

HOW SOCIAL MEDIA CONTENT SHAPES CONSUMER BUYING DECISION

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Abstract

The rapid expansion of social media has fundamentally transformed the way consumers access information and make purchasing decisions, particularly through electronic word of mouth (e-WOM). This study investigates the influence of social media content on consumer buying decisions, with specific emphasis on firm-created content and user-generated content within the context of domestic brands. Adopting a deductive and quantitative research design, primary data were collected through a structured questionnaire using an online survey method. A total of 302 valid responses were obtained through snowball sampling from social media users in District Dera Ismail Khan, Khyber Pakhtunkhwa, Pakistan. Reliability and validity of the constructs were confirmed through exploratory factor analysis, Kaiser–Meyer–Olkin (KMO)

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measures, Bartlett's test of sphericity, and Cronbach's alpha coefficients. Correlation analysis revealed a strong and significant positive association between social media content and consumer buying decisions. Regression results further demonstrated that firm-created content and user-generated content jointly explain 67.4% of the variance in consumer buying decisions. Both predictors exerted a statistically significant and positive influence, with user-generated content showing a comparatively stronger effect, highlighting the importance of perceived credibility and authenticity in online consumer interactions. The findings confirm that social media content serves as a powerful mechanism shaping consumer decision-making through e-WOM. The study contributes to the social media marketing literature by integrating firm-created and user-generated content within a unified explanatory framework. Practically, the results suggest that marketers should strategically leverage authentic, engaging content and actively encourage consumer participation to strengthen brand influence and purchasing outcomes, particularly in emerging market contexts.

Keywords: *social media, consumer buying, firm-created, buying decisions, e-WOM.*

INTRODUCTION

The increasing use of the internet as a marketing technique over the course of the last several years has had a tremendous impact on the manner in which firms interact with their consumers (Abbas, Ibrahim, Hasanuddin, Fitri, & Umar, 2023). The internet has offered a substantial platform for both local and global firms to broaden their market reach and attract and unprecedented number of customers (Abbass, Benjelloun Andaloussi, & Rais, 2024). The growing number of customers are utilizing the internet and devoting more time to the pursuit of information, which has a substantial impact on their intentions to make purchases. In the light of this potential, Brands and companies help engage extensively in social media content which has become the most prevalent and important medium for marketing and communication (Abd El & Arslan, 2024).

The social media platforms provide customers the chance to engage with fellow consumers, thereby diminish the exclusivity of phones as the primary source of brand communication (Adiani, Aprianingsih, Fachira, Debby, &

Maharatie, 2024). Furthermore, customers are progressively using the social media platform for information retail while distancing themselves from conventional media including radio and television etc. this behavior has impaired marketers authority for brand management (Afandi & Marsasi, 2023). Consequently, it is important to recognise that consumers exception of brands are now not shaped solely by corporate communications but also by the opinion of other customers regarding the same brand. The propagation of information through social media is significantly more important than that of traditional media including television and print advertisements (Agi & Kerti, 2023).

The social media content necessitates meticulous attention and strategic development to attend the brand image. The social media content pertains to relationship marketing, to transition from attempting to sell to establishing a connection with customers (R. R. Ahmed, Erum, Alam, Streimikiene, & Parmar, 2023). Organisation should avoid large campaigns in focus on small acts as certain Miner initiatives can effectively engage the audience and achieve objectives in a brief time frame (S. Ahmed, Islam, & Ghaffar, 2024). The social media content markedly differs from traditional marketing methods as it offers customers more authentic interaction which aims to reveal the essence of the brands rather than manipulating its image (S. Ahmed, Ghaffar, et al., 2024).

The formation of a social analytics team that is capable of efficiently monitoring and engaging the targeted audience and social media platforms is something that a number of academics propose in order to improve brand representation. This is due to the fact that community managers are unable to execute this attempt on their own (Aisyah, 2023). The heightened utilization of social media has transferred interpersonal interaction and communication. The brands may now effortlessly market and advertise their products using social media networks (Al-Abdallah, Barzani, Omar Dandis, & Eid, 2025). This kind of communication is reciprocal which allows consumers to participate in the process.

