

INFLUENCING FACTORS OF UGC ON CONSUMERS' PURCHASE INTENTION IN SOCIAL PLATFORMS

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ABSTRACT

In recent years, the rapid development of social platforms has not only changed the way people communicate, but also enabled people to directly participate in the creation of online content. User generated content (UGC) has become an important factor affecting the platform's user behavior, thereby bringing business opportunities to the platform and driving the rapid development of marketing based on user generated content. In order to use user generated content more effectively, it is necessary to grasp its impact mechanism on user behavior. For this reason, this paper studies the factors and mechanisms that affect consumers' purchase intentions in user generated content for social platforms.

The results of the research show that the influence factors of UGC in social platforms on the purchase intention of Haiding community residents in Beijing city, China. After the statistical analysis software: reliability analysis, validity analysis, correlation analysis, factor analysis, Adjusted $R^2 = 71.9\%$. Including the following aspects, are in turn UGC content quality (Beta=0.160), trust (Beta=0.200), perceived value (Beta=0.155), and platform popularity (Beta=0.354). The factors that do not affect consumers' purchase intention are friendship (Beta=-0.005) and opinion leaders (Beta=0.063).

Based on the empirical conclusion, social platforms should improve the quality of UGC content, enhance users' sense of experience, support the diversity of UGC presentation forms to enhance the popularity of the platform, and improve the platform's reputation mechanism; Control the quality and number of interactions of UGC, and select appropriate social platforms to settle in.

Keywords: Social platform, UGC, consumer purchase intention

INTRODUCTION

Nowadays, with the development of various types of social platforms, especially the popularity of virtual communities and short videos, a large number of users are gathered in a short time. Weibo released its 2020-20 financial report, noting that it had 521 million monthly active users and an average of 225 million daily active users. TikTok's 2020 data report shows that it has more than 600 million daily active users. The huge number of users makes social platforms occupy the majority of the traffic for a long time. In the field of e-commerce, the cost of traditional e-commerce traffic is getting higher and higher, while the cost of traffic dividend is getting less and less. The operation and promotion costs of Taobao and Jingdong make many small and medium-sized businesses cannot afford it, and the traffic obtained by advertising can

only be one product transformation, which cannot improve the retention rate of users. Merchants have already realized that social platforms are a new way to quickly access their traffic, and the combination of social platforms and e-commerce is imperative.

At present, there are three main types of combining social platforms and e-commerce. The first type is to add social functions on the basis of e-commerce websites. The essence of this combination is still e-commerce sales, and the social functions provided are designed to promote the sales of products and enhance the connection between consumers and sellers. For example, Taobao's Wetao, the Jingdong community opened by Jingdong, and the more typical UGC sharing community of Xiaohongshu and Mogujie. The second category is to increase e-commerce on social platforms. This kind of combination relies on the dividends of the original traffic on social platforms to realize the realization for merchants. For example, when wechat business transactions and TikTok increase e-commerce functions, the former relies on the traffic obtained by the acquaintance chain for transactions, and the transaction has low security. while the latter relies on the huge traffic of short videos to promote transactions, and the platform has a perfect regulatory system and high security. The third type is the mode of mutual cooperation, which combines with the cooperation of two different types of websites. As the main publicity force of e-commerce platforms, social platforms mainly rely on user-generated content to provide drainage for e-commerce platforms and promote the transactions of e-commerce platforms. For example, in the cooperation between Weibo and TikTok and Taobao, Weibo TikTok has a direct port to Taobao, so as to form a good operation mode. Therefore, it is also the most common form of combining social platform and e-commerce.

1.2 Research objective

To study the impacts of UGC on consumers' purchase intention in social platforms

LITERATURE REVIEW

The concept of a social platform

Social platform is a platform for content production and exchange based on user relations on the Internet. Users share the opinions, experience and views with the platform as a link. The characteristics of social platforms are the large number of people and the spontaneous dissemination of information. Ji Yu (2012) pointed out that the Internet is changing to the direction of social network. The social trend of the network makes the number of users on social platforms surge, enhance user engagement, and social platforms become a new driving force for traffic growth. Deng Shengli et al. (2020) pointed out that in the fierce market competition, the contribution of user-generated content largely determines the survival and development of social platforms.

The rapid development of network information technology leads to the emergence of various social platforms. The existing social platforms are subdivided into the following nine categories, and the first category is acquaintance social platforms, such as QQ, wechat, etc. The second category is q & A social platforms, such as Zhihu, Tianya, etc. The third category is stranger social platforms, such as Soul et al. The fourth category is short video social platforms,

such as TikTok, Kuaishou. The fifth category is live streaming social platforms, such as Huya live streaming. The sixth category is marriage social platforms, such as Zhenai network. The seventh category is the work scene social platform, such as nail nail. The eighth category is game social platforms, such as werewolf killing. The ninth category is the comprehensive social networking platforms, such as Xiaohongshu, Douban, etc.

