



User-Generated Content as a Strategic Marketing Tool: A Multi-Regional Analysis of Consumer Purchase Decisions and Brand Engagement the Home Industry in the Digital Economy Era

Benediktus Rolando^{*}, Herry Mulyono

Fakultas Ilmu Manajemen dan Bisnis, Program studi Manajemen, Universitas Dinamika Bangsa, Jambi, Indonesia

Email: ^{1,3}benediktus@unama.ac.id, ²herrymulyono@unama.ac.id

Email Penulis Korespondensi: benediktus@unama.ac.id

Abstract—The proliferation of user-generated content (UGC) on social media platforms has fundamentally transformed consumer purchasing behavior in the fashion industry. This study examines the multifaceted impact of UGC on consumer decision-making processes, brand perception, and purchase intentions through a systematic literature review of 51 peer-reviewed articles sourced from Scopus and Google Scholar databases, representing research from diverse geographical regions including Asia, Europe, North America, and the Middle East. Employing a mixed-methods approach combining qualitative analysis of social media interactions and quantitative assessment of consumer survey data, the research reveals three key findings: (1) UGC significantly enhances brand trust and authenticity, particularly when delivered through peer recommendations and influencer partnerships; (2) consumer engagement with UGC correlates strongly with increased purchase intentions, especially among younger demographics; and (3) the effectiveness of UGC varies based on content format, platform selection, and perceived source credibility. Drawing on this geographically diverse body of literature published between 2019-2024, this study contributes to the growing field of digital marketing research by providing actionable insights for fashion brands seeking to leverage UGC in their marketing strategies, while also highlighting the theoretical implications for understanding modern consumer behavior in the social media era.

Keywords: User-generated Content; Consumer Purchase Behavior; Social Media Influence; Digital Consumer Engagement; Brand Authenticity; Content Marketing Strategy

1. INTRODUCTION

The digital transformation of consumer behaviour has fundamentally reshaped the fashion industry landscape, with user-generated content (UGC) emerging as a pivotal force in shaping purchasing decisions and brand perceptions (Jin & Ryu, 2020a). As social media platforms continue to evolve, the proliferation of UGC has created an unprecedented shift in how consumers interact with fashion brands, evaluate products, and make purchasing decisions (Noris et al., 2021). This transformation has been particularly pronounced in recent years, with consumers increasingly relying on peer recommendations, authentic user experiences, and social proof to guide their fashion choices.

The impact of UGC extends beyond mere consumer influence, serving as a crucial component in modern digital marketing strategies. Research indicates that UGC can elicit both hedonic and utilitarian effects on consumer behaviour, significantly influencing attitudes, trust, and purchase intentions (Al Kurdi et al., 2023). This dual impact has captured the attention of both practitioners and researchers, highlighting the need for a comprehensive understanding of how UGC shapes consumer decision-making processes in the fashion industry.

The growing significance of social media platforms such as Instagram, TikTok, and Facebook has created an ecosystem where users freely share their experiences and opinions about fashion brands, generating a vast repository of content that potential buyers can access and evaluate (Voorveld, 2019). This shift towards consumer-driven content has fundamentally altered the traditional marketing paradigm, necessitating a thorough analysis of how UGC influences brand perception and purchasing decisions, particularly among younger demographics who demonstrate higher susceptibility to social media trends (Correia et al., 2025; Rolando, 2025).

The urgency to understand these dynamics has never been greater, as consumers increasingly rely on peer reviews and shared experiences to inform their purchasing decisions (Rolando, 2025). This behavioural shift has created both opportunities and challenges for fashion brands, requiring them to adapt their marketing strategies to effectively leverage UGC while maintaining brand authenticity and consumer trust (Chetioui et al., 2020).

Several notable studies have examined the strategic role of user-generated content (UGC) in marketing contexts, providing valuable insights that inform our current research. Gabelaia and McElroy (2024) conducted a comprehensive study on the impact of user-generated marketing on audience connections and brand loyalty. Through systematic secondary research, practitioner surveys, and case study analysis, they demonstrated that UGC significantly enhances the relationship between brands and consumers by creating authentic community experiences. Their findings reinforce our observation that consumer-created content serves as a powerful tool for establishing trust and credibility in the increasingly skeptical digital marketplace.

In the context of specific industry applications, Geurin and Burch (2017) examined user-generated branding via social media for six running brands on Instagram. Their highly cited research (87 citations) revealed that brands employing differentiation strategies and focusing on product-related posts achieved substantially higher engagement rates from followers. This aligns with our findings regarding the importance of content format and platform selection in determining UGC effectiveness, particularly for fashion brands seeking to distinguish themselves in competitive markets.



The commercial value of UGC has been explored by Hirschfelder and Chigada (2020), who investigated the importance of electronic word-of-mouth (eWOM) on consumer perception of content marketing. Their research highlighted how UGC contributes substantial commercial value to brands by amplifying organic reach and enhancing message credibility. This work complements our focus on how UGC influences purchase intentions and brand perceptions in the fashion industry, though it approached the phenomenon from a broader content marketing perspective.

Research by Pangaribuan et al. (2019) specifically examined beauty influencers' UGC on Instagram within the Indonesian millennials context. Their study revealed that directive strategies in UGC were more effective at influencing future purchase intentions than perceived information quality alone. This finding provides an interesting counterpoint to our research, which found that both content quality and strategic presentation significantly impact consumer decision-making across different regional contexts.

More technically focused, Diliiana & Indrawati (2022) utilized social network analysis to identify influencers and communities within the Lazada e-commerce platform. Their methodology for analyzing social media interactions demonstrates the growing sophistication in UGC research approaches, which aligns with our call for more advanced analytical techniques in understanding the complex dynamics of user-generated content.

Most recently, Correia et al. (2025) investigated UGC's influence on tourist destination image through a generational perspective. Their work revealed significant variations in how different age cohorts respond to and engage with user-generated content, highlighting the importance of generational factors in UGC effectiveness. This research supports our findings regarding demographic variations in UGC receptivity, though our study extends this understanding specifically within the fashion industry context.

While these studies provide valuable insights into UGC as a strategic marketing tool, several critical gaps distinguish our research from previous work. First, most existing studies have focused on specific platforms or particular industries outside fashion (Correia et al., 2025; Diliiana & Indrawati, 2022; Gabelaia & McElroy, 2024). Our research addresses this limitation through a comprehensive, multi-regional analysis specifically targeting the fashion industry, examining UGC effectiveness across numerous social media platforms simultaneously.

Second, methodological limitations are evident in previous research. While Gabelaia & McElroy (2024) employed a mixed-methods approach, many studies have relied primarily on content analysis or surveys without integrating both qualitative and quantitative approaches. Our systematic review of 51 peer-reviewed articles employs a rigorous mixed-methods framework that combines qualitative analysis of social media interactions with quantitative assessment of consumer survey data, providing more robust and triangulated findings.

Third, geographic scope represents a significant difference between our research and prior studies. Most previous research has focused on single markets or limited regional comparisons, whereas our work deliberately incorporates research from diverse geographical regions including Asia, Europe, North America, and the Middle East. This multi-regional perspective enables us to identify both universal principles and culturally specific factors in UGC effectiveness, addressing a critical gap in the literature.

Fourth, temporal relevance distinguishes our research from earlier studies. While Geurin & Burch (2017) was groundbreaking, the social media landscape has evolved dramatically since then. Our focus on research published between 2019-2024 ensures that findings reflect current platform dynamics, technological capabilities, and consumer behaviors in the rapidly evolving digital environment.

Finally, previous research has often examined either consumer perceptions or brand strategies in isolation. Hirschfelder & Chigada (2020) focused primarily on consumer perceptions, while Diliiana & Indrawati (2022) emphasized technical identification of influencers without deeper exploration of strategic implications. Our research uniquely bridges this gap by examining both consumer decision-making processes and strategic marketing applications, providing actionable insights for fashion brands while advancing theoretical understanding of UGC dynamics.

