The Relationship between the Extrinsic Motivations and the User Generated Content in Egypt

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Abstract:

Ongoing innovations and technological advancements in digital marketing tools, particularly social media platforms, have resulted in the production of vast amounts of content every day. With customers seeking original, organic, reliable, and trustworthy content, companies are focusing on encouraging content creation at low cost and through creative tactics by targeting the core drivers of their customers. However, there is a lack of research examining the impact of various types of motivation on User Generated Content (UGC) in Egypt. This paper seeks to explore how extrinsic motivations affect UGC in Egypt. A quantitative approach was used, gathering data from 372 respondents. Reliability and validity tests, correlation analysis, and multiple regression models were performed, with results analyzed using SPSS and SmartPLS. The findings reveal that external, introjected, and identified regulations (extrinsic motivations) significantly and positively influence UGC contribution

and creation. Furthermore, the extrinsic motivations had a stronger impact than intrinsic motivations, according to existing literature. These results provide important theoretical and practical insights, along with directions for future research.

Keywords: Self-Determination Theory, Extrinsic motivation, User Generated Content (UGC), Social Networking Sites

الملخص :

أدت الابتكارات المستمرة والتقدم التكنولوجي في أدوات التسويق الرقمي، وخاصة منصات وسائل التواصل الاجتماعي، إلى إنتاج كميات هائلة من المحتوى كل يوم. ومع سعي العملاء إلى الحصول على محتوى أصلي وعضوي وموثوق به، تركز الشركات على تشجيع إنشاء المحتوى بتكلفة منخفضة ومن خلال تكتيكات إبداعية من خلال استهداف الدوافع\ المحفزات الأساسية لعملائها. ومع ذلك، هناك نقص في الأبحاث التي تبحث في تأثير أنواع مختلفة من الدوافع على المحتوى الذي ينشئه المستخدم (UGC) في مصر. تسعى هذه الورقة إلى استكشاف كيفية تأثير الدوافع الخارجية على المحتوى الذي ينشئه المستخدم في مصر. تم استخدام نهج كمي، وجمع البيانات من ٣٧٢ مستجيبًا. تم إجراء اختبارات الموثوقية والصلاحية، وتحليل الارتباط، ونماذج الانحدار المتعدد، مع تحليل النتائج باستخدام SPSS وSmartPLS. تكشف النتائج أن المنظمات الخارجية والمضمنة والمحددة (الدوافع الخارجية) تؤثر بشكل كبير وإيجابي على مساهمة وإنشائها. علاوة على ذلك، كان للدوافع الخارجية تأثير أقوى من الدوافع الداخلية، وفقًا للأدبيات الموجودة. وتقدم هذه النتائج رؤى نظرية وعملية مهمة، إلى جانب توجيهات للبحوث المستقبلية.

الكلمات المفتاحية: نظرية تقرير المصير، الدافع الخارجي، المحتوى الذي ينشئه المستخدم، مواقع التواصل الاجتماعي

1.Introduction

This chapter introduces the study which investigates the Impact of Extrinsic Motivations on the User Generated Content in the Egyptian context. It is divided into two sections. Section (1.1) Importance of the research and Justification of the study. Following by section (1.2) Research Aims and Objectives.

(1.1) Importance of the research and Justification of the study

Terms like “Comment,” “Share,” and “React” are now common actions among online users as social media platforms grow, with 60% of the global population engaging in social media (Nyst, 2023). While this creates abundant user-generated content (UGC), it also poses challenges for marketers to control its quality and direction, driving companies to invest in content marketing strategies (Van Loon, 2019). Globally, content marketing generates $72 billion annually (Dencheva, 2023), with UGC valued for its authenticity, cost-effectiveness, and impact on consumer trust and behavior (Yang et al., 2018).

In Egypt’s startup ecosystem, recent restrictions on international payments have hindered access to paid advertising tools, pushing marketers to prioritize organic UGC (Hassanein, 2023). Research on UGC, particularly in the Egyptian context, is limited, with gaps in understanding how intrinsic and extrinsic motivations influence

content creation. This study aims to explore these motivations to guide marketers in leveraging UGC more effectively.

Using a quantitative methodology, the study surveyed 384 respondents and found extrinsic motivations significantly drive UGC. Data analysis, conducted with SPSS and SmartPLS, confirmed hypotheses and provided actionable insights for marketers in the region.

(1.2) Research Aims and Objectives

Subsequently, the research effort aims to identify, test, and investigate the impact of extrinsic motives on user generated content in the Egyptian setting. The primary objective of the research concluded on the following points:

a. Investigate the link between extrinsic motivations and user-generated content in Egypt's hotel sector.

