

THE IMPACT OF USER-GENERATED CONTENT ON PURCHASING INTENTION OF TRAVEL PRODUCT

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ABSTRACT

The upsurge of social media has permitted one and all to share their purchase and consuming experiences, including the usage of travel products. The study's objective is to observe if a user's attitude toward UGC and UGC impacts their purchase intention for a travel product. Questionnaires were distributed online to 233 people over 18 who had seen at least one travel product review. The data were analyzed using factor analysis and regressions. The data show that attitudes and perceived credibility impact purchase intentions, but user activities do not only influence purchase intentions for travel products. UGC often contains information and suggestions, and strategies for using travel products. Findings from this study are projected to extend the literature on UGC and give assistances to marketers and online tour operators.

Keywords: *User Generated Content (UGC); attitudes: perceived credibility: purchase intentions*

INTRODUCTION

Today, India may is regarded as one of the South Asian region's fastest-growing tourism markets. The buying process is split into many

stages, beginning with issue identification and concluding with post-purchase behaviour. Potential consumers can more readily analyze new travel items with such a plethora of information. According to (Johnson, 2004), weblogs are more trustworthy than other offline resources like newspapers, radio, and television news.

User-Generated Content (UGC), also known as electronic word-of-mouth, i.e., eWOM, works in the same way as traditional Word of Mouth but is delivered through online media platforms. Individuals who have utilized a tourism product or service can provide comments and share their experiences with others; this is referred to as word-of-mouth marketing (WOM). Electronic word-of-mouth (e-WOM) is defined as the positive and negative comments made by potential, existing, or ex-customers about a product or company available to many people over the internet (Hennig-Thurau, 2004). The travel industry includes determining, purchasing, and availing since consumers need to understand the product on the web before purchasing it (Hagander, A., & Rúnarsdóttir, M, 2016). UGC is defined as a variety of self-created material uploaded to the internet by non-media

and significantly influences one's consumption (Bahtar, 2016). Content is generally shared on social media platforms such as Facebook, YouTube, Twitter, and Instagram. Consumers use video for product demos and product assessments while making purchase decisions. It is expected that 64% of consumers would be

more likely to buy a product after watching a video about it (Milhinhos, 2015). According to Bahtar (2016) UGC can impact Instagram users to purchase products promoted and reviewed on Instagram and will content provided by unknown users impact one's decision to purchase.

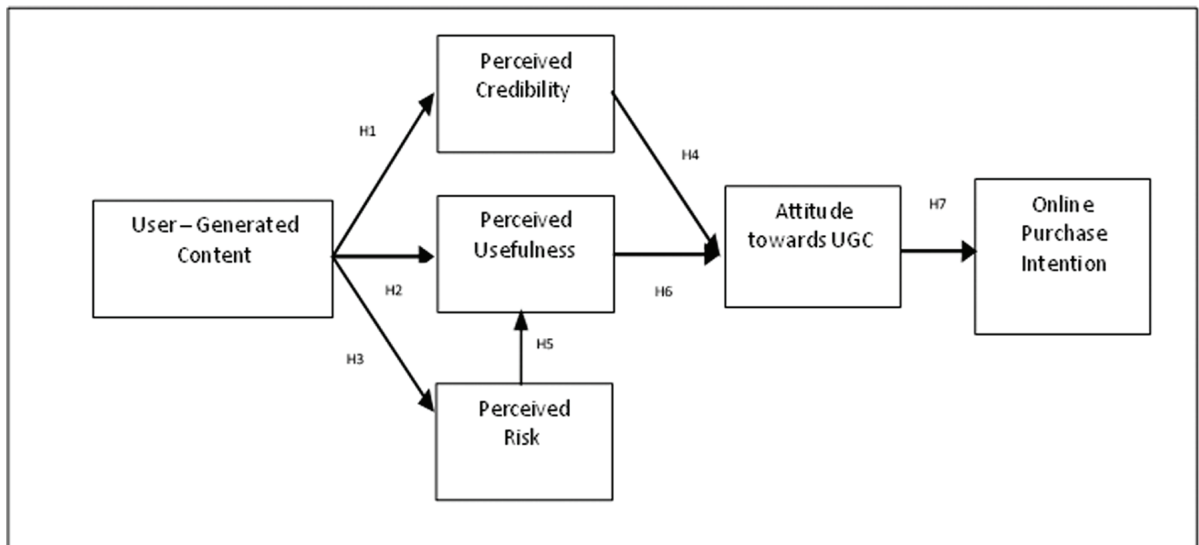


Figure 1: UGC Impact on Online Purchase Intention

Source: Bahtar, A. Z. (2016)

This research aims to determine if attitude, credibility perception, and user-generated content (UGC) impact interest in purchasing travel products. The digital travel consumer actively seeks unbiased information, thoughts, and comments on the internet, such as user reviews on review columns or videos.

