

# 사용자 생성 콘텐츠의 (UGC) 맥락에 의한 소비자의 의사결정 경향에 관한 연구

A Study of Consumers' decision-making tendency  
in the context of User-Generated Content

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<https://doi.org/10.46248/kidrs.2022.4.248>

접수일자 2022. 10. 4. / 심사완료일자 2022. 10. 8. / 게재확정일자 2022. 12. 26.

## Abstract

Driven by both the rise of digital platforms and the prevalence of media marketing, consumers' purchase decisions is influenced by various factors in the transition from old media to new media. The formation of a young consumer outlook has led to the traditional brand model losing its previous confidence in the grasp of customers' purchasing decisions. User-Generated Content (UGC) generated based on new media platforms, as content created by the public, is considered to be objective and free of commercial interest linkages, enabling a form of sharing. One of the strong consensuses of UGC is its influence on consumer decisions. The research methodology of this study is divided into three main parts to explore this phenomenon. First, through extensive literature research, it is found that consumers are eager to receive complete information, rational word-of-mouth reviews from others can change consumers' purchasing tendencies, and online platforms in the form of big data can help pinpoint audiences. Secondly, this study proposes the hypothesis that (1) the positive impact of UGC on consumer decisions is greater than the negative impact and (2) the degree of UGC's influence on customer decisions is negatively correlated with monthly consumption, and is analyzed quantitatively. Finally, the case for proposing a new iterative form of UGC is the presentation of live streaming as the primary form of stimulating consumer propensity to buy. This study aims to study the user consumption scenarios and user decision-making in the context of UGC caused by the prosperity of the alpha generation Internet context. The conclusion of this study is the iterative form of UGC, which can be seen as the user perception model "UGC Stimulation - Consumer Emotion - Impulsive Consumption" has increased the triggering effect of UGC to a greater extent. This study demonstrates the specific causes and influences of UGC on consumer purchase decisions. The results have implications for design thinking in that UGC should be an important consideration in the design of consumer-related systems or persuasive social platforms.

## Keyword

User-Generated Content(사용자 생성 콘텐츠), Design Thinking(디자인 사고), Decision-Making Tendency(의사결정 경향)

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## 요약

디지털 플랫폼의 부상과 미디어 마케팅의 보급에 따라 소비자의 구매 결정은 기존 미디어에서 새로운 미디어로 전환하면서 다양하게 영향을 받고 있다. 기존의 브랜드 상표는 고객의 구매 결정을 하는데 있어 더 이상 중요한 요소가 아니게 되었다. 대중이 만든 콘텐츠로서 뉴미디어 플랫폼을 기반으로 생성된 UGC(User-Generated Content)는 객관적이고 상업적 이익 연계가 없는 것으로 간주되고 공유되며 소비자 결정에 강력한 영향을 미치고 있다. 본 연구의 연구방법론은 크게 세 가지로 나뉘어 진다. 첫째, 광범위한 문헌연구를 통해 소비자는 완전한 정보를 제공받기를 원하고, 합리적인 입소문 리뷰는 소비자의 구매 성향을 변화시킬 수 있으며, 둘째, 본 연구는 (1) UGC가 소비자 결정에 미치는 긍정적 영향이 부정적 영향보다 크고 (2) 고객 결정에 미치는 UGC의 영향 정도가 월별 소비량과 부정적 상관관계가 있다는 가설을 제시하고 정량적으로 분석한다. 마지막으로, 새로운 반복적인 형태의 UGC를 제안하는 사례는 소비자 구매 성향을 자극하는 주요 형태로 라이브 스트리밍을 제시하는 것이다. 본 연구는 알파세대 인터넷 맥락의 변형에 따른 UGC의 맥락에서 사용자 소비 시나리오와 사용자 의사 결정을 연구하는 것을 목적으로 한다. 자료 분석 결과, 소비자 의사결정에 미치는 긍정적 영향이 부정적 영향보다 컸으며 영향의 정도는 월별 소비량과 부정적 상관관계가 있음을 확인할 수 있었다. 본 연구의 결론은 사용자 인식 모델 "UGC 자극 - 소비자 정서 - 충동 소비"가 UGC의 효과를 보다 크게 증가시켰다고 볼 수 있는 UGC의 반복적 형태이다. 이 연구는 UGC가 소비자 구매

결정에 미치는 구체적인 원인과 영향을 보여주며 결과는 소비자 관련 시스템 또는 설득력 있는 사회적 플랫폼의 설계에서 UGC가 중요한 고려 사항이 되어야 한다는 점에서 영향을 미친다.

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### **1. Introduction**

Consumers are seeking a sense of control as the changing global landscape amplifies feelings of financial uncertainty. Concurrently, the proliferation of misinformation is making it more difficult for consumers to conduct the research necessary to make informed decisions. As a result, consumers need more clarity, transparency, flexibility and choice from brands to make the best decisions for their needs and changing circumstances. Consumers want to know about product ingredients, including what the product does not include, what is included, and why, and also want to know about product efficacy to ensure that the product meets their needs. The sufficient understanding of the user is a preliminary step of 'Empathy' and 'Define' in design thinking. It relies on quantitative research and qualitative research on user behavior to obtain user consumption selection trends in the context of UGC, which help to accurately define

users' penetration and points in the design, thereby discovering more reasonable opportunity points. So it's necessary to have a deep understanding of the user in the context of UGC.

Advanced technologies are enhancing the consumer-driven experience through methods of verification, tracking, and traceability, such as QR codes on packaging and wearable devices that provide personal health information. While more and more brands are stating the functional benefits of their products, this can be perceived by consumers as being highly subjective and advertising in nature. To mitigate this impact, simple packaging will help convey authenticity. Personalized products developed based on consumer data and personalized features will allow consumers to better palm off what they buy. Apps also provide consumers with a simpler and more convenient way to shop, allowing for a greater sense of control as fewer consumers

need to enter physical malls during special periods. To further increase the consistency of the products obtained with expectations, consumers can gain a greater sense of ownership by understanding the products purchased through the platform and user reviews.