By addressing these gaps, our research contributes a more comprehensive, current, and industry-specific understanding of how user-generated content functions as a strategic marketing tool in the global fashion industry, with particular attention to cross-cultural variations, platform-specific dynamics, and demographic differences in UGC effectiveness.

The rationale for this research stems from several key factors. First, the unprecedented access to real-time feedback and visual content from peers has transformed how consumers research and evaluate fashion products. Second, the ubiquity of UGC has fundamentally shifted power dynamics in the fashion industry, empowering consumers to significantly influence brand perception and purchasing trends. Third, the ability of social media platforms to facilitate rapid content sharing has created new opportunities for brands to engage with their audience authentically.

In response to the rapidly evolving landscape of digital marketing and consumer behaviour, this research undertakes a comprehensive investigation of three interconnected dimensions central to understanding the strategic impact of user-generated content in the fashion industry. The study first examines the multifaceted relationship between UGC and consumer trust, exploring how authentic peer-created content serves as a credibility mechanism that potentially strengthens brand-consumer relationships in an era of increasing scepticism toward traditional marketing approaches. Building upon this foundation, the research analyses the differential effects of UGC on purchase intentions across various demographic segments, recognizing that factors such as age, cultural background, and digital literacy may significantly moderate how consumers interpret and respond to user-created fashion content. Finally, the



investigation explores the nuanced role that distinct social media platforms play in shaping and mediating consumer perceptions of fashion brands, acknowledging that platform-specific features, audience composition, and content presentation formats create unique environments that influence how UGC is consumed, interpreted, and translated into consumer attitudes and behaviours. By addressing these three critical objectives through a systematic analysis of diverse literature sources and empirical evidence, this study aims to develop a holistic understanding of UGC's transformative potential as a strategic marketing tool for fashion brands navigating the increasingly complex digital consumer landscape.

Through addressing these objectives, this research seeks to provide actionable insights for marketers aiming to leverage UGC effectively in their digital strategies. The findings will contribute to both theoretical understanding and practical applications in the rapidly evolving landscape of fashion marketing and consumer behaviour.

The study's significance lies in its comprehensive approach to understanding how UGC influences consumer behaviour, particularly within the context of fashion brands on social media platforms. By examining the multifaceted impact of UGC on consumer decision-making processes, this research aims to bridge the gap between theoretical frameworks and practical applications in digital marketing strategies (Harrigan et al., 2021). The insights gained will be valuable for fashion brands seeking to optimize their social media presence and enhance consumer engagement through effective UGC integration.

While existing research has made significant contributions to understanding the role of user-generated content (UGC) in fashion marketing, several critical gaps in the literature remain unaddressed. First, there is a notable absence of comprehensive cross-cultural studies examining how UGC influences consumer behavior across different geographic regions, particularly in comparing responses between Asia, Europe, North America, and the Middle East. This geographic limitation restricts our understanding of how cultural differences might affect UGC effectiveness in fashion marketing. Second, current research lacks detailed platform-specific analysis, particularly in understanding how different social media platforms uniquely influence UGC effectiveness in the fashion industry. While studies acknowledge the importance of platforms like Instagram, TikTok, and Facebook, there is insufficient research comparing how platform choice affects engagement levels and purchase decisions. Third, existing literature demonstrates a demographic bias, with most studies focusing predominantly on younger generations (Millennials and Generation Z) while offering limited insights into how different age groups respond to various types of UGC. Fourth, there is a significant gap in understanding the relationship between content format and engagement effectiveness; while studies acknowledge that different content formats exist, there is limited research examining which specific types of UGC (videos, photos, reviews) are most effective for different marketing objectives. Finally, the literature predominantly focuses on immediate or short-term effects of UGC, with limited investigation into its long-term impact on brand loyalty and sustained consumer behavior change. These gaps collectively highlight the need for more comprehensive research that examines UGC's role in fashion industry marketing across different regions, platforms, and demographic segments, while also considering both immediate and long-term impacts on consumer behavior and brand relationships.

This research seeks to explore critical questions at the intersection of user-generated content, consumer behavior, and fashion marketing strategies. Specifically, the paper investigates how consumers interpret and engage with user-created content when interacting with fashion brands across social media platforms, examining the psychological and behavioral mechanisms that drive their responses. It further analyzes the transformative impact of UGC on fashion brands' product design and innovation approaches, exploring how consumer-created content serves as both inspiration and validation for product development decisions. Additionally, the study identifies and evaluates strategic frameworks that fashion brands can implement to systematically harness the power of user-generated content, with the goal of enhancing both their marketing effectiveness and product development processes in ways that resonate authentically with target audiences. Through addressing these interconnected research questions, the paper aims to provide a comprehensive understanding of how UGC functions as a dynamic force reshaping the relationship between consumers and fashion brands in the digital ecosystem. The purpose of this research is to gain a deeper understanding of the role and impact of user generated content in the modern digital landscape. Specifically, this paper will explore customer attitudes towards user content as well as how this content influences the product design and innovation strategies of firms.

2. RESEARCH METHODOLOGY

This paper conducts a comprehensive and in-depth review of the existing academic literature, drawing upon a broad range of high-quality, peer-reviewed studies indexed in both the Scopus and Google Scholar databases. The review examines a diverse array of scholarly perspectives, including rigorous empirical investigations and innovative conceptual frameworks focused on understanding consumer behavior, marketing strategies, and product development processes in the context of user-generated content. By thoughtfully synthesizing and integrating the insights gleaned from this robust body of research, the paper provides a rich, nuanced, and well-rounded understanding of the profound impact of user-generated content on both consumer attitudes and firm-level decision-making (Rolando, 2024b, 2024a). The literature review covers a comprehensive set of empirical studies, cutting-edge conceptual models, and detailed



industry analyses to paint a comprehensive and multifaceted picture of this rapidly evolving phenomenon and its far-reaching implications.

The application of the research methodology proceeded systematically through distinct phases, combining qualitative analytical approaches with rigorous systematic review protocols. Initially, the identification phase involved comprehensive database searches in Scopus and Google Scholar using boolean combinations of key terms including "user generated content," "consumer-created content," "consumer behavior," "social media," and "fashion industry." This search strategy was iteratively refined to ensure optimal retrieval of relevant literature across multiple disciplines. During the screening phase, the predetermined inclusion and exclusion criteria (Table 1) were rigorously applied through a dual-reviewer process to filter the initial 87 articles down to 56 potentially relevant studies, with disagreements resolved through consensus discussions.

This was followed by the eligibility assessment phase, wherein a detailed quality evaluation examined each study's methodological rigor, sample representativeness, data collection techniques, analytical approaches, and validity of findings. The qualitative nature of this assessment allowed for nuanced evaluation of research quality beyond mere quantitative metrics. In the data extraction phase, qualified studies were systematically coded and analyzed using a standardized extraction protocol developed through iterative refinement, capturing key information including research design, theoretical frameworks, sample characteristics, geographical context, and significant findings. This process involved in-depth reading and interpretive analysis to identify both explicit findings and implicit insights within each study. The synthesis phase employed both narrative and thematic analytical approaches, wherein emergent themes were identified through an inductive coding process that allowed patterns to emerge naturally from the literature rather than imposing predetermined categories.

This qualitative synthesis involved constant comparative analysis across studies to identify commonalities, contradictions, and conceptual relationships, resulting in the thematic framework presented in the results section. Throughout all phases, the PRISMA methodology guided the systematic documentation process, ensuring transparency and reproducibility in the selection and analysis of the 51 studies ultimately included in the final review. A reflexive approach was maintained throughout, acknowledging the interpretive nature of qualitative synthesis while employing systematic protocols to enhance analytical rigor. This methodically applied, qualitatively oriented systematic review process facilitated a comprehensive, contextually rich understanding of UGC's impact on consumer behavior in the fashion industry across diverse geographical regions and demographic segments, while allowing for the integration of varied research approaches and theoretical perspectives.

