

The Influence of User Generated Content on Consumer Resonance and Online Purchasing Intention for Clothing Brands among Young Consumers in Sri Lanka

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Modern business organisations heavily depend on online marketing strategies to create effective customer engagement. Meanwhile, today's customers heavily use social media applications to search for and even purchase brands through online platforms. However, research gaps are still found within the scope of user-generated content on consumer resonance and its influence on online purchase intention. Whereas clothing brands have a special requirement to be investigated, Accordingly, this study investigates the main research problem, "What are the significant factors influencing the influencing the influence of user-generated content on online clothing shopping purchasing intention with the mediating effect of consumer resonance?" This study is based on a quantitative research strategy with a conceptual framework that is supported by the literature evidence. It has used research tools as structured questioners, and a convenient sampling method was used to collect the data from 384. This study used the SPSS 23 software version to support the data analysis, and the mediating effect was assessed through the Sobel test. The main hypothesis was tested using regression analysis, and other assumptions were also tested using normality, validity, and reliability. It reviews that Facebook was the most preferred social media. Also, self-presentation gratification has the most significant positive impact on online purchasing intention.

Key Words: *Consumer Resonance, Clothing Industry, Online Purchase Intention, User Generated Content*