Consumers trust companies and organizations less than ever, and with growing concerns about a range of issues (food safety, ethical sourcing, data security, and algorithmic bias), they want to know more about the products and brands they buy. In addition to highlighting their achievements and strengths, companies must also clearly demonstrate their weaknesses, failures and the causes.

Young consumers are a highly visible group of consumers, not only because of their rising income levels but also their growing consumer awareness. This generation of young people, also known as "millennials," who has grown up with the Internet. The role of social media in marketing has attracted the attention of not only marketers but also academics. Also in the context of young consumers, UGC (User-Generated Content ) as social media users based on social media platform published content widely appeared on the Internet. UGC relies on social media to grow and develop. Relatively, social media relies on UGC to obtain uniqueness different from traditional media.<sup>1)</sup>

Media marketing is a common way for companies to connect their products with consumers. After promoting a product in mass media, the consumer's psychological meaning will be purchased and consumed. For many years, traditional media such as television, magazines and newspapers made a big influence on consumers. They often guide consumption through consumer messages and new product

features conveyed by celebrities. For example, clothing, cosmetics and consumption habits featured in TV shows. They subtly influence the consumer psychology and consumption patterns of their audiences. Therefore, they are also considered to be the main external factor in the construction of youth consumption fashions.

According to the 2022 global development report, driven by the accelerated layout of the construction of new generation information development, the rapid iterative upgrading of digital technology, the rise of digital platforms in various fields and other factors, the global Internet traffic in 2020 increased by 15.9 times compared with that decade ago. From 2019 to 2020, the scale of the global digital economy continued to rising. During the epidemic, the supporting role of digital technology for production and services has become more prominent. In 2020, the growth rate of digital economy in developing countries reached 3.08% and that in developed countries was 2.99%, both of which achieved positive growth. Digital trade is also gradually becoming an important force driving the growth of global trade. The export scale of global digital delivery service trade increased from US \$1.2 trillion in 2005 to US \$3.1 trillion in 2020, far exceeding the growth rate of trade in commodity and services in the same period.

User-Generated Content (UGC) is any form of content posted by users on an online platform and is media content created or produced by the public rather than created or primarily distributed by paid professionals on the Internet. UGC refers to positive or negative statements by consumers about goods and made available to the others through the Internet. User-Generated Content is creative to some extent and can be posted online or accessed by others. User-Generated Content is often shared on social media, such as Facebook, YouTube, etc. User-Generated Content is considered more credible than producer-generated content, such as when companies hire spokespeople to

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1) Daugherty T., Eastin M. S., & Bright L., Exploring consumer motivations for creating User-Generated Content, *Journal of interactive advertising*, 8(2), 2008, pp.16–25.

highlight the benefits of their products.<sup>2)</sup> Because the basis of User-Generated Content is consumers' own experience, it is considered to be more credible and effective for consumers' purchase decisions. The main reason why consumers trust the content of specific products or brands to generate content is that this User-Generated Content is considered to have no commercial interests.<sup>3)</sup> Social media provides a platform for consumers to create User-Generated Content and allows companies and customers to connect and share information. In addition, User-Generated Content has an impact on consumers' purchasing behavior decisions. Thus, UGC connects social media to consumer purchase decisions.

Nowadays, the online media space has become a powerful space for information exchange. It is certainly a channel for marketers and consumers to increase efficiency and gain timely communication. Consumer attention has also shifted from traditional media to interactive media. Publishers are driving less and less of the media market, but UGC is increasingly driving it. Meanwhile, UGC has created a large niche market in the media space. It shown that the development of the Internet, particularly the development of social media, has driven the creation of UGC.

Based on the current purchasing power of consumers online and the market outlook, we will focus on the consumption behavior of young consumers. Explore the impact of old and new media marketing on their purchasing behavior. Due to the emergence of new media, the public has turned most of its attention to

new media marketing, but old media still cannot be ignored. Exploring its influence on young consumers' purchasing behavior will be helpful for companies to be able to allocate marketing activities more rationally and efficiently to achieve effective marketing goals.

The study will begin with a literature review of key elements, including the influence of User-Generated Content on consumer purchase decisions, UGC versus traditional forms of media and marketing, the current state of social media development, and the role played by UGC in it. Then, the study finds that the trigger points in The Fogg Behavior Model (FBM) show similarities with the role of UGC in influencing purchase decisions and emphasizes its strong effect on behavior. Then, the research direction proposes the hypothesis that (1) the positive impact of UGC on consumer decision is greater than the negative impact and (2) the degree of UGC's influence on customer decisions is negatively correlated with monthly consumption. And a quantitative study and data analysis based on SPSS was conducted to prove that the two hypotheses are valid. Finally, conclusions are drawn by synthesizing our research findings and literature review.

## 2. The Development of UGC

Consumers are increasingly using different methods to find information about the products they intend to buy on the Internet.<sup>4)</sup> discussed the literature that relates consumers' choice of such information sources to the type of products or services they seek, and pointed out that goods can have search or experience quality. Information about products with search quality can be determined before purchase, that is, a lot of information about products or services can be

2) Bahtar A. Z., & Muda M., The impact of User-Generated Content (UGC) on product reviews towards online purchasing-A conceptual framework, *Procedia Economics and Finance*, 37, 2016, pp.337-342.

3) Cheong H. J., & Morrison M. A., Consumers' reliance on product information and recommendations found in UGC, *Journal of interactive advertising*, 8(2), 2008, pp.38-49.

