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**The Impact of User-Generated Content on Brand Perception
and Purchase Intention, A Study of Digital Marketing in
Pakistan's Apparel Industry**



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Abstract

This research aims to find out the impact of user-generated content on brand perception and purchase intention in digital marketing in Pakistan. The moderating role was analyzed in terms of consumer characteristics and prior purchase intentions. A primary quantitative methodology was adopted in which primary data from 250 respondents from apparel industry customers was collected using an online distribution questionnaire via Google Forms. Data collected using a questionnaire was analyzed in SPSS I which descriptive statistics was analyzed to know about the behavior of variables, correlation analysis was done to find out the association among variables, and regression analysis was done to find out the impact of independent variables on dependent variables. The study found that both consumer characteristics and prior brand perceptions positively moderate the impact of UGC on brand perception and purchase intention. Specifically, the interaction between UGC and consumer characteristics significantly enhances purchase intention by 0.871 points, while the interaction with prior brand perceptions increases it by 0.893 points. The results indicate that UGC has a substantial positive effect on both brand perception and purchase intentions, demonstrating the dual value of UGC in enhancing brand image and driving consumer purchases.

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Chapter01: Introduction

1.1 Background of the study

Customer behavior has now changed when it comes to the making of buying decisions due to user-generated content which is empowered by consumers. The use of consumer-phrased information, including online reviews, ratings, social media posts, blogs, and videos, is referred to as user-generated content, as opposed to content generated by companies (Arif, Aslam & Siddiqui, 2020). The form of UGC dares attention because it is authentic, credible and relatable, which makes it a powerful tool in terms of explaining the appeal of brands and purchase intention. Brand attitude, the latter's image, attitude or feelings that the consumers have, influenced by what they see, hear, feel, or know about the brand, may result in the change of the consumers' purchasing decision. Previous research revealed that the greater the crypto brand reputation physicalize the stronger purchase intentions and brand loyalty. On the brighter side, a positive brand perception can lead a consumer to have a positive experience with a certain brand or to make a purchase from that brand. This could be an impactful negative brand perception can actually dissuade a consumer from forming a brand relationship or make a purchase with a particular brand. Whether people make a decision about a certain product or brand depends very much on UGC due to the fact that customers tend to search for reviews and other kinds of content with the intent to form their opinions in that manner (Mathur, Tewari & Singh, 2022).

For instance, the circumstances of consumers, including age group, tastes, and preferences are seen as a critical element for a brand perception and purchase intent. Traditional features through these characteristics are age, sex, income, personality, and past experience, are found to determine the consumers' views about brands. Likewise, the consumers who tend to be loyal towards brands stay connected with the brand much more and there is a higher tendency among them to purchase the respective products and services (Khan, Senin, Zulfiqar & Ashfaq, 2022).

Achieving brand success among consumers relies on gaining insight on how the various actors in the environment including user-generated content, the characteristics of the consumer, what they think about the brand and how they decide a brand to buy as a brand manager relies heavily on this information. The study of the associations between consumer characteristics, the role of UGC and the assurance of brand image will provide valuable information into the extent of the impact of the

consumer brand perception and purchase intent. However, the previous researches mainly analyzed how UGC affected various aspects of consumers' behavior including searching for information, trust building, and buying decisions, they hardly closely examined the impact of UGC on brand perception and purchase intention as moderated version by consumer characteristics and brand perception (Taheri, 2023).

However, the research gap that this study seeks to fill is to investigate the effect of user-generated content on brand perception as well as the purchase intent. As the study also considers the moderating role of consumer characters as well as the prior brand perception, it will give a holistic picture of the role of user-generated content in consumer decision-making process. By uncovering the underlying principles and relationship, this type research study can be provided, valuable insights for marketers and brand managers to gain inform about marketing strategy, consumer engagement and brand perception which will results in make a purchase.

1.2 Research Gap

The effect of user-generated content (UGC) on consumer behavior has become the focus in the literature; however, there is yet to be research which shows specificity of its role in determining brand perception and purchase intent, and how consumer characteristics and prior brand are positioned as moderators. Literature that has been hitherto focused on analyzing the effect off UGC on multi facets of the consumer behavior such as the perception and the purchase intent factors has not been through considering the individual differences of consumers and the way they view the brand.

Previous researches have tried to measure the influence of UGC on different types of consumer behavior, such as topical research, trust, and making purchasing decisions. Nevertheless, the critics rarely attempt to ably sum up the positive and negative effects of UGC in brand perception and purchase intention, taking into account the varied perspectives of consumers viewing the brand and their initial attitudes (Nusairat et al, 2021).

Consumer traits like demographics, psychographs, and behavior can act on a brand via influencing its perception, and purchase intent positively. Such elements can shape the ways a consumer sees and reacts UGC and which brings forth diverse effects of UGC on the brand perception and purchase intention. To be held aware of how UGC connects with the audience and what their attitude towards

the product purchase is, market representatives should consider their characteristics and the tasks towards the target audience.

Moreover, what previous understanding of the brand will most likely burn the spark of future brand perception and purchase intention depends on brand perception. Consumers' individualized such as prejudice, ideas, attitudes, and experience with a brand would blend with social media to develop an image of the brand in their mind and also their intention towards the brand. Nevertheless, the peculiarity of consumer behavior and UGC, as well as of their relationship with a given brand, demand further in-depth investigation (Shafiq et al, 2023). Hence, research gap is the gap in the empirical investigation of the domain impact of UGC on consumer beans and intention as moderated by consumer behavior and favorable attitudes. By filling in this gap, the research is intended to give a more profound comprehension of multifaceted connections and interplay between UGC in relation to consumer characteristics and prior brand perception, which in turn should enrich the existing knowledge of the matter by adding new information on consumer behavior and UGC in marketing context.

1.3 Research Objectives

- To investigate the impact of user generated content on brand perception in Digital Marketing.
- To investigate the impact of user generated content on purchase intent in Digital Marketing.
- To investigate what role prior brand perception and consumer characteristics play on the impact of user generated content on brand perception and purchase intention.

1.4 Research Questions

- What is the impact of user generated content on brand perception in Digital Marketing?
- What is the impact of user generated content on purchase intent in Digital Marketing?
- What role prior brand perception and consumer characteristics play on the impact of user generated content on brand perception and purchase intention?

1.5 Scope of the Study

This research looks into the impact of customer-created content (UGC) on the users' attitude and purchase decisions in Pakistan's garments industry. The research means to give consumers' behavior and decision-making ideas through which apparel brands in Pakistan would be benefited from user generated content. The research will be in a quantitative form. We will do surveys the shoppers from

Pakistan who have ever interacted with the user-generated content in the case of apparel brands. The questionnaire will integrate exposure to UGC, brand perception, purchase intent, demographic characters' supplements. g. The audience's decision will depend on (personality traits, preferences, pre-emotions) and what they think a brand represents. There will be a two-layered sample selection process, i. e., stratified random sampling, or cluster sampling, employed with the aim of reducing bias and ensuring representation right from different regions to the demographics within the country. Quantitative data analyses techniques such as correlation analysis, regression analysis and moderation analysis will be used to privilege the quantitative data. The outcomes of these analyses will be tabulated to identify the factors of influence such as the type of UGCs, consumer characteristics, prior brand perception, brand perception, and purchase intent, in the context of the apparel industry of this country. The roles of consumers in this dynamic will also be highlighted, to help determine how the characteristics and prior brand recall of consumers intervene in the ability of UGC to influence brand perception and purchase intent. Through this research study, taking the Pakistani apparel industry as a sample, it strives to provide specific steps implementing the technique of UGC for marketing apparel brands, marketers, and practitioners for optimization of their marketing strategy as well as it contributes to both brand perception and purchase intent of the consumers.

1.6 Significance of the study

This paper showcases that there are many implications of this research for the apparel industry in Pakistan and also we contribute to the over general understanding of consumers' behaviour and marketing methods. The significance of the study can be outlined as follows:

1. **Enhancing Marketing Strategies:** This study will investigate the attribute of user-generated content (UGC) in perceptual norms and purchasing intents, which would give apparel brands in Pakistan the opportunity to benefit from such information. Understanding how UGC impacts consumers' perceptions and purchase decisions can help marketers develop more effective marketing strategies, tailored UGC campaigns, and targeted communication efforts that resonate with the Pakistani consumer market: Understanding how UGC impacts consumers' perceptions and purchase decisions can help marketers develop more effective marketing strategies, tailored UGC campaigns, and targeted communication efforts that resonate with the Pakistani consumer market:

2. **Strengthening Brand-Consumer Relationships:** In that way, this research can be a strong tool in the hand of apparel brands in Pakistan to make robust connections with their desired consumers. While recognizing the fact that UGC is a potent tool used in molding brand perception which translates to higher purchase intent, brands can now utilize the unending supply of end-user generated content to develop consumer trust, engagement, and loyalty. It's critical to management a promising connection with the brand and the consumers as they are the key elements to run a sustainable business in the apparel industry.
3. **Informing Content Creation and Curation:** The findings of the study can play a pivotal role in providing information to the Pakistani apparel industry on how they should go about developing and managing UGC. Through an exploration of the types of content that stimulates Pakistani consumers, marketers can develop content creation guidelines, motivate product reviews and recommendations from their users and curate a sharing platform to display content that is authentic and reflects the lives of your audience, and hence enhance their perception of your brand and ultimately the intention to purchase.
4. **Tailoring Marketing Efforts to Consumer Characteristics:** Consumer characteristics including need states, memory, cultural, personal, and social influences act as a vital part in forming brand perception and purchase intention. The research focusing on consumers choices as themselves can help the sway belted brands of Pakistan to understand the variate requirements, preference, and behavior of their target group. The acquired information can become the basis over segmentation strategies, individualized marketing tactics, and customized messages in accordance with the different consumer segment in Pakistan.
5. **Contributing to Academic Literature:** This study offers additional perspectives to the market research about consumers' behavior with the specific focus on the fashion industry in Pakistan. The aim is to determine the impact of UGC on brand perception as well as purchase intent and when taking into account the moderating role of types of consumers and prior brand perception; the research becomes a theoretical contribution to the existing literature, as the study helps fill the gap in this specific context.

