

ATILIM UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION MASTER'S PROGRAMME

**CUSTOMER MOTIVATIONS AND USER-GENERATED CONTENT IN THE
CONTEXT OF TELECOMMUNICATION**

Master Thesis

Shahad AL-SUHAILI

Ankara-2024

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Ankara-2024

ACCEPTANCE AND APPROVAL

This is to certify that this thesis titled “Customer Motivations and User-Generated Content in the Context of Telecommunication” and prepared by Shahad Alshaili meets with the committee’s approval unanimously/by a majority vote as Master’s Thesis in the field of Business Administration following the successful defense conducted on 27/12/2023

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ÖZ

Al-suhaili, Shahad. Telekonünikasyon Bağlamında Müşteri Motivasyonları ve Kullanıcı Tarafından Oluşturulan İçerik, Yüksek Lisans Tezi, Ankara, 2023.

Kullanıcı tarafından oluşturulan içeriğin (UGC), özellikle olumsuz olduğunda, şirketler üzerinde önemli bir etki meydana getirebildiği bilinmektedir. Müşteri motivasyonunun çevrimiçi içerik üzerindeki etkisi, İnternet'in ortaya çıkışından bu yana ilgi konusu olmuştur. Firma ve hizmetlere ilişkin yorumları gösteren Facebook, Instagram, Twitter gibi sosyal medya platformları giderek daha fazla önem kazanmaktadır. Bu yorumlar, motivasyonlarına bakılmaksızın genellikle UGC olarak adlandırılmaktadır. Bu araştırma, müşterilerin -fedakarlık, intikam, dışa vurma, kendini geliştirme ve ekonomik- motivasyonlarının, özellikle telekonünikasyon sektöründe, UGC oluşturulmasına ve bu UGC sonrasında firmalardan alınan tepkilere (tazminat, özür, açıklama ve tweet) karşı geliştirilen tutumlarını ele almaktadır. Bu çalışmada ampirik veri toplamak için, elverişlilik örnekleme yoluyla seçilen Türkiye'nin telekonünikasyon hizmetlerinin 310 kullanıcıya anket uygulanmıştır. Veri analizi için IBM SPSS yazılımı kullanılarak Güvenilirlik, Korelasyon, Varyans İnfilyon Faktörü (VIF), Regresyon ve ANOVA gibi istatistiksel teknikler yapılmıştır. Bulgular, kötü bir hizmet deneyiminden sonra müşteri motivasyonunun UGC üzerindeki önemini vurgulamakta ve müşteri motivasyon faktörlerinin firmanın yanıtına karşı tutumlarını nasıl şekillendirdiğini açıklamaktadır. Özellikle, dışa vurma ve ekonomik motivasyonların, kötü bir hizmet deneyiminden sonra UGC oluşturulmasına olumlu ve anlamlı bir etkisi bulunmaktadır. Ancak, fedakarlık, intikam ve kendini geliştirme motivasyonlarının kötü bir hizmet deneyiminden sonra UGC oluşturulmasını anlamlı bir şekilde etkilemediği görülmektedir. Fedakarlık, kendini geliştirme ve ekonomik motivasyonların, firmanın yanıtına karşı geliştirilen tutumlar üzerinde olumlu bir etki yaptığı, intikam motivasyonunun ise olumsuz bir etkisi bulunduğu ve dışa vurma motivasyonunun anlamlı bir etkisi olmadığı belirlenmiştir. Bu sonuçlar, UGC oluşturma ve firmanın müşterilere olumsuz hizmet deneyimleri sonrasında yanıt vermeleri üzerine önemli bir bakış açısı sunmaktadır. Bu çalışmanın, müşterilerin UGC oluşturmadaki motivasyonlarını ve firmanın yanıtına karşı tutumlarını anlama konusunda katkı sağlayarak, işletmelere müşteri motivasyonlarını ve memnuniyetini anlamada yardımcı olabilmesi umulmaktadır.

Anahtar Sözcükler: Kullanıcı tarafından oluşturulan içerik, sosyal medya, müşteri motivasyonu, müşteri tutumları, çevrimiçi platformlar



ABSTRACT

Al-suhaili, Shahad. Customer Motivations and User-Generated Content in the Context of Telecommunications, Master's Thesis, Ankara, 2023.

It is widely recognized that user-generated content (UGC), particularly when it takes a negative form, can significantly impact companies. The influence of customer motivation on online content has been a focal point since the advent of the Internet. Social media platforms like Facebook, Instagram, Twitter, etc., have experienced substantial importance and frequently display comments related to firms and services. These comments, regardless of their motivation, often qualify as UGC. This research delves into the influence of customers' motivations—altruism, vengeance, venting, self-enhancement, and economic—on the creation of UGC and their attitudes toward the response (compensation, apology, explanation, and tweet) received from firms after UGC, specifically in the telecommunication industry. The study employed a self-administered survey to gather empirical data from 310 users of Türkiye's telecommunication services, utilizing convenience sampling. Statistical techniques such as Reliability, Correlation, Variance Inflation Factor (VIF), Regression, and ANOVA tests were employed for data analysis using IBM SPSS software. The findings underscore the importance of customer motivation in UGC following a poor service experience and elucidate how customer motivation factors shape their attitude toward the firm's response. Notably, venting and economic motivations exhibit a positive and significant impact on UGC creation after a negative service experience in the telecommunication industry. Conversely, altruism, vengeance, and self-enhancement motivations do not significantly influence UGC creation after a negative service experience in the telecommunication industry. Altruism, self-enhancement, and economic motivations positively and significantly influence the attitude toward the firm's response, whereas vengeance motivation has a negative impact, and venting motivation shows no significant effect. These results offer a valuable framework for assessing and managing UGC creation and a firm's response to customers following their negative service experience. This understanding enhances comprehension of Turkish customers' motivations in UGC creation and their attitude toward the firm's response, benefiting businesses and managers in understanding customer motivations and satisfaction.

Keywords: UGC creation, social media, customer motivation, customer attitudes, online platforms



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INTRODUCTION

The term user-generated content (UGC) refers to media that is made or produced by people who are not paid to do it and is mostly shared on the Internet (Daugherty et al., 2008). One of the greatest interest of the modern Internet is the growing amount of content generated through regular people working together, where UGC promises to advance significant free speech and free press objectives (Lee, 2008). According to Colicev et al. (2019) mention that there is two kind of content, Firm Generated Content (FGC) and User Generated Content (UGC), where UGC refers to the collective understandings and opinions contributed by individuals within a community or group, which is called to "wisdom of the crowd". On the other hand, FGC refers to when companies using social media to promote the brand, which is called to "social advertising" (Colicev et al., 2019). You can find a lot of information on the Internet that was not made by big media companies but by regular people of all ages through UGC (Lee, 2008).

Nowadays, the use of UGC is a common practice among Internet users, where a research found that 48 million people, or 35 percent of all Internet users in the United States, had uploaded UGC to the internet at least once (Horrigan & Rainie, 2006).

Imagine placing an order to purchase a new mobile phone on a telecommunications company website. After waiting for a few days, your new phone is finally delivered, and you excitedly open it. Fortunately, and to be surprised, the new phone is not exactly the same model as the one you purchased, and it is entirely different. What will be your response? Now suppose that the same thing happened to you, only this time your brand-new phone arrived damaged and you are unable to switch it on. How would your attitude change if you knew that the new phone was damaged upon arrival or that it was a different brand from the one you ordered? Both situations represent the customer service experiences in different types of interactions that customer have with companies that provide services in these days such as supermarkets, hotels, and restaurants, online shopping and others service (Albrecht et al., 2016).

Social media and UGC are two of the most creative and real ways that digital media has changed the way people and businesses interact with advertising, where UGC and social media are both playing a role in changing how customers engage with material, companies, and one other (Interactive Advertising Bureau, 2008).

In one definition offered by Koçak and Oyman (2012), social media is "a kind of online platform that gathers most of the contents from individuals or different online resources. Furthermore, customer experience is about both positive and negative feelings that customer had about a company or a brand after interacting with it, It can be from buying something or just getting some services (Meyer & Schwager, 2007). Customer experience is a great importance for companies and businesses that are conducted through the Internet, as through customer experience the level of success or failure of the company can be determined (Rose et al., 2012). However, a service available on the internet called a social network is described as one that helps users to connect with one another, exchange topics and news, and establish relationships (Boyd & Ellison, 2007). Where many of UGC is a way to connect with other Internet users, where it can be done by message and share information online with others on social media (Sigala, 2009). According to research by Customer Care Measurement & Consulting (2020), nearly half of consumers which about 48% are consult social media before making a major purchase.

But when the tables turn and the company fails to provide the expected service to the customer, the customer becomes dissatisfied with the company (Oliver, 1980). There are several choices available to users who are dissatisfied with a service, by quitting, reporting to the provider directly, or spreading bad word of mouth (WOM) (Hirschman, 1970). Where the term "WOM" refers to a specific business deals or experiences; it is a way of looking at things that is based on information and needs that related with a business either one that already exists or one that could exist (Ramirez, 2020). There is a lot of evidence that shows how powerful WOM can be when promoting a service (v. Wangenheim & Bayón, 2004).

However, according to a study, any good or negative comment made by potential, existing, or past consumers about a product or firm, which is made available to a multiplicity of individuals and institutions over the Internet is electronic WOM, which is similar to UGC (Hennig-Thurau et al., 2004).

Even though UGC goes farther than electronic WOM, the two often overlap when UGC is about a products or services (Smith et al., 2012). Motivation is an external or internal factor that encourages individuals to take action in pursuit of their objectives (Gruen et al., 2007). Service business management is involved with how customers react when something goes wrong with the service (Lin & Lee, 2019).

The term "online customer experience" refers to the emotional and mental evaluation that a customer has of their experience with a company's website and its products or services, whether the customer's negative reaction comes from the product itself, the business as a whole, or a specific department within the business (Klaus and Maklan, 2013; Rose et al., 2011; Gentile et al., 2007).

For example, when considering the operating system and brand, ASUS performed less favorably compared to Samsung, particularly in terms of receiving a higher number of negative evaluations about the user experience and applications within the boundaries set out, which ended in an unfavorable outcome. This shows that ASUS needs to improve the way its gear works (Cheng et al., 2021). Moreover, in the field of internet-based interactions, consumers commonly communicate their experiences with familiar and foreign individuals, such as when expressing dissatisfaction with a service through social networking platforms (Le et al., 2018; Jarvi et al., 2018).

When a service has a problem and fails to perform according to users' plans before they use it, that moment is called an experience with failure (Sparks & Fredline, 2007). Altruism is the inclination to improve the well-being of others, even if it comes at a personal cost (Elster, 2006). Moreover, altruism serves as a driving motivation in different forms of helping out, extending even activities that may appear overtly altruistic (Bussell & Forbes, 2002). In the case of bad experiences with service, altruism motivation indicates that the WOM user wishes to save others from having similar challenges (Yen and Tang, 2015; Yoo and Gretzel, 2011). However, vengeance refers to the purposeful act of causing damage as a revenge to a believed injustice (Forbes et al, 2005). When a service mistake happens, customers feel bad motivations like anger, shame, and sadness (Lin & Lee, 2019). Furthermore, vengeance is commonly described as a "personal" matter (Unjacke, 2000). Vengeance is more than just experiencing damage and revenge; it involves feeling sincerely offended and disrespected (Bar-Elli & Heyd, 1986).

Anger, revenge, disappointment, and other negative emotions are experienced by users who want to vent their feelings through venting motive in response to poor service (Bronner & De Hoog, 2011). Where sharing unpleasant reactions to individuals, known as venting, has generally been seen as a recovery method for individuals who facing difficult times (Brown et al., 2005; Carver et al., 1989). Sharing

dissatisfaction like venting is a popular source of inspiration in the blogging; where the reason a blogger could write an angry post is to help themselves deal with their feelings about a certain topic (Burnett et al., 2012). Self-enhancement, such as the desire to improve oneself, leads to an increased willingness to spend money on brands and items and this is especially true when trying to showcase one's riches, especially in the presence of others (Kurt et al., 2011). The term "self-enhancement" is used to describe an individual's need to improve some aspect of oneself or to reduce negative opinions of themselves (Alicke & Sedikides, 2009). A person driven by self-enhancement objectives highly esteems confidence and actively seeks acknowledgment from others (McAdams et al., 1996).

Economic benefits in the form of money can be classified as relatively motivating; yet, however, the creation of UGC shows a need to have oneself valued and rewarded by other internet users (Stoeckl et al., 2007). Within the area of motivation, there exists a theory known as economic motivation and this theory suggests that users have a predisposition to prefer financial advantage as a reward (Benoit et al., 2017). The economic motive of the prosumer is driven by their financial goals and aims to meet their unsatisfied monetary demands (Xiang et al., 2022). Based on Hu & Kim (2018) study,

Economic motivation is effective only in unfavorable service conditions and this suggests that even with motivations, good experiences tend to be less expected to be shared, other than users are more involving to communicate negative moments once motivation are provided.

Research has shown that unfavorable experiences can have an impact on customer loyalty, as well as influence their willingness to express dissatisfaction, their intentions to make future purchases, and their overall attitudes towards a business (Roos et al., 2009; Grewal et al., 2009; Davidow, 2003).

Research Questions

Considering the fact that few studies have looked at the relationship between unsatisfied customer motivate and UGC, there has not been a lot of study on how the way customers motivate after having a negative experience with a telecommunications service affects UGC. This research gap limits the understanding of how the link between customer motivations to a negative service on telecommunication and

creating UGC. Furthermore, this study gap impacts our ability to understand how do customers attitude about the company's response to their complaints.

According to social exchange theory, social exchange pertains to the deliberate behaviors undertaken by individuals, driven by the anticipated benefits they hope to get and usually do receive from others (Blau, 1964, 2017). Blau recognized social exchange as a crucial element in social existence, which forms the basis for relationships among both people and communities. Furthermore, social exchange theory was described as a reciprocal structure of exchange that operates through the exchange of rewards in order to promote value exchange (Blau, 1964, 1968; Emerson, 1962, 1976, 2019). Social exchange theory, coming from the fields of psychology and the field of sociology centers around the concepts of exchange and the broader mechanisms of power and justice that underlie it (Pervan & Johnson, 2002). Moreover, Blau (1968, 2017) believes that social interaction is based on the idea of one individual performing a favor for another, with a broad expectations for a future return, but without specifying the particular form of that return in advance. According to Benitez et al. (2022), trust, commitment, reciprocity, and power are the four components of interpersonal interaction that form the basis of Social Exchange Theory. Where trust is the belief that an individual has in the reliability and fairness of others, where they anticipate others to carry out their tasks accurately and fairly, resulting in mutual benefits, without requiring constant supervision (Benitez et al., 2022). However, commitment entails a strong dedication from individuals to fulfill their responsibilities for the long-term sustainability of the partnership; and reciprocity refers to a mutual exchange or interaction between two parties (Benitez et al., 2022). Last but not least, Benitez et al. (2022) point out that power is the comparative reliance among individuals or groups to carry out the primary undertaking and how this could impact choices and actions. The connections between individuals are based on voluntary transfers of value that depend on trust, commitment, reciprocity, and power. These four characteristics play a crucial role in building and maintaining relationships throughout time (Tanskanen, 2015).

The purpose of this research is to find explanations to the three primary questions that are as follows:

1. What motivate customers to UGC when they had a poor telecommunication service?

2. How the company response to negative UGC that customer create after a negative telecommunication service experience?
3. What attitude do customers have to the company response to negative UGC that customer create after a negative telecommunication service experience?

