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# Exploring the Role of User-Generated Content in Shaping Consumer Purchase Intentions towards E-Commerce Clothing Retailers

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**Abstract**— The study examines the significance of user-generated content (UGC) and its influence on consumers' purchase intentions. UGC, such as reviews, ratings, testimonials, and social media posts, is considered a reliable source of information because it reflects the real experiences of consumers. The study aims to identify the relationship between UGC and buying behavior while analyzing its impact across different demographic groups. The findings reveal that UGC positively influences purchase intentions by reducing uncertainty and helping consumers compare products and identify quality alternatives. Positive reviews and celebrity endorsements further increase customer trust and product value. The study also highlights that UGC has a stronger influence on experienced online shoppers, especially in e-commerce purchases. In online shopping, where consumers cannot physically examine products, UGC acts as an important representation of product quality and performance. Therefore, organizations should encourage positive user-generated content to improve customer engagement, attract new consumers, and increase sales and revenue generation.

**Keywords**— User-Generated Content, E-Commerce Clothing Retailers, Consumer Behaviour, Purchase Intentions.

## I. INTRODUCTION

In the digital age, the public uses digital means to share their thoughts due to the popularity and rapid transmission of content. Here, consumers often referred to as 'users' —

share their experiences about products, which is known as user-generated content. User Generated Content (UGC) refers to reviews or feedback shared by consumers who have actually used a product. It has a significant impact on purchasing decisions because it reflects user opinions and is disclosed on truthfulness and trust. People who have actually used a product can give more practical feedback about it. Their reviews are based on real experiences, so their opinions are more reliable and insightful than those from people who haven't used the product. This difference makes their perspective more valuable for potential buyers. UGC can be in the form of images, text, or videos. UGC serves as a base for consumer decisions.

Companies encourage their consumers to post feedback because such feedback motivates others to place orders for the product. Not only companies, but marketers on e-commerce platforms like Amazon and Flipkart also encourage customers to leave feedback, sometimes offering rewards or points in return.

Social media platforms like Facebook, Instagram, and YouTube play a crucial role in User-Generated Content (UGC). These platforms provide a space where users share their experiences. People commonly use these media to know the product. These platforms spread UGC quickly and smoothly to a large audience. Specifically, platforms that have video-related content, such as YouTube,



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Instagram, and Facebook, have a higher impact because of their nature. Videos are more appealing than text or image formats. Hence, it is an easy way to connect. User generated content reduces the uncertainty of the product i.e. reduces the risk level. So, it reduces the users' time and effort and it gives sense of confidence before buying the clothing article. especially clothing product needs some consumer attention since quality of the fabric, design and other important attributes play a important in this. Here UGC plays a vital role.

User-generated content (UGC) helps consumers reduce the uncertainty and risk involved in buying a product. It saves customers' time and effort by giving them real opinions and experiences from other users. UGC also increases buyers' confidence before purchasing clothing items. In the case of clothing products, factors such as fabric quality, design, fit, and style are very important to consumers. Since these details cannot always be checked before purchasing, customers often rely on reviews, photos, and feedback shared by other users. Therefore, UGC plays a major role in influencing purchase decisions for clothing products.

## **II. LITERATURE REVIEW**

Nusairat et al. (2021) made a research on the title of User-Generated Content – Consumer Buying Intentions Nexus: The Mediating Role of Brand Image by a 316 responses in Jordon. This research explores how the brand's image plays a role in the effect of UGC on buying motive of cosmetic products. They found that purchase intentions strongly influence by both brand name and UGC. In addition, online word of mouth helps improve the brand's image.

Manap (2013) conducted a research in Malaysia with the objective of analyzing how UGC on social media channels assists the tourism industry in promotion. He concluded that UGC assists travelers make well-informed decisions while it is considered a one of the sources to get to know the tourist information but it is not considered the fully credible source of travel information.