Chapter 02: Literature review

2.1 Introduction

The era of the digital has undoubtedly pushed User-Generated Content (UGC) to a level where it is transforming the marketing of both the small and the big scale enterprises (Al-Rawabdeh, Ghadir & Al-Abdallah, 2021). As social media platforms and online review websites increases their presence hugely, consumers now can provide brands and product offerings with positive or negative publicity. These pieces of content, which are also called user-generated content, are comprised of various products' reviews, ratings, testimonies and social media posts, among many others. It has indeed obtained much power in conditioning the way we associate to brands and do purchase decisions. What was previously known as UGC, now has transformed the relationship between consumers and brands and the way they purchase products in the digital marketing realm (Lakho et al, 2022). The rise of social media platforms and online review websites is the substrate of the popularity of sites where users indulge in creating and sharing content about brands and products they have tried.

No discussion is complete without the consideration of underlined connection between UGC and brand perception and shopping intention. Being customers, we increasingly are guided by the suggestions and precedents of our Peers while we are making the choice of the product to purchase. Long-time advertising formats are linked to less trust and authenticity while the user-generated content has become a competent and reliable source of information. To attain the complete understanding of the impact of UGC on brand image and buy intention, it is vitally important, therefore, to plunge into these concepts that confine to the very core of the problem - why and how it affects people's behavior. Social Influence Theory points out that our way of thinking is led due to the behavior and opinions of the people around us. in fact, what UGC does is that we are more apt to believe in and rely on the input of our fellow persons rather than the straightforward advertisements (Liu, 2020).

Having conducted comprehensive literature review with a purpose to summarize and analyze current known articles, which study the impact of user-generated content on brand perception and purchase intention, is the aim of this writing. Through the viewpoint of these theory-based references, we are intending to examine further into the psychological and sociological processes hidden behind UGC that integrate consumer behavior with digital marketing context (Ashfaq, et al, 2023).

2.2 User-generated Content

User-generated content stands for engagements of people who take advantage of digital platforms to disseminate their intellectual and media output to others online without expecting any compensation. Through means like restaurant ratings, wikis and videos, this content is delivered in various way. The demand for user or consumer generated content has been growing exponentially with time, and to a great extent this is caused by the low cost associated with user contributions, as the users seldom compensate for their contributions with money (Krumm, 2008). The internet has gone a step further in making societal interactions and styles of conduct dynamic. Facial-to-fakeness' as a norm has been substituted with technology-aided personal communicators. Based on a statement in an article, Forbes says that the organizations can potentially adopt the proactive measures of user-micro content creation. The same can be seen in an article that was there which shows that UGC is not only less costly but also more effective than the previous advertising content.

There are a few noteworthy knowledge gaps when it comes to using design as a leading force to achieve user engagements and enhance user experiences that a lot of organizations still face today. The most apparent obstacle reported by a survey that addressed the problems that most UGC websites organizations come across in terms of user engagement was that an overwhelming number of the respondents mentioned the difficulty of stimulating user participation (Deloitte). In the fact, a large part of the responded that the engaging with the users is the major problem of the companies. Additionally, a survey of 25% of the participating organizations found sustainable user connection as their knotted problem time after window (Irshad & Ahmad, 2019).

The socio-technical theory proposes that a system, such as a user-generated content (UGC) website, consists of two interconnected subsystems: the person to person agenda and the technology platform (Cherns, 1976) (Kelly, 1978) (Pasmore, 1982). The performance of the affective and cognitive subsystems in defining their feelings and subsequent mindset of website users is critical to the outcome of social interaction within the site. Although users' experiences may be diverse in nature, socio-technical concept asserts that their interaction via the system and technologies' features and working in concert enable users to understand their experiences in the similar way. On the other hand, another ideology, developed to a certain level, is also used to hold today's research aimed also at explaining user's experience within organizational contexts (Barley, 1996) (Jensen, 2007)

(Prahalad, 2004). The integration of health information system technology in hospital settings as well as the complexity of technology as well as social encounters among critical users. Similarly, in both researches, social interaction and technological characteristics became key factors in forming people's participation in the hospital setting.

2.3 Brand Perception

Brand Perception is an overall attitude comprising collective both positive and negative expectations and views from target consumers and stakeholders. The data that would influence their purchase intention and any brand-related response they would have would come from the information they derive. Meanwhile, Brand Perception has its three components including the Brand itself, branding process, and a brand's identity. Providing something that differentiate you from others, effective messaging, and a unique visual identity puts you in the front line in the minds of your customers. Besides that, marketing and advertising, personal experiences and the presentation of user-generated content are equally important. A good Brand image gives rise to the Brand reinforcement as a positive cue for the Purchase Intentions or the propensity towards consumption of the service or use of the product (Barley, 1996).

User-generated content (UGC) approach, to be precise, is the strategy that is breathing a new life into marketing. Although it has always existed (in one form or the other), customers involvement in the branding process offers real-time credibility opening up for brands to incorporate users-generated content in their marketing efforts. An investigation is carried out that is centered on the consequences of UGC for brand image, and on the functions of relational and online social capital. The authors claim that UGC is one of the factors that will influence the formation of public opinion on product perception, due to influence on consumers' product relationship and online social capital. They offered that UGC is well appreciated by the consumers as a medium to bring together the brand and them and the gained social currency get both the parties positive brand image with increased purchase intention (Cherns, 1976). This study also suggests that UGC, accepted or believed as credible, meaningful and relevant, related to personal identity of individuals, can absolutely act as positives in brand perception and purchase decision. The study, though exclusively based on place marketing, has broader implications in field of digital marketing as well. The study provides insight into the impact of UGC on brand perception and the aspect that the way UGC presents influence

how consumers build a view of a brand. Therefore, UGC should be the main approach in digital marketing campaign in brand perception development (Anwar & Younis, 2023).

2.4 Purchase Intention

The consumer's purchase decision process involves various steps that individuals go through when making a purchase. These steps include problem recognition, where the consumer identifies a need or problem they have. They then engage in information search, seeking external sources such as friends, media, and the internet to gather information and explore options. After considering alternatives and evaluating them, the consumer makes a choice and executes the purchase. Subsequently, there is post-purchase evaluation, where the consumer contemplates their decision and assesses their contentment. The feedback and learning from the experience determine future consumption behavior (Gogoi, 2013).

During the adjudication process, consumers weigh various factors depending on their significance and use a consideration set to narrow down their choices. For example; Performance evaluations often involve test driving, word of mouth, and product ratings. Brand, cost, performance, lifestyle image, social influence, and environmental compliance are some factors that consumers consider when purchasing automobiles (Deloitte). It is important to note that not all consumers go through every stage of the decision-making process, and some steps may be skipped depending on the type of purchase (Gogoi, 2013). The factors and evaluation criteria vary among individuals, reflecting their preferences and needs.

2.5 Consumer Characteristics

Consumer characteristics encompass various individual traits that shape purchasing behavior. These can include:

- **Demographics:** Age, gender, income, education level, and ethnicity can all influence brand preferences. For instance, research by Kervyn et al. (2021) suggests that younger generations prioritize sustainability efforts, making them more likely to choose brands with a strong eco-friendly reputation
- **Psychographics:** Personality traits, values, interests, lifestyles, and attitudes can influence brand perception. For example, Kim and Lennon (2020) found that openness to experience is a positive moderator for consumers who value innovation, making them more receptive to new products from established, reputable brands

- **Needs and motivations:** Consumers' underlying desires and goals influence their purchase decisions. A study by Khan et al. (2019) suggests that utilitarian needs (focus on functionality) are less impacted by brand reputation compared to hedonic needs (focus on pleasure and experience), where a strong brand image can significantly influence choice

2.6 Prior Brand Reputation

Brand Reputation Brand reputation is a term defined as a consumer's opinion or view of the quality of a brand. The reputation of a brand will be a differentiator between one company and another and generate a competitive advantage and foster trust and confidence from consumers. Doney and Cannon (1997) defines corporate reputation as the extent to which consumers believe that the company is honest and cares about its customers. In an industrial marketing perspective, brand reputation will have a strong influence on consumer trust. As for the users' perspective, they tend to consider the company's reputation as an important factor in the process of assessing trust in the company and in purchasing products or services. Some of the findings from previous research belong to Maia et al. (2018), Jarvenpaa et al.(2000), and Ngo, H. et al. (2020) [33], involving e commerce companies supports the above statement, with the discovery of a positive influence between reputation and trust.H3. Brand reputation has a positive effect on consumer trust.

2.7 Supporting Theories

To gain a comprehensive understanding of the influence of UGC on brand perception and purchase intention, it is essential to explore the underlying theories that explain why and how it affects our behavior. According to the 'Social Influence Theory. we are like other people as we are affected by their actions and views. What's more, UGC is highly influential and credible for us since we believe in content made by our friends more than convention-made content (Liu, 2020).

The Information Processing Theory also contributes to the scene where the main character is overwhelmed by events she cannot control. This theory examines the way in which we acquire, evaluate and use information for our choices making. This is the case when we scroll through social media complying with numerous posts that try to convince us that one brand is better than another by means of UGC, thus forming our perceptions (Litvin, 2021). From the psychological standpoint, Cognitive Dissonance Theory also is among the factors which could explain the effects caused by UGC on brand image and the buyer's intention to buy a product. According to such a theory, some

sort of disagreement takes place in us when our beliefs or attitude are in contrast with what we're getting from the new information. That is when UGC clashes with our already-held perceptions we face cognitive tension that can result in either brand perception and intention to buy change into something positive or into something negative. (Cherns, 1976).

