Migration Letters

Volume: 21, No: S11 (2024), pp. 1198-1211

ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online)

www.migrationletters.com

Relevance Of Consumer Generated Content In Food Industry Of Pakistan

Farhan Hussain[1] , Hafiz Muhammad Ahmed Siddiqui[2] , Dr. Muhammad Faseeh Ullah[3] , Farrukh Zafar[4] , Fatima Liaquat[5] , Seema Dero[6]

Abstract

This study aims to confirm the relevance of consumer generated content in the context of food industry of Pakistan to influence purchase intention of consumers. The communication landscape has changed drastically since the introduction of social media tools. There is a little understanding about how user-generated social media communication influences consumer behavior. User-generated content (UGC) is content that users create and post on social media platforms. It [1]has made it possible for customers to communicate and share information online with other customers. The current study, first, assesses the impact of user generated content on perceived usefulness (PU) and perceived credibility (PC) of product content which users create on Facebook. Secondly, it assesses the impact of PU and PC on consumers' attitude towards product. Lastly, it examines the impact of consumers' attitude towards product on their intention to select hotel, restaurant and cafe (HORECA). Data for this study is collected from 384 residents of Karachi, Pakistan. Data is analyzed through structure equation modeling using Amos. The results reveal that consumers find UGC useful and credible which influences consumers' attitude toward a service. This attitude towards product or service has significant impact on the choice of HORECA. Findings of this study have useful implications for practitioners.

Key Words : *User Generated Content, Perceived Usefulness, Perceived Credibility, Consumer Attitude.*

a. Introduction

Internet has given birth to new platform, to interact with people. It has created a new life for many businesses. Previously consumer experiences were shared physically through interaction, especially related to purchase decision (Bahtar& Muda, 2016), last ten years since the advent of web 2.0, or social media. According to recent data, there are more than five billion and three hundred and eighty five million internet users worldwide, or almost sixty seven percent of the world's population (Internet World Stats, 2021). Internet users are growing at the growth rate of 1392%. Moreover, two billion and one hundred and nineteen million Facebook users exist; a total of 28% of world population use Facebook (Internet world stats, 2021). On average, more than one billion people are active users on Facebook and on an average one out of every four people in the world has a Facebook profile. Keeping in view the scenario in Pakistan, where 50 million (PTA, 2021) internet users exist, which is approx. 20% of total population (CIA fact book 2016) and out of that, only 4% people are on social media. And following this data, 53% out of total social

[1](PhD Scholar) - IBA Department, University of Sindh, Jamshoro, Pakistan farhanhussain_memon@outlook.com
[2]Manager ORIC, Department of Office of Research, Innovation and Commercialization, Indus University, Karachi, Pakistan hafiz.ahmed86@gmail.com
[3]Associate Professor, Department of Business and Management Studies, Nazeer Hussain University, Karachi, Pakistanm.faseeh@nhu.edu.pk
[4]Department of Business and Management Studies, Nazeer Hussain University, Karachi, Pakistan farrukh.zafar@nhu.edu.pk
[5]Managing Director, Ruqya Fareed Foundation, Karachi, Pakistan
Fatimafareed5@hotmail.com
[6]Senior Laboratory Technologist, Clinical Laboratory, Agha Khan University Hospital, Karachi, Pakistan
Seema.dero@gmail.com

media users are present on Facebook. Internet users are growing very fast in each quarter. According to Charo (2015), one out of five Facebook users in Pakistan makes decision that is influenced by content on Facebook. These statistics show that communication content generated through social media influences the purchase decision of individuals. So as the number of internet users has risen, brand managers to understand online consumer behavior (A Ahani, et al., 2019)

The content generated on social media can be paid (firm created) and unpaid (user-generated). In this research we are interested to know the impact of user generated content (unpaid). It is to be believed that other users will share their both - negative and positive product/service experiences without exaggerating the facts (Allaberganov, Preko, & Mohammad, 2021). Furthermore, their perceived lack of commercial interest lends them the appearance of being objective assessors of the merits of a good or service. However, content produced by businesses typically primarily highlights the advantages of their goods in order to further their own financial goals (Cheong & Morrison, 2008). Companies use creative ways to promote their products (Alrawadieh & Dincer, 2019); Shuja, Ali, Anjum, & Rahim,2018).Firm created content is paid, and serve many purposes such as generating brand awareness and purchase intention and raising brand equity and brand loyalty. In web 2.0, UGC is considered as form of feedback, which influence others decision to buy (Alrawadieh & Dincer, 2019)

Social media has provided an opportunity and a platform where customers can interact with other consumers. Consequently, this suggests that there are other sources of brand communication than businesses (Alrawadieh & Law, 2019). Additionally, people are actively using that platform to look for information rather than relying on more conventional print or electronic media like television, radio, and magazines (Arasli, Saydam, & Kilic, 2020)

