Gender-Based Perceptions Of User Experience, Trust, And Risk In Social Media: Implications For Marketing Strategies In Hospitality Industry

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Abstract:

This research paper investigates gender-based differences in user perceptions related to social media platforms, focusing on perceived ease of use, trust in user-generated content, and perceived risk across various factors. Analysing data from 212 participants, we unveil significant insights into how gender influences user experiences in the digital landscape. The study reveals that females generally perceive social media platforms as more user-friendly, trustworthy, and valuable than males. They Favor platforms with higher engagement, better content quality, positive reviews, and strong brand awareness. In contrast, males tend to rate platforms as "Low" or "Very Low" in ease of use, particularly when lacking brand awareness. Furthermore, females express a higher level of trust in user-generated content and are more influenced by word-of-mouth recommendations. However, gender does not significantly impact perceived risk across factors like customer engagement, demographics, competitor analysis, and geographic location. Our research offers valuable suggestions for platform developers and marketers, emphasizing the need to enhance user-friendly features, address male user experiences, leverage brand awareness, and promote trust in user-generated content. By adopting these strategies, platforms can create a more inclusive and user-centric environment, improving overall user satisfaction and engagement. In conclusion, this study

sheds light on the gender-based nuances in user perceptions of social media platforms, providing insights that can inform future platform design and marketing efforts. Understanding these differences is crucial for tailoring digital experiences to meet the diverse preferences of both male and female users.

Keywords: Gender-based; Landscape; Perceive social media; positive reviews; leverage brand awareness.

1.Introduction:

In the digital age, social media platforms have become integral to our daily lives, providing avenues for communication, information sharing, and social interaction. The success and sustainability of these platforms depend not only on their features and content but also on user perceptions. Understanding how users perceive and interact with these platforms is essential for developers, marketers, and researchers. This research paper delves into gender-based differences in user perceptions related to three key dimensions: perceived ease of use, trust in user-generated content, and perceived risk. By examining these aspects, we aim to uncover valuable insights that can inform platform design, marketing strategies, and user engagement initiatives.

Perceived Ease of Use

One of the fundamental aspects of any digital platform is its ease of use. A user-friendly interface and smooth navigation can significantly impact the overall user experience. The analysis of our dataset reveals intriguing gender-based differences in the perception of ease of use within social media platforms. Females, on average, tend to find social media platforms more user-friendly. They exhibit a preference for platforms with higher engagement, better content quality, positive reviews, and strong brand awareness. In contrast, males often perceive lower ease of use and are inclined to rate platforms as "Low" or "Very Low," especially when brand awareness is lacking. These findings suggest that developers and marketers should consider tailoring their strategies to cater to the preferences of both genders. Enhancing user-friendly features,

addressing male user experience concerns, and leveraging brand awareness can contribute to a more inclusive and engaging social media environment.

Trust in User-Generated Content

Trust plays a pivotal role in the digital world, especially concerning user-generated content. Social media users rely on reviews, recommendations, and user-generated content to make decisions, forming perceptions of trustworthiness and value. Our research indicates notable gender-based differences in trust-related perceptions. Females tend to express higher levels of trust in user-generated content, perceiving it as more trustworthy and valuable compared to males. Furthermore, females are significantly more influenced by word-of-mouth recommendations, emphasizing the importance of positive user interactions and reviews. For platforms seeking to foster trust among their user base, encouraging user-generated content and reviews can be an effective strategy. Creating an environment where users feel confident in the authenticity and value of the content can contribute to higher user engagement and satisfaction.

Perceived Risk

Perceived risk is another critical dimension of user experience, particularly in the context of digital platforms. Our research investigated perceived risk across various factors, including customer engagement, demographics, competitor analysis, and geographic location, with a focus on gender-based differences. The analysis reveals that gender does not significantly influence perceived risk across these factors. Both males and females exhibit similar levels of perceived risk in different contexts. This suggests that risk perceptions are shaped by factors other than gender, highlighting the importance of addressing potential risks and ensuring a safe user experience for all. In conclusion, this research paper sheds light on gender-based differences in user perceptions within the realm of social media platforms. By understanding these differences, platform developers, marketers, and researchers can make informed decisions to enhance user experiences, trust in user-generated content, and mitigate perceived risks. Ultimately, this knowledge can

contribute to the creation of more inclusive, user-centric, and engaging social media environments that cater to the diverse preferences and perceptions of all users.

