

Consumers Usage Of Social Media For User Generated Content With Special Reference To Nellore District, Andhra Pradesh

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Abstract

Social Media has invaded all walks of life including the way we consume content. The literature is rich with research on various aspects of social media and its impact on user behavior, organisations, and the society. This systematic literature review has been done to highlight the key themes and methodologies in extant literature for social media and its impact on user behavior. This study analyses consumers usage of social media for user generated content for purchase of electronic products. Data are collected through a structured questionnaire from 120 customers to Nellore District with Andhra Pradesh. Frequency and descriptive analysis was used to evaluate the measurement model. The result of the study indicates that social media behavior and user generated content have a positive impact on the customers. Customers mostly buy and prefer those products which they recognize and have some positive usage of link with the social media and user generated content. Additionally, the findings of this study that the relative effectiveness of source type depends on whether brand-related UGC is sponsored or not add a further insight into how source type influences the effectiveness of brand-related UGC.

Keywords: Social Media Behaviour, User Generated Content, Electronic Products

The purpose of this paper is to investigate how the source of brand-related user-generated content

(UGC) (a close friend vs a celebrity) interacts with content sponsorship (organic UGC vs sponsored UGC) to

influence consumer causal attributions, brand attitude, and intention to comply with the recommendation.

Design/methodology/approach – In all, 285 college students participated in a two (source: a close friend vs

a celebrity) by two (content sponsorship: organic vs sponsored) between-subjects online experimental design.

Findings – Results showed that recommendation from a close friend generated more information-sharing

attributions and less monetary-gain attributions than did recommendation from a celebrity when the brand-

related UGC was organic. In contrast, source type did not influence causal attributions differently when the

UGC was sponsored. Further, this study demonstrated that both information-sharing and monetary-gain

attributions mediated the effects of source type and content sponsorship on brand attitude and intention to

comply with the recommendation.

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Originality/value – This study is one of the first to examine the effectiveness of celebrities as a source of brand-related UGC. Also, this research extends the existing knowledge about source effects by examining the relative effectiveness of two sources of product information, close friends and celebrities, who have both been found to be individually effective in the traditional marketing context. Additionally, the findings of this study that the relative effectiveness of source type depends on whether brand-related UGC is sponsored or not add a further insight into how source type influences the effectiveness of brand-related UGC. The purpose of this paper is to investigate how the source of brand-related user-generated content (UGC) (a close friend vs a celebrity) interacts with content sponsorship (organic UGC vs sponsored UGC) to influence consumer causal attributions, brand attitude, and intention to comply with the recommendation.

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INTRODUCTION

In past decades, digital consumption has drastically changed with the invasion of social media in all walks of our lives. Social media has also become an enabler by supporting large audiences and giving users the ability to spread a message through online communities (Raacke & Bonds-Raacke, 2008). Platforms such as Hi5, MySpace, and Friendster began before the boom of Facebook in 2007, however, they could not sustain themselves against the competition. Organizations that realized the potential of social media and strategized to use it to their advantage survived. As more and more organizations and individuals got on to social media, it evolved to what we know it today (Kalinin et al., 2020).

The user who was predominantly a consumer with many sources of entertainment has now changed to a content creator who dictates the very content that is generated (Voorveld et al., 2018).

Brand-related user-generated content (UGC), any content about a brand created by a user of the brand designed to be shared with others (Tang et al., 2014), is inundating social media and has become a crucial source of product information for consumers (Ewalda et al., 2016). According to eMarketer (2016), about 80.7 percent of US internet users considered product reviews influential when making a purchase decision. As the power of brand-related UGC in influencing consumer purchase decisions is increasing on social media, marketers use brand-related UGC as a type of marketing practice (Lu et al., 2014; Rossmann et al., 2016). Effective brand-related UGC can generate positive consumer responses to such content, including favorable brand attitudes and greater intentions to comply with recommendations made in the UGC. Such brand-related UGC effectiveness may depend on who provides such content. Consumers are often exposed to brand-related UGC shared by people in their social circle. Among those who are in consumers' social circles, previous research on word of mouth (WOM) has demonstrated that strong tie sources, people within an individual's personal network (e.g. family and close friends) (Pigg and Crank, 2004), are influential in consumer purchase decision making (Steffes and Burgee, 2009; Wang et al., 2012).

Review of Literature

Di Domenico et al., (2021) studied the use of social media in the United States and concluded that social media has changed the way people communicate in many ways. Vraga and Tully (2021) showed that social media can lead to more social support and social skills for college students. Li et al., (2018) studied the role of social media in romantic relationships and showed that the self-esteem shown in the use of social media has an impact on jealousy and happiness in romantic relationships, and that jealousy and happiness in individuals with low self-esteem are more influenced by social media.