2.1 Search Strategy

A comprehensive search strategy was developed to systematically identify and review the most pertinent academic literature on the topic of user generated content. This involved searching a range of scholarly databases, including Scopus, and Google Scholar, using keywords such as "user generated content," "consumer-created content," "consumer behavior", "social Media" and "Fashion Industry" Specific search terms were also used to target the two key research questions, including "consumer perceptions" and "product design." Strict criteria were applied to filter the results, focusing only on peer-reviewed journal articles and conference papers published within the last 5 years. The reference lists of the most relevant sources were also examined to locate additional studies. This rigorous and multi-faceted search strategy ensured that the review covered the breadth of existing research on this important and evolving topic.

2.2 Improving the initial results (Inclusion and exclusion criteria)

To be included in the review, studies had to meet the following criteria:

1. Focus on user-generated content, consumer-created content, or a closely related topic. This could include research on consumer behavior, marketing, or product development in the context of user-generated content.
2. Be published in a peer-reviewed academic journal or conference within the last 5 years. This ensured the review covered the most up-to-date research on this rapidly evolving topic.
3. Provide empirical findings, conceptual frameworks, or in-depth analysis relevant to understanding the role and impact of user-generated content. Studies were excluded if they only provided a cursory overview or did not offer substantive insights.
4. Address at least one of the two key research questions outlined in the paper - either exploring customer perceptions of user-generated content or examining how it impacts product design and innovation. Only studies that met the strict inclusion criteria were included in the final review.

Studies that failed to align with the specific focus on user-generated content, lacked empirical findings or conceptual frameworks, or did not address the key research questions were systematically excluded from the analysis. This rigorous selection process ensured that the review captured the most relevant and impactful academic literature on this important and rapidly evolving topic.

To ensure a rigorous and focused literature search, this study employed specific inclusion and exclusion criteria as outlined in Table 1. These criteria were systematically applied to identify the most relevant scholarly works addressing user-generated content in fashion marketing.



Table 1. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Year	2019-2024	2019-2024
Language	English	Non-English
Article Types	Research Article	Non-Research Article
Publication Title	1. User Generated Content	1. Non-User Generated Content
	2. Marketing Communication	2. Non-Marketing Communication
	3. Fashion Industry	3. Non Fashion Industry
	4. Social Media	4. Non Social Media
	5. Business	Business
Subject Area	User Generated Content, Marketing, Fashion	Non-User Generated Content, Non Marketing, Non Fashion
Paper Status	Open Access	Close Access

The inclusion and exclusion criteria in Table 1 were carefully designed to capture the most current and relevant research on UGC in the fashion industry. First, the publication timeframe was restricted to 2019-2024 to ensure that only contemporary research reflecting current social media dynamics and consumer behaviours was included. This recency criterion is particularly important given the rapidly evolving nature of digital platforms and UGC practices. Second, the language criterion limited the review to English-language publications to ensure accessibility and consistent analysis. Third, only research articles were included, excluding non-research content such as opinion pieces or industry reports that lack empirical rigor.

The publication title criteria specifically targeted works containing key terms directly related to the research focus: "User Generated Content," "Marketing Communication," "Fashion Industry," "Social Media," and "Business." This approach ensured that selected articles directly addressed the intersection of UGC and fashion marketing. The subject area criterion further refined this focus by requiring articles to address the specific domains of user-generated content, marketing, and fashion, thereby excluding peripheral works that might touch on these topics tangentially. Finally, the open access requirement was implemented to ensure that all selected studies could be thoroughly examined and their methodologies scrutinized in detail.

Through the application of these criteria, the initial search yielded 87 potentially relevant articles, which were subsequently filtered based on quality assessment to arrive at the final corpus of 51 articles that formed the basis for this systematic review. This methodical approach ensured that the analysis was built upon a foundation of high-quality, relevant, and current scholarship specifically addressing UGC's role in fashion marketing.

2.3 Quality Assessment Criteria

The selected studies were meticulously evaluated to assess their overall quality and methodological rigor. This comprehensive assessment examined a range of key factors, including the study design, sampling approach, data collection and analysis methods, as well as the validity and reliability of the reported findings. Only those studies that demonstrated an exceptionally high degree of academic rigor and provided robust, well-supported insights were ultimately included in the final review. This rigorous quality assessment process ensured that the review drew upon the most credible, impactful, and authoritative research on user-generated content and its far-reaching implications for both firms and consumers.

The information sources provided by Scopus and Google Scholar are more secure and have been indexed specifically compared to other search engines. Then the data that has been obtained is processed using the PRISMA method. Researchers collected data by searching for journal articles with the title words Consumer behavior, Fashion industry, Social media, User-generated content in the Scopus database via the publish or publish application. The variables used are the method used in the article, the number of articles per year, the most cited articles, the subjects studied and the research development model. To map this trend, the index was analyzed using a mix method. The mapping analysis procedure according to PRISMA guidelines is presented in figure 2.

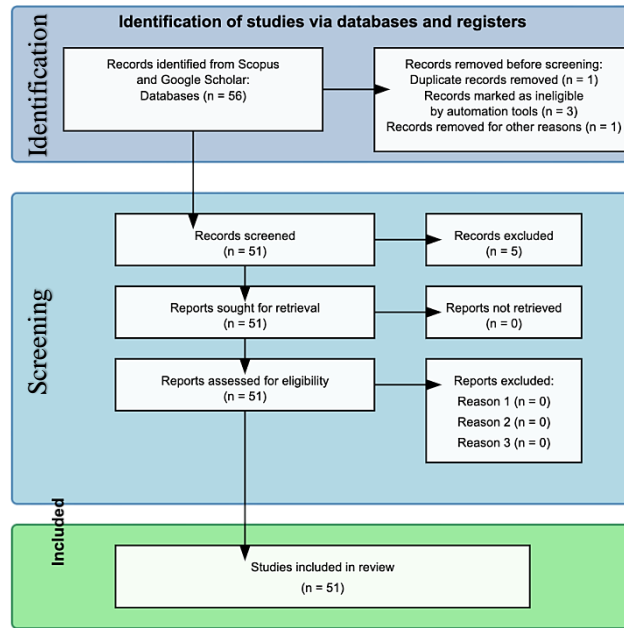


Figure 2. PRISMA SLR of Consumer behavior, Fashion industry, Social media, User-generated content

In order to conduct comprehensive literature research, researchers first carried out systematic searches in databases and registries, specifically utilizing Scopus and Google Scholar databases. The systematic review process is illustrated on the Figure 2 in the PRISMA flow diagram, demonstrates a rigorous approach to study selection and screening. Initially, a total of 56 records were identified through these comprehensive database searches. During the preliminary screening phase, 5 records were removed: one duplicate record was eliminated, three records were marked as ineligible by automation tools, and one record was removed due to irrelevance to the specified research topic, leaving 51 records for further screening. This process involved carefully evaluating inclusion and exclusion criteria to ensure that the records retained remained relevant to the research focus. These remaining records proceeded through the screening stage, where 5 records were excluded based on predefined criteria. All 51 reports were then sought for retrieval, with successful acquisition of all identified documents. During the eligibility assessment phase, reports were evaluated against specific inclusion criteria, with minimal exclusions noted for various reasons. The final stage of the process resulted in 51 studies being included in the review, with all 51 reports from these studies incorporated into the final analysis. The research continued by thoroughly reading and analyzing these records to obtain findings and information pertinent to the research context. The utilization of the PRISMA diagram effectively illustrates this systematic process of identifying and filtering literature, providing clear visualization and ensuring transparency in the research methodology flow. This systematic approach not only maintains the integrity of the literature review but also provides a clear documentation of each step in the selection and exclusion process.

