

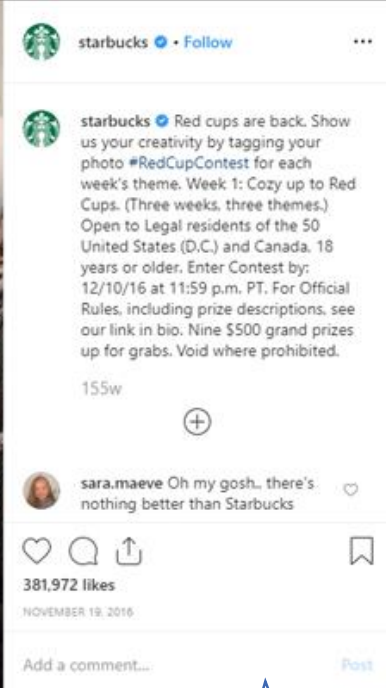
# Consumer Insights from User Generated Content

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# Contents

- User generated content (UGC) and its importance
- Key benefits
- Methodology to find the satisfaction drivers and their relative importance from UGC.
- How cultural variations in consumer behaviour can be easily tracked
- Methods of identifying the monetary value of a review and/or a reviewer.
- How to tackle dark UGC (fake reviews, rumors, clickbaits, etc.)

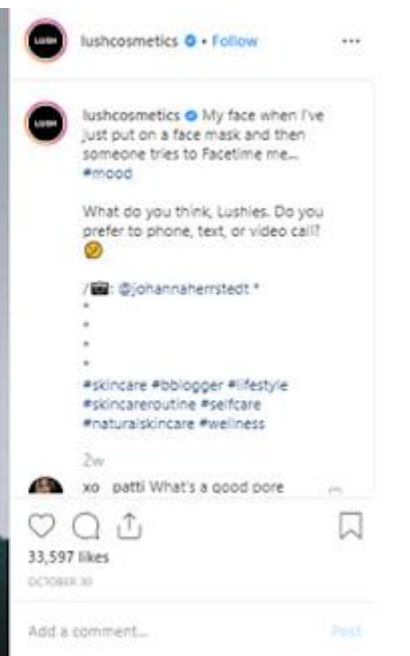
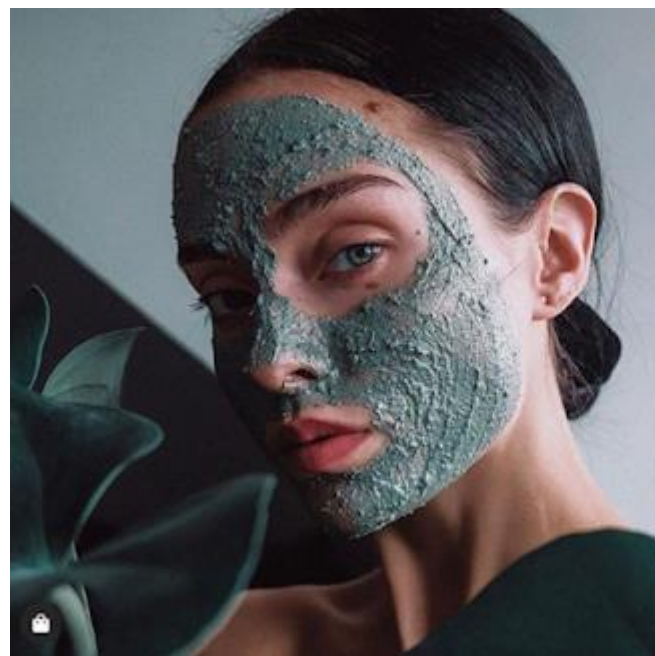
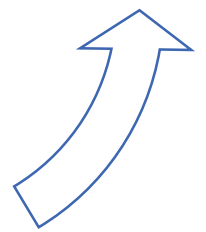
# Key Benefits



Brand Engagement

Brand Community

Brand Advocacy



"I recommend Sensodyne."  
Dr. Alexander-Smith,  
Dentist, Chicago.