2.7.1: The Uses and Gratifications Theory

The Uses and Gratifications Theory assists us in grasping why we settle with the type media and information that eventually satisfy our needs. These two motivations and goal satisfy our informational, entertainment and our belongingness, by engaging the UGC.

2.7.2: Brand Equity Theory

The brand equity theory can be defined as the collection of resources and risks being brought into or taken out from a brand that holds the brand value. This reflects that determination of brand equity does not only depend on brand association, but it is an orchestration between consumers' perceptions, attitudes, and brand association. A brand gains from the positive UGC which is actually great for branding, image and trust and overall brand equity. A more important aspect is that UGC leads towards purchase intentions by helping forming a social proof and shaping a consumers' perception of brand's quality and value (Hussain & Abbas, 2018). The Theory of Reasoned Action and the Theory of Planned Behavior propose that individuals' attitudes, social norms, and perceived behavioral control are responsible for their behavioral intentions. Along with this new knowledge, I have also gained an appreciation for the power of unconditional love and acceptance from my family and friends. UGC has the ability to impact the key attribute through sharing information, forming attitudes and recommendations, and is capable of changing the way we behave.

2.7.3: Social Influence Theory

"Social influence theory" is the basis on which it is established that, a person gets entangled in what the others are doing and What they are saying cause these things also affect the way he perceives the environment. According to Niche theory, consumer communication is more influenced by content generated by the peers as consumers have more trust in the word of their peers than in traditional advertising methods. UGC gives a feeling of authenticity and relatability, thus, obtain the greater customer engagement and contribute the trust that contribute consumer (Khan, Khan & Kashif, 2021).

2.7.4 Social Identity Theory

Social Identity Theory (SIT) postulates that self-image is partly based on the collectives (groups) one is in. On the other hand, UGC can motivate social identity processes, offering people a chance to be among those with same interests and show what they are and who they associate with, meaning a brand or community. That feeling of “being acknowledged” or “being recognized” enriches brand perception right there coming to the purchase intention. Community formation and is based on the particular view that its role lies in the belonging and sense of community between consumers that is reflected in the brand perception and purchase intention (Cherns, 1976). In line with Expectancy-Value Theory, consumers evaluate brands while hoping to get more than they pay for. UGC has a high power to change attitudes towards brands.

2.7.6 Cognitive Dissonance Theory

Beyond the aspect of Cognitive Dissonance, the theory of the same also connects to the efficiency of UGC in influencing how consumers perceive a brand and make buying decisions. This theory lets us know that we may encounter an uneasy state when our prejudices clash with the fresh ideas. It is very much possible that we may notice a cognitive dissonance when we have to make conclusions on UGC that opposes our previously made assumptions. This might in one way or in another influence our brand perception, hence affecting our purchase intention (Cherns, 1976). Halo Effect too exists which is a cognitive bias. It is an extension of cognitive dissonance theory in which the perception of overall positive impression of a person, brand or product makes the specific attributes very favorable. Brand reputation, for which UGC can act as a multiplier, can be a source defining the halo effect when the perception of the brand contributes to its image.

2.7.7 The Informational Social Influence theory

The Informational Social Influence theory postulates that people adopt others’ positions and behaviors when they treat them as a source of useful information, highly relevant and valuable to consider. Customers can use user-generated content anywhere as a guide so that they can identify the brand and possibly make the purchase intention. The framework presented in this context says that user generated content (UGC) has effect on the brand perception and purchase intention. This model, as well, not only recognizes that consumer features and brand reputation can intervene in the

interplay between UGC and brand perception and purchase intention but may also influence it the other way round (Tyrväinen, Karjaluo & Ukpabi, 2023).

2.8: Theoretical framework

2.8.1: UGC and brand perception:

The literature review draws attention to the major influence of the consumer-generated content (UGC) in the brand perception. A UGC in this case, refers to the customer content such as reviews, ratings, testimonials, or social media posts, where people can share ideas and unbiased view about a brand (Hermaren & Achyar, 2018). Different studies tell us that UGC influences brand perception which comes to the rescue. UGC facilitates the consumer-brand communication through which the consumers develop personal relationships with brands and their social capital is improved that they feel positively towards the brands. UGC is usually taken as reliable, engaging and bringing values to people's lives. These factors make people think favorably about the brand. Moreover, the role of UGC in molding a place brand perception from the branding perspective also reveals that UGC is an influential factor which determines the perception of place brand on the part of digital consumption and over the entire brand perception as well. The process of implementing UGC in the brand communication and its marketing has been found to be highly impactful and effective as compared to other ways of acquiring content (Pasmore, 1982). Organizations are locked down to prompt actions to facilitate the significance of UGC as a direct result of the momentary belief and enthusiasm attached it. It can be concluded in short that UGC is likely to be of a very significant importance both on consumer brand perception. 'The users' trust UGC and build a strong relationship with a brand (Khwaja, Mahmood & Zaman, 2020). It is often how they interact with the brand and build their opinion about it. Utilization of user-generated-content in brand communication strategies can be powerful pathways to improve brand perception and raise more consumer engagement with the brand.

2.8.2: UGC and purchase intention:

Through the literature review, a direct correlation can be seen between product from user-generated content (UGC) and the purchase intention (PI). UGC refers to products created by the consumers, which consist of pleasant reviews, ratings, and testimonials to give one offers important clues about the products or services. The data on UGC is showing it as the key influence in the purchase decision of a consumer. Users can trust in UGC and might buy a product because it is recommended by

consumers (Hasbullah et al, 2023). As for positive UGC it is a little bit like this: the better perception you create, the higher the possibility will be to buy a certain service or product, so to say. One of the main roles of UGC in shaping the customer's purchase decision is that positive customer reviews provide a significant impact on purchase intention, but negative UGC influences it negatively. UGC not only functions as a social proof but also as a direct testimony from other buyers' experiences that affect the buyer's attitude towards buying. The perceived trustworthiness and authenticity of UGC is critical in their working on the development of purchase intention among customers. Consumers trust user-generated content (UGC) as more authentic and trustworthy compared to traditional advertising and this causes them to have more intention to purchase products. UGC is the most motivating factor which encourages the customer engagement and the actively impact on the purchase intention. Users involved in the process of UGC creation as well as in interactions within the platform set up the community feeling and also the brand connection, which have a significant influence on purchase intention.

According the conclusions to be drawn, it can be said that the UGC to a great extent is an important determinant of buying intentions. The user-generated content (UGC) that is reflecting the positive sentiment creates a vibe of trust, credibility, and engagement, which ultimately leads to the sales. Infusing UGC with marketing strategies in a right way works well in shaping consumers purchase intention through the channels of social proof and engagement of the brand. There are some potent forces that have impact on the consumer purchase including the UGC which has a potential impact on purchase intentions (Ali, Iraqi, Khan & Salam, 2019). Using literature review, it is apparent that all UGC products such marketing products include consumer-generated reviews and ratings to show how a customer's choice of products is guided through the UGC light of truth. The nature of UGC makes it more valuable because consumers find the information provided by their peers more credible than the advertisements presented to them. Positive UGC as a booster: positive neutral and control perceptions and how they relate to purchase intentions. However, the bad UGCs also have a negative impact on consumer behavior as it convinces people not to purchase the products because of the poor reputation.

Nonetheless, the contribution of UGC in the attitudinal framework pertaining to purchasing cannot be confined to merely creating a social proof effect because it provides a firsthand account of the exposure of fellow shoppers. This direct contact with real-use experiences builds confidence and helps to overcome critical skepticism and encourage purchase (Batada, 2023). In addition, UGC

builds relationships between consumers and their brands to create strong brand value. This does not only increase the brand's equity but also increases the sell probability. Therefore, one could say that UGC develops as a powerful tool to motivate customer engagement and intention to purchase. The power of instantly invoking trust, credibility, and consumer engagement makes people's attitudes toward this aspect of marketing extremely relevant today. It is also critical to note that incorporating UGC into marketing strategies has many potential benefits since the material used is obtained organically, it contains authentic reviews that show the target audience how they should engage with the brand. Through the positive word of mouth, it is now possible to directly involve the customers in promoting the brand and engaging in certain events, as it may result in a better popularity of a specific product and higher revenues.

2.8.3: Purchase intention and brand perception:

The corporate name stays in the customer's mind, if market research shows a strong link between brand perception and purchase intention. Personal branding is all about how consumers see the overall attitude of a brand. Intent to buy is the criterion of buyers with their desire to purchase the brand. Brand identification changes customers' buying behavior in the way that they are more willing to use branded products (Zia et al, 2022). When individuals receive a brand positively, it creates the trust and the belief in the brand which is essential for such offerings. This positive attitude in turn entices shoppers by creating a greater desire in them for goods or services of that particular brand. Issues like branding strategies basing on the effect of these efforts, customer experience and consumers themselves feature brand perception to purchase intension relationship. The use of ingenious strategy, marketing campaigns, branding, and communication of value proposition and separation from other brands which aid in shaping the brand to become the consumer's mind choice. Positive individual experiences of a brand also keep building a promising brand image in people's thoughts, as a result, their probability to purchase an item is higher.

Brand awareness and purchase intention influences are the key idea in marketing and its impacts on the company's success. Brand perception is a major driver of consumers' intension to purchase which is supported by the findings of research on the subject. Personal branding can be defined as the general perception regarding a brand by consumers which the latter determines when relating and interacting with it. The current intention to buy plays a crucial role as this shows consumers desire and predisposition to indulge in a specific brand purchase (Khan, Rashid, Rasheed, & Amirah, 2023).

