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**Impact of Consumer Generated Content on Purchase Intension:
A Study on Pakistani Mobile Phone Markets**

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Abstract

This study examines impact of Social media that is YouTube-based consumer-generated content (CGC) shape consumers' CGC adoption and subsequently the purchase intention which is broadly stated as buying behavior of the consumers. Drawing on the Elaboration Likelihood Model, a causal model is developed to predict the impact of YouTube-based CGC attributes/cues (i.e., information quality, source credibility, and CGC credibility) on perceived usefulness, attitudes toward CGCs, CGC adoption, and, ultimately, purchase intention. The study was based on primary data. The sample consisted of 250 Pakistani consumers on the bases of which the hypotheses were tested. The study found the relationship between the central cue (i.e. information quality) and peripheral cues (i.e., source credibility and CGC credibility) on the changes in perceived usefulness and attitudes toward CGCs, which in turn have an impact on CGC adoption and ultimately the purchase intention of consumers that is the consumers buying behavior. It is concluded that the central cue (i.e. information quality) and peripheral cues (i.e., source credibility and CGC credibility) on the changes in perceived usefulness and attitudes toward CGCs, which in turn have an impact on CGC adoption and ultimately the purchase intention of consumers that is the consumers buying behavior. The present study contributes to the literature on CGC and it is found that the managers need to pay attention to both the YouTube-based CGCs cues the central and peripheral ones both so that the marketing strategies effectiveness is enhanced.

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