

## A STUDY ON USER GENERATED CONTENT IN SOCIAL MEDIA PLATFORMS ON CUSTOMER PERCEPTION – A STATISTICAL ANALYSIS

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### ABSTRACT

*The User generated content is any type of content developed and shared voluntarily by customers through all digital platforms based on their experiences with a product or service. User-generated material can have a beneficial or bad impact on the business. As a result, user-generated content serves as both an opportunity and a challenge for the business. The researcher's goal in this study is to investigate how customers perceive user-generated material in social media platforms. Both primary and secondary data are utilized. Primary data were acquired from 15 male and 35 female respondents. Descriptive statistics, independent sample t-tests, and one-way ANOVA are used to analyse primary data. The study's findings found that respondents believe user-generated material is credible, informative, develops trust, promotes in purchasing decisions, and is genuine and important. This study also looked at how demographic data such as gender and age affect customer perceptions of user-generated content on social media platforms*

**Keywords:** *User generated content, social media Platforms, Customer Perception.*

### 1. INTRODUCTION

User-generated content (UGC) on social media platforms has become a critical resource for understanding customer perceptions in the digital era. UGC, which includes reviews, comments, photos, videos, and other forms of content created by users rather than brands, offers invaluable insights into customer attitudes, preferences, and behaviours. This content is particularly relevant as it reflects authentic customer experiences and opinions, often carrying more credibility than traditional advertising (Smith, 2021). Social media platforms such as Facebook, Instagram, Twitter, and YouTube serve as hubs for UGC, enabling customers to share their experiences and interact with brands and other consumers in real time.

The proliferation of UGC has fundamentally transformed the way businesses approach customer engagement and brand management. Research indicates that 92% of consumers trust recommendations from peers over

traditional advertisements, highlighting the significance of UGC in shaping brand perceptions (Nielsen, 2018). Positive content generated by users can enhance brand reputation, increase customer loyalty, and drive purchase decisions. Conversely, negative UGC can damage a brand's image if not addressed appropriately. As such, monitoring and analyzing UGC is crucial for understanding customer perceptions and tailoring strategies to meet customer needs effectively. Social media platforms have provided a rich environment for customers to voice their opinions about products and services. This dynamic nature allows businesses to gather real-time feedback and identify emerging trends in customer sentiment. For instance, platforms such as Twitter enable sentiment analysis through hashtags and mentions, offering insights into public opinion on a large scale. Similarly, Instagram and YouTube provide visual and video content that can reveal deeper emotional connections and user interactions with brands. These insights are instrumental in refining marketing strategies, product development, and customer service (Kaplan & Haenlein, 2019).

Moreover, UGC serves as a vital element in fostering customer trust and engagement. Authenticity is a key factor in today's consumer decision-making process, and UGC provides the kind of genuine endorsement that resonates with customers. the interactive nature of UGC allows brands to engage directly with customers, responding to feedback and building relationships, thereby enhancing customer satisfaction and loyalty. user-generated content on social media platforms is a powerful tool for understanding customer perceptions. It provides authentic, real-time insights that help businesses enhance their strategies, foster engagement, and build stronger customer relationships.

## **2. OBJECTIVES**

1. To explore customer perceptions of user-generated content.
2. To assess the role of gender in shaping customer perceptions of user-generated content.
3. To evaluate the impact of age on customer perceptions of user-generated content.

## **3. METHODOLOGY**

This study uses both primary and secondary data. Primary data are gathered from 50 sample respondents through questionnaire. The purposive sampling approach is used to pick sample respondents. Customers who actively participate in digital media are represented in the sample. The reliability of the variables in the questionnaire is verified and ensured using Cronbach alpha. Responses are rated on a 5-point scale,

Descriptive analysis, Independent Samples T Test, and One way ANOVA are used to analyses the data. Secondary data are obtained from a variety of published sources.

