



**Assessing the influence of User Generated Content (UGC) on Gen Z consumer's
Buying Behaviour: An A-I-D-A model approach with special reference to
Vadodara District**

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Abstract

Purpose: The main aim of this research is to analyse the impact of User Generated Content UGC in the buying behaviour of Gen Z consumers in Vadodara in context to A-I-D-A Model.

Methods: The main method adopted in this research for addressing the aim is quantitative, wherein the data collection method used is primary data. Surveys have been conducted in this study with 130 consumers belonging to the age group of 14 to 27 years. The participants have been chosen for the study using a convenience sampling strategy and SPSS Software has been used to do the analysis of the data received in the survey.

Findings: It has been found out that User Generated Content UGC does have a considerable impact on the buying behaviour specially in attention, interest and desire stage of Gen Z Consumers This exists due to attractive content available on social media platforms, such as in the form of photos or written content. Moreover, UGC develops trust and helps in identifying original and fake products in the market.

Limitations: The primary limitation of this study is that, it relies on the statistical form of information to carry out the results, which has reflected a lack of qualitative information and its in-depth analysis.

Keywords: *User-Generated Content (UGC), Buying Behaviour, Gen Z, A-I-D-A model*

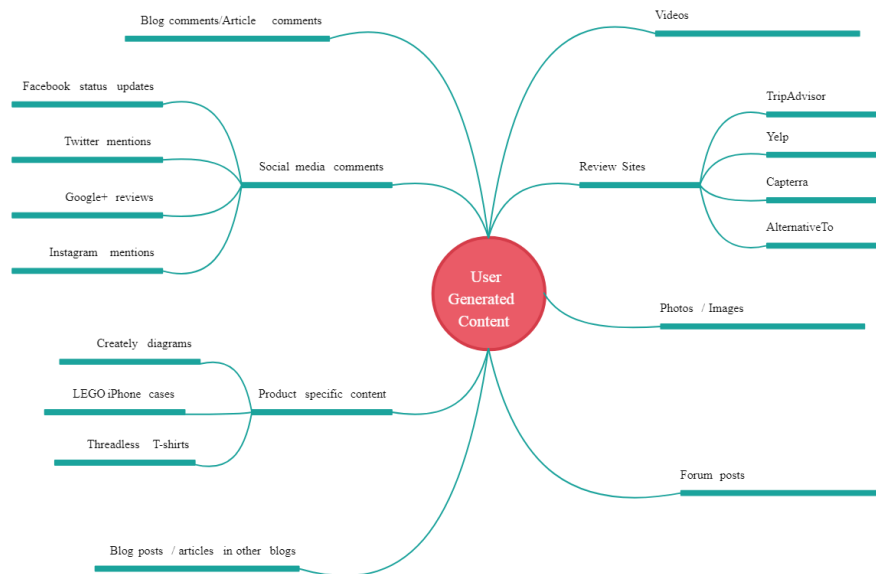


1.Introduction

The expansion of social media and other online or digital platforms has provided consumers the easier and convenient ways to communicate, share experiences and voice their views. In the ever-changing world of online or digital marketing, enterprises are constantly looking for new paths to attract their target audience, create credibility, and increase sales. User Generated Content (UGC) is one such method which has gained popularity in recent years. This method uses consumer imagination and excitement to create content which is engaging that is relatable to audience and also authentic. User Generated Content (UGC) has become an increasingly essential source of knowledge and influence among consumers. Research indicates that consumers trust User Generated Content (UGC) more than traditional advertising. (Hexadesigns, 2024) User Generated Content (UGC) is filled with opportunities that convey your brand message to the fresh potential audience. Individuals are more preferably to trust on a referral over a brand talking about how great they are and why you should buy their products. UGC can be used across different digital mediums, including in emails, on webpages and, of course, throughout social media to drive engagement and ultimately conversions (sales). (Piga, 2024) Gen Z, born roughly between the mid 1990s and early 2010s, is a demographic characterized by their tech-savviness, authenticity-seeking behaviour, and desire for meaningful interactions. Gen Z is a diverse generation that values authenticity, creativity, and self-expression. They believe to participate in the conversation, not just passive consumers. The reason is they have grown up in a world where they can easily create, consume, and share content. These group are digital natives who are comfortable with technology and social media, and they use these platforms to express their feelings and opinions, connect with others and discover new products, services and brands. (LinkedIn, 2024)

