



Social Influence and Sales Conversions: The Role of Customer Experience, User-Generated Content, and Brand Perception – A Conceptual Analysis

*Sriyanti Sriyanti¹ Ambar Lukitaningsih²

^{1,2}Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia
¹*yantibila521@gmail.com, ²ambar.ita@ustjogja.ac.id

* Corresponding Author

Abstract. In the digital marketing space, the network effect, social influence, customer experience, User-Generated Content (UGC) and brand perception in making a sale has become even more important than before. In this theoretical exploration, we seek to examine the confluence of these phenomena in their ability to improve the effectiveness of marketing campaigns. Studies suggest that customer experience has a substantial impact on sales conversions by way of consumer perceptions, loyalty and purchasing habits. However, inconsistent results have been observed in the relationship between customer experience and conversions, suggesting the need to explore mediating and moderating factors like UGC and brand perception. UGC has been found to increase consumer trust and purchase intent, reinforcing brand perception. Furthermore, social influence by peer recommendation and online community interaction can strengthen the impact of UGC and brand perception on sales conversion. The TPB and the SDG framework inform this analysis in which attitudes, subjective norms, and perceived behavioral control influence consumer choice. This study aims to bridge the gap in current research by offering a comprehensive framework that integrates these variables to optimize sales conversions in the digital ecosystem.

Keywords: Social Influence, Customer Experience, User-Generated Content, Brand Perception, Sales Conversions, Digital Marketing.

1 Introduction

The development of digital technology has significantly changed consumer behavior, especially in the way they interact with brands and make purchasing decisions. In this digital era, consumers rely not only on information from companies, but also from user-generated content, reviews from social media, as well as their first-hand experience with brands [1]. In an increasingly competitive digital environment, understanding sales conversion patterns and optimizing every stage of the customer journey is key for companies to increase profitability and business sustainability. Bukalapak as one of the leading e-commerce platforms in Indonesia has achieved a high level of popularity and brand awareness, customer engagement and customer experience in using the platform are still not optimal. This has an impact on sales

© The Author(s) 2026

S. Hadi et al. (eds.), *Proceedings of the 1st International Conference on Business, Economic, and Social Sustainability (ICOBES 2025)*, Advances in Economics, Business and Management Research 384,

https://doi.org/10.2991/978-94-6239-626-5_25

conversions that are not optimal, so it is important to examine how social influence, customer experience, user-generated content, and brand perception can play a role in increasing the effectiveness of sales conversions in Bukalapak. These factors need to be further analyzed to understand their strategic role in increasing customer loyalty and driving higher purchasing decisions in this e-commerce ecosystem. The following Bukalapak sales performance data is presented in table 1:

Table 1: Financial Performance

Era	Revenue (IDR Trillion)	Net Profit/Loss (IDR Billion)	Information
Q1 2025	1,5	Net profit of IDR 112 billion	Bukalapak records Q1 2025 net profit after restructuring and digital focus
H1 2025	3,08	Profit of IDR 464 billion	Bukalapak net profit in the first half of 2025, revenue of 3.08 trillion
Year 2024	~10.43 billion USD (~156 T)	Profit data is not detailed	Bukalapak's revenue in 2024 will be around 10.43 billion USD (equivalent to IDR 156 trillion)
LTM until June 2025	~5.13 trillion	Loss of IDR 332 billion	LTM data for June 2025 with revenue of IDR 5.13 trillion, but still a net loss
Year 2023	-	Significant losses	Historical data shows high net losses and operating expenses in the previous year

Source: <https://ecdb.com/resources/sample-data/retailer/bukalapak>

In the first quarter and first semester of 2025, Bukalapak managed to record a net profit of IDR 112 billion and IDR 464 billion, respectively, indicating the effectiveness of the restructuring and operational efficiency carried out. However, LTM data until June 2025 still recorded a net loss of IDR 332 billion, which indicates that the company's profitability has not been fully stable. Although annual revenue in 2024 reaches around IDR 156 trillion, net profit has not been clearly detailed, reflecting the transition phase.

Therefore, the issue of Sales Conversions is very crucial for opening stalls to recover their financial performance. On the other hand, customer experience has a significant influence on Sales Conversions. Study by [2] It shows that the quality of the customer experience has a positive impact on consumer attitudes, which in turn influences their loyalty and purchase intent. Moreover [3] It also highlights that a positive customer experience can strengthen customer commitment, which ultimately contributes to loyalty and purchase intent. This study emphasizes the importance of

understanding the various dimensions of customer experience, both cognitive, emotional, physical, sensory, and social in shaping consumer purchasing behavior.

However, research results related to the influence of customer experience on Sales Conversions do not always show consistent results. Conversions aren't always affected by favorable comments metrics which is a maneuver of the customer experience, it shows that a certain form of customer experience/feedback doesn't automatically increase sales [4]. In addition, a number of studies have found that customer experience does not always have a significant effect on increased conversion rates, especially when the perceived experience is not followed by a perception of high value or trust in the brand [5]. [6] emphasizing that while the customer experience is improving, operational factors such as ease of purchase, fulfillment speed, and transaction clarity remain critical of the end result.

The inconsistency of these results shows that there is a research gap that needs to be explored further, especially to understand the conditions where *customer experience* is really able to turn interest into a purchase decision. Therefore, further research needs to consider intermediary factors such as *brand perception*, *trust*, or *social influence* that may bridge the relationship between customer experience and Sales Conversions in the increasingly dynamic context of digital marketing.

Recent research also highlights the importance of customer experience in increasing Sales Conversions. Digging deeper, a study by [7] Introducing the concept of "mental conversion" as a customer service strategy that impacts the shopping experience. The study found that when customers feel they are about to lose a discount but end up getting it, they feel a higher value, which in turn increases satisfaction and the likelihood of a purchase.