4) Burgess S., Sellitto C., Cox C., & Buultjens J., User-Generated Content (UGC) in tourism: Benefits and concerns of online consumers, In *ECIS*, 2009, pp.417-429.

found in advance. Information about goods with experience quality is difficult to determine before purchase, and for such goods, consumers often rely heavily on others' product recommendations.

Consumers' purchase decisions are influenced by many different factors. User-Generated Content has certain value in the whole purchase process of consumers. In other words, User-Generated Content affects consumers' purchase decision-making process to a certain extent. Word of mouth information often has high credibility, because people think that the person who provides word of mouth information will not lose anything, so they are more likely to provide honest advice. In addition, rational, logical and persuasive comments can positively affect readers' purchase possibilities. However, when negative word of mouth has a specific goal of venting frustration or anger, its impact on the recipient tends to be reduced, because the information is not considered constructive or useful.

UGC is contrary to traditional media and marketing forms because the content is generated by consumers rather than marketers. Tools such as blogs mean that consumers are more informed than ever - not only to add their comments, but also to find other information, and "tag" them with their keywords for search. Social networking sites usually operate by inviting people to participate in and contribute to the network. As this process snowballs, the network can grow. These communities rely on UGC for continuous operation. Users share UGC as a way of communication, hoping to get feedback from others and feel a sense of belonging in some communities. All these motivations have a positive impact on UGC's willingness to share. believe that websites containing these media (such as message boards, now blogs and chat rooms ) provide different types of networks - social networks and information networks. In the network environment, when consumers create their information on the Internet to share their experiences and views on the products they buy,

electronic warfare will occur. Compared with conventional word-of-mouth, electronic word-of-mouth usually provides much more information to consumers in the online environment found that consumers' purchase intention increases with the increase of the number of comments indicating that products or services are popular.

Providing forums to capture consumers' comments may enable enterprises to obtain true feedback about their products or services. It also provides them with another way to provide their feedback and/or assurance to these customers. However, some forums are not sponsored by enterprises, such as ordinary social networking sites such as Facebook. These forums do not invariably attract comments from "typical" consumers. Actually, like other forums, in traditional word-of-mouth marketing, consumers with extreme (very favorable or very unfavorable) experiences can provide online comments or reviews easily. However, these websites can be regarded as more neutral than those sponsored by enterprises.<sup>5)</sup>

The latest research results of Muda and Hamzah confirm that perceived source credibility indirectly affects purchase intention (PI) and online word of mouth through attitude towards UGC. In addition, perceived source credibility plays a mediating role in the impact of perceived source homogeneity on UGC attitude.<sup>6)</sup> As consumers today begin to trust and rely more on UGC when making purchase decisions, rather than company-generated content on social media, companies may reconsider democratizing

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5) Park D. H., Lee J., & Han I., The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement, *International journal of electronic commerce*, 11(4), 2007, pp.125-148.

6) Muda M., & Hamzah M. I., Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention, *Journal of Research in Interactive Marketing*, 15(3), 2021, pp.441-459.

some aspects of their brand strategy. Companies can fine-tune their marketing communication budgets - not only by sponsoring public figures and celebrities but also by cultivating co-production participation with independent content creators of ordinary consumers. With their strong reputation, these micro-influencers and consumers are likely to be promoted to brand ambassadors. Although indicators and analysis can be used to easily measure consumers' purchase results, the role of source homogeneity in various stages before purchase is still elusive.

Yu and Ko studied UGC based on consumer experience and concluded that UGC is considered to be more reliable than the company's advertising. His research collected real cases about UGC on Instagram related to luxury brand experience, typified it, and analyzed the advertising effect of UGC. Research analysis shows that the differences in UGC advertising attributes and effects can be identified according to the type of UGC, and UGC advertising attributes have a positive impact on brand attitude and willingness to visit, including academic and practical effects.<sup>7)</sup>

The research results of Mazzucchelli et al. show that search, peer recommendation, and social support related to online shopping have a significant positive impact on customer trust.<sup>8)</sup> In addition, the research points out that there is a significant positive impact between customer trust and brand loyalty intention, which supports marketers to better understand the role of trusted UGC. Through social networking sites that represent the content used, consumers can

not only communicate with the company, but also interact with other users, and social networking sites generate consumers' UGC. And social media's "reasonable and reliable enterprise communication for users" can "arouse all kinds of resonance among consumers".<sup>9)</sup> Even relatively speaking, the transformation of generated content may mean that enterprises will be popular and control content. In this context, fashion brands will be directly displayed on social media. Meanwhile, fashion has also played a relevant role in the use of social networking and the establishment of long-term relationships, as well as consumers' encouraging purchase behavior.

The influence of social media on people's lives is good or bad. On the positive side, social media connects people and gives everyone an equal say.<sup>10)</sup> At the same time, big data used in social media also brings more convenience for consumers to choose products, so that every consumer can find the goods they want more accurately. However, social media is also full of false information and false news, which virtually increases the risk of people in the browsing process. In addition, social media, such as Tiktok, may hurt productivity, causing people to fall into it for hours without even noticing. It can be found from the existing literature that the world has experienced the innovation and progress of media technology in the past 20 years, from old media to new media with social media as the main form. For consumers, social media, especially UGC functions, have a profound impact on every consumer who uses new media. At the same time, consumers' consumption habits and values have also changed. The

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7) Yu J., & Ko E., UGC attributes and effects: implication for luxury brand advertising, *International Journal of Advertising*, 40(6), 2021, pp.945-967.

8) Mazzucchelli A., Chierici R., Ceruti F., Chiacchierini C., Godey B., & Pederzoli D., Affecting brand loyalty intention: The effects of UGC and shopping searches via Facebook, *Journal of Global Fashion Marketing*, 9(3), 2018, pp.270-286.