2. Literature Review

Introduction

Building on the research direction and aim introduced in the previous section, this part of the proposal will tackle and focus on reviewing the literature and knowledge base for the main variables being studied in the paper. User generated content, and extrinsic motivations, addition to analysing the previous papers

that studied the relation between these variables in different context and different findings it yielded.

(2.1) Theoretical Foundation

Self-Determination Theory (SDT) is a psychological framework that focuses on human motivation, development, and well-being. It emphasizes an organismic approach, treating growth, integrity, and psychological flourishing as natural processes inherent to human life. SDT posits that humans are naturally curious, active, and social beings who thrive in environments that support their psychological needs. From an early age, individuals exhibit a desire to learn about and master their internal and external surroundings, particularly when they are in supportive contexts. Intrinsic motivation drives behaviors such as exploration, learning, and the integration of societal norms. SDT examines how various contexts either facilitate or hinder these developmental processes, highlighting the critical role of environments in fostering human potential (Ryan & Deci, 2017).

Central to SDT are three basic psychological needs: competence, autonomy, and relatedness. These needs form the foundation of healthy psychological functioning and play a pivotal role in determining whether a social environment supports or hinders optimal development. Competence refers to the desire to feel effective and capable in one's actions, driven by curiosity and the need to master life's challenges. Autonomy

involves a sense of volition and self-endorsement of one's actions, aligning with personal interests and values. It is not synonymous with independence, as individuals can autonomously depend on or collaborate with others based on the context. Relatedness, on the other hand, reflects the need to feel socially connected, cared for, and significant to others. When these needs are satisfied, individuals tend to thrive; when they are thwarted, they are more likely to exhibit defensive, antisocial, or disengaged behaviors (Ryan & Deci, 2004; 2017).

SDT further distinguishes between intrinsic and extrinsic motivation. Intrinsic motivation is characterized by a natural inclination to engage in activities that are inherently interesting or enjoyable. In contrast, extrinsic motivation involves actions driven by external rewards or pressures. However, SDT argues that extrinsic motivations can be internalized and transformed into intrinsic motivations when autonomy is supported. This process of internalization allows individuals to integrate societal values and behavioral regulations into their sense of self, fostering more authentic and self-determined actions. Organismic Integration Theory (OIT), a sub-theory within SDT, categorizes extrinsic motivation into four stages: external regulation (actions driven by rewards or punishments), introjected regulation (motivated by guilt or pride), identified regulation (aligning actions with personal goals), and integrated regulation (fully internalizing external values into one's identity). These stages

reflect varying degrees of autonomy, with more autonomous forms of extrinsic motivation yielding greater psychological benefits (Cook & Artino, 2016; Ryan & Deci, 2022).

SDT also explores the negative consequences of environments that thwart psychological needs. Social contexts that are overly controlling, critical, or dismissive of autonomy, competence, and relatedness can lead to fragmentation, defensiveness, and diminished well-being. For example, individuals in need-thwarting environments are more likely to become self-focused, amotivated, or aggressive. Conversely, environments that support these needs promote integration, resilience, and optimal functioning, demonstrating the profound impact of contextual factors on human behavior and experience (Ryan & Deci, 2017).

The theory's broad scope is further divided into six mini-theories, including Cognitive Evaluation Theory (CET) and Organismic Integration Theory (OIT). CET focuses on intrinsic motivation and the social conditions that either enhance or undermine it, such as feedback, rewards, or autonomy support. OIT, as noted earlier, explains the varying degrees of internalization within extrinsic motivation. Together, these sub-theories provide a comprehensive framework for understanding the complex interplay between intrinsic and extrinsic motivations and their effects on behavior (Ryan & Deci, 2022).

SDT has been applied in diverse domains, including education, health, and marketing. In particular, it has been instrumental in understanding consumer behavior and engagement. Research suggests that intrinsic motivation fosters long-term persistence, while extrinsic rewards alone cannot sustain engagement. For marketers, SDT highlights the importance of creating environments that support autonomy, competence, and relatedness to promote meaningful consumer interactions. Although studies have examined intrinsic and extrinsic motivations in consumer engagement, gaps remain in identifying the most effective motivators and understanding the moderating role of personality traits. For instance, recent research emphasizes the need to explore the influence of motivations on brand-related content engagement and how these factors interact with individual personality traits, such as those in the Big Five model (Cassia & Magno, 2024; Nguyen & Park, 2024).

In summary, SDT provides a robust framework for understanding human motivation, emphasizing the significance of environments that nurture competence, autonomy, and relatedness. It demonstrates how intrinsic and extrinsic motivations operate along a continuum, offering insights into the factors that drive optimal development and engagement. By applying SDT principles, researchers and practitioners can design strategies to foster well-being, resilience, and sustained motivation across various contexts.