Various studies have highlighted the influence of Customer Experience When it comes to Sales Conversions, there are still some gaps that need to be explored further. Study [3] focuses more on how the overall customer experience affects loyalty and purchase intent, but hasn't specifically addressed external factors that can strengthen or weaken those relationships. In addition, recent research by [7] Introducing the concept *Mental conversion*, but is still limited to aspects of customer service strategy without considering the role of User-Generated Content (UGC), Brand Perception, and Social Influence in moderating the influence of customer experience on purchase decisions. Therefore, this research needs to expand its scope by integrating digital elements that are increasingly dominant in the customer experience, especially in the context of social media-based marketing and e-commerce.

Recent research has highlighted the important role of User-Generated Content (UGC) and Brand Perception in influencing consumer purchasing decisions. Study [8] Found that marketing communications through social media created by users have a significant impact on customer purchase intent in the fashion industry. These findings confirm that user-generated content can increase consumer trust and buying interest. In addition, research by [9] identify the different types of participants in UGC and how social interactions on social media platforms contribute to brand engagement. This study shows that customer interaction and participation through UGC can reinforce a positive perception of the brand, which ultimately drives Sales Conversions.

However, there is still a research gap related to how social influence plays a role as a moderation variable in the relationship between UGC, brand perception, and Sales Conversions. Although UGC and brand perception have been shown to influence

purchasing decisions, the role of moderation of social influence has not been widely explored. Understanding how recommendations from influencers, communities, or peers can strengthen or weaken the effect of UGC and brand perception on Sales Conversions is essential for a more effective marketing strategy.

2 Literature Review

2.1 Theory Of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) first mentioned by [10] as a development of Theory of Reasoned Action (TRA) which was previously put forward with Fishbein in 1975. The Theory of Planned Behavior (TPB) explains that an individual's behavioral intention is formed by three main determinants, namely attitudes toward behavior, subjective norms, and perceptions of control over behavior [11]. In the context of this frame of mind, brand perception serves as a representation of consumers' attitudes towards a brand, which is shaped through customer experience and user-generated content. Positive customer experiences provide cognitive and affective assessments of the brand, while user-generated content reinforces the credibility and authenticity of consumer perceptions through tangible social proof [11]. In addition, social influences play a crucial role in shaping subjective norms, in which the opinions of others, such as reviews or recommendations from the social environment, encourage individuals to conform to those social expectations.

2.2 Customer Experience

Customer Experience (CX) is a customer's holistic perception of their experience with a business in relation to the purchase or use of a product/service. CX is a broad term including ease of access, quality of service, and the range of emotional feelings that people experience when engaging with brands. This customer experience has a significant impact on loyalty and purchase decisions. According to [12], CX is a phenomenon that encompasses every aspect of a company's offering and the customer's response to that offer at any direct or indirect contact with the company. The company's offerings include advertising, packaging, product and service features, ease of use, reliability, and quality of customer service.

Study [13] identified eight areas of the literature that addressed CX, which were then classified into two research traditions: (1) response to managerial stimuli and (2) consumption processes. This analysis yields four fundamental premises about CX that can be generalized in various contexts. In addition, Makudza (2020) found that CX management through virtual, physical, and service interactions has a positive influence on customer loyalty in the banking sector.

2.3 User-Generated Content (UGC)

User-Generated Content (UGC) refers to any form of material created and shared by individuals or customers who are not part of the company or brand itself. UGC can be in the form of product reviews, photos, videos, articles, or comments

posted on various social media platforms, websites, forums, or other applications. In the context of digital marketing, UGC is important because it provides a more authentic and honest perspective on a brand, product, or service. This content reflects a user's live experience that is accessible to potential consumers, having a significant impact on their perception and purchasing decisions. The concept of UGC is growing rapidly along with the increasing use of social media, allowing customers to instantly share their experiences with a wider audience. The existence of UGC not only increases brand credibility, but also builds a more personal relationship between the brand and its consumers [14]. This is because customers are more likely to trust information coming from fellow consumers than from traditional marketing communications [15]. Therefore, UGC is becoming an integral part of marketing strategies that are more based on consumer experience, which focuses on authenticity and emotional engagement [16], [17].

2.4 Social Influence

Social influence refers to the impact a person receives through interactions with other individuals, communities, or social groups that can influence their purchasing decisions or behaviors [18]. In this regard, social influence is one of the more influential factors in consumer decision making that comprises of the values, beliefs and established customs within a group or society. Social influence is often not direct. Rather, it is formed through informal communication within consumers, *con situ* or peer groups of family and friends or similar online communities [19]. These social influences have great power in shaping consumer preferences and habits, as individuals tend to seek social confirmation and validation of their choices [20]. This suggests that purchasing decisions are not only influenced by product information or advertising coming from the company, but also by the opinions of people around consumers, which influences their perception of a particular product or brand. This concept is also influenced by theories of social psychology which indicate that individuals often seek affiliation with a particular social group, thus tending to adjust their decisions to maintain social harmony and avoid rejection from the group [21].

2.5 Brand Perception

Brand perception is the image or opinion made from one's own experience, communications and recommendations from others about a brand [22]. This perception is vital for cultivating the image of the brand and for affecting consumer's purchase decision. If the perception of a brand is good, it will be seen easier and generate customer fidelity, while the companies with bad feedback can have serious difficulties to keep their market share [23]. Brand perception formation is not simply the result of characteristics or features of a product alone, rather from the associations that consumer form in their minds that is often influenced by psychological, social and cultural factors. [24]. For example, a brand may be perceived as premium or high-quality based on strong marketing influence, or it may be perceived as affordable and reliable through a consistent consumer experience. Brand perception is also influenced by the marketing communications carried out by companies, whether through advertising, social media, or relationships with influencers, which serve to instill the

desired value and image in their audiences [25].