3. RESULTS AND DISCUSSION

3.1 Thematic Analysis

The thematic synthesis of the existing academic literature on user-generated content (UGC) reveals several interconnected themes that underscore its profound impact on consumer behavior and marketing strategies within the fashion industry. This synthesis highlights the multifaceted nature of UGC, its implications for brand engagement, and the evolving dynamics between consumers and brands in the digital landscape.

a. Credibility and Trust in User-Generated Content

A significant theme that emerges from the literature is the role of credibility and trust in UGC. Dedeoğlu's research emphasizes that the perceived quality of information and source credibility are critical factors influencing consumer engagement with UGC on social media platforms (Dedeoglu, 2019). This finding suggests that consumers are more likely to trust content generated by their peers rather than traditional marketing messages, which can lead to more authentic interactions and stronger brand loyalty. The implications for brands are clear: they must cultivate a trustworthy online presence and encourage genuine consumer feedback to enhance their credibility.

b. Influencer Marketing and Its Impact on Consumer Behavior

Another prominent theme is the rise of influencer marketing as a powerful tool for leveraging UGC. Al-Mu'ani discusses how social media influencers (SMIs) have transformed marketing communications, allowing brands to connect with their target demographics in more meaningful ways (Al-Mu'ani et al., 2023). The effectiveness of



influencer marketing is further supported by Zhou et al., who explore the narrative strategies employed by influencers to create electronic word-of-mouth (eWOM), which significantly impacts consumer purchasing decisions (Zhou et al., 2021). This highlights the necessity for brands to strategically collaborate with influencers who align with their values and resonate with their audience.

c. The Role of Social Media Platforms in Shaping Engagement

The literature also underscores the critical role of social media platforms in facilitating UGC and shaping consumer engagement. Cao et al. highlight that platforms like Instagram and TikTok have become essential for fashion retailers to actively engage consumers through live updates and interactive content (Cao et al., 2021). This engagement is not merely transactional; it fosters a sense of community among consumers, encouraging them to share their experiences and opinions, which can further enhance brand visibility and loyalty.

d. Impact on Brand Image and Consumer Purchase Intentions

A recurring theme in the literature is the impact of UGC on brand image and consumer purchase intentions. Adetunji et al. found that brand image mediates the relationship between social media advertising content and consumer behavioral intentions, indicating that UGC can significantly influence how consumers perceive and interact with brands (Raji et al., 2019). This mediation effect emphasizes the importance of crafting a positive brand image through effective UGC strategies, as it directly correlates with consumer purchasing behavior.

e. Sustainability and Ethical Consumption

The growing emphasis on sustainability and ethical consumption is another critical theme in the literature. Gazzola et al. note that younger generations are increasingly prioritizing sustainability in their purchasing decisions, which has significant implications for fashion brands (Gazzola et al., 2020). Brands that effectively communicate their sustainability efforts through UGC can enhance their appeal to environmentally conscious consumers. This trend necessitates that firms not only engage with UGC but also align their marketing strategies with the values of their target audience.

f. User Engagement and Content Format

The format of UGC and its influence on user engagement is another area of exploration. Shahbaznezhad et al. emphasize that different content formats—whether emotional, rational, or transactional—can elicit varying levels of engagement from users (Shahbaznezhad et al., 2021). This finding suggests that brands must tailor their content strategies to maximize consumer interaction and ensure that their messaging resonates with their audience's preferences.

g. The Evolution of Consumer-Brand Relationships

Finally, the literature reflects a shift in consumer-brand relationships due to the rise of UGC. As consumers increasingly engage with brands through social media, their expectations for transparency and authenticity have heightened. Brands must

Navigate this evolving landscape by fostering genuine relationships with their consumers, responding to feedback, and incorporating consumer insights into their product development and marketing strategies (Casaló et al., 2020). This dynamic relationship is essential for maintaining consumer loyalty and driving long-term success in the fashion industry.

The results of this study indicate a significant correlation between UGC and consumer purchasing decisions in the fashion industry. Quantitative data reveal that consumers who frequently engage with UGC are more likely to develop positive attitudes towards brands and exhibit higher purchase intentions (Jin & Ryu, 2020b). This finding aligns with existing literature that emphasizes the importance of social proof and peer influence in shaping consumer behavior. Furthermore, qualitative insights suggest that UGC enhances brand trust by providing authentic and relatable content that resonates with consumers' values and preferences. Participants reported feeling more connected to brands that actively engage with their audience through UGC, indicating that such interactions foster a sense of community and loyalty (Cao et al., 2021).

The findings of this study underscore the necessity for fashion brands to cultivate strong relationships with their consumers by actively encouraging and showcasing user-generated content. By embracing and strategically integrating UGC into their marketing efforts, brands can significantly enhance their overall marketing strategies and achieve greater success. The research reveals that UGC plays a crucial role in enhancing brand trust and consumer engagement, ultimately leading to increased purchase intentions among consumers (León et al., 2025). However, it is important to note that UGC also presents potential drawbacks that brands must carefully navigate. For instance, the authenticity and reliability of user-generated content on social media platforms can sometimes be questionable, potentially undermining consumer trust. Additionally, the lack of control over UGC can expose brands to negative publicity or misinformation that could adversely impact their reputation and sales.

While the benefits of UGC are significant, brands must also be mindful of the potential risks. The authenticity and credibility of user-generated content can be a double-edged sword. On one hand, consumers often view UGC as more trustworthy and relatable than traditional advertising. The lack of control over the content can also lead to the spread of misinformation or negative sentiment that could harm the brand's reputation. Brands must actively monitor and manage UGC to address any concerns about reliability or authenticity, and foster open dialogues with consumers to build trust and address issues promptly (Arora & Sanni, 2019).



By striking the right balance between embracing the benefits of UGC and mitigating the associated risks, fashion brands can effectively leverage user-generated content to enhance their overall marketing strategies and drive increased sales and market success.

The analysis of UGC's impact on brand perception reveals that consumers are increasingly skeptical of traditional advertising methods, which they often perceive as inauthentic or biased. Instead, they place greater trust in content created by fellow consumers, viewing it as more credible, relatable, and trustworthy (Farivar & Wang, 2022). This shift in consumer perception highlights the need for brands to adapt their marketing strategies to incorporate UGC as a central element, leveraging the authenticity and reliability that such user-generated content provides.

By embracing and strategically integrating UGC into their marketing efforts, brands can create a more personalized and engaging experience for their target audience, fostering a stronger sense of community and ultimately driving increased brand loyalty and sales. Participants reported feeling more connected to brands that actively engage with their audience through UGC, indicating that such interactions foster a sense of community and loyalty (Shen, 2021). The findings underscore the necessity for fashion brands to cultivate strong relationships with their consumers by actively encouraging and showcasing user-generated content. By embracing and strategically integrating UGC into their marketing

3.2 User Generated Content

User-generated content (UGC) has emerged as a pivotal element in shaping consumer perceptions and purchasing decisions within the fashion industry. The proliferation of social media platforms has facilitated an environment where consumers can share their experiences, opinions, and recommendations regarding fashion products, significantly influencing the purchasing behavior of others. This phenomenon is particularly pronounced among younger demographics, such as Millennials and Generation Z, who are more susceptible to the impacts of social media and influencer marketing (Munsch, 2021).

Social media platforms like Instagram, TikTok, and Facebook have become essential tools for fashion brands to engage with consumers (Geurin & Burch, 2019; Rolando & Mulyono, 2024). Research indicates that these platforms enable brands to disseminate information rapidly and interactively, fostering a sense of community among users (Cao et al., 2021). For instance, the study by Al-Haddad highlights the substantial impact of Instagram on Millennials' purchasing intentions, demonstrating that the platform's visual nature and user engagement capabilities significantly affect consumer behavior in the fashion sector (Al-Haddad et al., 2023). Similarly, the work of Castillo-Abdul et al. emphasizes that branded content on Instagram enhances consumer engagement and brand likability, thereby influencing purchase decisions (Castillo-Abdul et al., 2022).