Numerous academics have attempted to comprehend how social media communication affects brands and brand management ((Arasli, Saydam, Gunay, & Jafari, 2021). They have done this by researching related subjects like virtual brand communities (Brodie, Ilic, Juric & Hollebeek, 2013) and electronic word of mouth (e-WOM) ((Arif, Aslam, & Siddqui, 2020 & Rezvani, 2012), online reviews (Bahtar & Muda, 2016) and user-generated content (Smith, 2012 & Abbas, Miraj, Shaikh, & Ali, 2023)). In spite these studies, there is a little understanding about how user-generated social media communication influences the other customers' perception towards brand and consumer behavior. This is of fundamental importance, as this is independent of firms' control.

This study aims to investigate the relevance of consumer generated content in the context of food industry of Pakistan to influence purchase intention of consumers. Pakistan's food industry is ranked 8th largest industry in terms of fast food and food related business ((Brochado, Duarte, & Mengyuan, 2023)). Currently more than 1000 large scale food processing enterprises exist in Pakistan (Memon, 2016), fast food industry is changing at fast pace due to shift in consumers life style (Memon, 2016). It was found in the study that consumers spend 42%of their income on food (Dambo, Ersoy, Auwal, Olorunsola, & Saydam, 2022) They also found that Pakistan's food industry is growing at the average rate of 21% annually.

b. Literature Review

Customers look for product-related information, evaluations, and recommendations before making any purchases to ensure that the choice they make is the best possible one (Filieri, Acikgoz, Ndou, & Dwivedi, 2021). A person's time and effort invested in searching for information may differ. On the other hand, social media has greatly facilitated the process of finding information. Information is easily accessible these days; users visit various social media platforms to obtain data that will help them make better selections about what to buy

and improve the overall quality of their purchases. In this case, consumers in particular rely on user-generated content when making decisions on what to buy (Fotiadis, Polyzos, & Huan, 2021)). The theories of planned behavior (Ajzen, 1991), technology acceptance mode (Davis, 1986), social impact theory (Latane, 1981), and reasoned action theory (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980) all lend support to this paradigm.

i. User Generated Content

User generated content (UGC) or consumer generated content (CGC) or sometimes customers' based content can be defined as any material created by its users; either in text (comments and reviews), photos or visuals uploaded on the Internet, especially on social media (two-way communication) is known as user-generated content.

It has a greater influence on people's consumption behavior (Presi & Hartmans, 2014). According to Ghouri, Tong and Hassan (2021, the term UGC has a broad scope as shown from past literature where researchers have conducted studies providing different contexts of UGC. It showed the multifaceted nature of UGC.

ii. Perceived Credibility (PC)

Credibility is defined as believability (Jumaan, Hashim, & Basheer , 2020) As credible people are likely to be believed by the majority of people; similarly, credible information is believable information (Tseng & Fogg, 1999). Most users, who prefer UGC, rely on the other users' comments and tags (Grover, Kar, Janssen, & Ilavarasan, 2019). They perceive that UGC is a more credible than company generated content (Jumaan & Hashim, 2020). Customers most of the time read product reviews on social networking site (SNS) to reduce the risk of purchase decision ((Jahanmir & Silva, 2020; Mir & Rehman, 2013).When a lot of users' comments tag and share that content, it becomes popular (Han, Kim & Cha 2009). It ultimately catches the attention of users. It may influence their attitude toward product and purchase decision (Han et al., 2009)

iii. Perceived Usefulness (PU)

Perceived usefulness is the main construct of Technology Acceptance Model (TAM) (Hajli, 2014), it can be defined as 'the degree to which a person believes that the use of a specific system would improve one's performance and reduce perceived risk" (Davis, 1989; Muslim et al., 2014). Usefulness is also related to ease, quick and efficient information receiving ((Jamil, et al., 2022)). UGC helps individual users in getting all the information with ease and in lesser time comparatively and obtaining prompt feedback direct from the sources (Davis, 1989; Li, Liu, Tan, & Hu, 2020)

iv. Attitude towards product and Purchase intentions

According to theory of reasoned action (TRA), attitude is described as individuals feeling; either positive or adverse about performing a particular behavior (Fishbein & Ajzen, 1975). Therefore, understanding attitude is imperative because it affect consumers' behavioral intention (Luo, Duan, Shang, & Pan, 2021; Mir & Rehman, 2013). Purchase intention can be defined as "the person's conscious plan to make an effort to buy the product or service" (Malik, Akhtar, Raziq, & Ahmad, 2020). Ajzen (1991) further states that "intentions are assumed to capture the motivational factors that can influence behavior; these are indications which show how much effort an individual plans to exert and his willingness to try and perform the behavior". Henceforth positive attitude leads towards positive behavioral intention of individuals (Nusairat, et al., 2021). The present study proposes that purchaser attitude towards products and purchase intentions are positively related (see conceptual model).