2.6 Sales Conversion

Sales Conversions refers to the rate at which a potential customer turns into a customer who makes a purchase [26]. In the world of marketing, conversions are one of the most important metrics to measure the effectiveness of various marketing strategies implemented, whether through digital advertising, promotional offers, or relationship-based marketing tactics [27]. This conversion process often requires several stages, from attracting the attention of potential customers to finally getting them to make a purchase [28]. Basically, Sales Conversions describe how a business can turn an initial consumer interest into a real action, namely a product or service purchase. This is the main goal of many marketing efforts, because without enough conversions, despite a lot of attention and interaction, the revenue generated from those marketing activities will not be optimal. Therefore, the level of Sales Conversions is a key indicator in assessing the success of a marketing campaign and its influence on consumer purchasing decisions [29].

3 Methodology

This study uses a conceptual approach to clarify theoretical constructs and develop new interpretations based on existing literature [30]. According to [31], a conceptual review helps identify research gaps and formulate frameworks for future empirical studies. Relevant literature is integrated to align with the research objectives, allowing a comprehensive understanding of relationships among key concepts. The outcome of this approach is a conceptual framework that can be empirically tested in future research. This framework aims to address several key questions: (1) Does customer experience play a significant positive role in sales conversions? (2) Does customer experience play a significant positive role in user-generated content?(3) Does customer experience play a significant positive role in brand perception? (4) Does user-generated content have a positive effect on sales conversions?(5) Does brand perception play a significant positive role in sales conversions? (6) Does social influence play a role as a moderator, that is, strengthening or weakening the influence of brand perception and user-generated content on sales conversions? (7)Does user-generated content have a mediator role in the influence of customer experience on sales conversions? (8) Does brand perception have a mediator role in the influence of customer experience on sales conversions?

4. Results & Discussion

4.1 The Influence of Customer Experience on Sales Conversions

Customer experience encompasses the entire series of interactions between customers and organizations from the pre-purchase, purchasing, to post-purchase stages including physical and digital channels, brand touch, service, and product or service user experience. [32]. When the customer experience at each point is well-designed, the cognitive burden of consumers is reduced, trust increases, and resistance to

transactions decreases. Research by McKinsey & Company says that a successful customer experience personalization program can result in a 10-15% increase in sales-conversions and an improvement in customer satisfaction by up to 20%.

Empirical evidence supports the direction and significance of this effect. A quantitative study on Indonesian e-commerce found that mobile usability and optimization increase sales conversion rates positively and significantly [33]. Other research shows that positive customer reviews (as a key component of the experience) significantly increase the chances of sales conversions, confirming the role of social proof in closing deals [34]. Conceptual research also suggests that while previous studies have explored the sales/conversion effects of touch-points on the customer journey, few have empirically linked the entire customer experience to conversion results [32].

4.2 The Influence of Customer Experience on User Generated Content

Customer experience reflects the overall customer interaction with a brand that shapes customer perception, emotion, and engagement with a product or service [35]. Positive experiences can encourage customers to share their experiences through various digital platforms, such as social media, online forums, and customer reviews. In social interaction theory, a strong customer experience often triggers sharing behaviors that are embodied in the form of User-Generated Content (UGC), such as reviews, comments, and visual testimonials [36]. This user-generated content has a significant impact on shaping brand reputation, as potential customers tend to trust other customers' experiences more than the brand's official advertising [37].

Furthermore, intrinsic and extrinsic motivation theories explain that customers who experience highly satisfying experiences have a higher tendency to share their experiences voluntarily as a form of self-expression and satisfaction [38]. On the other hand, negative experiences can also encourage customers to generate UGC in the form of complaints or criticisms, which can affect the public's perception of the brand [39]. Therefore, companies need to optimally manage the customer experience to encourage the formation of positive UGC. By understanding the relationship between customer experience and UGC, companies can leverage user-generated content as a more authentic and influential community-based marketing strategy in building customer loyalty [40].

4.3 The Influence of Customer Experience on Brand Perception

Customer experience is the overall customer interaction with the brand, which includes emotional, cognitive, and behavioral aspects formed during the process of purchasing and using a product or service. Every point of contact between the customer and the brand contributes to shaping the customer's perception of the brand [41]. Positive experiences, such as responsive service, superior product quality, and ease of transaction, can strengthen the brand image in the minds of consumers [42]. On the other hand, a bad experience can lead to negative perceptions that are difficult to fix. Based on the theory of customer-based brand equity, a consistent and satisfying customer experience will strengthen brand associations, increase customer loyalty, and build a more positive and credible brand perception [43].

In addition, the Stimulus-Organism-Response (SOR) theory explains that customer experience serves as a stimulus that influences a customer's emotional and cognitive response to a brand [44]. When customers experience a pleasant interaction with a brand, they tend to develop a better perception of the brand, which reflects the trust, quality, and added value that the brand provides [45]. In the context of marketing, customer experience serves not only as a key factor in creating customer satisfaction but also as a strategic element in brand differentiation in a competitive market. Therefore, it can be assumed that the better the customer experience, the more positive their perception of the brand will be, which can ultimately increase customer preference and loyalty towards the brand.

4.4 The Influence of User Generated Content on Sales Conversions

User-Generated Content (UGC) has a significant impact on Sales Conversions. Studies show that UGC can improve consumer interaction with brands, build trust, and influence purchasing decisions [36]. For example, research in the hospitality sector in India found that UGC contributes positively to hotel sales [46]. In addition, research in the automotive sector shows that UGC on social media can increase online search traffic and sales of light vehicles offline [47].