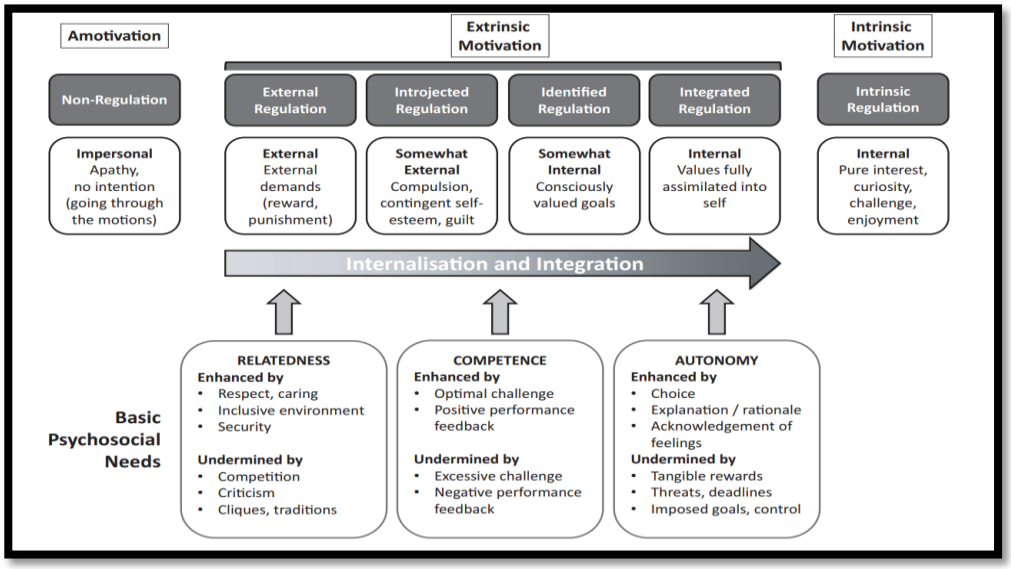

Figure 2.1 The self-determination theory model adopted from (Cook & Artino, 2016).

2.3 Extrinsic Motivation

2.3.1 Conceptual Definition

Extrinsic motivation refers to behavior driven by external rewards or pressures, such as money, fame, or social recognition, as opposed to intrinsic motivation, where activities are performed for personal enjoyment. Unlike intrinsic motivation, extrinsic motivation is linked to obtaining tangible or intangible rewards. Research indicates that while extrinsic motivation can initially drive behavior, it may also foster intrinsic motivation over time

through internalization, as proposed by Organismic Integration Theory (OIT) (Repovich, 2023). For instance, in social contexts like Chinese tourism, individuals may share experiences to gain social recognition and status (Wang, Qiu, & Ren, 2023). The more benefits an individual gains from these rewards, the more likely they are to engage with a brand, especially in communities where reciprocity plays a significant role (Soylemez, 2021).

Extrinsically motivated individuals engage in online brand communities for rewards such as status, brand recognition, or personal growth. Their contributions, like sharing content, often stem from a desire for external validation and recognition, enhancing their perceived value within these communities (Soylemez, 2021).

2.3.2 Operational Definitions

Extrinsic motivation is typically categorized based on external rewards (economic, status, or recognition) or classified through the lens of Self-Determination Theory (SDT). While rewards, such as virtual badges or rankings, influence content sharing, they also can diminish the voluntary nature of participation. Research has shown that both monetary and non-monetary rewards, such as recognition or social status, encourage participation and can shape consumer behavior (Geri, Gafni, & Bengov, 2017).

Social media has amplified extrinsic motivation, with over 3 billion users globally sharing personal moments and interacting with brands on platforms. This increased interaction has led brands to strategically leverage these platforms for consumer engagement, market research, and advertising (Ericsson, 2018).

2.3.3 Internalization Concept and The Organismic Integration Theory (OIT)

OIT explains how extrinsically motivated behaviors can be internalized, evolving from controlled to more autonomous behaviors. Research has shown that when extrinsic motivations become more self-determined, such as when they align with personal values, they lead to positive outcomes like well-being and engagement (Nguyen & Park, 2024). The theory identifies four types of extrinsic motivation—external, introjected, identified, and integrated—each representing varying degrees of autonomy. Autonomous motivations lead to higher engagement, while more controlled motivations are linked to negative outcomes (Yesiloglu, Memery, & Chapleo, 2021).