v. Theoretical and Conceptual Framework

Mir and Rehman (2013) assessed the effects of quantity of posts, reviews and views (UGC) on perceived usefulness (PU) and perceived credibility (PC) of product content which users generate on Youtube. Along with it, they examined the impact of PU and PC on consumer attitude towards UGC, and intention to use in their purchase decision. They found that quantity of posts, reviews and views (QPRV) had positive impact on both PU and PC. More content helps user to decide the product. In addition to it, PC and PU influence consumers' attitude toward product content generated on Youtube by its users, and intention to use that

content in their purchase decision (Saydam, Olorunsola, Avci, Dambo, & Beyar, 2022).

Figure 1 shows how the current study's constructs relate to one another. The Theory of Reasoned Action (Davis, 1986), the Theory of Social Impact (Latane, 1981), the Theory of Planned Behavior (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980), and the Theory of Reasoned Action support the constructs of the current study.

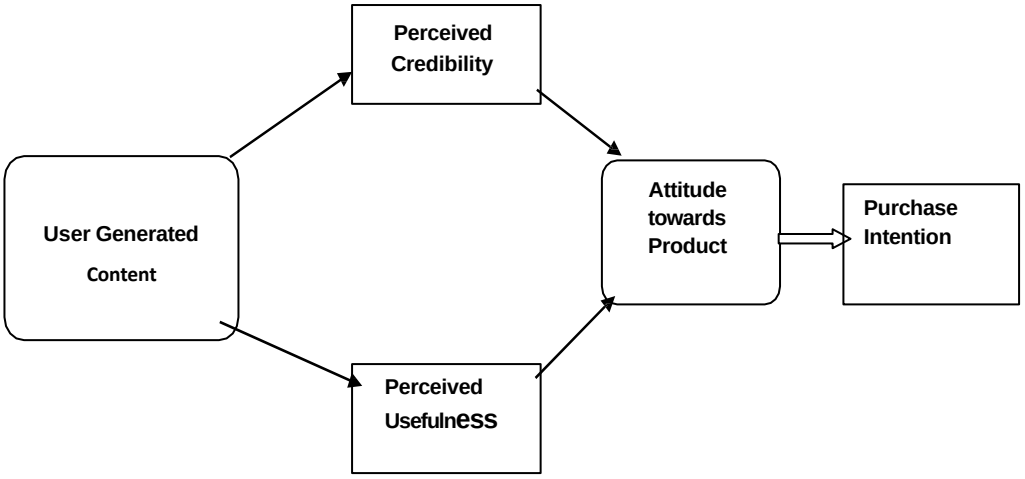

Figure: 1

Before purchasing any item for consumption, consumers look for product related information, reviews and advice accordingly that the choice made is of highest quality (Cheong & Morrison, 2008). Information search efforts and time may vary from person to person. Social networking sites have made the information gathering procedure very quick and convenient. Today, information is just one click away; consumers use different medium to gather information on to different networking media sites to support their purchase decisions. In the conceptual model the The idea that user-generated content (UGC) on Facebook affects the perceived credibility (PC) and usefulness (PU) of merchandise-related content is supported by the theory of social impact (Latane, 1981). It is thought that a user's attitude toward a product influences their behavioral intentions (BI). The conceptual model is supported by the technology acceptance model because perceived utility (PU) shapes attitudes toward the product and eventually motivates users to act. Mir &Rehman, (2013) is only Pakistani researcher who had tested this model for research in Pakistan. He had chosen Youtube as a medium for UGC. On the other hand, the researcher(s) Bahtar& Muda (2016) had only drawn the conceptual framework similar to current study. They did not conduct research to test the model.

c. Research Methodology

It was quantitative and deductive research. The research design was explanatory trying to find cause and effect relationship. The sampling approach was purposive. Data was collected via using survey method, through questionnaires. Items of the questionnaire were adapted from multiple related papers. The table 2 includes details about the sources of constructs adopted for this research study. Sample of 384 at 5% margin of error (Krejcie & Morgan, 1970) was selected for this study. The respondents from Karachi were selected as Karachi represents the mini Pakistan; where people from all provinces of Pakistan live. It was ensured that all the respondents were active users of social media websites

Table 1 Supported Theories for the construct(s) of conceptual framework by different Authors