1.1 User Generated Content

User-generated content or UGC is basically brand-building material in which customers create the content for the organization. Think about the post that you see on Social Media networks like Instagram, Facebook or Twitter, where someone is wearing a new item of clothing they want to show off and happens to mention the brand. Thus, a crucial feature of UGC is that it's unpaid. Benefits of UGC includes increase in the user engagement and conversion rates, Versatility in the UGC, Provides Search Engine Optimization (SEO) values etc. The various forms of UGC User Reviews, Forum posts, Developing B2B communities, Blog posts, Testimonials, Question and Answer forums and Social media posts.(Seema Gupta,2024)



Figure

1<https://www.google.com/url?sa=i&url=https%3A%2F%2Fcreately.com%2Fdiagram%2Fexample%2Fik4yjccc1%2Ftypes-of-user-generated-content-ugc-classic&psig=AOvVaw0sEsqflu36bxWQswtXPSYi&ust=1725644548732000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCKim8ISt>

1.2A-I-D-A Model

The A-I-D-A framework was created by American businessman Elias St. Elmo Lewis on 1898. He often emphasized on the importance of advertising and its impact. This model describes a series of steps or stages that customers follow when making purchasing decisions. (Mazhar, 2023) The A-I-D-A concept is a fundamental marketing framework that describes as Attention, Interest, Desire and Action. Lewis proposed that an effective advertisement must attract Attention, sustain Interest , create Desire, and finally propel the viewer to take Action. His hierarchy of effects concept has since been widely accepted as a cornerstone of consumer behaviour theory, one that elegantly demystifies the stages of customer engagement. (Scotney, 2024) It serves as a guide for creating effective communication and marketing strategies. The AIDA model helps businesses build awareness, engage audiences, stimulate interest, and drive conversions in a structured manner. (Bhargava, 2023)

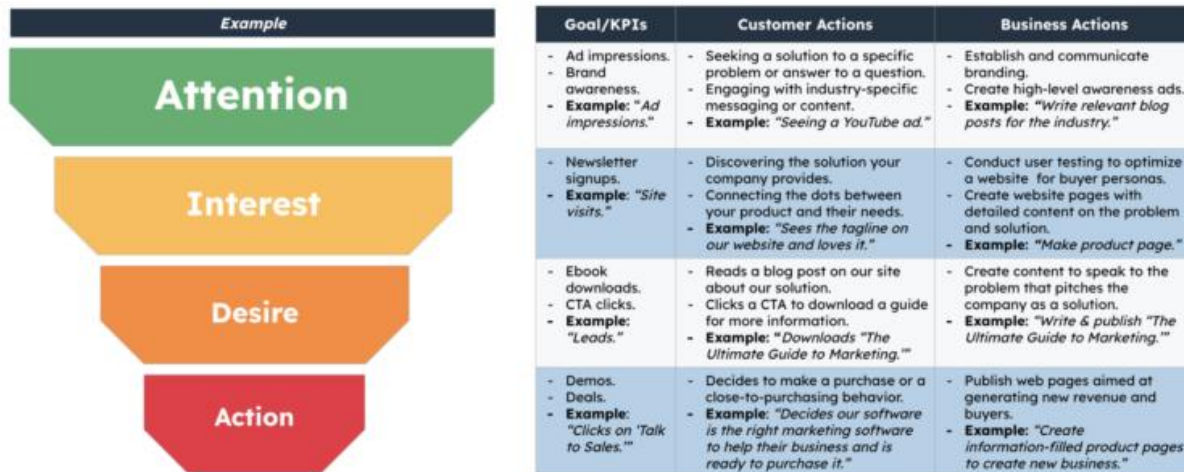


Figure 2 <https://vanhishikha.com/wp-content/uploads/2023/10/word-image-9618-2-768x306.png>

1.3 Connecting each stage of A-I-DA Model with User Generated Content (UGC)

1. Attention

Goal : to capture awareness in a crowded market, generate cognizance about service or product.