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9) Andervazh L., Gaskari R., Tarakmeh M. S., & Vafazadeh S., The influence of brand trust and customer satisfaction on customer loyalty by SEM, *Journal of Basic and Applied Scientific Research*, 3(9), 2013, pp.687-693.

10) Hajli M. N., A study of the impact of social media on consumers, *International Journal of Market Research*, 56(3), 2014, pp.387-404.

emergence of new media has changed consumers' shopping habits, which has both good and negative effects. Therefore, as the most representative UGC in new media, how does UGC affect consumers to make purchase decisions? Does it bring convenience or trouble? This is a research gap in the existing literature, it is also a issue that we need to solve in the follow-up research.

Existing research has explored the possibilities offered by the integration of UGC into the design process. In file sharing, UGC tended to be relatively unfettered, disrupting only the profit chain; in social media, UGC was already understood by the major commercial players as "earned" media, in recognition of the power of public customer feedback; in product design, however, UGC was then largely limited to superficial options such as color palettes. However, in terms of product design, UGC was largely limited to superficial options such as color palettes, customization elements and the option for end users to pre-order items. It was also confirmed that any foray into UGC would not undermine the value of the product. Therefore, using its influential role as UGC as an entry point from experience to design to design thinking can provide an idea for the field of user interaction design.<sup>11)</sup>

### **3. Consumer as Producer: Theoretical Perspective of UGC**

It can be seen from the existing literature that the world has experienced the innovation and progress of media technology in the past 20 years, from old media to new media with social media as the main form. For consumers, social media, especially UGC functions, have a

profound impact on every consumer who uses new media. At the same time, consumers' consumption habits and values have also changed. The emergence of new media has changed consumers' shopping habits, which has both good and negative effects. Therefore, as the most representative UGC in new media, how does UGC affect consumers to make purchase decisions? What is the logical key that affects consumer decision-making? Can it become the core element in the process of terminal system design to guide consumers? This is a research gap in the existing literature, but it is also a problem that we need to solve in the follow-up research.

Kim et al. study established relatively new relationships including the impact of functional and affective values on customer brand engagement. They introduced functional and affective UGC values as mediating quality and customer brand engagement between UGC quality (including content quality, technical quality, and design). The results of this research highlight the pivotal role of UGC quality, particularly content and technology, in enhancing customers' functional and emotional values. the two-way interaction between the posted content and other users brought about by UGC creates an emotional element that may be an opportunity for purchase behavior to arise.<sup>12)</sup>

The Fogg Behavior Model (FBM) shows the three elements of behavioral occurrence: Motivation, Ability, and Trigger. the FBM helps to transform behavioral change from a mass of psychological theory into something organized and systematic. Fogg asserts that for a person to perform a target behavior, he or she must (1) be sufficiently motivated, (2) have the ability to perform the behavior, and (3) be triggered to perform the behavior. FBM is useful in the analysis and design of persuasive techniques

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11) Cham Karen. Consumer as Producer; Value Mechanics in Digital Transformation Design Process, Practice and Outcomes. Cultural Policy, Innovation and the Creative Economy, Palgrave Macmillan, London, 2017, pp.61-81.

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12) Kim C., Jin M. H., Kim J., & Shin N., User perception of the quality, value, and utility of User-Generated Content, Journal of Electronic Commerce Research, 13(4), 2012, p.305.



because the model provides a shared way for people to think about behavior change. In terms of behavioral impact on purchase and consumption, it is worth thinking about whether the degree of influence UGC has on the customer can be an opportunity to trigger the execution of the behavior and how it relates to spending power and consumption.<sup>13)</sup>

The third factor in FBM is the trigger. General concept triggers have many names: prompt, prompt, action call, and so on. Triggers are things that tell people to perform actions immediately. Trigger factors are often ignored (or taken for granted), which is a crucial aspect of designing persuasive products. In fact, for the following behaviors: people have exceeded the activation threshold - which means they have enough motivation and ability - trigger is to start all fires.

Fogg believes that not all triggers work in the same way. Trigger type: spark, promoter, and signal. Spark is a trigger that triggers behavior. It's easier for the guide to action. Signal indication or reminder. The following text interprets each trigger much more deeper. Spark as a trigger when a person lacks motivation to perform the target behavior, the design of trigger should be combined with motivation factors. Sparks and other trigger types can take many forms, as long as the trigger is related to the target behavior and appears when the user can take action. The second trigger type is the leader as a trigger, which is suitable for high motivation but lack of ability. The goal of the leader is to make the behavior easier to do. An effective guide tells the user that the target behavior is easy to achieve, so he or she does not need the resources who does not have in this regard. For example, software updates often use facilitators to achieve compliance by hinting that work can be done with one click. The third

is the signal as a trigger. When people have the ability and motivation to perform target behaviors at the same time, signals do not seek to motivate people or simplify tasks. Among the three trigger types, the role of UGC is more inclined to guide and signal, but the specific needs to be verified by data research.

Triggers are more important and needed than ever before. Since the emergence of Persuasive Technology, the role of triggers has increased. When we use interactive technology, we can receive triggers and execute targets to take immediate action. Using traditional media, such as television, it is usually impossible to respond immediately. We may encounter triggers or hear the radio in magazine advertisements, but we must change our context into executive behavior, such as driving to the store to buy. However, today we can take immediate action through the computer. Triggers make us act impulsively. For example, in the context of big data, when social media pushes me the clothes of new bloggers, and user comments stimulate me, I can immediately adopt recognition technology and jump to shopping apps, and the product comments in shopping apps will further enhance my feeling. This triggering behavior coupling has become stronger than ever. As new media become more and more aware of the environment, triggering behavior coupling will go beyond the desktop and enter our active life. Mobile phones will become a channel to trigger many behaviors.

