# "User Generated Reviews and Business Promotions"

J.S. Ravikumar, T. Narayana Reddy and Syed Mohammad Ghouse

*Abstract---* *User-generated reviews are a significant motivating force overdue specific the foremost websites, like Amazon, Facebook and Trip Advisor. The user generated reviews are nothing but, rating and review. These ratings & reviews have been presented to influence buying decisions and quantity, together in the perspective of goods and services. User-generated review is a unique way to advertise how your brand stuffs. Besides, product promotion joined with UGR is an opportunity for online commercials to associate with customers and yield profits. By the constant growth of social media and Google's durable process, quality review of customers will perform essential role in the actions of virtually of some companies seeking to stimulus the web as an efficient marketing and communications network. By analyzing the reviews, some companies make a strategy to promote their product from the reviews of the product which are online generated. If the product from a brand gets an extensive response, the other products may not get more sales. So the company tends to stop the existing products and plan an effective promotion for the unpopular products by comparing issues in both products which got more sales and fewer sales. In this research, we propose about how the User-Generated Reviews are impacted on promotion of any products. The analysis of issues the user generated reviews are considered for the further development.*

*Keywords---* *User-generated reviews, Promotion, Sales, Ratings & Reviews.*

## I. INTRODUCTION

*Online Sales*

By the invention of the online internet services the sale of several products and services are been started from 1994 with a developed shopping channel. Online sales are nothing but online shopping, by the usage of e-commerce that assists the customers to purchase the goods and services directly from vendor through the Internet by the means of web browser. Researchers' establish to encourage devouring items that are reasonable for online business was a fundamental marker of Internet achievement. A few of these items did fine as they are standard items that the clients may not contact it or feel it. By this web based shopping time for that appropriate purchasing will be spared. (Wallace, T, 2017, September).

As the profits from online deals managed to develop expressively, researchers recognized different sorts of online customers. According to Rohm and Swaninatan recognized that four sorts and entitled them as "store-oriented shoppers, balanced buyers, variety seekers and convenience shoppers". These shoppers merely shop several products through online for saving them time and money. Internet shopping was created, executed and productive

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rapidly – slightest seven days in the midst of thought and harsh trial model, least of a half year to productionize equipment and programming and minimum of a year from item distribution to the underlying OS, the world's first open Business to Business (B2B) web based shopping plan in 1981.(Rohm and Swaninatan 2004).

The underlying World Wide Web, in the year 1990 structured by Tim Berners-Lee, discharged for company utilization in the year 1991.Afterward, after the advancements in mechanical created in the 1994: web based managing an account, the starting of sales of Pizza by Pizza Hut, secure information exchange was encrypted by Netscape's SSL v2, as well as Inters jump's initial web based buying plan. In underlying protected direct exchange through Web was both by web Market and Online Shopping Network in the year 1994.Straightaway IN THE YEAR 1995 AMAZON DISCHARED ITS ONLINE SHOPPING and eBay were additionally propelled in the year 1995. Taobao and Tmall the sites of Alibaba's were discharged in the year 2003 and 2008, correspondingly. Resellers are logically offering products and ventures preceding accessibility over "pretail" for testing, fabricating, and overseeing request. (Brad. T. 2014).

*Online Shopping Features*

Internet is playing a crucial role in our day to day life in that individuals can discuss through the internet to the people in the other part of the world, by sending emails all the time, are able to search information, play online games with friends, and also can purchase things online. For now, online shopping has been extensively acknowledged as a method of buying goods & services. Nowadays it has become popular in Internet (Bourlakis, M., Papagiannidis, S., & Fox, H. 2008). Online shopping also affords customer more info and varieties to equate product and price, more option, suitability, at ease to discover anything online (Misra, A., Anand, P., Tree, J. E. F., & Walker, M. 2017). Web based shopping has been appeared to manage the cost of more satisfaction to present day customers looking for accommodation and quickness (Vonkeman, C., Verhagen, T., and van Dolen, W. 2017). Then again, a few clients still feel uneasy to buy on the web. Nonattendance of trust, for instance, appears as though to be the main cause that obstructs customers to buy on the web. Correspondingly, customers will go for the survey of the items previously obtaining. With these parameters customer choice will be affected negatively to shop on the web. (Katawetawaraks, C., & Cheng, L. W. 2013).