Connection to UGC: The user shares the experiences with the service or product in the form of reviews and ratings, unboxing videos, demonstrative videos, opinions using pictures, videos, meme, reels on digital and social media platforms like YouTube, Instagram, Facebook etc., on blogs or websites. The eye catchy title, use of vibrant colours or creative thumbnail (a small image representation of a larger image). This grabs the attention of the individuals.

Example: A food vlogger reviewing and rating the different flavours of wafers(snacks) launched by a brand.

A tech savvy(having a good knowledge and understanding of modern technology) shares his opinions on the features, benefits or negative points about new smartphone launched in market.

2. Interest

Goal: To appeal, to engage, to evoke interest about service or product.

Connection to UGC: The unique characteristics or usage or benefits of the services and products, gets the individual hooked to the content. It could also be the solution of the problem. The individuals might find the content relatable. As it is unpaid, people trust the opinions as it doesn't have a pressure of promotion by brand or agency. Curious to learn about the specifications. Reading the content, analysing it, rewinding, rewatching etc.

Example: An individual watching an unboxing video for a Dyson Airwrap Hair styler sees how the product looks, its packaging, and initial impressions from someone they trust or follow. The informal evaluations and genuine reactions in these videos generate curiosity and interest in the product.



3. Desire

Goal: To convert interest into a desire to own the service or product.

Connection to UGC: The emotional connections set by the user by sharing the experience, evokes the viewer to be the part of trend and a desire to feel the similar of satisfaction shared by user. The viewer generates a feeling of Fear Of Missing Out (FOMO), if the individual did not do anything to own. The testimonials, personal stories and reviews – in form of video, reels, video shorts (a type of video content that are typically 5–90 seconds long) creates social proof and validates the services or products. UGC has relevancy because consumers trust fellow consumers more than the brand itself.

Example: A user posted about how a skincare product helped clear their acne after years of struggle will increase the desire among others facing similar skin issues, making them want to try the same product to achieve the same results and satisfaction.

4. Action

Goal: Encourage the consumer to make a purchase or take the desired action.

Connection to UGC: UGC drives action through referral codes, discounts, and purchase links shared in user content. Seeing others' positive experiences builds confidence and lowers perceived risk, making the consumer more likely to take action. Additionally, interactive UGC such as polls, contests, or challenges prompts consumers to engage with the brand and convert interest into a buying decision.

Example: A user on Twitter shares a discount code for a beauty product they love, prompting followers to immediately take action and purchase using the code.

1.4 Literature

User Generated Content (UGC) significantly influences consumer behaviour by enhancing engagement, informing choices, and shaping purchase intentions. Research indicates that UGC serves as a powerful influential tool for brands, fostering consumer interaction and trust, which ultimately drives purchasing decisions.

Impact on Consumer Engagement

- User Generated Content facilitates effective communication between brands and consumers, enhancing brand attitude and purchase intention through co-creation and co-communication (Thomas, 2020).
- Aesthetic experiences from visual UGC in fashion e-commerce stimulate emotional and relational engagement, leading to increased purchase intentions (Vazquez et al., 2021).

Role in Product Exploration

- UGC informs consumers about new product alternatives, highlighting higher expected utility, thus options influencing their exploration and choice behaviours (Wang et al., 2013).



- Consumers exhibit heightened sensitivity to UGC volume, which affects their willingness to try new products (Wang et al., 2013).

Influence of Social Media Sharing

- User sharing on social media positively impacts consumer perceptions of risk and product authenticity, enhancing their readiness to purchase (Liu, 2023).

The integration of big data and social media reveals that UGC significantly shapes consumer purchase intentions in the digital world (Kiran & Vasantha, 2016).

2. Objectives of the Research

Sub objectives:

The Sub Objectives are explaining the specific action on each stage :

1. To analyse the association between the time spent on social media and the frequency of interaction with user-generated content (UGC).
2. To evaluate how different age groups perceive the impact of user generated content in the attention stage of the A-I-D-A model.
3. To assess the gender-based differences in how UGC influences the interest stage of consumer engagement.
4. To examine the impact of financial status (earning vs. non-earning) on the desire stage of UGC and its role in increasing purchase intent.
5. To explore the relationship between different stages of UGC (Attention, Interest, Desire) and the final purchase decision (Action stage) among young consumers.

