



# ROLE OF USER-GENERATED CONTENT IN CROSS-SELLING COMPLEMENTARY PRODUCTS

<sup>1</sup> ATHIRA SUGATHAN, <sup>2</sup>Dr. KUMARI V K SHYNI

<sup>1</sup>Research Scholar, PG Department of Commerce and Research Centre, Iqbal College,  
Peringammala

<sup>2</sup> Professor & HOD, PG Department of Commerce and Research Centre, Iqbal College, Peringammala

## Abstract

Social media has marked a substantial milestone in how business enterprises and government agencies communicate and engage with their demographic market. Social media has revolutionized our communication patterns and behaviour through the internet, thus creating a new medium in which we consume and disseminate information. This research paper analyzes the impact of social media user interaction, including Facebook, Twitter, blogs, and corporate websites. Visitors interact on social media and their perception of the products. Organisations now use social media tools like Facebook, Instagram, and so on as part of their consumer engagement activities. The study of the impact of user-generated content on driving cross-sales by promoting complementary products. User-generated content such as reviews, photos, and social media posts has become a powerful tool for influencing consumers. The study focuses on understanding how user-generated content, fostering trust and social proof, encourages customers to purchase complementary products that enhance or complete their primary purchase. The study uses both primary and secondary data for analysis. The study considered a sample of 50 online customers to determine the influence of user-generated content on the cross-selling of complementary products. The analytical and statistical tool chi-square test, was used to get the appropriate result. The study concludes that user-generated content has a significant influence on cross-selling complementary products.

**Keywords:** User -User-generated content, Cross-selling, Complementary products

## INTRODUCTION

In the digital age, user-generated content has emerged as a cornerstone of modern marketing strategies, defined as any form of content – reviews, testimonials, images, videos, or social media posts created and shared by customers. UGC offers an authentic insight into the consumer experience, unlike traditional marketing materials. UGC provides a peer-driven narrative that resonates more deeply with the audience, fostering trust and influencing purchase decisions. Consumers see UGC as more reliable and credible than traditional marketing communications since it comes from people who have used the product or service. Additionally, UGC promotes community and offers social proof, enabling users to share knowledge and look to others for approval.

Cross-selling complementary products is the strategy of promoting products that enhance or complete the functioning of a primary purchase and has proven to be a powerful revenue driver for businesses. UGC influences this process by showcasing real-life applications of product combinations, creating awareness of complementary offerings, and fostering a sense of community around shared usage. **Bernard et al.(2010)** Customer interactions with UGC should be matched to their need as much as possible. Time and resource savings are the results of customers' potential need awareness through the integration of UGC in cross-selling efforts to introduce a unique dynamic by combining organic customer advocacy with strategic marketing initiatives. The study explores how UGC catalyzes the cross-selling of complementary products and uncovers actionable insight into the mechanism and benefits of incorporating UGC into cross-selling strategies.

## STATEMENT OF THE PROBLEM

In today's digital marketplace, user-generated content plays a critical role in influencing consumer purchasing decisions, while previous research has extensively examined the impact of UGC on brand trust and product adoption, limited studies have focused on its role in cross-selling complementary products. This study aims to explore the effectiveness of UGC in driving cross-selling of complementary products. It will analyze how different forms of UGC influence customers' purchase decisions and which UGC is better at enhancing the cross-selling of complementary products.

**OBJECTIVE OF THE STUDY**

- To measure the impact of user-generated content on the cross-selling of complementary products.

**HYPOTHESIS OF THE STUDY**

**HO:** There is no significant impact of user-generated content on cross-selling complementary products

**H1:** There is a significant impact of user-generated content on the cross-selling of complementary products.

**RESEARCH METHODOLOGY**

Both primary and secondary data were used to fulfill the study's objective. Primary data was collected using a structured interview schedule by purposive sampling. The study considered a sample of 50 online consumers to determine the influences of user-generated content on cross-selling complementary products. The statistical tool, the chi-square test, was used to get appropriate results.