The identification of a brand tags means that; brand is an important factor when it comes to making a decision because they are more likely to make a purchase of a branded product than a generic one. This preference is because I trust the positive brand and its impression by a good brand. Brand awareness means that when consumers view a brand in a positive manner, it induces a sense of association and credibility that will prompt it to look for and purchase products or services related to that brand. The frame of mind that the respondents share means that the consumers are predisposed to the desire that pushes them to aim at the products and services that the brand has.

The relationship between brand perception and purchase intention is a complex one that cannot be described by a single factor but consists of a number of interrelated factors including branding strategies and the expectations of the customer with regard to the consumer perceptions of a certain brand and a certain product. Branding strategies such as creative marketing campaigns and amplification of their value propositions with the help of strong communication channels are significant for positioning a brand in a consumer's mind (Mehmood, 2021). The art of differentiating a brand from others and ensuring that it fulfills its assurances to buyers will position the brand as the favorite one.

2.8.4: Consumer characteristics and brand reputation as moderating variables

The review of literature also focuses on the moderating impact of user characteristics and brand reputation in relation to the effects of user-generated content (UGC) upon brand perception development and the purchase of product. Consumer features, like prior experience and preferences that they bring to the table with them will affect how they will take in and react to UGC being made by the person. Additionally, and brand reputation is an essential factor that not only serve as a basis for the ways the consumers perceive the brand, but also determines their reaction on the UGC. Brand demonstration that is characterized by a positive image of the brand makes UGC more valuable and leads to a positive influence on brand perception and purchase intention. On the other hand, brand reputation may be damaged by the negative brand reputation and consequently may stop the effects of the user-generated content, even have the negative impact on the brand perception and purchase intention. Consumer traits, not consumers themselves, therefore mediate the relationship between UGC, brand perception, and purchase intention (Ismayilzada, 2023).

The literature review also highlights the dynamic and multifaceted relationship between the characteristics of users as well as their perceptions and behaviors toward brands and the role of UGC

in shaping brand identity and purchase intention. Personal traits like individual experiences and expectations on behalf of consumers are of great importance in defining how consumers react to UGC. These characteristics affect the level of exposure of the consumer to UGC and how such content impacts the perception of a particular brand.

Furthermore, brand trust comes out as the most important UGC-mediator variable. The most important thing is that brand reputation and perceptions of it as well as responses to it base on UGCs. Reliability is a brand and reputation that is highly perceived positively; this makes UGC to have a positive impact on the brand perception and purchase intention. On the other hand a negative brand image can impact UGC success as it may be ineffective in changing the brand image and intention of purchase (Khan, Ahmed & Hussain, 2019).

It found that the association between UGC and brand perception and purchase intention can be moderated by consumer traits. These traits are effective filters that are used by individuals to consume UGC and thus determining their shapes and perceptions. Sorting: These filtering mechanisms include attitudinal factors like consumers' expectations, personal values and beliefs as well as experience related factors such as consumers' past experiences, prior knowledge of the brand and product preferences. The moderating effect of consumer traits helps to explain the need for obtaining information about characteristics of the segment. Students diverge in several personal factors such as attitudes, attitudes, and preferences and these predispose them to have dissimilar attitudes in reacting to UGC and attitudes towards and purchase resolutions connected with a specific brand. It is important for marketers to understand these variations when they plan on targeting specific segments as customers have different behaviors towards certain products (Hermanus & Mugobo, 2023).

2.8.5: UGC and Consumer Characteristics and Brand Reputation:

The literature review also highlights the moderating role of consumers with strong brand identification and a history of creating positive UGC for brands they identify with are more likely to perceive a positive brand reputation for those brands influencing their future UGC creation and brand advocacy. This also explores the potential reciprocal relationship between consumer characteristics (identification and past UGC behavior) and brand reputation suggesting that active and positive engagement with UGC cannot only influence brand perception but also be influenced by a positive existing perception. The literature review further explains the intricate nature of the moderating role

valid to consumers with high brand attitudes and a history of creating positive UGC for the brands they identify with. Such a phenomenological approach explains the mechanism of the two-way causality between consumer attributes like brand association and past UGC behavior and brand perception. Brand loyalists are consumers who have a considerable level of emotion or bonding with the brands they choose to support (Khan, Zaman, Khan & Musleha, 2022). These manifest in form of willingness to create and share positive UGCs and promote the brand to their social circles. They can pose a considerable threat in their actively interacting with UGC as this indicates their brand loyalty and their efforts to support the brand's perception. These people always manage to post positive reviews and therefore they are the brand's advocates who influence other people's minds.

Also, the correlation of the mentioned scenarios is not one-way; they are interrelated. The use of positive UGC impacts the brand through positive activity while on the other hand when brand perceptions were already positive they were less affected by the use of UGC. Brands with high favorable attitude from the consumers are more likely to create more positive reviews and further increase the positive image of the brand which will enhance the favorable attitude of clients in the future. This two-way connection helps in establishing that the need for a mutual relationship between brands and consumers is critical. Loyalty and influences: Brands that take initiatives to develop relationships with their customers and also help them in creation of UGC content will have higher reach and would be able to see increased brand advocacy and positive word-of-mouth. In the opposite way, not responding to consumers or not meeting their expectations and desires will contribute to loss of customers and will weaken attempts to bring consumers to produce more UGC (Abrar, Mian & Zaman, 2019).

Additionally, it illustrates that there is a possible mutually beneficial relationship for both brands on the use of UGC as a method for managing and increasing brands. This was made possible by the fact that when a brand creates and encourages participation amongst brand advocates creating and sharing content, this process helps to boost the influence of that brand into creating purchase behavior amongst consumers. In conclusion, the positive relationship between consumer brand identification and positive UGC with brand reputation and historical UGC involvement in consumers with a history of positive UGC provides evidence of the close interdependence of these three constructs. This means that if leaders and managers understand this relationship, they can leverage on it to construct a positive image for a brand; inspire brand advocacy and generate better business results within a particularly competitive environment (Ashfaq, Khan, Zulfiqar, & Ullah, 2021).

2.8.6: Consumer Characteristics and Brand Reputation with Purchase Intention:

The literature review also highlights the moderating role of consumers perceive a brand to have a good reputation it will influence their intention to make a purchase, if people believe that a brand is reputable and trustworthy they are most likely to be inclined to buy product or services. This hypothesis also assumes that there is a relationship between consumer characteristics (such as their perceptions, beliefs, and preferences) and brand reputation. It suggests that consumers who have a positive perception of a brand's reputation are more likely to have a higher intention to purchase from that brand. This claim draws the attention to the fact that almost every brand has a stellar reputation that might be one of its key factors that influence the customers' behaviors. Customers are more inclined to trust in a brand that is considered as reliable and trustworthy, which in turn, could lead to an increase in purchase intent. On one hand, consumers have a positive view of a brand's reputation, it may be reflected as a higher purchase intention. But if consumers have a negative perception of a brand's reputation, it may result in lower purchase intention (Hermanus & Mugobo, 2023).

The research is focused on exploring Brand perception and purchase intention in light of User-generated content (UGC) within the internet marketing context. UGC means user-generated content. Consumer control channels consist of positive reviews, ratings, feedbacks and social media words which are now so powerful in consumer behavior and decision-making process. In the literature search, the emphasis is placed on investigating the core theories that explain how UGC impacts consumer consumption behavior. The social impact theory asserts that consumers develop a stronger preference for the real people's content than actively advertising. Information Processing (IP) Theory acknowledges that consumers intentionally use and trust generated content (UGC) as the channel of generating information and forming perception. The point of view of Cognitive Dissonance Theory is, the one that aims at the brand perception improvement after cognitive dissonance is provoked by branding issues that take place online. Other useful ideas like the Uses and Gratifications Theory which suggests that consumers exert personal control over their media habits engage and enable the consumers to meet their informational, entertainment, and social needs. Social Identity Theory could be highlighted for its role in getting UGC to lead consumers to the state of unity with one another and the community, which will be positively reflected in the brand image. This theory Expectancy-Value Theory indicates that UGC can change consumers' attitude and brand evaluation (diminish or increase) looking at their expectation and what they perceived as valuable (Khan, Zaman, Khan & Musleha, 2022).

Furthermore, the author investigates the link between the effect of UGC, brand perception and purchase decision. User-generated content found to have increased positively brand perception by offering rich reliable content which is taken as a reliable resource and interesting. It develops interaction between consumers and brands and helps in gaining social capital. On top of that, the UGC is also decisive in the development of purchase intention. It functions to build consumer trust, offer social proofs and direct consumers' perceptions towards brand value and quality. Moreover, the content explores diverse components which can act as the determining point of the relation among UGC, brand perception, and purchase intention. These factors compose of brand reputation, personality and consumers' characteristics which are the key constituents of consumer acceptance.

In conclusion, the research tries to give an answer to the question: "What influence does UGC have on brand perception and purchase intention in e-commerce?" "The subject matter exposes the fact that the theories, the factors which may limit the extent of the success and managerial implications of UGC are part of it. Understanding power dynamics of UGC could be critical for brands in a way they can use its potential and achieve best effect towards outcome of consumer's behavior and business. The literature review of the moderating effect of consumer perceptions of a brand on purchase intention also reveals that the concept has not received much attention in the area of reputation in UGC in the internet marketing context. It defines consumers' belief and preference as critical factors that to a large extent determine their perception of a brand's reputation and their intention to buy from a brand. Brands with positive reputation are positively associated with purchase intention because these are the kinds of brands that consumers believe to be reliable and are thus inclined to want to purchase them. Positive sentiment toward a brand by consumers can increase purchase intention while negative reputation has the opposite effect.