Research Gap

The current investigation fills in a number of gaps and provides useful information as a result. First, the study adds to the small amount of research that has been done on how customers get motivated and how that affects UGC. This is one of a few studies to look at how customer motivation affects UGC. Second, the study also expands on limited research on the influence of consumer motives on a company's response to UGC, how customers see that response and how many platforms does users use when they had negative service experience. Third, no research has previously examined the connection between UGC and customer motivation following a negative telecommunications service experience. The problems that customers have in telecommunications services such as with their computers (19%), cable or satellite TVs (18%), autos (12%), and mobile phones (6%), remain at the top of the list of the most important problems in the year 2020 (Customer Care Measurement & Consulting, 2020).

Research Methodology

In this study, empirical data on telecommunication customers and the motivation of negative UGC after a poor telecommunication service experience are used to analyze the suggested theoretical framework for developing UGC after a negative service experience. The goal of this study is to understand the connection between UGC and customers who had a bad experience with service in the telecommunications industry. Using quantitative methods, the study will measure the customer motivations to a negative service experience in the telecommunications services. The study will also measure the customer attitude to the firm response to their feedback.

Significance of The Study

This study focuses on the customer behavior to a negative telecommunication service experience. Customer has a negative motivation such as altruism, vengeance, venting, self-enhancement and economic motivations when they are not satisfied to a telecommunication service. The study's theoretical perspective is the impact of a poor customer service experience on UGC is examined in the context of the telecommunications industry by analyzing the actions people take after having a bad experience with a communication service applying a research dataset involving telecommunications customers and their UGC. In other words, the primary objective of this study is to identify the primary factors behind the creation of a negative UGC by customers followed to a poor service experience. This research seeks to explore the hypotheses that a cause-and-effect relationship exists between these two variables. This research would contribute theoretically by analyzing consumers' perspectives on service recovery measures taken after a poor service encounter. More research into UGC could also clarify the connection between content production and particular types of digital media.

This study extends the earlier limited work that has been done on the similar topic by looking at a larger number of online platforms, as well as the reasons for people to complain online. The aim of this study is to understanding the link between UGC and customers that had a negative service experience in the context of telecommunication. Where telecommunication refers to the transmission of data or voice signals over long distances (de Gouveia & Magedanz, 2009). Additionally, this study examines the factors that lead to the creation of UGC when faced with a negative service experience, and discusses the relationship between these factors and individuals' attitudes towards comment and service recovery measures. For example, if the supplier of services is responsible for a negative happening, the service provider need to be ready to deal with angry or mean customers, while working on healing both them as well as the situation (Petzer et al., 2012).

With UGC about brands, customers can ask marketers questions or make complaints, as well as comment on or give feedback from businesses (Smith et al., 2012). When deciding how to react to a customer service problem, it might be helpful to have a knowledge of the many different feelings that consumers experience when a

negative event happens (Svari et al., 2011). It is important to evaluate how unsatisfied service customers motivate about a company's reaction to their negative UGC.

Layout of The Study

In what follows, the study will have a quick look at the relevant theory (Social exchange theory) and an review of previous scholarly works and literature related to the identical area of research. Continuing with the subsequent section, which dives into a detailed analysis of the study's operational hypotheses. Following that, the next section explores into the methodologies employed for data collection, as well as the specific measures undertaken for the study. The next section of the report presents the findings derived from this study's empirical investigation. The final section examines the findings of this study and their implications for firm and other academic inquiries.

In order to achieve the aim of this study, the research is organized into six chapters. With the exception of one section that serves as an introduction, the main parts of this text cover problems of concern, study goals, core questions, and research strategies. Chapter two comprises a literature overview and theoretical frameworks. Chapter three will focus on the development of the theory. Chapter four will unfold the research methods employed. Next chapter is presentation and data analysis of results. Chapter six is summary and recommendations.

CHAPTER 1: LITERATURE REVIEW

1.1 User-generated Content

The user-generated content (UGC) is getting more and more random and changing, which gives people more control over the content (Shao, 2009). UGC is one of the most important parts of "Web 2.0," which refers to the growth of more ways for Internet users to participate, create, and work together (Lee, 2008). The term "Web 2.0" is used to describe the current version of the internet, which highlights social networking, the free exchange of ideas and information, working together between people and companies, and the use of UGC (Wilson et al., 2011). Furthermore, social media, which originated from Web 2.0 apps, is a communication platform that allows the exchange of information in several directions and at once, as opposed to a one-way flow of content (Geçti & Gümüş, 2014).

As further software companies improve Web 2.0 applications (websites and apps) that provide the ability for users to come up with their own content, an investigator have reason to believe that the quantity of UGC will continue to increase, most likely quickly (Lee, 2008).

The fact that investigators position their investigation of UGC in the context of political communication research, media sociology, and reception studies, in addition to classical journalism, interpersonal communication, among other fields, shows UGC's broad importance for many different academic areas (Naab & Sehl, 2017).

In addition, UGC can be made about both real things and ideas that are hard to explain. For example, taking a picture of a holiday dinner, writing a review about a musical performance or creating videos about a service (Ramirez, 2020).

In addition to causing client dissatisfaction, a bad experience can also lead to WOM advertising. A greater number of unhappy customers spread the WOM than happy ones, according to Anderson (1998) study.

Customers are more likely to have a negative impression to the company if it makes a mistake in the process, instead of coming to the conclusion, unless the mistake is the result of a crisis or something else outside anyone's control (Varela-Neira et al., 2010; Chan & Wan, 2008).

Because of this, when a customer experiences an issue with the service they received, the result could be negative comments or even a break in service. Customers might bring a formal complaint or take other adverse action against the company.

More than that, customers are able to develop their content by posting, comments, shares, even like and dislike, all those are provided by social media platforms which is referred to as UGC (Colicev et al., 2019).

In other words, a place where people go to get their knowledge, entertainment, and mental health needs met through the usage of UGC. Consumers depend on UGC to share their ideas and thoughts with the world (Boyd & Ellison, 2007);

It is both what people make when they are social and the thing that brings people together. Users can participate in UGC by reading, writing comments and watching other users' content, or they can create their own UGC and share it with others (Shao, 2009).

Furthermore, the term "content sharing sites" refers to platforms which allow their users to save and send around many different kinds of digital content. According to Anderson (2007), these online platforms provide individuals with the ability to produce and spread many forms of content, including videos, music, photographs, and more.

The growth of communications and information technology has played a part in several social shifts by allowing people to connect to the Internet at any time and from any location (Saura et al., 2017). Because of the growing use of social media in today's society, individuals are going to be impacted by the information generated by different kinds of creators (Zhuang et al., 2023). And because of the development of social media, users no longer just search news; rather, they actively and frequently share their experiences with different people on many different websites, including groups, blogs, websites, and reviews of products (Lee, 2008). Furthermore, individuals who use social media platforms services own the freedom to create, communicate, and participate in content using such Facebook, Instagram, Twitter and YouTube platforms (Kim et al., 2019). In addition, social media users express a strong attention to the Facebook pages and accounts of brands, which judgments of brands and companies can quickly disseminate across the whole group of people, no matter of geographical boundaries (Geçti & Gümüs, 2014). According to survey made by Dierks (2023), in 2022, 90.6% of Turks were using Instagram, making it the most popular social media

platform in the country. After that, WhatsApp earned the second position with an average usage rate of 89%.

In the context of social media, individuals possess the ability to take the role of content producers; just yet, it is important that a large number of individuals see themselves mostly as users within a social structure, rather than actively engaging in content creation (Koçak & Oyman, 2012).

A lot of UGC in different media is about companies, which is important for marketers because it can show how people think about companies. For example, interaction between user-to-user and user-to-content in content websites by comments, likes and share. Or putting out their own content, such as videos on YouTube, blog posts, and personal websites.

Using apps like wikis, blogs, online social networks, peer-to-peer (P2P) file-sharing programs, one-click hosts, or video portals, to mention a few of the most well-known UGC services, users may now quickly share material with their friends and/or other users on the Internet (Ager et al., 2010).

According to Cha et al. (2007), who took a telecom-centered viewpoint on UGC videos, these videos are different than non-UGC in that they are produced more quickly and with fewer resources, which leads to a bigger number of publishers.

When it comes to communication and information technology, social network services have grown to be part of daily life. Where services of social network let people to expand their social networks through the use of smart devices, made it possible for data to be simply and fast shared, and encouraged conversation with several individuals at the same time (Lee et al., 2016). The way the Internet has evolved in Türkiye can teach us a lot about how it might develop in other nations while dealing with the conflict between traditional and modern ways of communication (Wolcott & Cagiltay, 2001).

The number of devices has made more people use the Internet in Türkiye; this is because more people join social media, more people are searching for information on their phones using online maps, dictionaries, and reference books like Wikipedia, and more people are using apps such as YouTube, Instagram, Facebook and Live TV channels (Ozturkcan & Gumus, 2015).

According to a recent study, users of social media can access to a different of content types; for example, create pages, publish, and manage information on these

platforms in order to communicate with customers and impact customers' purchase choices (Colicev et al., 2019). The majority of Internet traffic is related to the distribution of multimedia files like images, music, and movies as well as software and its linked updates and downloads (Maier et al., 2009; Labovitz et al., 2010). Moreover, the availability of internet connection through social media in mobile devices like smartphones makes it easy for dissatisfied customers to immediately express their displeasure; because of this, makes it difficult to manage negative UGC (Presi et al., 2014). The existing internet service around the world operates with a best ability level (de Gouveia & Magedanz, 2009). However, according to Geçti & Gümüş (2014), Facebook groups include two categories of members—*influencers* and *connectors*—who are responsible for generating and spreading WOM. Where *connectors* are individuals inside a group that enhance the dissemination of information through WOM networking by linking group users with a larger network of contacts (Cao et al., 2009). On the other hand, *influencers* are those who are sought after by others for knowledge and are typically considered as trustworthy figures in their respective fields (Geçti & Gümüş, 2014). These *Influencers* might be categorized as thought leaders because they have the ability to impart their years of experience to a significant number of loyal followers (De Veirman et al., 2017).

Most previous research on shopping online has focused on investigating the positive attitudes and expectations of consumers (Hasan, 2016). The formation of negative customer experiences has received limited research attention. However, previous investigations have effectively shown the impact of such experiences, especially within service environments that are physically present (Kemppainen & Frank, 2019). The experience of satisfaction or dissatisfaction is an option that can come from an unsuccessful work to achieve an objective that is wanted (Bagozzi & Dholakia, 1999). In other words, before the consumer ever engages with the organization, they form their own expectations and goals around particular aspects of the item and services. In cases where the outcome of purchase fails to meet the targets or goals, it can lead to a state of dissatisfaction. According to research, the unpleasant experiences of consumers can do a large amount of damage to the image of an organization as well as the relationship it has with its customers (Svari et al., 2011).

Moreover, according to the findings of a survey that was carried out in 2022 in Türkiye, 77% of individuals who used the internet said they had found information

about products or services using a social media site (Dierks, 2023). Specifically, telecommunications businesses lose 2-4 % of their clients per month, which can translate to several million dollars in lost earnings and revenues (Aydin & Özer, 2005). Where the telecommunication industry, considered a key indicator of economic development, could play a significant role in the worldwide economic crisis (Diskaya et al., 2011).

Additionally, there are several telecommunication systems extending from traditional historical networks to modern internet protocol connections; where telecommunication services include such as wired and wireless telephone, as well as more advanced technologies like Satellite connections, Asynchronous Transfer Mode (ATM), Ethernet networks, Internet Protocol routed networks, such as the Internet, and others (de Gouveia & Magedanz, 2009).

However, the telecoms market in Türkiye has kept a high level of market concentration compared to other countries in Europe (Atiyas & Doğan, 2007).

Where Turkcell and Vodafone Türkiye have been operating in the business since 1994, but Aria and Aycell joined the business in 2001 and then amalgamated to create a partnership operator called Avea in 2003, and eventually Avea exited the market (Karacuka et al., 2011).

When breaking down the "user-generated content" and defining each part separately, the word "User" comes first. According to Smith et al. (2012) and Cox et al. (2009), the term "user" refers to individuals who create content as consumers without any evident commercial intention, meaning that their involvement is not professionally connected with the product. Many other academic investigations offer multiple meanings of the term "User" in relation to UGC (Phua et al., 2020; Bastos & Mercea, 2016; Suh et al., 2010).

In short, "User" refers to a web user who takes the role of a regular person and engages within the creation, publication, and communication of content through independent, unedited channels, rather than to professional, expert or organizational platforms, which feels right to describe this activity of communication as a form of UGC (Santos, 2022).

Second word is "Generated". According to Bruns (2011), the author argues that "Content generated" by a connected user, referred to as a producer, should be made available to the public. This means that the importance of the content comes from its release and sharing. "Content generation" involves the creation and sharing of data by

individuals within online spaces. It is important to note that this data may have been collected or applied for evaluation without the user's knowledge or awareness (Santos, 2022). Last but not least, the word "Content". According to research done by Wahl-Jorgensen et al. (2010) on what people think of UGC on the BBC, audiences place a much higher value on personal content than they do on opinion.

In the case of UGC, the term "content" includes not only traditional media creation but also working together content which includes moment of individual involvement -such as information about them, comments, "thumbs up" signs, and even accidentally contributions to a hidden or unknown data could have value to different individuals or groups depending on how the final outcome is viewed (Santos, 2022).

According to Koçak and Oyman (2012), social media platforms "help individuals to create unique online platforms that can be visited by other individuals for the purpose of increasing communication and the sharing of information".

When most people think of social media, they probably think of Facebook first; with more than a billion monthly active users, Facebook is now a must-use platform for businesses hoping to reach new audiences and engage existing ones in order to deepen relationships and promote brand loyalty (Geçti & Gümüş, 2014).

Social media platforms like Facebook, Instagram, Twitter, and others are now among the most commonly used websites in the world. The number of people who use Facebook at least once a month is 3.03 billion; which by 2023, 61.8% of the world's social media visitors would be on Facebook, according to a recent data by Shewale (2023). In Türkiye, the number of Facebook users was estimated to be more than 70 million, with a population analysis indicating that around 27% of these users fell within the age range of 25 to 34 years (Dierks, 2023) (Figure-1).

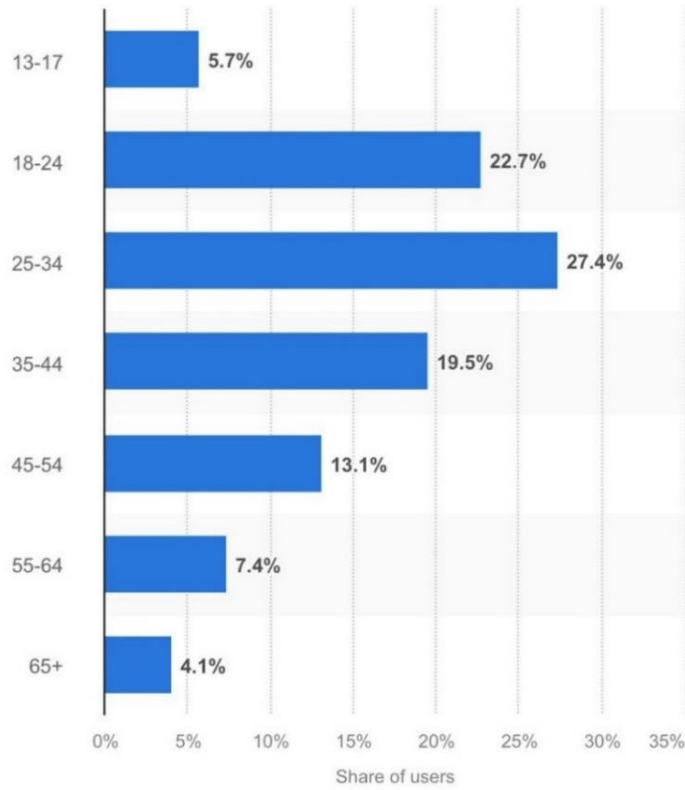


Figure 1 - Facebook Users in Türkiye

On the other hand, Instagram has over 2.35 billion users, according to Ruby (2023) at the end of 2023, with that number expected to rise to 2.5 billion. While the total amount of people using Instagram in Türkiye was estimated to be at 58.7 million; which according to Dierks (2023), the age group that had the highest proportion was individuals aged 25-34, which made up 28% (Figure-2).

