

EFFECTS OF USER GENERATED CONTENT TO THE CONSUMER BUYING BEHAVIOR OF BRILLIANT SKIN ESSENTIALS

ABSTRACT

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This study investigates the influence of User-Generated Content (UGC)—including customer reviews, testimonials, and social media posts—on consumer buying behavior in relation to Brilliant Skin Essentials, a well-known beauty brand. UGC has become a powerful marketing tool, significantly impacting consumer decisions by appealing to situational, social, psychological, and personal factors. This research aims to explore how UGC shapes purchase behavior, especially among young adult consumers, and to identify the most influential elements of user-generated content in a digital marketing context. A descriptive research design was employed, involving a survey of 50 participants from Quezon City. Respondents were selected using purposive sampling. Data were gathered through structured questionnaires and analyzed using frequency, percentage, weighted mean, T-test, and ANOVA to determine the relationship between UGC and consumer behavior across various influencing factors. The majority of respondents were young adults aged 18 to 23, predominantly female, and earning ₱10, 000 or less per month. While most participants were familiar with the brand, their purchasing frequency remained low, indicating that UGC alone does not lead to consistent brand loyalty. Nevertheless, UGC was acknowledged as a strong influence on purchasing decisions. Social factors, including peer influence and online recommendations, had the highest impact (mean = 3.37), followed by psychological factors such as brand perception and trust in UGC (mean = 3.32). Situational factors like promotions scored a mean of 3.13, while personal factors such as individual needs scored the lowest (mean = 3.10). Notably, 33 respondents perceived UGC as overly positive, 30 found it difficult to distinguish from paid promotions, and 25 viewed some content as exaggerated. Additionally, 24 participants believed that excessive sponsored posts reduced credibility, while 23 felt that some UGC focused more on sales than genuine experiences. The study concludes that UGC significantly affects consumer buying behavior, although it does not guarantee frequent purchases or long-term loyalty. Variables such as age, gender, and purchase frequency have minimal influence on the impact of UGC. However, concerns regarding content authenticity and excessive commercialism challenge its effectiveness. To maximize the potential of UGC, brands like Brilliant Skin Essentials should adopt transparent marketing practices, promote diverse and relatable testimonials, and avoid overly promotional content. These strategies can help strengthen consumer trust, improve engagement, and drive more meaningful purchasing decisions.

RECOMMENDED CITATION

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