The Concept of the UGC

The relationship between users and the network is also constantly changing. Early users only passively received information, and web2.0 technology allows users to directly participate in the creation of network information, that is, users can generate their own content. User-generated content (User Generated Content UGC) means that users present their original content or provide it to other users through the Internet platform. In the DECD report, published in 2007, the UGC was defined as "online user-generated content.". Menliang and Yang Xiongyong (2015) pointed out that UGC can be regarded as the DIY (Do It Yourself) in the Internet world. In the virtual network world, users use their own smart devices to process raw materials, produce their own content, and finally share them with other users.

In 2007, the report of the World Organization for Economic Cooperation and Development (DECD) concluded that UGC has three characteristics: the content and content disclosed on the Internet have a certain degree of innovation and are created and published by non-authorities and non-professional means. Zhao Xiangyu et al. (2012) summarized the characteristics of UGC into the following six aspects: uneven content quality, extremely wide coverage of content, fast and short cycle of content release, different content credibility, and users who upload content need to bear certain legal risks and need many users to participate. LAN Qinhua (2010) believes that UGC is mainly characterized by personalization, personalization, emphasis on creativity and weak interests.

Based on its own research results, this paper defines UGC as any form of content published by users in the network with their own accounts. UGC is characterized by a variety of forms, no standard restrictions, strong interactivity and users responsible for publishing content. The UGC studied in this article is any form of product-related content published by users of social platforms.

The concept of social business

The term "social commerce" was first mentioned when Yahoo launched "Yahoo Shopping Circle" in 2005, and it is a new form of e-commerce under web2.0 technology. In previous studies, there is not a standard definition of social commerce. Sturiale and Scuderi (2013) define social commerce as the evolution of web2.0 online e-commerce, which allows for enhanced customer interaction and engagement through blogs, wiki systems, and content sharing among members of the community. Ng (2013) believes that social business is essentially using social media to support human-computer interaction, communication, and publish user-generated content to help users make online shopping decisions. Kim and Park (2013) point out that social commerce is a subset of e-commerce that uses social networks for

social interaction and user contributions to facilitate online purchases and complete sales of a variety of products and services. Kim (2018) believes that social commerce, as a new form of e-commerce, provides consumers to not only improve their purchase decisions, but also to improve the shopping experience through major features (such as user interaction and user-generated content). On the other hand, it provides an innovative channel for enterprises, using customer engagement on social platforms to build brand loyalty and promote sales. For the classification of social business, the existing research mainly divides it into two categories, one is adding social media functions to e-commerce, and the other is adding business functions to social platforms. Wang et al. (2019) pointed out that consumers behave differently in different types of social business. By adding business functions to social platforms, consumers tend to build relationships with each other through social interaction and social support, thus influencing their purchase decisions. However, with the social media function added to traditional e-commerce, consumers may not be able to maintain a social circle on e-commerce platforms due to the concealment of their real identities, so the social interaction between consumers will be weaker than that in the first case.

METHODOLOGY

This study aims to analyze the factors affecting UGC on Purchase intention in social platforms and make relevant suggestions. We used a quantitative study approach. The instrument used in the study was a questionnaire survey. To study the impact of UGC on consumers' purchase intention in social platforms, the researchers reviewed a large number of literatures, relevant teaching materials and research concepts, and constructed quantitative studies. The survey sample was 368 residents of Haiding Community Beijing, China. The researchers used a simple sampling method to conduct a random sample size, as determined according to the Taro Yamane formula (Yamane, 1973). The confidence level is 95%. This study used the data statistical software to analyze and study the collected questionnaire survey data, whose analysis module involved the reliability analysis, the descriptive statistical analysis, \bar{X} , S.D. values, correlation analysis, and regression analysis, etc.

After performing the correlation analysis, it is still necessary to further view the results of the regression analysis. If the correlation analysis is to study the influence relationship between the pairwise variables, then the regression analysis is to study the influence of the respective variables on the dependent variable and the fixed data relationship under the condition of the specified dependent variable. The consumer purchase intention in this study was set as a dependent variable, so it is necessary to use the regression model to deeply analyze the role of the consumer purchase intention and the other six independent variable factors.

RESULTS

The results of Level of opinion about friends, opinion leader, UGC content quality, trust, perceived value and platform heat (independent variables) and purchase intention (dependent variables).

