

# Brunt of Online Product Reviews over Customers Assessment on Online Platform Instagram

Prabha Kiran<sup>1\*</sup>, Abhishek Srivastava<sup>2</sup>

<sup>1</sup>Assistant Professor, Institute of Management, CHRIST (Deemed to be University), Bengaluru, Karnataka, India

<sup>2</sup>Associate Professor, Faculty of Management Studies, Gopal Narayan Singh University, Rohtas, Bihar, India

## ABSTRACT

The purpose of the study is to understand the attitude of consumers towards user-generated content (UGC) in relation to brand or expert feedback when it comes to online product reviews given by other users. This research explored the role of various contexts, perceived usefulness, perceived risk, perceived credibility, the intention of review valance, review source, and purchase. This study has also attempted to comprehend influence over customer's attitudes towards UGC and explored its contributions to the perceived intention to buy. Every antecedent has a distinct impact on the buying mindset and intention. The goal of this analysis is to investigate how these contexts impact the attitude of customers towards UGC individually.

**Keywords:** Consumer behavioral intentions, Customer choices, Online purchase intention, Originality, Uniqueness, User-generated content (UGC).

*Adhyayan: A Journal of Management Sciences* (2020); DOI: 10.21567/adhyayan.v10i1.3

## INTRODUCTION

Social networking is a virtual network that connects people worldwide, including Friendster, Myspace, YouTube, Facebook, Twitter, and others, through a number of websites. Instagram was introduced in 2010, as a recent addition to this family of social media, many online retailers have now started performing their business on Instagram as they see this evolving social media as a more welcoming forum and easier to track too. Also, because of the less cluttered website, simple interface, and easy to read reviews from other users, many users will also opt to purchase from Instagram. Feedback or also known as UGC occurs when preceding buyers post their stories online, motivating others to understand, including prospective buyers. With the growing indulgence of social media and users arriving for online feedback has purchased the same site from retailers and businesses. The analysis identifies the effect of user-generated content and feedback on consumer expectations about the product and how it contributes to the purpose of purchasing. The research aims to examine consumer opinion on social media sites based especially on Instagram feedback regarding the products. It analyses how different antecedents perceived utility, perceived danger, perceived reputation, review valance,

---

**Corresponding Author:** Prabha Kiran, Assistant Professor, CHRIST Deemed to be University, e-mail: prabha.kiran@christuniversity.in

**How to cite his article:** Kiran, P. & Srivastava, A. (2020). Brunt of Online Product Reviews over Customers Assessment on Online Platform Instagram. *Adhyayan: A Journal of Management Sciences*, 10(1):14-22.

**Source of support:** Nil

**Conflict of interest:** None

---

and review source leads to the purchase intention of the products (Brown *et al.*, 2003). As all the antecedents impact attitude and purchase intention differently. Hence, we have tried to analyze how each antecedent impact attitude and purchase intention individually. Many pieces of research have been done only how UGC as a whole impact attitude and purchase intention but not much in the context of how it impacts on diverse histories. This study also analyses the mediating impact of consumption context and how it makes an impact on customer's attitude and purchase intention if bought into consideration.

## LITERATURE REVIEW

Today, online consumers have seen and agreed that the content created by other consumers is more trustworthy

than the content of the vendors (Jonas, 2010). Parties/users involved in UGC, in reality, view each other as an extremely credible source of knowledge. Ohanian (1990) described credibility as the positive characteristics of the communicator that can affect the acceptance of such information by the recipient and that can also provide other users with correct information (Racherla & Friske, 2012). Awareness and trustworthiness are largely credibility-related possibilities. Accordingly, we should postulate a reputation to affect the attitude of internet users towards other generated content. Concerns regarding the credibility of the secret source have occurred where its degree of integrity is a concern. However, Hansen *et al.* (2014) research found customers favor UGC to traditional promotional approaches because of the users' honest opinion. Another research performed can also back up the claim stated by Manap and Adzharudin (2013). Such scholars find this method increasingly common in the tourism industry and adopted it as an official marketing strategy. Therefore, it is easy to convince consumers to purchase the goods if consumers perceive and trust the information in a constructive manner regardless of whom the suppliers are customers.