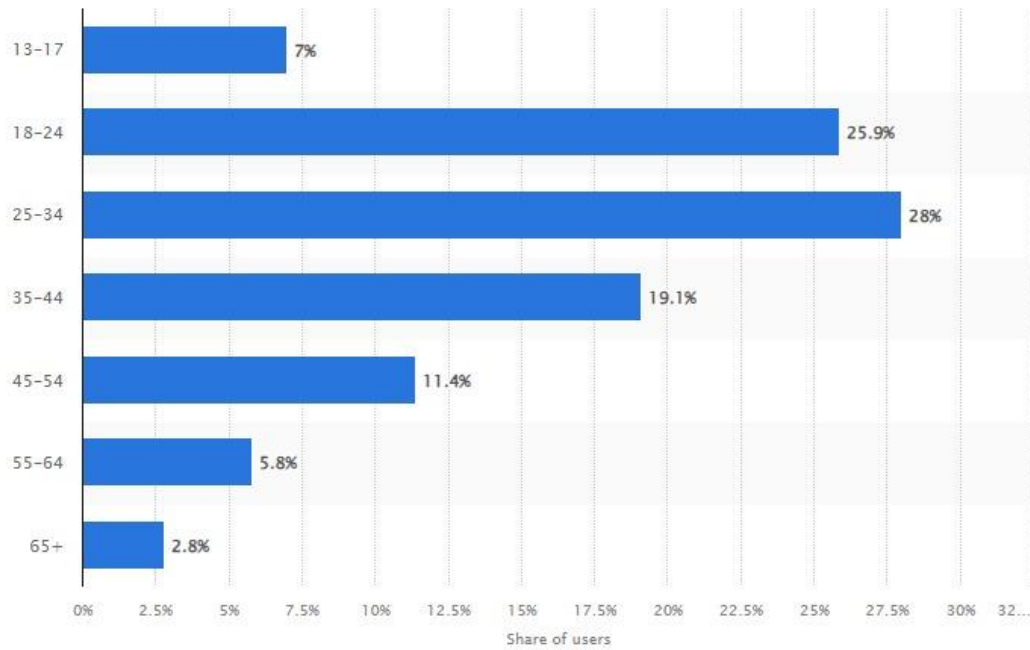


Figure 2 - Instagram Users in Türkiye

However, as of the year 2023, Twitter estimates that it has 528.3 million users; which by 2028, this amount is expected to increase to 652.23 million (Shewale, 2023).

The social networking platform X, often known as Twitter, has become significant popularity, especially within the USA, where in 2023, USA had more users than any other country, with 95.4% and Türkiye was listed as the 7th country in terms of user count, with over 18 million users (Statista Research Department, 2023) (Figure-3).

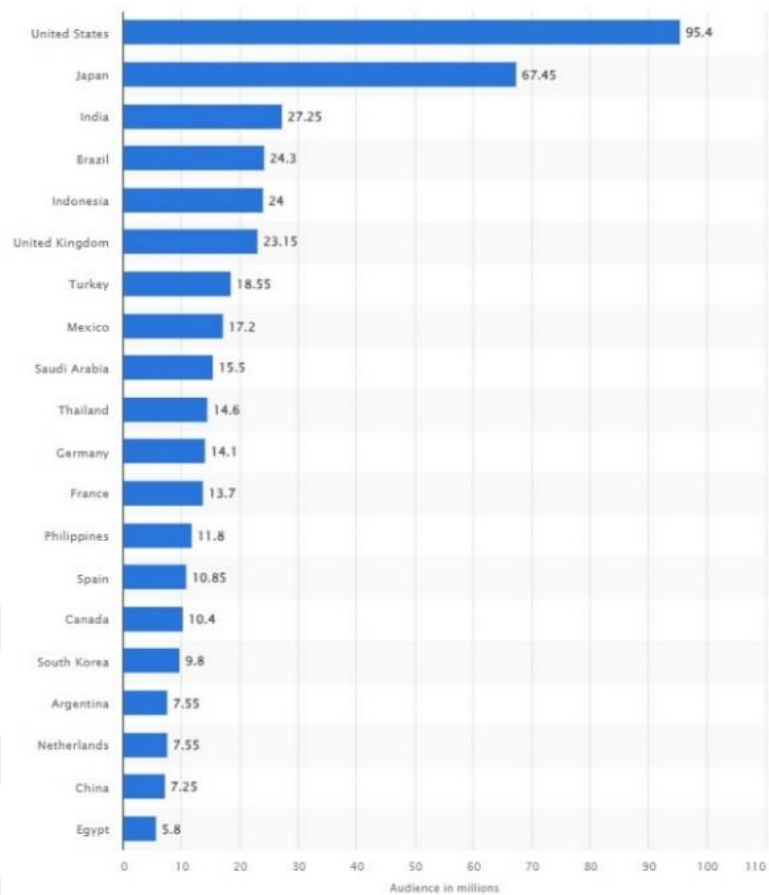


Figure 3 - Twitter Users Over The World

One more thing to mention is that, UGC refers to the digital content that is created and shared by individuals across different social media websites (Darvishmotevali & Qian, 2023). The purpose of creating content is to spread information and personal experiences on a given service or good to other individuals, such as close friends, relatives, or even unfamiliar individuals (Nezakati et al., 2015). On the other hand, WOM can sometimes be described as informal exchanges or talks among users who have had a customer service experience with a specific product (Jalilvand & Heidari, 2017).

Although most individuals only think of services like dining out or banking services when they think of customer service, additionally there is another type of services that individuals may encounter which is the negative service experience, in which individuals must deal with unpleasant or difficult situations (Miller et al., 2008; Morgan & Rao, 2006).

Social media individuals have a greater willingness to both hear and spread WOM communications among other individuals within their social circles, where over 50% of social media users report posting reviews of things they've used (Geçti &

Gümüs, 2014). User evaluations of companies, products, and services undertaken using social media platforms such as user discussion boards, brand pages, and blogs have given rise to the idea of electronic WOM communications (Lee & Youn, 2009). There are two different forms of WOM (Wijaya & Anjasari, 2022). Firstly, face-to-face word-of-mouth (f-WOM) describes the moments where a customer engages in informal communication through direct verbal interaction with others. Secondly, electronic word-of-mouth (e-WOM) refers to the act of sharing word-of-mouth information using online platforms. There is evidence to suggest that UGC have an impact on consumer behavior, including WOM communication, on different internet sites and websites, such as Twitter, Facebook, and others (Gamage et al., 2022; Liu et al., 2017; Guo et al., 2017).

A way of thinking about the service experience as a process, or a series of events, that the customer evaluating each stage as it happens (Dubé & Morgan, 1996), brings up two things that show how important this study is. First, there are plenty of chances for things to go wrong during the service encounter, and so, several of chances for unsatisfied customers to spread the news (Bitner et al., 1990). Second, any point during the customer service encounter, WOM exposure could occur. (Presi et al., 2014). For instance, it is not uncommon to see images and comments on social media sites like Facebook and Instagram newsfeeds of clothes or meals taken by people while they were at the mall or restaurant. Some Facebook users may see company pages as a new way to engage with firms and obtain customer care, as seen by the large amount of complaint messages and extra consumer questions and ideas (Yang et al., 2019). The influence of WOM actions on consumers' opinions of the service's quality and their intentions to purchase is strong (Wang, 2011). The key challenge for service providers is, of course, to learn how to deal with bad WOM by studying and understanding bad UGC. Today, consumers have more chances than ever to quickly and easily share their experiences with others, especially through internet channels and social media, which may extend the negative effects of a poor customer service experience (Svari et al., 2011).

1.2 Motivations to Participate in User-generated Content

Motivation is related to psychological element that encourages an individual to express a certain action and provides an explanation for why such behavior is

displayed (Schmitz, 2013). Several previous studies focusing on WOM have indicated that poor information about products is known to have a bigger effect on people's purchasing habits than good WOM (Sweeney et al., 2014; Mizerski, 1982). Individuals who are dissatisfied with the goods or services they receive have the opportunity to share their displeasure through WOM, which can happen to place either in person or online (Grégoire et al., 2010; Zheng et al., 2009; Bougie et al., 2003). During occurrence of a negative problem, the consumer frequently has the want to express a criticism (Stephens & Gwinner, 1998). Customers can benefit in a number of ways from hearing negative WOM. Because WOM is often connected with a degree of happiness or unhappiness, each good and bad WOM are strategically necessary. This is why WOM spreads quickly (de Matos and Rossi, 2008; Anderson, 1998).

Some scholars believe that it functions as a way of coping where the consumer wants to attack or to take revenge, whilst other scholars believe that it functions as a suggestion function in where consumers want to notify others about the terrible experience as well as discuss their knowledge with others (Zeelenberg and Pieters, 2004).

Motivations can be defined as psychological states that are marked by moments of strong feelings that are linked to a particular subject, such as an individual, an item, or an occurrence (Hosany et al., 2017). According to socioemotional selectivity theory, individuals get better control over their motivations as they earn life experience, grown-up maturity, and experience to new situations and ideas (Löckenhoff & Carstensen, 2004). Where Mayer and Salovey (1993) classified people into the three categories. First, Individuals who show the note-taking type are always in control of their emotions and motivations to participate in regular activities in order to manage their motivations and understand them. They recognize that their motivations state may improve different areas of their character. They are confident in their own abilities, aware of their own mental health issues, and generally cheerful about life. Second, Individuals who show the type that they are taken-over, usually to experience a sense of emotional overcome or being trapped within certain moods, leading to a believe motivation of lack of power. So, they are affected by mood changes that happen quickly and strongly. Third, Individuals who show the acceptance kind are likely to have a high level of motivation understanding and prefer to acknowledge as well as accept their motivations without attempting to change them once they become more

aware of their affective states. Even though these people are very unsatisfied, they can deal with it.

One of the main motivations people choose to post comments and posts online is the opportunity to help fellow shoppers out by providing honest feedback on the items and services they are considering buying (Yang et al., 2019). According to Jaakkola et al. (2015),

The concept of customer experience refers to the personal and individual reaction or understanding of a customer towards any form of direct or indirect interaction with all the parts of a service, including the supplier, product or service providing, brand, environment, and operational processes.

When a service performs better than planned, the client is happy; but when it performs worse than planned, the client is dissatisfied (Cho et al., 2003).

Also, when someone has a bad experience with a company's product or service, they could tell their friends and other people in their social network about it and encourage others not to use that company's products or services, this is an example of negative word-of-mouth (Bougie et al., 2003).

According to White and Yu (2005), the degree to which customers are satisfied or dissatisfied with the services they receive is largely dependent on their own opinions, motivations and evaluations of the service's suppliers. Customers can be motivated by both anger and dissatisfaction when they have to wait for service, have to confront rude or unhelpful workers, or work through problems with the core service, like billing mistakes or badly done repairs (Bougie et al., 2003).

According to Wei (2005) study, age is a significant determinant that impacts consumer motivation. As a result, customers of different generations may react differently depending on the type of service being provided.

For example, when thinking about a packet that has been delivered through the internet for delivery to a target host, it is not an issue if considering the delivery of an email, since the end user will only notice a minimal difference in the amount of time it takes for the message to arrive at their inbox no matter whether the delay is one second or one minute, however, if there is a significant delay in sending data throughout an audio over internet protocol conversation, or if the delays change overly, or if a high number of data packets are destroyed, the quality of the connection will become unsatisfactory (de Gouveia & Magedanz, 2009).

Some research indicates that older customers are less sensitive to engage in damaging motivation when required to solve problems systematically or in situations that call for the use of interpersonal networks. To put it another way, they use how they handle motivation in a healthy way and can replace negative motivations with happy ones to become happier overall (Lambert-Pandraud et al., 2005; Mroczek & Kolarz, 1998; Gross et al., 1997).

According to Sviri and Erling Olsen (2012), whenever consumers blame the organization for a problem with service, they tell their friends and relatives about it and post about it online. Learning what leads consumers to create user-generated content (UGC) after a disappointing service experience is necessary for business owners for predicting and avoiding crisis situations (Presi et al., 2014). The literature studies include many different theories discussing the factors that motivate people to engage in the creation and sharing of UGC, such as (Liu et al., 2020; Hu & Kim, 2018; Cheung & Lee Mr, 2011; Zourrig et al., 2009). However, a closer look of these motivations, specifically why individuals engage in UGC following a disappointing relationship with a service, is an important subject that requires more research and discussion. Some of these explanations are introduced into the current study to analyze UGC production that is negative or critical in content and linked to a bad service experience.

1.2.1 Altruistic Motivation.

The motivations of altruism come from a need to help others (Fehr & Fischbacher, 2003; Bar-Tal, 1986). People are able to communicate and share information with a large number of other individuals online thanks to social networks. Altruism is all about helping others without expecting anything in return. It's like doing something nice just because you want to make someone's day better (Cheung & Lee, 2012). Social media lets everyone get involved and help out by making it super easy to share details and provide help to others who don't even know. Many people hold a belief that once they have already benefited from assistance and information through social media platforms, they are obligated to pay back and provide similar benefits (Parra-López et al., 2011). Because people themselves benefited from reading reviews written by other people, they feel obligated to write reviews of their own to protect others from making the same mistakes they did.

The term "altruism" refers to an emotional state in which one's primary motivation is to improve the lives of those around them and the opposite of altruism is egoism, which refers to a type of motivation in which the primary focus is on improving one's own well-being (Batson, 2010).

Historically, altruism was often considered seen as little more than a deceptive perception, but after closer examination it was suggested that seemingly selfless behavior eventually comes from hidden selfish actions (Batson et al., 2003; Piliavin & Charng, 1990). According to a study, seems there is an ambiguous among altruism and the reasons that drive persons to volunteer and helping others (Burns et al., 2006), where whenever people are requested to provide explanations for their decision to participate in volunteering, they frequently cite altruistic motives (Pearce, 1983). Having a negative experience to a customer let the ability to him/her to share it across many kinds of internet platforms, such as social media (Singh & Crisafulli, 2016; Sousa & Voss, 2009). Results of study show that someone who is generally nice and polite but is afraid of posting critical remarks might actually publish negative feedback for the purpose of helping others (Hu & Kim, 2018). According to Batson (2010), there are three more contexts have been found for the word "altruism.". First, as helping behavior, not motivation. Philosophical theories of altruism tend to agree, when devoted to explanation, that specific kinds of reasons make assisting behavior ethically good (Beardman, 2012). Altruism is a type of behavior characterized by selflessness, when one gives their own interests for the well-being of others (Learning, 2003). Second, as acting morally. Altruistic motive, as described, can lead to action that may be considered moral, amoral, or immoral based on the ethical measure being used (Batson, 2010). Altruism is commonly defined as conduct that brings advantages to others while imposing personal sacrifices on the one engaging in such activity (Kerr et al., 2004). And third, as helping in order to gain internal rather than external rewards. Internal incentives refer to the psychological advantages that individuals obtain from engaging in behaviors that prioritize the well-being of others; benefits like avoiding regret, avoiding unpleasant memories, and achieving pleasant emotions are examples of internal rewards (Brunero, 2002).