Studies suggest that individuals motivated by economic incentives or social recognition engage more with brand-related content. For instance, consumers with high autonomous motivations tend to engage in social media for information and enjoyment, whereas those with controlled motivations often seek status or rewards (Nguyen & Park, 2024). The process of

internalization, where external motivations are incorporated into an individual's values, influences behavior, allowing for more meaningful and long-term engagement.

2.3.4 Extrinsic Motivation Continuum – Regulations

Extrinsic motivation exists along a continuum, ranging from external regulation (driven by rewards or avoiding punishment) to integrated regulation (where motivations are fully internalized). External regulation, the least autonomous form, involves actions for external rewards like money or recognition. Introjected regulation is more internalized but still driven by self-esteem or avoiding guilt. Identified regulation is more self-determined, with individuals acting according to personal values. Integrated regulation, the most autonomous form, involves actions fully aligned with an individual's core beliefs, blurring the line between intrinsic and extrinsic motivation (Ryan & Deci, 2000).

In the context of social commerce, rewards such as discounts or badges can drive engagement, but more self-determined behaviors, like sharing experiences for community benefit, show stronger long-term commitment. Understanding these motivations helps brands design more effective engagement strategies (Wang, Lin, & Spencer, 2019).

2.4 User Generated Content

Consumers interact with social media for various reasons, including engaging with brand-related content. Businesses have invested more in brand communities and social media marketing to improve customer contact. Consequently, research has increasingly focused on customer engagement, online participation, and brand community involvement on social media (Yesiloglu, Memery, & Chapleo, 2021).

2.4.1 Conceptual Definition

User-generated content (UGC) is media created by the public, not professionals, and shared online (Wang, Qiu, & Ren, 2023). UGC encompasses various content types like photos, reviews, and videos, and is considered essential in marketing due to its ability to create authentic customer experiences (Timoshenko & Hauser, 2019). Though UGC plays a key role in brand communication strategies, it comes with risks, as it is less controllable by marketers (Poch & Martin, 2015).

2.4.3 Operational Definitions

UGC is defined by three key traits: personal contribution, public publication, and creation outside professional routines (Thao & Shurong, 2020). Users must contribute content themselves, either through original creations or collaboration. Additionally, UGC must be publicly accessible and created by non-professionals. The

purpose of UGC is shifting from non-profit to profit-oriented (Thao & Shurong, 2020). UGC is closely related to electronic word-of-mouth (eWOM), though they differ significantly, with UGC being a broader concept that includes eWOM.

2.4.4 UGC and Online Consumer and Brand Engagement Behavior

Consumer engagement with brands on social media is often classified into three behaviors: consumption, contribution, and creation. Consumption refers to passive activities like reading or watching brand content. Contribution involves more active actions, such as liking, commenting, or sharing brand content. Creation is the most active engagement, including producing content like reviews, videos, or photos (Nguyen & Park, 2024; Yesiloglu, Memery, & Chapleo, 2021). Studies show that engagement behaviors can range from passive to active, with higher levels of engagement linked to increased brand awareness and consumer involvement.

In the hospitality sector, UGC, such as travel experiences shared on social media, has a significant influence on future travelers' decisions (Stackla, 2019). This highlights the importance of understanding what motivates users to create and share content, particularly in brand-related contexts.

2.5) Relationship between Intrinsic and Extrinsic Motivations and User-Generated Content

The literature on social media sharing intention identifies motivation and personality as primary drivers. These motivations are categorized as intrinsic or extrinsic based on self-determination theory (SDT), which is gaining traction in marketing for its predictive ability regarding customer behavior. SDT distinguishes between intrinsic motivations, which are driven by internal rewards (such as personal satisfaction), and extrinsic motivations, which are driven by external rewards (such as social recognition or financial gain). Recent studies emphasize the importance of both types of motivations in marketing, as they can predict customer behavior with high accuracy. Despite this, empirical evidence testing the predictive power of SDT in marketing is still limited (Cassia & Magno, 2024). In particular, further investigation is required to determine whether intrinsic or extrinsic motivations have a stronger influence on consumer behavior and marketing outcomes.

The inconsistencies in research results on the relationship between motivations and sharing intention often stem from differences in sample demographics and study context. For example, studies by Wang, Qiu, and Ren (2023) found varied results across different sectors, with cultural differences playing a significant role. In studies involving U.S. and Taiwanese

samples, intrinsic and extrinsic motivations were influenced by cultural perceptions (Cheng, 2019). For instance, in the e-business context, younger respondents (aged 27 and under) were found to be more intrinsically motivated to share content, while older individuals tended to be more extrinsically motivated (Vilnai-Yavetz & Levina, 2018). These cultural differences affect how motivations function in various contexts, suggesting that further cross-cultural studies are needed.

