GENDER GAPS IN SOCIAL MEDIA: EXAMINING FILIPINO iGEN CONSUMERS' ACCEPTANCE OF USER-GENERATED CONTENT (UGC) PLATFORMS

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Abstract

The cumulative growth of participation in user-generated content (UGC) platforms has fundamentally changed the business environment as consumers exert greater stimulus over goods and services. Along with the growth of consumer studies, however, there is an increasing apprehension over one-dimensional marketing strategies that relate to UGC and other social media platforms. This paper uses the extended Technology Acceptance Model (TAM) (subjective norm and perceived playfulness as additional constructs) to understand factors that motivate consumers to use UGC platforms, as well as to examine the extent to which gender serves as a factor for their behavioural intention. Data from 220 Filipino iGen ('the newest net generation consumers') were collected and analysed using a series of structural equation models. Results show that behavioural intention is a robust predictor of actual usage of UGC platforms. Both men and women consumers' intentions are strongly influenced by subjective norm, perceived ease of use and perceived usefulness. The ranking of the factors, however, differ with subjective norm and perceived ease of use as the top two most significant predictors for women; while the reverse is observed for men. The results contribute to the TAM by confirming the links between behavioural intention-actual system use, perceived usefulness-behavioural intention, and perceived ease of use-behavioural intention. Findings suggest that UGC brand campaigns in the Philippines consider gender differences.

Keywords: Gender Marketing, iGen, Structural Equation Modelling, Technology Acceptance Model (TAM), User-generated Content (UGC).