Companies can leverage UGC to increase consumer engagement and strengthen brand-consumer relationships [48]. Studies show that understanding consumers' motivations in creating UGC can help companies design more effective campaigns, increase engagement, and ultimately increase Sales Conversions [49]. Thus, the integration of UGC in marketing strategies can be an effective tool to increase Sales Conversions [46].

4.5 The Influence of Brand Perception on Sales Conversions

Research shows that brand perception has a significant influence on Sales Conversions [50]. A strong brand image can increase consumer buying interest, which in turn increases the likelihood of Sales Conversions [51]. A study found that brand image has a positive and significant effect on the purchase decision of Starbucks coffee products [52]. In addition, other research shows that price perception and brand image have a significant effect on customer satisfaction, which can increase loyalty and sales conversions [53].

In addition, the perception of product quality also plays an important role in influencing Sales Conversions. Studies show that quality perception, brand image, and price perception have a significant effect on consumer buying interest, which can ultimately increase Sales Conversions [54]. As such, companies need to pay attention to and manage brand perception, product quality, and pricing to increase Sales Conversions.

4.6 The Role of Social Influence

In the context of modern marketing, brand perception plays a crucial role in influencing consumer purchasing decisions [55]. However, the relationship between

brand perception and Sales Conversions is not linear and can be influenced by a variety of external factors. One of the significant moderation factors is social influence. Social influence refers to the impact that an individual or group has on a person's attitudes, behaviors, and purchasing decisions [56]. In the digital age, this influence is getting stronger through social media platforms, where interactions between users can shape brand perceptions and preferences.

Research shows that social influences can moderate the relationship between brand perception and brand loyalty. For example, a study found that identification and internalization as a form of social influence have a positive and significant effect on perceived brand value by consumers [57]. Additionally, other research emphasizes that interactive and trendy social media marketing activities can increase customer engagement with brands, which in turn can increase brand loyalty [58].

4.7 The Influence of Social Influence as a Moderator of the Influence of User Generated Content on Sales Conversion

Social influence plays an important role in strengthening the effect of user-generated content (UGC) on Sales Conversions. Study by [59] show that UGC, such as product reviews and ratings made by consumers, significantly influences purchasing decisions in e-commerce. However, the effectiveness of this UGC can be enhanced through social influence, where individuals are influenced by the opinions and behaviors of others in their social networks [60]. When consumers see that UGC is endorsed or approved by a community or influencer they trust, they are more likely to trust the information and are encouraged to make a purchase [60].

Furthermore, research by [59] Compare the effectiveness of social media marketing directed by brands and by influencers to customer engagement and purchasing behavior. The results show that influencer-driven marketing is more effective at driving sales compared to brand-driven marketing. This confirms that the social influence of influencers can amplify the impact of UGC on Sales Conversions, as consumers tend to trust and be more influenced by individuals they find credible and relatable [59].

4.8 The Influence of User Generated Content as a Mediator The Influence of Customer Experience on Sales Conversion

When customers get a positive and continuous experience such as ease of use, responsive interaction, personalization of their services, they tend to produce their own content in the form of reviews, photos, videos or testimonials [61]. This UGC then serves as social proof that reduces uncertainty and strengthens potential buyers' trust in the brand or product. Evidence that Customer Experience drives UGC is significant in the context of digital services, where a good experience increases UGC and repeat intent [62].

A literature study revealed that different types of UGC (online reviews, social media posts) "significantly affect to make Purchase Intention" [63]. In the online retail domain, it was found that UGC in the form of consumer reviews and photos significantly improved metrics such as website dwell-time, repeat visit rate, and sales conversion rate [36]. Therefore, there is a strong empirical basis that UGC is not just

a side effect but an intervening variable that affects business outcomes (conversions).

4.9 The Influence of Brand Perception as a Mediator The Influence Between Customer Experience on Sales Conversion

Theoretically, a positive, consistent, and relevant customer experience will shape a strong perception of the brand through increased trust, emotional image, and perceived value by customers [61]. A good customer experience not only creates momentary satisfaction, but also strengthens positive associations with the brand which has an impact on the customer's cognitive and affective evaluation of the product [64]. When customers view a brand as credible, qualified, and in line with their personal values, the chances of making a purchase increase, thus strengthening the relationship between customer experience and sales conversions.

[65] confirms that brand perception plays an important role as a link between customer experience and loyalty. Moreover [66] Explains that a strong brand experience can shape brand perception which then has a significant effect on purchasing behavior. Thus, brand perception not only serves as a result of customer experience, but also as a psychological bridge that channels CX impact towards increased sales conversions.