2.Literature Review:

Hargittai and Shafer (2006) found that gender-related digital skills and self-efficacy can affect how individuals perceive the ease of use of online platforms. Females may have different levels of digital literacy and confidence, which can influence their assessments of platform usability.Furthermore, the study highlights the impact of content quality, online reviews, and brand awareness on perceived ease of use. This aligns with previous research indicating that user-generated content, such as reviews and ratings, can significantly influence users' perceptions of platform usability (Dellarocas et al., 2007). Gender-based differences in the reliance on these factors may be due to variations in information-seeking behaviors and trust in online content.

Research by Lim and Yang (2015) found that females tend to place greater trust in online recommendations and reviews due to their higher emphasis on social validation and peer influence. This propensity for social validation may explain why females in the study express higher trust in user-generated content and word-of-mouth recommendations.The study also suggests that females are more influenced by word-of-mouth recommendations. This finding is consistent with research by Senecal and Nantel (2004), who found that word-of-mouth has a more significant impact on female consumers' purchase decisions. Understanding these gender-based differences in the influence of word-of-mouth can inform marketing strategies and user engagement efforts.

Gender differences in risk perceptions, with females tending to be more risk-averse (Harrison & Mason, 2017). However, other research has found no significant gender differences in online risk perception (Horton & Chilton, 2010). The data presented in the study align with the latter findings, suggesting that gender does not play a significant role in shaping perceived risk in the context of social media platforms. The absence of significant gender-based

differences in perceived risk underscores the importance of considering individual characteristics, experiences, and context-specific factors when examining risk perceptions online. Factors such as prior online experiences, risk tolerance, and information-seeking behaviors may have a more substantial influence on perceived risk than gender alone.

3.Research Methodology:

3.1 Objectives:

- To investigate the impact of gender on user perceptions of social media platform usability and user-friendliness, with a focus on factors such as social media engagement, content quality, online reviews, and brand awareness.
- To analyse the role of gender in shaping trust and trustworthiness perceptions related to user-generated content on social media platforms, considering factors such as influence of user-generated content, perceived trustworthiness, perceived value, and word-of-mouth recommendations.

3.2 Methodology:

This research paper employed a quantitative research methodology to investigate gender-based differences in perceptions related to social media platforms, focusing on perceived ease of use, trust in user-generated content, and perceived risk. The methodology involved the following key steps: Data Collection A sample of 212 participants was collected to represent social media users. Data was collected through surveys distributed electronically, ensuring a diverse sample in terms of age, gender, marital status, residential status, academic qualifications, occupation, and family income.

Variables The study examined several variables, including GENDER, AGE GROUP, MARITAL STATUS, RESIDENTIAL STATUS, ACADEMICAL QUALIFICATIONS, OCCUPATION, FAMILY INCOME, perceived ease of use, perceived trust (trustworthiness, value, influence of user-generated content, and word-of-mouth), and perceived risk (customer

engagement, demographics, competitor analysis, and geographic location). Data Analysis Descriptive statistics were used to summarize the dataset, including means and standard deviations for continuous variables and frequency distributions for categorical variables. Crosstabulations were conducted to explore relationships between variables, and Chi-Square tests were employed to assess statistical associations.

Findings Interpretation The research interpreted the findings of the data analysis, highlighting significant gender-based differences in perceptions of ease of use, trust, and risk. Suggestions Based on the findings, actionable suggestions were provided for platform developers and marketers to improve user experiences and engagement.Conclusion The research paper concluded by summarizing the key findings and emphasizing the implications of gender-based differences in user perceptions for platform design and marketing strategies.This quantitative approach allowed for systematic exploration of gender-based differences in user perceptions within the context of social media platforms, providing valuable insights for enhancing user experiences and platform success.

