
Beyond Likes and Shares: How User-Generated Content Gratifications Shape Fashion Clothing Purchase Intention in Sri Lanka through Brand Trust and Social Media Involvement

D.M.P. Sewwandi ^{a,*}, R.K.H. Virajini ^b

^a University of Sri Jayewardenepura, Sri Lanka

^b University of Colombo, Sri Lanka

A B S T R A C T

The rapid growth of social media has fundamentally transformed consumer behaviour, making User-Generated Content (UGC) a critical influence on purchasing decisions in digital marketplaces. This shift is especially pronounced in the fashion clothing sector, where consumers increasingly rely on peer-created posts, reviews, and styling content before making purchase decisions. Despite the growing significance of UGC in social commerce, limited research has examined how different gratification dimensions of UGC influence purchase intention within Sri Lanka's rapidly expanding online clothing market. Drawing on the Uses and Gratifications Theory, this study investigates the impact of three UGC gratification dimensions, content gratification, social relation gratification, and self-presentation gratification, on consumers' purchase intention, while examining the mediating role of brand trust and the moderating role of social media involvement. A quantitative research approach was adopted, with primary data collected from 386 Sri Lankan social media users through a structured online questionnaire. Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that self-presentation gratification is the strongest predictor of both purchase intention and brand trust, followed by social relation gratification, while content gratification did not yield significant effects on either outcome. Brand trust was found to partially mediate the relationship between UGC gratification dimensions and purchase intention, and social media involvement significantly moderated the relationship between brand trust and purchase intention, amplifying the trust-to-purchase effect among highly engaged consumers. The model demonstrated strong explanatory power, accounting for 68.4% of the variance in purchase intention and 64.7% in brand trust. These findings contribute to the theoretical understanding of UGC-driven consumer behaviour in emerging digital markets and offer practical insights for clothing brands seeking to leverage social media engagement strategies.

Keywords: User-Generated Content, Purchase Intention, Brand Trust, Social Media Involvement, Uses and Gratifications Theory.

* Corresponding author: piyumisewwandi@sjp.ac.lk

15th ICME at University of Ruhuna, Sri Lanka

08th October 2026

ISBN: 978-624-6923-00-6

1. Introduction

The rapid growth of digital technologies and social media platforms has significantly transformed consumer behaviour and marketing communication practices worldwide. Platforms such as Instagram, Facebook, TikTok, and YouTube have become key channels where consumers actively create, share, and exchange information about products and brands (Baird & Parasnis, 2011; Bashar et al., 2024; Chung, 2025; Whiting & Williams, 2013). Unlike traditional marketing, consumers are no longer passive recipients of advertisements; instead, they generate user-generated content (UGC) such as reviews, ratings, posts, videos, and experiences that strongly influence other consumers' purchasing decisions (Daugherty et al., 2008; Muntinga et al., 2011). UGC is widely perceived as more trustworthy and authentic than firm-created content (Chu & Kim, 2011; Hutter et al., 2013), making it a powerful driver of consumer attitudes and purchase behaviour. This influence is particularly evident in the clothing industry, where consumers rely heavily on social media for fashion inspiration and product evaluation (Jain et al., 2025), especially within Sri Lanka's expanding online retail and social commerce environment (Jayasuriya & Azam, 2017; Rajapaksha & Thilina, 2019).

Although prior research confirms a positive relationship between UGC and purchase intention, limited attention has been given to the underlying mechanisms in the Sri Lankan clothing context. In particular, the mediating role of brand trust (Habibi et al., 2014) and the moderating role of social media involvement (Cvijikj & Michahelles, 2013) remain underexplored. To make sense of why consumers engage with UGC in the first place, this study draws on the Uses and Gratifications Theory (UGT), which holds that people actively seek out media to satisfy specific content, social, and identity-related needs (Katz et al., 1973; Whiting & Williams, 2013). The clothing sector is a particularly revealing setting for this lens, because apparel is a highly visible, identity-expressive, and socially evaluated product category, so purchase decisions are strongly shaped by how consumers present themselves and relate to others online (Chen et al., 2024; Djafarova & Bowes, 2019). Sri Lanka offers a compelling context because it combines rapid social-media adoption and a fast-growing social-commerce market with a young, digitally active, and collectivist consumer base whose UGC-driven fashion behaviour remains under-researched (Jayasuriya & Azam, 2017; Kaluarachchi & Jayasuriya, 2024; Rajapaksha & Thilina, 2019). Therefore, this study investigates how UGC gratification dimensions influence purchase intention in Sri Lanka's clothing industry through brand trust, while considering the moderating effect of social media involvement.