1.2.2 Vengeance Motivation.

Consider the fact that upset consumers could want to harm somebody or exact revenge on somebody, which suggests that they should blame the service provider (like

service provider) for the negative service (Bougie et al., 2003). Research defines consumer vengeance motivation as the need to take revenge on a company after a particularly unfavorable interaction with that company, such as by refusing to support the company or taking legal action against its representatives (Bechwati & Morrin, 2003). In other words, vengeance motivation is when someone gets back at someone else for doing something wrong. It's all about making them pay for what they did by causing harm or discomfort (Elshout et al., 2015). According to research comparing anger-driven reactions found that vengeful behaviors were more likely to occur when the offense caused a threat to one's self, leading to stronger unpleasant self-conscious attitudes and increased negativity (Elshout et al., 2015). However, many scholars studying about forgiveness acknowledge that the absence of vengeance represents a crucial characteristic for a description of forgiveness (Fincham et al., 2004; Finkel et al., 2002; Kaminer et al., 2000).

Situations of negative communications involve many different types, such as the act of attacking a product, looking for revenge against a company, and giving warning recommendations to help others (Hennig-Thurau et al., 2004; Anderson, 1998). When someone is introduced to a passionate narrative about a misdeed, they are inclined to respond based on their emotions rather than relying on logical and impartial thinking to make judgments and decisions (Lapsley, 1998). Revenge is a mix of angry aggressiveness and self-serving motivations (Schmid, 2005). For instance, those who act vengeance aim to both communicate to the wrongdoer that their acts were morally incorrect and cause suffering upon them (Richman et al., 2014). As a problem-solving method, taking revenge can help people move over the hurt and angry feelings they experienced as a result of an unfair outcome (Zourrig et al., 2009). It's possible that certain customers will show behavior in which their reactions to a specific situation. So, customers show how they feel and try to solve problems by fighting and getting even. The primary motivations that encourage angry behavior are ones that are not positive; these include vengeance, shame, anger, humiliation and other disappointed motivations (Xia et al., 2004; Bougie et al., 2003). Where people can use the Internet to make public complaints that are meant to hurt a company.

1.2.3 Venting Motivation.

The findings of a study investigating unhappy customer behavior indicate that disappointed consumers tend to pass on complaints with others on social media platforms (Yen, 2016), where venting negative motivations is basically when customer let all their unhappy feelings out and it helps them feel better by reducing stress, disappointment, or anger. Moreover, angry venting can be thought of as letting out negative motivations in a conflicting way, either through actions or words (Zhou & Wu, 2017). Expressing disappointment online can be a way for customers to release their emotions and find some relief. It provides an opportunity for consumers to share their experiences and feelings without seeking revenge (Hennig-Thurau et al., 2004). Consumers felt like they were going to broke and were overwhelmed by their feelings (Bougie et al., 2003). A study discovered that expressing negative emotions through social media content can serve as an effective way for people to express dissatisfaction, release hidden anger, and take action against unfairness (Leung, 2013).

Negative messages often show a higher degree of personalization, including deeper emotional content, and are typically communicated with a higher level of emotion (Sweeney et al., 2012). Venting motivation often leads individuals to engage in thoughts, which involves excessively focusing on their bad feelings and justifying their reactions instead of exploring fresh solutions to address the situation (Brown et al., 2005; Bushman, 2002). According to a study, venting motivation is seen possibly harmful since it generates an environment where complaints are spreading and promote a negative attitude (Behfar et al., 2020). Research has found that the target of venting and the position of the individual causing the dissatisfaction have an important impact on the responses voiced through complaining and the following anger experienced (Parlamis et al., 2010). Customers are more likely to leave negative reviews online in order to vent their unpleasant feelings, making this one of the motivating factors. This is why no matter a customer's personality type is, if a customer has a bad experience with a service, they will want to talk about it and spread some negative feelings on the Internet (Hu & Kim, 2018). Unlike altruism motivation, which is one of the motivation for the need to help others, venting is focused on the release of negative emotions rather than on the benefit of others (Presi et al., 2014). While the information shared may be helpful to others, the main reason for venting motivation is what the speaker wants to have their feelings understood and their disappointments

taken care of. Most blogs are motivated by the blogger's need to "get something off their chest," or "vent," in order to help them deal with their feelings about something (Burnett et al., 2012).

1.2.4 Self-enhancement Motivation.

There are lots of ways to better oneself, but a common factor is a generally cheerful and pleasant attitude on the individual's self (Sedikides & Gregg, 2008).

People who engage in self-enhancement motivation activities have high levels of self-esteem, where self-enhancers can be identified in online communities by their high activity levels and obsession with self-promotion through status updates, blogs, or comments, and looking for a lot of attention from others (Hepper et al., 2011).

When users are more invested in the product category and enjoy the content, they give more value to the advertisement in terms of its ability to make them feel good about themselves (Taylor et al., 2012). So basically, when people share a commercial online, it affects how they see themselves and what content they're going to discuss with others.

According to findings from earlier studies, customers usually view the market as a way through which they can express themselves and satisfy their psychological wants (Berger & Heath, 2007).

Where the characteristic of individuals highlighting their good qualities while downplaying their weaknesses as well as interpreting or recalling experiences in a manner that presents their traits in the most attractive and believable way to both themselves and other (Alicke & Govorun, 2005; Sedikides et al., 2004).

While self-enhancement motivation may have several different definitions, it usually refers to always viewing oneself favorably (Sedikides & Gregg, 2008). According to the findings of a recent study, a motivation to better oneself is a driving force behind the message-sharing habits of people using the web (Taylor et al., 2012), where customers are more motivated to spread an internet message around other people when they believe it to be useful with their self-concept. However, there is a difference between self-enhancement and self-protection. Self-enhancement specifically is related to the purpose and tendency to maximize the positive of one's self-perception, while self-protection is related to the purpose and tendency to minimize the negative of one's self-perception; where individuals often indicate an

ability to overstate their strengths and underestimate their problems, which is driven by their desire for self-improvement and self-defense. This behavior goes beyond what objective criteria would justify (Sedikides & Alicke, 2012).

However, the two self-efficacies as well as self-enhancement might be perceived as motivations that focus attention on oneself, because both are connected to power since they may both individually lead to a self-centered attitude and result in comparable self-centered consequences (Cannon & Rucker, 2022).

1.2.5 Economic Motivation

The majority of economic or money-related motives have been classified as economic benefits, whereby customers provide positive reviews or high ratings in exchange for a benefit (Yoo & Gretzel, 2011, 2008; Hennig-Thurau et al., 2004). Customer complaints posted as user-generated content (UGC) on a business's website are one possible response to a negative service situation (Baker et al., 2012). These complainers are consumers who make their complaints with the intention of obtaining a financial benefit from the business that, in their opinion, is to blame for the service failure. Complaint behavior is defined as consumer interactions to a service provider to express dissatisfaction with a product or service and request compensation or the money back (Bougie et al., 2003). A recent study found that users' economic motivations, in particular the need for extra cash, significantly influenced their share of wallet (Mägi, 2003).

Customers engage in the act of posting UGC to express their unsatisfied experiences, primarily motivated by offers (Hu & Kim, 2018). Furthermore, a research study that focused on a UGC platform that provided a cash reward found that there was a strong connection with the creation of UGC and receiving a form of any financial compensation (Stöckl et al., 2006). It has been said that economic worth is the single most important factor in determining how much customers recognize a brand or service when it comes to loyalty (Peterson, 1995). Some online businesses use financial compensation to make up for an error of services, although this only benefits the consumer's emotional state (Barari et al., 2020).

1.3 Firm's Response

Another difficult problem ready for investigation is the question of how businesses should deal with unfavorable UGC (Presi et al., 2014).

As a result of the fact that service receivers are likely to tell others about any poor experiences they have had, it is important that service providers take the right steps to make sure that service users have good interactions with the services they receive (Petzer et al., 2012).

In the online world, it is necessary for companies to give careful thought to the value of failure, as it can have negative impacts and result in unfavorable experiences and reactions from customers (Barari et al., 2020). The increasing influence of today individuals on social media has made it an important platform for companies, which led the companies are obliged to successfully use the social media network technologies in order to stay relevant (Geçti & Gümüs, 2014). Keeping happy customers is profitable. Businesses are using social media not only for digital advertising and promotions, but also to manage customer experience complaints, collect creative ideas, and communicate with customers 'authentically' (Solis, 2010). Consumer loyalty programs, such as the Payback program, place a high value on these motivating factors of consumer loyalty and aim to motivate customers to shop in-store by offering discounts and other benefits (Kreis & Mafael, 2014). Companies generate and distribute different content on company Facebook pages for many purposes, including services introduction, promotion, maintaining continuous consumer engagement, and asking feedback (Geçti & Gümüs, 2014). Companies can learn a lot from the feedback customers leave on social media and use that knowledge to better their services. Where negative feedback is valuable because it can help the business by showing where their service can be fixed and where it may be improved for the next time.

The term "service recovery" refers to the actions a company takes when a problem happens (Andreassen, 2001). When it comes to customer satisfaction and loyalty, a company's service recovery processes (i.e., complaint processing and complaint behavior routines) might be considered as a crucial moment of truth (Svari et al., 2011). On the other hand, it is important for businesses to be aware of the importance of service recovery by keeping customer happiness during service interruptions (Edström et al., 2022). Recovery from an error is much more challenging when it involves the involvement of workers (Hoffman et al., 1995). Repeated research confirms that making customers happy after they have made a complaint is one of the most effective ways to improve customer loyalty to a brand (Customer Care

Measurement & Consulting, 2020). Service recovery relates to how complaints are handled and how customer motivated while complaining, and it is a crucial turning point for service providers that want to please and keep their customers (Petzer et al., 2012).

Complaints and recovery efforts are considered important elements of the customer experience, as viewed from the customer's standpoint; however, from the standpoint of an organization, it's very important to know more than who, which location, and how customers motivate when they're not happy, but also what happens when the organization try to fix things (Andreassen, 2001).

More and more people are using social media platforms like Facebook and Instagram, which makes it faster for businesses to communicate with their customers; where companies can learn a lot about their customers' wants, needs, and satisfaction with their services through tracking this platform (Di Pietro & Pantano, 2012).

According to the independent study of the state of corporate complaint-handling in America which focus on social media and how play a position as a complaint-handling channel (Customer Care Measurement & Consulting, 2020), in 2020, only 32% of complainants felt their concerns were addressed, while 58% said they received no benefits from their complaints. If a business fails to give an online customer a good experience, it can be especially bad for the business (Kawaf & Tagg, 2017).

Customers in Türkiye were unhappy with their telecommunication service companies for many different kinds of reasons in 2023; the most common complaints were related to billing issues about 3,866 thousand, followed by issues related to service availability and service quality about 3.8 thousand (Dierks, 2023).

However, according to an investigation of a study, even though 7.8% of the Turkish population is already engaged in online shopping, where Türkiye only has about 5.6 million internet users (Çelik, 2011). If business want to keep their customers around after a service failure, they need to be able to get back their trust and satisfaction quickly (Ok et al., 2007).

Many firms face major challenges as a result of the large number of negative postings on company pages (Yang et al., 2019). It is unacceptable for customers to be unsatisfied after dealing with the company during a customer-firm service experience, therefore, it is necessary to firms to have a plan in place to address and resolve any bad

situations (Svari et al., 2010). To better understand what customers want, businesses may go to UGC like online reviews, social media, and blogs, which supply large amounts of rich data sources (Timoshenko & Hauser, 2019). UGC is constantly updated, which helps the company learn more about what its customers want (Timoshenko & Hauser, 2019). According to Edström et al. (2022) study, a consumer's happiness with the service's results may be reduced if the service's healing comes under of expectations. For instance, when a consumer places an online order for food, already paid, but then receives an incorrect order, the situation might be classified as a failure in service. And when compensated, another failure may occur. For example, if a consumer gets a gift card as compensation, the consumer may feel dissatisfied because the value of the gift does not match the consumer's expectations; which is referred to as unsuccessful service recovery. Feelings are often either happy (positive) or sad (negative) (Bagozzi et al., 1999); when a service fails a consumer, they can be motivated by disappointed and angry.

As a result, it is important to take attention to the motivations that service customers are experiencing throughout the service interaction since these motivations will have an impact on both how satisfied service customers are and how hard service providers work to recover from a service failure (Smith and Bolton, 2002).

Also, company solutions might not work for all customers because their motivations are not similar, even if they have the same expression; by noticing and understanding the motivations that service customers have during a bad experience, the supplier of services can decide which necessary steps and recovery plan should be used (Petzer et al., 2012).

And by knowing how different people motivated when they get bad service, service workers should be ready to handle and react to the case in a more appropriate way (Petzer et al., 2012).

Customers who are experiencing regret, unhappiness, or unsatisfied as a result of their interaction with the company are not a good reflection on the company, thus even if the customer is at fault, the organization should have a plan in place to repair the problem (Svari et al., 2011).

Where Davidow (2003) define Compensation as a concrete advantage that companies offer to repair a poor service. Compensation, according to a recent study, is the primary factor in customers' happiness following the delivery of poor services, and its impact has been found to hold steady over time (Gelbrich & Roschk, 2011;

Fang et al., 2013). Some online businesses use financial compensation to make up for an error of services, although this only benefits the consumer's motivation state (Barari et al., 2020). When comparing standard compensation against overcompensation, it was shown that overcompensation had a considerably less impact on satisfaction; this finding implies that extra compensation may not provide the most favorable outcome (Gelbrich et al., 2015).

The compensation amount, whether provided as a correction, discount, or replacement, is typically represented as a percentage of the damage; it may be classified as either basic compensation, which is equal to or less than 100% of the loss, or overcompensation, which exceeds 100% (Gelbrich & Roschk, 2011; Chung-Herrera et al., 2010).

To effectively address a disappointed customer and transform their negative experience into a positive one, it is necessary for the firm to promptly apologize for the service failure (Liao, 2007; Davidow, 2003). Apologizing to customers and clarifying what may have caused the service problems are two of the most effective strategies of service recovery, as shown by a number of research (Edström et al., 2022; Liu et al., 2020; Gohary et al., 2016; Presi et al., 2014; Liao, 2007). The customer's impression of fairness in the resolution of their problem is important to the success firms of any future attempts at recovering their business (Schoefer & Diamantopoulos, 2008).

Scientific evidence indicates that the size of the negative outcomes resulting from a service failure directly influences the level of apology that a customer expects, with more impacts leading to a need for a more thorough apology (Darby & Schlenker, 1982).

Psychologically, apologizing can be seen as a way to repair and restore the attractiveness of oneself to individuals after an unwanted situation, in order to maintain a connection (Leary, 2010). Within the customer environment, the service operator works to reduce the negative effects of a service failure by offering apologies, which might result in many beneficial psychological outcomes (Bolkan & Daly, 2009).

Interpersonal explanations typically indicate an effort to convey understanding from one person to another (Keil, 2006). Explanations describe individuals not just as self-taught learners, but also as social beings who engage in interactions (Harris, 2002). Furthermore, investigations indicate that explanations have advantageous

impacts on administrative and distribution fairness, as well as collaboration, retaliation, and withdrawal reactions (Shaw et al., 2003). In the same way, in the case of service recovery, engaging in direct communication as an explanation might help comfortable customer' negative emotions around the service breakdown (Liao, 2007). Research indicated that giving an explanation for the service breakdown increased the probability that customers would blame the mistakes to contextual factors rather than the service itself (Mattila & Patterson, 2004). However, customers may become frustrated if they see service providers as making excuses for poor performance rather than accepting responsibility (Liao, 2007). Moreover, all businesses respond to the negative comments in different ways; where some businesses respond to situations by providing explanations, while others choose to offer apologies or reasons (Pantano & Corvello, 2013).