In the Chinese travel sector, Wang, Qiu, and Ren (2023) found that intrinsic motivations significantly impacted the intention to share user-generated content (UGC), while extrinsic motivations, such as the desire for social recognition, were less influential. On the other hand, research in online brand communities showed that both intrinsic and extrinsic motivations positively influenced UGC, but did not affect the content orientation between customer-oriented content (COC) and brand-oriented content (BOC) (Soylemez, 2021). Additionally, research by Daugherty, Eastin, and Bright (2013) suggested that social interaction was the main intrinsic motivator for sharing content, while functional extrinsic motivations like reward-seeking were secondary.

Further studies have explored how intrinsic and extrinsic motivations affect engagement with UGC. Nguyen and Park (2024) found that intrinsic motivations such as enjoyment, altruism, and information seeking had a stronger impact on

content consumption, contribution, and production compared to extrinsic motivations, such as self-presentation and economic rewards. This finding aligns with research in food waste applications, which indicated that intrinsic motivations like altruism and hedonic pleasure had a direct impact on consumers' intentions, whereas extrinsic motivations influenced intentions through attitudes (Cassia & Magno, 2024).

Nevertheless, some studies have highlighted that extrinsic motivations, particularly in terms of economic incentives, primarily drive content creation rather than consumption. Research in the hospitality industry, for example, suggests that consumers are more likely to share content in response to rewards or incentives rather than intrinsic motives (Nguyen & Park, 2024; Yesiloglu, Memery, & Chapleo, 2021). In contrast, studies on e-WOM (electronic word-of-mouth) found that intrinsic motivations like altruism and self-expression were the strongest predictors of content sharing, while extrinsic motivations, such as financial incentives or reputation building, had less influence (Chai, Choi, Kim, & Cheng, 2023). Similarly, research conducted during the COVID-19 crisis indicated that intrinsic motivation had a stronger impact on e-WOM behavior compared to extrinsic motivations (Balamoorthy & Chandra, 2023).

Despite these inconsistencies, it is clear that both intrinsic and extrinsic motivations are critical in shaping UGC behaviors. Inconsistent findings are often due to differences in research

context, sample demographics, and the specific motivations being examined. As such, a more nuanced approach is needed to understand the interplay between these two types of motivations and how they collectively impact UGC creation and consumption.

2.6 Research Gap

A key gap in the literature lies in the conceptualization of user-generated content (UGC). While UGC has been a subject of considerable interest, definitions remain inconsistent, and several dimensions of UGC have yet to be fully explored (Thao & Shurong, 2020). One issue is that many studies fail to address the extrinsic motives that drive UGC creation, limiting their applicability in contexts where external rewards, such as financial or social incentives, are influential. This research aims to fill this gap by investigating the role of both intrinsic and extrinsic motivations in UGC creation and consumption within the Egyptian and MENA contexts. Given the cultural differences in motivation, particularly regarding extrinsic rewards, this regional focus will offer valuable insights into the cultural nuances of UGC behavior (Aydin, 2017; Cheng, 2019).

2.7 Practical Problem/Gap

In the Egyptian context, the lack of research on UGC's role in marketing leaves marketers without crucial insights into how to effectively leverage this tool. With 41% of Egypt's population

using social media and increasing investments in social media advertising (projected to reach US$228 million by the end of 2023), understanding how to utilize UGC is becoming increasingly important for brands (Statista, 2022; Kemp, 2023). The hospitality sector, in particular, can benefit from UGC as it provides a cost-effective way to communicate authentic customer experiences and testimonials. By optimizing UGC, companies can not only enhance their marketing strategies but also reduce the costs associated with traditional advertising (Beveridge, 2022).

The increasing importance of UGC in the hospitality industry necessitates greater attention to online reputation management. Studies have shown that hotel managers in Europe view UGC as crucial, with many personally monitoring online reviews and content (Stangl & Regler, 2016). Similarly, research indicates that consumer-generated content can significantly influence a brand's reputation, making it an essential tool for marketers looking to improve customer engagement and reduce advertising costs (Beveridge, 2022). By focusing on user-generated content, businesses in Egypt's hospitality sector can enhance their engagement with customers and gain a competitive advantage in the growing digital landscape.

2.8 Research Hypothesis

The following figure depicts the main arguments of the model (relationships between different variables) which has resulted in the following hypothesis as the main argument exists by the model:

The current research is based on the following hypothesis:

H1: Extrinsic Motivation has significant and positive impact the Contribution?

H1.a: external regulation has a significant and positive impact on Contribution.