Author and Year	Theory	Constructs
Valaei & Baroto, (2017)	TAM and TPB	Information quality, satisfaction of Government Facebook page and continuance intention of following government's Facebook page
Wu & Lin, (2017)	TAM	Perceived product description usefulness, perceived review usefulness, attitude toward product and purchase intention
Bahtar& Muda (2016)	*TRA,**TAM and ***TPB	UGC, Attitude toward UGC, Perceived Risk, Perceived Usefulness, and Intention to Purchase Online
Guo, Bames, Le-Nguyen &Jia (2016)	TRA and TPB	Online reviews, customers' perceptions of online reviews, their attitudes on the products or services that are reviewed online, and their actual purchases
Schivinski & Dabrowski (2016)	TRA	Firm created content, UGC, Brand attitude and purchase intention
Ukpabi & Karjaluoto, (2016)	TAM and TPB	Antecedents of consumer generated media (Perceived usefulness, Attitude, social influence, perceived ease of use, social influence, trust, enjoyment, empathy, perceived behavioral control and source credibility)
Jin& Lee (2015)	TPB	UGC, online page popularity, pro-breastfeeding attitude and behavior
Mir &Rehman, (2013)	TRA, TAM, TPB and ****TSI	Quantity of posts, views and reviews, perceived usefulness, perceived credibility, attitude towards Youtube UGC and Behavioral intention
Hajli, (2014)	TAM	Social media and user's trust, perceived usefulness and intention to buy
Wang, (2015)	TRA	Perceived credibility, attitude toward UGC, user activity, social interactions, purchase intention of products being reviewed
Mir & Zaheer, (2012)	TSI	Perceived credibility of UGC, consumer attitude towards product related content and purchase intention

**Theory of reasoned action (TRA)* ***Technology acceptance model (TAM)*
**** Theory of Planned behavior (TPB)* *****Theory of Social Impact (TSI)*

Table 2 Measurement of Impact of Facebook Comments, Posts and Reviews by Users on Purchase Intention

Construct	No. of items	Adapted from
User Generated Content	6	2 from Jones et al (1986), 1 from Hazari (2016), 1 from Bailey (2005) and 2 from Hazari (2016)
Perceived Credibility	4	1 from Hazari (2016) and 3 from Chi (2011)
Perceived Usefulness	8	3 from Hazari (2016), 2 from Patwardhan & Ramaprasad (2005) and 3 from Hazari, Bergiel & Sethna (2016)
Attitude Towards Product	4	1 from Liu et al (2009),2 from Hazari (2016) and 1 from Lai & Chang (2011)
Purchase Intention	3	3 from Liu et al. (2009)

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.838
Bartlett's Test of Sphericity Approx. Chi-Square	934.843
Df	45
Sig.	0.00

4. Data Analysis

Out of sample of 384, 77.6% of respondents were aged between 20-30. Respondents for this research were 65.4% male and 34.6% female who voluntarily participated in this research study. The respondents involved in posting comments on social networking sites were 53.4% while rest were involved in either chatting or searching for products and services. Almost 72% of participants were used to visit social networking websites 3 or more times in a day. The most visited website was Facebook followed by Youtube and Instagram(Appendix A).

An exploratory factor analysis was performed to examine the underlying structure's internal organization. Kaiser Meyer Olkin (KMO) was used to determine whether factor analysis on the gathered data was appropriate before moving further. While Bartlett's tests was run to check sample adequacy.If the value of KMO is >0.5, it is accepted. If KMO values are ranging from 0.8-0.9, then values are superb and acceptable. KMO value of this study is 0.838 which is superb. The value of Bartlett's test of sphericity was 934.84 with 45 degrees of freedom. The results of both tests allowed us to proceed to exploratory factor analysis.

To filter and validate the items, principal component analysis (PCA) with varimax rotation was used. Above tables shows the loadings and factor scores of each item (orthogonally rotated). These scores are standardized, describing the pattern of data found through analysis. Initially UGC has six items. But through factor analysis three items (1st, 4th and 6th) were removed due to overlapping. Similarly PC has four items; one item (7th) was removed. Four items of PU (11th, 12th, 17th and 18th) were omitted. Items of Attitude toward product and Purchase intention remained same.

4.1 Common Method Bias

Since data was collected from a single source, so there was a probability of common method bias. In order to check it, Harman's Single Factor analysis was run. We specified all the variables into the model and then in extractions we constrained the number of factors in model to one and data was not rotated. So in this data we observed that maximum variance that is explained by a single factor is 42.8 or approximately 43%. So we can conclude that this data does not suffers from common method bias issue because the variance explained a single factor is less than 50%

4.2 Construct Validity

Validity of the questionnaire items is a crucial component of research. Convergent and discriminant validity are examined. The degree of correlation between a construct's components and the construct itself is indicated by the convergent value. Convergent validity requires an AVE value of at least 0.5. Table 5 makes it clear that two factors have an AVE greater than 0.50 and four factors have an AVE less than 0.50. Fornell and Larcker (1981) state that a construct has convergent validity if its average variance extracted (AVE) is less than 0.50 and its composite reliability (CR) is more than 0.60. Table 5 makes it abundantly evident that every construct has a composite reliability of greater than 0.60. Discriminant validity is the second kind of construct validity. It demonstrates how a construct differs from others (Cooper & Schindler, 2008). If a construct's squared AVE is greater than its squared correlation with any other construct, it is considered established. Table 5 makes clear that each construct's squared AVE is greater than its squared association with any other construct.