Brand equity has a positive relationship with user-generated content (UGC) in the dimensions of brand awareness, brand association, and perceived quality. Consumers' purchase intention is influenced by brand association and perceived quality. It is recommended that marketers use two-way communication on social media for interaction and engagement. These conclusions were drawn from a quantitative study on the influence of UGC on

consumer purchase intention, conducted with a sample of 357 participants by (Liaw et al., 2022)

Mishra and Kumar (2024) examined a study to know the role of user-generated content (UGC) in selected brands like Pantaloons, Zudio, and H&M. The study found that young people (18 – 25 age people) spend more time on social media to view fashion-related content. When consumers actively engage with consumers in online, it builds loyalty and increases sales. The study concluded that UGC positively influences brand equity and buying decisions.

Udoka and Ikot (2024) explains how online reviews and ratings help build trust and loyalty among customers. It shows that real user feedback (UGC) acts as strong proof that a brand is reliable. Positive reviews increase confidence, and honest handling of negative reviews can improve brand image. User content also helps create a connection with customers, leading to long-term engagement.

Yousry and Fahmy (2024) examines how UGC influences brand equity dimensions and purchase intention among subscribers of Egyptian telecom operators by taking responses from 400 respondents. The findings show that UGC positively impacts brand awareness, associations, perceived quality, and loyalty. Among these dimensions, perceived quality and brand loyalty significantly mediate the relationship between UGC and purchase intention. However, brand awareness and associations do not directly influence subscribers' intention to purchase. The study insists the importance of social media engagement, as consumers view UGC as a trustworthy and persuasive source of brand information. The research also suggests that telecom marketers should encourage online customer interaction to strengthen loyalty and perceived quality.

Sukontip, Sureerut, and Athanasios (2024) explores how brand-generated content (BGC) and user-generated content (UGC) influence customer behaviour in online shopping. The research was conducted among 400 online shoppers in Pathum Thani province, Thailand. The findings show that brand-generated content alone does not directly affect customer behaviour. However, when positive user-generated content is added, customer trust and engagement with the brand increase significantly. Consumers tend to believe real customer reviews and experiences more than company-created content.

### *Research Gap*

Many researchers have studied the role of User-Generated Content (UGC) in influencing consumer decisions, but limited research has focused specifically on



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its impact within the clothing industry, especially in Tier III cities. Consumers from smaller cities may respond differently to social media content, online reviews, and influencer recommendations. There is still a lack of understanding about how Tier III consumers perceive and trust UGC while making clothing purchase decisions. This creates an important research gap and highlights the need for deeper investigation in this area.

### III. SIGNIFICANCE OF UGC

UGC is one of the reliable sources of consumers to know products soundness. User-generated content is considered more important because it comes from individuals who have already experienced the product. Therefore, their opinions provide more valuable direction on purchase decision. The motto of the study is to know the relationship UGC and purchase intentions. The study explores the insights of UGC and how it influences the buying motive. That's why it is considered important. Moreover, it examines how UGCs influence varies in different demographic segments.

### IV. STATEMENT OF THE PROBLEM

In the digital age, User-Generated Content (UGC) such as reviews, testimonials, and social media posts influence consumer buying motive but, the degree of cause and effect of UGC is not clear, particularly across different demographic groups. Although these demographic factors have the strong impact on purchase decisions, a lack of clear understanding of these variations makes it difficult to develop an effective marketing strategy. Therefore, it is essential to investigate the influence of UGC on purchase intentions.

### V. OBJECTIVES OF THE STUDY

1. To explore demographic variations in consumer perception to UGC
2. To know the user's E-Commerce usage pattern.
3. To assess the extent to which perception on UGC influences purchase intentions.

### VI. HYPOTHESIS

H1: There is a significant influence of consumers' age on perception of UGC

H2: There is a significant influence of educational qualification on the perception of UGC

H3: Gender has a significant effect on consumers' perception of UGC.

H4: Duration of online shopping has a significant impact on consumers' perception of user-generated content (UGC).

H5: Perception of User-Generated Content (UGC) has a significant influence on Purchase Intentions (PI).

### VII. RATIONALE OF THE STUDY

Clothing is a dynamic and vibrant industry that rapidly changes its product designs and styles to attract customers. People also pay close attention to clothing products as a way to express their identity and reflect themselves to others. In the digital age, e-commerce platforms are growing very fast because they reach a large number of people in a cost-effective way. When shopping online, humans always need some kind of security, especially when buying a product or making a decision. In these situations, user-generated content (UGC) gives assurance and confidence because users have already experienced the product. They help buyers understand the product better by sharing its advantages and drawbacks.