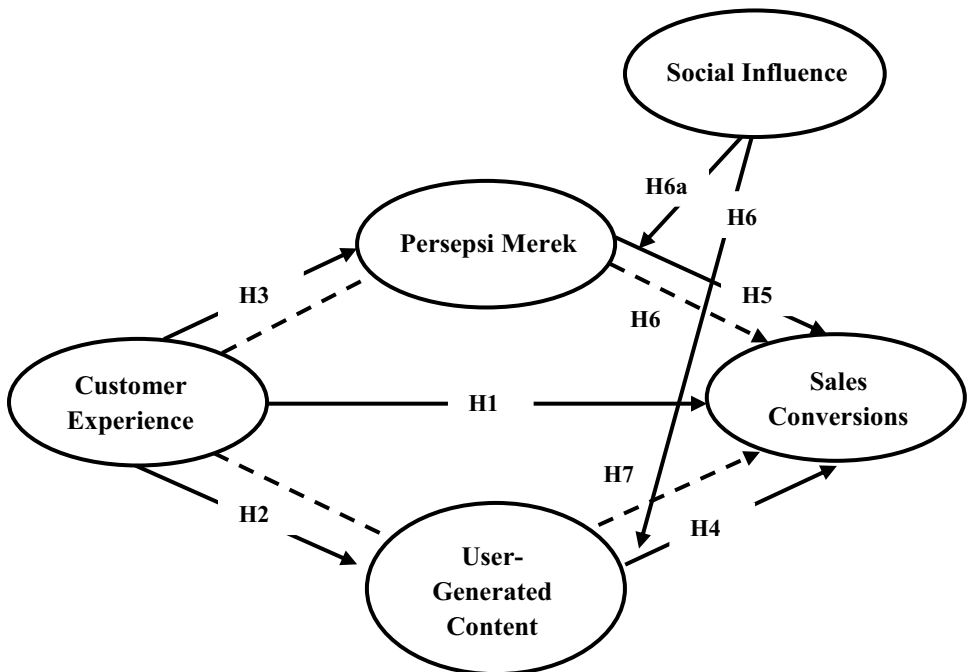


Fig. 1. Conceptual framework

The frame of mind describes the complex relationship between Customer Experience, User-Generated Content, Brand Perception, Social Influence, and Sales Conversions. Customer Experience is a major factor that directly influences Sales Conversions, as

well as shaping User-Generated Content and Brand Perception. A positive customer experience encourages them to share content, creates a good brand perception, and increases the likelihood of a purchase happening. Furthermore, User-Generated Content and Brand Perception act as a mediating variable that strengthens the influence of Customer Experience on Sales Conversions. In addition, Social Influence serves as a moderator variable that strengthens the relationship between User-Generated Content and Brand Perception of Sales Conversions. Overall, this framework shows that sales conversions depend not only on customer experience alone, but also on social interactions and perceptions formed through customer participation in the digital ecosystem.

5 Conclusion

Overall, customer experience is an important factor in sales conversion rates that can be influenced by user-generated content and brand image. Where a good customer experience is likely to lead to improved brand perceptions and greater purchasing behaviour, the power of these things can equally depend on social factors as well as user engagement with UGC. Marketers who can get the right handle on those things-trust via UGC providing a positive customer experience creating a good brand image-are more likely to record higher sales conversions. Additionally, social influence plays an important role in moderating these relationships by either enhancing or diminishing them. Thus digital marketers need to look at the broader social factors at hand. Overall, this study provides insight on how firms can develop better marketing strategies that not only attract but also convert potential customers.

References

- [1] M. J. Sánchez-Franco and S. Rey-Tienda, 'The role of user-generated content in tourism decision-making: an exemplary study of Andalusia, Spain', *Management Decision*, vol. 62, no. 7, pp. 2292–2328, Jan. 2024, doi: 10.1108/MD-06-2023-0966.
- [2] S. Roy, R. Gruner, and J. Guo, 'Exploring customer experience, commitment, and engagement behaviours', *Journal of Strategic Marketing*, vol. 30, pp. 1–24, June 2020, doi: 10.1080/0965254X.2019.1642937.
- [3] T. Keiningham *et al.*, 'The interplay of customer experience and commitment', *Journal of Services Marketing*, vol. 31, no. 2, pp. 148–160, Jan. 2017, doi: 10.1108/JSM-09-2016-0337.
- [4] J. Li, X. Wang, and Y. Wang, 'The Effect of Conversion Rate on Product Sales from the Perspective of AISAS Model: An Empirical Study based on the Data of the Amazon Merchants', no. Bdedm, pp. 556–562, 2022, doi: 10.5220/0011191300003440.
- [5] S. Mani, P. Tiwari, S. Ramchandani, P. S. Acharya, and V. D. Irudayaraj, 'Advances in Consumer Research From Clicks to Conversions: How AI Shapes Consumer Trust, Experience, and Online Buying Behaviour', no. 4, pp. 5028–5035, 2025.
- [6] S. K. C V and R. Agrawal, 'Developing customer convenience and experience through increased competency and efficiency: A strategic approach to retail operations mastery', *Heliyon*, vol. 10, no. 16, p. e36395, 2024, doi: <https://doi.org/10.1016/j.heliyon.2024.e36395>.