1.1. Research Problem

The increasing use of social media has transformed how consumers gather product information and make purchasing decisions, with UGC becoming a critical influence on consumer perceptions, trust, and behavioural intentions in online shopping environments (Bashar et al., 2024; Chung, 2025). Despite its growing importance, many clothing brands in Sri Lanka face challenges in understanding how different social media gratification dimensions influence purchase intention, while existing research has largely focused on direct relationships between social media content and purchase intention, overlooking the underlying psychological mechanisms such as the mediating role of brand trust and the moderating role of social media involvement (Bashar et al., 2024; Habibi et al., 2014; Pansari & Kumar, 2017). Therefore, a significant research gap exists in understanding how content gratification, social relation gratification, and self-presentation gratification influence consumers' purchase intention through brand trust within the Sri Lankan clothing shopping context (Chung, 2025; Jain et al., 2025; Rajapaksha & Thilina, 2019).

The importance of these psychological mechanisms lies in the fact that gratifications rarely translate into purchases directly; rather, they typically operate by first building consumers' trust in a brand, and their effect depends on how actively consumers are involved with social media, so overlooking brand trust and involvement risks mis-specifying how, and for whom, UGC actually works (Habibi et al., 2014; Pansari & Kumar, 2017). Evidence of this practical challenge is visible in the Sri Lankan market, where fashion retailers have rapidly expanded their social-media presence and UGC-based promotions yet continue to report difficulty converting online engagement into measurable sales and sustained brand loyalty (Jayasuriya & Azam, 2017; Kaluarachchi & Jayasuriya, 2024; Rajapaksha & Thilina, 2019).

1.2. Research Questions

1. What is the impact of UGC on consumers' purchase intention in the clothing shopping industry in Sri Lanka?
2. What is the mediating impact of brand trust on the relationship between UGC and consumers' purchase intention in the clothing shopping industry in Sri Lanka?
3. What is the moderating impact of social media involvement on the relationship between UGC and consumers' purchase intention in the clothing shopping industry in Sri Lanka?

1.3. Research Objectives

1. To identify the impact of UGC on consumers' purchase intention in the clothing shopping industry in Sri Lanka.
2. To examine the mediating impact of brand trust on the relationship between UGC and consumers' purchase intention in the clothing shopping industry in Sri Lanka.
3. To examine the moderating impact of social media involvement on the relationship between UGC and consumers' purchase intention in the clothing shopping industry in Sri Lanka.

2. Literature Review

2.1. Uses and Gratifications Theory

This study is primarily grounded in the Uses and Gratifications Theory (UGT), originally introduced by Elihu Katz and later expanded by Denis McQuail (Katz et al., 1973). The theory explains that individuals actively select media and communication channels to satisfy psychological and social needs rather than passively consuming information (Chung, 2025). Within social media environments, consumers intentionally engage with UGC to fulfil needs such as information seeking, entertainment, social interaction, and self-expression (Chen et al., 2024; Chung, 2025). Recent studies have applied UGT to understand consumers' engagement with social media and online brand communities (Kim & Kim, 2024). Consumers who obtain higher gratification from social media interactions are more likely to develop favourable attitudes towards brands and demonstrate stronger purchase intentions (Kim & Kim, 2024). Therefore, UGT provides an appropriate theoretical framework for examining how UGC influences purchase intention within the Sri Lankan fashion clothing industry (Chung, 2025; El-Shihy & Awaad, 2025).

Applied to social commerce, UGT implies that consumers engage with UGC to satisfy three broad categories of needs, content needs (informational and hedonic value), social-relational needs (connection and belonging), and self-presentational needs (identity and self-expression), and that the strength of these gratifications shapes downstream brand attitudes and purchase intentions (Chung, 2025; Kim & Kim, 2024; Muntinga et al., 2011). This study therefore treats UGC as the content consumers engage with, and the three gratification dimensions as the

motivational mechanisms specified by UGT, thereby clarifying the relationship between the two.