RELATED LITERATURE AND HYPOTHESIS DEVELOPMENT

User Generated Content (UGC)

Consumers have more power over their purchase habits simply because they can exchange knowledge rapidly and, in most cases, globally. In today's technologically advanced world, social networking sites have become a channel through

which merchants may expand their marketing campaigns to a broader variety of clients (Paquette, 2013). The audience determines the relevance of a video it is attempting to reach and the actual quality and substance - it is not an appropriate medium for all objectives (Milhinhos, 2015). Online customer reviews, also known as electronic word-of-mouth (e-WOM), are described as "good and negative

remarks made by potential, existing, or past consumers about a product or company that are available to many people over the internet” (Hennig-Thurau, 2004)

Consumer-submitted videos are referred to as UGC, and recorded videos shared with other users are e-WOM. In the study done by (Wang C, 2015), most consumers on social media appreciate social benefits, which implies that they hope to discuss their views or aid others (WOM intention). User-Generated Content (UGC) is media content created by members of the public who have product experience and non-professionals paid by the company. It is typically distributed online (Daugherty, 2008). One can access user-created content, including marketers who can track how customers react to their products. They may assess and measure their items by viewing the opinions of vloggers (or consumers). User-generated content serves as a complementary aid for online sellers, assisting customers in identifying items that best meet their needs (Chen, 2008). ‘WOM intention’ is also considered as one of the factors that can reflect the influence of UGC, and the interestingness of UGC could attract more consumers to disseminate and discuss the information. (Hung, 2011) Non-media professionals are creators who generate UGC because conventional media may (and frequently do) utilize their knowledge and resources to create UGC as consumers whom the firm does not pay is defined by the Interactive (Christodoulides, 2012).

In contrast, Producer-Generated Content (PGC) generally incorporates the employment of celebrities to communicate the benefits of a product (Verhellen, 2013). Consumers’

perceptions of UGC have shifted, and they now regard UGC as more credible (trustworthy) than PGC. User-generated content (UGC) is information and material created and submitted by internet users. According to (Shulga, 2018), organizations should actively participate in value co-creation, especially user-generated advertising co-creation with their brand communities and committed customer base, to enhance their brand, boost brand loyalty and future behavioural intentions. In today’s world, top institutions (and their brands) are increasingly relying on User Generated Content campaigns to ensure the effectiveness of their campaigns to market their products. With the help of user-generated content, organizations are now turning towards general customers with unique ideas and sharing them with the world (Sikder, 2019)

H1: User-generated content positively affects the users’ attitudes

Purchase Intention

‘Intention’ is described as “a person’s motivation in connection to his awareness of planning to put effort to behave.” Purchase intent indicates a deliberate plan to buy a specific brand Individual and environmental variables are two significant elements that impact garment buying decisions (Wang, C, 2015). Online consumer reviews, particularly expert ones, may significantly impact the interest in one’s purchases (Yang, 2005). The travellers were shown to be influenced by user-generated content during the stages of the decision-making process. (Flahive E, 2017)

Purchase intent has frequently been used to discover niche markets and possibilities

for product innovation. Although there is no assurance that customers will act on their intentions, there are several elements that we can affect or at least have awareness about that can influence the predictive accuracy of consumer intentions (Ferraz, 2017).

H2: User Generated Content has a positive impact on purchase intention

Attitude

Attitude is an essential concept in research on advertising and marketing because it is considered stable and tends to predict consumer behaviour (Mitchell, 1981). An attitude is an expression of feeling and reflects feelings of being happy/ unhappy, likes/ dislikes, and agree/disagreeing with someone's views/ an object. Perloff (Wang, 2015) defines attitude as learning and evaluating an object/person/ place or problem that affects the thinking and action.