The proliferation of content production technologies such as social media and crowdsourcing has led to an explosion of UGC originating outside of organizations. The challenges and opportunities associated with participatory design in the development of organization-led UGC have proven to be relevant. There is still a long way to go and expectations from exploring UGC as a trigger for thinking about design to actually introducing UGC as an important module in participatory design and completing the iterative process of

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13) Fogg B. J., Fogg behavior model , Behav. Des. Lab., Stanford Univ., Stanford, CA, USA, Tech. Rep, 2019, p.16.

design.<sup>14)</sup>

## 4. Research Questions And Methodology

Research shows that consumers are more vulnerable to the buyer evaluation of the same participant.<sup>15)</sup> The existence of UGC is like providing multiple partners for customers who buy the same products. Another study shows that young people's sensitivity makes them more likely to be influenced by purchase decisions. Zhang and Thai believe that people are more vulnerable to the motivations of others.<sup>16)</sup> Therefore, in the strong influence of UGC on consumers, the positive influence seems to be more important. In addition, UGC exists not only to provide the purchase experience of others, but also to summarize the guidance of similar products to consumers. Therefore, the following assumptions are proposed.

### 4-1. Hypothesis 1: The positive impact of UGC on consumers is greater than the negative impact

Consumption level plays a decisive role in consumers' purchasing behavior. Aral and Walker believe that married people are unlikely to be judged by others when making purchase decisions. This is not only because the representatives of married people are more independent and less influenced by others, but

also because they have accumulated certain economic strength and strong consumption ability.<sup>17)</sup> When customers have enough spending power, they will consider individual products in a short time, not paying too much attention to UGC, but paying more attention to their preferences. Therefore, hypothesis 2 is proposed.

### 4-2. Hypothesis 2: The extent to which customers are affected by UGC is negatively correlated with monthly consumption

Epistemology is the answer to the question of how researchers acquire knowledge. According to different epistemology, researchers have different attitudes and methods of knowledge acquisition. Positivism and hermeneutics correspond to quantitative research methods and qualitative research methods respectively. The methodology can be regarded as a strategy to guide researchers to choose the right research methods.<sup>18)</sup>

The purpose of our research is to explore the impact of new and old media marketing on young consumers' consumption of fashion products. Through literature review, we find that although new media marketing has many advantages over old media marketing, from the perspective of consumers, their attitude towards new media marketing, especially UGC content, will affect their consumption decisions. Therefore, the main purpose of this research is to explore the influence of consumers on the purchase decision of fashion products from the perspective of consumers. And whether UGC content will have a positive or negative impact on consumers' decisions. The sample size of the questionnaire is about 80 people, mainly based on the audience of social media, mostly young

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14) Lukyanenko Roman, et al. Participatory Design for User-generated Content: Understanding the challenges and moving forward. *Scandinavian Journal of Information Systems*, 28.1 (2016): 2, p.11.

15) Luo X., How does shopping with others influence impulsive purchasing?, *Journal of Consumer psychology*, 15(4), 2005, pp.288-294.

16) Zhang H., Dinh T. N., & Thai M. T., Maximizing the spread of positive influence in online social networks, In 2013 IEEE 33rd, International Conference on Distributed Computing Systems, IEEE, 2013, pp. 317-326.

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17) Aral S., & Walker D., Identifying influential and susceptible members of social networks, *Science*, 337(6092), 2012, pp.337-341.

18) Scott J., *Sociological theory: Contemporary debates*. Edward Elgar Publishing, 2012, pp.23-24.

people. Questionnaires are sent to participants through social platforms. All participants are volunteers, and the time to collect the questionnaire is about three days. After collecting the questionnaire, input all the data into SPSS. After statistical analysis, check the reliability of the data. The researchers combined the analysis results with the previous literature review to discuss the analysis results.

To ensure the credibility of the research results, we focus on several key steps in the research process. First, in the editing process of the questionnaire, we try to ensure the consistency between the purpose of each question and the research gap and ensure the quality of the question and the overall direction of the questionnaire. At the beginning of the survey, we explained the background and purpose of the study, so that participants can participate in our project more deeply, rather than answering questions according to their feelings. In addition, in order to ensure the authenticity of each questionnaire, we will try to focus on the participants when they complete the questionnaire so that if they have any questions in the filling process, we can explain them as soon as possible. Secondly, our research focuses on consumers' reactions to UGC in new and old media. Therefore, the participants of the questionnaire must have a clear source channel. They need not only a basic understanding of the media but also experience in online and offline shopping. The number of participants in and completed the questionnaire was 80, which is enough to ensure the universality of the questionnaire results and represent most consumers. Finally, before analyzing the collected questionnaires, we will eliminate unqualified questionnaires or incorrect answers to ensure the quality of the final results. Of course, in order to avoid insufficient quantity, we have prepared some supplementary questionnaires in advance. Then, the collected data will be encoded and recorded on SPSS, which will help us analyze the data in the questionnaire one by one. To better

sort the data, we used the Likert scale for many questions in the questionnaire, which can better reflect the participants' understanding of our various questions.<sup>19)</sup>

## 5. Data Analysis And Finding

80 available answers were analyzed using SPSS software version 23.0. Among the respondents, 33.8% were men and 66.3% were women. Except for three respondents, all the respondents are aged between 18 and 35. As can be seen from Figure 1, the age group of respondents is concentrated between 22 and 25 years old.(see Table 1; Table 2; Fig. 1)

Reliability Analysis uses Cronbach's Alpha reliability coefficient to check the consistency of the questionnaire study variables across the various measurement items. It is generally believed that the variable has good reliability and the Cronbach's Alpha coefficient must be greater than 0.7. There are three factors in this study: positive influence, negative influence, and UGC. The reliability analysis is performed separately for each variable. Among them, there are four questions about the positive influence: 18, 20, 21, 22; 5 questions about the negative influence: 8, 15, 19, 23, 24; and 9, 10, 11, 12, 13, 14, 16, 17 related to UGC and consumer buying behavior. All problems and data are classified into SPSS. The measurement results are shown in the following table.