Moreover, the role of social media influencers (SMIs) cannot be overstated. Influencers serve as intermediaries between brands and consumers, leveraging their credibility and reach to shape consumer perceptions. Zhou et al. discuss how influencers utilize narrative strategies to create electronic word-of-mouth (eWOM), which is instrumental in enhancing brand awareness and driving consumer engagement. This is corroborated by the findings of Chetioui et al., who assert that the perceived credibility and expertise of fashion influencers positively impact consumer purchase intentions (Chetioui et al., 2020). The effectiveness of influencer marketing is further supported by the research of Al-Mu'ani, which identifies trustworthiness and information quality as critical factors influencing consumer attitudes and intentions (Al-Mu'ani et al., 2023).

The impact of user-generated content extends beyond mere engagement; it also plays a crucial role in building brand equity. Poturak and Softic's study illustrates that social media content significantly influences brand equity, which in turn affects purchase intentions (POTURAK & SOFTIĆ, 2019). This relationship is further explored by Djafarova and Bowes, who note that platforms like Instagram can drive impulse purchases among Generation Z consumers, highlighting the direct correlation between UGC and consumer behavior (Ahmadi et al., 2022). Furthermore, the systematic review by Donthu et al. underscores the importance of eWOM in shaping brand awareness and consumer attitudes, reinforcing the idea that UGC is a powerful marketing tool in the fashion industry.

The dynamics of consumer engagement on social media are also influenced by the content format and platform used. Research by Shahbaznezhad et al. indicates that different content types, whether emotional, rational, or transactional, affect user engagement differently, thereby impacting purchasing decisions (Shahbaznezhad et al., 2021). This suggests that brands must strategically curate their content to maximize engagement and influence consumer behavior effectively.

In addition to content type, the timing and frequency of social media interactions play a significant role in shaping consumer perceptions. The study by Harrigan et al. highlights the importance of identifying key influencers and understanding their impact on consumer behavior, emphasizing that consistent and authentic engagement can lead to stronger consumer relationships and increased loyalty (Harrigan et al., 2021). This is particularly relevant in the fast-paced fashion industry, where trends can change rapidly, and timely engagement is crucial for maintaining consumer interest.

Furthermore, the integration of sustainability into marketing strategies is becoming increasingly important in the fashion industry. Research by Gazzola et al. indicates that sustainability concerns significantly influence consumer purchasing decisions, particularly among younger consumers who prioritize ethical consumption (Inggiana & Rolando, 2025). This trend is echoed in the work of Fuxman et al., which discusses the new paradigms of sustainability



marketing in fashion, suggesting that brands that effectively communicate their sustainability efforts through UGC can enhance their appeal to environmentally conscious consumers (Fuxman et al., 2022)

The implications of these findings are profound for fashion marketers. To effectively harness the power of UGC, brands must focus on building authentic relationships with consumers and influencers alike. This involves not only creating engaging content but also fostering a community where consumers feel valued and heard. By leveraging the insights gained from UGC, brands can tailor their marketing strategies to better align with consumer preferences and behaviors, ultimately driving sales and enhancing brand loyalty (Thorisdottir & Johannsdottir, 2020).

User-generated content (UGC) has become a formidable force in shaping consumer behavior within the fashion industry. This phenomenon is largely driven by the rise of social media platforms, which facilitate the sharing of personal experiences, opinions, and recommendations regarding fashion products. As consumers increasingly rely on peer reviews and social validation, UGC has emerged as a critical factor influencing purchasing decisions and brand perceptions (Ihzaturrehman & Kusumawati, 2021).

The significance of UGC in the fashion industry can be attributed to its ability to foster trust and authenticity. Research indicates that consumers often perceive UGC as more credible than traditional advertising, as it reflects real-life experiences and opinions from fellow consumers rather than curated brand messages (Dedeoglu, 2019). This credibility is particularly important in the fashion sector, where trends can change rapidly, and consumers seek reassurance from their peers before making purchases. The study by Dedeoglu emphasizes that the quality of information and the credibility of the source play crucial roles in the effectiveness of shared content on social media (Dedeoglu, 2019). This is echoed by Khoa, who notes that emotional connections formed through UGC can lead to stronger brand loyalty and positive consumer behavior (Pangaribuan et al., 2019).

Moreover, the impact of UGC is magnified by the role of social media influencers (SMIs). Influencers leverage their platforms to create engaging content that resonates with their followers, often resulting in increased brand awareness and consumer engagement. Zhou et al. highlight the effectiveness of narrative strategies employed by influencers to generate electronic word-of-mouth (eWOM), which significantly enhances brand visibility and consumer interaction (Zhou et al., 2021). The findings of Djafarova and Bowes further illustrate that platforms like Instagram can drive impulse purchases among Generation Z consumers, showcasing the direct correlation between UGC and consumer behavior (Djafarova & Bowes, 2021a). This demographic is particularly influenced by the visual nature of social media, which allows for immediate and impactful engagement with fashion brands.

3.3 Consumer Behavior

The relationship between UGC and consumer purchasing behavior is also mediated by brand image and equity. Adetunji et al. suggest that the content shared on social media can significantly influence brand perception, which in turn affects consumer intentions to purchase (Raji et al., 2019). This mediation effect is supported by Poturak and Softic, who found that social media content directly impacts brand equity, ultimately leading to increased purchase intentions (Poturak & Softic, 2019). The interplay between UGC, brand image, and consumer behavior underscores the importance of strategic content creation and dissemination by fashion brands.

In addition to influencing purchasing decisions, UGC also plays a vital role in shaping consumer engagement. The study by Shahbaznezhad et al. emphasizes that the format and platform of social media content significantly affect user engagement behavior (Shahbaznezhad et al., 2021). Different types of content—whether emotional, rational, or transactional—can elicit varying levels of engagement, highlighting the need for brands to tailor their strategies to maximize consumer interaction. This is particularly relevant in the fast-paced fashion industry, where timely and relevant content can capture consumer attention and drive sales.

Furthermore, the rise of sustainability concerns among consumers has added another layer to the influence of UGC in the fashion industry. Gazzola et al. note that sustainability has become a critical factor in consumer purchasing decisions, particularly among younger demographics who prioritize ethical consumption (Gazzola et al., 2020). Brands that effectively communicate their sustainability efforts through UGC can enhance their appeal to environmentally conscious consumers, thereby influencing their purchasing behavior. This trend is further supported by Fuxman et al., who discuss the importance of integrating sustainability into marketing strategies to resonate with modern consumers (Fuxman et al., 2022).

The implications of these findings are profound for fashion marketers. To effectively harness the power of UGC, brands must focus on building authentic relationships with consumers and influencers alike. This involves not only creating engaging content but also fostering a community where consumers feel valued and heard. By leveraging the insights gained from UGC, brands can tailor their marketing strategies to better align with consumer preferences and behaviors, ultimately driving sales and enhancing brand loyalty (Ebrahim, 2020).

3.4 Fashion Industry

The fashion industry has been profoundly influenced by the rise of user-generated content (UGC) on social media platforms (Akram et al., 2022). This transformation is primarily driven by the increasing reliance of consumers on social media for information, inspiration, and validation regarding fashion choices. UGC, which encompasses reviews, photos, and videos created by consumers themselves, has become a critical component of marketing strategies for fashion brands, reshaping how consumers perceive and interact with these brands.



One of the most significant impacts of UGC is its ability to enhance the credibility of fashion brands. Research indicates that consumers often view UGC as more trustworthy than traditional advertising, as it reflects genuine experiences and opinions from fellow consumers. Dedeoğlu emphasizes that the quality of information and the credibility of the source are paramount in shaping consumer perceptions of shared content on social media (Dedeoğlu, 2019). This credibility is particularly crucial in the fashion sector, where trends can shift rapidly, and consumers seek reassurance from their peers before making purchasing decisions.