(Fishbein, 2013) define attitude as a combination of cognition/ trust and affection/ evaluation. In contrast, affection and cognitive components are directly concerned with feelings, beliefs, and product evaluation by a consumer. At the same time, an interest in behaviour is related to the final actions of consumers (Daugherty, 2008). Also, it is being identified that 'attitudes can shape perceptions, influence judgment and predict behaviour' (Pumpuang, 2007).

UGC is an alternative medium to display information on the product page instead of only text and product information (Milhinhos, 2015). Fox suggested that UGC positively affects optimistic attitudes toward and intention in selfie-marketing on visual content-sharing apps (Fox, 2018). Attitudes also play an essential role in predicting travel consumer behaviour. This study will discuss the attitude consumers

have regarding using UGC before it affects their brand trust perception and their intention to purchase the brand. (Wang, 2015). Consumer attitudes can change rapidly depending on the behaviour, motivation, demographics, reference group, satisfaction or dissatisfaction, purchase scenario, sales environment, product innovation, and technological progress (Bahtar, 2016).

H3: Attitudes have a positive impact on purchase intentions.

Perceived Credibility

The term credibility is used to evaluate the quality of information (Bae, 2011). Credibility is described as "the recipient of information's attitude about a source of communication" The perception of many viewers on the quality of communicators or informants is credibility (Wang, C, 2015).

Quality refers to the usefulness of the information in aiding the decision-maker and evaluating his/her actual utility associated with an alternative product (Keller, 1987). Quality consists of two dimensions: usefulness of content and completeness of the information (Yang, 2005).

Usefulness refers to the relevance and accuracy of the information's timeliness. A consumer's perceptions of the usefulness of information are strongly related to the information's quality (Keller, 1987). Meanwhile, completeness refers to the information perceived to be comprehensive and complete (Liu, 2000).

Expertise and trust are two components of credibility. According to (Ohanian, 1990), credibility is a good feature of communicators who may influence the recipient's support for specific information and are eager to offer truthful information to other users (Bahtar, 2016).

A person is more likely to accept advice from credible communicators (trustworthy) if they share their personal beliefs and views (Wang, C, 2015). According to (Hung, 2011), audience communication and engagement with other users results in solid interpersonal trust. A vlogger with a high level of credibility will become famous on YouTube.

A vlogger's popularity will induce more people to watch, post comments, rank, like,

and subscribe to the channel (Mir, 2013). Travel consumers are becoming wiser as they place a higher focus on the credibility of the content producer. This demonstrates that a messenger or advertising does not have to be renowned to be credible. The travel product advertising should be suitable for the messenger, and the messenger should be knowledgeable about the same product. **H4:** Perceived credibility has a positive effect on purchase intentions.

CONCEPTUAL MODEL

Usually, consumers would search for product information prior to purchasing from UGC, and the researchers have restructured the framework by adding variables; Attitude towards UGC, Perceived credibility, and Purchase Intention.