- [7] Y. Meng, S. J. Gould, L. Song, H. Chang, and S. Vaziri, 'Mental conversion: a customer service strategy impacting shopping experiences', *Journal of Services Marketing*, vol. 37, no. 4, pp. 464–477, Jan. 2023, doi: 10.1108/JSM-08-2021-0296.
- [8] K. C. Sandunima and N. Jayasuriya, 'Impact of firm-created and user-generated social media marketing on customers' purchase intention in the fashionwear industry: evidence from Sri Lanka', *South Asian Journal of Marketing*, vol. 5, no. 1, pp. 61–73, Jan. 2024, doi: 10.1108/SAJM-04-2023-0029.
- [9] M. Naeem and W. Ozuem, 'Understanding the different types of UGC participants and social context for fashion brands: insights from social media platforms', *Qualitative Market Research: An International Journal*, vol. 25, no. 2, pp. 181–204, Jan. 2022, doi: 10.1108/QMR-02-2021-0028.
- [10] I. Ajzen, 'The theory of planned behavior', *Organizational Behavior and Human Decision Processes*, 1991, doi: 10.1016/0749-5978(91)90020-T.
- [11] K. Y. Koay, W. M. Lim, K. L. Khoo, J. A. Xavier, and W. C. Poon, 'Consumers' motivation to purchase second-hand clothing: a multimethod investigation anchored on belief elicitation and theory of planned behavior', *Journal of Product and Brand Management*, vol. 33, no. 5, pp. 502–515, 2024, doi: 10.1108/JPBM-05-2023-4512.
- [12] M. Waqas, Z. L. B. Hamzah, and N. A. M. Salleh, 'Customer experience: a systematic literature review and consumer culture theory-based conceptualisation', *Management Review Quarterly*, vol. 71, no. 1, pp. 135–176, 2021, doi: 10.1007/s11301-020-00182-w.
- [13] L. Becker and E. Jaakkola, 'Customer experience: fundamental premises and implications for research', *Journal of the Academy of Marketing Science*, vol. 48, no. 4, pp. 630–648, 2020, doi: 10.1007/s11747-019-00718-x.
- [14] W. Ozuem, M. Willis, K. Howell, S. Ranfagni, and S. Rovai, 'Examining user-generated content, service failure recovery and customer–brand relationships: an exploration through commitment-trust theory', *Internet Research*, vol. 34, no. 3, pp. 784–809, Jan. 2024, doi: 10.1108/INTR-07-2022-0580.
- [15] K. Yamagishi, D. Canayong, M. Domingo, K. N. Maneja, A. Montolo, and A. Siton, 'User-generated content on Gen Z tourist visit intention: a stimulus-organism-response approach', *Journal of Hospitality and Tourism Insights*, vol. 7, no. 4, pp. 1949–1973, Jan. 2024, doi: 10.1108/JHTI-02-2023-0091.
- [16] H. Zhang, D. Meng, and X. Lv, 'The effect of goal type of user-generated content on consumers' compensatory consumption behavior', *Asia Pacific Journal of Marketing and Logistics*, vol. 36, no. 5, pp. 1248–1269, Jan. 2024, doi: 10.1108/APJML-06-2023-0573.
- [17] I. Buil, S. Catalán, and T. Oliveira, 'Encouraging altruistic user-generated content in gamified review platforms', *Internet Research*, vol. ahead-of-p, no. ahead-of-print, Jan. 2024, doi: 10.1108/INTR-02-2024-0211.
- [18] R. Bhukya and J. Paul, 'Social influence research in consumer behavior: What we learned and what we need to learn? – A hybrid systematic literature review', *Journal of Business Research*, vol. 162, p. 113870, 2023, doi: <https://doi.org/10.1016/j.jbusres.2023.113870>.
- [19] X. Yang, Y. Tseng, and B. Lee, 'Merging the Social Influence Theory and the Goal-Framing Theory to Understand Consumers' Green Purchasing Behavior: Does the Level of Sensitivity to Climate Change Really Matter?', vol. 12, no. November, pp. 1–13, 2021, doi: 10.3389/fpsyg.2021.766754.
- [20] S. Elhajjar and O. S. Itani, 'Examining the impact of social media de-influencing on audiences', *Internet Research*, vol. ahead-of-p, no. ahead-of-print, Jan. 2025, doi: 10.1108/INTR-04-2024-0574.
- [21] X. Xu, Q. Li, L. Peng, T.-L. Hsia, C.-J. Huang, and J.-H. Wu, 'The impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival', *Computers in Human Behavior*, vol. 76, pp. 245–254, 2017, doi: <https://doi.org/10.1016/j.chb.2017.07.018>.

- [22] P. Foroudi, Z. Jin, S. Gupta, M. M. Foroudi, and P. J. Kitchen, 'Perceptual components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention', *Journal of Business Research*, vol. 89, pp. 462–474, 2018, doi: <https://doi.org/10.1016/j.jbusres.2018.01.031>.
- [23] E. Bigné, C. Ruiz-Mafé, and A. Badenes-Rocha, 'The influence of negative emotions on brand trust and intention to share cause-related posts: A neuroscientific study', *Journal of Business Research*, vol. 157, p. 113628, 2023, doi: <https://doi.org/10.1016/j.jbusres.2022.113628>.
- [24] S. Jeong and J. Lee, 'Effects of cultural background on consumer perception and acceptability of foods and drinks: a review of latest cross-cultural studies', *Current Opinion in Food Science*, vol. 42, pp. 248–256, 2021, doi: <https://doi.org/10.1016/j.cofs.2021.07.004>.
- [25] E. Benevento, D. Aloini, P. Roma, and D. Bellino, 'The impact of influencers on brand social network growth: Insights from new product launch events on Twitter', *Journal of Business Research*, vol. 189, p. 115123, 2025, doi: <https://doi.org/10.1016/j.jbusres.2024.115123>.
- [26] T. Tong, X. Xu, N. Yan, and J. Xu, 'Impact of different platform promotions on online sales and conversion rate: The role of business model and product line length', *Decision Support Systems*, 2022.
- [27] S. S. Amelia, 'Strategi Komunikasi Pemasaran Sebagai Media Promosi Dalam Meningkatkan Penjualan Pada PT Tunas Jaya', vol. 8, no. 3, pp. 331–343, 2024.
- [28] W. C. McDowell, R. C. Wilson, and C. O. Kile, 'An examination of retail website design and conversion rate', *Journal of Business Research*, vol. 69, no. 11, pp. 4837–4842, 2016, doi: <https://doi.org/10.1016/j.jbusres.2016.04.040>.
- [29] D. Di Fatta, D. Patton, and G. Viglia, 'The determinants of conversion rates in SME e-commerce websites', *Journal of Retailing and Consumer Services*, vol. 41, pp. 161–168, 2018, doi: <https://doi.org/10.1016/j.jretconser.2017.12.008>.
- [30] S. Hadi, H. K. Tjahjono, and M. Palupi, *Systematic Review: Meta Sintesis Untuk Riset Perilaku Organisasional*. Yogyakarta: Viva Victory Abadi, 2020.
- [31] F. F. Salerno and A. C. G. Maçada, 'Data-driven culture and orchestrated data ecosystems: a conceptual model based on the resource-based view', *REGGE*, vol. 32, no. 2, pp. 123–135, June 2025, doi: [10.1108/REGGE-12-2024-0184](https://doi.org/10.1108/REGGE-12-2024-0184).
- [32] K. N. Lemon and P. C. Verhoef, 'Understanding customer experience throughout the customer journey', *Journal of Marketing*, vol. 80, no. 6, pp. 69–96, 2016, doi: [10.1509/jm.15.0420](https://doi.org/10.1509/jm.15.0420).
- [33] F. Nawir and S. A. Hendrawan, 'The Impact of Website Usability and Mobile Optimization on Customer Satisfaction and Sales Conversion Rates in E-commerce Businesses in Indonesia', *The Eastasouth Journal of Information System and Computer Science*, vol. 2, no. 01 SE-Articles, pp. 15–30, Aug. 2024, doi: [10.58812/esiscs.v2i01.324](https://doi.org/10.58812/esiscs.v2i01.324).
- [34] E. Nurbaiti, A. N. Rismawan, S. L. Fuadah, M. Hilmy Praya, B. N. Syifa, and J. T. Nugraha, 'Analisis Pengaruh Ulasan Dalam Bisnis Online Untuk Pembelian Barang', *Journal of Governance and Public Administration*, vol. 2, no. 2, pp. 397–407, 2025, doi: [10.70248/jogapa.v2i2.1701](https://doi.org/10.70248/jogapa.v2i2.1701).
- [35] R. Liu, J. Benitez, L. Zhang, Z. Shao, and J. Mi, 'Exploring the influence of gamification-enabled customer experience on continuance intention towards digital platforms for e-government: An empirical investigation', *Information & Management*, vol. 61, no. 5, p. 103986, 2024, doi: <https://doi.org/10.1016/j.im.2024.103986>.
- [36] N. Schröder, C. D. Schultz, F. Paetz, A. Grzadziel, and M. Clegg, 'Unraveling the Influence: Exploring the Role of User Generated Content Along the Customer Journey and Understanding Its Relevance for Research and Practice', *Schmalenbach Journal of Business Research*, vol. 77, pp. 457–496, 2025, doi: [10.1007/s41471-025-00214-9](https://doi.org/10.1007/s41471-025-00214-9).