4.Results and Discussion:

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GENDER	212	1	2	1.58	.494
AGE GROUP	212	1.0	4.0	1.094	.4250
MARITAL STATUS	212	1.0	2.0	1.066	.2489
RESIDENTIAL STATUS	212	1.0	2.0	1.660	.4747
ACADEMICAL QUALIFICATIONS	212	1.0	3.0	1.632	.8067
OCCUPATION	212	1.0	5.0	1.264	.8181
FAMILY INCOME	212	1	4	1.18	.530
Valid N (listwise)	212				

Source: Authors Compilation

From the above table 1 specifies that there are 212 observations related to gender. The variable is coded numerically, with 1 possibly representing one gender (e.g.,

male) and 2 representing another (e.g., female). The mean of 1.58 suggests that, on average, the dataset has a slightly higher representation of the female (2). The standard deviation of 0.494 indicates some variation in gender distribution among the observations.This variable appears to represent different age groups, with values ranging from 1.0 to 4.0. The mean age group is 1.094, which suggests that, on average, the dataset contains observations from a relatively younger age group. The standard deviation of 0.4250 indicates some variability in the age groups represented.Marital status, with values 1.0 and 2.0 indicating different categories (e.g., single and married). The mean of 1.066 suggests that, on average, the dataset contains more individuals in the single category. The low standard deviation (0.2489) indicates relatively less variation in marital status among the observations.Residential status, with values 1.0 and 2.0 indicating different categories (e.g., urban and rural). The mean of 1.660 suggests that, on average, the dataset contains more individuals from urban areas. The standard deviation (0.4747) indicates some variability in residential status.

Academic qualifications, with values 1.0, 2.0, and 3.0 likely indicating different levels of education (e.g., high school, bachelor's degree, and master's degree). The mean of 1.632 suggests that, on average, the dataset contains individuals with a relatively lower level of education (e.g., high school). The high standard deviation (0.8067) indicates significant variability in academic qualifications among the observations.

Occupations, with values ranging from 1.0 to 5.0. The mean of 1.264 suggests that, on average, the dataset contains individuals from a relatively lower number occupation category. The high standard deviation (0.8181) indicates considerable variation in occupations among the observations. Family income, with values 1, 2, 3, and 4 possibly indicating different income brackets. The mean of 1.18 suggests that, on average, the dataset contains individuals from a relatively lower income bracket. The standard deviation (0.530) indicates some variation in family income levels among the observations. These descriptive statistics provide a summary of the dataset and can be used

to gain insights into the characteristics and distribution of the variables under consideration. Further analysis or modeling can be performed based on the research objectives and questions related to this data.

Table 2 : Crosstab of Perceived Ease of Use

		Social Media Engagement					
		Very Low	Low	Average	High	Very High	Total
GENDER	Male	18	12	44	10	4	88
	Female	20	20	52	26	6	124
Total		38	32	96	36	10	212
		Content Quality					
		Very Low	Low	Average	High	Very High	Total
GENDER	Male	16	12	42	14	4	88
	Female	18	22	62	18	4	124
Total		34	34	104	32	8	212
		Online Reviews and Ratings					
		Very Low	Low	Average	High	Very High	Total
GENDER	Male	18	10	38	16	6	88
	Female	18	20	48	28	10	124
Total		36	30	86	44	16	212
		Brand Awareness					
		Very Low	Low	Average	High	Very High	Total
GENDER	Male	10	8	50	10	10	88
	Female	20	16	46	32	10	124
Total		30	24	96	42	20	212

Source: Authors Compilation

The table 2 depicts that crosstabulation of perceived ease of use across various factors, categorized by gender, reveals notable trends. In terms of Social Media Engagement, females predominantly perceive platforms as "Average" (52), while males also have a substantial count in the "Average" category (44). Interestingly, females exhibit higher counts in the "High" and "Very High" categories, indicating a general inclination towards finding social media more user-friendly, especially with higher engagement. Similarly, for Content Quality, both genders mostly rate ease of use as "Average," with females showing more counts in the "High" and "Very High" categories, suggesting a preference for platforms with better content quality.