H1.b: introjected regulation has a significant and positive impact on Contribution.

H1.c: identified regulation has a significant and positive impact on Contribution.

H1.d: integrated regulation has a significant and positive impact on Contribution.

H2: Extrinsic Motivation has significant and positive impact the Creation?

H2.a: external regulation has a significant and positive impact on Creation.

H2.b: introjected regulation has a significant and positive impact on Creation.

H2.c: identified regulation has a significant and positive impact on Creation.

H2.d: integrated regulation has a significant and positive impact on Creation.

2.9 Rationale of the Model

The proposed model illustrates the relationship between intrinsic and extrinsic motivations (independent variables) and user-generated content (dependent variable), based on insights from the reviewed literature. This model outlines the hypotheses to be tested in the research.

The model's foundation is rooted in Self-Determination Theory (SDT), which suggests that extrinsic motivations vary depending on the level of autonomy. Some perspectives view extrinsic motivations as nonautonomous, but the definition of UGC is influenced by user autonomy and competence. Therefore, exploring the continuum of extrinsic motivations' internalization will deepen understanding and contribute to SDT and UGC literature in marketing. Comparing the effects of four extrinsic motives will help clarify the dominance of intrinsic or extrinsic motivations.

Given the diverse definitions and measurement methods for UGC, this study focuses on the Intention to Contribute SNS approach, emphasizing active consumer-brand online engagement rather than content consumption, creation, or contribution.

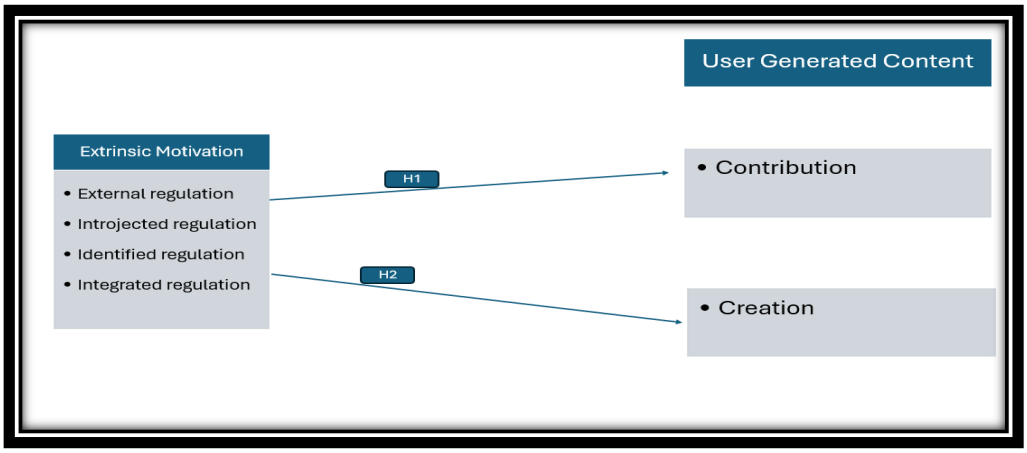

Figure 2.2 Proposed Research Model

3. Research Methodology

This chapter explores the empirical study of the impact of extrinsic motivation and its dimensions on User-Generated Content (UGC), incorporating a range of methodologies including research philosophy, design, approach, and sampling techniques.

3.1 Research Philosophy

The research adopts a positivist philosophy, focusing on objective knowledge through observation and measurement. This approach involves deductive reasoning and quantitative research methods, aiming to test hypotheses using facts and empirical data.

3.2 Research Methodology

A quantitative approach is employed to examine the relationship between extrinsic motivations and UGC. This method enables the collection of data from a large sample, ensuring reliability and generalizability of results, particularly in the Egyptian market. It also enhances the study's potential for replication in other regions like the MENA area. Additionally, quantitative methods are cost-effective and time-efficient, especially with large populations.

3.3 Research Design

The research design is both exploratory and descriptive, aiming to understand and define the relationships between intrinsic and extrinsic motivations and UGC. This design allows for a clear examination of these variables in the context of the hospitality industry.

3.4 Research Approach

The study employs a deductive approach, starting with a hypothesis derived from existing literature. The goal is to test these hypotheses and provide a comprehensive understanding of the connection between user motivations and UGC, ensuring logical and systematic investigation.

3.5 Time Horizon

A cross-sectional survey will be used for data collection, gathering information at a single point in time. This method is cost-effective and efficient, enabling conclusions to be drawn quickly from a large group of respondents.

3.6 Sampling Design

The sampling design addresses the population of social media users in Egypt, particularly those engaging with the hospitality industry's online presence. The target population includes 45.4 million social media users, and based on Sekaran’s sample size table, the study will target 384 respondents.