Fig. 1.1: Shopping Behaviour of Customers

Source: Complete.com, 2011

According to the report of compete.com, Ninety four percent of online customers examine about the item before purchasing and Sixty one percent of online customers tweak web indexes to perceive data while shopping on the web. Correspondingly, according to the Experian Simmons, a portion of the purchasers are "conscious customers," speaking to the slope to gather data with respect to items before purchasing on the web. (Li, J. 2013).

### User Generated Reviews

User-generated reviews are a significant motivating force overdue specific the foremost websites, like Amazon, Facebook and Trip Advisor. However, the propagation of user reviews in that sites also attitudes an information excess challenge: several items, specifically popular ones, contains a great number of reviews, which might not read them by user. The user generated reviews are nothing but, rating and review. These ratings & reviews have been presented to influence buying decisions and quantity, together in the perspective of goods and services. Presently, customers hesitate to ask certain questions regarding a product and receive answers from other customers or that area itself. A raising count of online brands and traders are executing Q and A for extracting the rating and reviews. Currently, Q and A is hardly customized as a stand-alone feature (Banerjee, S., Dellarocas, C., & Zervas, G. 2017, June).

A few sites rely upon widely on assistances of user. Reviews generated by user are created as an essential hotspot for clients settling on purchasing choices, where as sellers, for example, Amazon rely upon surveys to help buyers to challenge with items, and data gateways like Trip Advisor and Yelp have Reviews generated by user as their principle plan of action. While several types of platforms depend on user reviews, there is a significant extent of variation in the information of platform strategy. For instance, certain websites authenticate that reviewer bought the product, while some do not. Certain platforms permit reviewers to rewrite reviews after posting them; certain don't allow (Chevalier, J. A., Dover, Y., & Mayzlin, D. 2017).

### Promoting the Product through User Generated Reviews

User-generated review is a unique way to advertise how your brand stuffs. Besides, product promotion joined with UGR is an opportunity for online commercials to associate with customers and yield profits. By the constant growth of social media and Google's durable process, essential role will be performed by quality review of customers in the actions of virtually of some companies seeking to stimulus the web as an efficient marketing and communications network (Shayla, M. 2016).

### Problem Statement

User generated reviews are also specified as User generated content. It is utilized for an extensive variety of uses, including issue preparing, news, excitement, promoting, prattle and research. The user generated reviews are the content which leads for elevation of product or brand and as well as criticism of products (i.e., the product may not be successful). So that user generated reviews plays a role for the success of product sale in a market. By analyzing the reviews, some companies make a strategy to promote their product from the reviews of the product which are online generated. If the product from a brand gets an extensive response, the other products may not get more sales. So the company tends to stop the existing products and plan an effective promotion for the unpopular products by comparing issues in both products which got higher sales. In this research, we propose about how the

User-Generated Reviews are impacted on the promotions of any merchandise. The analysis of issues the user generated reviews are considered for the further development.

## II. LITERATURE REVIEW

Client – produced content (UGC) or otherwise called electronic word – of – mouth (eWOM) works precisely like normal word– of– mouth (Manap and Adzharudin, 2013) then again, actually it spreads contribution through an online medium. By definition, UGC alludes to any possess made material transferred to the Internet by non– media and it impacts individuals' utilization (Cheong and Morrison, 2008; Dijck, 2009; Jonas, 2010; Krishnamurthy and Dou, 2010; Presi, et al, 2014) where the substance are for the most part be shared via web-based networking media, for example, on Facebook, YouTube, Twitter and Instagram. Hennig-Thurau et al, (2004) characterized eWOM/UGC as pursues "...any constructive or pessimistic explanation made by potential, genuine, or previous clients about an item or organization, which is made accessible to a huge number of individuals and establishments by means of Internet".

Contrasted with producer– created content (PGC) that they for the most part procure famous people to advance the item (Verhellen, Dens, & Pelsmacker, 2013), shoppers have gotten some distance from the normal advancement rehearses (Hassan, Nadzim, & Shiratuddin, 2015) as they have seen UGC as more trustworthy. The mutual substance in UGC which depend without anyone else encounter. All things considered, it is turned out to be more reliable, valuable and fair-minded (Buttle, 1998; Mir & Rehman, 2013; Jonas, 2010; Verhellen, Dens, & Pelsmacker, 2013).

Consumers today rely upon the reviews reviewed by the peer customers in purchasing products and brands reason being users who comment review do not have any materialistic concern. (Mir &Rehman, 2013).

Accordingly, online shoppers dependably depend on the substance produced by different clients to help them in settling on a buy choice (Bae& Lee, 2011).