Table 4 Factor Loadings

Component	Factor Loading
1- UGC	
Postings that appear on Facebook describes the functions of the featured brand (S2)	.790
Customer comments/reviews of a product are a better source of product information (S3)	.682
If the majority of user comments/reviews is positive, I would purchase the product (S5)	.598
1- PC	
I believe users' comments/reviews on Facebook are unbiased (S8)	.687
User generated content on Facebook is true and honest. (S9)	.846
Reviews and posts on Facebook are reliable (S10)	.498
2- PU	
Reviews and posts on Facebook are a convenient source of information (S13)	.670
Reviews and posts on Facebook are useful. (S14)	.781
Users provide relevant and accurate product information on Facebook. (S15)	.548
Reviews and posts make product information immediately accessible.(S16)	.785
3- ATP	

User comments and reviews are helpful in comparing two products or service.	.796
Information gathered through user generated content saves time	.802
Reading other users' comments/reviews enables me to know more about that service (assume any food service)	.793
Positive comments and reviews influence me to like that "XYZ" restaurant service	.710
4- PI	
Reading users' comments and reviews influence my behavior towards that restaurant service	.587
User comments /reviews are likely to influence my future purchase decision	.809
When I plan to go to dine inn, I keep in mind those reviews and comments of others related to that service.	.832

Table 5vConvergent and Discriminant Validity

Correlation

Constructs	CR	AVE	AVE(sqrt)	UGC	PC	PU	ATP	PI
UGC	0.73	0.4822	0.69		0.04	0.10	0.02	0.00
PC	0.725	0.4785	0.69			0.10	0.06	0.00
PU	0.79	0.4938	0.70				0.02	0.00
ATP	0.86	0.6024	0.78					0.01
PI	0.79	0.5637	0.75					0.00

Table 6 Model fitness tests

Model	CMIN/DF	P	RMR	GFI	NFI	RFI	IFI	TLI	CFI	RMSEA
Value	5.713	.000	.250	.845	.865	.825	.886	.851	.885	.111

Table 7 Direct, Indirect and Total effects of hypothesized models

Independent variables	**Endogenous variables**					
	Attitude towards product			**Purchase Intention**		
	Direct effect	Indirect effect	Total effect	Direct effect	Indirect effect	Total effect
User generated content	.000	.329	.329	.000	0.165	.165
Perceived credibility	.39	0.00	.396	.000	0.199	.199
Perceived usefulness	0.1	0.000	.010	.000	0.005	.005
Attitude towards product			***	.50	0.00	.502

Table 8 Hypothesis Testing

Proposed Relationships based on Conceptual Framework	P	C.R	Estimate	Supported/ Rejection
There is significant impact of User generated content on Perceived usefulness	***	12.928	.551	Supported
There is significant impact of User generated content on Perceived credibility	***	18.047	.678	Supported
Perceived usefulness affects attitude towards product	***	10.965	.379	Supported
Perceived credibility affects attitude towards product	***	16.05	.553	Supported
Attitude towards product influences the purchase intention	***	11.178	.496	Supported

4.2 Model Fitness through Structural Equation Modeling-AMOS

Model fitness was tested through structural equation modeling by using AMOS "Analysis of Moment Structures". To further examine the impact of user generated content on purchase intention was further decomposed into direct, indirect and total effect (see table 7). Chi-square goodness of fit value is more than 5(see table 4), but p value is 0.000. This is usually greater than 5 when the samples size is more than 200(Anderson 1984 &Bentler, 1990). So for this study sample size was 384. So CMIN value does not fully predictthe model. There are other criteria discussed here to test goodness of model fit. Root Mean Square Residual (RMR) is 0.250,which indicates a good fit because it ranges between 0-1, Goodness of fit (GFI) is similar to baseline comparison, and is used with maximum likelihood estimation for missing data. It ranges from 0-1, 1 being a perfect fit. GFI is .845 which is near to 1, which means it is a good fit.

In this study NFI is 0.865 which is near to perfect fit. Relative Fit Index (RFI) is the NFI standardized based on degree of freedom (df) of model, with values again close to 1indicates a very good fit. NFI of this study is .825 close to 1, very good fit. Incremental Fit Index (IFI) is .886, TLI .851 and CFI .885. These all are near to 1, which show the goodness of model fit.