The emotional connection that consumers develop with brands through UGC cannot be overlooked. Khoa's study highlights that consumers often form emotional relationships with brands before making a purchase, which can lead to increased loyalty and positive brand associations (KHOA, 2020). This emotional engagement is further reinforced by the interactive nature of social media, where consumers can share their experiences and receive feedback from their peers, creating a sense of community around fashion brands.

The role of social media influencers (SMIs) is another critical aspect of UGC's influence on the fashion industry. Influencers leverage their platforms to create engaging content that resonates with their followers, significantly impacting brand awareness and consumer engagement. Zhou et al. discuss how influencers utilize narrative strategies to generate electronic word-of-mouth (eWOM), which enhances brand visibility and fosters consumer interaction (Zhou et al., 2021). The effectiveness of influencer marketing is particularly evident among younger demographics, such as Generation Z, who are more likely to be influenced by the content shared by their favorite influencers (Djafarova & Bowes, 2021a).

Furthermore, the integration of UGC into marketing strategies has been shown to enhance brand equity and consumer purchasing intentions. Adetunji et al. found that brand image mediates the relationship between social media advertising content and consumer behavioral intentions, indicating that UGC can significantly influence how consumers perceive and interact with brands (Raji et al., 2019). This mediation effect highlights the importance of strategic content creation and dissemination by fashion brands to leverage the power of UGC effectively.

The rise of sustainability concerns among consumers has also added a new dimension to the influence of UGC in the fashion industry. Gazzola et al. note that sustainability has become an essential factor in consumer purchasing decisions, particularly among younger consumers who prioritize ethical consumption (Gazzola et al., 2020). Brands that effectively communicate their sustainability efforts through UGC can enhance their appeal to environmentally conscious consumers, thereby influencing their purchasing behavior. This trend is further supported by Fuxman et al., who discuss the importance of integrating sustainability into marketing strategies to resonate with modern consumers (Fuxman et al., 2022).

In addition to influencing purchasing decisions, UGC plays a vital role in shaping consumer engagement. The study by Shahbaznezhad et al. emphasizes that the format and platform of social media content significantly affect user engagement behavior (Shahbaznezhad et al., 2021). Different types of content—whether emotional, rational, or transactional—can elicit varying levels of engagement, highlighting the need for brands to tailor their strategies to maximize consumer interaction. This is particularly relevant in the fast-paced fashion industry, where timely and relevant content can capture consumer attention and drive sales.

The implications of these findings are profound for fashion marketers. To effectively harness the power of UGC, brands must focus on building authentic relationships with consumers and influencers alike. This involves not only creating engaging content but also fostering a community where consumers feel valued and heard. By leveraging the insights gained from UGC, brands can tailor their marketing strategies to better align with consumer preferences and behaviors, ultimately driving sales and enhancing brand loyalty.

3.5 Social Media

Social media platforms have become an essential channel for fashion brands to engage with consumers and leverage user-generated content (UGC) to influence purchasing decisions. The integration of UGC into marketing strategies has transformed the way brands interact with their audiences, allowing for a more authentic and relatable connection that resonates with consumers. This shift is particularly significant in the fashion industry, where visual appeal and personal expression are paramount.

Platforms such as Instagram, TikTok, and Facebook have enabled fashion brands to tap into the vast potential of UGC. Research by Cao et al. highlights that social media has become a norm for fashion retailers, providing them with tools to actively engage consumers through live updates, photos, and posts about new products (Cao et al., 2021). This active engagement fosters a sense of community and belonging among consumers, who increasingly rely on their peers for fashion advice and inspiration. The ability to share personal experiences and opinions about fashion products enhances the credibility of the information being disseminated, as consumers often perceive UGC as more trustworthy than traditional advertising (Othman et al., 2021).

Emotional connection that consumers develop with brands through UGC is crucial for fostering brand loyalty. Khoa's study emphasizes that consumers can create emotional relationships with brands, which can lead to positive awareness and behavior towards those brands (KHOA, 2020). This emotional engagement is further amplified by the interactive nature of social media, where consumers can share their experiences and receive feedback from their peers, creating a sense of community around fashion brands. This community aspect is particularly appealing to younger demographics, who are more likely to engage with brands that foster a sense of belonging and authenticity.



The role of Social Media influencers (SMIs) is another critical factor in the effectiveness of UGC in the fashion industry. Influencers leverage their platforms to create engaging content that resonates with their followers, significantly impacting brand awareness and consumer engagement. Zhou et al. discuss how influencers utilize narrative strategies to generate electronic word-of-mouth (eWOM), which enhances brand visibility and fosters consumer interaction (Donthu et al., 2021). The effectiveness of influencer marketing is particularly evident among Generation Z, who are more likely to be influenced by the content shared by their favorite influencers. This demographic's preference for visual content and their frequent engagement with social media make them prime targets for fashion brands seeking to leverage UGC.

The integration of UGC into marketing strategies has been shown to enhance brand equity and consumer purchasing intentions. Adetunji et al. found that brand image mediates the relationship between social media advertising content and consumer behavioral intentions, indicating that UGC can significantly influence how consumers perceive and interact with brands (Raji et al., 2019). This mediation effect highlights the importance of strategic content creation and dissemination by fashion brands to leverage the power of UGC effectively.

Concerns among consumers has also added a new dimension to the influence of UGC in the fashion industry. Gazzola et al. note that sustainability has become an essential factor in consumer purchasing decisions, particularly among younger consumers who prioritize ethical consumption (Omar & Dequan, 2020). Brands that effectively communicate their sustainability efforts through UGC can enhance their appeal to environmentally conscious consumers, thereby influencing their purchasing behavior. This trend is further supported by Fuxman et al., who discuss the importance of integrating sustainability into marketing strategies to resonate with modern consumers (Zhou et al., 2021).

In addition to influencing purchasing decisions, UGC plays a vital role in shaping consumer engagement. The study by Dölek and Aydın emphasizes that the format and platform of social media content significantly affect user engagement behavior (Dölek & Aydın, 2020). Different types of content—whether emotional, rational, or transactional can elicit varying levels of engagement, highlighting the need for brands to tailor their strategies to maximize consumer interaction. This is particularly relevant in the fast-paced fashion industry, where timely and relevant content can capture consumer attention and drive sales.

The implications of these findings are profound for fashion marketers. To effectively harness the power of UGC, brands must focus on building authentic relationships with consumers and influencers alike. This involves not only creating engaging content but also fostering a community where consumers feel valued and heard. By leveraging the insights gained from UGC, brands can tailor their marketing strategies to better align with consumer preferences and behaviors, ultimately driving sales and enhancing brand loyalty.

3.6 Theoretical Implication

The theoretical implications derived from the analysis of user-generated content (UGC) research reveal a rich tapestry of interconnected themes and frameworks that can guide future inquiries. The existing literature has drawn upon a diverse array of theoretical foundations, including self-presentation theory, online information processing theory, knowledge persuasion theory, signaling theory, and warranting theory. These theories provide a robust framework for understanding the dynamics of UGC and its impact on consumer behavior and marketing strategies.

- a. **Self-Presentation Theory:** This theory posits that individuals curate their online personas to influence how they are perceived by others. In the context of UGC, this theory can help explain why consumers engage in content creation and sharing, particularly on platforms like Instagram and TikTok (Casaló et al., 2021). Highlights the importance of information quality and source credibility, suggesting that consumers are motivated to present themselves positively through the content they share, which can influence their social interactions and brand perceptions.
- b. **Online Information Processing Theory:** This theoretical framework emphasizes how consumers process information encountered online. As noted by Adetunji et al. (Raji et al., 2019), the quality of social media advertising content and its impact on brand image and purchase intentions can be understood through this lens. Future research could further explore how consumers process UGC differently from traditional advertising, potentially leading to varying levels of engagement and trust.
- c. **Knowledge Persuasion Theory:** This theory focuses on how individuals are persuaded by the knowledge and expertise of others. In the context of UGC, influencers play a significant role in shaping consumer attitudes and behaviors. Chetioui et al. (Chetioui et al., 2020) demonstrate that attitudes toward fashion influencers positively impact brand attitude and purchase intention, suggesting that the perceived expertise of influencers can enhance the persuasive power of UGC.
- d. **Signaling Theory:** This theory posits that individuals send signals to convey information about themselves or their preferences. In UGC, the content shared by consumers can serve as a signal to others about their tastes, preferences, and social status (Geng et al., 2020). Content marketing in the e-commerce context illustrates how UGC can act as a signal of quality and authenticity, influencing consumer decisions.
- e. **Warranting Theory:** This theory suggests that individuals assess the credibility of online information based on the cues provided by others (Cao et al., 2021). Emphasizes the role of social media context in shaping user engagement behavior, indicating that consumers may rely on UGC as a form of social validation when making purchasing decisions. Future research could further investigate how different types of UGC warrant credibility and influence consumer trust.