The brand Communication reaches a vast audience of social media users within a short time period. The usage of social networking sites by consumers to interact with one another and to form relationships with

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companies is becoming more common (Al-Abdallah, Ismael, & Attieh, 2024). The firm social media engagement can mitigate biases and misconception while enhancing brand value by offering a digital form for the exchange of ideas and information (Al-Dmour, Alkhatib, Al-Dmour, & Basheer Amin, 2023). The reviews of social media consumers can generate either favourable or unfavourable brand awareness and results in communication on these digital platforms influencing the purchase decision (Al-Gasawneh, AlZubi, Ngah, & Ahmad, 2023). In light of the fact that the perceptions of consumers have a substantial impact on the brand, domestic businesses have a responsibility to acknowledge the challenges posed by the digital age and to actively engage their primary audience on various social media platforms (Al-Gasawneh, Hasan, et al., 2023).

The current study seeks to address the existing gap in the literature regarding the impact of social media content, comprising both the user generated and firm created content on social media that would impact on the consumer buying intentions (Alanmi & Alharthi, 2023). The finding of the current research will provide the domestic brands with deeper understanding into their clients, serving as an important resource for marketing managers in development (Aldi & Adisaputra, 2024). This subsequent chapter presents a thorough literature review to how the dimensions of social media generate electronic word of mouth (Khoirunnisa & Albari) also media performs and how this e-WOM subsequently affects the customer intentions to buy the domestic brand in the selected district of KP (DIKhan).

LITERATURE REVIEW

WORD OF MOUTH – WOM

Over the last several years, the marketing field has conducted a great deal of study on word of mouth (WOM), which stands for word of mouth. On occasion, academics have established a connection between this notion and personal recommendations (Arndt, 1967), interpersonal communication (Heng Wei, Chuan Huat, & Arumugam, 2023), informal communication (Lin, Du, Yang, Liu, & Na, 2023), personal and interpersonal influence (Brown & Reingen, 1987), and informal advertising (Shakuntala &

Ramantoko, 2023). The definitions of WOM by (Thundeniya & Dissanayake, 2024; Wei, Huat, & Thurasamy, 2023) emphasized the informal nature of WOM communication, the communicator's autonomy from commercial influences, and the process of information dissemination.

Over the last several years, the marketing field has conducted a great deal of study on word of mouth (WOM), which stands for word of mouth. On occasion, academics have established a connection between this notion and personal recommendations (e Ali, 2023). WOM communications may transpire in person, by telephone, email, mailing lists, or through any alternative communication methods (Elrizal & Astuti, 2024). Furthermore, it is essential to evaluate both personal and impersonal sources of recommendations, including friends, family, and acquaintances, which serve as personal sources (Ibrahim & Aljarah, 2023). Word-of-mouth which are considered to be impersonal sources of word-of-mouth recommendations, consist of columns, articles, and commentary written by journalists, columnists, consumers, and experts and published in newspapers, magazines, and specialized publications.

ELECTRONIC WORD-OF-MOUTH (E-WOM)

With the advent of digital technologies and the Internet, word-of-mouth has adopted various new terminologies. Electronic word-of-mouth (e-WOM) refers to all informal interactions aimed at customers via Internet-based technologies concerning the usage or attributes of certain goods and services, or their providers (Ibrahim, Aljarah, Hazzam, Elrehail, & Qalati, 2024). Viral marketing is closely linked to electronic word-of-mouth communication. The Internet is the primary element of viral marketing, distinguishing it from conventional word-of-mouth through this essential connection. The term viral, as defined by (Indahsari, Heriyadi, Afifah, Listiana, & Fauzan, 2023), pertains to a virus or epidemic, or more specifically, to an idea virus, characterized as “a significant concept that spreads uncontrollably within the target audience, a trendy notion that disseminates through a demographic, educating, transforming, and impacting all it encounters.”

The consumer actively participates in a company's advertising process by serving as a supporter, propagator, and occasionally, a developer of

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advertising concepts or salesperson (Iqbal, VK, & Sainudheen, 2023). Under these circumstances, customers are considered to be independent from the company because they are not considered to be workers of the company (Karim & Rabiul, 2024). Through the establishment of virtual connections and communities, electronic word-of-mouth (e-WOM) has the potential to exert influence that goes beyond the readers and producers of conventional word-of-mouth. This has the potential to shape a new reality by having an effect on readers throughout their online information searches (Kankam & Charnor, 2023).