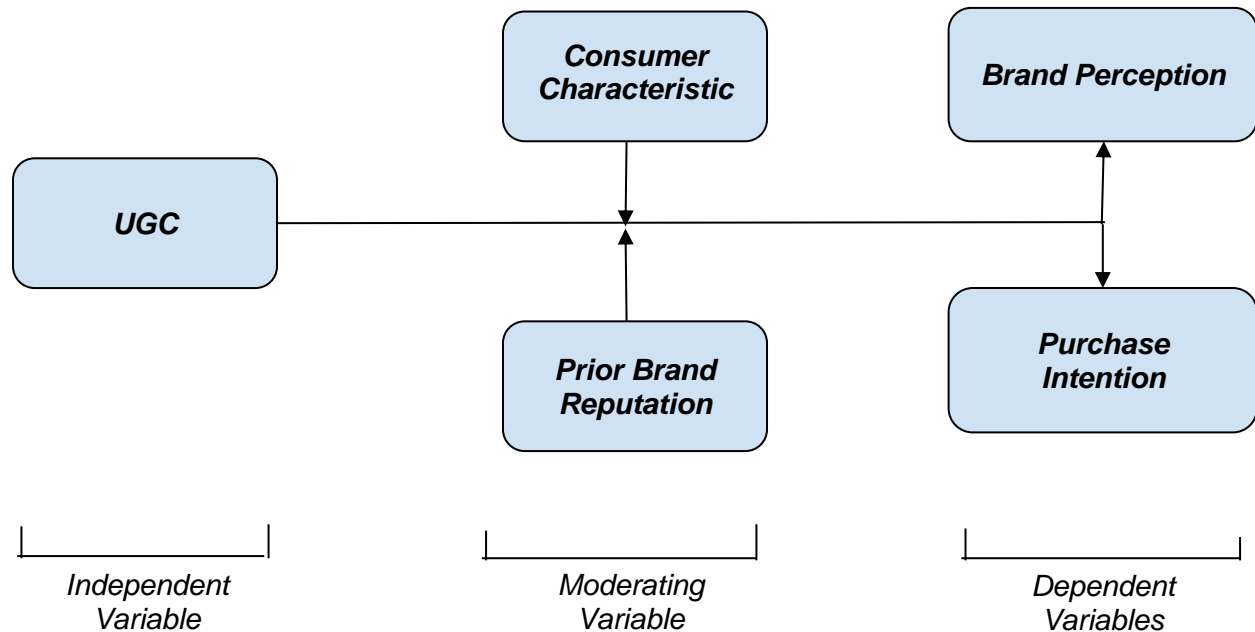
During the course of the investigation, the researcher draws on several theoretical discussions on how UGCs influence consumers. Social Impact Theory also explains some consumer attitudes, such as a natural tendency to trust and be more receptive to social media posts as opposed to traditional adverts. Information Processing Theory accentuates the intentional usage of UGC as information by consumers' trust with perception development. As per the Cognitive Dissonance Theory conceptualization of the relation between UGC and branding issues online the resulting brand perception can be improved if UGC serves as an agent of mitigating the cognitive dissonance created by the branding issues.

Furthermore, the Uses and Gratifications Theory argues that audiences have access to control their usage of the media and insists on using UGC to meet their informational, entertainment, and social needs. Social Identity Theory explains the contribution of UGC in promoting a feeling of belonging to a like-minded group and also promoting brand image, beneficial to the brand. Besides the Expectancy-Value Theory asserts that UGC may affect consumers' attitudes and brand attitudes depending on their motivational expectancy and perceived value.

The review then goes further in explaining why the impact of UGC on brand perception influences purchase decision, how UGC helps provide reliable and engaging content, how it helps in building trust, and how UGC helps in creating or enhancing consumer-brand interaction. In addition, UGC has an important function in developing the purchase intention of consumers by establishing the trust among consumers, providing a sense of security and serving as a reference of trust for certain products; furthermore, creating the perceptions which are directed toward to the brand value and quality of products. Finally, the study above outlines the positive and negative aspects of UGC on the perception of brand image and purchase-intent of customers in e-commerce. It is therefore important to understand the use of power in the form of UGC to make effective decisions on the use of the tool towards creating favorable consumer outcomes that will lead to the creation of successful brands in the digital environment.

2.9: Proposed Model and Hypotheses

Figure: 1 Theoretical Framework



H1: User generated content has a significant positive impact on brand perceptions.

H2: User generated content has a significant positive impact on purchase intentions.

H3: Consumer characteristics positively moderate the impact of user generated content on brand perceptions.

H4: Prior brand reputation positively moderate the impact of user generated content on brand perceptions.

H5: Consumer characteristics positively moderate the impact of user generated content on purchase intentions.

H6: Prior brand reputation positively moderate the impact of user generated content on purchase intentions.

Chapter 03: Methodology

3.1 Research Purpose

The aim of this work is to fully study on the effect made by user generated content (UGC) on brand picture and purchase willingness under the circumstance of electronic marketing sphere. On the basis of investigating consumer-generated content, whose context is related to the apparel industry in Pakistan this research aims to obtain information on how UGC interacts with consumer perceptions about brands as well as, how UGC influences their intentions of purchase. The results of the study will help to solve the question of what role of UGC plays in consumer's behavior formation and its reasons for changes/effects on marketing strategies.

3.2 Choices of Variables:

Careful selection of variables is essential when designing a study on “INVESTIGATING THE INFLUENCE OF USER-GENERATED CONTENT ON BRAND PERCEPTION AND PURCHASE INTENTION IN DIGITAL MARKETING”. Here are key variables to consider

Independent Variable:

- **UGC (User Generated Content)**

UGC also known as user created content refers to any kind of content created by users that's posted online for others to see or engage with.

Dependent Variable:

- **Brand Perception**

Brand Perception is the sum of a consumer's feelings, experiences and thoughts about a product or services, its essentially what people believe a brand represents rather than what brand says it represents.

- **Purchase Intention**

Its likelihood or readiness of a consumer to buy a specific product or services, it's the spark that ignites the action of making a purchase the bridge between interest and actual buying behavior

Mediating Variables:

- **Consumer Characteristics**

The unique traits, motivations, and behaviors that define how individuals interact with the marketplace.

- **Prior brand Reputation**

Brand reputation is the public's perception of a brand. It's based on how people interact with the brand, their experiences with its products or services, and how they perceive it.

3.3 Sampling Techniques

The collected data will be analyzed using appropriate statistical techniques. Descriptive statistics will be employed to summarize and interpret the demographic information and responses to each survey item. Inferential statistical techniques that can be applied to establish the association between variables or to test the hypotheses will be used employing methods such as correlation and regression analysis. In order to perform data processing, analysis and interpretation, SPSS software will be implemented to get the main graphical and statistical summaries and reach research conclusions.

3.4 Source of Data

The primary data is then obtained from an online survey that is send to Pakistani consumers who have already bought the apparel products from brands or have engaged with different types of UGC. The purpose of the survey is to get hold of the important info of UGC exposure, how the brand is perceived and the intent to make a purchase. A well-designed questionnaire is used with voters, by likening their opinions and perceptions of the community programs via a 5-point Likert scale. For a complete view, the survey is made available through various online channels and communities where we expect to have individuals from such platforms who have previously engaged with UGC in the apparel industry. Such effort to reach a broad audience is made, through the audience that are of different demographic backgrounds have different age groups, exposing although both including different genders and locations of the country of Pakistan.

3.5 Research Philosophy

Therefore, this research applies a positivist philosophical frame which further coincide with the number-numeric nature of the research questions as well as the availability of existing knowledge in the domain. Is the main aspect of positivism is the examination of subjects in a rigorous way using such techniques as systematic data collection and its analysis. By applying a positivist research

philosophy, this study aims at producing trustworthy and usable results that are also of a broader nature and are helpful for the existing knowledge base in digital marketing and consumer behavior.

3.6 Research Techniques and Design

To accomplish the research objectives which have been recognized and research gap that has been pointed out, a quantitative research approach is pursued. The numerical data collected through this scheme make it possible to run statistical analysis that gives us valuable and measurable objective findings regarding the strength of the relationships between variables. The hypothesis which are then derived from the theoretical model of consumer's attitude and behavior drive the investigation of how UGC is affecting the brand perception and purchasing intention.

3.7 Unit of Analysis

Consumers who use commercials of UGC are considered a unit of analysis for this study. This is done in a specific area of clothing. The manner in which we have selected our target market includes those who are between 18 and 35, representing broad demographic of a customer that actively takes part in the digital marketplace. The size of the population is calculated on the ground of how much people in Pakistan who follow in a UGC users way in digital marketing environment. Statistical computations are used and the expected accuracy and confidence are determined.

3.8 Sample Size

Quantitative methodology was adopted in which primary data from 250 respondents was from apparel industry customers was collected using an online distribution of questioner via google forms. Data collected using questioner was analyzed later in SPSS

Table 01: Reliability of Scales

Scale	Cronbach Alpha
User Generated Content	0.998
Purchase Intentions	0.851
Brand Perception	0.912
Consumer Characteristics	0.861
Prior Brand Reputation	0.882

Reliability of scales was found before proceeding to all SPSS analysis. Reliability analysis for all scales indicated that the scales used for data collection procedure are reliable with values of Cronbach alpha higher than 0.7. The value of Cronbach alpha was found as 0.998 for user generated content, 0.851 for purchase intentions, 0.912 for brand perception, 0.861 for consumer characteristics and 0.882 for prior brand reputation.