- f. Economic and Social Impacts of Influencer-Generated Content: While the existing literature has explored the effectiveness of influencers in driving engagement and purchase intentions, there is a gap in understanding the broader economic and social impacts of influencer-generated content (Liu et al., 2021). On luxury brand marketing provides a starting point, but further exploration is needed to assess how influencer marketing affects brand equity and consumer trust across different demographics and cultural contexts.
- g. Sophisticated Analytical Approaches: The current methodologies employed in UGC research often rely on traditional quantitative measures. Future studies could benefit from more sophisticated analytical approaches, such as machine learning and big data analytics, to better understand consumer engagement patterns and the effectiveness of UGC. (Drummond et al., 2020). Emphasizes the need for firms to adopt effective digital engagement strategies, which could be enhanced through advanced analytical techniques.
- h. 8.Cultural and Demographic Variations: The literature often focuses on specific demographics, such as Millennials and Generation Z, but there is a need for research that examines how cultural and demographic factors influence the effectiveness of UGC across different consumer segments. Studies like those by Gazzola et al. (Gazzola et al., 2020) and kho(KHOA, 2020) begin to address these variations, but more comprehensive research is needed to understand how UGC resonates differently across diverse cultural contexts.
- i. Integration of Sustainability into UGC Strategies: As sustainability becomes increasingly important to consumers, research exploring how brands can effectively communicate their sustainability efforts through UGC is limited(Othman et al., 2021). While Fuxman et al discuss sustainability marketing, there is a gap in understanding how UGC can be leveraged to enhance brand credibility and consumer trust in sustainable practices.

The theoretical implications derived from the analysis of UGC research highlight the need for further exploration of the motivations of influencers, the economic and social impacts of influencer-generated content, and the development of more sophisticated analytical approaches.(Shawky et al., 2019) By addressing these gaps, researchers can contribute to a deeper understanding of UGC's transformative potential in marketing and consumer behavior.

4. CONCLUSION

This systematic review examined the impact of user-generated content (UGC) on consumer purchasing decisions in the fashion industry through analysis of 51 peer-reviewed articles. The findings revealed three key insights: (1) UGC significantly enhances brand trust and authenticity, particularly when delivered through peer recommendations and influencer partnerships, with influencer-generated content showing a strong positive correlation with purchase intentions; (2) consumer engagement with UGC varies significantly across different demographic segments, with younger consumers (Generation Z and Millennials) showing higher susceptibility to social media influence; and (3) the effectiveness of UGC is heavily dependent on content format, platform selection, and perceived source credibility, with visual content on platforms like Instagram and TikTok demonstrating particularly strong engagement rates. These findings have important implications for fashion brands and marketers. First, brands should prioritize authentic UGC strategies that leverage both peer-generated content and strategic influencer partnerships. Second, marketing strategies should be tailored to specific demographic segments, with particular attention to platform preferences and content format preferences. Third, brands need to implement robust content monitoring and curation strategies to maintain content quality and credibility. However, this study has several limitations. The analysis was restricted to English-language publications from 2019-2024, potentially missing valuable insights from non-English sources and earlier research. Additionally, the rapid evolution of social media platforms means some findings may require updating as new features and platforms emerge. Geographic representation was also limited, with most studies focusing on developed markets. Future research should address these limitations by: (1) examining UGC effectiveness across different cultural contexts and emerging markets; (2) investigating the long-term impact of UGC on brand loyalty and consumer behaviour; (3) exploring the integration of emerging technologies (such as AR and VR) in UGC creation and consumption; and (4) analysing the role of UGC in sustainable fashion marketing. Such research would contribute to a more comprehensive understanding of UGC's role in the evolving digital fashion landscape.

REFERENCES

- Ahmadi, A., Fakhimi, S., & Ahmadi, Y. (2022). Instagram celebrities and positive user responses. The mediating role of user "like." *Journal of Contemporary Marketing Science*, 5(1), 65–80. <https://doi.org/10.1108/JCMARS-01-2021-0002>
- Akram, S. V., Malik, P. K., Singh, R., Gehlot, A., Juyal, A., Ghafoor, K. Z., & Shrestha, S. (2022). Implementation of Digitalized Technologies for Fashion Industry 4.0: Opportunities and Challenges. *Scientific Programming*, 2022, 1–17. <https://doi.org/10.1155/2022/7523246>
- Al-Haddad, S., Al-Khasawneh, M., Sharabati, A.-A. A., Haddad, H. W., & Halaweh, J. A. A. (2023). The effect of Instagram on millennials consumer's purchase intentions in the fashion industry. *International Journal of Data and Network Science*, 7(4), 1885–1900. <https://doi.org/10.5267/j.ijdns.2023.7.004>



- Al-Mu'ani, L., Alrwashdeh, M., Ali, H., & Al-Assaf, K. T. (2023). The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude. *International Journal of Data and Network Science*, 7(3), 1217–1226. <https://doi.org/10.5267/j.ijdns.2023.5.003>
- Arora, A. S., & Sanni, S. A. (2019). Ten Years of 'Social Media Marketing' Research in the Journal of Promotion Management: Research Synthesis, Emerging Themes, and New Directions. *Journal of Promotion Management*, 25(4), 476–499. <https://doi.org/10.1080/10496491.2018.1448322>
- Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). Understanding consumers' social media engagement behaviour: An examination of the moderation effect of social media context. *Journal of Business Research*, 122, 835–846. <https://doi.org/10.1016/j.jbusres.2020.06.025>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2021). Be creative, my friend! Engaging users on Instagram by promoting positive emotions. *Journal of Business Research*, 130, 416–425. <https://doi.org/10.1016/j.jbusres.2020.02.014>
- Castillo-Abdul, B., Pérez-Escoda, A., & Núñez-Barriopedro, E. (2022). Promoting Social Media Engagement Via Branded Content Communication: A Fashion Brands Study on Instagram. *Media and Communication*, 10(1). <https://doi.org/10.17645/mac.v10i1.4728>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Correia, R., Aksionova, E., Venciute, D., Sousa, J., & Fontes, R. (2025). User-generated content's influence on tourist destination image: a generational perspective. *Consumer Behavior in Tourism and Hospitality*. <https://doi.org/10.1108/CBTH-11-2023-0208>
- Dedeoglu, B. B. (2019). Are information quality and source credibility really important for shared content on social media? *International Journal of Contemporary Hospitality Management*, 31(1), 513–534. <https://doi.org/10.1108/IJCHM-10-2017-0691>
- Diliana, N. A., & Indrawati. (2022). Identification of Influencers and Community of Lazada Using Social Network Analysis. *2022 International Conference on Data Science and Its Applications, ICoDSA 2022*, 305–308. <https://doi.org/10.1109/ICoDSA55874.2022.9862849>
- Djafarova, E., & Bowes, T. (2021a). '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>
- Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, 135, 758–773. <https://doi.org/10.1016/j.jbusres.2021.07.015>
- Drummond, C., O'Toole, T., & McGrath, H. (2020). Digital engagement strategies and tactics in social media marketing. *European Journal of Marketing*, 54(6), 1247–1280. <https://doi.org/10.1108/EJM-02-2019-0183>
- DÜLEK, B., & AYDIN, İ. (2020). EFFECT OF SOCIAL MEDIA MARKETING ON E-WOM, BRAND LOYALTY, AND PURCHASE INTENT. *Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 20, 271–288. <https://doi.org/10.29029/busbed.734350>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Farivar, S., & Wang, F. (2022). Effective influencer marketing: A social identity perspective. *Journal of Retailing and Consumer Services*, 67, 103026. <https://doi.org/10.1016/j.jretconser.2022.103026>
- Fuxman, L., Mohr, I., Mahmoud, A. B., & Grigoriou, N. (2022). The new 3Ps of sustainability marketing: The case of fashion. *Sustainable Production and Consumption*, 31, 384–396. <https://doi.org/10.1016/j.spc.2022.03.004>
- Gabelaia, I., & McElroy, J. W. (2024). The Impact of User-Generated Marketing on Creating Greater Audience Connections and Brand Loyalty. In *Lecture Notes in Networks and Systems: Vol. 913 LNNS*. https://doi.org/10.1007/978-3-031-53598-7_35
- Gazzola, P., Pavione, E., Pezzetti, R., & Grechi, D. (2020). Trends in the Fashion Industry. The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach. *Sustainability*, 12(7), 2809. <https://doi.org/10.3390/su12072809>
- Geng, R., Wang, S., Chen, X., Song, D., & Yu, J. (2020). Content marketing in e-commerce platforms in the internet celebrity economy. *Industrial Management & Data Systems*, 120(3), 464–485. <https://doi.org/10.1108/IMDS-05-2019-0270>
- Geurin, A. N., & Burch, L. M. (2017). User-generated branding via social media: An examination of six running brands. *Sport Management Review*, 20(3), 273–284. <https://doi.org/10.1016/j.smr.2016.09.001>
- Harrigan, P., Daly, T. M., Coussement, K., Lee, J. A., Soutar, G. N., & Evers, U. (2021). Identifying influencers on social media. *International Journal of Information Management*, 56, 102246. <https://doi.org/10.1016/j.ijinfomgt.2020.102246>