3. Hypothesis:

Null Hypothesis 1: There is a no significant association between the time spent on social media and the frequency of interaction with UGC.

Null Hypothesis 2: There is no significance association between the attention stage of the A-I-D-A model and different age groups perceive UGC at this stage.

Null Hypothesis 3: There is no significance association with UGC influencing the interest stage with gender-based consumer engagement.

Null Hypothesis 4: There is no significant impacts of the desire stage of UGC which would increasing the intent to purchase with the financial status or earning of the respondents.



Null Hypothesis 5: There is no significant association among the different stages of UGC which would influences the final purchase decision in the action stage.

4. Data Collection, Sampling, and Analysis Techniques

For the survey actual responses were required. Therefore, primary data was gathered through a structured survey. The questionnaire was prepared in and circulated and shared on various social media sites like Instagram, WhatsApp and Facebook to reach Gen Z consumers in Vadodara District. It was generated in such a format to collect responses on the influence of User Generated Content (UGC) on different stages of the A-I-D-A (Attention, Interest, Desire, Action) model in consumer buying behaviour. The responses from participants provided real-world information from actual consumers. The convenience sampling technique was used in this. In this technique people responds to the survey voluntarily. The convenience sampling is a non- probability sampling method that select based on their willingness to respond and availability. For the study, total sample size taken is 130 respondents. The respondents are within the age group of 18–27-year-old. This age group is considered Generation Z, that is born within the years 1997 – 2012. Within this demographic of city, this sample size was deemed appropriate the influence of UGC on consumer behaviour. The SPSS Software was used to do the analysis of collected data. To verify the reliability and internal consistency of the survey responses. The Cronbach's Alpha Relatability test was conducted. To determine whether the data is normally distributed or not, which is a prerequisite of many statistical analysis the Shapiro-Wilk Test of Normality was conducted. To assess the influence of UGC on the different stages of the A-I-D-A model hypothesis tests were conducted, to test whether there were significant relationships between buying behaviour and User Generated Content UGC of Gen Z consumers.

5.Data Analysis and Results

On the basis of survey conducted, statistical insights can be seen. The data used pie charts and graphs to visually depict the trends of consumer behaviour in each stage of Attention, Interest, Desire and Action. The usage of SPSS software was made to analyse and generate visual data.

5.1 Demographic Data Analysis

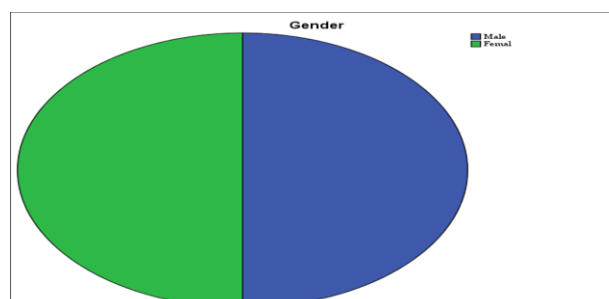




Figure 3 Gender

In the survey, for demographic knowledge about the participants of this research, their gender, age group, and financial status were asked. Considering gender, the survey outcomes revealed that all responses received, 50% were male, 50 % were female.

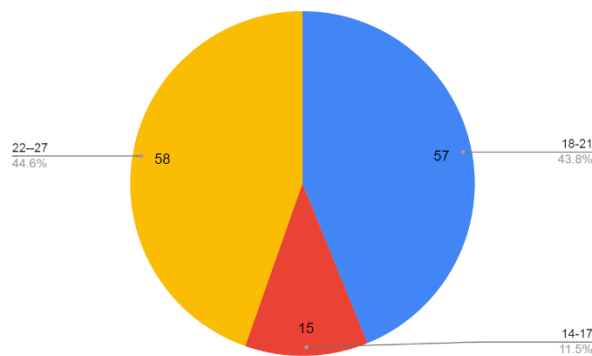


Figure 4 Age Group

Further, considering the age group of the respondents of the study, since all the participants who were considered for this study were Gen Z, thus, three age groups were included in the study, which were from 14-17, 18 to 21 years and 22 to 27 years. From the responses, it has been identified that majority of the respondents belonged to the 22 to 27 years' age group as they accounted for 44.6% while the least 11.5% belonged to the 14 to 17 years' age group.