2.2. User-Generated Content

User-generated content refers to any form of content, such as reviews, ratings, images, videos, posts, and styling ideas, that is created and shared by consumers rather than by brands or professional marketers (Chu & Kim, 2011; Daugherty et al., 2008). Because it originates from ordinary users, UGC is generally regarded as more authentic, credible, and relatable than firm-generated messaging, which is why it strongly influences other consumers' evaluations and choices (Bashar et al., 2024; Hutter et al., 2013). In the fashion clothing context, UGC is especially influential because apparel is visual, experiential, and identity-laden, and consumers routinely consult peer content for fit, styling, and social approval before purchasing (Djafarova & Bowes, 2019; Jain et al., 2025).

Content gratification refers to the informational and entertainment value consumers derive from social media content (Chung, 2025; Chen et al., 2024). Informational value assists consumers in acquiring useful product knowledge, whereas entertainment value provides enjoyment, excitement, and emotional stimulation (El-Shihy & Awaad, 2025). Social relation gratification refers to consumers' desire to establish relationships, communicate with others, and participate in online communities through social media interactions (Chung, 2025). Social networking platforms facilitate communication, group participation, and interpersonal relationship development among users with similar interests and preferences (Kim & Kim, 2024). Self-presentation gratification refers to consumers' motivation to express personal identity, personality, and lifestyle through online activities (Chung, 2025).

2.3. Brand Trust

Brand trust reflects consumers' confidence that a brand is reliable, honest, and able to deliver on its promises (Habibi et al., 2014). On social media, trust is built less through advertising and more through the accumulated experiences, endorsements, and peer interactions that consumers encounter in UGC and brand communities (Chung, 2025; Habibi et al., 2014). Because trust reduces the perceived risk of online purchasing, it is widely theorised to translate favourable gratifications into stronger purchase intention, which positions it as a key mediating mechanism in this study (Chu & Kim, 2011; Pansari & Kumar, 2017).

2.4. Social Media Involvement

Social media involvement captures the extent to which consumers are personally engaged with, and attach importance to, social media in their daily lives (Cvijikj & Michahelles, 2013). Highly involved users encounter more brand touchpoints, process UGC more elaborately, and respond more readily to social cues, which suggests that involvement can strengthen the degree to which brand trust is converted into purchase intention (Bashar et al., 2024; Cvijikj & Michahelles, 2013). It is therefore examined here as a moderating condition rather than a direct driver of purchase intention.

2.5. Purchase Intention

Purchase intention refers to consumers' willingness and likelihood to purchase a particular product or service in the future (Prashar & Prashar, 2025). It reflects consumers' behavioural tendency after evaluating available information, experiences, and alternatives (Chung, 2025). Within online shopping environments, purchase intention is strongly influenced by electronic word-of-mouth (eWOM), online reviews, social influence, and social media interactions (Kim & Kim, 2024; El-Shihy & Awaad, 2025). In the fashion clothing industry, purchase decisions

are highly associated with visual appeal, identity expression, peer opinions, and online engagement (Chen et al., 2024; Djafarova & Bowes, 2019).

2.6. Hypotheses Development

Bringing these constructs together, UGT suggests that each gratification dimension should shape both brand trust and purchase intention. Content gratification, by delivering useful and enjoyable information, is expected to enhance both trust and intention (H1, H4); social relation gratification, by fostering connection and social proof, is expected to do the same (H3, H6); and self-presentation gratification, given the symbolic and identity-expressive nature of clothing, is expected to exert the strongest influence (H2, H5) (Chen et al., 2024; Prashar & Prashar, 2025). Brand trust, in turn, is hypothesised to drive purchase intention (H7) and to mediate the gratification–intention relationships (H8–H10), whereas social media involvement is hypothesised to moderate the brand trust–purchase intention link, strengthening it among more engaged consumers (H11) (Cvijikj & Michahelles, 2013; Habibi et al., 2014). These relationships are summarised in the conceptual framework below.