Li et al. (2018) consists of online interaction awareness, which refers to the awareness of online interaction. Network interaction social perception refers to the social information perceived about network interaction. Network interaction information communication refers to self-communication and others' communication of network interaction information.

Pee (2018) considers social media to be characterized by participation, openness, communication, dialogue, community, and connectivity, and a new type of online media that gives users great space for participation and freedom of engagement. Pentina et al. (2018) consider social media as a web application based on Web 2.0 technologies and ideologies that allow individual users to generate content and communicate online.

Seo et al. (2018) consider information behavior as an integrated process of individual information seeking, information foraging, meaning construction, information searching, information organization, and information used around a single topic or multiple topics.

Kim and Lee (2018) investigated how the source of brand-related user-generated content (UGC) (a close friend vs a celebrity) interacts with content sponsorship (organic UGC vs sponsored UGC) to influence consumer causal attributions, brand attitude, and intention to comply with the recommendation. Results showed that recommendation from a close friend generated more information-sharing attributions and less monetary-gain attributions than did recommendation from a celebrity when the brand-related UGC was organic.

Rachna and Khajuria (2017) have conducted a study aimed to understand the brand related content generated by internet users on social media and its influence on the consumer-based brand equity constructs. Findings reveal a significant impact of user-generated content on brand equity constructs and have implications for brand managers and media planners for administering the user-generated content on social media, and also for various researchers and academicians towards examining the effects of such social interactions on brand elements.

Objective of the Study

- To study the consumer usage of social media for user generated content message and the purchase of electronic products with special reference to Nellore District, Andhra Pradesh.

Research Methodology Adopted

In this research, descriptive research design has been applied. It find the fact and provide the solution to the problem. This type of research allows the researcher to describe the sample respondents opinion relating to the research objectives.

Research Tool

Questionnaire has been considered as the research tool to collect the primary data from the sample respondents. Questionnaire has been constructed by the research based on previous literature available in this area. Consumers usage of social media behavior have been measured. All the statements measured with frequency and descriptive analysis was used.

Sampling Procedure

The customers who are using the social media behavior in user generated content in Nellore District, Andhra Pradesh have been considered as sample element. Using convenience sampling method, 150 customers have been approached to participated in the survey. Questionnaire has been distributed to the 150 sample respondents. Out of 150 questionnaire, 120 sample respondents responses fit for further analysis. It shows that the response rate is found to be high.

Statistical Tools Used

In order to discuss the consumers usage of social media behavior and user generated content frequency test have been applied.

Results and Discussion

In order to examine the consumers usage of social media behavior and user generated content the frequency test have been applied. The result is interpreted as below.

Table – 1 : Frequency distribution of consumers preferred device for browsing

Preferred Device for Browsing	Frequency	Percentage
Laptop	30	25.0
Mobile Phone	72	60.0
Any Other	18	15.0
Total	120	100.0

Table – 1 shows the frequency distribution of the consumers preferred device for browsing. It is noted that 60.0 percent of the respondents preferred mobile for browsing, 25 percent of the respondents preferred laptop for browsing and 20 percent of the respondents, prefer any other preferred device for browsing.

Table – 2 : Frequency of using social media

Frequency of using social media	Frequency	Percentage
More than once in a month	40	33.0
Once monthly	32	27.0
Twice in a month	12	10.0
Once in a three months	36	30.0
Total	120	100.0

Table – 2 shows the frequency of using social media. It is observed that 33.0 percent of the respondents are using social media more than once month, 30.0 percent of the respondents are using social media once in three months, 27.0 percent of the respondents are using social media once in a month and 10.0 percent of the respondents are using social media twice in a month.

Table – 3 : Frequency distribution of using the internet of customers

Using the Internet	Frequency	Percentage
Less than 1 year	12	10.0
1-2 years	25	20.0
2-3 years	35	30.0
3-5 years	30	25.0
More than 5 years	18	15.0
Total	120	100.0

Table – 3 portrays the frequency of using the internet of customers. The using of internet by the customers is classified into 5 categories. The frequency analysis shows that 10.0% of the customers are using internet less than 1 year, 20.0% of the customers are using internet for 1-2 years, 30.0% of the customers are using internet for 2-3 years, 25.0% of the customers are using internet for 3-5 years and 15.0% of the customers are using internet for more than 5 years.

