

Factors affecting the quality of social media content : In case of Mongolia

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ABSTRACT: *The study titled “Factors affecting the quality of social media content ” aims to study the concepts of social media content and information quality and determine the indicators and importance of successful implementation of Content Marketing. Also, it includes 3 main studies such as study on Internet customers behavior, Study based on PSP/IQ model, Detailed study on contents produced by Mongolian companies.*

KEYWORDS: *PSP/IQ model, Social media, Content, Content quality*

I. INTRODUCTION

Companies that are operating in today’s rapidly globalizing world seek for newer contents to attract customers and create millions of more modernized contents on daily basis, thereby making the content marketing more vital for entities and organizations. This creates the opportunities to study marketing operations – most important organizational activities- in connection with product features and targeted groups, determine the strengths and weaknesses of nationally produced contents, and develop a completely new marketing system based on the above. Any business in any industry aims to develop its business activities, increase the company profitability, raise the goods and services realization and expand its position on the market. In order to fulfill the above goal, it would be significant to focus on the study of state-of-the-art technology and contemporary marketing system used worldwide, determination of behavior and attitude of Mongolian customers to contents, and identification of the fact that which contents are more desired by customers. The study aims to study the contents that are massively produced in Mongolia, especially contents widely distributed to the majority of customers through the Internet, then investigate the current status of Mongolian contents, determine and assess the strengths and weaknesses of the research objects, and finally determine quality of social media content which is that companies producing. Therefore, the study on aforementioned issues becomes inevitably necessary for all entrepreneurs, businesspersons and marketing managers.

II. RESEARCH OBJECTIVE

The objective of this research paper is to find out the factor that has the most important impact on the quality of social media content . To determine which of the following factors provide the most quality to social media content:

Sound information:

- Free-of-Error
- Concise Representation
- Completeness
- Consistent Representation

Useful information:

- Appropriate Amount
- Relevancy
- Understandability
- Interpretability
- Objectivity

Dependable Information:

- Timeliness
- Security

Usable Information:

- Believability
- Accessibility
- Ease of Operation
- Reputation

The impact of these factors is checked in this research paper. So the objectives are:

- PSP/IQ model for increase quality of social media contents
- To determine the most important factor for Mongolian internet users
- What is the basis for successful implementation of social media content?

III. LITERATURE REVIEW

A number of marketing studies focusing on multimedia advertisements and social media marketing are being conducted in our country. However, no studies with specialized attention to quality of social media content have been conducted yet. These days, you can't go one mouse click without stumbling on social media content. Also known as social media content comes in many forms, from text and audio and videos files, to graphics, animations, and images. Agichtein, E., Castillo, C., Donato, D., Gionis, A., & Mishne, G. (2008, February) explains social media content refers to information available for download or distribution on electronic media such as an ebook or iTunes song, but many in the content industry argue that social media content is anything that can be published. Following this line of thinking, it is safe to say that if you are on the internet, most likely you are looking at, watching, or listening to a piece of social media content. Khim-Yong Goh ("Social Media Brand Community and Consumer Behavior: Quantifying the Relative Impact of User- and Marketer-Generated Content") is an assistant professor in the Department of Information Systems, School of Computing at the National University of Singapore. He received his PhD degree in business administration (marketing: economics and quantitative methods) from the University of Chicago, Booth School of Business. His research interests include consumer and firm behaviors in markets with network and social interaction effects, marketing in digital media environments, competitive product, pricing and promotional strategies in IT-mediated markets and also he researched content how influence for customers. As long as need to know he we can separate worst content between best content, it measured by what kind of factors and models. In this study we used PSP IQ model for measure content quality. Kahn, B. K., Strong, D. M., & Wang, R. Y. (2002) The PSP/IQ Model organizes the key IQ dimensions so that meaningful decisions can be made about improving IQ. More importantly, these dimensions are developed from the perspective of information consumers and therefore are a logical choice. The PSP/IQ model consolidates the dimensions into four quadrants: sound, dependable, useful, and usable information (Table 1). These four quadrants represent IQ aspects that are relevant to IQ improvement decisions.