According to a research, individuals being aware that firms would take action on social media, therefore these individuals utilized media as a means to make sure that their problems would be acknowledged by the firm (Whiting et al., 2019). A tweet is a direct and straightforward communication, limited to a maximum of 140 words; where the speed and simplicity improve the efficiency and quality of categorizing messages (Okazaki et al., 2015).

The increasing number of blogs, tweets, online surveys, and communities that provide analysis on goods or services from the direct customer point of view have transformed social media into a large storage of information with limitless possibilities for capturing, collecting, and analyzing customer data (O'leary, 2011; Thelwall et al., 2011).

The primary benefit of utilizing social media as a means of gathering customer opinion derives from the fact that users themselves put their opinions on the internet, offering an optimal setting for discreet and harmless examination of customer attitudes (Culnan et al., 2010).

1.4 Attitude Towards Firm's Response

Attitude is the impact of attitudes on individuals when engaging in a particular actions, resulting in evaluation (Gopi & Ramayah, 2007). Moreover, attitude certainty is a component of attitude strength that refers to an individual's subjective motivation of confidence or validity regarding their own attitude (Gross et al., 1995). Based on a study, certain individuals indicated the belief that firms should respond to customers'

social media posts as a means of demonstrating active attentiveness (Whiting et al., 2019). According to Rokhmawati et al. (2017) indicate the ability of companies to fulfill customer expectations will affect the firm's ability to reach its aims. The firm's existence and development depend on customers' evaluations of value, as value is a significant factor influencing customer satisfaction, recurrent buying decisions, and good WOM (Palmatier et al., 2007). Customers' negative responses to the company's efforts are expected if they are disappointed, where this unfavorable reaction will eventually affect the increasing expenses or decreasing income that the company must bear (Rokhmawati et al., 2017).

On the other hand, customers will respond positively to the firm's achievement in achieving their hopes and goals, where the favorable reaction will influence the reduction in company expenses or the growth in income, eventually impacting the financial success of the company (Rokhmawati et al., 2017).

In developing nations, customers demand firms to offer the necessary services at a reasonable price, given that individuals in these countries often have lower incomes (Sarumpaet, 2005). Customers anticipate providers to focus meeting their demands and ensuring their satisfaction, while also demanding ethical conduct (Valenzuela et al., 2010).

When a problem happens with a service, it is up to the customer to determine whether they were at fault or the company's fault (Harris et al., 2006).

According to the findings of a study, when the level of a failure is small, compensation has a bigger favorable impact on many people's judgments of service failure than when the level of the failure is huge (Smith et al., 1999).

Furthermore, it is found customers have a greater ability to show forgiveness towards an industrial company when the company takes the step to directly apologize to the user and provide extra rewards or payment; in this context, a case of a failure can be transformed into a helpful situation for the company, leading it to engage in advertising efforts (Gohary et al., 2016).

Research suggests customers who are driven by altruism motivation are most attracted to many kinds of service recovery actions from businesses, including financial compensation, explanations of what went wrong, and even tweets about the issue; however, customers who are driven by vengeance motivation seem to have a bad reaction to any response that comes from the service provider, including apologies, explanations, refunds, and even active tweets (Presi et al., 2014).

A research study found that the degree of negative motivations, including anger and worry, has an immediate impact on the ability to react of service providers (Menon & Dube, 2004).

However, when customer writing a negative UGC, you can totally see the difference in customer satisfaction between generations when you read reviews; like, a lot more of the comments from younger peeps are negative (Cheng et al., 2021). For example, a large number of customers thought that the Android system was excessively slow, even after the company released upgrades; as a result, their attitude on the product as a whole was negative. So basically, if people are really mad or want to get back at a company after an unpleasant experience, they will not be as willing to accept any kind of apology or effort to make things right.

Research investigated the attitude of younger customers towards social media branding and their subsequent actions; it found that the level of brand awareness influences customers' views towards social media marketing, which in turn effects their actual reactions (Chu et al., 2013).

CHAPTER 2: HYPOTHESES DEVELOPMENT

Social exchange theory is a highly stable and extensively employed conceptual framework (Cropanzano & Mitchell, 2005). The social exchange hypothesis posits that persons in relationships are driven by the anticipated benefits that these interactions are likely to yield (Blau, 2017; Kelley, 1959). Social exchange theories view social interactions as a succession of continuous interactions across two or more individuals (Mitchell et al., 2012). Resources are traded through reciprocation, a technique in which one party often reciprocates the positive or negative actions of another party (Gouldner, 1960). The quality of individual interactions is often affected by the connection between the performer and the recipient (Blau, 2017).

2.1 The Relationships Between Motivations and UGC

2.1.1 Altruism and UGC

A person can be motivated to help others out of altruism not just because they want to help other individuals, but also because they have benefited at some point in time from activities of others on social media (Yoo & Gretzel, 2011, 2008).

When a customer has a nice experience with a company, they want to spread the word and show their support, this happened in when altruism motivation for positive service, but when a customer has a poor experience with a company, they want to do anything they can to prevent others from having the same one they did, this happened in when altruism motivation for negative service (Hu & Kim, 2018).

As a result, unhappy consumers who have benefitted from UGC in the past may feel obligated to publish their own content after having a terrible experience themselves.

2.1.2 Vengeance and UGC

Customers taking their dissatisfaction to Twitter are becoming involved in a process many have called vengeance with negative WOM, which led to negative UGC (Wetzer et al., 2007).

This led to anger and according to Bougie et al. (2003), more anger makes more unsatisfied WOM and more UGC. Consumers are so angry that they thought about getting violent and it is unfair of them to get negative service experience (Bougie et al., 2003).

2.1.3 Venting and UGC

In order to control unpleasant emotions and achieve emotional balance, consumers use the activity of posting UGC on the internet (Yen & Tang, 2015). According to Parlamis (2012) talking about how individuals feel with other people may be a healing process that helps individuals to get over the disappointment or tension they have been feeling because of the negative situation. In a research, several customers expressed the belief that engaging in social media posting provided them with a sense of acceptance and significance for their viewpoints (Whiting et al., 2019).

2.1.4 Self-enhancement and UGC

Customers are more likely to trust others and share their experience with a service or product online like Facebook and Twitter if they believe it has high perceived value (Kitsios et al., 2022). By making WOM about what they buy, they can get attention, show that they are smart shoppers, and show that they are master (Hennig-Thurau et al., 2004). The main motivations for participating in WOM, through UGC, include the social benefits, interaction with others, enhancement of oneself, financial benefits, and worry for disappointing online customer feedback of others (Liu et al., 2020). According to research presented by Bronner and De Hoog (2011), people who are primarily motivated by self-interest are more probable to share negative feedback.

2.1.5 Economic and UGC

According to a study, individuals engage in the sharing of UGC with the intention of getting attention or financial benefits.

The act of posting online reviews or WOM requires consumers to make an effort; moreover, those who are more willing to translate their reasons for WOM into actual activity may view financial motivation as a suitable return for the work they put in to post real opinions (Hu & Kim, 2018).

However, individuals who are very economically motivated are likely to make significant investments in services (Xie & Chen, 2019). Therefore, this particular reason has been identified to be common within the context of UGC (Park & Lee, 2021). The literature has identified financial benefits as an important factor motivating individuals to engage in electronic WOM behavior (Hennig-Thurau et al., 2004).

2.2 The Relationships Between Motivations and Attitude Towards Firm's Respons

2.2.1 Altruism and Attitude Towards Firm's Respons

Research suggests that individuals tend to perceive altruistic motivations when receiving messages sponsored by non-profit organizations (Szykman et al., 2004). A study suggests that individuals with poor motive are believed to possess incorrect information and exhibit low levels of altruism; individuals that possess a strong desire should have a favorable attitude towards the organization (Morgan & Miller, 2002).

Moreover, a study indicates that when price is a factor, customers who possess a lower level of altruistic attitude are inclined to have a more unfavorable opinion of cause related items compared to those with a higher level of altruistic attitude (Nguyen, 2015).

2.2.2 Vengeance and Attitude Towards Firm's Respons

A study discovered that the want for vengeance drives immediate reactions responses towards institutions (Elhajjar, 2022). Felstiner et al. (2017) established a concept that suggests the vengeance process includes of three sections; identifying, blaming, and claiming. Consequently, the person recognizes an act of wrongdoing, holds the responsible party at fault, and thereafter takes suitable actions to correct the suffered discomfort (Elhajjar, 2022).

The motivations for seeking revenge are complex, with the primary objectives being to achieve justice, reduce wrongdoing and motivate goodness, resolve shame resulting from arrogant behavior, vent anger, set the attacker in the victim's shoes, justify criminal actions, and restore balance among the victim and the attacker in terms of control, suffering, disappointment, and given up (Cloke, 1993).

2.2.3 Venting and Attitude Towards Firm's Respons

Venting is expressing displeasure provides a means to decrease stress caused by distressing encounters and unsatisfactory experiences (Stiles, 1987). Based on a research, if the act of venting truly drives anger from one's system, then venting would result in a reduction in aggressiveness, as individuals become less upset (Bushman, 2002). Also Bushman (2002) indicate that the means of releasing disappointment, individuals engage in activities such as striking pillows, aggressively hitting punching bags, hurling dishes onto the floor, shouting and using cursing into pillows, and similar

actions. Geen and Quanty (1977) determined that the act of expressing anger can lower physiological activity, but it is crucial for individuals to aim their anger specifically at the party who caused it. Furthermore, engaging in violent action is likely to promote aggressive thoughts, experiences, and actions desires, specifically if individuals consider the cause of their dissatisfaction during the process of venting (Bushman, 2002). Therefore, Bushman (2002) believes that expressing displeasure through venting helps to maintain the existence of angry thoughts in mind and also increases the probability of engaging in future aggressive actions.

2.2.4 Self-enhancement and Attitude Towards Firm's Respons

Customers with a fixed attitude, who perceive individual traits as unchanging, would exhibit distinct customer attitude trends compared to customers with a development attitude, who feel that individual attributes can be changed (Mathur et al., 2016). Customers evaluate the visual representation of a firm in relation to their own self-perception; the stronger the alignment, the higher favorable their opinions of the firm (Taylor et al., 2012). According to logic and theory, when there is a match between a person's self-image and a firm's image, it is more probably to result in good attitudes towards the firm. As a result, individuals are more inclined to spread the firm's content (Taylor et al., 2012; Ajzen, 1991; Fishbein & Ajzen, 1977).

2.2.5 Economic and Attitude Towards Firm's Respons

According to logic and theory, when there is a match between a person's self-image and a firm's image, it is more probably to result in good attitudes towards the firm. As a result, individuals are more inclined to spread the firm's content (Taylor et al., 2012; Ajzen, 1991; Fishbein & Ajzen, 1977). Unlike economic actions, objectives of attitudes involve all things that individuals might have positive or negative attitudes towards, desire to defend or hurt, or aspire to have or refuse (Kahneman et al., 2000). The valuation aspect of attitudes is considered to be instinctive and to enable a wide variety of reactions that convey either pleasant or unpleasant attitudes (Fazio et al., 1986). Attitudes can be held toward everything from general ideas and ideals to specific individuals and organizations to past experiences and historical figures (Kahneman et al., 2000).

Also Kahneman et al. (2000) mention that attitudes can be expressed in several ways, such as through visible comments like smiles and grumbles, vocal expressions

of acceptance or violence, physical acts of aggression, giving monetary contributions, responses to examine questions, and several more techniques.

2.3 The Research Model

The objective of this research is to examine the factors that drive service customers into creating UGC subsequent to a poor service experience. Additionally, the study investigates the multiple levels of customer motivation when it comes to responding to a company's service recovery strategies. It also offers an understanding of the correlation between UGC and the utilization of particular online platforms. The overall structure of the ideas can be seen in Figure 1. This model was suggested following a detailed examination of the available literature. For more research, the study will focus on the specific elements that have the most significant impact. The dependent variables in this study are the creation of UGC and attitudes towards a firm's response. Furthermore, it is necessary to reconsider the impact of these specific motivating factors in the current research. Thus, customer motivations, which are altruism, vengeance, venting, self-enhancement and economic, are used as independent variables. Finally, as previously mentioned, UGC may be created by customers motivated by altruism, vengeance, venting, self-enhancement, and economic motivations following an unpleasant encounter with a telecommunications service. Also, this includes customers and their subsequent attitude towards the feedback they receive from the company. Hence, the current research suggests:

H1: The hypotheses about the relationships among customers motivations and UGC creation

H1a: Altruism motivation has a significant and positive effect on UGC.

H1b: Vengeance motivation has a significant and positive effect on UGC.

H1c: Venting motivation has a significant and positive effect on UGC.

H1d: Self-enhancement motivation has a significant and positive effect on UGC.

H1e: Economic motivation has a significant and positive effect on UGC.

H2: The hypotheses about the relationships among customers motivations and attitudes towards firm's response.

H2a: Customers' attitudes of the firm's response to UGC are significantly and positively impacted by their altruistic motivation for creating UGC.

H2b: Customers' attitudes of the firm's response to UGC are significantly and negatively impacted by their vengeance motivation for creating UGC.

H2c: Customers' attitudes of the firm's response to UGC are significantly and negatively impacted by their venting motivation for creating UGC.

H2d: Customers' attitudes of the firm's response to UGC are significantly and positively impacted by their self-enhancement motivation for creating UGC.

H2e: Customers' attitudes of the firm's response to UGC are significantly and positively impacted by their economic motivation for creating UGC.

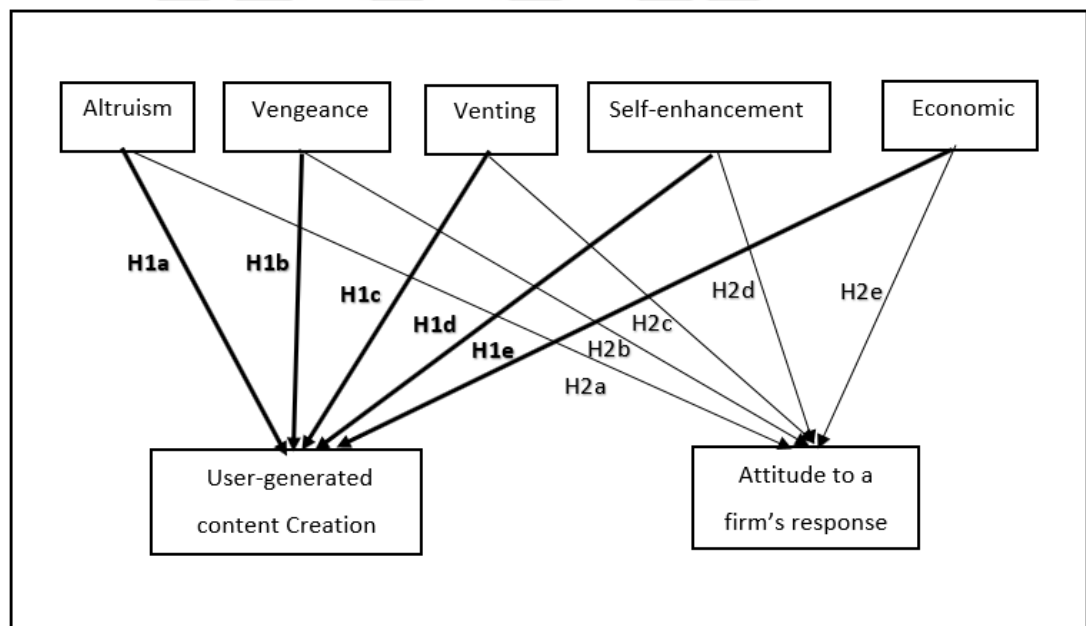


Figure 4 - Conceptual framework

CHAPTER 3: METHODOLOGY

The primary objective of this study is to pinpoint significant factors that drive the creation of UGC and to investigate the customer's attitudes about service recovery responses following a poor service experience. Last but not least, the research showed which digital platforms are frequented by customers following to creating UGC. This chapter will describe the methodology employed in the study to get the outcomes posited by the hypotheses, as previously discussed in the third chapter. For several reasons, this study chose to conduct the research and put the conceptual model into a telecommunications context.