Chapter 04: Data Analysis and Interpretation of Results

4.1: Demographics Frequency of Respondents

The frequency of demographics of respondents is given in table 02:

Table 02: Frequency of Respondents

S/N	Demographic	Nomenclature	Frequency
01	Age	• 18-23 years	77
		• 24-29 years	66
		• 30-35 years	67
		• Above 35 years	40
02	Gender	• Male	165
		• Female	85
03	Education	• Undergraduate	75
		• Graduate	60
		• Post-graduation	60
		• Others	58
04	Income (PKR)	• Below 50000	69
		• 50000-100000	62
		• 100000-150000	62
		• 150000-200000	30
		• Above 200000	27

The table shows how respondents are distributed in different demographic categories including age group, gender, educational level and income level. The age distribution has been observed to be bulging for those in the age group 18-23 years, 77 individuals of this range have been recorded, and similarly for those in the age range 24-29 and 30-35 years that have 66 and 67 respondents

respectively. The smallest segment consists of those above the age of 35 with 40 percent, which is 40 individuals. This is important since it implies that the sample population is relatively young. Talking about gender there are large disparity with large number of male respondents (165) as compared to female respondents (85). This disparity may imply that male entities are less responsive or less accessible than the female ones. The rest of the distribution of educational background is also shared within similar proportions: undergraduates – 75 respondents; bachelors – 59 respondents; masters – 48 respondents; doctorates – 33 respondents; postdocs – 25 respondents.

Fifty-six percent of this sample is graduates and 60% form post graduates while the rest form other forms of education account for 58% of the sample. This spread implies a high level of studies since the majority of the sample belongs to the educated group which has at least undergraduate level. Incomes differ significantly also with a majority earning PKR 5,000+ below 50,000 (69 respondents). The respondent's numbers in the subsequent income brackets of PKR 50,000-100,000 and PKR 100,000-150,000 are 62 and 62 respectively. The population of top income earners in this income group has reduced as only 30 respondents stated that they make between PKR 150, 000 – 200,000 and 27 respondents claimed that they earn over PKR 200, 000. This distribution shows that most of the surveyed population was within the lower to the middle income. On a general view the table represents that the sample is young and a relatively high number of male members; highly educated people and people of lower to middle income levels. These demographics are important since they are factors that can influence the results and interpretations of any study that uses this data. Such factors need to be taken into account while identifying trends and drawing conclusions.

Table 03: Descriptive Statistics

	Age	Gender	Education	Income
Mean	2.2800	1.6600	2.4160	2.5360
Std. Error of Mean	.06759	.03002	.07178	.08235
Median	2.0000	2.0000	2.0000	2.0000
Std. Deviation	1.06872	.47466	1.13494	1.30211
Variance	1.142	.225	1.288	1.695
Skewness	.218	-.680	.093	.449
Std. Error of Skewness	.154	.154	.154	.154
Kurtosis	-1.223	-1.551	-1.392	-.854
Std. Error of Kurtosis	.307	.307	.307	.307
Range	3.00	1.00	3.00	4.00

The table provides descriptive statistics for four demographic variables: age, and gender; income and wealth; education and cognitive skills; local social capital; and civic and political attitudes and participation. The descriptive statistics summarize the measures of central tendency, dispersion, and also the shape of distribution for each variable of the given dataset. The average age of the respondent is 2. 2800 with a standard error of mean (S. E. M) of 0. 06759 – this means that the average age category is virtually equivalent to the second category – 24-29 years. Children: Median age of host country is 2 years. 0000 thus it is assumed that the second age category is the middle side of the histogram. Average deviation of 1. 06872 with its standard deviation being 1. 142 (represent moderate variation in age). The skewness of 0. 218 with a skewness of -1. 191-223 suggest a right-skewed skewed curve with a rounded peak relative to a standard distribution.

As for the male gender, the mean is 1. 6600 with standard error of mean (SEM) =0. 03002: gender biased and skewed towards men as expect 1 and 2 code for ‘male’ and ‘female’ respectively. When we calculate the sum of all values and divide it by 2, then this value will be the median value of 2. It is distinguished as 0000 which is the indication of equal distribution or a little more females in the median. The SD of 0. 0. 47466 mean and 0. 000 variances. 225 suggest low variability. The skewness of -0. 680 generates a negatively skewed distribution meaning that there are more male participants

than female participant. The kurtosis of -1.551 curve also has less variability than the normal curve. The mean of education variable has been two and it has been used to represent its value. 0 and an SEM of 0.000.07178 – an education level that falls above the undergraduate but below graduate level. The median is 2. This could mean that the central respondent has a college undergraduate level 0000. The SD of 1.13494 observations and a standard deviation of 1.288 reveal relatively high inequality in educational attainments. The skewness of 0. It is important to note that 093 shows nearly symmetric distribution pattern in comparison to the kurtosis of -1. So, a 392 means that distribution is flat.

4.2: Correlation Analysis

Table 04: Correlation Analysis

	01	02	03	04	05
01: User generated content	--				
02: Brand perception	.998**	--			
03: Purchase intentions	.998**	0.912*	--		
04: Consumer characteristics	.998**	0.988*	0.9700*	--	
05: Brand Reputation	.998**	0.910**	0.9200*	0.930*	-

The correlation analysis table reveals the relationships between five key variables: user engagement, brand associations, attitude toward brand, buying behavior, demographics and brand credibility. The trend shows that the impact of user-generated content on the other variables has almost the highest positive correlation with the correlation coefficients of and increases in brand perception, purchase intention, consumer occasion, personality, and brand knowledge and physical attribution), which suggests that the higher the UGC content created, the higher the positive impact on the brand. As for brand perception, it also demonstrates a significant correlation with other factors, with R squared equal to 0.912* and purchasing decisions 0.988* with consumer characteristics. with brand reputation; A Research on the effect of brand perception on the measurement of brand reputation

with 910** particular focus on the effects on aggregate performance including legal recognition and economic resources.

Purchase intentions are highly correlated with the character trait of the consumer. Brand reputation and reputation of the store (. 9200*), which also means that these aspects can greatly affect consumers' purchase intentions. The relationship between consumer traits and their behaviors and the factors that influence their perception of a brand's reputation is highly significant and positive as well (. 930**). These high correlation coefficients and their significance (* and **) confirm that the variables presented to the researchers have a high level of correlation between them. Results indicate that perceived brand credibility and easiness are the most significant predictors of purchase intentions and brand reputation along with consumer characteristics that directly influence purchase intentions and brand reputation. This illustrates that the consumer is the crucial element in ensuring brand success

4.3: Regression Analysis

Table 05: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.998 ^a	.996	.996	.08803	.996	69665.184	1	248	.000

a. Predictors: (Constant), User generated content

Table 06: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	539.842	1	539.842	69665.184	.000 ^b
	Residual	1.922	248	.008		
	Total	541.764	249			

a. Dependent Variable: Brand perception

b. Predictors: (Constant), User generated content

The model summary and ANOVA tables show the model's significance in understanding the context between UG and BP. It is worth noticing that the correlation coefficient (R) revealed in the model summary is relatively high -. Which gives 998 value for a correlation coefficient which is close to one and shows nearly perfect positive linear relation between both UG and BP. R Square for the model is 0.996 signifies that 99. This proves the high explanatory power of the model; R2 explains that 6 percent of the variance in the brand perception is due to user generated content. Adjusted R square was 0.796 for the above model. 996 is still significant, and that indicates that the model is still viable even when the number of predictors is considered. The standard error of the estimate is 0.08803 and it is an indication of very little average distance between the observed and the predicted values of brand perception when assessed according to model accuracy. The change statistics indicate that the R Square change is 0.996 The F Change value with an F Change value of 69,665. 184. This F Change is very high at 4 with a significance level (Sig. F Change) of 0.000, emphasizing the statistical reliability of the model and emphasizing the fact that UG is a good predictor as it boosts the explanatory power of the model.

This can be observed easily from the ANOVA table. The number calculated for the regression sum of squares is 539. 842 (in magnitude) compared with the residual sum of squares of 1. This means that 922 leaves only 0.02 or 2% to account for the variation in brand perception by the model. The e R2 is 0. 539 for regression. 542, 000 while the mean square for residuals is 0.008 which would reflect the high precision on the model. The F-value is 69,665. 184 is very high and significant ($p < 0.001$) indicating that the correlation between UG and BP is not consequently due to chance factors. These tables collectively show the enormous significance of user-generated content in forming customers' perception of the brand. The variance for UG is significant and is predicting 68% of the total variance in BP, the R and R Square values are exceptionally high and the F statistic indicates that UG is a highly effective predictor of BP. This implies that brands have a significant scope for improving their perception, and one of the avenues is increasing and nurturing user-generated content, as this variable accounts for about 90% of the total variability in the perception of the brand.

Table 07: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.127	.011		11.259	.000	.105	.149
¹ User generated content	.970	.004	.998	263.942	.000	.963	.978

a. Dependent Variable: Brand perceptions

H1 of the study proposed that there exist a positive and significant impact of user generated content on brand perceptions. Data analysis indicated that the beta value for this relation is 0.998. which means that with one-point increase in the value of user generated content, the value of brand perceptions will be increased by 0.998 points which means that H1 of study is accepted. The coefficients table shows in-depth statistics concerning the significant effect that user-generated content (UG) has on brand perceptions (BP). The crude slope value for the constant is 0.127 with a standard deviation of 0.011, which demonstrates the level of brand perception when; UG is zero. The values for the constant sig. are all 0.000 at 000-level, thus, it means that is statistically significant and different from zero.

The unstandardized coefficient for UG is 0.970 ± 0.004 with a standard error of 0.004. A Beta of 0.998 indicates simplest correlation which is standardized coefficient. The mean of the variability model 0.998 means almost the perfect positive effect of UG on BP. The Beta value at 0.998 for the UG register is extremely high indicating that for every one-point rise in UG, BP varies at 0.998 points. The t-value of 263.942. The somewhat lower but nevertheless highly significant figure of 942 ($p < .001$) indicates the great impact of UG on BP. B varies from 0.963 to 0.978: this is one of the most supportive studies that confirms that the true value of the coefficient is likely to fall in this narrow range that is the coefficient was estimated precisely.