The threat is a volatility that is highly redundant when online customers have enough expertise and understanding not to make a grotesque decision (Dai *et al.*, 2014). A high-risk perceiver will often act regardless of the resulting pain, information seeking through getting feedback from UGC as a normal practice especially when buying either the latest product or an expensive product. Perceived vulnerability is correlated with multiple users since consumers have their views on issues and may even have some prior interactions. Perceived risk is defined as the degree of consumer confusion about the outcome of a buying decision based on the internet. However, the concerns can be reduced if site consumers can access and appreciate details about the desired purchasing product before making a buying decision (Gefen & Straub, 2004). There are multiple forms or aspects of perceived danger, such as, the danger of efficiency, financial risk, risk of time, cognitive risk, social risk, and risk of safety, risk of source, and total risk.

Performance expectancy can be a factor that influences online users in responding to information from others, affecting their behaviors, and leading to the purchase of products discussed. Users view information generated by other users as "user-friendly," where the content is easier to understand irrespective

of the information duration (Racherla & Friske, 2012). Performance expectations may be a factor that affects online users in reacting to others' content, influencing their attitudes, and contributing to the purchasing of discussed goods. Information created by other users is perceived by users as "user-friendly," where the content is easier to grasp regardless of the length of the information (Racherla & Friske, 2012). Perceived service quality is defined as the degree to which a person feels that one performance will be improved by using the software. The perceived utility is quantified in this analysis as the cumulative wealth of worth of posts or information supplied on Instagram by other users. Rapid, efficient, and transparent (Racherla & Friske, 2012) is also associated with research utility. The content posted on social media relies on the perspectives of the people themselves. Shared intelligence can help clients take favorable decisions, such as, reducing potential risks (Horst *et al.*, 2007; Racherla & Friske, 2012; Muslim *et al.*, 2014). In addition, UGC also helps online users to view all the data in less time and receive timely feedback from actual sources.

The favorable attitude of the customer will lead to a rapidly changing consumer's intention and attitude through actions, guidance, demographic trends, group influences, fulfillment/unhappiness, buying situation, selling ecosystems, product innovation, and technical progress (Li & Zhang, 2002; Laforet & Li, 2005; Jun & Jaafar, 2011). In their research, Shergill and Chen (2005) explained how an enjoyable and relaxed online shopping experience can create a positive attitude for shoppers. Previously, the retail shop will be able to draw buyers in its conventional climate, decor, and ambiance. So the online shopping design should not be too slow. As already mentioned, the layout of Instagram is not as cluttered as any other social network. It will make it possible to scan for data collected from other people and make an online shopping experience more fun and less frustrating. Positive user behavior against other curated content and browsing experience will improve purchasing likelihood.

Consumers today usually log in to social media to obtain product details and feedback from previous buyers before making a buying decision, as they focus increasingly on content created from other users, especially on Instagram. That is because the intended purchase products are usually experienced by other users, which will give aid to potential purchasers so that they can make their buying decision easily.

Uncountable images and videos of the items anyone can see on Instagram. The comments are posted either from the vendors or from other users. After reading all the sensitive information created by other users on social media and convincingly enough about what they were evaluating, customers would typically buy goods.

The sense of use here applies to the sense of procurement. Self-consumption procurement is called mandatory private-consumption procurement for others/gift-consumption is called public consumption. Ratner and Kahn (2002) found that individuals choose different objects for public and private use. The sense of use impacts not only on preference but also on estimation. Consumers buy certain goods and discourage any other sales in order to be viewed positively by others and build an unfavorable brand profile (Herman *et al.*, 2003). According to He and others (2012), when users have a positive (negative) customer experience in the presence of others (friends/anonymous), their satisfaction with the customer is greater (less) than where no one else is present. Consequently, the purchasing situation is expected to mitigate the effect of the research analysis on attitude and decision to buy analysis root and valence. We look at this influence from the viewpoint of the philosophy of social effects. Members of society affect a person's behavior according to the principle of social control.

## RESEARCH GAP AND RESEARCH PROBLEM

This analysis aims to research the impact of Instagram reviews and purchase intention comments created by users. The goal of the research is as follows:

- Exploring the link between perceived usefulness, perceived risk, perceived credibility, review valance, review source, and purchase intention.
- To explore the association between customer's attitudes towards UGC and buying intention.
- To understand the mediating impact of consumption context on antecedents of UGC (perceived usefulness, perceived risk, perceived credibility, review valance, review source, and buying intention).
- To understand the mediating impact of consumption context on purchase intention.
- To measure the significance of the relationship between customers' attitudes towards UGC and purchase intention.