Table 1: The PSP/IQ Model

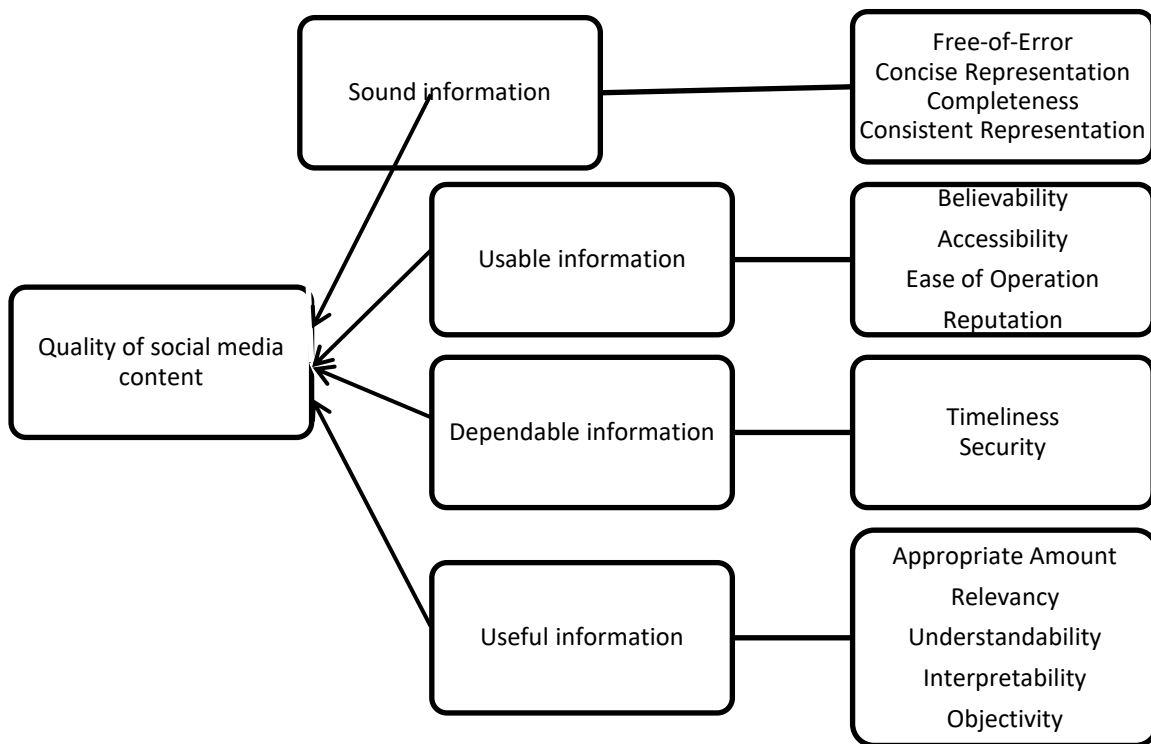
	Consumer Specifications	Meets or Exceeds Consumer Expectations
Product quality	<u>Sound information</u> <i>IQ Dimensions:</i> <ul style="list-style-type: none"> • Free-of-Error • Concise Representation • Completeness • Consistent Representation 	<u>Useful information</u> <i>IQ Dimensions:</i> <ul style="list-style-type: none"> • Appropriate Amount • Relevancy • Understandability • Interpretability • Objectivity
Service Quality	<u>Dependable Information</u> <i>IQ Dimensions:</i> <ul style="list-style-type: none"> • Timeliness • Security 	<u>Usable Information</u> <i>IQ Dimensions:</i> <ul style="list-style-type: none"> • Believability • Accessibility • Ease of Operation • Reputation

Table 1 for defining the concept of information quality, the four categories (Intrinsic, Contextual, Representational, and Accessibility) are useful in ensuring complete coverage of the concept of information quality. These four, however, are not as useful for deciding what to do to improve information quality.

IV. RESEARCH METHODOLOGY

The propose of this research is define main determinant factors of social media content quality of Mongolian media industry. Especially social media contents which is produced from business companies and to know internet users opinion for that. The respondents belongs to Mongolian internet users and use randomly sampling takes 330 responses. All of 330 respondents didn't separated by education, gender and age. With a view to identifying the major attributes for sound information, useful information, dependable information, usable information were studied to check their effect on quality of social media content through questions made on them.No. of Items for each variable (Free-of-Error, Concise Representation, Completeness, Consistent Representation, Appropriate Amount, Relevancy, Understandability, Interpretability, Objectivity, Timeliness, Security, Believability, Accessibility, Ease of Operation, Reputation were fifteen item, packed to four factors). The scale used in assessing each item ranged from 0 to 10 where **0** was labeled “**Not at All**” and **10** is labeled “**Completely.**”

Figure 1. Framework of this study



As you can see from Figure 1 Dependent variable is Quality of social media content and independent variables included Sound information, Usable information, Useful information and Dependable information. On the base of dependent and independent variables, for this study four hypothesis has been developed given below.