**EXPERT**  
SENSITIVITY RELIEF

**PLUS**

**THE BENEFITS**  
OF DAILY TOOTHPASTE

**SENSODYNE**  
TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION  
Extra Whitening

#1 Dentist Recommended Brand



**ADVERTISEMENTS**

**ACTUAL BURGER**

- MOST ATTRACTIVE ANGLE
- WITH CHEESE
- SLIGHTLY FLUFFED UP



NEWS

# Samsung admits to making misleading water-resistance claims about 7 phones

*The company now has to pay a \$9.7 million fine in Australia.*

By [Adamyia Sharma](#) • June 23, 2022



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# Online Reviews

VS

# Customer Surveys



## ARE ONLINE REVIEWS HELPFUL?

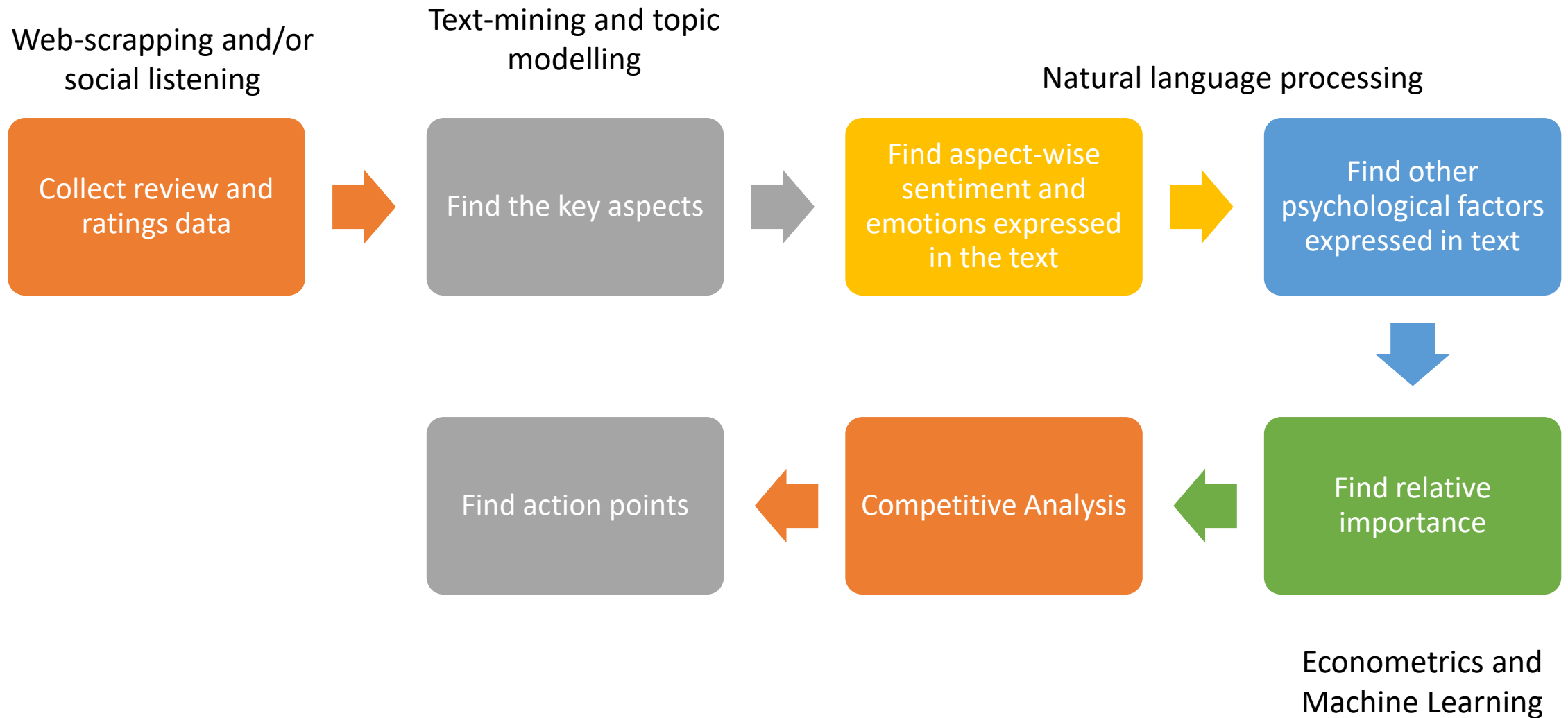


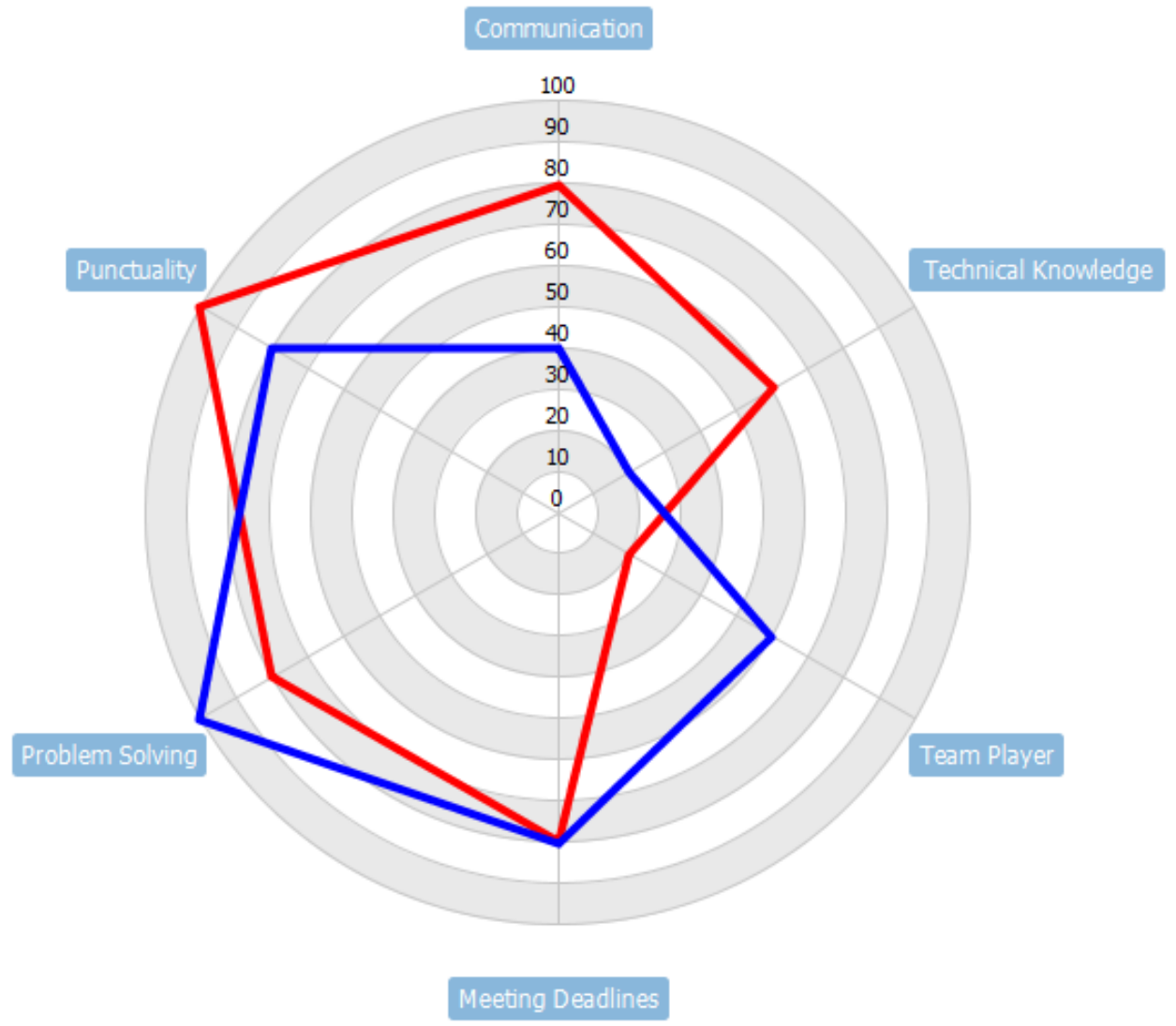
## Review

#CustomerSatisfaction




Methodology to find the satisfaction drivers and their relative importance from UGC.