Root Mean Squared Error of Approximation (RMSEA), for current study is .11, slightly more than the upper limit threshold of acceptance. This value normally exceeds .10 when the sample size is more than 200. So still there are other criteria for model fit discussed above, which can be used for model acceptance

5.1 Discussion

The majority of proposed relationships have been fully supported. User generated content has left its foot prints on perceived usefulness, perceived credibility and on attitude toward product, and ultimately on purchase intention to use that service. UGC plays its significant role in range of decisions such as evaluation of brands, judgment of service- quality elements and future connected decisions like considering that information for dine in.

The real challenge of this study has been to identify right measures of user generated content. Though some earlier research studies tried to come up with the scales especially suited to electronic word of mouth, which is somewhat related to user generated content, but there is lot to be desired for. The results of this study pose a challenge for future studies and open doors of opportunities for future researchers to design better scales of user generated content having capability to uncover further areas of UGC. This study somewhat shows that those people who use internet regularly are likely to be buy brands influenced by other users' experience.

The current study's findings are consistent with the literature evaluation (see table 6). The findings of this investigation align with the findings of Mir and Rehman (2013). Customers' perceptions of the value of content created by Facebook users are positively impacted by perception (Zehra, Shehzadi, Tahir, & Hassan, 2022). Customers have a more favorable opinion of UGC and a more positive attitude toward the product than they do toward social media advertisements (Jonas, 2010). Also positive attitude toward product and purchase intention are positively associated (Wang, Teo, & Liu, 2020)

6. Managerial Implications Recommendations / Suggestions

Based on the findings of this research study, recommendations for marketer and companies in Pakistan are as under:

1. Ask customers to share their feedback online. And give special gifts to customers, who put up the check in and write positive reviews.
2. Advertisers and brand managers may consider to sponsor social media users to promote their products, via writing positive comments, reviews or making video and sharing it with friends. As this is in line with perceived credibility. Higher quantity of positive reviews and comments will influence the attitude toward brand and purchase Intention
3. Findings also suggest that companies may use acutal product users in their campaigns and social media designs and advertisement as brand endorser rather than celebrities. It will increase perceived credibility. Perceived credibility enhances attitude toward endorsed product (Wijaya, Ra, & Hariguna, 2020)
4. In order to generate more positive reviews. Brand manager should design campaign and events, where the most positive reviews of the month should be awarded some benefits or gifts. This will influence the customer to write and share their reviews to earn those benefits and gifts.
5. Monitor online reviews/comments provided by users on Facebook; companies can forecast the future demand, and customer behavior

7. Future Research

Communication across social media channels differs. Therefore, it is suggested that other channels of social media such as Instagram and Youtube should be studied in Pakistani context. In addition to it, perceived risk should be added as another construct to test the model. Furthermore the comparative study between UGC and company generated content can be done to analyze the impact of both UGC and company generated content.

References

Ahani, A., Nilashi, M., Yadegaridehkordi, E., Sanzogni, L., Tarik, A. R., Knox, K., ... & Ibrahim, O. (2019). Revealing customers' satisfaction and preferences through online review analysis: The case of Canary Islands hotels. Journal of Retailing and Consumer Services, 51, 331-343.

Allaberganov, A., Preko, A., & Mohammed, I. (2021). Government commitment to tourism and hospitality sector during COVID-19 pandemic. Tourism Critiques: Practice and Theory, 2(2), 153-169.

Alrawadieh, Z., & Dincer, M. Z. (2019). Reptation management in cyberspace: evidence from Jordan's luxury hotel market. Journal of Hospitality and Tourism Technology, 10(1), 107-120.

Alrawadieh, Z., & Law, R. (2019). Determinants of hotel guests' satisfaction from the perspective of online hotel reviewers. International Journal of Culture, Tourism and Hospitality Research, 13(1), 84-97.

Arasli, H., Saydam, M. B., & Kilic, H. (2020). Cruise travelers' service perceptions: a critical content analysis. Sustainability, 12(17), 6702.

Arasli, H., Saydam, M. B., Gunay, T., & Jafari, K. (2021). Key attributes of Muslim-friendly hotels' service quality: voices from booking. com. Journal of Islamic Marketing, 14(1), 106-127.

Arif, I., Aslam, W., & Siddiqui, H. (2020). Influence of brand related user-generated content through Facebook on consumer behaviour: A stimulus-organism-response framework. International Journal of Electronic Business, 15(2), 109-132.

Abbas, M. G., Miraj, J., Shaikh, P. A., & Ali, N. (2023). Impact Of Brand Authenticity And Social Media On Customer Behaviour. A Case Of Pakistan's Food Manufacturing Industry. International Journal of Contemporary Issues in Social Sciences (P) 2959-3808, 2(4), 964-979.

