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Meta-analysis of User-Generated Content and E-Commerce Sales

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Abstract

E-commerce platforms are full with user-generated content (UGC), with customers increasingly using reviews, ratings, and other UGC to make purchases. While UGC's effect on e-commerce sales is well known, its size and consistency are disputed. A full knowledge of UGC and e-commerce sales is provided by this meta-analysis of available research. We analyse how UGC, platform, and contextual variables affect e-commerce sales success using a variety of empirical and theoretical research. Our investigation reveals how product category, brand reputation, and customer demographics reduce UGC's sales influence. We also highlight gaps in the literature and suggest further study to better understand the complicated relationship between UGC and e-commerce sales.

Keywords: User-Generated Content, E-Commerce, Sales, Meta-Analysis, Reviews, Ratings

Introduction

In the digital age, e-commerce has emerged as a dominant force in the retail landscape, offering consumers unparalleled convenience, choice, and accessibility. As online shopping continues to grow in popularity, so too does the importance of user-generated content (UGC) in shaping consumer perceptions and purchase decisions. User-generated content, which encompasses reviews, ratings, comments, and other forms of feedback generated by consumers, has become a ubiquitous feature of e-commerce platforms, providing valuable insights and social proof to potential buyers.

The Rise of User-Generated Content

The proliferation of social media, online forums, and review platforms has democratized the process of content creation, empowering consumers to share their opinions and experiences

with a global audience. User-generated content has become a trusted source of information for consumers seeking authentic and unbiased insights into products and services. From product reviews and ratings to user photos and videos, UGC provides a wealth of information that can influence purchasing decisions and drive e-commerce sales.

The Impact on E-Commerce Sales

The influence of user-generated content on e-commerce sales is undeniable, with numerous studies demonstrating its positive effects on purchase intentions, conversion rates, and overall sales performance. By providing social proof and peer recommendations, UGC helps to build trust and credibility among potential buyers, reducing perceived risk and uncertainty associated with online transactions. Moreover, UGC enhances the shopping experience by offering valuable insights into product features, quality, and usability, enabling consumers to make informed decisions that align with their needs and preferences.

The Need for Meta-Analysis

While individual studies have explored the relationship between user-generated content and e-commerce sales, the findings have been mixed, with some studies reporting significant effects while others find more modest or inconsistent results. To provide clarity and insight into this complex relationship, this paper conducts a meta-analysis of existing research studies, synthesizing findings across multiple studies to examine the overall impact of UGC on e-commerce sales. By aggregating data from diverse sources and analyzing effect sizes across various moderators and contexts, we aim to uncover patterns and trends that can inform theory and practice in the field of e-commerce marketing.

Structure of the Paper

This paper is organized as follows: First, we provide a review of the relevant literature on user-generated content and e-commerce sales, highlighting key theoretical frameworks and empirical findings. Next, we describe the methodology used for conducting the meta-analysis, including the selection criteria for studies, data extraction process, and statistical analysis techniques. We then present the results of the meta-analysis, including effect sizes, moderator analyses, and publication bias assessments. Finally, we discuss the implications of our findings for theory and practice, identify limitations of the study, and propose directions for future research.

The Rise of User-Generated Content

User-generated content (UGC) has experienced a meteoric rise in recent years, transforming the way consumers interact with brands and make purchasing decisions in the e-commerce landscape. From product reviews and ratings to social media posts and customer testimonials, UGC encompasses a wide range of content generated by consumers themselves, rather than by brands or marketers. This shift towards consumer-generated content has been driven by several key factors, each contributing to the growing influence and prevalence of UGC in e-commerce.

Empowerment of the Consumer

One of the primary drivers behind the rise of UGC is the empowerment of the consumer in the digital age. With the advent of social media and online review platforms, consumers now have unprecedented access to information and the ability to share their opinions and experiences with a global audience. This democratization of content creation has given rise to a new generation of empowered consumers who actively engage with brands, contribute to online communities, and shape the narrative around products and services through their UGC.

Authenticity and Trustworthiness

In an era of information overload and advertising saturation, consumers are increasingly skeptical of traditional marketing messages and seek out authentic, peer-generated content to inform their purchasing decisions. UGC offers a level of authenticity and trustworthiness that traditional advertising cannot match, as it is created by real people with no vested interest in promoting a particular product or brand. By providing honest and unbiased perspectives, UGC helps to build trust and credibility among consumers, reducing perceived risk and uncertainty associated with online purchases.

Social Proof and Influence

UGC serves as a form of social proof, providing validation and reassurance to potential buyers that others have had positive experiences with a product or brand. Social proof has been shown to have a powerful influence on consumer behavior, as people tend to rely on the opinions and actions of others when making decisions in uncertain or ambiguous situations. By showcasing user-generated content such as reviews, ratings, and testimonials, e-commerce platforms can leverage the influence of social proof to persuade and persuade potential buyers to make a purchase.

Engagement and Community Building

UGC fosters engagement and community building among consumers, creating a sense of belonging and camaraderie around shared interests and experiences. Online communities centered around specific products or brands serve as hubs for UGC, where users can share tips, recommendations, and feedback with like-minded individuals. By encouraging user participation and fostering a sense of community, e-commerce platforms can create loyal and enthusiastic advocates who are more likely to engage with UGC and make repeat purchases.

Virality and Amplification

UGC has the potential to go viral and reach a wide audience through social sharing and word-of-mouth recommendations. A compelling user review or a visually striking customer photo can quickly gain traction on social media platforms, attracting attention and generating buzz around a product or brand. This amplification effect can significantly enhance the visibility and reach of UGC, driving traffic to e-commerce websites and increasing sales opportunities.

Conclusion

the rise of user-generated content has reshaped the e-commerce landscape, empowering consumers, fostering authenticity and trust, leveraging social proof and influence, building engagement and community, and amplifying brand visibility. As UGC continues to proliferate and evolve, it is poised to play an increasingly central role in shaping consumer perceptions and purchase decisions in the digital marketplace. The rise of user-generated content (UGC) has fundamentally transformed the e-commerce landscape, ushering in a new era of consumer empowerment, authenticity, and engagement. From product reviews and ratings to social media posts and customer testimonials, UGC has become a powerful force shaping consumer perceptions and purchase decisions in the digital marketplace. As consumers increasingly rely on UGC to inform their purchasing decisions, e-commerce platforms and brands have recognized the importance of harnessing the power of user-generated content to drive sales and build brand loyalty. By leveraging the authenticity and trustworthiness of UGC, businesses can establish credibility with consumers, reduce perceived risk, and foster meaningful connections that go beyond traditional marketing tactics. Moreover, the viral nature of UGC enables brands to reach a wider audience and amplify their message through social sharing and word-of-mouth recommendations. By encouraging user participation and fostering a sense of community around their products and services, e-commerce platforms can create a virtuous cycle of engagement and advocacy that fuels continued growth and success. Looking ahead, the

influence of user-generated content on e-commerce is poised to continue growing as technology evolves and consumer behavior evolves. As social media platforms, online communities, and review websites continue to proliferate, UGC will play an increasingly central role in shaping the way consumers discover, evaluate, and purchase products online. the rise of user-generated content represents a paradigm shift in the way brands and consumers interact in the digital age. By embracing UGC as a valuable source of insights, social proof, and engagement, businesses can enhance their online presence, build trust with consumers, and drive e-commerce sales in an increasingly competitive marketplace.

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