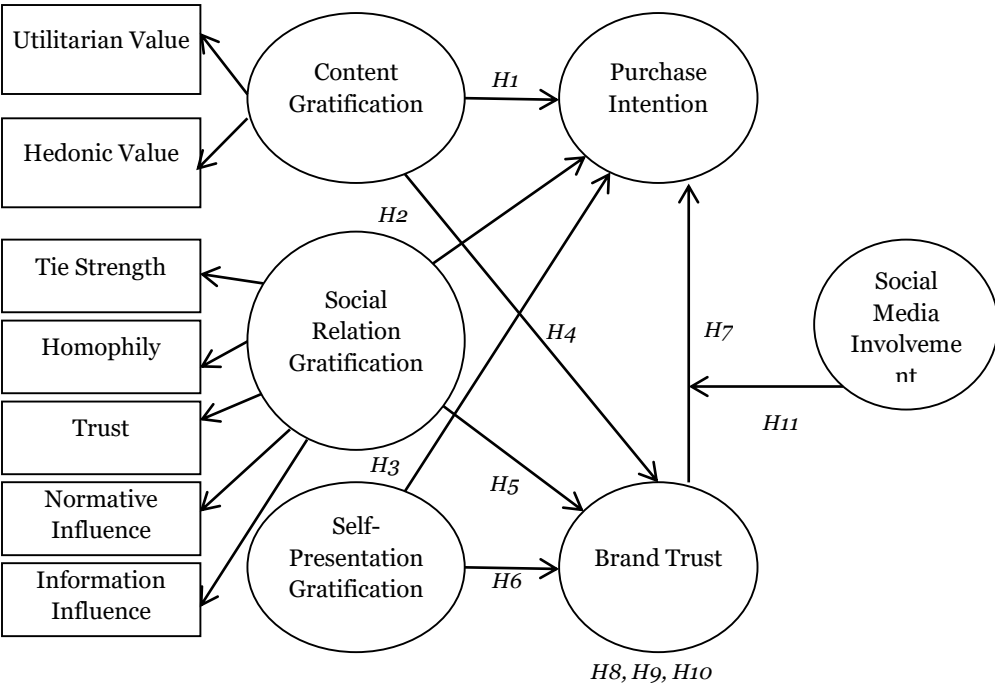


Figure 1: Conceptual Framework

3. Methodology

The study adopted a positivist research philosophy, supported by a quantitative approach to examine relationships between measurable variables using statistical analysis. A deductive and explanatory research design was employed, where hypotheses were developed from existing theories and tested empirically to identify causal relationships among UGC gratification dimensions, brand trust, social media involvement, and purchase intention. The target population consisted of Sri Lankan consumers who actively use social media platforms such as Instagram, Facebook, and TikTok for clothing-related information, with a sample of 386

respondents selected through convenience sampling due to accessibility and time constraints. Primary data were collected using a structured online questionnaire with five-point Likert scale items covering demographic information and constructs such as content gratification, social relation gratification, self-presentation gratification, brand trust, social media involvement, and purchase intention. Content gratification was operationalised through utilitarian and hedonic value, social relation gratification through tie strength, homophily, trust, and influence dimensions, and self-presentation gratification through self-expression and identity behaviour, while brand trust, social media involvement, and purchase intention were measured through established perceptual indicators.

Data were analysed using SPSS and Structural Equation Modelling (SEM), applying descriptive statistics, reliability and validity tests, correlation and regression analysis, along with mediation analysis for brand trust and moderation analysis for social media involvement. Ethical considerations were ensured through confidentiality, anonymity, voluntary participation, informed consent, and strict academic use of data. All measurement items were adapted from previously validated scales to ensure content validity: the content, social-relation, and self-presentation gratification items were drawn from established Uses and Gratifications and UGC studies (Chung, 2025; Kim & Kim, 2024; Muntinga et al., 2011); brand trust items were adapted from Habibi et al. (2014); social media involvement items from Cvijikj and Michahelles (2013); and purchase intention items from Chung (2025) and El-Shihy and Awaad (2025), with the estimation approach guided by Hair et al. (2019). Respondents were not restricted to a single brand; rather, they reported on their general experiences with clothing brands encountered on social media. Because the sample was recruited online through convenience sampling, it is skewed towards young, employed, urban, and digitally active consumers, largely from more connected areas such as the Western Province, and does not proportionally represent rural consumers or capture potential religious and regional differences in the gratifications sought; these boundaries are acknowledged as limitations to generalisability and are revisited in the limitations section.

4. Results

4.1. Demographic Information

The demographic profile of respondents shows that the majority are aged 18–29 years (56.1%), followed by 30–39 years (33.8%), and 40–49 years (10%). In terms of occupation, most respondents are employed (68.8%), while the rest are undergraduates (19.0%), self-employed (9.3%), and unemployed (3.0%). Regarding monthly income, the largest group earns Rs. 60,001–100,000 (35.3%), followed by Rs. 15,001–40,000 (29.0%), Rs. 100,001 and above (16.7%), and Rs. 15,000 and below (14.5%), indicating a predominantly young, employed, and middle-income sample.