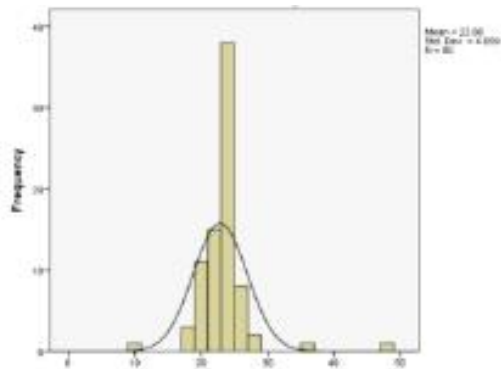
**[표 1] Gender data of decision-making tendency research**

Category		N	%
Valid Data Gender Frequency	Male	27	33.75
	Female	53	66.25
	Total	80	100

19) Joshi Ankur, et al. "Likert scale: Explored and explained", British journal of applied science & technology, 7.4 : 396, 2015, pp. 23-25.

[표 2] Age data of decision-making tendency research

Category		
Age	N	%
10	1	1.3
18	3	3.8
19	3	3.8
20	8	10.0
21	10	12.5
22	5	6.3
23	26	32.5
24	12	15.0
25	5	6.3
26	3	3.8
27	1	1.3
28	1	1.3
36	1	1.3
48	1	1.3
Total	80	100



[그림 1] Bar Chart of age distribution

From Table 3, we can see that the Cronbach's Alpha coefficients of UGC are 0.832, 0.922, and 0.916, respectively, which are higher than the standard of 0.7, indicating that the variables have good internal consistency reliability. The CITC standards are all greater than 0.5, which indicates that the measurement items meet the research requirements. From the point of view of "deleting Cronbach's Alpha value of the item", deleting any item will not cause Cronbach's Alpha value to increase, which also shows that the variable has good reliability.

[표 3] Reliability Analysis

Category				
Factor	Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Positive Influence	Influence1	.680	.780	0.832
	Influence2	.655	.791	
	Influence3	.641	.798	
	Influence4	.671	.784	
Negative Influence	Influence5	.815	.901	0.922
	Influence6	.828	.898	
	Influence7	.736	.916	
	Influence8	.735	.916	
	Influence9	.876	.889	
UGC	UGC1	.725	.905	0.916
	UGC2	.685	.909	
	UGC3	.695	.908	
	UGC4	.702	.907	
	UGC5	.757	.901	
	UGC6	.813	.895	
	UGC7	.825	.894	

For questionnaires, content validity and structure validity are usually used to measure. Among them, content validity refers to the suitability and logical consistency of the items and the variables tested. The questionnaire used in this study is based on literature review to show the relationship or correlation between variables. According to the results of the pre-survey, the wording and expression of the items have been further revised and improved. Therefore, it can be considered that the scale has content validity that meets the requirements. The focus of this study is to study structural validity, which refers to the ability of items to measure the variables tested. This study evidences the structural validity of the scale by Exploratory Factor Analysis (EFA) test on the collected data.SPSS23.0 was used for exploratory factor analysis. KMO and Bartlett's spherical test were performed on the scale. The results were as follows. From Table 4, KMO = 0.853, greater than 0.7, and Bartlett's spherical test value was significant (Sig. < 0.001), indicating that the questionnaire data met the prerequisite requirements of factor analysis.

#### [표 4] KMO and Bartlett's Test

Category		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.853
Bartlett's Test of Sphericity	Approx. Chi-Square	841.668
	df	120
	Sig.	.000

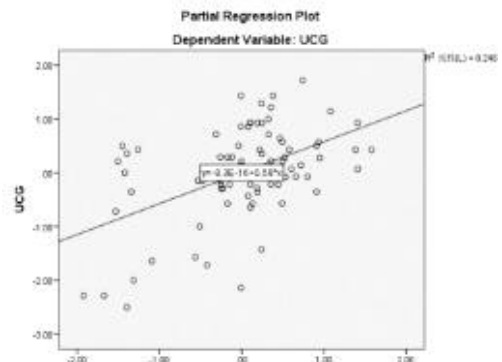
The principal component analysis method is used to extract the factor, and the common factor is extracted when the eigenvalue is greater than 1. The factor is analyzed by the orthogonal rotation of the maximum variance when the factor rotates. The results are shown in Table 5. From the Table 5, we can see that the result of factor analysis has three factors, positive and negative, UGC, and the total explanatory ability reaches 70.769% and more than 50%, which indicates that the three selected factors have good representativeness. It's shown in the table above.