Although the key objective of the research is to study the impact of online product feedback on the online buying intention of consumers for Instagram

and to study how consumer attitude contributes to purchase intention, there are few questions that can be addressed correctly for the analysis that could be used by industries and companies to understand how consumers are affected by the content. The research focuses on Instagram users from various age ranges. These questions will address the questions that advertisers and companies have about the effect of social media and the information that people create and how they view it relative to the feedback presented by the organization or experts. For the study, the questions followed are:

- What is the online product influence? Reviews on customer's online purchasing intention for Instagram across different age groups.
- How does the information/reviews produced by the user contribute or affect the decision of the consumer to buy relative to the information offered by the organization or experts?
- How the mediating factor consumption context makes a difference in purchase intention if taken into consideration?

## OBJECTIVE OF THE STUDY

- Exploring the relationship between perceived utility, perceived harm, perceived reputation, value analysis, source analysis, and intention to purchase.
- To investigate the relationship between the attitude of the consumer towards UGC and the purpose of buying.
- To understand the mediating impact of consumption context on antecedents of UGC (perceived usefulness, perceived risk, perceived credibility, review valance, review source, and buying intention).
- To understand the mediating impact of consumption context on purchase intention.
- To measure the significance of the relationship between customers' attitudes towards UGC and purchase intention.

## RESEARCH METHODOLOGY

For the better need of the research conclusive design is conducted or applied with more specifically causal that is termed as explanatory. It is very important to determine the relation of the causal variable (perceived usefulness, perceived risk, perceived credibility, review valance, review source) and the consumer effect that needs to be studied (purchase intention), as well as, to understand the effect of customer's attitude towards intention to purchase and the mediating influence



of the sense of usage on the intention to buy and on UGC’s history.

**Research Approach**

Sampling method

**Research Instrument**

Questionnaire

**Type of Questionnaire**

Structured

**Type of Questions**

Close-ended

**Sampling Plan**

Sampling size: 406

Sampling procedure: Convenient sampling

**Mode of Collecting Data**

Respondent is chosen on the random and information is filled by them in a questionnaire sent them through Google forms. Few data were obtained from the people in college who filled out the questionnaire when discussing the study. Secondary qualitative data will be taken from journals, books, and websites.

**Data Processing**

SPSS

**RESEARCH MODEL**

Please refer Figure 1.

**DATA ANALYSIS AND INTERPRETATION**

The research focused on both primary and secondary data-gathering outlets. The mixture of both main and secondary data has led to the development and creation of a base for this study and the acquisition of greater reliability.

At the start of the study, the secondary data was used first of all. All these data were previously produced for their own purpose by the previous scholars, which included raw data, as well as, some of the

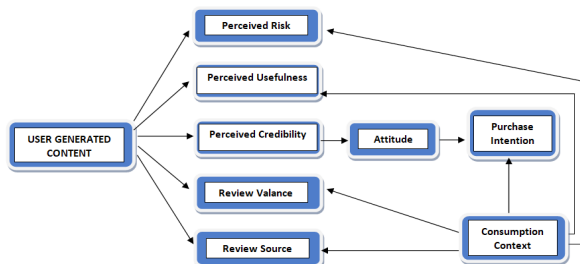


Figure 1: Proposed Research Model

published journals, as well as, summaries. In this article, the secondary data was used to get information on the related subject to the research paper that progressed with the literature review that essentially helped to develop the research model and the knowledge base to carry on the analysis. All the secondary information is obtained from the collection of Google scholars and libraries. These methods offered knowledge variations about the variables. The keyword search involves “content created by the user” “perceived harm,” “perceived value,” “perceived reputation,” “review valance,” “review source,” as well as, the combination of these keywords for downloading research papers. Nevertheless, primary data must be brought together in order to achieve a response that is applicable to the analysis and helps to develop the model. The details presented with the research foresighted details about the factors contributing to buying plan. The primary data contains information that cannot be accessed by the secondary data and is often relevant. The primary data was gathered by submitting the forms to Google and visiting the malls and filling out the data.

**RELIABILITY TEST IN SPSS**

With a total of 406 responses, the reliability test was run the Cronbach’s alpha turned to the higher value of 0.961. Several researchers said that 0.7 overvalue is good and the other said that stronger reliability is from 0.9 to 1. Better internal continuity is present between the variables. It is easy to see from Figure 2 that the function was built to precisely calculate the interest variable.