4.2. Assessing Model Validity and Reliability

To evaluate the validity and reliability of the measurement scales, a Partial Least Squares (PLS) algorithm was employed with 5,000 bootstrap subsamples. Convergent validity was assessed through factor loadings and Average Variance Extracted (AVE) values, as summarised in Table 1. To conserve space in this short paper, item-level factor loadings are not tabulated; the majority of standardised loadings met or exceeded the recommended 0.70 guideline, and every construct achieved Cronbach's alpha and composite reliability above 0.70, indicating satisfactory internal consistency (Hair et al., 2019). Furthermore, all constructs surpassed the prescribed AVE threshold of 0.50, thereby confirming satisfactory convergent validity across the entirety of the measurement scales employed in this study.

Table 1: Validity and Reliability

Construct	Cronbach's α	CR	AVE
Utilitarian Value	0.861	0.873	0.705
Hedonic Value	0.821	0.821	0.737
Tie Strength	0.703	0.713	0.635
Homophily	0.613	0.636	0.529
Trust	0.903	0.906	0.837
Normative Influence	0.851	0.862	0.770
Information Influence	0.855	0.857	0.775
Self-Presentation Gratification	0.782	0.791	0.607
Brand Trust	0.861	0.871	0.705
Social Media Involvement	0.755	0.786	0.583
Purchase Intention	0.806	0.807	0.720

Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio. To conserve space in this short paper, the full HTMT matrix is not reported; all construct pairs fell below the 0.90 threshold, with the sole exception of the Normative Influence–Trust pair (0.898), which was retained but flagged as the only pair requiring closer scrutiny (Hair et al., 2019).

4.3. Assessing Path Model

Among the direct paths, Self-Presentation Gratification emerges as the strongest and most consistent predictor in the model. It significantly influences both Purchase Intention ($\beta = 0.629$, $t = 6.911$, $p < 0.001$) and Brand Trust ($\beta = 0.538$, $t = 4.498$, $p < 0.001$), indicating that when users are motivated by self-expression on social media, it strongly drives both their trust in brands and their intention to purchase. Social Relation Gratification also significantly predicts both Brand Trust ($\beta = 0.247$, $t = 2.459$, $p = 0.014$) and Purchase Intention ($\beta = 0.247$, $t = 0.101$, $p = 0.014$), though with a comparatively moderate effect. Content Gratification, however, failed to significantly predict either Purchase Intention ($\beta = 0.069$, $p = 0.322$) or Brand Trust ($\beta = 0.115$, $p = 0.242$), suggesting that content consumption alone does not meaningfully drive brand-related outcomes. Brand Trust itself significantly influences Purchase Intention ($\beta = 0.303$, $t = 2.042$, $p = 0.041$), confirming its role as an important driver of consumer buying behaviour. Notably, Social Media Involvement did not significantly affect Purchase Intention ($\beta = 0.054$, $p = 0.708$).

None of the three indirect paths through Brand Trust reached conventional significance levels. The mediation of Brand Trust between Content Gratification and Purchase Intention ($\beta = 0.035$, $p = 0.361$), Social Relation Gratification and Purchase Intention ($\beta = 0.075$, $p = 0.129$), and Self-Presentation Gratification and Purchase Intention ($\beta = 0.163$, $p = 0.062$) were all non-significant, though the last one approaches marginal significance. This suggests that Brand Trust only partially channels the gratification-to-purchase relationship and does not serve as a full mediator in this model. The interaction term SMI $\times$ Brand Trust significantly predicts Purchase Intention ($\beta = 0.090$, $t = 2.238$, $p = 0.025$), indicating that Social Media Involvement moderates the relationship between Brand Trust and Purchase Intention. This means that the positive effect of Brand Trust on Purchase Intention is strengthened when consumers are more involved with social media, highlighting the boundary condition role of social media engagement in translating trust into actual purchase decisions.

Table 2: Summary of Hypothesis Testing

Hypothesis	Beta Value	T Value	P Value
<i>H1</i> Content Gratification → Purchase Intention	0.069	0.990	0.322
<i>H2</i> Self-Presentation Gratification → Purchase Intention	0.629	6.911	0.000
<i>H3</i> Social Relation Gratification → Purchase Intention	0.247	0.101	0.014
<i>H4</i> Content Gratification → Brand Trust	0.115	1.169	0.242
<i>H5</i> Self-Presentation Gratification → Brand Trust	0.538	4.498	0.000
<i>H6</i> Social Relation Gratification → Brand Trust	0.247	2.459	0.014
<i>H7</i> Brand Trust → Purchase Intention	0.303	2.042	0.041
<i>H8</i> Content Gratification → Brand Trust → Purchase Intention	0.035	0.913	0.361
<i>H9</i> Social Relation Gratification → Brand Trust → Purchase Intention	0.075	1.519	0.129
<i>H10</i> Self-Presentation Gratification → Brand Trust → Purchase Intention	0.163	1.864	0.062
<i>H11</i> SMI × Brand Trust → Purchase Intention	0.090	2.238	0.025