Consequently, providing appropriate material to consumers is essential for organizations to leverage the influence of electronic word-of-mouth (e-WOM). Essentially, e-WOM encompasses actions such as "like" or "share," and numerous scholars assert that e-WOM is pivotal to effective online marketing (Kartika & Pandjaitan, 2023). There are various methods to disseminate electronic word-of-mouth online, including social media, blogs, email, and viral marketing. (Kaushal, Mishra, & Bisht, 2023) identify interaction as a highly effective strategy for disseminating e-WOM and assert that viral messages constitute one of the most potent interactive instruments.

When it comes to social media situations, consumers are less likely to remark on items because they perceive the social risk that is connected with word-of-mouth (I. Khan & Fatma, 2023b). Despite the fact that they favor certain brands, this scenario is still present. Because the evaluations are available to a larger audience, this danger is a consequence of that accessibility. The fact that these statements are read by people who are not acquainted with the author contributes to the increased tension that is there. Conversely, consumers exhibit a greater propensity to offer feedback through conventional word-of-mouth (I. Khan & Fatma, 2023a).

Individuals predominantly depend on comments and evaluations from relatives and friends when selecting things to purchase on Twitter. According to the findings of the study, official government accounts on Twitter are considered to be the least trustworthy source, while news associations and companies are ranked as the second and third most trusted

sources, respectively (Z. Khan, Khan, Nabi, & Khanam, 2025). The level of trust an individual places in another's judgment varies by product. For instance, when respondents were unsure about which product to buy, the perceived legitimacy of entertainment celebrities was higher when they anticipated being able to acquire a product that was affordable rather than one that was costly (Khoirunnisa & Albari, 2023; Kim, Jindabot, & Yeo, 2024). Regardless of the product category, family and friends emerged as the most reliable sources, while politicians were the least credible on Twitter. A similar link exists between the sender and the recipient, and the degree of trust that the reader holds is directly proportional to the intensity of that relationship (Kinasih, Barkah, Afifah, Shalahuddin, & Hasanudin, 2023).

In agreement with Koay, Cheah, & Goon, (2023), it has been emphasized that source trustworthiness is a crucial element in assessing the effectiveness of persuasive communication. Similarly, their research indicated that product page content appeared to be the primary catalyst in advancing consumers from awareness to preference for the product, akin to other forms of electronic word-of-mouth (e-WOM) (Kosasih, Hidayat, Hutahayan, & Sunarti, 2024). Advertisers must maintain a robust network page by consistently publishing relevant and necessary product information. Furthermore, similar to various forms of electronic word-of-mouth, recipients of the message are likely to visit the suggested item page if the message captures their interest (Krisprimandoyo, Sufa, Wardani, & Widiyanto, 2024).

The legitimacy of the author is the determining factor that allows the reader to continue with the purchase, despite the fact that the competence of the source is an essential component in the decision-making process (B. Kumar, Madhuri, Manchem, & Reddy, 2024). The reader disregards the commenter's level of expertise if they perceive them as untrustworthy. Consumers or readers of the commentary draw conclusions based on the writer's approach (S. Kumar & Hsieh, 2024). Specific phrases that convey a sense of marketing tactics are promptly disregarded and not perceived as authentic remarks aimed at assisting the reader (K. L. Kumar & Devi, 2024).

FIRM-CREATED CONTENT

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Over the course of the last few years, users of the internet have come across an abundance of online networking platforms (Kusuma, Endayani, Krisnanto, & Khourouh, 2024). Using a variety of digital information sources that are developed, started, propagated, and exploited by Internet users to educate one another about goods, brands, services, personalities, and concerns, Web 2.0 technologies make it possible for people from a wide range of backgrounds to communicate with one another (Le, 2023). Organizations now recognize the imperative to cultivate personal, reciprocal relationships with consumers to enhance interactions (Lee, Lau, & Wong, 2023). Marketing managers anticipate that their social media communication will engage loyal consumers, shape product perceptions, convey information, and facilitate learning about their audience (J. Li & Lee, 2024). This is feasible thanks to the innovative and engaging methods via which companies and customers may maintain their interactions (Y. Li, Song, & Zhou, 2023).