### VIII. RESEARCH METHODOLOGY

Sample Design: A total of 150 questionnaires were distributed in Vellore city for the purpose of the study. Out of the questionnaires distributed, 138 responses were taken for analysis. Some questionnaires were not returned by the respondents and a few contained incomplete responses. Hence, such responses were excluded from the study.

Research Design: The study used an empirical research design based on both primary and secondary data. To analyze the collected data, various statistical tools such as Percentage Analysis, Mean, Rank, Correlation, Regression, Independent Sample t-Test, and One-way ANOVA were used to examine the relationship and influence of variables in the study.

TABLE 1  
RELIABILITY STATISTICS

Item	Cronbach's Alpha	No. of items
Perception on UGC	0.973	7
Purchase Intentions (PI) on E-Commerce Clothing Retailers	0.849	4

Table 1 shows the reliability statistics using Cronbach's Alpha for the Perception on UGC (0.973) and Purchase Intentions (PI) on E-Commerce Clothing Retailers (0.849),

indicating excellent internal consistency and a very high level of reliability among the items.

income, 49 respondents earned between Rs. 40,001 and Rs. 60,000, while 37 respondents earned above Rs. 60,000 per month

**IX. DATA ANALYSIS AND INTERPRETATIONS**

**TABLE 2**  
**DEMOGRAPHICS (N = 138)**

Questions	Options	Frequency	Percentage
Age:	Up to 20 years	18	13.0
	21- 40 years	61	44.2
	41 – 60 years	37	26.8
	Above 60 years	22	15.9
Gender:	Male	89	64.5
	Female	49	35.5
	Transgender	00	00.0
Marital Status:	Married	79	57.2
	Unmarried	59	42.8
Educational Qualification:	Up to HSC	26	18.8
	ITI/Diploma	23	16.7
	Under graduate	65	47.1
	Post graduate and above	24	17.4
Occupational Status:	Student	18	13.0
	Homemaker	25	18.1
	Self-employed	31	22.5
	Employed	38	27.5
	Retired	12	08.7
	Unemployed	04	02.9
	Professional	10	07.2
Others	0	00.0	
Monthly Income:	Up to Rs. 20,000	26	18.8
	Rs. 20,001 – Rs. 40,000	26	18.8
	Rs. 40,001 – Rs. 60,000	49	35.5
	Above Rs. 60,000	37	26.8

Table 2 shows the frequency distribution of the demographic profile of the respondents (N = 138). Among the participants, 89 were male and 49 were female. The study revealed that 57% of the respondents were married. In terms of educational qualification, nearly 47% of the respondents were undergraduates. Regarding monthly

**TABLE 3**  
**E-COMMERCE USAGE PATTERN (N = 138)**

Questions	Options	Frequency	Percentage
Which platform(s) do you usually use to buy clothes? (Select all that apply)	Myntra	138	100
	Ajio	94	68.1
	Meesho	138	100
	Flipkart	90	65.2
	Amazon	118	85.5
	Tata CLiQ	36	26.1
	Pantaloons	79	57.2
What is your average monthly spending on clothing from e-commerce retailers?	Others	00	00.0
	Upto Rs. 1,000	42	30.4
	Rs. 1001 – Rs. 2,000	73	52.9
How often do you shop online?	Above Rs. 2,000	23	16.7
	Rarely (1–2 times/year)	10	07.2
	Occasionally (once in two months)	76	55.1
	Frequently (1– 2 times/month)	46	33.3
How long have you been shopping online?	Very Frequently (2 + times/month)	06	04.3
	Less than 1 year	22	15.9
	1 to 3 years	29	21.0
	3 to 5 years	80	58.0
What type of UGC most influences your clothing purchases? (Select all that apply)	Above 5 years	07	05.1
	Written reviews	122	88.4
	Star ratings	128	92.8
	Social media posts	138	100
	Influencer endorsements	138	100
	Customer-uploaded images/videos	133	96.4
	Consolidated AI report on reviews	106	76.8
Where do you typically look for user-generated content when	E-commerce websites	57	41.3
	Social Media	81	58.7
	Others	00	00.0

shopping for clothing?			
When a product has mixed reviews (some positive, some negative), how do you usually respond?	Still go ahead with the purchase	17	12.3
	Reconsider and look for alternatives	51	36.9
	Look deeper into the content of the reviews	72	52.2
	Decide not to purchase	00	00.00