**HYPOTHESIS TESTING**

**H1: There is a Significant Difference between Age and Study Variables (PC, PU, PR, UGC, RV, RS, CC, and PI)**

If viewed above, as per the age group, ANOVA notices that all the indicator values are below 0.5 and are statistically important. There is a large difference in age and the variables PC, PU, PR, UGC, RV, RS, CC, and PI with values of 0.000, 0.000, and 0.001 with the hypothesis presented 0.000, 0.000, 0.000, and 0.000. Thus, these all are accepted but the age group is significant with

**Reliability Statistics**

Cronbach's Alpha	N of Items
.961	31

Figure 2: Reliability statistics

the factors, PU, PR, UGC, RV, RS, CC, and PI. Thus, H1 is accepted.

**H1: There is a Significant Difference between Education and Study Variables (PC, PU, PR, UGC, RV, RS, CC, and PI)**

If viewed above, one-way ANOVA as per the education, it is revealed that all the variable values are less than 0.5 and are statistically significant. With the given hypothesis there is a significant difference in the education and the factors PC, PU, PR, UGC, RV, RS, CC, and PI with the values 0.000, 0.000, 0.000, 0.000, 0.000, 0.000, and 0.000, thus, these all are accepted but the age group is significant with the factors PU, PR, UGC, RV, RS, CC, and PI. Thus, H1 is accepted.

**H1: There is a Significant Difference between Occupation and Study Variables (PC, PU, PR, UGC, RV, RS, CC, and PI)**

When ANOVA is viewed above as per the occupation, PC, PU, PR, UGC, RS, CC, and PI values are less than 0.5 and are statistically relevant. There is a substantial difference in occupation with the hypothesis presented and the variables PC, PU, PR, UGC, RS, CC, and PI with the values 0.000, 0.031, 0.007, 0.035, 0.011, 0.044, and 0.003 are all agreed, but the RV is dismissed since there is no meaningful difference between RV and occupation. With the PC, PU, PR, UGC, RS, CC, and PI variables, the occupation is essential. H1, is thus, accepted.

**H1: There is a Significant Difference between Monthly Income and Study Variables (PC, PU, PR, UGC, RV, RS, CC, and PI)**

If viewed above, one-way ANOVA as per the monthly income, it is found that PC, PU, PR, RS, CC, and PI values

are less than 0.5 and are statistically significant. With the given hypothesis, there is a significant difference in the monthly income and the factors PC, PU, PR, RS, CC, and PI with the values 0.000, 0.011, 0.000, 0.000, 0.005, and 0.028, thus, these all are accepted but UGC and RV are rejected as there is no significant difference between RV, UGC, and monthly income. The monthly income is significant with the factors PC, PU, PR, RS, CC, and PI. Thus, H1 is accepted.

**H1: There is a Significant Difference between Time Spend and Study Variables (PC, PU, PR, UGC, RV, RS, CC, and PI)**

If viewed above, one-way ANOVA as per the time spend, it is revealed that PC, PR, RS, and CC values are less than 0.5 and are statistically significant. With the given hypothesis there is a significant difference in the age and the factors PC, PR, RS, and CC with the values 0.013, 0.019, 0.025, and 0.023, thus, these all are accepted but the PU, UGC, RV, and PI are rejected as there is no significant difference between PU, UGC, RV, and PI and time spend. The time spend is significant with the factors PC, PR, RS, and CC as we can see in Figure 2. Thus, H1 is accepted.

**H1: There is a Significant Difference between Promotional Activity and Study Variables (PC, PU, PR, UGC, RV, RS, CC, and PI)**

If viewed above, one-way ANOVA as per the promotional activity, it is revealed that PU, PR, and RS values are less than 0.5 and are statistically significant. With the given hypothesis, there is a significant difference in the promotional activity and the factors PU, PR, and RS with the values 0.026, 0.011, and 0.039, thus, these all are accepted but the PC, UGC, RV, CC, and PI are rejected as there is no significant difference between PC, UGC, RV,

