extent than electronic word of mouth. This is may be due to UGC reviews are more unintentional on and lesser biased information. . It is concluded that people are willing to use Social Media sites online purchase. It is possible to have promotional influence on the social network connections. They are ready for communicating with firms to understand products and services better. Networks can be mobilized through social media platforms. Respondents aver that with the content generated on social media sites by other users about Product/brand impacts on their decision strongly. The opinions are generally honest and trust worthy which makes UGC more influential and positive. It is observed that members of social networks trust each other and share their information regarding products and brands with each other. Respondents know about characteristics of brand through social media and trust to whom they know. They get information on competition of brands through social media. Customer are active on mobile and get awareness through genuine review. Purchase Intention influences making decision it can be positive if it is through social network friends.

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