Influence of User-Generated Content on Promotion of Business

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Abstract

This paper examines how user-generated content promote the business through social media.The authorreviewed variousliteratures relatedto user-generated content on promotion of business. Based on the reviewsthe researcher developed a proposed conceptual model. The study examines the usefulness of user-generated content from various social media platform. It was found that user-generated contentfacilitatesbrand awareness, buildbrand trust and increase the sale.The advancement of web 2.0 technology which over come traditional one way communication into two way communication using social media. User-generated content (UGC) on social media create and share information among the other online user. In the current era user-generated content is the powerful content where user shares their experience actively in organic form. The term user-generated content indicates, thecontent is created and shared by the user. Consumer generated media or user-generated media created by user are shared, viewed among one user to another user of same interested community.

Keywords: Promotion of Business, Social Media Platforms and User-Generated Content

Objectives:
1.   To study how the user-generated content are shared in social media platform
2.   To review literature on the effect of user-generated content on promotion of business and develop a conceptual model

1. Introduction:

User-generated content are more popular on various platforms like Pinterest, Facebook, online forums, Twitter, product review and classified website. User-generated content can be in any form such as text message, images, audio, video, and Infographics. There are various social media platform available to share the user-created content.

Text sharing: Facebook is the most popular text message sharing platform where user can share their experience, the other user can review and comment and ask query if they have any as it is open network. The user-generated content is trendy in twitter. The user just tweet in short length of 140 characters about the product purchased online. Text message sharing creates brand awareness and builds trust among existing and new customer.

Hashtag: the frame and start of twitter earlier to find, follow, exchange the information and currently most of the social network use Hashtag. The use of Hashtag #topicwithoutspace gained more popularly via tweet a short message feed in twitter. Hashtag is used by user to draw attention of other user. Hashtag make it simple to users who try to find, contribute and follow specific topic tweeted in twitter.

Images, Audio and Video: user-generated content photos, videos and audio are widely shared by many social networks like Facebook, Instagram and YouTube. Facebook user can share, like, post, tag, follow, comment any photos, audio and video. The content can be uploaded either public or private. Instagram owned by Facebook. It is the most popular user-generated content photo and video sharing social media network. By downloading the Instagram app on Smartphone user can upload photo and video. The content can be edited using filters on app and controlled with location information and tag option. The other Instagram user can view post if it is publicly and with approved followers. Users can like and follow the trending content. YouTube a wide variety of user-generated content are uploaded. The user can upload and download any user-generated content. YouTube user can view, like, comment, share, subscribe to channels and earn from uploading. The YouTube user-generated content is audio and video content shared by YouTube user. For example movie trailer, educational video, recipe and more.

Infographics: Information graphics designed to represent the information in graphic form. The Infographics user- generated content is widely used in social media. People understand Infographics content very easy as clear picture is presented. Infographics content simplify the large data.

When the social media user's questions and doubt are answered and cleared then it leads to high and positive user-generated content. The positive impact of user-generated content make ways for brand awareness, increase the sale, enlarge social media followers, gain trust and build good relationship between buyer and seller.

Why business need user-generated content

People interact on social media about brand. The user-generated content post and share the information about the brand. Social media people are the unpaid promoter to promote the brand of any product. Before clicking the buy button people automatically start reading the review content. User-generated content increases the buying decision of customer. User-generated content expands and promote the business and product launched in social media. User-generated content gives opportunity to talk about the brand, share review how the brand was after using it. Experience sharing increases new and retain the existing customer.