#### [표 5] Component Analysis

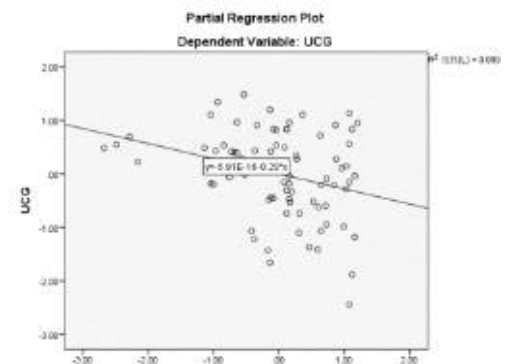
Category	Component		
	UGC	Negative	Positive
Influence1	-	-	.728
Influence2	-	-	.836
Influence3	-	-	.777
Influence4	-	-	.771
Influence5	-	.854	-
Influence6	-	.863	-
Influence7	-	.845	-
Influence8	-	.824	-
Influence9	-	.909	-
UGC1	.714	-	-
UGC2	.716	-	-
UGC3	.734	-	-
UGC4	.760	-	-
UGC5	.768	-	-
UGC6	.835	-	-
UGC7	.902	-	-
Total	4.614	3.885	2.823
% of Variance	28.839	24.283	17.647
Cumulative %	28.839	53.122	70.769

The factor load of each item is greater than 0.5, and the cross load is less than 0.4. Each item falls into the corresponding factor, which shows that the scale has good structural validity.

Multivariate regression analysis was conducted with positive and negative influences as independent variables and UGC as dependent variables. As can be seen from Table 6, Figure 2 and Figure 3, R is 0.329, indicating that the explainable variation of overall satisfaction is 32.9%. Negative effects have significant negative effects on UGC (beta=-0.259,  $P < 0.05$ ); positive effects have significant positive effects on UGC (beta = 0.474,  $P < 0.05$ ); from the absolute value of standardized beta, positive effects are greater than negative effects on UGC, so hypothesis 1 holds.



[그림 2] Positive Influence Regression Plot



[그림 3] Negative Influence Regression Plot

## [표 6] The Results of Regression Analysis

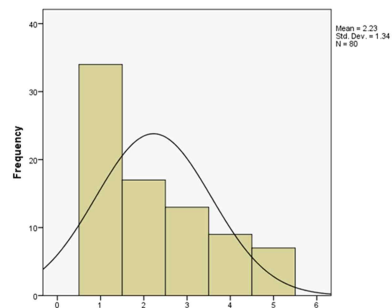
Category									
-		Unstandardized Coefficients		Standardized		-			
Model	-	B	Std. Error	Beta	t	Sig.			
1	Constant	2.677	.608	-	4.400	.000			
	Negative Influence	-.282	.103	-.259	-2.737	.008			
	Positive Influence	.576	.115	.474	5.017	.000			
a. Dependent Variable: UGC									
				Change Statistics					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig.F Change
1	.573a	.329	.311	.78129	.329	18.837	2	77	.000

As can be seen from Tables 7 and Figure 4, the monthly consumption level is divided into five levels. Among them, the first level occupies the largest proportion, while the other levels decrease in turn. In all samples, monthly consumption of more than 4,000 yuan is less than 10%.

## [표 7] Consumption Data

Category		
Price	Frequency	%
<1000	34	42.5
1000-2000	17	21.3
2000-3000	13	16.3
3000-4000	9	11.3
>4000	7	8.8
Total	80	100

As Table 8 shows, consumption as an independent variable, and UGC as a dependent variable, because  $P = 0.00$  can see that consumption has an effective effect on UGC.



[그림 4] Consumption

From the mean, the first option to the fifth option is in reverse order, it can be judged that consumption has a negative impact on UGC. Therefore, the second hypothesis is correct. SPSS statistical analysis of 80 samples shows that these two assumptions are correct. The verification of hypothesis 1 confirms that UGC has a greater positive impact on consumers than a negative impact. This is due to the widespread popularity of new media platforms and the

## [표 8] Component Analysis

Category								
95% Confidence Interval for Mean								
Price	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	MIN.	MAX.
<1000	34	3.9370	.52305	.08970	3.7545	4.1195	3.00	4.86
1000-2000	17	3.9244	.51537	.12500	3.6594	4.1893	3.14	4.86
2000-3000	13	3.0769	1.14228	.31681	2.3866	3.7672	1.00	4.71
3000-4000	9	2.8730	1.16155	.38718	1.9802	3.7659	1.00	4.14
>4000	7	2.3978	1.02590	.38776	1.4390	3.3366	1.29	4.00
Total	80	3.5393	.94131	.10524	3.3298	3.7488	1.00	4.86

frequent use of mobile terminals, UGC has become a way of life. Whether people produce UGC through shopping experience or recommend UGC to others in order to save time and cost, UGC will have a positive impact on consumers. Although UGC has some disadvantages due to its huge and complex amount of information, its advantages cannot be ignored. Especially in the field of fashion, there are various products.

The verification of hypothesis 2 confirms that the degree of UGC impact on consumers is negatively correlated with monthly consumption. This is because a certain amount of consumption per month means a certain degree of economy. Therefore, when buying fashion products, we should consider their preferences more than other factors. Therefore, we will not pay much attention to other people's UGC. On the contrary, consumers with low monthly consumption are affected by various factors, so they must compare various information of products. As an existence that can help consumers save time and cost, UGC has received great attention from these groups.

## 6. Iteration of UGC

Compared with the comment nature and the simple reading UGC generated by bloggers, the form of UGC has been iterated in China, and a new form has emerged. The scenario-based accurate communication concept shown by Webcast: the information adaptation between the transmitting and receiving sides realizes personalized services, and a deeper interactive experience promotes the integration of live broadcasting and social networking. The results of studies elucidating the role of live streaming in increasing sales and loyalty suggest that small online sellers can build customer engagement through different avenues and use trust as an intermediary.<sup>20)</sup> The application of panoramic live broadcasting technology deepens the user's

experience of space-time integration. With the professionalization of live broadcast content and the all-around application of artificial intelligence technology in the future, live webcasts will further develop in the direction of scenario, overturning people's information interaction and information consumption mode.