**Table 1:** Anova table

S. No.	Particular	Hypothesis
1	Age and PC, PU, PR, UGC, RV, RS, CC, PI	H1 is accepted
2	Education and PC, PU, PR, UGC, RV, RS, CC, PI	H1 is accepted
3	Occupation and PC, PU, PR, UGC, RS, CC, PI	H1 is accepted
4	Occupation and RV	H0 is accepted
5	Monthly income and PC, PU, PR, RS, CC, PI	H1 is accepted
6	Monthly income and UGC, RV	H0 is accepted
7	Time spend and PC, PR, RS and CC	H1 is accepted
8	Time spend and PU, UGC, RV and PI	H0 is accepted
9	Promotional activity and PU, PR and RS	H1 is accepted
10	Promotional activity and PC, UGC, RV, CC and PI	H0 is accepted
11	Purchase intention and PC, PU, PR, UGC, RV, RS, CC and PI	H1 is accepted



CC, and PI, and promotional activity. The promotional activity is significant with the factors PU, PR, and RS. H1 is rejected.

**H1: There is a Significant Difference between Purchase Intention and Study Variables (PC, PU, PR, UGC, RV, RS, CC, and PI)**

If viewed above, values are less than 0.5 and are statistically significant. With the given hypothesis there is a significant difference in the purchase intention and the factors PC, PU, PR, UGC, RV, RS, CC, and PI with the values 0.000, 0.000, 0.000, 0.000, 0.000, 0.000, and 0.000, thus, these all are accepted and purchase intention is significant with the factors, PU, PR, UGC, RV, RS, CC, and PI. Thus, H1 is accepted.

**REGRESSION**

Please refer Table 2.

**DISCUSSION**

The outcome we have given has supported us with the fact that all UGC histories have a significant effect on the

behavior of the customer towards UGC, and therefore, have a significant impact on the customer’s purchasing intention. But this is really critical for all of us to know the importance of all variables and their effect on the attitude of the consumer toward UGC and plan to buy. This research is all about the effect of user-created content/product analysis on the intention to buy online from the consumer and how UGC’s antecedents affect the intention to buy from the consumer. The research also aims to figure out whether or not customer’s optimistic outlook towards UGC contributes to buying intention. It is, therefore, observed that all variables, perceived value, perceived harm, perceived legitimacy, review valance, and review source have an effect on how user-generated content is viewed by customers and influences the attitude of customers towards UGC.

In their separate studies, numerous research scholars have addressed the very meaning of perceived utility, perceived risk, and perceived reputation in affecting the attitude of the consumer and how it contributes to the decision to purchase. The preceding research

**Table 2:** Regression Table

<i>Dependent variable</i>	<i>Independent variable</i>	<i>R Square</i>	<i>Beta</i>
PI	CC	0.68	0.037
PI	PU	0.68	0.088
PI	RV	0.68	-0.008
PI	PR	0.68	0.122
PI	PC	0.68	0.261
PI	RS	0.68	0.178
PI	UGC	0.68	0.273
PI	Attitude	0.777	0.723
Attitude	CC	0.671	0.283
Attitude	PU	0.671	0.122
Attitude	RV	0.671	0.248
Attitude	PR	0.671	-0.016
Attitude	PC	0.671	-0.014
Attitude	RS	0.671	0.181
Attitude	UGC	0.671	0.138
CC	RS	0.653	0.215
CC	RV	0.653	0.157
CC	PR	0.653	0.17
CC	PU	0.653	-0.11
CC	PC	0.653	0.197
CC	UGC	0.653	0.293
CC	Attitude	0.532	0.73

relies primarily on people seeking information to help themselves make a purchasing decision and sometimes update their views on other videos on Twitter, but not on other social media. Therefore, this proposed study aims to explain how UGC can influence Instagram users in the purchasing of products promoted and reviewed on Instagram and influence their decision to purchase content generated by unidentified users.

The effect of one mediation element is also analyzed in this report. It studied the mediating influence of the sense of usage on how consumers view the history of user-generated content and how it influences the attitude of customers towards UGC and how it impacts purchasing purposes. It is found that the sense of consumption has a huge effect on how consumers view the experience of user-generated content and how it influences the mindset of the consumer towards UGC and how it influences the intention to buy. It is also to be noted that a favorable outlook towards user-generated content contributes to purchasing intent in the case of UGC and product reviews.