Unlike conventional sources of corporate communication, social media communications are acknowledged as widespread phenomenon with broad demographic attraction (Ligaraba, Cheng, Ndungwane, & Nyagadza, 2024). The prevalence of social media communication among companies can be attributed to the viral spread of information through the Internet (Lim, Tan, Yeo, & Tan, 2024) and its superior ability to engage the general public relative to traditional media (Lin et al., 2023). Moreover, Internet users are abandoning traditional media in favor of social media platforms to seek information and opinions about businesses and products (Lita, 2023).

USER-GENERATED CONTENT

The Internet and Web 2.0 have made it easier for customers to take an active role in the information and purchase processes (Luo, Guo, Benitez, Scaringella, & Lin, 2024). The expansion of online brand communities, such as social networking platforms, has facilitated the rise of user-generated social media communication (Ma'azzah & Prasetyo, 2023).

User-generated content (UGC) is an increasingly significant medium for brand discourse and consumer insights (Malikahasri, 2023). As per the

content classifications established by (Mathur, Lawrence, & Chakravarty, 2023), user-generated content (UGC) emphasizes the consumer aspect, is produced by the general populace rather than marketing experts, and is predominantly disseminated online. The Organisation for Economic Cooperation and Development provides a more comprehensive definition:

- 1) content publicly accessible on the Internet,
- 2) content demonstrating a degree of creative effort, and
- 3) content produced outside of professional routines and practices.

According to Matin, Khoshtaria, Mercan, & Botsvadze, (2023), consumers engage in content creation for motives including self-promotion, intrinsic delight, and the desire to alter public attitudes. "Although social media offers limitless channels for communication, it is the individuals who act as influencers, not the technology" (Mirbabaei, Ahmadinejad, Hajmalek, Shojaeifard, & Laalkazemian, 2023). User-generated content generates social capital for marketers by aiding in brand definition. User-generated content refers to "the totality of methods by which individuals utilize social media, typically used to denote the diverse types of media content that are publicly accessible and produced by end users" (Moedeen et al., 2024).

E-WOM AND PURCHASE INTENTION

Numerous investigations have examined the impact of electronic word-of-mouth (e-WOM) to establish its considerable correlation with purchase intentions (Mohammad et al., 2024). The literature has a number of different meanings of electronic word-of-mouth (eWOM), which stands for electronic word-of-mouth. This marketing strategy is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company that is disseminated to a wide audience through the Internet." This definition comes from Mukherjee et al. (2023).

The e-WOM phenomenon has altered individuals' behavior due to the proliferation of Internet usage (Nareswari, Nawangsih, & Wirawan, 2023). Individuals frequently base offline selections on online information and commonly depend on the perspectives of fellow consumers when determining choices such as which film to view or which stocks to invest in (Mukhtar, Khan, Ahmad, & Irfan, 2024). The online marketplace allows users to compose reviews that impact prospective buyers (Mulyani & Hermina,

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2023).

The favorable electronic word-of-mouth is positively correlated with purchase intentions and exerts a more significant influence on buy intentions than advertisements (Nguyen, 2023). The results indicate that companies ought to promote the sharing of knowledge or experiences among members instead of merely placing advertisements, particularly in non-transactional virtual communities (Nurhadi, Suryani, & Fauzi, 2023). Moreover, low-involvement advertisements adversely impact virtual communities; therefore, companies ought to create high-involvement advertisements, including virtual props, blogs, and rich media, to capture the attention of prospective customers (Nilowardono, Baktiono, Artaya, & Rosyid, 2024).