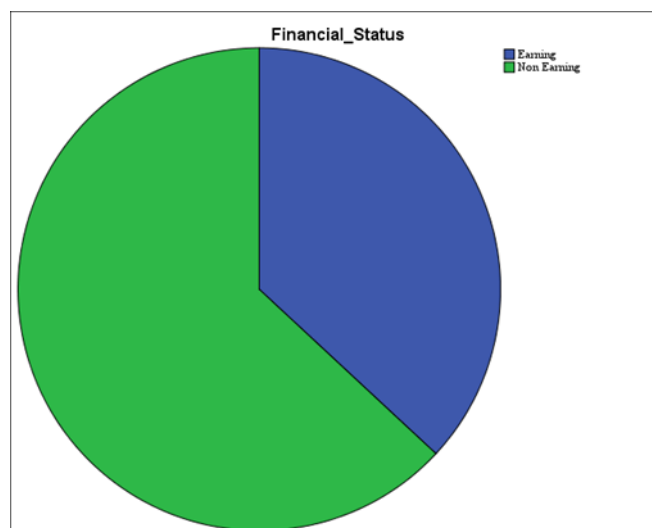


Figure 5 Financial Status



Lastly, for demographic understanding financial status of the participants were asked. It was found through the survey responses that the majority of the respondents that is 36.9 % were earning and 63.1% of the participants were non-earning .

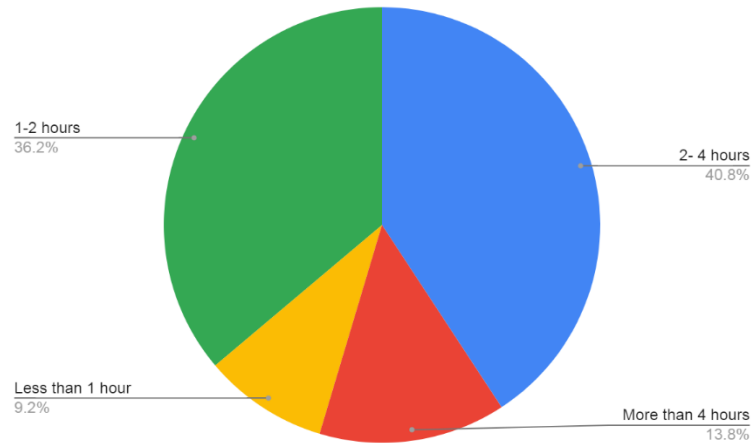


Figure 6 Time Spend

Other than the demographic information, the individual who participated in survey were enquired about general information related to the research topic. after the examination of responses it was found the engagement of Gen Z with social media platforms in terms of time spend, the majority is within the range of 2-4 hours. Only 9.2 % were engaging for less than 60 minutes that is one hour. It is important to notice, time spent on social media platforms for more than 4 hours is third highest.

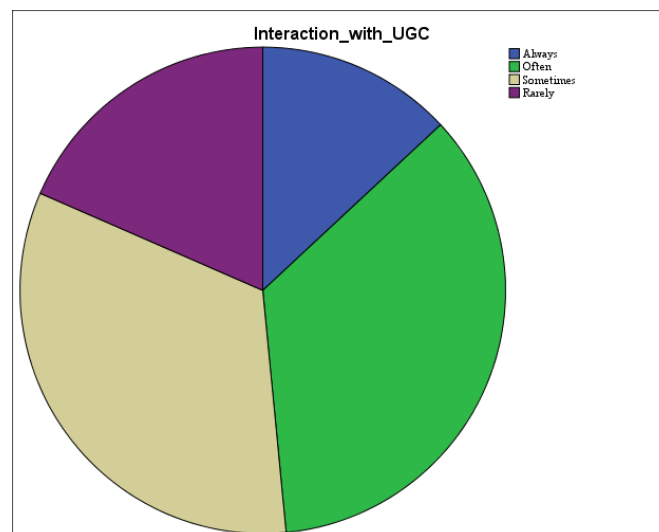


Figure 7 Interaction with UGC



Lastly, the survey focused on the engagement level of Gen Z people with User Generated Content (UGC). The survey responses revealed that the majority of the respondents interacted often with UGC, which consists 36 % of respondents.