## MANAGERIAL IMPLICATIONS AND SUGGESTIONS

With the development of the internet, a whole new world and everything about us has undergone a profound transformation that is significant in people's daily lives. Such items have to be done physically before then, particularly when making a transaction. The impact of online product feedback on e-commerce is significant, as prospective online shoppers often respond to previous online consumer reviews before making their purchase decisions.

The test pointed out that all the factors, perceived usefulness, perceived risk, perceived credibility, review valance, and review source have an impact on how customers perceive user-generated content and impacts customer's attitudes towards UGC. The findings of this research give rise to the participation of optimistic, negative, and mixed input on one's decision to purchase. Secondly, this study contributes to the literature by incorporating market background as the moderating factor in the causal relationship between source and valance of analysis on a customer's attitude and intent to buy. The results suggest that when buying a product for others (public context), an individual's exhibit distinct attitudes as opposed to their acts when shopping for themselves. This is because of the common assumption that customers will show greater sensitivity (positive/negative) to other people's

responses when their behavior is expressed publicly. The paper's results also give a few important consequences for work. It is important to remember that the object of analysis is gaining in significance as the context of usage shifts. Online marketers should also understand the significance, in which customers purchase a commodity, and therefore, be mindful of the valence of the rating the company gets on both their platforms and third-party websites. In a social setting, many products and services are consumed, in which consumer reviews could play a significant position in decision-making for customers. Consumers aim to create a likable image for items that are usually bought (used) by (with) close friends and families. Retailers should, therefore, be using the power of word-of-mouth communication among consumers. When enhancing consumers' impressions, advertisers may inquire whether the company has generated positive emotions to produce favorable and valuable feedback or not.

## CONCLUSION

Word-of-mouth (WOM) and UGC are not new areas of study, as many studies have been carried out since the 1960s and early 2000, respectively. UGC is the self-explanatory activity of anonymous users to share their thoughts, opinions, and suggestions about what they have used. The information is generally shared with social media because they believe the released awareness can support customers with their shopping decisions. The preceding research relies primarily on people seeking information to help themselves make a purchasing decision and sometimes update their views on other videos on YouTube, but not on other social media. Hence, this proposed research aims at explaining how UGC can influence Instagram users to buy items advertised and rated on Instagram and will affect their decision to purchase content from unknown users. Taking into account the current economic scenario with endless numbers with Instagram sellers, other feedback will definitely influence the purchase decision of an individual. In addition, this research explored the function of the source. Of review and valance review in the varying context of consumption on the attitude and intention of an online shopper to buy. The results show the importance of spectra review, source review, as well as, the context of consumption in influencing the attitude and intention to buy a shopper. The findings also show that when shopping for personal use, shoppers discriminate on how they view UGC.