Table 1 The level of opinion about the factors affecting the overall.

	Mean	S.D.	level	Rank
Friends	3.56	.870	High	3
Opinion leader	3.51	.833	High	5
UGC Content Quality	3.61	.76796	High	1
Trust	3.46	.80627	High	6
Perceived value	3.58	.75322	High	2
Platform heat	3.53	.76701	High	4
Total	3.54	.71119	High	
What your friends post is worth watching	3.65	.875	High	1
Friends will post valuable information	3.55	.980	High	2
I will pay special attention to my friends' updates	3.49	1.024	High	3
Friends	3.56	.870	High	
Bloggers with rich product knowledge will make me more attention	3.60	.990	High	1
Bloggers with rich practical experience (such as having tried many brands of phones) will make me more attention	3.56	.943	High	2
Bloggers with high visibility in a certain field (such as Li Jiaqi) will pay me more attention	3.51	1.030	High	3
Bloggers with a lot of fans will make me more attention	3.40	.942	medium	4
Opinion leader	3.51	.833	High	
If the content and information of social platforms is more comprehensive, it will make me pay more attention to it	3.69	.861	High	1
If the content on social platforms is more targeted, it will make me more targeted	3.62	.865	High	2

If the content on social platforms shows what the product really looks like, it gives me more attention	3.62	.985	High	3
If the social platform product content is used after the launch let me more attention	3.62	.977	High	4
If there were a lot of comments on social platforms, it would make me more attention	3.60	.867	High	5
If the social platform content has a lot of people reprint it, it will make me pay more attention to it	3.59	.905	High	6
If there were a lot of likes on social platforms, it would make me more attention	3.56	.931	High	7
UGC Content Quality	3.61	.767	High	
I think that bloggers and good friends can be trusted	3.52	.882	High	1
In my experience, bloggers and friends on social media platforms show the real utility of the product	3.45	.969	High	2
I think the information bloggers share with friends is generally real	3.43	.883	High	3
Trust	3.46	.806	High	
Social platforms are the main source of information about my life	3.65	.837	High	1
The information obtained by social platforms has an impact on my decisions	3.62	.861	High	2
I feel that this social networking platform is very popular and will bring me happiness	3.55	.905	High	3
I often get information on this social platform	3.53	.847	High	4
Perceived value	3.58	.753	High	
I feel that this social networking platform is very popular and will bring me happiness	3.63	.856	High	1
I often get information on this social platform	3.53	.856	High	2

The information obtained by social platforms has an impact on my decisions	3.50	.921	High	3
Social platforms are the main source of information about my life	3.48	.956	High	4
Platform heat	3.53	.767	High	
It is highly likely that I will buy products from are posted by bloggers or friends	3.61	.860	High	1
When I see that bloggers or friends work out very well, I want to have the same product	3.57	.895	High	2
When I have relevant product needs, I will give priority to buying the products posted by bloggers or friends	3.53	.840	High	3
Purchase intention	3.57	.769	High	

Regression analysis

This study tested the study hypothesis by performing a multiple linear regression analysis of the sample data using statistical software. First, the factor variables of the six variables are unified into the new variables through calculation through data processing, and then linear regression is used to test each hypothesis. The final results are shown in Table 4.11 below:

Table 2 Model summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.851 ^a	.723	.719	.40786	2.130

a. Predictors: (Constant), Platform heat, friends, Opinion leader, Trust, UGC Content Quality, Perceived value

b. Dependent Variable: Purchase intention

Outresults of the effect between the dependent variables and all independent variables by regression analysis, it was found that the adjusted $R^2=0.719$, meaning that the effect of the six independent variables is Platform heat, friends, Opinion leader, Trust, UGC Content

Quality, and Perceived value on purchase intention, can have a 71.9% effect. The Durbin Watson data is 2.130, around 2, meeting the criteria, and no pseudo regression phenomenon in Eq.

Table 3 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	157.555	6	26.259	157.851	.000*
	Residual	60.220	362	.166		
	Total	217.775	368			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), Platform heat, friends, Opinion leader, Trust, UGC Content Quality, Perceived value

*Significant at 0.05 level

F=157.8518, Sig.=.000*, the value was much less than 0.05, which indicates that at least one factor affects the purchase intention. The investigators will then analyze the extent of the influence of the respective variable and the dependent variable.