Table 3 shows that Myntra and Meesho are the most preferred platforms for buying clothes online, followed by Amazon, Ajio, Flipkart, Pantaloons, and Tata CLiQ. Most respondents spend between Rs. 1001 and Rs. 2000 on online clothing purchases, and 76 respondents stated that they buy clothes once every two months. Social media posts and influencer endorsements are the most influential forms of User-Generated Content (UGC) affecting clothing purchases. About 81 respondents noticed UGC on social media, while 57 respondents checked UGC on e-commerce websites. Around half of the respondents said they “look deeper into the content of the reviews” when products have both positive and negative feedback.

**TABLE 4**  
PERCEPTION ON UGC

	Mean	Rank
UGC is more trustworthy than brand-created content	4.74	2
UGC shared by real users are reliable	4.75	1
User-generated content reflects real product experiences.	4.43	7
User-generated content provides detailed product information.	4.67	4
UGC helps me compare different products easily.	4.65	5
UGC help me identify the quality and fit of clothing products.	4.68	3
UGC reduces the risk involved in online clothing purchases.	4.46	6

Table 4 indicates that UGC strongly influences consumers, as it is considered reliable (4.75), more trustworthy than brand-created content (4.74), and helpful in identifying product quality (4.68), among other factors.

**TABLE 5**  
ONE-WAY ANOVA OF AGE AND PERCEPTION OF UGC

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	53.564	3	17.855	1953.873	.000
Within Groups	1.225	134	.009		
Total	54.789	137			

Multiple Comparisons						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Up to 20 years	21 – 40 years	-1.88407*	.02564	.000	-1.9508	-1.8174
	41 – 60 years	-1.84363*	.02747	.000	-1.9151	-1.7722
	Above 60 years	-1.42857*	.03038	.000	-1.5076	-1.3495
21 – 40 years	Up to 20 years	1.88407*	.02564	.000	1.8174	1.9508
	41 – 60 years	.04045	.01992	.182	-.0114	.0923
	Above 60 years	.45550*	.02377	.000	.3937	.5174
41 – 60 years	Up to 20 years	1.84363*	.02747	.000	1.7722	1.9151
	21 – 40 years	-.04045	.01992	.182	-.0923	.0114
	Above 60 years	.41506*	.02574	.000	.3481	.4820
Above 60 years	Up to 20 years	1.42857*	.03038	.000	1.3495	1.5076
	21 – 40 years	-.45550*	.02377	.000	-.5174	-.3937
	41 – 60 years	-.41506*	.02574	.000	-.4820	-.3481

\* The mean difference is significant at the 0.05 level.

Age	N	Subset for alpha = 0.05		
		1	2	3
Up to 20 years	18	3.0714		
Above 60 years	22		4.5000	
41 – 60 years	37			4.9151
21 – 40 years	61			4.9555
Sig.		1.000	1.000	.397

Table 5 shows differences in the perception of UGC across age groups. Respondents aged 21–40 years had the highest mean score (4.95), followed closely by those aged

41–60 years (4.91), indicating a more positive perception of UGC. Participants above 60 years showed a moderate perception level (4.50), while respondents up to 20 years had the lowest mean score (3.07). These findings suggest that middle-aged respondents perceive UGC more positively than younger participants.

**TABLE 6**  
 ONE-WAY ANOVA OF EDUCATIONAL QUALIFICATION AND PERCEPTION OF UGC

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.907	3	3.302	9.859	.000
Within Groups	44.882	134	.335		
Total	54.789	137			

Multiple Comparisons						
(I) Educational Qualification	(J) Educational Qualification	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Up to HSC	ITI/ Diploma	.33660	.16567	.182	-.0944	.7676
	Under graduate	-.27363	.13430	.180	-.6230	.0758
	Post graduate and above	-.49725*	.16382	.015	-.9235	-.0711
ITI/ Diploma	Up to HSC	-.33660	.16567	.182	-.7676	.0944
	Under graduate	-.61022*	.14041	.000	-.9755	-.2449
	Post graduate and above	-.83385*	.16887	.000	-1.2732	-.3945
Under graduate	Up to HSC	.27363	.13430	.180	-.0758	.6230
	ITI/ Diploma	.61022*	.14041	.000	.2449	.9755
	Post graduate and above	-.22363	.13823	.372	-.5833	.1360
Post graduate and above	Up to HSC	.49725*	.16382	.015	.0711	.9235
	ITI/ Diploma	.83385*	.16887	.000	.3945	1.2732
	Under graduate	.22363	.13823	.372	-.1360	.5833

\*. The mean difference is significant at the 0.05 level.

