

FACTORS THAT INFLUENCE THE USE OF USER GENERATED CONTENT ON THE INTERNET

A Preliminary Study with Brazilian Travelers

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The User Generated Content (UGC) is a significant factor in decision process of buying tourist products, and the hotel segment has been gaining attention in this area. The Theory of Planned Behavior (TPB) - and its three factors: attitude, subjective norms and perceived behavior control - was used to analyze the UGC as an influencing factor to choice a hotel, which explores the influence of intention behavioral in the decision making of travelers. It was developed a research instrument with closed questions, which was applied randomly in a big-sized hotel in Natal-RN. The methodology used was quantitative, and exploratory-descriptive. It was used surveys for data collection with Brazilian travelers, and the results of the analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique. It was observed that most of the respondents use UGC, and they were influenced by UGC in the intention of choice of the hotel. The evaluation of the Structural Equation Modeling showed that two hypotheses were confirmed. The attitude factor of the traveler to use UGC had positive influence in their intention to use UGC when making travel plans. In addition, the subjective norms on the traveler to use UGC has positive influence in their intention to use UGC when making travel plans. This paper contributes to the current understanding of what factors influence the use of UGC when travelers make travel plans through a preliminary study with Brazilian travelers.

KEY WORDS: User Generated Content, Internet, Theory of Planned Behavior.