- [37] L. M. Romero-Rodriguez and B. Castillo-Abdul, 'Toward state-of-the-art on social marketing research in user-generated content (UGC) and influencers', *Journal of Management Development*, vol. 42, no. 6, pp. 425–435, Jan. 2023, doi: 10.1108/JMD-11-2022-0285.
- [38] S. Balamoorthy and B. Chandra, 'The influence of intrinsic and extrinsic motivational factors on e-WOM behaviour: The role of psychological impact during the time of COVID-19 crisis', *Heliyon*, vol. 9, no. 2, p. e13270, 2023, doi: <https://doi.org/10.1016/j.heliyon.2023.e13270>.
- [39] S. D. Arora, A. Chakraborty, and G. Narayanamurthy, 'Why and When Consumers Post Complaint Messages on Social Media? Conceptualizing Social Voice as a Distinct Complaining Behaviour', *British Journal of Management*, vol. 36, no. 4, pp. 1746–1766, Oct. 2025, doi: <https://doi.org/10.1111/1467-8551.12928>.
- [40] E. Ballester, C. Ruiz, and N. Rubio, 'Engaging consumers through firm-generated content on Instagram', *Spanish Journal of Marketing - ESIC*, vol. 25, no. 3, pp. 355–373, Jan. 2021, doi: 10.1108/SJME-11-2020-0189.
- [41] L. Xie, P. Poon, and W. Zhang, 'Brand experience and customer citizenship behavior: the role of brand relationship quality', *Journal of Consumer Marketing*, vol. 34, no. 3, pp. 268–280, Jan. 2017, doi: 10.1108/JCM-02-2016-1726.
- [42] X. Yu and C. Yuan, 'How consumers' brand experience in social media can improve brand perception and customer equity', *Asia Pacific Journal of Marketing and Logistics*, vol. 31, no. 5, pp. 1233–1251, Jan. 2019, doi: 10.1108/APJML-01-2018-0034.
- [43] M. Junaid, F. Hou, K. Hussain, and A. A. Kirmani, 'Brand love: the emotional bridge between experience and engagement, generation-M perspective', *Journal of Product & Brand Management*, vol. 28, no. 2, pp. 200–215, Jan. 2019, doi: 10.1108/JPBMM-04-2018-1852.
- [44] S. Roy, 'Effects of customer experience across service types, customer types and time', *Journal of Services Marketing*, vol. 32, no. 4, pp. 400–413, Jan. 2018, doi: 10.1108/JSM-11-2016-0406.
- [45] D. Feiz and H. Moradi, 'Creating consumer-based brand equity for customers by brand experience', *Journal of Islamic Marketing*, vol. 11, no. 6, pp. 1443–1464, Jan. 2020, doi: 10.1108/JIMA-03-2019-0055.
- [46] H. Sharma and A. G. Aggarwal, 'The influence of user generated content on hotel sales: an Indian perspective', *Journal of Modelling in Management*, vol. 16, no. 4, pp. 1358–1375, Jan. 2021, doi: 10.1108/JM2-07-2020-0201.
- [47] S. Wang, Y. Lin, Y. Yan, and G. Zhu, 'Social media user-generated content, online search traffic and offline car sales', *Kybernetes*, vol. 52, no. 11, pp. 5211–5232, Jan. 2023, doi: 10.1108/K-03-2022-0358.
- [48] C. G. V. H. and M. Sibarani, 'The Influence of User-Generated Content and Company-Generated Content as a Marketing Strategy on Customer Engagement (Case Study on PT Coca-Cola Indonesia Instagram Social Media)', *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, vol. 7, no. 2 SE-Articles, July 2024, doi: 10.31538/ijse.v7i3.5384.
- [49] H. Singh and S. Chakrabarti, 'Defining the relationship between consumers and retailers through user-generated content: insights from the research literature', *International Journal of Retail & Distribution Management*, vol. 49, no. 1, pp. 41–60, Jan. 2021, doi: 10.1108/IJRDM-03-2020-0080.
- [50] C. Yuan, S. Wang, and Y. Liu, 'AI service impacts on brand image and customer equity: empirical evidence from China', *Journal of Brand Management*, vol. 30, no. 1, pp. 61–76, 2023, doi: 10.1057/s41262-022-00292-8.
- [51] M. W. Samudra, W. Widayat, and A. Juanda, 'Exploring the impact of brand image and perceived value on purchasing decisions through buyer interest', *Jurnal Ekonomi dan*