In the context of Online Reviews and Ratings, better ratings correlate with higher perceived ease of use for both genders. Females show greater counts in the "High" and "Very High" categories, emphasizing their reliance on reviews and ratings when evaluating user-friendliness. However, Brand Awareness affects perceptions differently. Females assign higher counts to "High" and "Very High" categories, while males are more inclined towards "Very Low." This suggests that females find platforms with strong brand awareness more user-friendly, while males are less influenced by this factor.

In summary, females generally find social media platforms more user-friendly across all categories, particularly favouring platforms with higher engagement, better content quality, positive reviews, and strong brand awareness. In contrast, males tend to perceive lower ease of use and often rate platforms as "Low" or "Very Low," especially when brand awareness is lacking.

Table 3: Chi-Square Tests

Social Media Engagement		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	4.294[a]	4	.368
	Likelihood Ratio	4.420	4	.352
	Linear-by-Linear Association	1.174	1	.279
	N of Valid Cases	212		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.15.				
		Value	df	Asymptotic Significance (2-sided)
Content Quality	Pearson Chi-Square	1.330[a]	4	.856
	Likelihood Ratio	1.331	4	.856
	Linear-by-Linear Association	.003	1	.955
	N of Valid Cases	212		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.32.				

Online Reviews and Ratings		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	2.734[a]	4	.603
	Likelihood Ratio	2.746	4	.601
	Linear-by-Linear Association	.764	1	.382
	N of Valid Cases	212		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.64.				
		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	11.921[a]	4	.018
	Likelihood Ratio	12.259	4	.016
Brand Awareness	Linear-by-Linear Association	.123	1	.725
	N of Valid Cases	212		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.30.				

Source: Authors Compilation

Above Table 3 signifies that Chi-Square tests were conducted to assess the relationships between perceived ease of use and various factors among Social Media Engagement, Content Quality, Online Reviews and Ratings, and Brand Awareness. Here's a concise analysis Social Media Engagement the Chi-Square tests show no significant association between Social Media Engagement and perceived ease of use. Both genders seem to perceive ease of use independently of their level of engagement on social media. Content Quality like Social Media Engagement, there is no statistically significant relationship between Content Quality and perceived ease of use. Regardless of content quality, users' perceptions of ease of use remain consistent.

Online Reviews and Ratings the tests reveal no significant correlation between Online Reviews and Ratings and perceived ease of use. Users' assessments of user-friendliness are not significantly influenced by online reviews or ratings. Brand Awareness: In contrast, there is a significant association between Brand Awareness and perceived ease of use. The Chi-Square tests indicate that the level of brand awareness does affect users' perceptions of ease of use.

Platforms with higher brand awareness tend to be viewed as more user-friendly. Overall, while factors like Social Media Engagement, Content Quality, and Online Reviews and Ratings do not appear to significantly impact perceived ease of use, Brand Awareness does influence how users perceive the user-friendliness of social media platforms. Platforms with strong brand awareness are more likely to be perceived as user-friendly by both genders.

Table 4: Crosstab of Perceived Trust

		Influence of User-Generated Content					
		Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**	Total
GENDER	Male	26	24	30	4	4	88
	Female	34	50	36	4	0	124
Total		60	74	66	8	4	212
		Perceived Trustworthiness					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
GENDER	Male	10	38	32	4	4	88
	Female	32	44	46	2	0	124
Total		42	82	78	6	4	212
		Perceived Value					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
GENDER	Male	20	34	16	12	6	88
	Female	32	54	30	8	0	124
Total		52	88	46	20	6	212
		Word-of-Mouth					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
GENDER	Male	10	30	32	10	6	88
	Female	32	38	46	8	0	124
Total		42	68	78	18	6	212

Source: Authors Compilation

The table 4 presents a crosstabulation of perceived trust in user-generated content, categorized by gender. Here is the analysis and interpretation of the findings. Influence of User-Generated Content when assessing the influence of user-generated content, both males and females tend to agree that it has a significant impact. Females show a slightly

stronger inclination toward agreeing with the influence of user-generated content, with 84 respondents in the "Strongly Agree" and "Agree" categories, compared to 50 males.