In the year 2017 Van Heerde and Nesiln has demonstrated the sales promotion model which makes the promotion more effective and profitable. The author also explained about what the dynamic effects are involved in promotions. The effect that has been specified states that the dealers are lack of understanding the customers' needs and expectations.This paper also proves the exhaustive literature about the effect of price promotions that impacts the sales promotion. They also described about the Optimal Promotion plan which will be a better plan for vendors. They likewise portrayed about the Optimal Promotion plan which will be a superior arrangement for sellers. The creator indicated that online stores and organizations have colossal information as they worry to their store. These are having the capacity to utilize as tailor advancements, however ideally information will wind up open for non-central stores.

Advertising on social networking sites (SNSs) is a great way to promote a company's offerings. Publicizing on person to person communication destinations (SNSs) is an incredible method to advance an organization's contributions. Notwithstanding having their very own corporate sites, numerous organizations think that its beneficial to have an internet based life presence through Facebook, Twitter, and so forth., as this permits their

perceivability even to the individuals who may be ignorant of the organization presence. These long range informal communication locales (SNSs) have turned out to be intuitive stage for the advertisers and the group of onlookers. Individuals have of late turned out to be more used to convey and mingle through Internet (Carlsson, 2011).

A few investigations (e.g., Hennig-Thurau et al. 2004; Karakaya& Barnes 2010; Kietzmann et al. 2011) have recommended that individuals observe online networking to be significantly more dependable wellsprings of data in contrast with the conventional promoting specialized devices utilized by the organizations. They get more connected to the brands in informal organizations than the standard spring up promotions and pennants. The brand correspondence via web-based networking media, in any case, can be comprehensively grouped into two, right off the bat from advertisers' end and the other being done on shoppers' part as far as discussions they draw in themselves on the interpersonal interaction locales like Facebook, twitter, and so on.

Godes & Mayzlin (2009) propose that, to more readily comprehend the impact of online life correspondences, it is imperative to separate between the two structures, i.e., firm-created and client produced internet based life correspondence. Firm-made WOM might be described as being firm activated yet buyer actualized (Godes&Mayzlin, 2009). Client produced content then again, is free of the association's control (Bergh et al., 2011). Of the two structures, in any case, the present examination focuses on the client created content (UGC).

Dastidar, (2017), evaluated the sales promotion based on their involvement in product purchasing of customer. Author mainly focused on the sales promotion on the customer buying behaviour. The author has explained that the buying behavior and frequency of customer is same in all categories. From his statistical research, the author has made two categories of product. As per the research show that the deals are distinct when they use separate strategy as per the product demand.

Shah, T. (2017), explored about the impact of sales promotion on product purchasing. A perfect strategy is required for targeting the sales promotion on Fast Moving Consumer Goods. The main aim is to measure the level of impact on sale whether it low/medium/high. The author conducted a research in a specified region in India and analyzed several factors that should focus on customers for sales promotion. Finally author demonstrated the factors such as discount off over specific product, comfortable EMI options, credit card offers, later service options and hustled promotions are the main things should be taken into account for sales promotion.

Key and Czaplewski (2017), examined about the approaches for the sales promotion through social marketing. With the social media marketing, sales promotion is an ease way for promoting a product. It is an incentive or effective design for stimulating the immediate action for promoting a specific product. In this there are 2 types of sales promotion: trade-oriented promotion and Consumer-oriented promotion. These two types cover the all over customers for branding the product. This makes that the booth space will create maximum traffic and courtesy, training the employees on communicating with upstream audiences individually, and normally provides experience to social marketing outline.

Paul Simonet, (2009). The conventional methods for building and estimating brand esteem are not any more pertinent as new kinds of brands, for example, Google and Amazon, have blended and better approaches for encountering brands have created. The paper utilizes marks in wearing merchandise, brew and autos to show Brand

Experience Value; another strategy has been utilized to gauge how much a client is set up to acknowledge a commitment involvement with the brand. The outcomes enable a brand to comprehend its experience impression' in a flat out and focused applicable sense.

Rajesh Sharma (2009) aimed at ascertaining the consumers' attitude towards celebrity based television advertisements. The author hypothesized that the Indian consumers are likely to be influenced by the television advertisements and behave with respect to the brand choice behaviour. The research paper adopted the methodology of verifying the hypothesis through the primary data obtained through a well framed questionnaire. It was found that celebrity endorsements have good influence over Indian consumers and that they look for product with credibility. It is also ascertained multiple endorsements and financial gains create incidental impact over the consumers. The celebrities' accessibility, appealing factors, popularity and attractiveness are vital for the consumers.