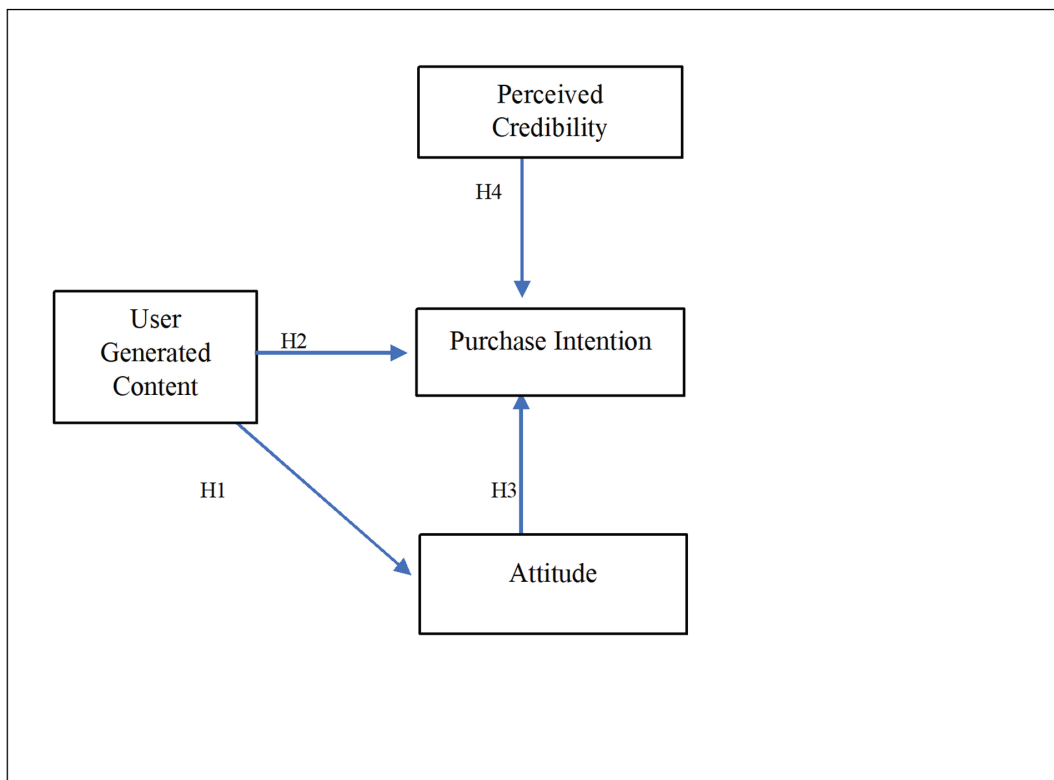


Figure 1: Conceptual Model

METHODOLOGY

The questionnaire was distributed online using a Google form. Responses from 233 samples were gathered from respondents from Delhi/NCR who were at least 18 years old and had viewed at least one travel product on social media and are also users. This study adopts the quantitative strategy because it primarily involves a deductive approach (i.e., testing of theory) and examines the connection among variables using statistical procedures to live information numerically through unbiased approaches. This research project aims to determine via quantitative techniques how consumers in the Delhi/NCR are impacted by user-generated content in their purchase intention. This study contains empirical testing of variables and their relationships. The research context is about consumers using UGC when purchasing travel products. Also, due to a lack of a list or a database to select respondents from, the researcher had to consider a probability method such as random sampling. Respondents were invited to fill out a questionnaire with statements regarding their views about UGC, perceived credibility, activity on UGC, and intention to purchase travel products. The data were analyzed using factor analysis and multiple regressions. Statements are accompanied by a multi-choice response on a Likert scale with a score ranging from 1 (strongly disagree) to 5 (strongly agree) to measure UGC, attitude, perceived credibility, and purchase intention.

RESULTS AND DISCUSSION

The questionnaires were distributed online through a Google form. The respondents' profiles are reflected in Table 1; the majorities of the respondents were female, aged between 18-30 years old, and are undergraduates. The responses to the four variables tested can be seen in the table below:

Table 1: Data Validity.

		<i>N</i>	<i>%</i>
<i>Cases</i>	<i>Valid</i>	233	100
	<i>Excluded a</i>	0	0
	<i>Total</i>	233	100.0

In Table 1: A survey of 233 respondents' were gathered through structured questions where 233 are found valid who had seen at least one travel product review.

Table 2: Respondents' Profiles.

Gender			Age (years old)				Occupation				
male	female	Total	18 to 24	25 to 34	35 to 44	Total	student	employed	unemployed	self-employed	Total

Frequency	119	114	233	88	144	1	233	66	124	34	9	233
Valid Percent	51.1	48.9	100	37.8	61.8	0.4	100	28.3	53.2	14.6	3.9	100

The respondents' profiles are reflected in Table 2; the majorities of the respondents were male with 51.1%, 61.8% are aged between 25-34 years old, and 52% are employed. Rest are depicted in the table.

Table 3: Respondents' usage of social media.

Day Basis	Frequency	Valid Percent	Hourly Basis	Frequency	Valid Percent
Not everyday	7	3	less than 30 minutes	24	10.3
Once a day	11	4.7	30-60 minutes	48	20.6
2-5 times a day	76	32.6	1-2 hours	60	25.8
5-10 times a day	56	24	2-3 hours	61	26.2
10+times a day	83	35.6	3+ hours	40	17.2
Total	233	100	Total	233	100

In Table 3: User in Delhi/NCR use social media and the largest group is the 10plus times in a day, representing 35.6%. The second largest is the 2 to 5 times in a day which is 32.6%. The least user is the not everyday user which is 3% and second goes to once a day which is 4.7%. It indicates that the largest group of the participants who spend time on social media is 2 to 3 hours and the lowest group of this table is that less than 30 minutes.