Table – 4. Using the internet for shopping by customers

Using the Internet for shopping	No. of Respondents	Percent
Less than 1 year	12	10.0
1-2 years	24	20.0
2-3 years	60	50.0

3-5 years	6	5.0
More than 5 years	18	15.0
Total	120	100.0

Table – 4 shows the distribution of consumers based on using the internet for shopping. The using of internet for shopping is classified into 5 categories. The frequency analysis shows that 10.0% of the customers are using internet for shopping less than 1 year, 20.0% of the customers are using internet for shopping 1-2 years, 50.0% of the customers are using internet for shopping 2-3 years, 5.0% of the customers are using internet for shopping 3-5 years and 15.0% of the customers are using the internet for shopping more than 5 years.

Table – 5. Bought things on the internet by customers

Bought things on the internet	No. of Respondents	Percent
1-2 times	18	15.0
2-4 times	24	20.0
4-6 times	12	10.0
6-8 times	60	50.0
9 times or more	6	5.0
Total	120	100.0

Table – 5 explain the frequency distribution of customers based on bought things on the internet of customers. The bought things on the internet by customers are classified into 5 categories. The frequency analysis shows that 15.0% of the customers have bought 1-2 times, 20.0% of the customers have bought 2-4 times, 10.0% of the customers have bought 4-6 months, 50.0% of the customers have bought 6-8 months and 5.0% of the customers are found to buy 9 times or more.

Table – 6. Frequency distribution of social media used by the customers

Social Media	No. of Respondents	Percent
Browse	60	50.0
Like	18	15.0
Tag and Share comment	24	20.0
Post	6	5.0
Others	12	10.0
Total	120	100.0

Table – 6 portrays the social media used by the customers and its distribution. The social media of customers is classified into 5 categories. The frequency analysis shows that 50.0%

of the customers browse, 15.0% of the customers put like, 20.0% of the customers tag and share comment, 5.0% of the customers are found to be posting and 10.0% of the customers are doing others.

Table – 7. Frequency distribution of purpose of using social media by the customers

Purpose of Using Social Media	No. of Respondents	Percent
To keep in touch with friends and family	30	25.0
To create new contacts	24	20.0
To pass time	18	15.0
To get new information	48	40.0
Total	120	100.0

Table – 7 portrays the purpose of using social media by the customers. The purpose of using social media of customers is classified into 4 categories. The frequency analysis shows that 25.0% of the customers are using social media to keep in touch with friends and family, 20.0% of the customers are using to create new contacts, 15.0% of the customers are passing time in social media and 40.0% of the customers are using social media to get new information.

Table – 8. Frequency distribution of influence of online purchasing of electronic products

Influences for online purchasing	No. of Respondents	Percent
Word of mouth	6	5.0
Advertising	36	30.0
Social Networks	12	10.0
Newspaper	10	8.0
Quality of product	48	40.0
Offers	6	5.0
Total	120	100.0

Table – 8 portrays the distribution of influence for online purchasing. The influences for online purchasing are classified into 6 categories. The frequency analysis shows that 5.0% of the customers get influence from word of mouth, 30.0% of the customers influenced by advertising, 10.0% of the customers by networks, 8.0% of the customers influenced by newspaper, 40.0% of the customers influenced by quality of product and 5.0% of the customers got influenced by others.

Table – 9 : Customers opinion towards the content quality in UGC

Statements	Mean	Std. Deviation
The content in the UGC is easy to understand.	4.0000	1.27021
The content in the UGC is new.	3.3500	0.96711
The content in the UGC is refreshing.	3.0500	0.86821
The content in the UGC is popular.	2.6000	0.92036
The content in the UGC is relevant for users.	3.1000	1.34352

Table – 9 displays the customer opinion towards the content quality which induces social media behaviour and user generated content. Further mean and standard deviation values are calculated for each factor. The mean value ranges from 4.0000 to 2.6000. The standard deviation value lies between 0.8682 and 1.3435. From the values it is found that most of the customers have highly rated that there is content in the user generated content which is easy to understand (4.0000) followed by the content in the user generated content is new (3.3500), the content in the user generated content is relevant for users (3.1000), the content in the UGC is refreshing (3.0500) and the content in the UGC is popular (2.6000). Here it is interpreted that according to most of the customers the content in the UGC easy to understand which induces social media behavior and user generated content.

