



## A Study on User Generated Content Influence in Brand Perception Towards Aravind Ceramics Pvt.Ltd, Chennai

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Date of Submission: 12-04-2025

Date of Acceptance: 23-04-2025

### ABSTARCT

User-generated content (UGC) plays a pivotal role in shaping brand perception in the digital era. This study focuses on Aravind Ceramics Pvt. Ltd., Chennai, analyzing how UGC influences consumer opinions and brand recognition. Utilizing a descriptive research design with a sample of 120 participants, data were collected through questionnaires and analyzed using statistical methods such as chi-square, correlation, ANOVA, and t-tests. Findings indicate that high-quality UGC—manifested through likes, comments, and shares—enhances trust and authenticity, thereby strengthening the brand's reputation. Engagement on social media platforms significantly impacts consumer perceptions, with positive UGC fostering customer loyalty and attracting new clientele. The study recommends that Aravind Ceramics actively promote and manage UGC to further elevate their brand image and customer relationships.

**Keywords:** User generated, brand perception, content quality, content engagement, platform influence

### I. INTRODUCTION OF THE STUDY

#### User Generated Content

User-generated content (also known as UGC or consumer content) is original, fire-specific content created by customers and published on digital communities and other channels. It comes in a variety of forms, including pictures, videos, reviews, statements, and more. Users post to a brand on digital communities can affect buyers' purchase decisions. The most important thing about user-generated content is not that you are always talking about products you like. For example, the aforementioned brands recognized creators, sent free products, and expressed their appreciation for word of mouth.

#### Definition of User-generated content (UGC),

User-generated content (UGC), also referred to as user-created content (UCC), has emerged with the

advent of advanced web services that enable ordinary users to generate content, such as pictures, videos, audio, text, statements, and software (such as video game modifications), and engage with other users.

#### Importance of user-generated content

Consumers are bombarded by a relentless flow of advertisements and marketing messages from numerous brands. Amidst the overwhelming amount of communication, individuals frequently overlook advertisements and promotional content. Yet, they still pay attention to each other.

#### Increased brand engagement and loyalty

Increased brand engagement and loyalty UGC promote greater brand engagement and loyalty by encouraging customers to participate actively. When users contribute content, they develop a sense of ownership and connection with the brand, resulting in lasting loyalty and a vibrant brand community.

#### Cost-effectiveness

UGC offers a cost-effective solution for businesses aiming to upgrade their brands without spending large sums on marketings and Television advertisements. Most UGC content is created organically by unpaid customers who wish to share their experiences with a product or service, connect with like-minded people, or simply enjoy perks.

#### SEO boost

SEO boosts positive customer appraisal, and surveys can boost a brand's search engine optimization (SEO). Consumers typically post UGC on blogs with backlinks to websites. By analysing consumers' search keywords and phrases, brands can refine their keyword maximization research.

#### Cost-effective marketing tool

The affordable merchandise tool Leveraging UGC is an affordable marketing approach. Instead of investing heavily in creating brand-generated content, businesses can tap into the creativity of their user base, reducing product costs, while ensuring a steady stream of engaging component.



## STATEMENT OF THE PROBLEM

In today's digital landscape, user-generated content (UGC) plays a powerful role in shaping brand image, but organizations face challenges in ensuring that such content aligns with brand values and delivers accurate, positive messaging. The abundance of UGC across platforms often leads to fragmented communication, with some content failing to resonate with audiences or, worse, harming brand perception. This study aims to explore how UGC impacts brand image and identify factors like content quality, audience engagement, platform influence, and alignment with brand values that determine its effectiveness. It seeks to offer insights and strategies for businesses to better manage UGC, ensuring it enhances their reputation, builds consumer trust, and drives loyalty through meaningful and consistent engagement.