First, many companies in the communications industry are experiencing a dramatic shift, shifting their focus from traditional forms of communication like phone and SMS to new forms of online communication like music, mobile, TV, Apps, social media, and other Internet-based uses (Valdez-de-Leon, 2016).

When examining the advancements in the telecommunications industry, it is crucial to comprehend the spread of modern technologies in order to assess its potential future for businesses (Gülhan & Mehmet, 2019). According to Globaldata Report Store website (2022), the top Turkish telecommunications providers are Vodafone, Turkcell, Turk Telecom, Digiturk, Turksat, and Dsmart. Communication on the Internet has changed as technology has grown. Because of these changes in communication technologies, the communication between people around the world has changed and become easier for people to talk to each other today by voice calls, video calls, and apps that share information.

Second, telecommunication is a critical means of communication in every modern organization. When it comes to communication, the tools and methods that are used make a huge difference in terms of quality as well as productivity and outcomes. It is quite likely that the communication will be far less efficient and effective if the appropriate tools are not being employed (Millennia Technologies, 2013). However, examining those feelings from the point of view of why does customer create UGC.

3.1 Population and Sample

The telecommunications industry can have a significant impact on the economy of any country. Telecommunication has effectively transformed the global

environment, making the world like a one town. The availability of this service, such as telephone, Internet, television, radio and others, has greatly improved the quality of life, making it accessible and quick (Zamil & Hossen, 2012). As one of the most important nations in the Eastern Mediterranean, Türkiye works as a social, political, and economic bridge across Europe and the Middle East. Moreover, Turkish culture has an unusual mix of traditional and modern values, which has had an impact on the development of communications technology along with its services (Wolcott & Cagiltay, 2001). For a number of different reasons, our concept and hypotheses of the study are being examined within the framework of the field of telecommunication. To successfully achieve the goal of this research, this study specifically targets a suitable sample of customers located in Türkiye who have actively participated in creating UGC after motivated by their negative service experiences within the last six months.

This study involves collecting information from individuals in Türkiye, specifically customers who create UGC following unfavorable experiences with telecommunications services provided by companies in Türkiye. The data collection period spans from February 2022 through May 2023. To help with the collecting of information with high-quality, the online survey was provided in three different languages, including English, Turkish, and Arabic. Moreover, the questionnaire was spread over social media platforms such as Facebook, Instagram, WhatsApp, and Twitter.

3.2 The Instrument for Data Collection

Data is gathered through structured questionnaires. Participants were asked to fill out a questionnaire based on a series of structured, short questions and were given a selection of possible answers to choose from. The questionnaire for the survey includes a total of 32 questions, all of which are separated into four parts. The first part includes a number of checking questions and demographic information from the respondents, while the next part involves a number of questions relating to elements influencing motivations. Moving to the following part, the third part refers to a question relating the UGC platform. Last but not least, the fourth part refers to an evaluation of elements related to the "attitude towards firm's response." The survey was done using Google Forms and posted over several social media sites such as Facebook, Instagram, and WhatsApp. The researcher in this study used a five-point

Likert scale (e.g. strongly disagree to strongly agree and very negative to very positive) on a questionnaire that the participants filled out on their own time in order to determine their level of agreement with statements about individuals living in Türkiye who faced an unsatisfying service situation within the telecommunications business eventually which led them to creating UGC on social media platforms.

The questionnaire begins with a screening question regarding recent negative service experience in telecommunication within the last six months, followed by questions regarding gender, age, education level, and the used of social media platform before and after negative service experience. In this study, the independent variables are the customer motivations, which are altruism, vengeance, venting, self-enhancement and economic, whereas UGC creation and Attitude towards a firm's response are the dependent variables.

A total of 26 items were included into the research setting, including questions related to each variable, including Altruism (Yoo and Gretzel, 2011, 2008) (4 items), Vengeance (McColl-Kennedy et al., 2009; Hennig-Thurau et al., 2004) (3 items), Venting (Yoo and Gretzel, 2011, 2008; Wetzer et al., 2007; Hennig-Thurau et al., 2004) (4 items), Self-enhancement (Yoo and Gretzel, 2011, 2008) (6 items), Economic (Baker et al., 2012) (3 items), UGC creation (Presi et al., 2014) (2 items), and Attitude towards firm's response (Liao, 2007; Presi et al., 2014) (4 items).

The researcher used clear and simple wording in the questionnaire to ensure that everyone who filled it out could understand what was being asked of them. During the statistical analysis stage, the researcher used a method of analyzing variables within the SPSS software.

3.3 Plan for Data Analysis

A Google Forms survey is used to gather the information, and it is automatically saved. After that, an Excel file is created from the data and SPSS is used to analyze it. The following analysis is going to be used in order to produce evidence that will confirm the conclusions that were discovered through research:

1. **Reliability Analysis:** The reliability of a test is defined as its capacity to produce the same or very similar findings whether the test is repeated once, twice, or a hundred times (Daly & Bourke, 2008). One of the most common ways to assess reliability in the field of social and business

sciences is with Cronbach's alpha (Cronbach, 1951). According to Julie Pallant's book "the SPSS survival manual", Cronbach's alpha is recommended to be above 0.7 in order for a scale to be considered reliable (Pallant, 2011).

2. Correlation Analysis: When two or more number variables are analyzed for their relationship to one another, this is known as a correlation analysis (Gogtay & Thatte, 2017); the outcome of a correlation analysis provides a correlation coefficient, which includes a numerical range covering from -1 to +1. If the correlation coefficient between two variables is 1, it means that the relationship between them is fully positive and linear.

But when the value of the correlation between two variables is -1, it suggests a complete negative linear relationship. However, if the correlation coefficient among both variables is 0, then there is no linear link between them (Gogtay & Thatte, 2017).

3. The Variance Inflation Factor (VIF): The VIF can be used to get a quantitative estimate of the degree that the variance has been skewed (Daoud, 2017).

A VIF value below 5 suggests a weak connection between the predictor in discussion and other variables; where the VIF is between 5 and 10, the correlation between the variables in the model is considered moderate, but when it is greater than 10, the correlation between the variables is considered strong and unacceptable (Witten & James, 2013).

4. Regression Analysis: Regression analysis is a commonly applied statistical technique used to examine and analyze the relationships or connections between different variables (Sykes, 1993).

When it comes to developing and checking out models for prediction, one of the most crucial tools in a researcher's system is linear regression analysis; moreover, the strength of the relationship between a group of predictor variables and a target objective (measured by the multiple R) is reported by linear regression analysis (Braun & Oswald, 2011).

Usually can be normal select a significance value when the value is smaller than 0.10, 0.05, or 0.01, which means that the researcher examines whether the t-statistic they have gotten is statistically significant; If the result is less than 0.10, 0.05, or 0.01, the idea of a null hypothesis is rejected, as well as the coefficient will be considered to have statistical significance (Sykes, 1993).

5. ANOVA test: The ANOVA technique compares the average variance across groups along with the averaged variance across categories to determine the significance of the differences between them (Kim, 2014).



CHAPTER 4: FINDINGS

4.1 Descriptive Analysis

There were 340 responses received in total, 310 responses were having a negative service experience and 30 responses were having a positive service experience, which were discarded. There was a total of 162 male participants in the survey, representing 52.3% of the participants, and 148 female participants, representing 47.7%. (See *Table 1*).

Table 1 - Gender distribution

	Frequency	Percent
Male	162	52.3
Female	148	47.7
Total	310	100

The questionnaire responses of participants differed across three languages. Around 37.4% of answers were made in English, whereas 33.9% were made in Turkish, and 28.7% were made in Arabic (*Table 2*).

Table 2 - Languages

	Frequency	Percent
English	116	37.4%
Turkish	105	33.9%
Arabic	89	28.7%
Total	310	100

The age range of the greatest percentage of responders comes between 21-30 representing 41.3%, and 26.5% are between the ages of 31-40, moreover, the ages of 41-50 representing 14.5%, and the ages between 51 and older is about 9.7%; last but not least, 8.1% is the percentage of the ages between 18-20 (As shown in *table 3*). This

can be viewed as the age group with the biggest proportion of using social media to create UGC and talking about their negative service experience in telecommunication.

Table 3 - Age

	Frequency	Percent
18-20	25	8.1
21-30	128	41.3
31-40	82	26.5
41-50	45	14.5
51 and more	30	9.7
Total	310	100

According to **Table 4**, the average participant has a very high level of education. Where most of the people who participants are about 56.1% having a university degree, 21.3% still as a university student, 18.1% hold a master degree and 4.5% having PhD degree.

Table 4 - Education Level

	Frequency	Percent
University student	66	21.3
University degree	174	56.1
Master degree	56	18.1
PhD degree	14	4.5
Total	310	100

However, the respondents were distributed based on how often does the respondents use social media platform after they had a negative telecommunications experience, which were about 41% used between 2-4 days, 20% used for one day,

28.1% used a few hours a day, 8.4% used for a week, 1% for a month, and 1.6% for a year (*Table 5*).

Table 5 - Platform for UGC

	Frequency	Percent
A few hours a day	87	28.1
One day	62	20
Between 2-4 days	127	41
A week	26	8.4
A month	3	1
A year	5	1.6
Total	310	100

Additionally, a research request was made about the social networking site which has the greatest usage on a regular schedule. The findings indicate that Instagram is the most commonly used social networking site, by 25%. Following next in line is Facebook with 22% of users, followed by Twitter at 16%, YouTube at 15%, Snapchat at 12%, and TikTok, Blogs, and other platforms each getting less than 10% of users, specifically 7%, 1%, and 2% respectively (*Table 6*).

Table 6 - Most Social Media Used

	Frequency	Percent
Facebook	206	22
Instagram	236	25
Twitter	154	16
Snapchat	112	12
YouTube	146	15
Blogs	5	1
TikTok	65	7
Others	18	2
Total	942	100

Furthermore, an additional question was made to find out the social media platform needed by users in the case of a disappointing experience in the telecommunication industry. The results showed that Facebook appeared as the main social networking site used for sharing consumer complaints related to unsatisfied services, which represented 25% of the respondents. According to the data, Instagram is the second most used online platform, with a usage rate of 22%, followed by Twitter at 18%. Snapchat and YouTube equaled around 12%, while TikTok, blogs, and others landed below the 10% (*Table 7*).

Table 7 - Most Social Media Used With Negative Service Experience

	Frequency	Percent
Facebook	192	25
Instagram	165	22
Twitter	141	18
Snapchat	90	12
YouTube	95	12
Blogs	5	1
TikTok	49	6
Others	27	4
Total	764	100

4.2 Statistical Analysis

4.2.1 Reliability Test

The purpose of a reliability analysis is to determine whether or not the data used in a study can be depended on to provide correct findings (Jansen et al., 2003). The degree to which the constructs in the study are internally consistent can be measured by reliability. If the Alpha value for a construct is more than 0.70, then it can be considered dependable and trusted (Hair et al., 2013). Cronbach's Alpha was used to determine the level of reliability of construction. The calculated Cronbach's alpha values for each scale indicate that it has high levels of its own reliability confidence. Where altruism with 4 items (coefficient alpha or $\alpha = 0.797$), vengeance

with 3 items ($\alpha = 0.872$), venting with 4 items ($\alpha = 0.775$), self-enhancement with 6 items ($\alpha = 0.844$), economic motivation with 3 items ($\alpha = 0.905$) and attitude towards firm response, after deleting one item to improve the coefficient alpha of attitude towards firm response, so it become with 3 items ($\alpha = 0.721$), so it become significantly improving. All reliability results are summarized in *Table 8*.

Table 8 - Reliability test

Variable	N of Items	Cronbach's Alpha
Altruism	4	0.797
Vengeance	3	0.872
Venting	4	0.775
Self-enhancement	6	0.844
Economic	3	0.905
Attitude towards firm's response	4	0.578

Also in the *table 8*, which summarizes the scales for all variables, the reliability ratings are somewhere between 0.721 and 0.905. The research under discussion is considered to show a significant level of reliability as a result of its complete commitment to the standards that are required for receiving both acceptable and effective ratings.

It is generally recommended that the Cronbach alpha coefficient for measurement be greater than 0.7; but in the case of short scales, which often include smaller than ten items, it is frequently found that Cronbach's alpha values seem to be somewhat small, often around 0.5 (Cronbach, 1951).

Where attitude towards firm response with 4 items ($\alpha = 0.578$). The results of the reliability analysis show how the outcome meets the standards of being suitable, acceptable, and satisfactory.

4.2.2 Correlations

The purpose of using correlation is to investigate the closeness of a link among two different variables; the level to which two variables are related can be measured by their correlation coefficient, where the value of the degree of correlation, R, can drop anywhere between -1 and +1 (Senthilnathan, 2019).

Table 9 presents the correlation measurement using the Pearson correlation method, especially showing the relationships between both dependent and independent variables. Pearson product correlation of UGC creation and altruism motivation was found to be very low positive and statistically significant ($r = 0.295$, $p (0.000) < 0.01$). Furthermore, the correlation of attitude towards firm response and altruism motivation was found to be very low positive and statistically significant ($r = 0.232$, $p (0.000) < 0.01$). This shows that an increase in altruism motivation behavior would lead to a higher UGC creation and a higher attitude towards firm response after their negative service.

Moving to the next motivation, vengeance motivation value ($r = 0.345$, $p (0.000) < 0.01$), which indicates a low positive relationship between vengeance motivation and the UGC creation after negative service. However, the value of vengeance motivation ($r = -0.115$, $p (0.043) < 0.05$), and this means a very low negative relationship between vengeance motivation and the attitude towards firm's response after their negative service. All shows that an increase in vengeance motivation behavior would lead to a higher UGC creation and a low attitude towards firm response after their negative service.

The third motivation, venting motivation value ($r = 0.462$, $p (0.000) < 0.01$), which makes a low positive relationship between venting motivation and the UGC creation after negative service. But there is no correlation coefficient relationship between venting motivation and the attitude towards firm's response after their negative service. This shows that an increase in venting motivation behavior would lead to a higher UGC creation after their negative service.

Forth is self-enhancement motivation which there was no correlation coefficient relationship between self-enhancement motivation and UGC creation after their negative service. However, the value of self-enhancement with attitude towards firm's response ($r = 0.291$, $p (0.000) < 0.01$), which makes a very low positive relationship between self-enhancement motivation and the attitude towards firm's response after their negative service. This shows that an increase in self-enhancement motivation behavior would lead to a higher attitude towards firm response after their negative service.