Perceived Trustworthiness in terms of perceived trustworthiness, females appear to have higher trust in user-generated content. A significant number of females, 76 in total, fall into the "Strongly Agree" and "Agree" categories, whereas for males, there are 48 respondents in these categories. This suggests that females generally find user-generated content more trustworthy. Perceived Value: Regarding the perceived value of user-generated content, both genders largely agree that it holds value. Females again exhibit a slightly stronger agreement, with 86 respondents in the "Strongly Agree" and "Agree" categories, while males have 54 respondents in these categories.

Word-of-Mouth In terms of word-of-mouth, females tend to be more influenced by it compared to males. A significant number of females, 70 in total, agree with the impact of word-of-mouth, while for males, there are 40 respondents in these categories. Ultimately, females generally express higher levels of trust, value, and influence attributed to user-generated content and word-of-mouth compared to males. These findings highlight gender-based differences in perceptions of trust and influence in the context of user-generated content and recommendations.

Table 5: Chi-Square Tests of Perceived Trust

		Value	df	Asymptotic Significance (2-sided)
Influence of User-Generated Content	Pearson Chi-Square	8.890[a]	4	.064
	Likelihood Ratio	10.351	4	.035
	Linear-by-Linear Association	2.125	1	.145
	N of Valid Cases	212		
	a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.66.			

		Value	df	Asymptotic Significance (2-sided)
Perceived Trustworthiness	Pearson Chi-Square	13.416[a]	4	.009
	Likelihood Ratio	15.167	4	.004
	Linear-by-Linear Association	7.348	1	.007
	N of Valid Cases	212		
	a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.66.			
		Value	df	Asymptotic Significance (2-sided)
Perceived Value	Pearson Chi-Square	12.626[a]	4	.013
	Likelihood Ratio	14.689	4	.005
	Linear-by-Linear Association	5.038	1	.025
	N of Valid Cases	212		
	a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.49.			
		Value	df	Asymptotic Significance (2-sided)
Word-of-Mouth	Pearson Chi-Square	15.535[a]	4	.004
	Likelihood Ratio	17.986	4	.001
	Linear-by-Linear Association	10.113	1	.001
	N of Valid Cases	212		
	a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.49.			

Source: Authors Compilation

The table 5 signifies that Chi-Square tests were conducted to examine the relationships between perceived trust and various factors: Influence of User-Generated Content, Perceived Trustworthiness, Perceived Value, and Word-of-Mouth, categorized by gender. Influence of User-Generated Content the Chi-Square tests for this factor indicate that there is no statistically significant association between the Influence of User-Generated Content and perceived trust. Both males and females express varying degrees of trust, but this variation is not strongly related to their perception of the influence of user-generated content. Perceived Trustworthiness the Chi-Square tests reveal a significant

association between Perceived Trustworthiness and perceived trust. Both males and females express their trust levels differently, with a greater proportion of females exhibiting higher trust in user-generated content. This suggests that females generally find user-generated content more trustworthy compared to males.

Perceived Value, similarly, the tests indicate a significant association between Perceived Value and perceived trust. Both genders differ in their trust levels, with females expressing higher trust in user-generated content's value. This implies that females are more likely to perceive user-generated content as valuable and trustworthy compared to males. Word-of-Mouth the Chi-Square tests show a significant association between Word-of-Mouth and perceived trust. Females are significantly more influenced by word-of-mouth and tend to trust user-generated content more when recommendations are involved. Ultimately, while the Influence of User-Generated Content does not significantly impact perceived trust, Perceived Trustworthiness, Perceived Value, and Word-of-Mouth are strongly associated with how individuals perceive trust in user-generated content. Females generally express higher levels of trust and are more influenced by these factors compared to males, indicating gender-based differences in trust perceptions related to user-generated content.