Table 4: Responses for "Perceived Credibility" Variable.

Constructs	Cronbach's alpha
User Generated Content (UGC)	0.802
Attitude	0.823
Perceived Credibility	0.879
Purchase Intentions	0.868

In table 4 all the construct is reliable as alpha coefficient ranges in value from 0 to 1 and the reliability of factors can be described. The higher the score, the greater the reliability of the scale generated .

Means and standard deviation analysis of construct

The output tables below represent the means and standard deviation analysis results. Based on the results below it can be observed that the means indicate an overall positive response to the variables of the study

Table 5: Responents towards UGC Usage.

	Mean	Std.Deviation	Mean Interpretation
I intend to buy the travel product recommended by UGC on social media	3.5021	0.94743	Agree
I will but the product recommended by UGC on social media soon	3.3777	1.04379	Neutral
It is very likely I will buy travel products reviewed by UGC on social media	3.5966	0.89558	Agree

Table 5 shows the lowest mean score is 3.37 which is how much they trigger to check the travel product on social media. And strongest mean for UGC is that people should reply on reviews or blogs to buy travel product which is 3.59. So according to the answer the respondents rely on user generated content. The second lowest mean is the 3.50 which presents user make them aware of the travel product. And they agree on the fact that the reviews and comment is helpful to decide.

Table 6: Respondent response towards Attitudes.

	Mean	Std.Deviation	Mean Interpretation
I have a positive attitude toward user-generated content	3.5064	0.93366	Agree
UGC comments or reviews can be trustworthy	3.412	0.93874	Agree
UGC comments or reviews can be reliable	3.5107	0.93362	Agree
Based on UGC shared, that travel product has a good reputaion in the industry	3.588	0.88192	Agree

In table 6 the lowest mean score, 3.412 is that the people who leave comment can be trustworthy, so it shows that the participants think people who comment always can be trustworthy; it could be fake. Respondents' attitudes show toward UGC on travel product and this is the highest mean score of attitude, 3.588.

Table 7: Respondent response towards Percieved Credibility.

	Mean	Std.Deviation	Mean Interpretation
UGC of travel product on social media is unbiased	3.4721	0.90036	Agree
UGC of travel product on social media is credible	3.3691	0.94289	Neutral

UGC of travel product on social media is reliable	3.4721	0.96505	Agree
UGC of travel product on social media tells the truth	3.5107	0.95191	Agree

In table 7 the highest mean score for Perceived Credibility is people think they should practice for purchase intention, 3.51. The lowest one is that 3.47 and they couldn't trust the credibility of UGC by the whole consideration. The respondents want to see the Perceived Credibility of the travel product and think it as dependable; the score is 3.47. And the highest mean is that the product quality of the brand is stable based on UGC and it is 3.5017.

Table 8: Respondents' Attitude on Purchase Intention.

	Mean	Std.Deviation	Mean Interpretation
UGC influences people for purchase intention.	3.4335	0.922	Agree
Others' shared UGC used to assist purchase intention	3.4893	0.85657	Agree
It is wise to use or refer to shared UGC for purchase decision	3.4335	0.89832	Agree
I have a favorable opinion to the use of UGC in purchase intention	3.3433	0.92971	Neutral

In table 8 the lowest mean score in the purchase intention, 3.4335 is that they refer review purchase intention and the second goes to to use or refer to shared UGC for purchase decision which is 3.34. The highest score is that 3.493, which is they should use UGC for purchase intention.

Table 9: Correlation between the constructs.

		UGC	Attitude	Perceived Credibility	Purchase Intention
UGC	Pearson Correlation	1	.207**	.183**	.142*
	Sig. (2-tailed)		0.001	0.005	0.03
	N	233	233	233	233
Attitude	Pearson Correlation	.207**	1	.667**	.549**
	Sig. (2-tailed)	0.001		0	0
	N	233	233	233	233

Perceived Credibility	Pearson Correlation	.183**	.667**	1	.851**
	Sig. (2-tailed)	0.005	0		0
	N	233	233	233	233
Purchase Intention	Pearson Correlation	.142**	.549**	.851**	1
	Sig. (2-tailed)	0.03	0	0	
	N	233	233	233	233

** . Correlation is significant at the 0.01 level (2-tailed)

In table 9.: the Pearson correlation has a positive relationship between each other. The attitude and UGC r value is .207, which means it has weak positive relationship. Correlation between perceived credibility and attitude has $r=.667$. And the last one between has the strong positive between .851, perceived credibility and purchase intention.