RESEARCH CONTEXT

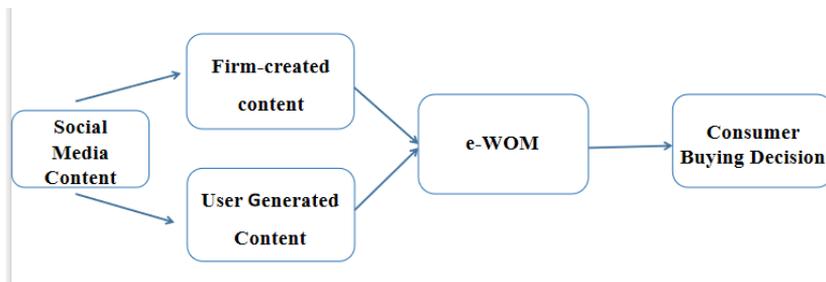
Global internet usage is prevalent, and in recent years, developing nations have been converging with industrialized countries in both mobile technology adoption and social media utilization. An investigation about the use of social media in more than twenty developing countries was carried out by Pew Research in the year 2015. There is evidence to suggest that Internet users in developing countries demonstrate a more sophisticated use of social media applications in contrast to those in the United States. In spite of the fact that they have a smaller number of people using the internet compared to more developed nations, developing nations demonstrate that those that are online are relatively early adopters of social media strategies.

Few research indicates that individuals in developing nations rapidly integrate Internet connectivity into their daily life once it becomes available to them. Facebook and Twitter are the most utilized social media platforms in emerging nations. The social media content full fields various functions in the developing Nations including political coordination, preservation of history and culture and ensuring the credibility and accountability. A compelling rationale for this is extensive influence of social media content which amplifiers the voice of emerging Nations and act as a mean of empowerment. In industrialization, social media content yields significant influence in decrementing ideas and advocating for causes pertinent to diverse individuals and organizations.

As a consequence of this, a significant number of people who use the internet in developing countries are early adopters of social media. This is partially due to the fact that they are eager to experiment with the most recent technology. Consequently, numerous social media users in developing nations are utilizing these platforms for empowerment and self-preservation. Pakistan is comparable to other growing nations regarding Internet and social media utilization. Despite the absence of government statistics and credible study in Pakistan, there is no data indicating the present active population utilizing social media networks.

The younger population, namely those between the ages of 15 and 24, accounted for the largest share of Internet users in 2018, with 85 percent of them using the internet. The next group consisted of those who were employed, and around 62 percent of them were active on the internet. Google, YouTube, Google.com, OLX, and Facebook.com were the most often encountered search phrases on the Internet in the year 2016. Despite the fact that YouTube is not yet recognized as a social media platform in this area, it continues to be the most widely used network for the sharing of video content.

FIGURE 1 CONCEPTUAL FRAMEWORK



HYPOTHESIS DEVELOPMENT

H1: There is a significant association between social media content (Firm-Created Content, User Generated Content) and customers’ buying decision.

H2: Social media content (Firm-Created Content, User Generated Content) significantly influence the customers’ buying decision

RESEARCH METHODOLOGY

The research methodology employed is inherently deductive. The literature review delineates in depth the formation of e-WOM and the

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requisite procedures involved. The scholar commenced by analyzing many writers' views on social media material, subsequently addressing e-WOM and associated concepts to refine this method into particular study inquiries. To facilitate data analysis, several hypotheses were formulated and subsequently evaluated. For researchers conducting quantitative studies, it is essential to formulate appropriate hypotheses and evaluate them using adequate statistical methods. Identifying correlations among many variables through statistical analysis is quite valuable. This study employed quantitative research, which is typically aligned with the deductive approach. The formulation of several hypotheses is crucial for obtaining the ultimate outcome and elucidating the link between the constructs in this study.

MEASUREMENT METHOD

As scholar intense to collect original data, not all response may be conducted directly, therefore this research employees a survey to facilitate the acquisition of primary and sufficiently, credible data. Researcher uses a structured questionnaire as its survey method.

INSTRUMENT DEVELOPMENT

Prior to the commencement of the questionnaire, a comprehensive study was undertaken to get deeper insights into customers' purchasing intentions in relation to the social media communications of domestic firms.

According to the information shown, the measures that were used to evaluate the effect of user-generated content and content provided by the company were collected from Schivinski and Dabrowski (2013). The basis for the measuring scales that were used to assess the intention to make a purchase. According to the statistics collected from social networking sites in 2016, there are around 3.6 million people living in the nation who interact with social media.

In order to acquire data from this target demographic, an online data collecting method was used to obtain a sample. The snowball sampling approach was used to identify respondents. This strategy included the researchers soliciting help from people from a wide range of backgrounds, including students, educators, professionals, and persons from a variety of

backgrounds. Although 321 data sets were gathered, 19 were deemed incomplete due to absent or insufficient data. Consequently, the total number of surveys included was 302.

