

Consumer Trust in User-Generated Brand Recommendations on Social Networking Sites

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Abstract : The study provides insights into the consumer's trust on user generated brand recommendations on social networking sites and also investigates the role of ad scepticism in generating consumer trust in user generated brand recommendations. The work contributes to a better understanding of trust development in the context of social networking sites. Specifically, the study reveals that not all dimensions of trustworthiness are equal. The individual user characteristics vary according to the person. The major finding of this study is that high degrees of trust toward user generated brand recommendations can be generated on the basis of high trust toward social networking sites and ad scepticism. Consumers trust the user generated brand recommendations based on the individual's trust in the particular social networking platform and the level of their individual ad-scepticism. The study pinpoints that as consumers' trust in user generated brand recommendations is affected by their trust in social networking sites, it is influenced by benevolence, integrity, the propensity to trust, and individual user characteristics to a great extent, and hence, it is imperative for brands should attempt to build on these factors so that they can engage consumers to generate user generated content on social media.

Keywords : Consumer trust, user-generated brand recommendations, ad scepticism, social networking sites

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