Table 4 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.313	.110		2.847	.005
	friends	-.005	.039	-.005	-.119	.905
	Opinion leader	.058	.048	.063	1.208	.228
	UGC Content Quality	.161	.058	.160	2.776	.006
	Trust	.191	.053	.200	3.618	.000*
	Perceived value	.159	.064	.155	2.476	.014
	Platform heat	.355	.055	.354	6.515	.000*

a. Dependent Variable: Purchase intention

*Significant at 0.05 level

The results showed that UGC affected Purchase intention in Haiding community in social platforms, Adjusted R²=71.9%. Including the following aspects, the influencing factors

of UGC on the Purchase intention of Haiding community residents in Beijing, China are UGC Content Quality (Beta=0.160), Trust (Beta=0.200), Perceived value (Beta=0.155), and Platform heat (Beta=0.354). Factors that do not affect the Purchase intention are friends (Beta=-0.005) and Opinion leader (Beta=0.063). It can be written as a regression equation as follows:

$$\hat{Y} = -.005(x_1) + .063(x_2) + .160(x_3) + .200(x_4) + .155(x_5) + .354(x_6)$$

Therefore, according to the standardized regression coefficients between the various variables, the post-test Purchase intention model is shown in the following figure 4.

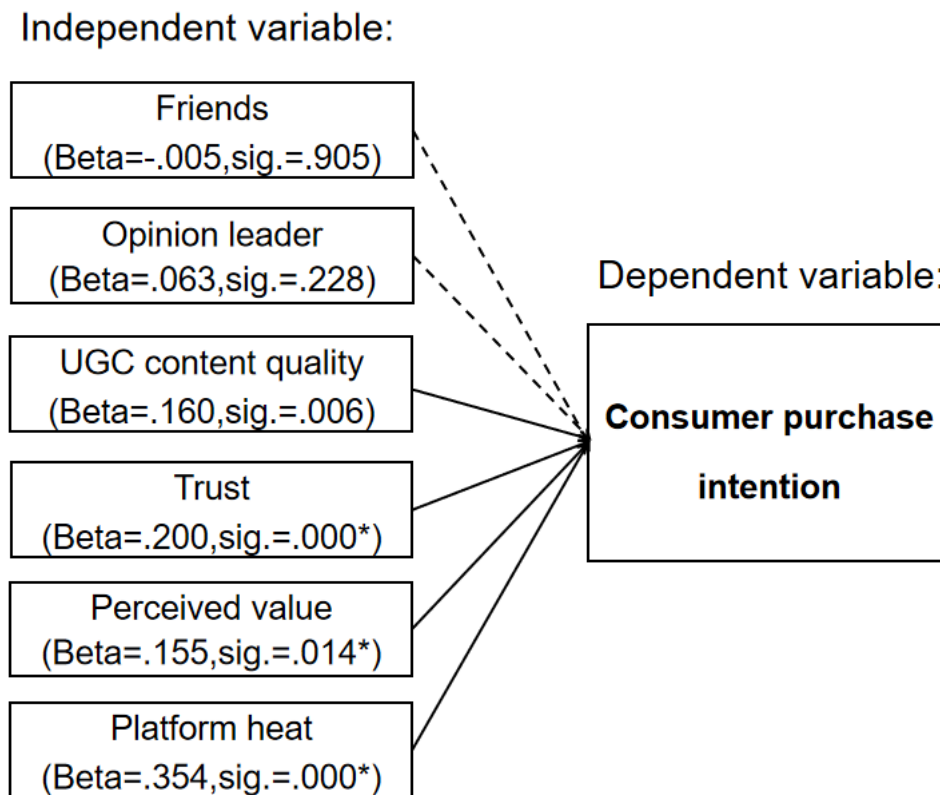


Figure 4 Research framework after verification

CONCLUSION

The results of the effect between the dependent variables and all independent variables were output by regression analysis, and it was found that the adjusted $R^2 = .719$, meaning that the effect of the six independent variables is platform heat, friends, opinion leader, Trust, UGC content Quality, and perceived value on purchase intention, can have a 71.9% effect. The Durbin Watson data is 2.130, around 2, meeting the criteria, and no pseudo-regression phenomenon in Eq.

$F = 157.8518$, $Sig. = .000^b$, the value was much less than 0.05, suggesting that at least one factor affects the Purchase intention. The investigators will then analyze the extent of the influence of the respective variable and the dependent variable.

The results showed that UGC affected purchase intention of Haiding community residents in Beijing, China, Adjusted $R^2=71.9\%$. In the following aspects, UGC affects the purchase intention of Haiding community residents in Beijing, China, namely UGC Content Quality (Beta=0.160), trust (Beta=0.200), perceived value (Beta=0.155), and platform heat (Beta=0.354). Factors that do not affect the Purchase intention are friends (Beta=-0.005) and opinion leader (Beta=0.063). It can be written as a regression equation as follows:

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