## OBJECTIVES OF THE STUDY

### Primary objective

➤ To study on user generated content influence in brand perception towards Aravind Ceramics Pvt. Ltd., Chennai

### Secondary objectives

- To evaluate the quality of user-generated content and how it influences potential customers' understanding of the product features
- To assess how user engagement with user-generated content (likes, comments, shares) affects the brand perception
- To analyse the role of different social media platforms in shaping consumer perceptions towards the brand
- To explore the impact of user-generated content on the overall brand perception

## SCOPE OF THE STUDY

This study focuses on understanding how user-generated content (UGC) influences brand perception, specifically for Aravind Ceramics Pvt. Ltd., Chennai. It covers the evaluation of UGC quality, its impact on potential customers' views of product features, and the effects of user engagement such as likes, comments, and shares. The study also explores the role of various social media platforms in shaping consumer perceptions and assesses the overall influence of UGC on the brand. The findings of this research will help companies like Aravind Ceramics identify how to better leverage UGC to improve their brand image, enhance customer trust, and tailor their marketing strategies.

## LIMITATIONS OF THE STUDY

- The current study has been limited to Chennai alone.
- The data was collected only from the consumers of Aravind Ceramics Pvt. Ltd.
- The surveys' selected sample size was restricted to 120.
- The researcher had challenges in obtaining certain data that the participants expressed disinterest in providing.

## II. LITERATURE REVIEW

**Seyyedamiri, N. and Tajrobehkar, L. (2021)**, The purpose of this paper is to investigate the impact of social content marketing in social media on the effectiveness of the new product development process of high-tech companies with regard to the e-trust as a mediator between content and effectiveness. Data were collected through a questionnaire. In total, 430 questionnaires were distributed among professionals and managers working in R&D, marketing, sales and strategic departments of firms affiliated with ICT Guild Organization in September 2017.

**Chang, J. (2022)**, This paper aims to conceptualize the value of analyzing web content for marketing research based on a conceptual perspective with some practical views. This article is a conceptual review of how technological advancements on the web have engendered a valuable platform for content analysis research. This article postulates the current value of web content analysis in marketing research requires re-evaluation. This article is expected to provide a better understanding of the value of using web data for content analysis by professional and academic marketing researchers, and more importantly, enables a more informed decision in choosing between offline and web data.

**Schweidel, D.A., Reisenbichler, M., Reutterer, T. and Zhang, K. (2023)**, Advances in artificial intelligence have ushered in new opportunities for marketers in the domain of content generation. It discusses approaches that have emerged to generate text and image content. Drawing on the customer equity framework and the potential applications of automated content generation for customer acquisition, relationship development, and customer retention. Finally, it concludes the important considerations that businesses must make prior to adopting automated content generation.

**Redek, T. and Godnov, U. (2024)**, This paper argues that user-generated content can be efficiently utilised for business intelligence using data science and develops an approach to demonstrate the methods and benefits of the different techniques. Using Python Selenium, BeautifulSoup and various



text mining approaches in R to access, retrieve and analyse user-generated content, we argue that (1) companies can extract information about the product attributes that matter most to consumers and (2) user-generated reviews enable the use of text mining results in combination with other demographic and statistical information (e.g. ratings) as an efficient input for competitive analysis.

### RESEARCH GAP

In the previous studies, many authors analysed only about user generated content and brand perception separately. Some authors have analysed generally about the quality of user-generated content, but they did not evaluate how it influences potential customers' understanding of the product features. They did not assess how user engagement with user-generated content (likes, comments, shares) affects the brand perception. They have not concentrated the role of different social media platforms in shaping consumer perceptions towards the brand. They have ignored to the impact of user-generated content on the overall brand image.

**a. Study area:** The study area is Chennai.

**b. Design of the study:** Descriptive Research Design study is used. Usually for those research studies having the computation of problems or application of formulae for computations analytical research design technique is used.

#### c. Source of the data

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. Data collection methods can be divided into two categories: secondary methods of data collection and primary methods of data collection.

#### Primary Data

Primary data collection methods can be divided into two groups: quantitative and qualitative. Quantitative data collection methods are based in mathematical calculations in various formats. Methods of quantitative data collection and analysis include questionnaires with closed-ended questions, methods of correlation and regression, mean, mode and median and others. Quantitative methods are cheaper to apply and they can be applied within shorter duration of time compared to qualitative methods. In this study, primary data was collected through questionnaire.

#### Secondary data

Secondary data is a type of data that has already been published in books, newspapers,

magazines, journals, online portals etc. There is an abundance of data available in these sources about the research area in business studies, almost regardless of the nature of the research area.