- Bisnis*, vol. 27, no. 2 SE-Articles, pp. 125–152, Dec. 2024, doi: 10.24914/jeb.v27i2.11842.
- [52] E. Ballester, C. Ruiz, and U. De València, 'Engaging consumers through firm-generated content on Instagram Engagement del consumidor a través del contenido generado por las empresas en instagram 企业如何通过发布内容来吸引消费者', vol. 25, no. 3, pp. 355–373, 2021, doi: 10.1108/SJME-11-2020-0189.
- [53] A. Fathin, Y. F. Cahaya, and A. P. Erasashanti, 'Pengaruh Persepsi Harga, Promosi Penjualan, dan Citra Merek Terhadap Kepuasan untuk Meningkatkan Loyalitas Pelanggan (Studi kasus pada pengguna SIMCARD Telkomsel di Jabodetabek)', pp. 284–307, 2022.
- [54] P. P. Harga, C. Merek, P. Kualitas, D. A. N. Persepsi, and N. Terhadap, 'Pengaruh persepsi harga, citra merek, persepsi kualitas, dan persepsi nilai terhadap minat beli konsumen', 2019.
- [55] X. Jia, A. K. Alvi, M. A. Nadeem, N. Akhtar, and H. M. F. Zaman, 'Impact of Perceived Influence, Virtual Interactivity on Consumer Purchase Intentions Through the Path of Brand Image and Brand Expected Value', *Frontiers in Psychology*, vol. 13, no. July, pp. 1–13, 2022, doi: 10.3389/fpsyg.2022.947916.
- [56] Q. Jia *et al.*, 'How Social Norms Influence Purchasing Intention of Domestic Products: The Mediating Effects of Consumer Ethnocentrism and Domestic Product Judgments', *Behavioral Sciences*, vol. 13, no. 6, 2023, doi: 10.3390/bs13060453.
- [57] D. Alvarado-Karste and F. Guzmán, 'The effect of brand identity-cognitive style fit and social influence on consumer-based brand equity', *Journal of Product & Brand Management*, vol. 29, no. 7, pp. 971–984, Jan. 2020, doi: 10.1108/JPB-06-2019-2419.
- [58] J. Hazzam*, 'The moderating role of age on social media marketing activities and customer brand engagement on Instagram social network', *Young Consumers*, vol. 23, no. 2, pp. 197–212, Jan. 2022, doi: 10.1108/YC-03-2021-1296.
- [59] A. Kumar, D. Rayne, J. Salo, and C. S. Yiu, 'Battle of Influence: Analysing the Impact of Brand-Directed and Influencer-Directed Social Media Marketing on Customer Engagement and Purchase Behaviour', 2025, doi: 10.1177/14413582241247391.
- [60] 'Shodh sagar @', vol. 10, no. 3, pp. 33–40, 2024.
- [61] P. B. Pires, M. Prisco, C. Delgado, and J. D. Santos, 'A Conceptual Approach to Understanding the Customer Experience in E-Commerce: An Empirical Study', *Journal of Theoretical and Applied Electronic Commerce Research*, vol. 19, no. 3, pp. 1943–1983, 2024, doi: 10.3390/jtaer19030096.
- [62] M. Sykora, S. Elayan, I. R. Hodgkinson, T. W. Jackson, and A. West, 'The power of emotions: Leveraging user generated content for customer experience management', *Journal of Business Research*, vol. 144, pp. 997–1006, 2022, doi: <https://doi.org/10.1016/j.jbusres.2022.02.048>.
- [63] H. Kao, 'The Influence of User-Generated Content (UGC) on Consumer Purchase Intention', *Journal of Textile Science & Fashion Technology*, vol. 9, Aug. 2022, doi: 10.33552/JTSFT.2022.09.000725.
- [64] J. Guan, W. Wang, Z. Guo, J. H. Chan, and X. Qi, 'Customer experience and brand loyalty in the full-service hotel sector: the role of brand affect Customer experience and brand loyalty', *International Journal of Contemporary Hospitality Management*, vol. 33, May 2021, doi: 10.1108/IJCHM-10-2020-1177.
- [65] G. Bruckberger, C. Fuchs, M. Schreier, and S. M. J. Van Osselaer, 'Retailing Groundedness: How to improve customer experience, brand perceptions, and customer loyalty through feelings of groundedness', *Journal of Retailing*, vol. 99, no. 4, pp. 594–604, 2023, doi: <https://doi.org/10.1016/j.jretai.2023.11.004>.

- [66] T. V. Susanto and D. Siagian, 'Purchase Intention: Apakah Brand Experience dan Brand Image mempengaruhi? (Studi Empirik pada Aplikasi Gopay)', *Jurnal Manajemen*, vol. 14, no. 2, pp. 122–129, 2025.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