## REFERENCES

- Beringer, C., Jonas, D., & Kock, A. (2013). Behavior of internal stakeholders in project portfolio management and its impact on success. *International Journal of Project Management*, 31(6), 830-846.
- Brown, M., Pope, N., & Voges, K. 2003. Buying or Browsing? An Exploration of Shopping Orientations and Online Purchase Intention.
- Buttle, F. A. 1998. Word of Mouth: Understanding and Managing Referral Marketing. *Journal of Strategic Marketing*, 6(3), 241-254.
- Cheong, H. J., & Morrison, M. A. 2008. Consumers' Reliance on Product Information and Recommendations found in UGC. *Journal of Interactive Advertising*, 8(2), 1-30.
- Dai, B., Forsythe, S., & Kwon, W. S. 2014. Impact of Online Shopping Experience on Risk Perceptions and Online Purchase Intentions: Does Product Category Matter? *Journal of Electronic Commerce Research*, 15(1), 13-24.
- Dallas. Gefen, D., & Straub, D. W. 2004. Consumer Trust in B2C e-Commerce and the Importance of Social Presence: Experiments in e- Products and e-Services. *Omega*, 32(6), 407-424.
- Davis, F. D. 1989. Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quality*, 13(3), 319-340.
- Dijck, J. Van. (2009). Users Like You? Theorizing Agency in User-Generated Content. *Media, Culture & Society*, 31(1), 41-58.
- European Journal of Marketing, 37(11/12), 1666-1684.
- Featherman, M. S., & Pavlou, P. A. 2002. Predicting e-Services Adoption: A Perceived Risk Facets Perspective. In 8 th American Conference on Information System, (Vol. 9, pp. 1034-1046).
- Gefen, D., & Straub, D. W. (2004). Consumer trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services. *Omega*, 32(6), 407-424.
- Gemünden, H. G. 1985. Perceived Risk and Information Search. A Systematic Meta-Analysis of the Empirical Evidence. *International Journal of Research in Marketing*, 2(2), 79-100.
- Geurin-Eagleman, A. N., & Burch, L. M. (2015). Communicating via photographs: A Gendered Analysis of Olympic Athletes' Visual Selfpresentation on Instagram. Unpublished Journal. Sport Management Review. Sport Management Association of Australia and New Zealand.
- Harris, C. G. 2012. An Evaluation of Search Strategies for User-Generated Video Content. In Proceedings of First International WWW Workshop on Crowdsourcing Web Search (Vol. 842, pp. 31-35).
- Hassan, S., Nadzim, S. Z. A., & Shiratuddin, N. 2015. Strategic Use of Social Media for Small Business Based on the AIDA Model. *Procedia*
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & GremLer, D. D. 2004. Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38-52.
- Hong, L. M., Zulkiffli, W. F. W., & Hamsani, N. H. (2016). The impact of perceived risks towards customer attitude in online shopping. *International Journal*, 1(2), 13-21.
- Horst, M., Kuttschreuter, M., & Gutteling, J. M. 2007. Perceived Usefulness, Personal Experiences, Risk Perception and Trust as Determinants of Adoption of EGovernment Services in The Netherlands. *Computers in Human Behavior*, 23(4), 1838-1852.
- Hu, Y., Manikonda, L., & Kambhampati, S. (2014). What We Instagram: A First Analysis of Instagram Photo Content and User Types. *Association for Advancement of Artificial Intelligence*.
- Jonas, J. R. O. 2010. Source Credibility of Company-Produced and User-Generated Content on the Internet: An Exploratory Study on the Filipino Youth. *Philippine Management Review*, 17, 121-132.
- Jun, G., & Jaafar, N. I. (2011). A study on consumers' attitude towards online shopping in China. *International Journal of Business and Social Science*, 2(22), 122-132.
- Jun, G., & Jaafar, N. I. 2011. A Study on Consumers' Attitude towards Online Shopping in China University of Malaya. *International Journal of Business and Social Science*, 2(22), 122-133.
- Kiran, P., & Vasantha, S. (2016). Analysing the Role of User Generated Content on Consumer Purchase Intention in the New Era of Social Media and Big Data. *Indian Journal of Science and Technology*, 9, 43.
- Kiran, P., Vasantha, S., & Srivastava, A. (2017). SEM Modeling Approach for Studying the Social Impact of Whatsapp Usage. *Indian Journal of Public Health Research & Development*, 8(2), 268-272.
- Lee, S. Y., Hansen, S. S., & Lee, J. K. (2016). What makes us click "like" on Facebook? Examining psychological, technological, and motivational factors on virtual endorsement. *Computer Communications*, 73, 332-341.
- Li, N., & Zhang, P. (2002). Consumer online shopping attitudes and behavior: An assessment of research. *AMCIS 2002 proceedings*, 74.
- Manap, K. A., & Adzharudin, N. A. (2013, January). The role of user generated content (UGC) in social media for tourism sector. In The 2013 WEI international academic conference proceedings (pp. 52-58).
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52.
- Racherla, P., & Friske, W. (2012). Perceived 'usefulness' of online consumer reviews: An exploratory investigation across three services categories. *Electronic Commerce Research and Applications*, 11(6), 548-559.
- Racherla, P., & Friske, W. (2012). Perceived 'usefulness' of online consumer reviews: An exploratory investigation



across three services categories. *Electronic Commerce Research and Applications*, 11(6), 548-559.

Ratner, R. K., & Kahn, B. E. (2002). The impact of private versus public consumption on variety-seeking behavior. *Journal of Consumer Research*, 29(2), 246-257.

Ratner, R. K., & Kahn, B. E. (2002). The impact of private versus

public consumption on variety-seeking behavior. *Journal of Consumer Research*, 29(2), 246-257.

Shergill, G. S., & Chen, Z. (2005). WEB-BASED SHOPPING: CONSUMERS' ATTITUDES TOWARDS ONLINE SHOPPING IN NEW ZEALAND. *Journal of electronic commerce research*, 6(2), 78. *Social and Behavioral Sciences*, 172, 262-269