RESULTS AND DISCUSSIONS

DESCRIPTIVE ANALYSIS OF THE SAMPLE

Although 321 replies were submitted, only 302 were utilized in the analysis. Questionnaires that are incomplete or from respondents who have not expressed a preference for any domestic brand have been discarded. The sample had a female predominance, with 54.7% identifying as female. The predominant age group among respondents was 21-25 years (54.7%), followed by 25-30 years (34%), under 20 years (5.3%), 30-35 years (5.3%), and above 35 years (0.7%). Age distribution denotes statistical data illustrating that the

VALIDITY AND RELIABILITY TEST (FACTOR LOADINGS AND COEFFICIENT ALPHA)

An exploratory research has been carried out in order to categorize the variables in order to facilitate the discovery of important connections in a more easy manner. A factor analysis was performed, which classified similar variables into different dimensions. When doing the analysis, the goal was to reduce the number of statements as much as possible and to combine items that were comparable.

According to Cavana et al. (2001), the primary purpose of factor analysis was to analyze construct validity, which is a method that takes into account the validity of dimensions. According to Malhotra (2004), the appropriateness of factor analysis may be determined by using a Kaiser-Meyer-Olkin (KMO) value that falls within the range of 0.5 to 1.0. In the other direction, factor analysis is not appropriate when the KMO value is less than 0.5. All of the buildings had factor loadings that were more than 0.50. All of the relevant items that are used to evaluate the particular construct are grouped together according to a factor loading value that is greater than 0.5. Therefore, it is possible to assert that the measuring scales possess a higher degree of convergent validity with regard to their validity.

Table 1 KMO and Bartlett's Test (Firm-Created Content)

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Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.872	Coefficient Alpha
Approx. Chi-Square	3273.006	
df	55	.839
Sig.	.000	

Table 2 KMO and Bartlett's Test (User Generated Content)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.818	Coefficient Alpha
Approx. Chi-Square	3210.102	
df	36	.653
Sig.	.000	

Table 3 KMO and Bartlett's Test (Consumer Buying Decision)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.718	Coefficient Alpha
Approx. Chi-Square	3410.107	
df	39	.631
Sig.	.000	

HYPOTHESES TESTING

The evaluation of both the major hypothesis and the supplementary hypotheses was carried out via the use of regression analysis. The assumptions of normality, multicollinearity, linearity, and homoscedasticity were tested for each hypothesis before the regression analysis was performed. The purpose of this evaluation was to determine whether or not these criteria are fulfilled within the data set that was supplied.

H1: "There is a significant association between social media content (Firm-Created Content, User Generated Content) and customers' buying decision"

Table 4 Correlations between variables

		Firm- Created Content	User Generated Content	Consumer Buying Decision
Firm-Created Content	Pearson Correlation	1		
	Sig. (2-tailed)			
	N	302		
User Generated Content	Pearson Correlation	.723*	1	
	Sig. (2-tailed)	.000		
	N	302	302	
Consumer Buying Decision	Pearson Correlation	.778*	.790*	1
	Sig. (2-tailed)	.000	.000	
	N	302	302	302

***. Correlation is significant at the 0.01 level (2-tailed).*

The correlation matrix in Table 4 indicates a significant positive association between social media content (both Firm-Created Content and User Generated Content) and customers' buying decisions, with a sample size of 302 respondents. The Pearson correlation coefficients are all positive and high, specifically $r=0.778$ between Firm-Created Content and Consumer Buying Decision, and $r=0.790$ between User Generated Content and Consumer Buying Decision. The significance levels (Sig. (2-tailed) are all 0.0000, which is less than the specified 0.05 significance level, confirming that these relationships are statistically significant. This suggests that both types of social media content play a strong role in influencing consumer buying decision.