Relationship between UGC and attitudes (Hypothesis 1)

Table 10: Model Summary of UGC and Attitudes.

					Change Statistics			
R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
.207a	0.043	0.039	0.68802	0.043	10.34	1	231	0.001

a.Predictors: (Constant), UGC

b.Dependent Variable: attitude

Based on table 5.7.1, the Correlation Coefficient (R) is equal .207, which means that there is weakly correlation among user generated content and attitudes . R- square is equal to .043 and it will only affect on attitude by 4.3%, indicates that attitudes can describe the change of User Generated Content in the travel industry with 4.3%.

Table 11: Coefficients of UGC and Attitudes.

		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	2.473	0.276		8.945	0	1.928	3.017
	UGC	0.262	0.081	0.207	3.216	0.001	0.101	0.423

As shown at above table 12, the level of significance is equal to .001, and which means that UGC influences on attitudes towards UGC. The coefficient (B) can be explained as 1 unit of User generated content increase without the influence of other variables involved attitudes towards UGC will increase by 0.262. Thus H1 is accepted

Relationship between User Generated Content and Purchase Intention (Hypothesis 2)

Table 12: Model Summary of User Generated Content and Purchase Intention.

R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
					F Change	df1	df2	Sig. F Change
.510a	0.261	0.257	0.54049	0.261	81.391	1	231	0

Predictors: (Constant), UGC

Based on the table 12. the Correlation Coefficient (R) is equal .510, which means that there is strongly positive correlation between these two variables. R square means that purchase intention will either decrease or increase by user generated content (26.1%) which indicates that UGC can describe the change of purchase intention with 26.1%.

Table 13: Coefficients of User Generated Content on Purchase Intention.

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta	t		Lower Bound	Upper Bound
1	(Constant)	2.781	0.241		11.55	0	2.306	3.255
	UGC	0.155	0.071	0.142	2.187	0.03	0.015	0.295

a. Dependent Variable: Purchase Intention

As shown at above table 13, the level of significance is equal to .000, which is way below (0.005) and it means user generated content is positively influences on purchase intention. The table showed that UGC affected purchase intention (Beta=.155, Sig .030) at 0.05 level of statistical significance. The coefficient (B) can be explained as 1 unit of UGC increase without the influence of other variables involved purchase intention will increase by 0.155. This finding supported the research hypothesis which was proposed that UGC influences on purchase intention.

Relationship between attitude towards UGC and Purchase Intention (Hypothesis 3)

Table 14 : Model Summary of Attitudes and Purchase Intention.

R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
					F Change	df1	df2	Sig. F Change
.667a	0.445	0.443	0.38721	0.445	185.177	1	231	0

a. Predictors: (Constant), attitude

b. Dependent Variable: purchase Intention

Based on the table 14, the Correlation Coefficient (R) is equal .667, which means that there is positive correlation between attitudes towards UGC and Purchase intention. R-square is equal to .445 and it will affect Purchase intention being decreased or increased by attitudes towards UGC by 44.5%, indicates that attitudes can describe the change of Purchase intention with 44.5%. The research finding of this part presented the relationships between attitudes towards UGC and Purchase intention since r square of the relationship of attitudes on Purchase intention is 44.5%.

Table 15: Coefficients of User Generated Content on Purchase Intention.

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.62	0.124		13.066	0	1.376	1.864
	UGC	0.493	0.036	0.667	13.608	0	0.422	0.564

a. Dependent Variable: purchase intention

As shown at above table 15, the level of significance is equal to .000, which is way below (0.005) and it means attitudes towards UGC influences on purchase intention. The table showed that attitudes affected purchase intention (Beta=.493, Sig -.000) at 0.05 level of statistical significance. The coefficient (B) can be explained as 1 unit of attitudes towards UGC increase without the influence of other variables involved purchase intention will increase by 0.493. This finding supported the research hypothesis which was proposed that purchase intention depends on attitudes towards user generated content.

H4: Perceived credibility has a positive effect on the purchase intentions.

Table 16: Model Summary of Perceived credibility and purchase intention.