#### **4. SOCIAL MEDIA PLATFORMS**

Social media platforms play a key role in enabling and increasing user-generated content (UGC), transforming how people create, share, and consume information. Platforms such as Facebook, Instagram, TikTok, YouTube, and Twitter provide users with tools to produce and distribute content, from photos and videos to blogs and live streams, fostering creativity and self-expression. UGC drives engagement, fosters community building, and often influences trends, opinions, and consumer behavior. Moreover, businesses leverage UGC to enhance brand visibility, build trust, and engage authentically with audiences. However, the widespread creation and sharing of content also pose challenges, such as misinformation, copyright issues, and moderation complexities, making it essential for platforms to implement responsible practices and policies.

#### **5. USER GENERATED CONTENT**

User-Generated Content (UGC) refers to any form of content such as text, images, videos, reviews, or social media posts created and published by users rather than by professional content creators or brands. UGC is typically associated with platforms like social media, forums, and review websites, where users actively share their experiences, opinions, or creative works. It allows brands to leverage the voices of their audience to build trust and credibility, as content from real users is often perceived as more genuine and relatable than traditional marketing.

#### **6. CUSTOMER PERCEPTION**

Customer perception in user-generated content (UGC) on social media platforms refers to how customers interpret, evaluate, and form opinions based on the content created by other users. UGC, such as reviews, testimonials, photos, and videos, significantly influences consumer attitudes and decision-making. Customers often perceive UGC as authentic and trustworthy, as it comes directly from peers rather than brands. This perception is shaped by factors like the quality of the content, its relevance, the credibility of the content creator, and the alignment of the message with personal values. Positive UGC can enhance a

brand's reputation, foster trust, and drive engagement, while negative or misleading UGC can harm credibility.

## **7. DISCUSSIONS, DATA ANALYSIS AND INTERPRETATION**

User-Generated Content (UGC) refers to any form of content such as text, images, videos, reviews, or social media posts created and published by users rather than by professional content creators or brands. UGC is typically associated with platforms like social media, forums, and review websites, where users actively share their experiences, opinions, or creative works. It allows brands to leverage the voices of their audience to build trust and credibility, as content from real users is often perceived as more genuine and relatable than traditional marketing.

### **Sample Demographics**

**Table 1**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Male</b>	15	30.0
<b>Female</b>	35	70.0
<b>Total</b>	50	100.0

**Source: Primary data**

**Table 2**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
<20	7	14.0
21-30	32	64.0
31-40	6	12.0
>40	5	10.0
<b>Total</b>	50	100.0

**Source: Primary data**

Sample respondents include 30% males and 70% females and 14% of respondents are in the age category of less than 20, 64% are in between 21 and 30, 12% are included in the age category of 31 to 40. Only 10% of the respondents are from the age category of more than 40.

## **8. (O2) TO ASSESS THE ROLE OF GENDER IN SHAPING CUSTOMER PERCEPTIONS OF USER-GENERATED CONTENT.**

**Table 3**

	<b>Mean</b>	<b>Standard deviation</b>	<b>N</b>
Are user-generated content sources are credible?	3.84	.766	50
Is user-generated content informative?	4.02	.714	50
Is user generated content-built trust	3.92	.966	50
Does user-generated content help in making purchase decisions?	4.14	1.088	50
Are user-generated contents genuine?	3.90	.505	50
Are user-generated contents important?	4.52	.707	50

**Source: Primary data**

**H0:** Gender has no significant impact on customers perceptions of user-generated content.

**H1:** Gender has a significant impact on customer's perceptions of user-generated content.

**Independent Samples t-test on gender impact on perception of customers on user generated contents**

		<b>F</b>	<b>Sig.</b>	<b>t</b>	<b>df</b>
Are user-generated content sources are credible?	Equal variances assumed	.075	.786	.641	48
	Equal variances not assumed			.674	29.865
Is user-generated content informative?	Equal variances assumed	1.219	.275	.994	48
	Equal variances not assumed			.904	21.842
Is user generated content-built trust	Equal variances assumed	2.039	.160	.253	48
	Equal variances not assumed			.232	22.146
Does user-generated content help in making purchase decisions?	Equal variances assumed	.830	.367	1.463	48
	Equal variances not assumed			1.365	22.933
Are user-generated contents genuine?	Equal variances assumed	2.958	.092	.303	48
	Equal variances not assumed			.262	20.058
Are user-generated contents important?	Equal variances assumed	7.796	.007	.783	48
	Equal variances not assumed			.668	19.572