4.4. Assessing Model Fitness

The model demonstrates strong explanatory power for both endogenous constructs. Brand Trust has an R^2 of 0.647, meaning that approximately 64.7% of the variance in Brand Trust is explained by its predictors in the model (Content Gratification, Self-Presentation Gratification, and Social Relation Gratification). This is considered a substantial level of explanatory power, indicating that the gratification-based antecedents collectively do a strong job of accounting for what drives consumer trust in a brand on social media. Purchase Intention yields an even higher R^2 of 0.684, meaning 68.4% of its variance is explained by the model's predictors, including the three gratification dimensions, Brand Trust, and Social Media Involvement. This is also a substantial and impressive fit, suggesting the model captures the majority of the key factors influencing consumers' intention to purchase. Together, these R^2 values confirm that the structural model has strong predictive relevance and is well-specified.

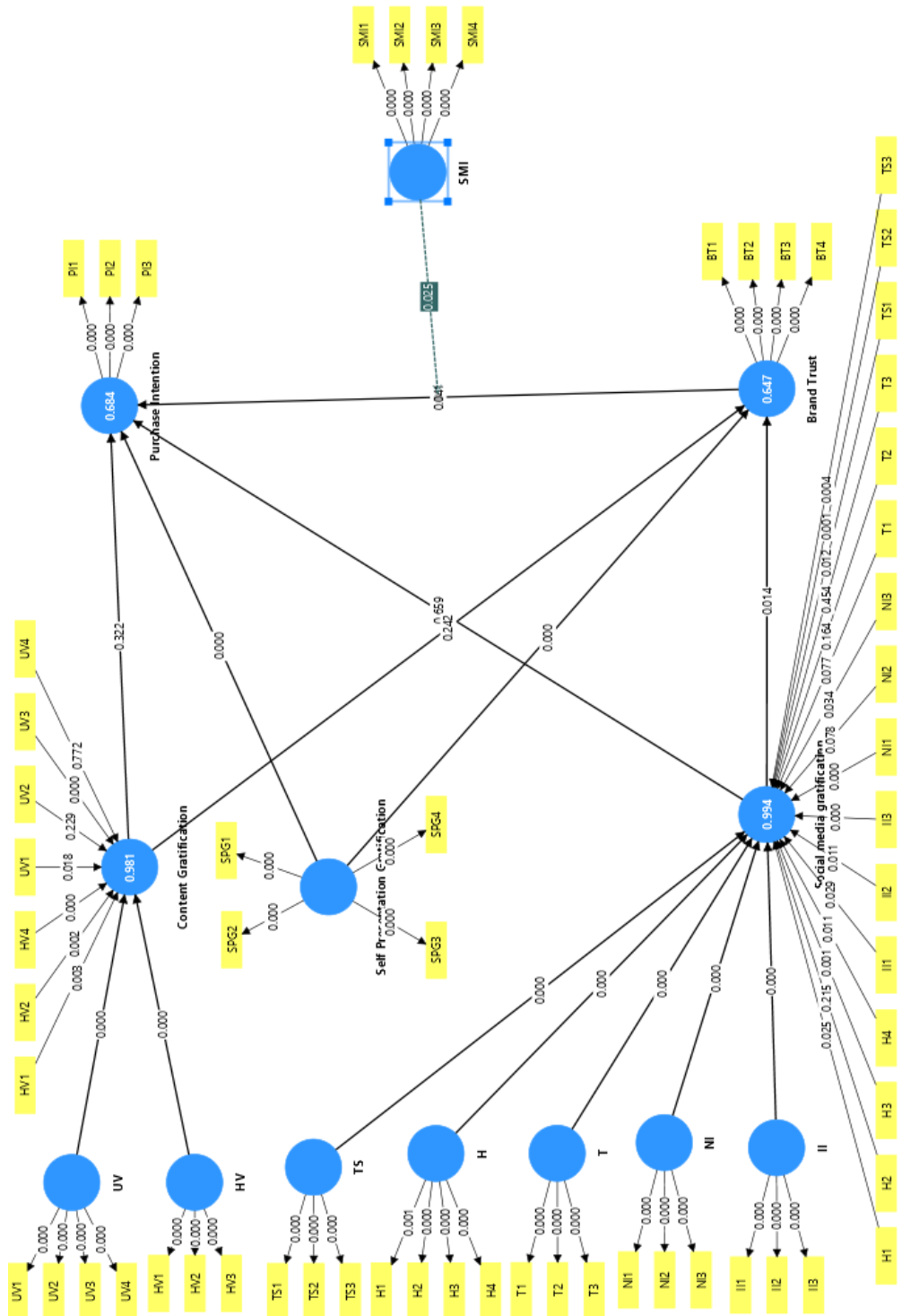


Figure 2: Structural Model

5. Discussion

The findings offer a coherent, theory-driven account of how UGC shapes fashion purchasing in Sri Lanka rather than a mere restatement of effects. Consistent with the Uses and Gratifications Theory (Chung, 2025; Katz et al., 1973), the dominance of self-presentation gratification suggests that, for clothing, consumers are motivated less by information and more by the opportunity to construct and signal identity: apparel functions as a symbolic resource through which young, digitally active Sri Lankan consumers perform the self-online, echoing work that links fashion to identity and symbolic value (Djafarova & Bowes, 2019; Prashar & Prashar, 2025). That social relation gratification also mattered is consistent with Sri Lanka's collectivist orientation, in which peer approval and reference-group influence weigh heavily on consumption, and it helps explain why community-oriented UGC resonates in this market (Kaluarachchi & Jayasuriya, 2024; Rajapaksha & Thilina, 2019).

The non-significant effect of content gratification is theoretically instructive rather than a null curiosity: in a saturated, media-literate environment, informational and entertainment value may have become a baseline expectation that no longer differentiates brands, so it fails to move trust or intention on its own (Kim & Kim, 2024; Muntinga et al., 2011). The finding that brand trust only partially mediates the gratification–intention relationship further suggests that identity-driven gratifications can influence purchase intention through relatively direct, self-relevant routes rather than solely through a trust-building pathway, qualifying the stronger mediation reported in some prior studies (Chung, 2025; Habibi et al., 2014). Finally, the moderating role of social media involvement clarifies a boundary condition: trust converts into purchase intention most readily among highly involved consumers, implying that trust is necessary but not sufficient unless consumers are actively engaged with the platform (Bashar et al., 2024; Cvijikj & Michahelles, 2013). Taken together, the model's explanatory power ($R^2 = 0.647$ for brand trust; $R^2 = 0.684$ for purchase intention) indicates that gratifications, trust, and involvement jointly capture much of what drives fashion purchase intention in this setting.