**LITERATURE REVIEW**

**Shipra Gupta (2022)** stated that UGC influences consumer purchase decisions and offers useful recommendations for marketers who want to leverage potential UGC in their marketing plans.

**Hong et al. (2017)** stated that there are different methods and forms of UGC, such as those generated in discussions from online sources. Examples include blogs, tweets, and Facebook pages. This content influences buying decisions in online and offline modes.

**Taffesse(2016)** observed that consumer choice is influenced by UGC, which consumers encounter on social media, because people are more influenced by their friends and family. Furthermore, he observed that UGC is more effective in influencing consumer decision-making than media campaigns and advertisements because customers trust more in their friends than marketers.

**Gao et al(2015)** found that consumers generate features of UGC and are not created professionally. Further, UGC on social media is often regarded as more trustworthy by consumers compared with the narrative they find on other media platforms.s

**Filleri (2016)** observed that trust towards UGC has a significant influence on consumer interaction to follow other user recommendations. Users generate content in a self-reliant form that continues to attract a large audience.

**Adel M. Turieh(2021)** found that there is a positive relationship between the impact of cross-selling on the purchasing decision and customer gender, and the customer's age and educational level does not make any impact on the purchasing decision by cross-selling

**ANALYSIS AND INTERPRETATION**

**Table 1 General Details**

| Variable           | No of response | percentage |
|--------------------|----------------|------------|
| <b>GENDER</b>      |                |            |
| Male               | 20             | 40         |
| Female             | 30             | 60         |
| <b>TOTAL</b>       | 50             | 100        |
| <b>OCCUPATIONS</b> |                |            |
| Students           | 10             | 20         |
| Salaried           | 20             | 40         |
| Housewife          | 20             | 40         |
| <b>TOTAL</b>       | 50             | 100        |

Among the 50 samples, 20 are male and 30 respondents are female among them 10 samples are students 20 are salaried persons, and 20 are housewives.

**Table 2 Impact of User-generated Content on cross-selling of complementary products**

| User Generated Content     | Cross-selling of complementary products |             |           | Total |
|----------------------------|-----------------------------------------|-------------|-----------|-------|
|                            | Impact                                  | Less impact | No impact |       |
| Social media post          | 30                                      | 15          | 5         | 50    |
| Product review             | 33                                      | 7           | 10        | 50    |
| Social media advertisement | 20                                      | 15          | 15        | 50    |
| Recommendations            | 34                                      | 10          | 6         | 50    |
| <b>TOTAL</b>               | 117                                     | 47          | 36        | 200   |

Value of chi-square test = **15.06**

Degree of freedom = **6**

P value = **0.0198**

## Interpretations

We reject the null hypothesis since  $P=0.0198$  is less than 0.05. This means that there is a statistically significant relationship between user-generated content and the impact on the cross-selling of complementary products.

## Findings

- The P-value (0.0198) is less than 0.05, indicating a significant relationship between User Generated Content and cross-selling of complementary products.
- This suggests that different type of UGC (social media posts, product reviews, advertisements, and recommendations) influences customers' purchasing behavior differently
- Some forms of UGC (recommendations, product review) have a stronger impact on cross-selling than others.
- Businesses should leverage high-impact UGC strategies such as customer reviews and social proof to maximize complementary product sales.
- Companies should encourage and optimize UGC through reviews, influencer endorsements, and social media engagement to boost cross-selling effectiveness
- Understanding which type of UGC has the highest impact can help to allocate marketing resources effectively.

## CONCLUSION

The study confirms that User-Generated Content (UGC) has a significant impact on the cross-selling of complementary products. The findings highlight the persuasive power of UGC in influencing consumer purchasing decisions and driving additional sales. Customers who engage with more user reviews and feedback tend to have increased confidence in purchasing related products, reinforcing the value of community-driven content in e-commerce. Companies should integrate UGC into their digital marketing strategies, including influencer collaboration and interactive product forums to maximize customer engagement and increase sales revenue. Overall this study highlights the importance of leveraging UGC as a strategic tool for boosting cross-selling opportunities in online retail environments.

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