## INTERPRETATION

The statistical analysis examines the impact of gender on customer perceptions of user-generated content. The results indicate that for all measured aspectscredibility, informativeness, trust-building, purchase decision influence, genuineness, and importancethe significance values are well above the 0.05, except. This suggests that gender does not have a statistically significant impact on most aspects of UGC perception, supporting the null hypothesis (H0) in these cases. However, for the perceived importance of UGC, the Sig. value is below 0.05, indicating a significant difference based on gender. This suggests that gender may

influence how customers perceive the importance of UGC, while it does not significantly affect other perception dimensions.

### **8.3 (O3) To evaluate the impact of age on customer perceptions of user-generated content.**

**H0:**Age has no significant impact on customers' perception of user-generated content.

**H1:** Age significantly impacts customers' perception of user-generated content.

**One way ANOVA on age influences on perception of customers on user generated contents**

**Table 3**

		<b>Sum of squares</b>	<b>df</b>	<b>Mean square</b>	<b>f</b>	<b>Sig.</b>
Are user-generated content sources are credible?	Between Groups	9.330	3	3.110	7.377	<.001
	Within Groups	19.390	46	.422		
	Total	28.720	49			
Is user-generated content informative?	Between Groups	9.949	3	3.316	10.150	<.001
	Within Groups	15.031	46	.327		
	Total	24.980	49			
Is user generated content-built trust	Between Groups	24.199	3	8.066	17.274	<.001
	Within Groups	21.481	46	.467		
	Total	45.680	49			
Does user-generated content help in making purchase decisions?	Between Groups	27.091	3	9.030	13.431	<.001
	Within Groups	30.929	46	.672		
	Total	58.020	49			
Are user-generated contents genuine?	Between Groups	5.341	3	1.780	11.439	<.001
	Within Groups	7.159	46	.156		
	Total	12.500	49			
Are user-generated contents important?	Between Groups	14.790	3	4.930	23.402	<.001
	Within Groups	9.690	46	.211		
	Total	24.480	49			

**Source: Primary data**

## **INTERPRETATION:**

The one-way ANOVA results indicate that age has a statistically significant impact on customer perceptions of user-generated content across all measured aspects. The p-values for all factors are less than 0.001, demonstrating strong evidence to reject the null hypothesis ( $H_0$ ). Specifically, perceptions of credibility, informativeness, trust-building, purchase influence, genuineness, and importance of user-generated content vary significantly based on age groups. The high F-values suggest notable differences among age groups, particularly in trust-building ( $F = 17.274$ ) and importance ( $F = 23.402$ ). These findings highlight that age plays a crucial role in shaping customer attitudes toward user-generated content.

## **9. CONCLUSION**

The study investigated customers' perceptions of user-generated material. And the analysis indicated that most customers believe that user-generated information is reliable, informative, builds trust, and promotes customers in making purchasing decisions, as well as being authentic and relevant to them. Demographic Factor Gender has an important effect on males' and females' perceptions of how user created content helps them make purchasing decisions. In all other circumstances, gender has no meaningful influence. There is no substantial variation in the view of user-generated content as reliable, informative, helpful in making purchasing decisions. The age has a statistically significant impact on customer perceptions of user-generated content across all measured aspects. Marketers should take the required steps to maintain positive user produced content in social media platforms. Future study can be undertaken to determine the influence of user-generated material on customer buying decisions.

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