Conceptual Framework of User-Generated Content in Social Media
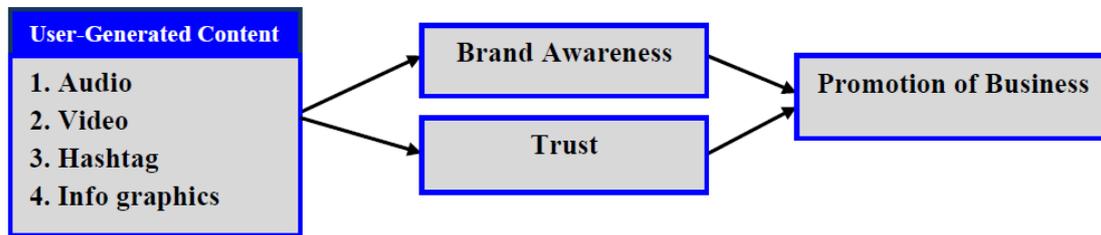
2. Literature Review

Andrew N. Smith et al (2012)., They discussed how brand-related user-generated content in social media channels like Face book, Twitter and You Tube share the content in communities. The content community marketers adopt different marketing strategies to promote their product using user-generate content.

Andreas M. Kaplan et al (2010)., They highlighted the top agenda of current business is social media. Web 2.0 technologies allow the user to create and exchange information about product and services using user-generated content. The key intention of content communities is to share content among user in social media. Content containing Text, video, photos, slides are shared using various online tools. The authors provide ten pieces of advice to the markers how to make use of social media

AzlinZanariahBahtar and Mazzini Muda (2016)., They studied that how user generated content occurs effectively when the buyer shares their online experience about the product which guide new buyer to buy online after viewing the review of existing customer. Many buyers prefer to buy based on information contained in Face Book, Instagram. The content created by user leads to decision to purchase of product.

Edward C. Malthouse et al(2016)., They discussed that Social media platform allows consumer to connect with brand in public is growing interest among the marketers. The authors conducted a contest on user-generated content to find out purchase behavior of the user. Marketing increase their popularity based on user generated content. They found that expansion in user-generated content the bigger the user behavioral response. They suggested social media marketers considered user-generated content creation as a powerful commitment tool. User-generated content contest explains how brand help in achieving user goals. Social media connect brand and user personal goals which get more successful by using user-generated content.

Gary Akehurst (2008)., He stated that the increase in user-generated content in blogs help in tourism. User trust more website user-generated content more than travel agencies and professional guides. With the help of user-generated content on tourism marketers provide information to consumer and tourism business. The online information helps the traveler to obtain correct and relevant details to make a decision on travel. The user-generated content provides market opportunities.

A.N. Geurin and L.M. Burch(2016)., They discussed Social media an increased universal fame has given way to brand to increase marketing using user-generated content. They discuss how the Instagram increase the market for the famous six sports brands. With the advent of technologies in current era sports brand got wider opportunities to market their product online using Instagram platform. The growth of product and brand successes depends on unique approach and post of particular brand. Fans and followers submit the user-generated content and photographs. The images are clear, high quality and attractive. The content created by fans and followers create brand image and awareness to reach the customers.

Johannes Knoll & Ramona Proksch (2015)., they investigated the online user get motivated by reviewing user-generated content of online advertisement. Among 181 users survey the use of user generated content motivated by entertainment, social interaction, requirement of information and personal identity. User-generated content has greater impact in online advertising in social media.

Kofi Osei-Frimpong& Graeme McLean(2018)., They discussed social media use has change how the brand connect with customer. The online marketers use the social media to construct brand engagement relationship among the customer. The firm interaction in social media makes stronger customer relationship. The firm generated content should provide information and regularly update the content posted in social media. Consumer shares their experience and views freely when the firm generate interesting and interactive content. The social brand engagement is getting influence by social presence. Social presence is moderating possession of consumer commitment and firm-generated content. With the survey conducted among 738 users using online questionnaire the result specify social brand engagement is positively influenced by social presence. Social brand engagement motivate consumer to increase the use of brand and stay connected in electronic word of mouth. Social brand engagement wider the social media research, brand relationship, and brand engagement.

Mikyoung Kim &Doori Song (2017)., they found that growing social media contain powerful tool brand-related user-generated content. Brand-related user-generated content are share in organic form. The content created will be appropriate and fair. Consumer share the information peer to peer and organic content gets more responses among online user. Marketer adopted user-generated content for marketing mix as word of mouth.