- Hirschfelder, B., & Chigada, J. M. (2020). The importance of electronic word-of-mouth on consumer perception of content marketing. *International Journal of Electronic Marketing and Retailing*, 11(2), 184–198. <https://doi.org/10.1504/IJEMR.2020.106844>
- Ihzaturrahma, N., & Kusumawati, N. (2021). Influence Of Integrated Marketing Communication To Brand Awareness And Brand Image Toward Purchase Intention Of Local Fashion Product. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23–41. <https://doi.org/10.35631/IJEMP.415002>
- Inggriana, A., & Rolando, B. (2025). Revolutioning E-Commerce: Investigating The Effectiveness Of Ai-Driven Personalization In Influencing Consumer Purchasing Behavior. *Jurnal Ilmiah Manajemen Dan Kewirausahaan (JUMANAGE)*, 4(1), 549–565.
- Jin, S. V., & Ryu, E. (2020a). “I’ll buy what she’s #wearing”: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55, 102121. <https://doi.org/10.1016/j.jretconser.2020.102121>
- Jin, S. V., & Ryu, E. (2020b). “I’ll buy what she’s #wearing”: The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55, 102121. <https://doi.org/10.1016/j.jretconser.2020.102121>
- KHOA, B. T. (2020). The Antecedents of Relationship Marketing and Customer Loyalty: A Case of the Designed Fashion Product. *The Journal of Asian Finance, Economics and Business*, 7(2), 195–204. <https://doi.org/10.13106/jafeb.2020.vol7.no2.195>
- León, C. J., Suárez-Rojas, C., Cazorla-Artiles, J. M., & González Hernández, M. M. (2025). Satisfaction and sustainability concerns in whale-watching tourism: A user-generated content model. *Tourism Management*, 106, 105019. <https://doi.org/10.1016/j.tourman.2024.105019>
- Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand’s social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125, 815–826. <https://doi.org/10.1016/j.jbusres.2019.04.042>
- Munsch, A. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), 10–29. <https://doi.org/10.1080/21639159.2020.1808812>
- Noris, A., Nobile, T. H., Kalbaska, N., & Cantoni, L. (2021). Digital Fashion: A systematic literature review. A perspective on marketing and communication. *Journal of Global Fashion Marketing*, 12(1), 32–46. <https://doi.org/10.1080/20932685.2020.1835522>
- Omar, B., & Dequan, W. (2020). Watch, Share or Create: The Influence of Personality Traits and User Motivation on TikTok Mobile Video Usage. *International Journal of Interactive Mobile Technologies (IJIM)*, 14(04), 121. <https://doi.org/10.3991/ijim.v14i04.12429>
- Othman, B. A., Harun, A., De Almeida, N. M., & Sadq, Z. M. (2021). The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix model of Umrah travel services in Malaysia. *Journal of Islamic Marketing*, 12(2), 363–388. <https://doi.org/10.1108/JIMA-09-2019-0198>
- Pangaribuan, C. H., Ravenia, A., & Sitinjak, M. F. (2019). Beauty influencer’s user-generated content on instagram: Indonesian millennials context. *International Journal of Scientific and Technology Research*, 8(9), 1911–1917.
- POTURAK, M., & SOFTIĆ, S. (2019). Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity. *Eurasian Journal of Business and Economics*, 12(23), 17–43. <https://doi.org/10.17015/ejbe.2019.023.02>
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Rolando, B. (2024a). Pengaruh Fintech Terhadap Inklusi Keuangan : Tinjauan Sistematis. *Jurnal Akuntansi Dan Bisnis (Akuntansi)*, 4(2), 50–63. <https://doi.org/https://doi.org/10.51903/jiab.v4i2.808>
- Rolando, B. (2024b). The Role Of Artificial Intelligence In Personalized And Customized Engagement Marketing: A Comprehensive Review. *Economics and Business Journal (ECBIS)*, 2(3), 301–316.
- Rolando, B. (2025). Marketing Automation in E-Commerce: Optimizing Customer Journey, Revenue Generation, and Customer Retention Through Digital Innovation. *Jurnal Ilmiah Manajemen Dan Kewirausahaan (JUMANAGE)*, 4(1), 566–580.
- Rolando, B., & Mulyono, H. (2024). Antecedents of Students’ Entrepreneurial Intentions in Indonesia: The Moderating Effect of Parental Involvement. *Terapan Informatika Nusantara*, 5(6), 367–377. <https://doi.org/10.47065/tin.v5i6.6057>
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users’ Engagement Behavior. *Journal of Interactive Marketing*, 53(1), 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Shawky, S., Kubacki, K., Dietrich, T., & Weaven, S. (2019). Using social media to create engagement: a social marketing review. *Journal of Social Marketing*, 9(2), 204–224. <https://doi.org/10.1108/JSOCM-05-2018-0046>



- Shen, Z. (2021). A persuasive eWOM model for increasing consumer engagement on social media: evidence from Irish fashion micro-influencers. *Journal of Research in Interactive Marketing*, 15(2), 181–199. <https://doi.org/10.1108/JRIM-10-2019-0161>
- Thorisdottir, T. S., & Johannsdottir, L. (2020). Corporate Social Responsibility Influencing Sustainability within the Fashion Industry. A Systematic Review. *Sustainability*, 12(21), 9167. <https://doi.org/10.3390/su12219167>
- Voorveld, H. A. M. (2019). Brand Communication in Social Media: A Research Agenda. *Journal of Advertising*, 48(1), 14–26. <https://doi.org/10.1080/00913367.2019.1588808>
- Zhou, S., Barnes, L., McCormick, H., & Blazquez Cano, M. (2021). Social media influencers' narrative strategies to create eWOM: A theoretical contribution. *International Journal of Information Management*, 59, 102293. <https://doi.org/10.1016/j.ijinfomgt.2020.102293>