The results of the analysis on live streaming using structural equation modeling and stepwise regression coefficient analysis prove that live streaming characteristics have a positive effect on consumers' purchase intention, and that perceived risk and value co-creation play a mediating role between live streaming characteristics and consumers' purchase intention, especially for special product categories.<sup>21)</sup> Consumer live broadcast is a new UGC form integrating entertainment, community, interaction, and e-commerce. In the context of consumer live broadcast, real-time interaction is more closely related to consumers' impulsive purchase behavior. The influence of time pressure on online impulsive purchase and the interference of consumer adjustment focus type. Different from the traditional AIDMA law, because the information dissemination in the UGC context is faster than any previous stage, the process is shorter, and the consumption pattern is also simplified from the "Attention-Interest-Desire-Memory-Action" model, the three mobile situational factors of personalized recommendation, visual attractiveness, and system usability have a unique impact on consumers' impulse purchase intentions by awakening their perceptions, especially the perception of pleasure, thus forming a user perception model of "UGC Stimulation -

20) Wongkitrungrueng A., & Assarut N., The role of live streaming in building consumer trust and engagement with social commerce sellers, *Journal of Business Research*, 117, 2020, pp.543-556.

21) Guo Hongpeng, et al. The Sustainability of Fresh Agricultural Produce Live Broadcast Development: Influence on Consumer Purchase Intentions Based on Live Broadcast Characteristics. *Sustainability* 14.12 (2022): 7159, pp.56-57.

Consumer Emotion - Impulsive Consumption".

For live broadcast UGC, the form of trigger based on FBM theory is not only a promoter and signal but also a spark to stimulate behavior. Sparks appear as a trigger type when the trigger is related to the target behavior and appears when the user can take action. Live broadcast UGC can trigger people's purchase tendency and behavior based on network interaction and impulsive purchase motivation with time pressure perception as the regulating variable when people have no specific motivation to implement goals and behaviors. The price discount method, but its effect has less to do with specific products, and more to do with the anchor's charm, popularity and audience base, and the merchants' choice of the form of profit sharing affects the role of UGC, which has become the main selection factor of consumer broadcast.

After discussing the research concept, this study chose quantitative research as the research method and collected data through a questionnaire survey. In the survey, people put forward different questions, trying to obtain information to answer research questions. The research problems can be roughly divided into three categories, namely, basic information problems, the positive impact of UGC and the negative impact of UGC. A total of 80 questionnaires were collected and analyzed by SPSS software. The analysis of data confirmed the correctness of the hypothesis and answered the research questions. First of all, although UGC has a certain negative impact, the positive impact of UGC on consumers' purchase decision-making process is greater than the negative impact. Secondly, the higher the monthly consumption level of consumers, the less affected by UGC.

The current uncertainty will continue to drive consumers to enhance their sense of control. As software and technology become more complex (such as artificial intelligence generated fake

videos or "deep forgery"), errors and false information will still be a challenge, which will cause consumers' mistrust and make the process of verifying the truth more difficult and important. Brands will need to work harder to provide consumers with reliable information and balance censorship and authenticity. The competition generated by "rapid delivery" will develop in a more flexible direction, allowing consumers to control the arrival time of products to adapt to their schedule or meet their other specific needs easier. With the development of technologies that can predict adverse results, consumers will want to understand the potential problems through such technologies. From the disease to the possible date of death, and then to the connection between compatible devices. The development of technology is conducive to consumers' more reassuring planning.

## 7. Conclusion

In conclusion of the study, UGC does have a positive impact on consumers' purchase decisions. It further expounds on the factors that may affect consumers' purchase decisions, such as consumers' preferences for content types and consumers' preferences for platform types. Therefore, in the questionnaire, participants were asked about their feelings about UGC, such as whether they decided to buy because of UGC or gave up buying. The results of this study can also provide UGC publishers who pay attention to social media platforms and UGC with more insights into user preferences and user perceptions.

The consumption pattern is also simplified from the "Attention - Interest - Desire - Memory - Action" model, the three mobile situational factors of personalized recommendation, visual attractiveness, and system usability have a unique impact on consumers' impulse purchase intentions by awakening their perceptions, especially the perception of pleasure, thus



forming a user perception model of "UGC Stimulation - Consumer Emotion - Impulsive Consumption".

In the design process of UGC products related to consumption, besides designing the experience around content creators, content responders and content viewers, we also need to consider the relationship and interaction in the "user-platform". The content created by content creators on the platform is the primary source of the UGC platform. In response, the platform returns positive feedback to the creator. Content responders consume content created by content creators, and then respond and rate it. Content browsers consume the creator's products and feedback from content responders. In this process, there is a close interaction between the user and the platform. How to make the platform an efficient trigger is worth being explored. The results of this study can help design thinking. Based on the Fogg behavior model, which helps people think and systematically introduces the simplicity of the elements of motivation and the strategies used to trigger behavior, the potential psychology beyond the surface in UGC may be seen. Similarly, we can understand that UGC is the trigger factor to generate target behavior based on purchasing power and purchase demand. Therefore, when we create new relevant and persuasive technical systems, FBM can help us guide our creativity more effectively, pay attention to the powerful role of UGC, and explore different communication methods as core incentives.

Consumers influenced by choosing brands, but high transparency does not necessarily help them fully understand the impact of brands and whether brands have made progress in achieving established goals. Therefore, the brand needs to accurately reflect the problems being solved quantitatively. If a company does not accurately measure the problem they are trying to solve, it is difficult for designers to determine the extent to which the product program is designed and

the progress of the product itself to market, and even more difficult to demonstrate the progress of updating and customizing the product in a program or manner that can be understood by consumers. Quantitative indicators can also make companies responsible for their actions, and a sense of responsibility is exactly what consumers want. Ethical behavior in the industry can also be further standardized, such as the use of fair trademarks to help consumers make ethical purchase decisions easier.

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