Mikyoung Kim & Mira Lee (2017)., The have conducted a study among 285 college student to know about how brand-related user-generated content is effective between an information shared by a close friend or by a celebrity. The brand related user generated content is more benefited by a close friend than a celebrity. The information shared by a close friend is of word of mouth which is more trusted by audience as it is unpaid whereas it is paid sponsorship for a celebrity. Peer to peer communication about the useful of product in social media occurs naturally and word of mouth (WOM) gained more popularity. More information sharing, brand approach , monetary gain attributes and intention to recommend the product under brand related user generated are

more popular in social media in organic (unpaid) by a close friend than sponsored (paid) to a celebrity.

Paulo Albuquerque et al (2012)., they evaluated referrals and promotional activities of user-generated content created by content creator on social media platform. They examined the user option to visit the platform, buying content and creating depend on user characteristics and marketing behavior. Price promotion has stronger impact but have less purchasing decision while public relation and content creator referrals have wider impact on user decision. The online marketer is benefited by user-generated content. The presentation of user-generated content comes out with end user of content and creators of content. Wide ideas of marketing activities benefit the social media platform in the form of advertising, creation or purchase of content and good customer relations to gain more customers. Content creators are gaining more popularity as they generate own content for advertising, do referrals and link to connect website. User-generated content build the relationship between marketing strategy of an organization and content creators decisions. Multiplicity of user-generated content draws more users.

Qianqian (Ben) Liu et al (2011)., they discussed how the customer reviews user-generated content play an important role in user-generated content. The user shares their experience about the product and services to assist other online user for making purchase decision. The authors found product understanding, product evaluation, create a precise choice and decrease the cognitive price make the user to better selection of product. The reviews are discussed via traditional form of word of mouth in electronic way. User read the review of other user to make sure to purchase a product and select the best product among many alternatives.

Terry Daugherty et al (2008)., they examined the rapid growth of web 2.0 technologies has changed the online media scenery. The formation and allocation of user-generated content has wider the impact on user, media suppliers and markers to understand the content on media. Though creation content found hundred years back the impact of content is widely used after consumer interaction on web 2.0 technologies. Facebook, YouTube, Wikipedia, blogger and more websites are the example to support the user-generated content and utilization in social media. The authors predicted the user-generated content market enlarges in future and more users started creating and consuming the User-generated content.

Wei Han et al(2017)., they discussed how user obtained tourism information from social media using user-generated content. User-generated content is linked with awareness and pro-environmental knowledge. Instead of attitude this study focuses on norms and pro-environmental behavioral intention. User-generated content is trusted than other channels. Among 1043 Chinese respondents' feedback they said once in a year they travel and visit one website to travel. Ctrip.com was regularly visited website. Environmental responsibility and pro-environmental awareness are two encouraging component in user-generated content. The pro-environmental responsibility and pro-environmental knowledge not only activate pro-environmental norms of people but also encourage people towards online environmental conversation.

Xia Liu et al., (2017)., they applied text mining with latent Dirichlet allocation (LDA) and sentiment analysis on social media. Sentiment analysis finds more tweets on Twitter. Users share more user-generated content about the product brand when they get good deals like gift card, discounts and coupons. User-generated content consists of valuable brand information. About 1.7 million tweets are analysis for twenty brands on five industries such as footwear, fast food, electronics, department store and telecommunications. User-generated content (UGC) with big data on social media are loaded with possible information to brand

managers. They found three findings. Consumer interacts on twitter about the brand of the product, promotion and services. Second user sentiment related to brand differs from one another. Finally by analyzing each company tweets gives the clear picture of each company brand and this leads to increase advertising, improve customer relationship management in social media and brand organization. Brand-related User-generated content helps the marketers to get more information about user interest and preference of product. Users write more tweets by comparing other opponent brand product innovation and quality of the product.

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