## Other solutions for big brands:

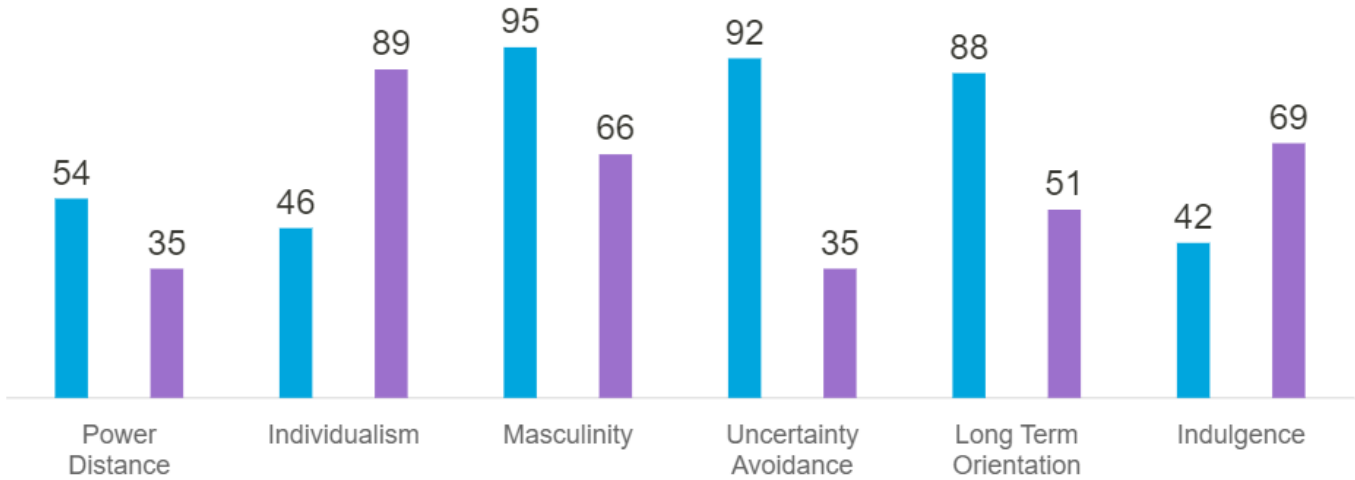
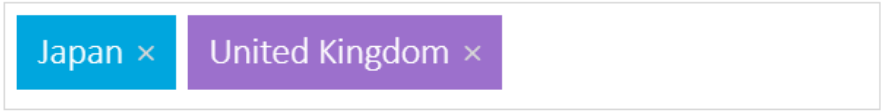
- How social media mentions contribute to offline brand image/brand equity?
  - What is the relative performance of my hotel chain/retail chain (intra-chain and inter-chain comparisons)?
  - What is the short-term and long-term effect of the action points on brand image/brand equity/customer satisfaction? (Time series modelling)
- 



- **Customer Segmentation:**
- Segment 1: Focuses on aspect 1 and aspect 3
- Segment 2: Focuses on aspect 3 and aspect 4
- Segment 3: Focuses only on aspect 2