Gaiedet al, (2010) this research aims to compare the persuasive effectiveness and attitudes change induced in the case of famous and non-famous endorser in advertisement. The empirical results showed that the non-celebrity spokesperson was more credible and generated more favorable attitudes towards advertising, brand and purchase intent than celebrity spokesperson. The study was hypothesized to analyze the attitude towards advertising, the attitude towards brand and the intention to buy. The research showed the persuasive power of non-famous endorser's credibility as a major asset to reinforce advertising effectiveness. The advertisers should exploit it in their messages, to guarantee a favorable attitude towards advertising and to promote their brand to the target public.

Shahid (2010) in his writing audit has meant to give an extensive record of the diverse speculations which give system to examining the effect of big name underwriting on a client's purchasing conduct and utilizing superstars in publicizing and embracing distinctive items. It has truly analyzed the impact and effect of famous people in promoting and underwriting different shopper items. The investigation reasoned that the general expense of drawing in new clients in the market is significantly higher when contrasted with holding existing ones, in this way organizations must both try to build up a successful and proficient correspondence with their current shoppers alongside pulling in potential clients using its promoting blend.

India's base of around 120 million Internet clients is by and by the third greatest in the universe.

Despite the fact that India's users expend limited time online for each person than users in full-blown nations, their style of online conduct is quickly gathering. The Internet's part in communication, social networking, and notifying and swaying India's customers in forms like attire, books, economic services, and journey is here to foreproportionate with that of full-blown nations. With 330 million to 370 million Internet users in 2015 (Gnanasambandam et al., 2012). India is probably to possess the second-biggest user base in the universe, and the biggest by way of accumulative development.

### *Hypothesis*

$H_0$: There is no significance relationship among promotion of products based on user generated reviews

$H_1$: There is significance relationship among promotion of products based on user generated reviews

$H_0$: There is no significant impact of UGR on sales of any product in various fields.

$H_2$: There is significant impact of UGR on sales of any product in various fields.

## III. METHODOLOGY

The current study targets at analysing the way of life contrasts job of client created audits on the advancement of offers of items. Considering this, the below-mentioned aims are structured:

### Research Objectives

The motivation behind this investigation is to look at how the reviews generated by consumer's impacts the product promotion. In particular, this examination revolves on the substance in online purchaser surveys. how business organizations in general, and marketing, promotions & sales teams in particular consider and receive the reviews generated by user for decision makings in terms of promoting the products and services. In connection to buyer reviews, it is important to address of promotion of product done by an organization dependent on User Generated surveys when it is down in deals. In this way, research objective 2 is to examine the actions of promoters towards the promoting the products by the considerations of the content generated by the users, when sales of a particular product are less and non-movable. In conclusion, in spite of the fact that a critical collection of writing has examined online customer surveys; little has investigated the fundamental procedures of effect of UGR in different fields of their items. Research target 3 is to look at how client created audits in different fields has affect.

### Data Collection and Interpretation

The extent of this exploration is limited to private segment online dealers. The job and commitment of this examination is assessed utilizing questionnaire. The overview survey was readied dependent on literature review and contemplated definitions. A last arrangement of 12 items was structured in the survey. The polls were therefore steered with 55 unique respondents to guarantee that items are clear and significant. Upon respondents' recommendations, three items were erased as these items were repetitive. Subsequently, the last survey comprised of nine items and was partitioned into two areas.The items were put on a likert scale; 1 being *strongly disagree* and 5 being *strongly agree*. In the primary area, the items were identified to product promotion dependent on reviews generated by users; in the second segment, the things were identified with effect of UGR on sales any product in various field.; The main survey was conducted from the people involved in buying behaviour of customers through online shopping, during the months of Feb-March 2018 at Bangalore. Hence, the last polls were flowed to 340 members of online retail organizations including Managers, Promoters and Sales Executives at various levels of progressive system. Be that as it may, just 302 totally filled reactions were gotten with a reaction rate of 59%. In this examination, 45% of the respondents were at administrative level, 30% of the respondents were from utilitarian level and 25% were at official level. 78 % of the respondents were male and 22% respondents were female members from different age gatherings. The members had diverse levels of instructive capabilities (e.g. graduate to doctorate) and were occupied with Marketing and Sales.