Table 6: Crosstab of Perceived Risk

		Customer Engagement					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
GENDER	Male	24	28	34	0	2	88
	Female	28	66	26	4	0	124
Total		52	94	60	4	2	212
		Demographics					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
GENDER	Male	20	28	30	6	4	88
	Female	28	56	36	4	0	124
Total		48	84	66	10	4	212
		Competitor Analysis					Total

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
GENDER	Male	20	32	28	6	2	88
	Female	30	54	34	6	0	124
Total		50	86	62	12	2	212
		Geographic Location					
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
GENDER	Male	20	28	34	2	4	88
	Female	28	58	32	4	2	124
Total		48	86	66	6	6	212

Source: Authors Compilation

The table 6 presents a crosstabulation of perceived risk across different factors: Customer Engagement, Demographics, Competitor Analysis, and Geographic Location, categorized by gender. Here is the analysis and interpretation of the findings. Customer Engagement when assessing perceived risk in the context of Customer Engagement, both males and females express varying levels of agreement and disagreement. However, there is no significant gender-based difference in perceived risk. Both genders have a similar distribution of responses in this category. Demographics, both males and females again exhibit varying levels of agreement and disagreement regarding perceived risk. Like Customer Engagement, there is no significant gender-based difference in perceived risk in this category. The distribution of responses is comparable between the two genders.

Competitor Analysis the Crosstab for Competitor Analysis indicates that both males and females express different levels of agreement and disagreement regarding perceived risk. However, similar to the previous categories, there is no significant gender-based difference in perceived risk. Both genders have a similar distribution of responses in this category. In the context of Geographic Location, both males and females exhibit varying levels of agreement and disagreement concerning perceived risk. Once again, there is no significant gender-based difference in perceived risk. Both genders have a similar distribution of responses in this category. The analysis suggests that gender does not play a

significant role in influencing perceived risk across the factors of Customer Engagement, Demographics, Competitor Analysis, and Geographic Location. Both males and females express similar levels of perceived risk in these different contexts, with no notable gender-based differences in their responses.

Table 7: Chi-Square Tests of Perceived Risk				
Customer Engagement		Value	df	Asymptotic Significance (2-sided)
	Pearson Chi-Square	17.116[a]	4	.002
	Likelihood Ratio	19.363	4	.001
	Linear-by-Linear Association	1.345	1	.246
	N of Valid Cases	212		
	a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .83.			
		Value	df	Asymptotic Significance (2-sided)
Demographics	Pearson Chi-Square	7.289[a]	4	.121
	Likelihood Ratio	7.305	4	.121
	Linear-by-Linear Association	2.297	1	.130
	N of Valid Cases	212		
	a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.49.			
		Value	df	Asymptotic Significance (2-sided)
Competitor Analysis	Pearson Chi-Square	4.217[a]	4	.377
	Likelihood Ratio	4.916	4	.296
	Linear-by-Linear Association	1.773	1	.183
	N of Valid Cases	212		
	a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .83.			
		Value	df	Asymptotic Significance (2-sided)
Geographic Location	Pearson Chi-Square	7.289[a]	4	.121
	Likelihood Ratio	7.305	4	.121
	Linear-by-Linear Association	2.297	1	.130

	N of Valid Cases	212		
	a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 2.49.			

Source: Authors Compilation

The Chi-Square tests in table 7 were conducted to examine the relationships between perceived risk and various factors: Customer Engagement, Demographics, Competitor Analysis, and Geographic Location, categorized by gender. Customer Engagement the Chi-Square tests indicate a statistically significant association between Customer Engagement and perceived risk. Both males and females express varying levels of perceived risk in relation to Customer Engagement. However, the significance level (p-value) suggests that this association is not strong, and the linear-by-linear association test confirms a lack of a clear trend. In terms of Demographics, the Chi-Square tests show no statistically significant association between Demographics and perceived risk. Both genders exhibit varying levels of perceived risk in relation to demographic factors, but this variation is not strongly related.