Ali, M. &Farhat, K. (2017). Antecedents of Attitude toward Counterfeit Wrist Watches.Pakistan Business Review,19(1),251-266

Anderson, J. C., &Gerbing, D. W. (1984). The effect of sampling error on convergence, improper solutions, and goodness-of-fit indices for maximum likelihood confirmatory factor analysis. Psychometrika, 49(2), 155-173.

Ajzen, I. (1991). The theory of planned behavior. Organizational behavior and human decision processes, 50(2), 179-211.

Bahtar, A. Z., & Muda, M. (2016). The impact of user generated content on product reviews towards online purchasing- A conceptual framework. Procedia Economics and Finance, 37, 337-342

Bailey, A.A (2005). Consumer awareness and use of product review websites, Journal of Interactive advertising,6(1), 68-81

Brochado, A., Duarte, M., & Mengyuan, Z. (2023). Passengers' perceptions of Chinese airlines' service quality: a mixed methods analysis of user-generated content. Journal of China Tourism Research, 19(3), 677-699.

Bentler, P. M. (1990). Comparative fit indexes in structural models. Psychological bulletin, 107(2), 238.

Charo, N., Sharma, P., Shaikh, S., Haseeb, A., &Sufya, M. (2015).Determining the impact of e-wom on online brand image and purchase intention through adoption of online opinion. International Journal of Humanities and Management Sciences (IJHMS), 3(1), 41-46

Cha, M., Kwak, H., Rodriguez, P., Ahn, Y-Y & Moon, S. (2007). I tube, you tube, everybody tubes: Analyzing the world's largest user generated content video system, Proceedings of 7th ACM SIGCOMM Conference on Internet Measurement

Davis, F. D. 1989. Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. MIS Quality, 13(3), 319–340.

Dambo, T. H., Ersoy, M., Auwal, A. M., Olorunsola, V. O., & Saydam, M. B. (2022). Office of the citizen: a qualitative analysis of Twitter activity during the Lekki shooting in Nigeria's# EndSARS protests. Information, Communication & Society, 25(15), 2246-2263.

Filieri, R., Acikgoz, F., Ndou, V., & Dwivedi, Y. (2021). Is TripAdvisor still relevant? The influence of review credibility, review usefulness, and ease of use on consumers' continuance intention. International Journal of Contemporary Hospitality Management, 33(1), 199-223.

Fotiadis, A., Polyzos, S., & Huan, T. C. T. (2021). The good, the bad and the ugly on COVID-19 tourism recovery. Annals of tourism research, 87, 103117.

Günay, F., Bayraktaroğlu, E., & Özkul, K. (2020). Assessing the short-term impacts of COVID-19 pandemic on foreign visitor's demand for Turkey: A scenario analysis. Journal of Ekonomi, 2(2), 80-85.

Grover, P., Kar, A. K., Janssen, M., & Ilavarasan, P. V. (2019). Perceived usefulness, ease of use and user acceptance of blockchain technology for digital transactions–insights from user-generated content on Twitter. Enterprise Information Systems, 13(6), 771-800.

Ghouri, M. W. A., Tong, L., & Hussain, M. A. (2021). Does online ratings matter? An integrated framework to explain gratifications needed for continuance shopping intention in Pakistan. Sustainability, 13(17), 9538.

Fishbein, M. & Ajzen, I (1975), Belief, attitude, intention and behavior: An introduction to theory

and research, Reading, MA, Addison- Wesle

Fornell, C., &Larcker, D. F. (1981).Evaluating structural equation models with unobservable variables and measurement error. Journal of marketing research, 39-50

Harris, C. G. 2012. An Evaluation of Search Strategies for User-Generated Video Content.In Proceedings of First International WWW Worshop on Crowdsourcing Web Search (Vol. 842, pp. 31– 35).

Internet World Stats (2021).available online at https://www.internetworldstats.com/

Jalilvand, M.R., & N. Samiei. 2012. The effect of e-wom on brand image and purchase intention; an empirical study in the automobile industry in Iran. Marketing Intelligence planning, 30(4), 460-476

Jin, S. V., J., & Lee, K. M. (2015).Telling stories about breastfeeding through Facebook: The impact of user generated content (UGC) on pro-breastfeeding attitudes. Computers in Human Behavior, 46, 6-17

Jones, W. H., Briggs, S. R. & Smith, T. G (1986). Shyness: conceptualization and measurement, Journal of Personality and Social Psychology, 51(3), 629-639

Jumaan, I. A., Hashim, N. H., & Al-Ghazali, B. M. (2020). The role of cognitive absorption in predicting mobile internet users' continuance intention: An extension of the expectation-confirmation model. Technology in Society, 63, 101355.

Jahanmir, S. F., Silva, G. M., Gomes, P. J., & Gonçalves, H. M. (2020). Determinants of users' continuance intention toward digital innovations: are late adopters different?. Journal of Business Research, 115, 225-233.