And finally economic motivation value with UGC creation ($r = 0.558$, $p (0.000) < 0.01$), which led to be moderate positive relationship between economic motivation and the UGC creation after negative service. But there is no correlation coefficient relationship between economic motivation and the attitude towards firm's response after their negative service. This shows that an increase in economic motivation behavior would lead to a higher UGC creation after their negative service.

Table 9 - Correlation analysis

	Altruism	Vengeance	Venting	Self-enhancement	Economic	UGC creation	Attitude towards firm's response
Altruism	1						
Vengeance	0.200**	1					
Venting	0.381**	0.649**	1				
Self-enhancement	0.434**	0.182**	0.201**	1			
Economic	0.325**	0.529**	0.584**	0.080	1		
UGC creation	0.295**	0.345**	0.462**	0.091	0.558**	1	
Attitude towards firm's response	0.232**	-0.115*	-0.044	0.291**	0.048	0.068	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Furthermore, it is important to note that most of the factors show a significance level of 0.000, indicating a strong statistical association with both UGC creation and attitude towards the firm's response. The factors have correlation coefficients that fall between 0.558 to 0.295 for UGC creation and 0.291 to -0.115 for attitude towards firm's response, which agrees with what is expected of Pearson correlation coefficients (r), which tend to normally limited to the range -1 to +1.

In other words, the correlation among both the dependent and independent variables is very significant (Burgund et al., 2023), where the motivations altruism, vengeance, venting and economic have a positive and statistically significant relationship with creating UGC after they had a negative service experience with telecommunication industry. And also that altruism and self- enhancement motivations have a positive and statistically significant relationship with their attitude towards firm's response after they had a negative service experience with telecommunication services. And just vengeance motivation have a negative and statistically significant

relationship with their attitude towards firm's response after they had a negative service experience with telecommunication services.

4.2.3 Variance inflation factor (VIF)

The Variance Inflation Factor (VIF) is a commonly applied statistic for measuring the extent of multicollinearity between a variable factor and the rest independence variables using a regression model (O'brien, 2007). When $VIF = 1$, there is no correlation between the independent variables; when VIF is between 1 and 5, there is some correlation between the variables; and when VIF is greater than 5, there is a strong correlation between the variables. Multicollinearity exists in the hypotheses of regression when the VIF is between 5 and 10, and when it is greater than 10, the coefficients for regression are poorly approximated (Shrestha, 2020). Furthermore, the *table 10* shows the VIF for the variables. Where all the values in VIF are smaller then 10.0, which mean is that there is no collinearity between the variables, which is acceptable. The variables have variance inflation factor that fall between 1.274 to 2.162, which agrees with what is expected of VIF, which tend to normally smaller than 10.0.

Table 10 - Variance Inflation Factor

Model	Collinearity Statistics	
	Tolerance	VIF
Altruism	0.685	1.460
Vengeance	0.528	1.893
Venting	0.462	2.162
Self-enhancement	0.785	1.274
Economic	0.592	1.689

4.2.4 Regression Analysis

Regression analysis is employed to establish mathematical models that represent the connections among multiple variables, allowing the prediction of outcomes in real-life situations (Gogtay et al., 2017).

Where the p-value of every item is used to examine the null hypothesis when the variable is equal to zero, which means there is no effect, and when p-value is smaller than < 0.05 , it suggests that the null hypothesis can be rejected, which mean

there is an effect ("How to Interpret Regression Analysis Results: P-values and Coefficients", 2013).

The outcomes of the several regression analyses are shown in the tables below. As shown in *table 12* and *13* the results of R^2 and standard error of the estimate as a statistical measures used in regression analysis. Coefficients of determination (R^2) in regression are possibly among the most commonly used statistics for evaluating model fit since they measure the amount of response variability that can be related to the model (Akossou & Palm, 2013). The dependent variable (UGC creation) was regressed on predicting variables of users motivations. The independent variables significantly predict altruism, vengeance, venting, self-enhancement and economic motivations, $F(5,304) = 32.271$, $p(0.000) < 0.01$, which indicates that the five factors under study have a significant impact on UGC creation. Moreover, the $R^2 = 0.347$ depicts that the model explains 34.7% of the variance in UGC creation. On the other hand, the dependent variable (attitude towards firm's response) was regressed on predicting variables of users motivations. The independent variables significantly predict altruism, vengeance, venting, self-enhancement and economic motivations, $F(5,304) = 10.645$, $p(0.000) < 0.01$, which indicates that the five factors under study have a significant impact on attitude towards firm's response. Moreover, the $R^2 = 0.149$ depicts that the model explains 14.9% of the variance in attitude towards firm's response.

Additionally, the hypotheses tests of UGC creation carries as significant impact on users motivations (altruism, vengeance, venting, self-enhancement and economic). The dependent variable UGC creation was regressed on predicting variable altruism motivation to test the hypothesis H1a. Altruism motivation significantly predicted UGC creation, which indicates that the altruism motivation can not play a significant role in UGC creation ($\beta = 0.134$, $p(0.091) > 0.05$). These results clearly direct there is no affect of the altruism motivation. Furthermore, the dependent variable UGC creation was regressed on predicting variable vengeance motivation to test the hypothesis H1b. Vengeance motivation significantly predicted UGC creation, which indicates that the vengeance motivation can not play a significant role in UGC creation ($\beta = -0.023$, $p(0.714) > 0.05$). These results clearly direct there is no affect of the vengeance motivation.

The dependent variable UGC creation was regressed on predicting variable venting motivation to test the hypothesis H1c. Venting motivation significantly predicted UGC creation, which indicates that the venting motivation can play a significant role in UGC creation ($\beta = 0.231$, $p(0.005) < 0.05$). These results clearly direct the positive affect of the venting motivation. Moreover, the $R^2 = 0.346$ depicts that the model explains 34.6% of the variance in venting motivation. Furthermore, the dependent variable UGC creation was regressed on predicting variable self-enhancement motivation to test the hypothesis H1d. Self-enhancement motivation significantly predicted UGC creation, which indicates that the self-enhancement motivation can not play a significant role in UGC creation ($\beta = -0.026$, $p(0.707) > 0.05$). These results clearly direct there is no affect of the self-enhancement motivation.

Moreover, the dependent variable UGC creation was regressed on predicting variable economic motivation to test the hypothesis H1e. Economic motivation significantly predicted UGC creation, which indicates that the economic motivation can play a significant role in UGC creation ($\beta = 0.402$, $p(0.000) < 0.05$). These results clearly direct the positive affect of the economic motivation. Moreover, the $R^2 = 0.346$ depicts that the model explains 34.6% of the variance in economic motivation. *Table 11* shows the summary of the findings.

Table 11 - Regression of UGC creation

Hypotheses	Regression Weights	Beta coefficient	t-value	p-value	R ²	F	Results
H1a	Altruism → UGC creation	0.134	1.694	0.091	0.347	32.271	Not Conformed
H1b	Vengeance → UGC creation	-0.023	-0.367	0.714			Not Conformed
H1c	Venting → UGC creation	0.231	2.861	0.005*			Conformed
H1d	Self-enhancement → UGC creation	-0.026	-0.376	0.707			Not Conformed
H1e	Economic → UGC creation	0.402	7.094	0.000*			Conformed

Note. *p < 0.05

On the other hand, the hypotheses tests of attitude towards firm's response carries as significant impact on users motivations (altruism, vengeance, venting, self-enhancement and economic). The dependent variable attitude towards firm's response was regressed on predicting variable altruism motivation to test the hypothesis H2a. Altruism motivation significantly predicted attitude towards firm's response, $F(5,304) = 10.645$, $p(0.000) < 0.01$, which indicates that the altruism motivation can play a significant role in attitude towards firm's response ($\beta = 0.130$, $p(0.022) < 0.05$). These results clearly direct the positive affect of the altruism motivation. Moreover, the $R^2 = 0.149$ depicts that the model explains 14.9% of the variance in altruism motivation.

The dependent variable attitude towards firm's response was regressed on predicting variable vengeance motivation to test the hypothesis H2b. Vengeance motivation significantly predicted attitude towards firm's response, $F(5,304) = 10.645$, $p(0.000) < 0.01$, which indicates that the vengeance motivation can play a significant role in attitude towards firm's response ($\beta = -0.121$, $p(0.006) < 0.05$). These results clearly direct the negative affect of the vengeance motivation. Moreover, the $R^2 = 0.149$ depicts that the model explains 14.9% of the variance in vengeance motivation.

The dependent variable attitude towards firm's response was regressed on predicting variable venting motivation to test the hypothesis H2c. Venting motivation significantly predicted attitude towards firm's response, $F(5,304) = 10.645$, $p(0.000) < 0.01$, which indicates that the vengeance motivation can not play a significant role in attitude towards firm's response ($\beta = -0.083$, $p(0.148) > 0.05$). These results clearly direct there is no affect of the vengeance motivation.

The dependent variable attitude towards firm's response was regressed on predicting variable self-enhancement motivation to test the hypothesis H2d. Self-enhancement motivation significantly predicted attitude towards firm's response, $F(5,304) = 10.645$, $p(0.000) < 0.01$, which indicates that the self-enhancement motivation can play a significant role in attitude towards firm's response ($\beta = 0.226$, $p(0.000) < 0.05$). These results clearly direct the positive affect of the self-enhancement motivation. Moreover, the $R^2 = 0.149$ depicts that the model explains 14.9% of the variance in self-enhancement motivation.

Last but not least, the dependent variable attitude towards firm's response was regressed on predicting variable economic motivation to test the hypothesis H2e.

Economic motivation significantly predicted attitude towards firm's response, $F(5,304) = 10.645$, $p(0.000) < 0.01$, which indicates that the economic motivation can play a significant role in attitude towards firm's response ($\beta = 0.088$, $p(0.030) < 0.05$). These results clearly direct the positive affect of the self-enhancement motivation. Moreover, the $R^2 = 0.149$ depicts that the model explains 14.9% of the variance in self-enhancement motivation. *Table 12* shows the summary of the findings.

Table 12 - Regression of Attitude Towards Firm's Response

Hypotheses	Regression Weights	Beta coefficient	t-value	p-value	R ²	F	Results
H2a	Altruism → Attitude Towards Firm's Response	0.130	2.309	0.022*	0.149	10.645	Conformed
H2b	Vengeance → Attitude Towards Firm's Response	-0.121	-2.751	0.006*			Conformed
H2c	Venting → Attitude Towards Firm's Response	-0.083	-1.451	0.148			Not Conformed
H2d	Self-enhancement → Attitude Towards Firm's Response	0.226	4.585	0.000*			Conformed
H2e	Economic → Attitude Towards Firm's Response	0.088	2.178	0.030*			Conformed

Note. * $p < 0.05$

Furthermore, a regression analysis used to investigate whether there are connections between specific motives and different service recovery measures. As shown in *Table 13*, where the level of significance of all elements are at the 0.01 and 0.05 level.

Table 13 - Motivations and service recovery strategies

Independent variable	If the company will offer me compensation	If the company will apologize to me for what happened	If the company will explain what factors have caused the problem	If I tweet about my dissatisfaction about a company
Altruism	0.352** (0.000)	0.324** (0.000)	0.149** (0.004)	-0.122* (0.016)
Vengeance	0.310** (0.000)	0.032 (0.289)	-0.264** (0.000)	-0.332** (0.000)
Venting	0.386** (0.000)	0.117* (0.020)	-0.150** (0.004)	-0.387** (0.000)
Self-enhancement	0.074 (0.097)	0.224** (0.000)	0.237 (0.000)	0.242** (0.000)

Economic	0.564** (0.000)	0.221** (0.000)	-0.170** (0.001)	-0.389** (0.000)
R ²	0.354	0.148	0.167	0.308
Adjusted R ²	0.343	0.134	0.153	0.296
F	33.322	10.532	12.184	26.999

** . Correlation is significant at the 0.01 level (2-tailed)

* . Correlation is significant at the 0.05 level (2-tailed).

Standardized B coefficients are in parentheses *p < 0.1, **p < 0.05, ***p < 0.01

The analysis results suggests that customers who are motivated by altruism are likely to react positively to compensation, apology and explanation about what happened of service recovery strategy from the firm after a negative service experience. However, customers who are motivated by altruism are likely to react negatively to “tweeting” of service recovery strategy from the firm after a negative service experience.

On the other hand, customer with vengeance motivation will react positively to only compensation of service recovery strategy after a negative service experience. But customer with vengeance motivation will react negatively to explanation about what happened and “tweeting” of service recovery strategy from the firm after a negative service experience. And there is no statistically significantly associated with "apology" of service recovery strategy.

Moving to the next motivation, which show that customer with a venting motivation can be react positively to compensation and apology of service recovery strategy from the firm after a negative service experience. But negatively to explanation about what happened and “tweeting” of service recovery strategy from the firm after a negative service experience.

The fourth motivation is when customer who are motivated by self-enhancement are likely to react positively to apology and "tweeting" of service recovery strategy from the firm after a negative service experience. But the self-enhancement motivation is not statistically significantly associated with compensation and explanation about what happened of service recovery strategy from the firm after a negative service experience.

Finally, when customers who are economically motivated react positively to compensation and apology of service recovery strategy from the firm after a negative service experience. But economically motivated customer will react negatively to

explanation about what happened and “tweeting” of service recovery strategy from the firm after a negative service experience. All summarized in *Table 14*.

4.2.5 ANOVA Test

The purpose of one-way analysis of variance (ANOVA) is to determine whether or not the means of any number of groups are equal by analyzing the different between the sample variances (Shafiei et al., 2020). By ANOVA, a general P value is collected, with a significant P value indicating that there is a scientifically important mean difference among at least each group (Mishra et al., 2019).

By ANOVA, a general P value is collected, with a significant P value indicating that there is a scientifically important mean difference among at least each group; when the p-value for the average of the homogeneity of variance test in ANOVA is lower than 0.05, it indicates that the concept of homogeneity of variance has been violated, which means that there is not equal variation among the groups because significance level is lower than 0.05 and the homogeneity of variance is significant (Mishra et al., 2019).

Moreover, If the P value is more than 0.05, then there was no significant finding (Grabowski, 2016).

UGC creation was examined across age groups and results demonstrate that homogeneity of variance leaving statistics based on the mean was significant ($p(0.009) < 0.05$). So there is a significant differences in the homogeneity of variance, which means the homogeneity of variance is violated. *Table 14* shows the UGC creation of individuals according to various age groups. The statistical analysis of Robust Test of Equality of Means suggests there is no significant difference between age groups and UGC creation, as indicated by the obtained values of ($p=0.237 > 0.05$).

Table 14 - Age groups with UGC creation

Age group	n	Mean	Std. Deviation	Test of Homogeneity of variances		Robust Test of Equality of Means	
				Levene's Statistic	P-value	Welch Statistic ^a	p-value
18-20	25	3.64	1.497	3.419	0.009	1.410	0.237
21-30	128	3.69	1.078				

31-40	82	3.66	1.021
41-50	45	3.82	1.007
51 and more	30	3.20	1.186
Total	310	3.65	1.107

a. Asymptotically F distributed.

Furthermore, **Table 15** shows the comparison of attitude towards firm's response among age groups. When Homogeneity of variance was examined, it was seen that it was not violated ($p = 0.749 > 0.05$). ANOVA results were showed that there was no significant difference between age groups ($F = 1.426, p = 0.225 > 0.05$).