Educational Qualification	N	Subset for alpha = 0.05		
		1	2	3
ITI/ Diploma	23	4.1304		
Up to HSC	26	4.4670	4.4670	
Under graduate	65		4.7407	4.7407
Post graduate and above	24			4.9643
Sig.		.127	.281	.461

Table 6 shows that educational qualification is associated with greater reliance on user-generated content.

**TABLE 7**  
 GENDER AND PERCEPTION ON UGC (INDEPENDENT SAMPLES T-TEST)

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perception on UGC	Male	89	4.6950	.54107	.05735
	Female	49	4.5015	.76160	.10880

Table 7 results show that male respondents (Mean = 4.6950) had slightly higher perceptions of UGC compared to female respondents (Mean = 4.5015). However, since the significance value ( $p = .085$ ) is greater than 0.05, there is no significant difference between male and female respondents in their perception of UGC.

**TABLE 8**  
 CORRELATION BETWEEN DURATION OF ONLINE SHOPPING AND UGC

		Perception on UGC	How long have you been shopping online?
Perception on UGC	Pearson Correlation	1	.509**
	Sig. (2-tailed)		.000
	N	138	138
How long have you been shopping online?	Pearson Correlation	.509**	1
	Sig. (2-tailed)	.000	
	N	138	138

Table 8 shows a moderate positive relationship between the duration of online shopping and perception of UGC ( $r = .509$ ,  $p < 0.01$ ). This indicates that consumers who shop online for a longer time are more likely to perceive UGC

positively. The significant p-value (.000) further confirms that the relationship between the two variables is statistically significant.

TABLE 9  
 REGRESSION ANALYSIS OF PERCEPTION ON  
 UGC AND PURCHASE INTENTIONS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931	.867	.866	.14456

Table 9 shows a very strong relationship between perception of UGC and purchase intentions, as indicated by the high correlation value (R = 0.931). An R Square value of 0.867 shows that consumers' perception of UGC accounts for 86.7% of the influence on purchase intentions. This suggests that user-generated content has a strong influence on consumers' intention to purchase products online.

#### X. SUGGESTION OF THE STUDY

The study revealed a positive relationship between perception of UGC and purchase intentions. Therefore, marketers should focus on increasing user-generated content, as it can help boost sales and customer engagement. The study also found that UGC has a stronger influence on consumers who have been purchasing clothes from e-commerce retailers for a long time. Hence, organizations should develop strategies to attract and influence new customers through effective and engaging UGC.

#### XI. LIMITATION OF THE STUDY

1. The study was conducted only in the villages of Vellore City, the findings cannot be generalized.
2. The research considered only a few factors of UGC on consumer behaviour in E-commerce Clothing Retailers. Therefore, it does not provide a complete picture of all factors in UGC.
3. The study was carried out with only 138 respondents, which is a small number and may limit the accuracy and generalization of the results.
4. The study was conducted during a specific time period. Therefore, the findings may vary over time and may not be fully generalized to all consumers or future situations.

#### XII. CONCLUSION OF THE STUDY

The study concludes that user-generated content (UGC) plays an important role in influencing consumer decision-making and reducing uncertainty for the products. The findings are consistent with previous studies, showing that consumers rely on reviews, ratings, and shared experiences before making purchases. UGC helps buyers compare different alternatives and identify quality products in the market. Celebrity endorsements along with positive user reviews further improve customer trust and product value. In online shopping, the role of UGC becomes more significant because consumers cannot physically examine the product. Therefore, organizations consider user-generated content a valuable asset for improving sales, customer engagement, and revenue generation through positive reviews and feedback.

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