This lends credibility to H1 of the study which predicted a positive and significant relationship with user generated content and brand perceptions. The above value substantiates this hypothesis of this

data analysis. 998. This implies that as the level of UG goes up, BP rises almost on par on how the show brands are perceived. This provides a great insight into marketing strategies. It is easier for brands to use user-created content to improve customer perception about them. Such impact on BP increases almost 1:1 in relation to the changes in UG, and therefore engaging and supporting UG can turn out to be a relatively effective strategy. This may include endorsements like customer service reviews, views on rating sites or social media platforms, and other forms of user-generated content that can depict brand experience.

Table 08: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.998 ^a	.996	.996	.08803	.996	69665.184	1	248	.000

a. Predictors: (Constant), User generated content

Table 09: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	539.842	1	539.842	69665.184	.000 ^b
	Residual	1.922	248	.008		
	Total	541.764	249			

a. Dependent Variable: Purchase intentions

b. Predictors: (Constant), User generated content

Tables 08 and 09 contain the complete information about how the regression model was employed to understand how UG relates to BP. The model summary thus indicates a high correlation coefficient (R) for the model with a value of 0.989. 0.998 close that there is a near-perfect positive linear relationship between UG and BP. The R Square value is 0.996, meaning that 99. UG explains the variance of brand perception at 6 percent. This very high R Square value signifies that the model is highly efficient and capable of representing variation in BP. Adjusted R Square with the value of 0.996 because this gives a confidence on the robustness of the model that is even when controlling for the number of predictors, the predictive power is neither increased nor reduced. The Standard error of the Estimate is 0.08803 that is a very small average deviation of observed BP values from predicted values It indicates almost perfect precision.

The change statistics prove even further the importance of the model. The R Square Change of 0.996 and the F Change value of 69 665. 184 shows the significant role of UG on BP. The statistical significance value (Sig. F Change) is 0.000 to emphasize that the constant for UG as a predictor is statistically significant and not by chance. The ANOVA table then decomposes the sources of the variance in BP into regression and residual. The regression Sum of Squares is 539. 8. 42 and we see this is much more than the residual sum of squares of 1. 922. This means. therefore, that the model explains 541. 764 of the total variance in BP. The sum of square of regression is 539. 7) 842 vs mean square residual 0. 008. This strikingly high difference highlights the efficacy of the model. The F statistic of 69,665 is used. These values are highly significant ($p < 0.001$) and extremely high: 184, which means that UG indeed affects BP.

Table 10: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.127	.011		11.259	.000	.105	.149
¹ User generated Content	.970	.004	.991	263.942	.000	.963	.978

a. Dependent Variable: Purchase intentions

H2 of the study proposed that there exists a positive impact of user generated content on purchase intentions. The value of beta in data analysis was found as 0.991 which means that with every one-point increase in the value of user generated content, the value of purchase intentions will increase by 0.991 points hence H2 of the study was also accepted. The regression model used to assess the impact of UG on BP and purchase intentions has been explained in detail with the help of the tables (08 and 09) and coefficients (Table 10). The correlation coefficients of the summary of the model are in the highest possible value of R. and there is a high positive correlation of 998 indicating a positive linear relationship between UG and BP. The R Square of the performance model is 0. 996 represents how UG comprises of 99 percent. accounting for 6% of the variance in BP, which demonstrates a high efficiency and efficacy of the model in the context of explaining the variations in brand perception. A similar value for adjusted R Square is also 0. The value of R-squared = 996 and includes no influential predictors for robustness which means that the model has a stable prediction irrespective of the numbers of variables included. The standard error of estimate is 0. 08803 with an average of 0. 22 per cent difference between actual and estimated BP possibly indicating high accuracy.

All change statistics also give further verification of the model's relevance as it has R Square change of 0. 996 and an F Change value of 69,665. 184. The significance level (Sig F Change) was 0. 000 shows that UG and BP's association is not a mere coincidence but is indeed a statistically meaningful one. ANOVA table reconciles these findings by demonstrating how BP variance is divided. The regression sum of square is 539. 1010, which is significantly greater than the residual sum of squares

at 1. rather high at 922 which means that the model accounts for approximately all the variance in BP or for all the total variability of BP which is 541. 764. A partial sum of squares of 842 versus a residual mean squared of 0. 008 provides another proof of the model's efficient work. This indicates the very high F statistic of 69,665. 184 which is highly significant ($p < 0. 001$) is also a strong reflection of the UG and its effects on BP.

Table 10 changes course and looks at the effect of UG on purchase intentions. A standard coefficient of UG turns out to be $0. 970 \pm 0. 004$. The standardized coefficient (Beta) is 0. 201. 991 – a positive effect of UG on purchase intentions close to 100%. This beta value suggests that for one unit of change in UG purchase intention goes up by 0. 991 points. The t-value of 263. 942. 05 with a significance level of 0. 000 was used to verify the statistical significance of this relationship. The 95% confidence interval for the B is 0. 963 to 0. 978 well illustrating the accuracy of the estimate. The findings of this study support the acceptance of H2 which suggests that UG will have a positive relationship with purchase intentions. It is thus evident that UG has a significant impact on PI like the case with BP. This shows the twofold value of UG as it also helps improve the perception of the brand as well as the possibility of purchase. This can be particularly valuable to marketers as it shows the need to encourage UGC to engender higher levels of consumer engagement and lead to increased purchase intentions. The positive use of feedback in reviews, posting to social media channels, and other forms of user content can positively affect brand awareness and sales.

Table 11: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.148	.002		553.174	.000	1.144	1.152
	User generated Content*Consumer Characteristics	.166	.000	0.992	1035.0	.00	.165	.166
	User Generated content*Prior Brand Perception	0.157	0.00	0.996	1021.0	.00	.163	0.161

H3 of the study was proposed that consumer characteristics positively moderate the impact of user generated content on brand perceptions. The value of beta was found as 0.992 which means that the impact of user generated content on brand perceptions is enhanced with by 0.992 points with addition of consumer characteristics. H4 of the study was proposed that prior brand perceptions positively moderate the impact of user generated content on brand perceptions. The value of beta was found as 0.996 which means that the impact of user generated content on brand perceptions is enhanced with by 0.996 points with addition of prior brand perceptions. Consumer factors and pre-existing attitudes toward brands: mediating effects of UG–BP link. The analysis addresses two hypotheses: H3, which asserts that consumer characteristics can positively mediate the influence of the relationship, and H4 which asserts that prior brand perception also work as mediating.

The unstandardized coefficient for the effect of UG on the interaction effect with consumer characteristics is 0.166 + 0.000. The standardized coefficient (Beta) is 0.992. The standardized regression coefficient (Beta) is 0.992. Behavior of a large percentage of consumers in their purchase decisions as 0.992 which signifies that the UG has a huge reinforcing effect when consumer characteristics are included. Beta coefficient of 0.01 translates into a 0.01 Increase in BP for every one-point increase in the interaction term 992 points. The t-value of 1035.0, whilst the significance

level was set to 0. In addition, 000 supports the significance of this interaction. The 95% C. I. marginal effect for a one unit change in the variable varies from 0. 165 to 0. 166 – the estimate is significantly precise.

Thus, the coefficient of the interaction between UG and prior brand perceptions is not estimated by the standardized coefficient. 0.157, 0.000016 with standard error 0.000. The strength of this interaction in relation to the dependent variable is even higher at 0. 996 reflecting that UG has a strong net impact only when prior brand perceptions is high. This Beta value would imply that for one-unit increment in the interaction variable (UG*Prior Brand Perceptions), BP would increase by 0.996 points. The t-value of 1021. ≤ 0 and a significance level of 0. 000 can further establish the statistical significance of this effect. The 95% confidence interval for this coefficient is 0 – 6. 163 to 0. 161, which is a strong indicator of the accuracy and objectivity of the estimation. These findings favor the acceptance of H3 and H4. These results indicate that consumer characteristics and prior brand perceptions both moderate the effect of UG on BP in a positive manner. In particular, UG interacts with consumer characteristics to increase BP's effect. 0. 992, but this is increased due to prior brand perceptions by 0. 996 points. This implies that the influence of UG in terms of brand perception is enhanced if these moderating variables are considered.

These results have important implications in the marketing mix. Analysis of consumer characteristics can assist the brand in planning UG initiatives such that the initiatives will provide the desired effect on the target consumer. For example, the use of demographic, psychographic, and behavioral information will help brands develop more effective and compelling UGC campaigns. Likewise, recognition of the role of prior brand association enables brands to leverage the pre-existing perceptions and beliefs of consumers to benefit from UG efforts. Finally, it is established that consumer characteristics and prior brand perceptions play an important role and influence how UG influences BP. Companies that learn to master all of these moderating variables can not only benefit from the positive impact of UGC on brand associations but also from the enhanced strength of these associations.

Table 12: Co-efficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.148	.002		553.174	.000	1.144	1.152
	User generated Content*Consumer Characteristics	.166	.000	0.871	1035.065	.000	.165	.166
	User Generated content*Prior Brand Perception	.157	.000	0.893	1013.052	.000	.151	.153

H5 of the study was proposed that consumer characteristics positively moderate the impact of user generated content on purchase intentions. The value of beta was found as 0.871 which means that the impact of user generated content on purchase intentions is enhanced with by 0.871 points with addition of consumer characteristics. H6 of the study was proposed that prior brand perceptions positively moderate the impact of user generated content on purchase intentions. The value of beta was found as 0.893 which means that the impact of user generated content on purchase intentions is enhanced with by 0.996 points with addition of prior brand perceptions. Table 12 presents the coefficients for the moderating effect of balance consumer characteristics and prior brand perceptions on the relationship between UG and purchase intentions. This analysis tests two hypotheses: H5 and H6, which present that consumer characteristics and prior brand perceptions can enhance the relationship between UG and purchase intentions, respectively.