Regression Analysis

H2: “Social media content (Firm-Created Content, User Generated Content) significantly influence the customers’ buying decision”

Table 5 Model Summary

Model	R	R	Adjusted R	Change Statistics
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		Square	Square	R	F Change	df1	df2	Sig. F Change
				Square Change				
1	.821 ^a	.674	.672	.674	309.240	2	299	.000

a. Predictors: (Constant), User Generated Content, Firm-Created Content

Table 6 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	24.525	2	12.262	309.240	.000 ^b
1 Residual	11.856	299	.040		
Total	36.381	301			

a. Dependent Variable: Consumer Buying Decision

b. Predictors: (Constant), User Generated Content, Firm-Created Content

Table 7 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.077	.177		-.432	.666
1 Firm-Created Content	.442	.065	.396	6.810	.000

User Generated Content	.558	.070	.464	7.978	.000
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a. Dependent Variable: Consumer Buying Decision

The regression model summary (Table 5) and ANOVA results (Table 6) suggest a good overall fit for the data. The value is 0.674, meaning that approximately 67.4% of the variance in the customers' buying decision can be explained by the independent variables (Firm-Created Content and User Generated Content). The model as a whole is statistically significant, as indicated by the large statistic of 109.240 (Table 5) and 309.240 (Table 6) with a p-value of 0.000, which is less than the typical significance level of 0.05. This confirms that the predictor variables, when combined, have a significant impact on the dependent variable.

The coefficients table (Table 7) provides insight into the individual contribution of each predictor. Both "Firm-Created Content" and "User Generated Content" have positive standardized beta coefficients (0.432 and 0.464, respectively), indicating a positive relationship with the customers' buying decision. Both variables are highly statistically significant, with statistics of 6.310 and 6.640, and associated p-values (Sig.) of 0.000 for both. These p-values are well below 0.05, confirming that each variable independently contributes to the model.

The second hypothesis (H2), which state that social media content significantly influence the customer buying decisions, both firm created and user generated contents are important factor in the overall model effectively predicts a substantial portion of the variability in consumer buying decision.

DISCUSSION AND CONCLUSION

The study set out to examine how social media content influences consumer buying decisions, with a particular focus on the firm created content and user generated content within the can't text of electronic word of mouth. Drawing on empirical data collected from despondence and grounded in establishing marketing and communication theories, the results provide strong evidence that social media content shows an important role in shipping the consumer buying decision.

The results of the correlation and regression analysis confirmed that

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both firm created content and user generated content have a significant positive and strong relationship with the consumer buying decision. Specially user generated content demonstrates a slightly stronger impact than the firm created content, indicates that the customer places greater trust in peer generated information and shares experience than imprint control messages. This finding a line with prior literature on electronic word of mouth which emphasize is the credibility and authenticity power of consumer driven communication in online environment.

Regression analysis explain a very important proportion of the various in consumer buying decision, which highlights the robustness of the proposed conceptual framework. The acceptance of hypothesis one and two validates they Central that social media content is not mainly and information tool but a disease youfactor in consumer decision making. Overall, current study reinforces the argument that social media content serve as a key mechanism through which social media translate actual purchasing behaviour.

THEORETICAL IMPLICATIONS

This study contributes meaningfully to the existing knowledge and literature on social media marketing and consumer behaviour in different ways. The results empirically supports the integration of firm created and user generated content within a unified framework which explains customer buying decision. My previous stories often examine this constructs independently, present research demonstrate their combined in individual explanatory power.

The findings also extend electronic word of mouth theory by conforming its role through social media content. This reinforces the notion that consumer are no longer passive recipients of marketing messages rather they are actually interprets and rely and socially constructed meanings derive from online interactions.

PRACTICAL IMPLICATIONS

Finding of the current research offers different important practical applications for marketers, brands manager and policy makers. Firstly, organization should recognize that use generated content is a powerful

driver of consumer buying decision. Encouraging customers to share their reviews and personal experience is which can significantly enhance the brand credibility and influence the purchase intentional more effectively than traditional promotional messages. Secondly, when firm created content remains important, it's effectiveness depends largely and how engaging and authentic it appears to consumers. Firms should move away from promotion communication and instead focus and creating value driven content that increase the interaction and long term relationship with customer.

Finally, for the local brands operating in competitive and resource constraint requirements, the social media content offer a cost effective and impact marketing channels. By strategically leveraging both firm created and user generate content, businesses can enhance the brand strength that can relate to the buying decision.



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