3.6.1 Population and Sample Size

The research focuses on Egyptian social media users, without narrowing the scope by demographics such as age or gender. This approach ensures a broader view of the population's engagement with social media content related to the hospitality industry.

3.6.2 Sampling Technique

Non-probability sampling is employed due to the lack of a comprehensive sample frame. Specifically, convenience sampling is used, where samples are drawn from accessible online groups, such as social media platforms like Instagram, Facebook, and WhatsApp. To expand the sample reach, snowball sampling is also

incorporated, with respondents encouraged to share the survey link within their networks. This method ensures a diverse and wide-reaching sample, maximizing the response rate.

In summary, this research uses a positivist, quantitative approach with a deductive strategy to examine the relationship between extrinsic motivation and UGC. The study employs a cross-sectional design, with non-probability sampling methods such as convenience and snowball sampling to ensure an effective and broad data collection process.

3.7 Data Collection Method

The data for this research was gathered through an electronic survey, chosen for its cost-effectiveness, wide reach, and real-time monitoring capabilities. The online questionnaire ensures standardization and provides purely quantitative data. It also addresses privacy concerns, offering anonymity and encouraging more genuine responses from participants regarding their experiences and social media behaviors. This method is commonly used in consumer behavior research (Selm & Jankowski, 2006; Nayak & Narayan, 2019).

3.7.1 Questionnaire Design: Measurements and Scale

The electronic questionnaire was divided into three main sections. The first section focused on User-Generated Content (UGC) dimensions—contribution and creation—using a 5-point

Likert scale from "never" to "always," with statements adapted from Nguyen & Park (2024). The second section, dealing with extrinsic motivation, adopted scales from Wang, Qiu, & Ren (2023) and Park & Lee (2021). The third section gathered demographic information and details about the respondent's engagement with hospitality businesses online.

3.7.2 Pre-Testing and Pilot Testing

A pilot test was conducted with 25 respondents, primarily academics, to identify potential issues and ensure the questionnaire's reliability and validity. Feedback on wording and formatting was incorporated before the final version was distributed.

3.8 Data Analysis Technique

Data analysis was performed using SPSSv20 and Smart PLS. Various tests were conducted to examine the relationships between intrinsic and extrinsic motivations and UGC, including descriptive statistics, Cronbach's Alpha for internal consistency, Common Factor Analysis for construct validity, correlation analysis, multiple regression for hypothesis testing, and T-tests for dependent and independent variables.

Chapter 4: Quantitative Data Analysis

This chapter presents the analysis of data from 372 respondents. It includes descriptive analysis of the sample data,

reliability and validity tests using confirmatory factor analysis, and hypothesis testing through multiple regression analysis.

Variable	Frequency	Percentage
Gender		
Male	171	46%
Female	201	54%
Age		
18-24	231	62.1%
25-34	91	24.5%
35-44	21	5.6%
45-54	18	4.8%
Above 55	11	2.9%
Occupation		
Employed, self-employed.	159	42.8%
Student	192	51.6%
Unemployed	21	5.6%
Education		
High school	56	15.1%
Bachelor's degree	201	54%
Professional degree	20	5.4%
Post-graduate degree	95	15.5%
Income Level		
Less than 3,500	93	25%
3,500 to 10,000	120	32.3%
10,00 to 20,000	81	21.8%
More than 20,000	78	21%
Type of hospitality business you are active with on the social media		
Hotels	82	22%
Restaurant	84	23%
Airlines	30	8%
Cafe	102	27%
Airlines	30	8%
Theme Park	22	6%
Travel-Agencies	22	6%

Female participants account for 54% of the total, compared to 46% of male participants. In terms of age, 62.1% of survey participants are under the age of 24, which accounts for the bulk of the sample. As seen in the occupation education section, "students" account for 52% of the total and "bachelor's degree" accounts for 54%. This is supported by the use of convenience sampling with students from the university vicinity.

Descriptive Statistics of Constructs and Statement Items

Table (4.2): descriptive statistics of variables of the study (n=372)

	Minimum	Maximum	Mean	Std. Deviation
Contribution	1	5	3.0	1.0
Creation	1	5	2.5	1.1
external regulation	1	7	4.1	1.6
introjected regulation	1	7	3.4	1.5
identified regulation	1	7	3.4	1.7
integrated regulation	1	7	3.7	1.6

Table 2 presents the descriptive statistics of the sample data, covering three main variables: intrinsic motivation, extrinsic motivation (as independent variables), and user-generated content (UGC) (as the dependent variable), measured through contribution and creation. Given the multidimensional nature of extrinsic motivation, it is broken down into four sub-variables: external regulation, introjected regulation, identified regulation, and integrated regulation. This results in 10 distinct

variables, with their central tendency illustrated by the mean of responses, and dispersion indicated by the standard deviation.