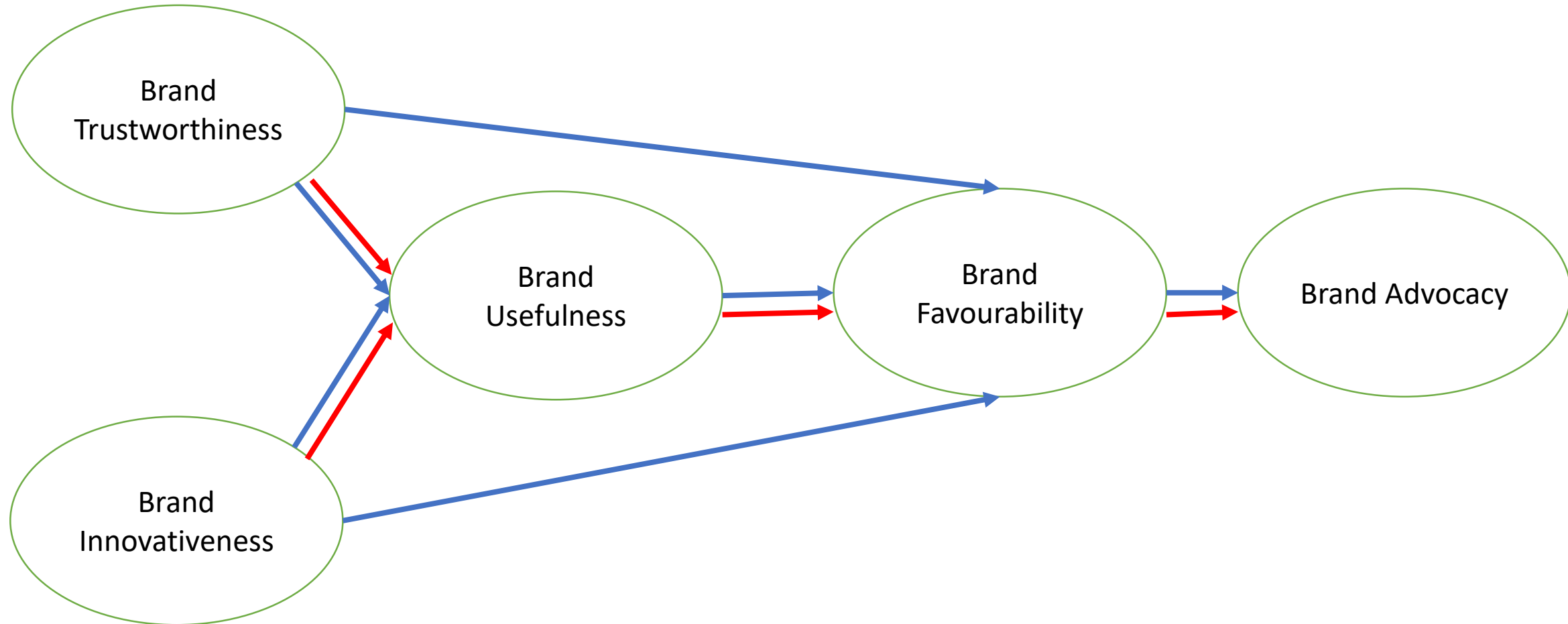
How cultural variations in  
consumer behaviour can be  
easily tracked