R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
					F Change	df1	df2	Sig. F Change
.851a	0.724	0.723	0.31809	0.724	605.543	1	231	0

a. Predictors: (Constant), Perceived credibility

b. Dependent Variable: purchase intention

Based on the table 16, the Correlation Coefficient (R) is equal .851, which means that there is strongly positive correlation between these two variables. This is the strongest R square in all hypothesis presented in this paper. R-square is equal to .724 and it means that purchase intention will either decrease or increase by Perceived credibility (72.4%) which indicates that Perceived credibility can describe the change of purchase intention of travel product with 72.4%. The research aims to study the impact of Perceived credibility on purchase intention. Table of multiple regression analysis showed that Perceived credibility is the most analytical predictor towards purchase intention by showing the result of R square is 85.1% of purchase intention is affected by Perceived credibility.

Table 17: Coefficients of Perceived credibility and purchase intention.

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta	t		Lower Bound	Upper Bound
1	(Constant)	0.058	0.133		0.439	0.661	-0.204	0.321
	Perceived Credibility	0.991	0.04	0.851	24.608	0	0.912	1.07

a. Dependent Variable: purchase intention

In table 17 the coefficients of brand trust increased by $\beta = 0.991$ of variable purchase intention. As shown at above table, the level of significance is equal to .000, which is way below (0.005) and it means perceived credibility influences on purchase intention. The table showed that perceived credibility affected purchase intention (Beta=.991, Sig-.000) at 0.05 level of statistical significance. . The coefficient (B) can be explained as 1 unit of brand trust e without the influence of other variables involved purchase intention will increase by 0.991. This finding supported the research hypothesis which was proposed that perceived credibility strongly affects on purchase intention.

HYPOTHESIS TESTING

Hypothesis

	Hypothesis	Results
H1	User generated contents positively affects the users' attitudes	Supported
H2	User Generated Content have positive impact on purchase intention	Supported
H3	Attitudes toward UGC have a positive impact on purchase intentions	Supported
H4	Perceived credibility has a positive effect on the purchase intentions.	Supported

CONCLUSION AND DISCUSSION

User Generated Content positively affect the attitudes of user toward UGC. The reliability of UGC on consumer attitude towards UGC regarding a travel product and literature on attitude towards UGC and its effects on purchase intention. According to (Wang, C, 2015), favourable online customer evaluations combined with benefit-centric information had the most beneficial impact on consumer attitudes and purchase intentions. The regression analysis shows that attitudes toward UGC and perceived credibility impact purchase intentions, but user activities do not only influence purchase intentions for travel products. Positive view toward user-generated content (UGC) will boost user purchasing intention (Daugherty, 2008). The findings of this study are similar with the findings of numerous prior studies, namely that perceptions of credibility influence purchasing intention. Credible information influences the travellers' evaluation of a vlogger's material, which affects circulation to their conduit. (Mir, 2013) investigate the elements that impact consumer attitudes about UGC and conclude that perceptions of legitimacy have a favourable

effect on social media viewers' attitudes toward UGC. Internet users believe that information found on the internet is more reliable than that found in conventional media such as newspapers (Mir, 2013)

UGC enables users to see and read other people's thoughts (through the comments section) to reduce risks and acquire knowledge before purchasing a travel product. Other users see people who generate UGC or information on social media as "opinion leaders" (Chrisbiyanto, 2017). The final study demonstrates that user engagement on UGC affects purchase intentions. Vloggers assist travel product sellers in providing information on placing travel goods and services properly. Travel vloggers suggest which products to buy based on the customer's type, budget, and occasion.

The findings of this study demonstrate that UGC influences purchasing intentions. The trustworthiness of the informant or the producer of UGC influences purchase intentions. Their credibility grows if they can offer suggestions or tactics to help their viewers have a better experience. Future studies may investigate if UGC influences purchase decisions or whether

UGC is the primary source of information for customers before making a buy decision. As a result, future studies might include the addition of new independent variables to give a more in-depth examination of client behaviour. The research was an attempt to understand the influence of UGC on brand trust and purchase intention. Additionally, the target sample for this study was set at 233 individuals, male and female from 18 to 35 years old and above, living

in Delhi/NCR. Taking this into consideration, the results of the study might be done on a national scale. Travel marketers could monitor community discussions on social networks to learn more about the public's interest in their products. (Johnson, 2004) The most important result of this study is that companies should constantly improve the quality of their products since UGC producers' reputation is dependent on their experience with the items themselves.

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