6. Conclusion, Implications, and Limitations

Theoretically, the study extends the Uses and Gratifications Theory to a social-commerce setting in an emerging economy, showing that identity-driven self-presentation gratification is the dominant force shaping brand trust and purchase intention in fashion, and that brand trust's partial mediation and social media involvement's moderation delineate the boundary conditions of UGC's influence (Chung, 2025; Rajapaksha & Thilina, 2019). Practically, because self-presentation is the strongest driver, Sri Lankan clothing brands should give consumers tools to express identity through the brand, for example, branded hashtags, styling challenges, outfit-sharing galleries, and “get-the-look” features that let customers showcase their own looks. These self-expression tactics should be distinguished from, and paired with, social-relation tactics, such as influencer partnerships and community-building that foster peer interaction and social proof, because the two map onto different gratifications and address different consumer motives (Basile et al., 2024; Kim & Kim, 2024). Finally, because involvement strengthens the trust-to-purchase link, brands should deepen engagement through interactive formats such as live shopping events, in-app styling communities, and responsive social interaction, so that the trust cultivated through UGC is more reliably converted into purchases among their most engaged consumers.

The study acknowledges several key limitations. The reliance on convenience sampling limits generalisability beyond young, employed, middle-income consumers, with future research recommended to use probability-based sampling for broader demographic representation. The cross-sectional design restricts causal inference, and longitudinal approaches are suggested to

better capture how UGC gratifications shape brand trust and purchase intention over time. The study's exclusive focus on the clothing industry limits the transferability of findings, and replication across other product categories is encouraged. Additionally, potentially important variables including brand identification, perceived authenticity, consumer engagement, and eWOM credibility were not examined, leaving psychological mechanisms only partially explained. Finally, the non-significant result for content gratification invites further investigation into whether specific content formats, such as video reviews, influencer tutorials, or live demonstrations, produce differential effects on consumer outcomes in social commerce settings.