- H1: Sound information is positively related to the quality of social media content.
- H2: Usable information is positively related to the quality of social media content.
- H3: Dependable information and the quality of social media content are also positively related.
- H4: Useful information an important role to the the quality of social media content

V. ANALYSING RESULT

Table 2 Questionnaire answer

Factors	Questions	Item Average	Total average
Sound information	Is Mongolian Social media content clear?	4.6	4.525
	Is Mongolian SMC all the same formatted?	3.9	
	Is the SMC you get from the Internet to erode or manipulate errors?	4.6	
	Is Mongolian SMC using right characters and fonts?	5	
Useful information	Is Mongolian SMC useful?	4.4	4.7
	Mongolian SMC get from the internet helps solve the problem?	4.8	
	Has the Mongolian SMC mention sources?	4.6	
	Is Mongolian SMC valuable for you?	5	
Usable information	Is Mongolian SMC useful for you?	5.6	5.16
	Is your found SMC usable for you?	5.4	
	Is Mongolian SMC true for you?	4.5	
	Is Mongolian SMC terms of any interests?	4.6	
	Is Mongolian SMC easy to understand?	5.7	
Dependable information	Is Mongolian SMC copied?	3.7	4.6
	Is Mongolian SMC exactly at the time?	5.5	
Information quality average		4.8	

With a view of Table 2, Free-of-Error, Concise Representation, Completeness, Consistent Representation, Appropriate Amount, Relevancy, Understandability, Interpretability, Objectivity, Timeliness, Security, Believability, Accessibility, Ease of Operation, Reputation were fifteen item, packed to four factors and each item has one question. The lowest pointed item was Security belongs to Dependable information 3.7 and it means intellectual property indicator of Mongolian Social media content was very low. The second lowest pointed item was Consistent Representation belongs to Sound information 3.0 and it means consistent of Mongolian Social media content was not enough for internet users. The highest ranked item was Ease of operation 5.7 and it means Mongolian social media content is easy to use for internet users. Other twelve items taken 4.4 to 5.6 points. Highest pointed factor was Usable information and all the items average was 5.16 point.

VI. REGRESSION ANALYSIS

Table 3: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change statistics				
					R Square Change	F change	Df1	Df2	Sig.F Change
1	.865a	.897	.789	.785	.897	14.585	15	33	.000

A Predictors: (Constant), Sound information, Useful information. Usable information, Dependable information
In the table 3, R Square= .897, a value close to 1.0, it means the predictor variables are strongly associated to explain the Quality of Social media content. Accordingly, independent variables can define 89.7% to dependent variable such as Quality of Social media content.

Table 4: Coefficients table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.125	.243		14.545	.007
	Sound information	.521	.051	.198	3.359	.010
	Useful information	.325	.034	.247	2.774	.000
	Usable information	.468	.067	.285	2.362	.025
	Dependable information	.219	.091	.201	3.099	.037

Based on table 4, usable information yields Beta coefficient of 0.285 which is the strongest factor affecting quality of social media contents. Also, useful information has Beta coefficient of 0.247 shows the second strongest impact on the social media content. As opposed to the highest, sound information has the lowest impact with only 0.198 Beta coefficient. Dependable information has Beta coefficient of 0.201 which scored second to the last on the chart.

VII. CONCLUSION

The purpose of the study was to investigate the quality of social media contents and information that's been advertised to the public. Nowadays social media users became more critical to contents they perceive due to overload of information with no backups. PSP/IQ model has been used to carry out the investigation. Total of 330 social media users participated in the study and based on their perspective of information 4 main factors were made listing all the factors. Among the main factors, usable information and useful information have the highest impact on quality of the content. Particularly, ease of operation scored 5.7 which is the highest among other items within usable information. As a result, 4 main factors yielded positive relation based on the quality of contents on social media. For future direction, companies should focus more on Security from Dependable information and Consistent Representation from sound information, which only score 3.7 and 3.0 respectively, to improve quality of the contents to users. Studies have shown in Mongolia has average quality of contents of 4.8 compared to standard quality of 6 points. This shows poor quality of contents being advertised to Mongolian users.

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