Table 15 - Age groups with Attitude Towards Firm's Response

Age group	n	Mean	Std. Deviation	Test of Homogeneity of variances		ANOVA	
				Levene's Statistic	P-value	F	p value
18-20	25	3.8200	0.76212	0.482	0.749	1.426	0.225
21-30	128	3.7188	0.65958				
31-40	82	3.5610	0.64497				
41-50	45	3.5667	0.74315				
51 and more	30	3.5333	0.75923				
Total	310	3.6452	0.68877				



CONCLUSION AND DISCUSSION

Conclusion

Customers have a motivation to take action and be satisfied when they have needs and desires that they wish to meet. Customers mostly engage in the creation and sharing of UGC by photographs or videos on social media platforms when they have an experience about the product or services that they use. Platforms in social media sites like YouTube, Twitter, Instagram, and Facebook are growing significantly and they often include comments on businesses and services, which can be either good or bad. These comments are usually types of UGC. The reason of them involving in such content is based on their motivation types created in response to their experience with the services provided by the firms. Customers may be motivated by several factors, including altruism, vengeance, venting, self-enhancement, and economic motivations, where these motives drive the creation of UGC following a poor service experience. On the other hand, customer motivations concerning a firm's response following a poor service experience can have an impact on customers' attitudes of service recovery styles following a poor service encounter. This study investigates the creation of UGC in Türkiye, specifically focusing on the influence of customer motives following a bad service experience in the telecommunications industry, as well as their attitudes to the firm's response. Moreover, this research addresses the gap of the study by investigating the factors that drive customers to engage in UGC while experiencing poor telecommunication services. Additionally, it examines how the firm resolves unfavorable UGC that customers produce after a poor experience with the telecommunication service. Finally, it is determining the customers' viewpoint towards the firm's reply to poor UGC that occurs from a negative experience with the telecommunication service.

As a result of this study, it can be said that there is a positive and significant relationship between customer motivations, such as venting and economic motivation, and UGC creation. When the customers are motivated by venting or economics after being exposed to a negative service experience, they will be inclined to create more UGC. According to a study (Rensink, 2013), individuals, who have anger motive as a result of a poor experience they had with a service, have the option of using UGC to express their thoughts and let off their anger. The study has shown that expressing

negative motivations, such as venting, can impact one's level of engagement with the content they create (Rensink, 2013). This means that every time people have unsatisfied experience of a service from a telecommunication company, the first ones to create UGC are those customer who want to vent their motivations and need to advise people. Also individuals who create UGC are those customers with economic motivation where they just want to get some financial benefits and want to return their money back. Also another study discovered that venting was the key motivator behind the posting of UGC resulting from a bad service situation after making a purchase (Yoo & Gretzel, 2011).

Based upon the findings of the sample literature mentioned above, it is seen that the findings of this study also support their conclusions by confirming the above listed hypotheses. Consistent with the previous literature, the results of this study also showed that there is no effect between customers motivation by altruism, vengeance, and self-enhancement motivation with the creation of UGC after having a negative service with telecommunication company, which means that the motivations altruism, vengeance, and self-enhancement have no negative effect on UGC. In contrast, researchers found that a need for a desire for personal growth or self-enhancement is not significantly influenced the effort involved in creating a content for their opinion on internet (Rensink, 2013; Presi et al., 2014).

On the other side, the study revealed that customers driven by motivations such as altruism, self-enhancement, and economic motivations, exhibit a positive and significant attitude toward a firm's response. Additionally, Presi et al. (2014) identified altruism, self-enhancement, and economic motivations as some of the most influential factors affecting an individual's attitude towards a company's response. Whenever a company addresses customer complaints in UGC, those with altruistic, self-enhancement, and economic motivations tend to respond positively. Hence, if customers have already received an apology, well handled with respect, quickly responded to, and offered a solution to their issue, they may consider service providers expending work on discussing the cause of the problem (Liao, 2007). Conversely, customers motivated by vengeance exhibit a negative correlation with their attitude toward a firm's response. This implies that individuals driven by revenge motivations are likely to react unfavorably to the company's response. Nevertheless, this study also discovered that there is no significant relationship between customers with venting

motivation and their attitude towards firm's response, particularly after experiencing poor service from a telecommunication company.

According to research (Presi et al., 2014), individuals motivated by economic and who generate content for financial gains tend to respond positively to UGC creation after experiencing a negative service encounter, a finding consistent with the results of the current study. Presi et al. (2014) also state that, those who receive services and targets helping others (altruism motivation) and improving themselves (self-enhancement motivation), have a positive impression on the firm's response to their requirements. This discovery matches the results collected through this study. Additionally, the study revealed that customers motivated by a desire for vengeance during service encounters held a negative view of the company's response, consistent with the conclusions drawn from the current research.

A conclusion that can be drawn from this is, what the results obtained from this particular study are in agreement with the results that have been found in the previous research (Presi et al., 2014; Rensink, 2013; Yoo & Gretzel, 2011; Liao, 2007).

Every firm aspires to receive exclusively positive ratings, comments, and content related to their services and products. A firm cannot stay still when a customer expresses their experience by creating UGC. Companies offering telecommunications services must pay close attention to UGC in order to fully understand the significance and role of customer motivations. While it might seem like losing a single customer, it is important to recognize that unpleasant experiences posted on social platforms can significantly damage a company's reputation and dissuade potential customers from choosing the same services in the future. Critical evaluations, comments, reviews and ratings to a firm can be distressing, unpleasant and challenging causing both economic and financial problems. Companies should understand and know their customer motivations to their negative services. Effectively managing negative criticism requires careful response and understanding of the message's content. Consequently, firms can implement strategies and resolutions to acquire the knowledge and skills necessary for successfully addressing negative UGC on social media platforms. Otherwise, the competition firms will gain both the dissatisfied customers and individuals who are inspired by their unpleasant experiences.

Discussion and Practical Implications

A thorough comprehension of the significance and operational role of UGC and customer motivations is paramount for organizations engaged in providing products and services to individuals. Consequently, managers can implement and understand appropriate methodologies and responses tailored to the specific motives of their customers in the given context.

In essence, this study aimed to explore how individuals express themselves on social media after encountering a subpar service from a telecommunication company. Specifically, after a poor service experience, customers may be motivated by different reasons in how they choose to express themselves or take action. Some might just want to help others out (altruism motivation), while others might be out for revenge (vengeance motivation) or just need to let off some air (venting motivation). And then there are those who are all about the money (economic motivation) or just want to improve their own self-image (self-enhancement motivation). The primary aim and objective of this research is to investigate the key motivations behind the effect of creating UGC following an unsatisfactory experience. According to the results of this research, Turkish customers are more likely to create UGC and take negative complaint activities, such as spreading the word among friends and family about their unpleasant experiences with services in the telecommunications business.

Among the hypothesized motivations, venting and economic motivations were the two factors that most strongly significant factors driving the creation of UGC after a negative experience with telecommunication services.

A research investigation concluded that, negative activity posted on social networking sites is positively and significantly connected with the act of venting unpleasant and financial and profitable feelings, and this led the finding to suggest that social networking sites provide a useful channel for customers to express their disappointments (Yen, 2016).

Moreover, this study revealed that motivations, such as altruism, vengeance, and self-enhancement, are not indicative of whether someone will create UGC after a negative service experience.

Furthermore, the following objective in this research investigation is to examine the correlation between customers' motives for creating UGC and their

attitudes to how companies respond to a problem with their products or services. Based on the findings of this study, customers motivated by altruism (helping others), self-enhancement (improving their own image), and economic (thinking about money) highly favorable attitudes towards an organization's response to service issues. Conversely, customers motivated by vengeance (getting back at someone) exhibit extremely negative attitudes towards an organization's response to service problems. Upon a closer examination of these results, significant insights emerge for managers to consider. Considering the crucial importance of a business effectively maintaining connections with dissatisfied customers who share negative UGC, such managerial efforts hold significant relevance for business providers. An effective approach to maintain and enhance the connection between businesses and dissatisfied customers involves adeptly managing UGC from unhappy customers and providing credible and actionable responses to address the situation.

Moreover, this research establishes a correlation between the motivations causes UGC creation, and the opinions individuals express regarding a company's reply to customer service breakdowns. In instances of service problems, it becomes imperative for a company to possess a profound understanding of the motivations driving customers to create UGC following a poor service experience. This understanding enables the company to devise optimal solutions to address the problem. Service-providing businesses should thoroughly examine UGC that individuals share, post, and write. Examining UGC is not merely about understanding why customers engage in it; it also involves determining how to respond in the right way. The specifics of resolving the issue should be tailored to meet customer expectations and desires.

In general, this study revealed that individuals motivated by a desire to help others (altruism motivation) highly appreciate it when a company addresses its mistakes by offering compensation, apologizing, or providing an explanation for what went wrong. These actions are the ones that contribute to improving customers' perceptions of a company's service and make them feel better about it. On the contrary, customers motivated by a desire for revenge (vengeance motivation) exhibit unfavorable reactions towards the firm's explanation of what caused the problem and when the company addresses their dissatisfaction, especially in the context of "tweeting" their service repair following a customer complaint. Indeed, individuals with these characteristics have specific needs, and these customers desire additional

attention. It could be beneficial to consider devising a personalized plan to address and resolve the issues for each of them. However, customers motivated by vengeance respond positively when presented with a compensatory service recovery strategy after a negative service encounter. This implies that customers with a desire for revenge will find satisfaction when the company provides compensation as a service recovery measure for their negative service experience.

Furthermore, customers motivated by the need to express their dissatisfaction (venting motivation) tend to respond positively to specific service recovery strategies implemented by an organization, such as providing compensation and offering apologies for mistakes. However, customers expressing dissatisfaction also tend to respond negative to a certain service recovery strategies employed by organizations, including providing explanations for the issues faced and responding to customer disappointment through social media platforms like Twitter. However, the research indicates that individuals motivated by self-improvement (self-enhancement motivation) will respond positively if a company apologizes to them and reaches out to them through a tweet when they are dissatisfied with the service. This aligns with the idea that individuals engaged in self-enhancement generally hold a positive view of themselves, spend considerable time online, and are receptive to compliments (Hepper et al., 2011). This implies that if the company gives them attention by taking early actions and steps to respond, they will likely have a more positive attitude. Therefore, providing prompt and helpful responses to this motivated group is recommended for business owners to enhance their self-confidence and make these individuals feel valued and special to the organization.

Last but not least, customers motivated by saving money (economic motivation) appear to appreciate it when the company provides them with some form of compensation and offers an apology for the poor service they experienced. However, customers utilizing the company's services for economic reasons may respond negatively when they receive the firm's feedback on the situation, particularly when the company chooses to explain the cause of the problem and communicate with their customers using social media platforms, such as "tweeting".

Based on the earlier explanation and findings, it becomes evident that marketing managers should possess a profound understanding of the genuine motivations that drive buyers to engage in UGC creation following a negative service

experience. Managers need to be astute in how they handle complaints and customer service (Harris et al., 2016). This approach ensures that individuals are less dissatisfied, feel they are treated fairly, and have the opportunity to express their motivations, ultimately reducing the occurrence of excessively negative UGC. This understanding is important in order to successfully deliver suitable service recovery responses as well as express these replies using online platforms that are capable of reaching different customers with different motivational variables.

The study also revealed the utilization of specific internet platforms and the generation of UGC following a negative service experience. It was found that there is a significant correlation between the UGC of a negative service and the use of particular internet platforms. Having a fundamental understanding of which social media sites are likely used for expressing opinions allows businesses offering services to enhance their ability to manage UGC and mitigate negative experiences with consumer service across various platforms. Some forms of digital media may be more manageable for businesses to control than others.

Research Limitation

The study acknowledges certain limitations that require careful consideration. Firstly, the characteristics of the participant sample may restrict the study's generalizability, as the sample might not fully represent the diversity of the larger community. The limitations in terms of sample design and representation stem from the fact that the data were collected from only a small number of locations in Türkiye. The limitation is not limited to sample size alone, but also includes the demographics of the sample, such as its age, education level, and income bracket. Consequently, the conclusions may have more relevance to some population groups, requiring careful consideration when applying the results to a broader context. Furthermore, the study addresses the validity difficulties surrounding the trust of participant replies. The survey was administered through an internet platform, with participants sent a link to access it, introducing the possibility of respondents making errors during survey completion. One other recognized issue concerns the study's limitation to a specific cultural setting. While the study explored five elements of customer motivations, future research could delve into additional motivations. Finally, the lack of in-depth interviews may limit the depth of understanding. One way to better explain this

limitation would be to point out how qualitative findings might offer a more complex viewpoint. The paper thoroughly examines these limitations, providing a basis for future research to enhance methodology and bolster the reliability of findings across various settings.



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APPENDIX-1: QUESTIONNAIRE

Dear Respondents

I am currently preparing MBA program. This study focus on the feelings of customers after a negative service experience in telecommunication which led them to create user-generated content. Telecommunication services include mobile phones, toll-numbers, Internet access services, radio and television broadcasting services, remote voice, data, text and image transmission services, etc.

I appreciate it if you spare some time and effort to complete this survey questionnaire; your answers will only be used for academic purposes. This survey is for people who live in Turkey only.

Thank you for participating in this research. Your participation in this survey is highly appreciated; if you have any inquiry, please do not hesitate to contact me:

Shahad Alsuhaili

Atilim University

Graduate School of Social Science

Graduate Dept. of Management

Please answer the following questions by choosing the best answers to you.

I had a negative service experience in telecommunication in the past 6 months (if your answer will be No, then you do not have to continue answering the survey questionnaire): Yes No

Gender: Male Female

Age: 18-20 21-30 31-40 41-50 51 and more

Educational background: University student University degree Master degree
PhD degree

The most social media platform you use is:

Facebook Instagram Twitter SnapChat YouTube Blogs TikTok

Others:

The social media platform you use when you had a negative service experience in telecommunication services:

Facebook Instagram Twitter SnapChat YouTube Blogs TikTok

Others:

For each of the following sentences, circle the response that best characterizes how you feel about the statement, according to the last negative service experience in telecommunication you had. Consider a scale where

1 = Strongly disagree, 2 = Disagree, 3 = Neither, 4 = Agree, and 5 = Strongly agree.

	1	2	3	4	5
I wanted to help others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information that other people posted helped me, so I wanted to return the favour.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to contribute to a group of information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I benefited and want to see others benefit too.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want revenge on the company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to take actions to damage the company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted for the company to lose customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to express my anger about my negative telecommunications experience I had.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to let out my negative feelings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to warn others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company hurt me, and I want to hurt the company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to entertain people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is an enjoyable thing to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to be able to express myself creatively.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy doing it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted to record personal experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To store information, that is important to me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted a financial compensation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I was hoping for a compensation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I wanted my cash back.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After the negative telecommunication service experience, I was temporarily more active on the internet for example posting, commenting, tagging, uploading, writing a review or blogging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For the next sentence, circle the response that best characterizes how you feel about the statement, according to the last negative service experience in telecommunication you had.

Please indicate how often do you use these social media sites after you have had a negative telecommunications experience by for example posting, commenting, tagging, uploading, writing a review or blogging:

- A few hours a day One day Between 2-4 days A week A month A year

For each of the following sentences, circle the response that best characterizes how you feel about the statement, according to the last negative service experience in telecommunication you had. Consider a scale where

1 = Very Negative, 2 = Negative, 3 = Neutral, 4 = Positive, and 5 = Very Positive.

	1	2	3	4	5
If the company will offer me compensation, I would be [. . .] to it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the company will apologize to me for what happened, I would be [. . .] to it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If the company will explain what factors have caused the problem, I would be [. . .] to it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I tweet about my dissatisfaction about a company, and the company replies me with a tweet, I would be [. . .] to it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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SESRIC	Trainee	2019
Serbest Muhasebeci - Mali Musavir	Trainee	2018
TEMA	Volunteer	2018-2017
Mariam Association	Volunteer	2013

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Publications: None

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