# Cultural Differences



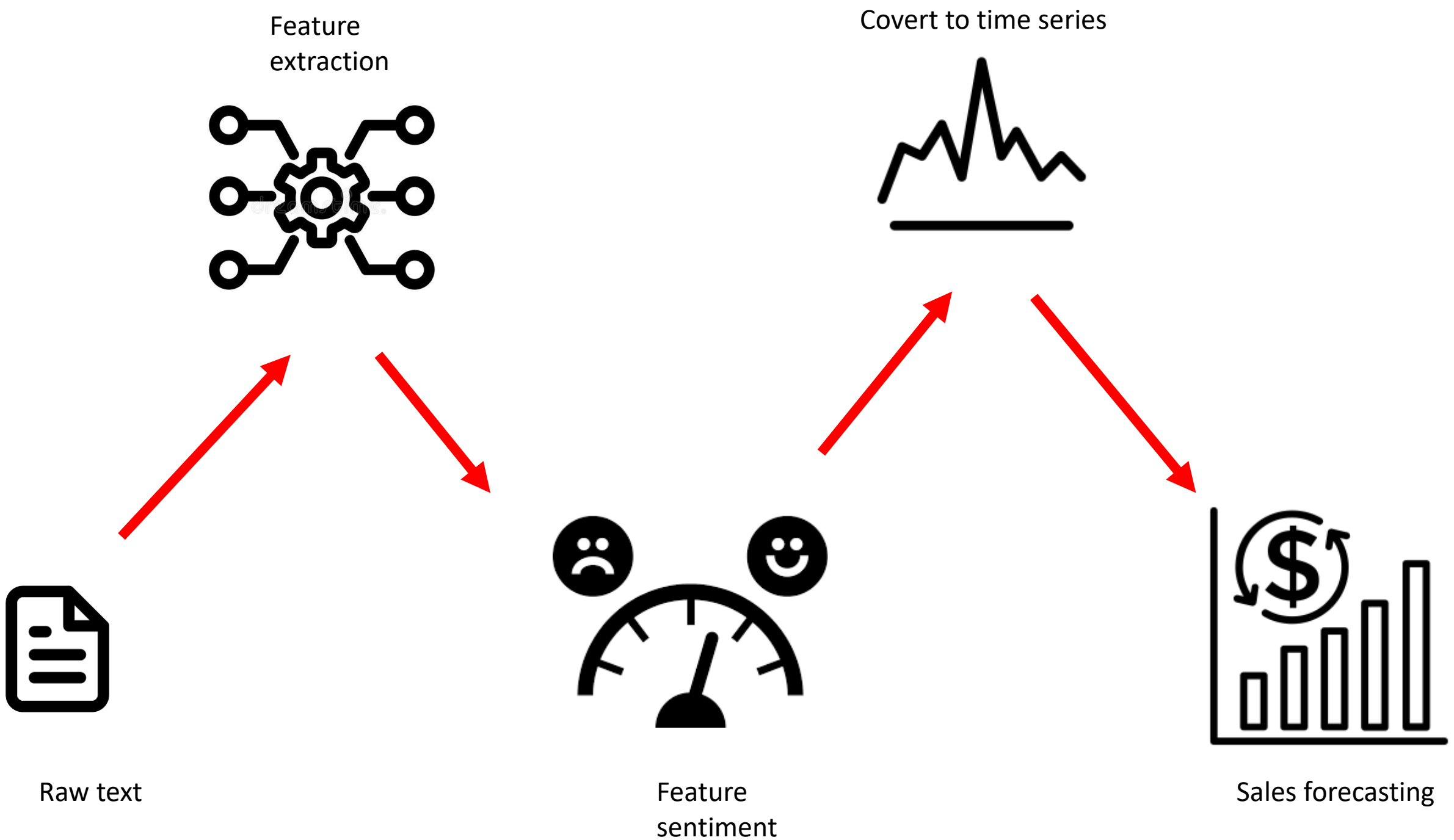
\* estimated

# Sample Idea

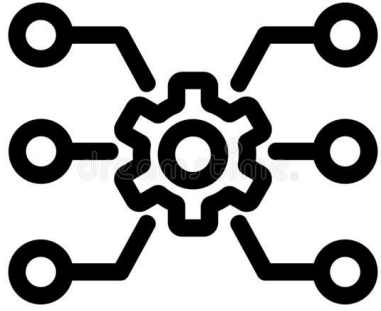




What is its impact on sales?



Feature extraction



Covert to time series



Raw text



Feature sentiment



Sales forecasting

## **Related solutions:**

- What is the monetary effect of a review on sales?
- What aspects should be written in a review which can increase sales?
- What aspects of user-generated vs company-generated content will increase sales?
- How much should I pay to a particular influencer for his/her social media post/review on my brand?

Dark social media

# Additional problems

- Identify fake reviews
- Identify rumours/click-baits
- What are the engagement drivers of social media posts (company generated vs user generated)
- Predict the future engagement in a negative rumour/click-bait about my brand

Thank You

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