

The Impact of User Generated Content on Online Purchase Intention of Retail Fashion Industry in Sri Lanka

T M V Sameera

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
vimukthi.tms@gmail.com*

Nisal Gunawardane

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
nisalgunawardane@kln.ac.lk*

People often looking for real-life inspiration for purchasing new products and the Covid 19 paved the way for using online platform for retail fashion brands in order to reach to its target group. Literature revealed that, the retail fashion industry is one of the best fits for use user-generated content in promoting products for its target customers, yet its inconclusiveness towards purchase intention of retail fashion brands needs further investigation. Thus, purpose of this study is to identify the impact of user-generated content on the online purchase intention of the retail fashion industry in Sri Lanka. The study conducted using a quantitative research design by collecting data from 207 respondents in western province of Sri Lanka using convenience sampling method on Facebook and Instagram. The result of the study discussed the main four-element affect the online purchase intention of retail fashion, but one element is not strongly affecting which was namely perceived usefulness. This element has a weak relationship with the online purchase intention of retail fashion brands. Additional variables that can be identified namely perceived credibility, perceived risk, and information quality have a positive significant impact on online purchase intention. Finally, the result indicated a positive and significant relationship between user-generated content and online purchase intention. These results of the survey would be benefited to marketers and online business operators to develop marketing strategies who are interested in the fashion retail industry.

Keywords: *Online Purchase Intention, Retail Fashion Industry, Social Media, User Generated Content*