Analyzing the Impact of User-Generated and Firm-Generated Content on Online Shopper Behavior in a Developing Market: A Technology Acceptance Model (TAM) Approach

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Abstract

In the age of digital marketing transformation, online content plays a pivotal role in shaping consumer behaviors. However, the question of whether user-generated or firm-generated content holds greater significance remains unexplored, particularly in developing countries like Pakistan. This research, conducted with a sample size of 230 respondents, delves into the influence of user-generated content versus firm-generated content on the perceptions, attitudes, and purchase intentions of online shoppers in Pakistan. The study adopts the technology acceptance model (TAM) as its theoretical framework. The study's findings reveal that individuals engaged in online shopping do not differentiate significantly between the two content sources when assessing perceived utility. Conversely, the research highlights that user-generated content exerts a notably stronger influence on individuals' attitudes towards advertisements and their perceptions of the company, as compared to content generated by the firm itself. Intriguingly, the analysis demonstrates that the content source does not yield a statistically significant impact on shoppers' purchase intentions. This paper not only provides practical insights but also contributes to the theoretical understanding of this subject matter within the realm of software engineering and digital marketing research.

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