#### d. Sampling technique

**Sampling Method:** Sampling is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate characteristics of the whole population. Different sampling methods are widely used by researchers in market research so that they do not need to research the entire population to collect actionable insights. This study uses Non-Probability Sampling technique. Non-probability sampling involves non-random selection based on convenience or other criteria, allowing you to easily collect data. Convenience sampling technique is used in this study.

#### Convenience sampling technique

A convenience sample simply includes the individuals who happen to be most accessible to the researcher. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

**Target Respondents:** In this study, target respondents are customers of Aravind Ceramics Pvt. Ltd., Chennai.

**e. Sample size:** Number of elements in the population is the size of the population. Total number of samples taken for the study is 120 customers of Aravind Ceramics Pvt. Ltd., Chennai.

#### f. Analytical tools and methods

In this study, following tools are used. They are,

- Percentage Analysis
- Chi-square Test

### CHI-SQUARE ANALYSIS RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND USER GENERATED CONTENT QUALITY

**Null hypothesis (Ho):** There is no significant relationship between age of the respondents and user generated content quality.

**Alternative hypothesis (H1):** There is some significant relationship between age of the respondents and user generated content quality.



**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	65.708 <sup>a</sup>	52	.096
Likelihood Ratio	70.662	52	.043
Linear-by-Linear Association	8.431	1	.004
N of Valid Cases	120		

a. 68 cells (97.1%) have expected count less than 5. The minimum expected count is .13.

**INTERPRETATION:** As per the above table, it is inferred that the P value is .096; it is not significant to 5% (0.05) significant level. The minimum expected count is .13. Thus, null hypothesis is accepted and it is finding that there is no significant difference between age of the respondents and user generated content quality.

**CORRELATION ANALYSIS**

**RELATIONSHIP BETWEEN MOST PREFERRING SOCIAL MEDIA PLATFORMS AND SOCIAL MEDIA PLATFORM INFLUENCE**

**Correlations**

		<b>MOST PREFERRING SOCIAL MEDIA PLATFORMS</b>	<b>SOCIAL MEDIA PLATFORM INFLUENCE</b>
<b>MOST PREFERRING SOCIAL MEDIA PLATFORMS</b>	Pearson Correlation	1	-.142
	Sig. (2-tailed)		.122
	N	120	120
<b>SOCIAL MEDIA PLATFORM INFLUENCE</b>	Pearson Correlation	-.142	1
	Sig. (2-tailed)	.122	
	N	120	120

**INTERPRETATION:**

The above table indicates that out of 120 respondents, co-efficient of correlation between most preferring social media platforms and social media platform influence is -.142. It is below 1. So, there is negative relationship between most preferring social media platforms and social media platform influence.

➤ There is negative relationship between most preferring social media platforms and social media platform influence.

**III. FINDINGS**

- 33.3% of the respondents are strongly agree towards negative user-generated content significantly impacts the perception of a brand's credibility.
- 39.2% of the respondents are neither agree nor disagree towards brands with frequent customer interactions through user-generated content are viewed as more customer-centric.
- 30.0% of the respondents are agree towards consistency in positive user-generated content strengthens a brand's reputation.
- There is no significant difference age of the respondents and user generated content quality.

**IV. SUGGESTIONS**

1. Aravind Ceramics should actively motivate satisfied customers to share their experiences, reviews, and product photos on social media platforms to enhance brand credibility.
2. The company must regularly monitor user-generated content to filter out misinformation or negative portrayals that could harm the brand's image.
3. Collaborating with micro-influencers or loyal customers can help generate authentic and relatable content that boosts brand perception.
4. Promptly responding to comments, shares, and reviews can foster community trust and show that the brand values its customers' input.
5. Incorporating high-quality user-generated content into official marketing materials, such as websites and advertisements, can make the brand appear more genuine and consumer-focused.



## V. CONCLUSION

User-generated content significantly influences brand perception, shaping consumer trust, engagement, and overall credibility. Its effectiveness depends on the quality, engagement level, and platforms used for distribution. High-quality content that aligns with brand values enhances image, while poor or inconsistent content may damage perception. The study highlights the need for businesses to monitor and manage UGC carefully. Addressing negative feedback and encouraging positive contributions are essential. By implementing structured strategies, businesses can strengthen brand trust and maintain a competitive edge in the market.

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