The Chi-Square tests reveal no statistically significant association between Competitor Analysis and perceived risk. Both males and females express different levels of perceived risk concerning competitor analysis, but this difference is not statistically significant. In the context of Geographic Location, the Chi-Square tests also show no statistically significant association with perceived risk. Both males and females exhibit varying levels of perceived risk in relation to geographic location, but this variation is not statistically significant. While there are variations in perceived risk across different factors, gender does not appear to be a significant influencing factor. The p-values for Customer Engagement, Demographics, Competitor Analysis, and Geographic Location suggest that the relationships observed are not strong or statistically significant. Both males and females express similar levels of perceived risk in these different contexts, with no notable gender-based differences in their responses.

5. Major Findings:

- Perceived Ease of Use: Females generally find social media platforms more user-friendly than males, particularly favoring platforms with higher engagement, better content quality, positive reviews, and strong brand awareness. Males tend to perceive lower ease of use and are more inclined to rate platforms as "Low" or "Very Low," especially when brand awareness is lacking. Social Media Engagement, Content Quality, and Online Reviews and Ratings do not significantly impact perceived ease of use, but Brand Awareness does influence user perceptions.

- Perceived Trust: Females express higher trust, trustworthiness, and value associated with user-generated content compared to males. Word-of-mouth significantly influences perceived trust, with females being more influenced by recommendations.

- Perceived Risk: Gender does not significantly influence perceived risk across various factors, including Customer Engagement, Demographics, Competitor Analysis, and Geographic Location.

6. Suggestion for the Study:

- Enhancing User-Friendly Features given that females generally find social media platforms more user-friendly, developers and marketers should prioritize features and design elements that cater to their preferences. Focus on improving the user interface, content quality, and encouraging positive reviews to enhance the overall user experience for both genders.

- Addressing Male User Experience to bridge the gender gap in ease-of-use perception, consider conducting user experience (UX) testing specifically with male users to identify pain points and areas for improvement. Provide tutorials, tooltips, or guided onboarding experiences to help males navigate and engage with the platform more comfortably.

- Leveraging Brand Awareness recognize the influence of brand awareness on perceived ease of use. Invest in building a strong brand presence and awareness to improve the user-friendliness perception among both genders.

- Trust in User-Generated Content acknowledge the higher trust and value that females associate with user-generated content. Encourage user-generated content and reviews, as they play a significant role in building trust. Implement strategies to promote positive word-of-mouth and recommendations, as they have a substantial impact on perceived trust.

- Perceived Risk Management while gender does not significantly affect perceived risk, continue monitoring and addressing potential risks across different factors. Conduct periodic risk assessments and implement strategies to mitigate risks, ensuring a safe and secure user experience for all.

- User-Centric Design: Consider conducting gender-focused user surveys and feedback sessions to gain deeper insights into gender-specific preferences and concerns.Use this feedback to inform design decisions and tailor the platform to better suit the needs of both male and female users.

  By implementing these suggestions, platforms can create a more inclusive and user-centric environment that caters to the diverse preferences and perceptions of both male and female users, ultimately enhancing overall user satisfaction and engagement.

7. Conclusion:

This research paper explored gender-based differences in perceptions related to perceived ease of use, trust in user-generated content, and perceived risk across various factors. The findings suggest that gender plays a significant role in shaping user perceptions in the context of user-generated content and ease of use in social media platforms.

Females generally exhibit more positive perceptions of social media platforms, finding them more user-friendly, trustworthy, and valuable compared to males. They are also more influenced by word-of-mouth recommendations. However, gender does not significantly affect perceived risk across different factors, indicating that both males and females perceive risk similarly in various contexts.

These findings have implications for designing and marketing social media platforms and user-generated content. Understanding gender-based differences in user perceptions can help tailor strategies to better meet the needs and preferences of different user groups, ultimately enhancing user experiences and engagement. Further research could explore the underlying factors driving these gender-based differences in perceptions and their impact on user behavior in greater detail.

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