

## **Impact of Unboxing Video Viewing Motivation on Purchase Intention: Evidence from Sri Lankan Gen Z Consumers' e-Commerce Platforms**

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### **Abstract**

The rise of user-generated content, particularly unboxing review videos on YouTube, has transformed how consumers interact with and make decisions about products online. Despite this global trend, limited research has examined how such videos influence purchase intention among Generation Z consumers in Sri Lanka. This study addresses this gap by investigating the impact of unboxing video viewing motivations on purchase intention, guided by the Uses and Gratifications Theory (U&G). The research examined four key motivational dimensions—information seeking, entertainment, interpersonal utility, and passing time—to determine their individual and collective influence on purchase behaviour in the e-commerce context. A quantitative approach was adopted, using a structured questionnaire distributed via social media to a sample of 250 Gen Z respondents. Data were analysed using correlation and ordinal logistic regression, ensuring the reliability and validity of the instrument. The results revealed that information seeking, interpersonal utility, and pastime motivations significantly and positively influenced purchase intention, while entertainment was not a statistically significant predictor. Moreover, the overall unboxing video viewing motivation was found to have a strong positive relationship with purchase intention. The findings highlight the importance of authentic, informative, and socially engaging content in shaping consumer decisions. Specifically, the study emphasised that Sri Lankan e-commerce platforms can benefit by incorporating content strategies that reflect these motivations. The study contributes theoretically by extending the U&G framework into the digital commerce domain and offers practical insights for marketers, influencers, and e-commerce platforms seeking to enhance content-driven engagement with Gen Z consumers in Sri Lanka. Recommendations and future research directions are also proposed to guide continued exploration in this evolving field.

**Keywords:** E-commerce, Gen Z, purchase intention, uses and gratifications theory, YouTube unboxing videos