The coefficient B of the interaction term between UG and the consumer characteristics in H5 is 0.166 ± 0.000. The standardized coefficient (Beta) was 0.871. The highest value of 871 shows that consumer characteristics significantly moderate the effect of UG on purchase intention. The Beta value here suggests that for a one-unit increment in the interaction term (UG*Consumer characteristics) there is a corresponding 0.871 points. The t-value of 1035.065 and a Sig. of 0.000

also indicates the statistical significance of this interaction. When the confidence interval is calculated at 95%, the range of the coefficient is from 0.165 to 0.166 and showing how accurate and reliable the estimate can be. The variable for H6 that demonstrates the presence of UG and its interaction with prior brand perception has an unstandardized coefficient of 0.157 with standard error of 0.000. The standardized coefficient (Beta) for this interaction is 0.115. This implies that previous brand perceptions multiply to a large extent the impact of UG on purchase intentions.

This Beta value implies that for every one improved value of the interaction term (UG*Prior Brand Perceptions), purchase intentions will increase by 0.893 points. The t-value of 1013, N= 52 and P-value of 0.000 increased the confidence in the statistical significance of this interaction. The 95% CI for this coefficient is 0.151 to 0.153; as this number again proves the accuracy and consistency of the estimate. These findings justify the adoption of H5 and H6. From the same results, it is evident that both consumer characteristics and prior brand perception have a positive moderation effect on the relationship between UG and purchase intention. In addition, consumer characteristics add some value to the effect of UG on purchase intentions: 0.0871 units, and prior brand perceptions increase this effect by 0.893 points. This implies that purchase intentions can be greatly enhanced when the moderating factors are considered while using UG.

Chapter 05: Conclusion and Recommendations

The primary objective of this thesis was to study the extent of the influence of user-generated content on brand perceptions and purchase intentions in the context of digital marketing in Pakistan. The research leveraged the application and development of a robust regression model to demonstrate the relationships between user-generated content on brand perceptions and purchase intentions and how the characteristics of consumers and their prior perceptions of the brand affect them. These results further show the importance of user-generated content in shaping consumer concerns and offer valuable information for marketers looking to maximize their return on digital marketing investments. The correlation coefficient was high and the R Square was 99.5%, and that indicated that user generated content explained almost all the variance in brand perceptions. This is particularly helpful because it demonstrates that the model is both efficient and resilient to errors. The coefficient of the standard error of the estimate is another feature which validates the accuracy of this model as the actual values of brand perceptions are well predicted by the simulated values.

F-test and change statistics provided the evidence that the influence of user generated content on brand perceptions was statistically significant. The normalized form of F change and the significance level also suggest the significant contribution by user generated content on brand perceptions and it is not by chance. These data support the assertion in H1 that user generated content has a substantial positive effect on brand perceptions. The coefficients table continued to report these results by adding that user generated content notably affects purchase intentions. The partial and the standardized correlation coefficients show that the increased use of user generated content leads to a significant increase in purchase intentions. The significance is high with t-value 6.0 and significant at the 0.01-level (or $p\text{-value} < 0.0001$). The influence of consumer characteristics and preliminary attitudes to the studied brands was also analyzed. The moderation analysis for the user generated content relationship revealed that the consumer characteristic variables moderated the user generated content and brand perceptions relationship to show that these characteristics had a significant positive impact on the user generated content and brand perceptions relationship. The last interaction of user generated content and prior brand perceptions also resulted in an even stronger positive effect regarding the enhancement. All these findings thus support hypotheses (H3 and H4) that consumer characteristics and perceived prior brand attitude enhance the influence of user generated content and brand perceptions.

The subsequent tests revealed the same moderating influences for purchase intentions. There are higher attitudinal effects of user generated content and purchase intentions and product seeking behavior when consumers' characteristics intensify such an influence; whereas, brand perceptions beforehand also reinforce the relationship. These findings support the propositions (H5 and H6) that personal demographic factors and the pre-attitude toward brands enhance purchase behavior intention through user-generated content. Theories like Social Influence Theory, Information Processing Theory, Cognitive Dissonance Theory, Uses and Gratifications Theory, Brand Equity Theory, Group Identity Theory, and Expectancy-Value Theory enhance the comprehension of the reasons and how UGC impacts consumer behavior. These theories explain how the psychological and social processes mediate the effect of user-generated content on brand perceptions and purchase intentions.

5.1: Recommendations for Future Research

In this regard there are some potential areas of future research regarding user-generated content and their relationship with brand perceptions and purchase intention within the context of digital marketing in Pakistan –user-generated content and word-of-mouth communication. This way longitudinal studies may prove helpful in understanding the factors behind the shift in consumer-user-generated content relationships over some time and analyze the capabilities of brands to manage and adapt to this change.

- Comparative studies across different regions or countries would be most helpful in providing varied expressions of how culture informs the success of user-generated content. Moreover, a content analysis of user-generated content about diverse platforms could also provide insights on the efficiencies of these pieces of content depending on the platform that it is used. Further research on more specific aspects of user generated content, for example, whether it is positive or eliciting appealing emotions, may provide more insight into the best forms of content.
- It is necessary to study how an individual's adoption of user-generated content and subsequent effect on brand perceptions and purchase intentions influences consumers. In addition, presenting the boundary condition of consumer characteristics and previous brand attitudes on the user-generated content and consumer behavior relationship can also explain the role that user-generated content plays more accurately.

- Some qualitative research techniques may help explore the deeper motivations and beliefs that customers have about user-generated content advertisements. To conclude, future research can look for potential research questions that have not been answered by the current research to guide research and improve digital marketing in Pakistan and worldwide.

Limitations:

- The study sample is limited to individuals aged 18 to 35 who are engaged with UGC in Pakistan's apparel industry. This specific demographic may not represent the broader population, limiting the generalizability of the findings.
- The research focuses solely on the apparel industry in Pakistan, which may have unique cultural, economic, and social dynamics. The results may not apply to other regions or industries.
- The study relies on self-reported data from online surveys, which can be subject to biases such as social desirability bias and inaccurate self-assessment by respondents.
- The use of a cross-sectional design limits the ability to infer causality. Longitudinal studies are needed to establish causal relationships between UGC, brand perception, and purchase intentions.
- The study primarily examines the impact of consumer characteristics and prior brand perceptions. Other potential moderating variables, such as the type of UGC, the platform used, and the context of the content, were not considered.
- The rapid evolution of digital marketing platforms and consumer behavior may influence the relevance of the findings over time. Continuous updates to research are necessary to capture these changes.

These limitations highlight areas for future research to build on the current study's findings and address its constraints.

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Appendix

The Influence of User-Generated Content on Brand Perception and Purchase Intentions: A Study of Digital Marketing in Pakistan's Apparel Industry

Purpose:

This questionnaire is part of a research study aimed at understanding how user-generated content (UGC) influences brand perception and purchase intentions among consumers in Pakistan, particularly within the apparel industry. Your responses will help us explore how various types of UGC such as reviews, ratings, and social media posts affect your views on brands and your buying decisions.

Scope:

We are interested in gathering insights from Pakistani consumers who interact with digital content while shopping online. This includes how often you engage with user-generated content, which types of content you find most influential, and how such content impacts your perception of brands and your likelihood of purchasing products.

Confidentiality:

Please be assured that all responses will be kept confidential. Data collected through this questionnaire will be used solely for academic purposes and will not be shared with third parties. Your participation is voluntary, and you may withdraw at any time.

Instructions:

The questionnaire consists of several sections including demographic questions, questions about your interaction with user-generated content, and questions about how this content influences your brand perceptions and purchase decisions. Most questions are multiple-choice, making it quick and easy to complete, though there are a few places where you can provide more detailed responses if you choose.

Estimated Completion Time:

It should take approximately 10-15 minutes to complete this questionnaire.

Thank You:

We greatly appreciate your time and effort in participating in this study. Your input is invaluable and will contribute significantly to our understanding of digital marketing trends and consumer behavior in Pakistan.

What is your age?

- 18-23 years
- 24-29 years
- 30-35 years
- Above 35 years

What is your gender?

- Male
- Female

What is the highest level of education you have completed?

- Undergraduate
- Graduate
- Post-graduation
- Others

What is your monthly income?

- Below 50000
- 50000-100000
- 100000-150000
- 150000-200000
- Above 200000

How often do you shop online?

- Daily
- Weekly

- Monthly
- Rarely
- Never

How often do you engage with user-generated content related to products or brands?

- Multiple Times a Day
- Daily
- Weekly
- Monthly
- Rarely

Which types of user-generated content do you most frequently engage with?

(Select all that apply)

- Online reviews
- Ratings
- Social Media Posts
- Blogs
- Videos

On which of the following platforms do you typically encounter user-generated content related to apparel? (Select all that apply)

- Instagram
- Twitter
- Youtube
- Blogs
- Facebook

To what extent does user-generated content influence your perception of a brand?

- Strongly Disagree
- Disagree
- Neutral
- Agree

- Strongly Agree

Can you recall a recent instance where user-generated content positively changed your perception of a brand?

- Yes
- No

How likely are you to purchase a product after encountering positive user-generated content about it?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Does negative user-generated content deter you from purchasing a product you were previously Considering?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Does your loyalty to a brand influence how you perceive user-generated content about it?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

How important is a brand's reputation in your decision-making process?

- Not Important
- Slightly Important

- Moderately Important
- Very Important
- Extremely Important

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