

**USER GENERATED CONTENT: INFLUENCE ON BRAND IMAGE AND  
CHOICE OF SMARTPHONES AMONG MILLENNIALS IN CAVITE**

**THESIS**

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**June 2019**

**USER GENERATED CONTENT: INFLUENCE ON BRAND IMAGE AND CHOICE  
OF SMARTPHONES AMONG MILLENNIALS IN CAVITE**

Undergraduate Thesis  
Submitted to the Faculty of the  
College of Economics, Management, and Development Studies  
Cavite State University  
Indang Cavite

In partial fulfilment  
of the requirements for the degree of  
Bachelor of Science in Business Management



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June 2019

## ABSTRACT

**GARALDE, JERICHO M.** User Generated Content: Influence on Brand Image and Choice of Smartphones Among Millennials in Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing Management. College of Economics, Management and Development Studies, Cavite State University, Indang Cavite. June 2019. Adviser: Ms. Danikka A. Cubillo.

User-generated content (UGC) refers to the content not created by brand, but by the people. It has various forms such as: text, pictures or videos. It can be in a form of reviews, forum, posts, testimonials, blog posts, question and answer forums, social media posts, wiki's case studies and UGC videos (Pitt, Kietzmann, and McCarthy, 2015). However, though there are lots of studies covering UGCs' connection with brand image, limited probation on choice distinctly smartphones still remain undetermined. Therefore, this study aims to investigate UGC in terms of its relevance with brand image and choice of smartphones among millennials. Specifically, it aimed to determine the following: (1) socio-demographic profile of millennials in Cavite in terms of age, sex, civil status, educational attainment, and occupational status; (2) the assessment of millennials among published UGCs; (3) the assessment on the engagement of millennials among published UGCs; (4) the influence of UGC on millennials' choice in terms of smartphone; (5) the comparison between level of engagement among millennials when grouped according to their profile; (6) the comparison between the perceived brand image as influenced by UGC among millennials when grouped according to their profile; (7) the comparison between choices of smartphones as influenced by UGC among millennials when grouped according to their profile; and (8) the assessment on the relationship between brand image and choice of smartphones among millennials in Cavite.

The study used descriptive, correlational and comparative research design. Non-proportional quota sampling technique was used to identify the participants of the study. Online survey questionnaire serves as the basic tools in gathering data.



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An undergraduate thesis manuscript submitted to the faculty of the Department of Management, College of Economics, Management, and Development Studies, Cavite State University, Indang Cavite in partial fulfillment of the requirements the degree of Bachelor of Science in Business Management major in Marketing Management with Contribution No. CEMS - BM - 2019 - 1061. Prepared under the supervision of Ms. Danikka A. Cubillo

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## **INTRODUCTION**

In present time, consumers' preposition and opinions are vital for the company's image and identity; that is why, every company value not just consumers' money but also the capability of the consumers to draw in thoughts about a certain product or brand which is called user-generated content (UGC). According to Berthon, Pitt et al. (2015), UGC is any type of content that includes any media contents such as pictures, videos, blogs for testimonials, and discussion. UGCs are easily made and shared online (Aksenova, 2018). It is used for a wide range of applications, including problem processing, news, entertainment, advertising, gossip and research. It is an example of the democratization of content production; as media production through new technologies has become more accessible, user friendly, and affordable to the public, large numbers of individuals can post text, digital photos and digital videos online, with little or no filters at all (Chin-Fook & Simmonds, 2011).

Grossman (2006) revealed that Time Magazine has named 2006's person of the year as *Us* because of UGC. It is due to rise in production of opinions and insights of customers in the web 2.0 platforms of different brands. UGC gave provision to amateur writers to publish their own content among media organizations (Berthon et