## IV. DATA ANALYSIS AND FINDINGS

The examination utilized regression analysis to learn the connection between study factors by utilizing SPSS rendition 16.0.Corelation is a measurable instrument with the assistance of which the connection between at least two factors is considered. The quality of relationship is indicated by r, which is likewise called the coefficient of correlation. Then again, regression analysis is a statistical procedure for dissecting an acquainted connection

between a metric dependent variable and at least one independent variable (Malhotra and Dash, 2010).

Results of Hypotheses Testing: To inspect the impact of client reviews generated by users on product promotions (H1) and sales (H2), progressive regression investigation was led.

(i) Regression Analysis Results - The Effect of UGR on promotions: Regression examination was directed among UGR and promotions, where UGR is the independent variable (IV) and promotions is the dependent variable (DV).

The outcomes demonstrate that the impact of UGR on promotions, as hypothesized,, is measurably critical (p <0.05). The outcome, along these lines, supports H1. In this manner, it shows that the organizations truly occupied with study and investigation of UGR and its impact on promotions and purchaser purchasing,. Our findings on UGR on promotions prove with the previous of past examinations. Based on the broke down outcomes the regression equation between UGR and product promotions is as per the following:

$$P = 4.66 + 0.49*(\text{UGR analysis}) \text{ Where, P = Promotions; and UGR = User generated reviews}$$

(ii) Regression Analysis Results - The Effect of UGR on Sales: In request to analyze the connection among UGR and Sales, a regression analysis was led, accepting Sales as the dependent variable (DV) and UGR as the independent variable (ID).

The outcomes show that there is a measurably noteworthy relationship between UGR and Sales (p <0.05). Consequently, hypothesis H2 is supported. Our finding on Sales, Promotions and Marketing all in all has introduction inferable from organizations UGR and Sales is reliable.

The regression equation among UGR and Sales is as per the following:

$$S = 4.64 + 0.49*(\text{UGR analysis}) \text{ where, S= Sales.}$$

## V. DISCUSSION AND CONCLUSION

The greatest of the general population has for the most part acquiring the items on online dependent on the surveys that produced in the suitable site. There is a noteworthy connection between the independent and dependent variable with an Adjust R-square with best rate. The outcome demonstrated that positive online reviews can essentially increase number of reviews in the website and the change or extremity of WOM for the surveys of an item negatively affected the measure of online sales. The outcomes will propose that an improvement in reviewers' rating can increase sales with appropriate percentage and a suitable increase in review variance can decrease sales by irrelevant techniques of promotions. Additionally, products with higher star ratings got more online appointments, however products rates negatively affected the quantity of web based ordering. Moreover, the sales of specific products positively affected the quantity of internet ordering. This examination adds to the liberality literature by uncovering the impact of online buyer created reviews on the measure of online offers of specific products. Moreover, a methodological commitment is made by acquainting an intermediary with recognize the quantity of internet ordering on a specific shopping site. Our outcomes propose that online reviews generated by user have importantly affected on online purchasing. Findings of this research are reliable with earlier investigations in different fields. Managers of sales organizations of specific brands should, accordingly, truly think about online

reviews, particularly those that were posted on an third party site, about their products.

## VI. MANAGERIAL IMPLICATIONS

The findings from this study give a few essential administrative ramifications. The developing notoriety of online surveys and the outrageous effect that sentiment expressed within the textual assemblage of reviews has on support proposes that business associations ought to give a simple avenue and system for shoppers to give their literary criticism to reviews. Moreover, suggestions for Marketers and Sales group and site developers are set up as modifications can be made to enhance review entry and support voting mechanisms to energize more emotionalisms in surveys. Business ought to likewise bolster the information search phase of a shopper's purchasing choice process by observing how buyers assess items or administrations on their site. They may then wish to structure an effectively available strategy to help purchasers in looking, assessing and settling on a product or service decision; this would aid better picking up and customer retention in future.

## VII. LIMITATIONS AND SCOPE FOR RESEARCH IN FUTURE

This study also has some limitations, like any other study; first is the generalization of the findings since the present study analyzed only 203 consumer responses to come to a conclusion. However, for more robustness and validity of results, future research in this direction should go for a larger sample size. Also, future research in this direction can be industry specific to have unbiased results, as consumers from different industries have different perceptions and expectations towards companies' promotions and user generated content. Second, the findings of the study may be limited to India, a developing economy, as results may vary from developed, developing, to underdeveloped economies due to their economic status, culture, lifestyle, and purchase behaviour (Ali et al.,2010).

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