In addition, because respondents were recruited online through convenience sampling, the sample is likely concentrated among urban, more connected consumers (for example, in the Western Province) and may under-represent rural populations, while potential religious and regional differences in the gratifications consumers seek were not captured; future studies should sample across geographic and socio-cultural segments and compare them explicitly. Finally, the study examined clothing brands in general rather than a defined set of brands, so brand-specific dynamics were not isolated and warrant dedicated investigation.

References

- Baird, C. H., & Parasnis, G. (2011). From social media to social customer relationship management. *Strategy and Leadership*, 39(5), 30–37. <https://doi.org/10.1108/10878571111161507>
- Bashar, A., Wasiq, M., Nyagadza, B., & Maziriri, E. T. (2024). Emerging trends in social media marketing: A retrospective review using data mining and bibliometric analysis. *Future Business Journal*, 10(23). <https://doi.org/10.1186/s43093-024-00308-6>
- Basile, V., Brandão, A., & Ferreira, M. (2024). Does user-generated content influence value co-creation in the context of luxury fashion brand communities? *Italian Journal of Marketing*, 4(1), 112–130. <https://doi.org/10.1007/s43039-024-00103-9>
- Chen, L., Gao, H., Memon, H., Liu, C., Yan, X., & Li, L. (2024). Influence mechanism of content marketing for fashion brand culture on consumers' purchase intention based on information adoption theory. *SAGE Open*, 14(2), 1–15. <https://doi.org/10.1177/21582440241253991>
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Chung, D. T. (2025). How user-generated content on social media platforms can shape consumers' purchase behavior? An empirical study from the theory of consumption values perspective. *Cogent Business and Management*, 12(1), 2471528. <https://doi.org/10.1080/23311975.2025.2471528>
- Cvijikj, I. P., & Michahelles, F. (2013). Online engagement factors on Facebook brand pages. *Social Network Analysis and Mining*, 3(4), 843–861. <https://doi.org/10.1007/s13278-013-0098-8>
- Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring consumer motivations for creating user-generated content. *Journal of Interactive Advertising*, 8(2), 16–25. <https://doi.org/10.1080/15252019.2008.10722139>
- Djafarova, E., & Bowes, T. (2019). 'Instagram made me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- El-Shihy, D., & Awaad, S. (2025). Leveraging social media for sustainable fashion: How brand and user-generated content influence Gen Z's purchase intentions. *Future Business Journal*, 11(113), 1–18. <https://doi.org/10.1186/s43093-025-00529-3>
- Habibi, M. R., Laroche, M., & Richard, M. O. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behavior*, 37, 152–161. <https://doi.org/10.1016/j.chb.2014.04.016>

- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, 22(5/6), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Jain, V., Sharma, R., & Gupta, S. (2025). Fashion-related user-generated content and purchase intention among young consumers: The mediating role of trust and engagement. *International Journal of Consumer Studies*, 49(2), 455–470. <https://doi.org/10.1111/ijcs.13045>
- Jayasuriya, N. A., & Azam, S. M. F. (2017). The impact of social media marketing on brand equity: A study of fashion-wear retail in Sri Lanka. *International Review of Management and Marketing*, 7(5), 178–183.
- Kaluarachchi, C., & Jayasuriya, N. (2024). Social influence and online purchase intention: Evidence from Sri Lankan consumers. *Asian Journal of Marketing*, 18(1), 45–62.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The Public Opinion Quarterly*, 37(4), 509–523. <https://doi.org/10.1086/268109>
- Kim, S. J., & Kim, K. H. (2024). Uses and gratifications of social media and consumer brand engagement: The moderating role of brand involvement. *Journal of Consumer Behaviour*, 23(2), 310–325. <https://doi.org/10.1002/cb.2234>
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/IJA-30-1-013-046>
- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Prashar, S., & Prashar, A. (2025). Self-concept and fashion purchase intention: The role of social identity and brand symbolism. *Journal of Fashion Marketing and Management*, 29(1), 88–104. <https://doi.org/10.1108/JFMM-03-2024-0045>
- Rajapaksha, L., & Thilina, D. (2019). The influence of Facebook brand page on consumer purchase intention with reference to the fashion retailing industry. *Sri Lanka Journal of Marketing*, 5(1), 1–15.
- Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>