5.2 Statistical Data Analysis

Reliability Test (to check the reliability of data)

The aim of conducting reliability analysis in this investigation is to test the variables so as to identify if they are reliable to produce appropriate and correct results in research. For this, the value of Cronbach Alpha has been tested in the research.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.813	21

The value of Cronbach Alpha is being tested, to identify the reliability of the variables in the study, and also to identify whether the hypothesis established in the research can be tested, or not. After examining the Cronbach Alpha value for the variables is 0.834 which is closer to 1. The general acceptable value is 0.7 and above this is considered good reliable value. Hence , it can me mentioned that the test is reliable and hypothesis can be tested.

Normality Analysis (To check the normality distribution)

Test of Normality

	Shapiro-Wilk	
	df	Sig.
All Variables	130	.000



To generate whether the data sample is distributed normally or not, the **Shapiro-Wilk test** is used and also to identify the kind of test to be applied for generating results .

Hypothesis Testing

Null Hypothesis 1: There is a no significant association between the time spent on social media and the frequency of interaction with UGC.

Test: Chi-Square Test

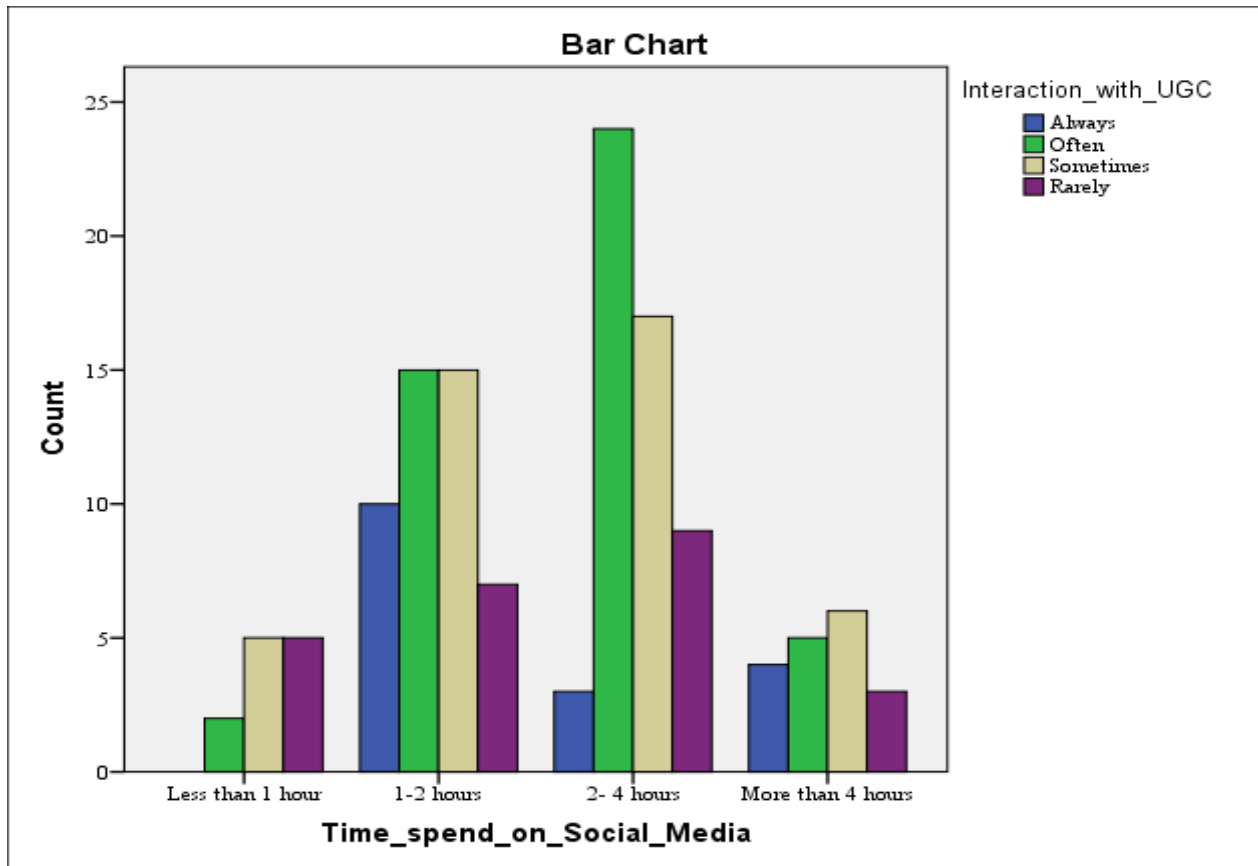
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.698 ^a	9	.100
Likelihood Ratio	15.563	9	.077
Linear-by-Linear Association	1.454	1	.228
N of Valid Cases	130		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.57