Table – 10 : Customers opinion towards the design quality in UGC

Statements	Mean	Std. Deviation
The texts in the content is well unified in the UGC structure	2.7000	1.2339
The graphics in the content well in UGC.	3.2000	0.9839
The sound in the content well in UGC.	3.1000	1.0954
The graphics in the content well in UGC.	3.0500	1.2081
The content of video and audio are appropriately assembled in the structure of the UGC.	3.1500	1.1570
Components of the UGC are well harmonized.	3.4500	1.2492

Table – 10 shows the customers opinion towards their design quality which induces social media behavior and user generated content. Further mean and standard deviation values are calculated for each factor. The mean value ranges from 3.4500 to 2.7000. The standard deviation value lies between 0.9839 and 1.2492. From the values it is found that most of the customers have highly rated that there are components of the UGC that are well harmonized (3.4500) followed by the graphics in the content well in UGC (3.2000), the content of video and audio are appropriately assembled in the structure of the UGC (3.1500), the sound in the content well in UGC (3.1000), the graphics in the content well in UGC (3.0500) and the texts in the content is well unified in the UGC structure (2.7000). Here it is interpreted that according to most of the customers the components in the UGC have been well harmonized for design quality on social media behavior and user generated content of products.

Table – 11 : Customers opinion towards the technology quality in UGC

Statements	Mean	Std. Deviation
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The UGC provides a user friendly access to users.	3.4500	1.07571
The interface of the UGC is user oriented.	2.9000	0.94735
The UGC is uploaded and can be shared by anyone.	3.0500	1.02777
The interaction with the UGC is fast.	3.0500	1.32747

Table – 11 shows the customers opinion towards their technology quality which induces social media behavior and user generated content. Further mean and standard deviation values are calculated for each factor. The mean value ranges from 3.4500 to 2.9000. The standard deviation value lies between 0.9473 and 1.3274. From the values it is found that most of the customers have highly rated that there the UGC provides a user friendly access to users (3.4500) followed by the interaction with the UGC is uploaded and can be shared by anyone and the interaction with the UGC is fast are (3.0500) and the interface of the UGC is user oriented (2.9000). Here it is interpreted that according to most of the customers the UGC provides a user friendly access to users in design quality which enhances the social media behavior but the interface of the user generated is not much user oriented.

Table – 12 : Customers opinion towards the functional value in UGC

Statements	Mean	Std. Deviation
The UGC provides convenient functions.	3.1000	1.18393
The UGC properly satisfies users needs.	3.5000	0.97877
The availability of the UGC is high.	2.9000	0.94735
The UGC provides ease of use.	3.2500	1.22474

Table – 12 shows the customers opinion towards their functional value which induces social media behavior and user generated content. Further mean and standard deviation values are calculated for each factor. The mean value ranges from 3.5000 to 2.9000. The standard deviation value lies between 0.9473 to 1.2247. From the values it is found that most of the customers have highly rated that there is the UGC properly satisfies users needs (3.5000) followed by the UGC provides ease of use (3.2500), the UGC provides convenient functions (3.1000) and the availability of the UGC is high (2.9000). Here it is interpreted that according to most of the customers there is the UGC properly satisfies users needs on social media behavior but the availability of UGC is low. So the user generated content must be given for every products which satisfies the user needs.

Findings and Recommendations

- It brings to light the fact that 60 percent of the customers have preferred mobile phone for browsing.
- It brings to light the fact that majority of the customers are using social media more than once in a month.
- It is inferred that the majority of the customers are using the internet for 2-3 years.
- It is inferred that the majority of the customers are using the internet for shopping for the 2-3 years.

- It is inferred that the majority of the customers have bought things through the internet of customers of the 6-8 times.
- It is inferred that the majority of the customers are using social media to browse.
- It is inferred that the majority of the customers use social media to get new information.
- It is inferred that the majority of the customers have been influenced for online purchasing by quality of product.
- The content of UGC is not much popular in the content among the customers. So the popularity can be increased by advertise and Blog posts.
- The texts in the content are not well unified in the UGC structure in the design quality content of the products and so the graphics and the contents about electronic products have to be well designed.
- The interface of the UGC is not much user oriented in the technology quality of content of products for the customers. So the interface of the UGC can be designed and expressed well to get understand to the customers.
- The availability of the UGC is not high as it is the functional value of content of e products among the customers. So the user generated content must be given for every products which satisfies the user needs.

CONCLUSION

The aim of the paper was to analyse the usage of social media and user generated content of Nellore district people in Andhra Pradesh. Given the vast reach of the topic through multiple disciplines, it was challenging to include all factors which influence this study. It is content quality, design quality, technology quality, functional value are variables taken for this study. It is found that there is a need for a thorough qualitative study which includes a database that scrutinizes user behavior on social media .

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