Jamil, K., Dunnan, L., Gul, R. F., Shehzad, M. U., Gillani, S. H. M., & Awan, F. H. (2022). Role of social media marketing activities in influencing customer intentions: a perspective of a new emerging era. Frontiers in Psychology, 12, 808525.

Jonas, J. R. O. 2010. Source Credibility of Company - Produced and User - Generated Content on the Internet: An Exploratory Study on the Filipino Youth. Philippine Management Review, 17, 121–132. Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. Educational and psychological measurement, 30(3), 607-610

Li, H., Liu, Y., Tan, C. W., & Hu, F. (2020). Comprehending customer satisfaction with hotels: Data analysis of consumer-generated reviews. International Journal of Contemporary Hospitality Management, 32(5), 1713-1735.

Luo, L., Duan, S., Shang, S., & Pan, Y. (2021). What makes a helpful online review? Empirical evidence on the effects of review and reviewer characteristics. Online Information Review, 45(3), 614-632.

Latane, B. (1981). The psychology of social impact. American psychologist, 36(4), 343

Liu, S-H., Liao, H-L & Pratt, J.A (2009). Impact of media richness and flow on e-learning technology acceptance , Computers & Education, 52, 599-607

Mangold, W.G., & D.J. Faulds. (2009). Social Media: The new hybrid element of the promotion mix. Business Horizons,52(4), 357–365

Malik, S. A., Akhtar, F., Raziq, M. M., & Ahmad, M. (2020). Measuring service quality perceptions of customers in the hotel industry of Pakistan. Total Quality Management & Business Excellence, 31(3-4), 263-278.

Nusairat, N. M., Alroale, M. A., Al Qeed, M., Al-Gasawneh, J. A., Hammouri, Q., Ahmad, A., & Abdellatif, H. (2021). User-generated content-consumer buying intentions nexus: the mediating role of brand image. Academy of Strategic Management Journal, 20(4), 1-12.

Saydam, M. B., Olorunsola, V. O., Avci, T., Dambo, T. H., & Beyar, K. (2022). How about the service perception during the COVID-19 pandemic: an analysis of tourist experiences from user-generated content on TripAdvisor. Tourism Critiques: Practice and Theory, 3(1), 16-41.

Shuja, K., Ali, M., Anjum, M. M., & Rahim, A. (2018). Effectiveness of Animated Spokes-Character in Advertising Targeted to Kids.Journal of Marketing Management and Consumer Behavior.2(2).31-47

Tseng, S., & Fogg, B. J. (1999).Credibility and computing technology. Communications of the ACM, 42(5), 39-44

Tam, C., Santos, D., & Oliveira, T. (2020). Exploring the influential factors of continuance intention to use mobile Apps: Extending the expectation confirmation model. Information Systems Frontiers, 22, 243-257.

Valaei, N., &Baroto, M. B. (2017). Modeling continuance intention of citizens in government Facebook page: A complementary PLS approach, Computers in Human Behavior

Wijaya, I., Rai, A., & Hariguna, T. (2019). The impact of customer experience on customer behavior intention use in social media commerce, an extended expectation confirmation model: An empirical study. Management Science Letters, 9(12), 2009-2020.

Wijaya, I., Rai, A., & Hariguna, T. (2019). The impact of customer experience on customer behavior intention use in social media commerce, an extended expectation confirmation model: An empirical study. Management Science Letters, 9(12), 2009-2020.

Wu, T. Y., & Lin, C. A. (2017).Predicting the effects of e-wom and online brand messaging: Source trust, bandwagon effect and innovation adoption factors.Telematics and informatics, 34(2), 470-480.

Zehra, Y., & Tahir, M. (2022). Continuance Intention of Food Blog Users in Pakistan. Reviews of Management Sciences, 4(1), 30-62.

APPENDICES

Appendix- A: Frequencies Distribution

1- Age

Age	Frequency	Percent
20-30 Years	298	77.6
30-40Years	67	17.4
40-50Years	19	4.9
Total	**384**	**100.0**

2- Gender

Gender	Frequency	Percent
M	245	63.81
F	139	36.19
Total	**384**	**100.0**

3- Most Frequent activity on SNS

Activity	Frequency	Percent
Chatting	84	21.9
Posting comments	205	53.4
Searching new products and services	95	24.7
Total	**384**	**100**

4- Frequency of Using SNS

	Frequency	Percent
Once	16	4.2
2 times	89	23.2
3 times	84	21.9
4 times	34	8.9
5 times	21	5.5
6 times	140	36.5
Total	**384**	**100.0**

5- Most Frequent used Website SNS

	Frequency	Percent
Youtube	20	5.7
Instagram	12	3.1
Facebook	320	83.3
Twitter	30	7.8
Total	**384**	**100.0**