The .100 is the p-value for Pearson Chi-Square , which is greater than the typical alpha level of 0.05. This conducts that the association between the frequency of interaction and time spent on social media with User Generate Content(UGC) is **not statistically significant**. Hence , we **fail to reject the null hypothesis**.

The chi-square tests are sensitive to small frequencies, which can be noted from **6 cells (37.5%)** have expected count less **than 5**. The minimum expected count is **1.57**



Result : Do not Reject Null Hypothesis

Null Hypothesis 2: There is no significance association between the attention stage of the A-I-D-A model and different age groups perceive UGC at this stage.

Test : Kruskal-Wallis Test

Ranks

	Age	N	Mean Rank
Attention Stage Combined	14-17	15	60.27
	18-21	57	55.41
	22-27	58	76.77
	Total	130	



Test Statistics^{a,b}

	Attention Stage Combined
Chi-Square	9.741
df	2
Asymp. Sig.	.008

a. Kruskal Wallis Test

b. Grouping Variable: Age

Result : Reject Null Hypothesis

The results generated from the Kruskal-Wallis test shows a significant association between different age groups and the attention stage of the A-I-D-A model. Mainly as observed , the perception of UGC during the stage of attention varies significantly across the age groups. Therefore, we **reject the null hypothesis** and can be concluded that the age group has different rate of engagements with UGC. The age group of 22-27 **showing** the highest engagement.

Null Hypothesis 3: There is no significance association with UGC influencing the interest stage with gender-based consumer engagement.

Mann-Whitney Test

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Interest Stage Combined	Male	65	65.20	4238.00
	Female	65	65.80	4277.00
	Total	130		



Test Statistics^a

	Interest Stage Combined
Mann-Whitney U	2093.000
Wilcoxon W	4238.000
Z	-.092
Asymp. Sig. (2-tailed)	.927

a. Grouping Variable: Gender

Result: Do not Reject Null Hypothesis

Based on the results of the Mann-Whitney U test, the mean rank for **female participants** is 65.80 and **male participants** is 65.20,. This demonstrates very minimal differences in how females and males perceive UGC in the interest stage of the A-I-D-A model. The p-value of .927 suggests that female and male consumers engage similarly with UGC at interest stage. It concludes that there is **no significant association** between UGC influencing the interest stage and gender-based consumer engagement. Hence, we don not reject **the null hypothesis** and analysed that the gender does not significantly affect **consumer engagement** with User Generated Content UGC during the interest stage of the A-I-D-A model.

Null Hypothesis 4: There is no significant impact of the desire stage of UGC which would increasing the intent to purchase with the financial status or earning of the respondents.



Kruskal-Wallis Test

Ranks

	Financial_Status	N	Mean Rank
Desire Stage Combined	Earning	48	61.34
	Non Earning	82	67.93
	Total	130	

Test Statistics^{a,b}

	Desire Stage Combined
Chi-Square	.949
df	1
Asymp. Sig.	.330

a. Kruskal Wallis Test

b. Grouping Variable: Financial_Status

Result :Do not Reject Null Hypothesis

Based on the results of Kruskal-Wallis test, The mean rank for **non-earning respondents** is 67.93 while for **earning respondents** it is 61.34. Although, in the desire stage non-earning respondents show slightly higher engagement but the difference is relatively small. The p-value of .330 suggests that both non-earning and earning respondents engage similarly with UGC at this stage. Hence, we conclude that there is **no significant impact** of financial status (non-earning or earning) on how UGC in the desire stage increases the intent to purchase. Therefore, we do not reject **null hypothesis**.



Null Hypothesis 5: There is no significant association among the different stages of UGC which would influences the final purchase decision in the action stage.

Test: Friedman Test

Ranks

	Mean Rank
User-generated content often catches my attention more than traditional advertisements	6.53
I trust the opinions expressed in UGC	5.59
User-generated Content excites you more than traditional advertisements	6.37
UGC helps me understand the features and benefits of a product.	7.61
I find user-generated reviews more engaging than official product descriptions.	7.09
UGC increases my interest in a product I was previously unaware of.	7.27
Seeing positive UGC makes me want to purchase a product	6.18
UGC makes me feel like I need the product to enhance my lifestyle.	6.25
I feel a strong desire to own a product after seeing others use it in UGC.	5.58
UGC influences my final decision to purchase a product.	5.35
UGC reduces my hesitation to purchase a product I am considering.	6.35
I am more likely to buy a product if it has many positive user reviews	7.81



Test Statistics^a

N	130
Chi-Square	99.570
df	11
Asymp. Sig.	.000

a. Friedman Test

Result :Reject Null Hypothesis

The Friedman Test was applied to determine if there were significant differences in how respondents rated various aspects of UGC in comparison to traditional advertisements and its influence on purchase behaviour.

The Friedman test produced **99.570** value of chi-square, with **11 degrees of freedom**.

The standard alpha level is 0.05 and in comparison the generated p-value is **.000**, which is less .This shows that there is a **statistically significant difference** in how respondents perceive various aspects of UGC in influencing their purchasing behaviour.

The highest mean rank (7.81) is for the context "I am more likely to buy a product if it has many positive user reviews," showcasing that respondents place a high value on positive UGC when making purchase decisions.

The next highest ranks, which includes **"UGC helps me understand the features and benefits of a product" (7.61)** and **"UGC increases my interest in a product I was previously unaware of" (7.27)**, reflecting UGC's strong influence in the interest stages and information-gathering .

The Lower-ranked includes **"UGC influences my final decision to purchase a product" (5.35)** and **"I feel a strong desire to own a product after seeing others use it in UGC" (5.58)**, suggesting that in comparison to others ,these aspects of UGC have less influence .

The analysis results of the Friedman test shows significant differences in how respondents perceive different aspects of UGC's influence on their purchasing behaviour. It can be observed that respondents tend to value **user reviews** and the ability of UGC to **explain product features and generate interest** more than UGC's ability to influence the **final purchase decision** or create a **desire to own a product**. Hence, we **reject the**



null hypothesis, concluding that User Generated Content UGC impacts consumer behaviour differently depending on the eachstage of the purchase journey.

5. Conclusions

In the data analysis section, the responses from the survey were processed using SPSS software to generate statistical insights. Descriptive statistics, including frequencies and percentages, were calculated to assess how User Generated Content (UGC) impacts each stage of the A-I-D-A model. The data was visually represented through pie charts and graphs to depict consumer behaviour trends in Attention, Interest, Desire, and Action. These visual aids helped highlight key patterns and relationships, providing a clear understanding of Gen Z's purchasing decisions in Vadodara District based on UGC influence. Based on the Chi-Square test results, there is no significant association between the amount of time spent on social media and the frequency of interaction with user-generated content (UGC), thus supporting the null hypothesis. The Kruskal-Wallis test results indicate a significant association between the attention stage of the A-I-D-A model and different age groups, with the 22-27 age group demonstrating the highest engagement, leading to the rejection of the null hypothesis. The Mann-Whitney U test reveals no significant difference in UGC's influence on the interest stage based on gender, as indicated by a p-value of .927, and thus supports the null hypothesis. Additionally, the Kruskal-Wallis test results suggest that financial status (earning vs. non-earning) does not significantly impact the influence of UGC on the desire stage and purchase intent, supporting the null hypothesis. No association between social media usage time and UGC interaction frequency. Significant differences in UGC perception at the attention stage across age groups, with younger adults showing higher engagement. No significant difference in UGC's impact on interest based on gender. No impact of financial status on UGC's influence on purchase intent in the desire stage. Different impacts of UGC across various purchase journey stages, with greater influence attributed to user reviews and product feature explanations. These findings contribute valuable insights into the dynamics of consumer engagement with user-generated content, emphasizing the importance of demographic factors and varying perceptions throughout the consumer decision-making process.

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