The findings reveal that the mean values for all variables are 3 or above, suggesting general agreement among respondents on the questionnaire statements, except for the creation dimension, which may reflect lower intentions for content creation. The highest agreement for the dependent variable is in contribution, with a mean of 3.0. Among the independent variables, external regulation has the highest mean at 4.1.

The mean distribution shows that the strongest agreement is with the more extrinsically motivated dimensions, which later increase as they transition to the more intrinsically aligned form of extrinsic motivation, such as integrated regulation. This suggests that both highly extrinsic and highly intrinsic motivations tend to have a stronger impact on users' behavior. Furthermore, intrinsic motivations tend to show higher agreement values compared to extrinsic motivations.

It is important to note that these findings are descriptive and should not be generalized without inferential testing. Validity and reliability testing will provide inferential support for a more robust interpretation of the data. The standard deviation, which measures the dispersion of responses, is relatively low for the dependent variables (1.0 and 1.1), indicating consistency. In contrast, the higher standard deviations for independent variables are expected

due to the use of a 7-point Likert scale, which provides more nuanced and accurate evaluations of respondents' true opinions.

Table (4.3): descriptive statistics of statements of the study (n=372)

Dimension	Statement	Mean	Std. Deviation
Contribution	CONT1.	3.5	1.2
	CONT2.	2.7	1.2
	CONT.3	2.7	1.3
Creation	CRET.1	2.3	1.3
	CRET.2	2.7	1.2
	CRET.3	2.5	1.4
external regulation	EXTL.M.1	3.9	1.8
	EXTL.M.2	4.2	1.7
	EXTL.M.3	4	1.7
introjected regulation	INTJ.M.1	3.5	1.7
	INTJ.M.2	3.4	1.7
	INTJ.M.3	3.2	1.6
identified regulation	IDEF.M.1	3.1	1.8
	IDEF.M.2	3.4	1.8
	IDEF.M.3	3.5	1.9
integrated regulation	INTG.M.1	3.6	1.8
	INTG.M.2	3.7	1.7
	INTG.M.3	3.9	1.8

In this section, the researcher provides detailed descriptive statistics and analyses for each item of the model's constructs. The descriptive analysis is comprised of the following: Minimum, Maximum, Mean, Standard Deviation, and Coefficient of Variation

for each statement. Respondents tend on average to partially disagree and neutral to the statements related to majority variables as the mean values are between 3.4 and 3.9. Exception for the statements for the Altruism and external regulations.

4.2.2 Reliability and Validity of the Dimensions

Factor analysis plays a key role in deductive research, helping to identify the most meaningful constructs in the study model (Sekaran, 2003). Cronbach's Alpha measures internal consistency, reflecting how much variance is shared among the items that make up a scale, indicating the reliability of the construct being measured. Composite reliability further assesses internal consistency by accounting for shared variance and measurement errors. A composite reliability score above 0.7 is considered acceptable (INN, 2020). Average variance extracted (AVE) measures the proportion of variance captured by a construct relative to measurement error. An AVE of at least 0.50 is recommended, with values below this suggesting that the items explain more error than variance (INN, 2020).

Table 4.4 shows the reliability and validity of the questionnaire. Cronbach's Alpha values range from 0.823 to 0.9623 for the main indicators, indicating strong reliability. The composite reliability values for all variables are above 0.83, signifying that the items within each variable are well-related and consistently measure the intended construct. Additionally, the

AVE values demonstrate that the constructs explain more than 50% of the variance, confirming high internal validity.

Table (4.5): factor loadings

	Contribution	Creation	External Regulation	Identified Regulation	Introjected Regulation	Integrated Regulation
CONT1.	0.823					
CONT2.	0.895					
CONT.3	0.869					
CRET.1		0.894				
CRET.2		0.848				
CRET.3		0.898				
EXTL.M.1			0.89			
EXTL.M.2			0.923			
EXTL.M.3			0.929			
IDEF.M.1				0.909		
IDEF.M.2				0.939		
IDEF.M.3				0.934		
INTJ.M.1					0.883	
INTJ.M.2					0.922	
INTJ.M.3					0.889	
INTg.M.1						0.82
INTg.M.2						0.91
INTg.M.3						0.88

The results of the Factor Analysis show that all items are loaded in their constructs as suggested in the proposed model, as the loadings of all items are greater than 0.5. that indicates all items/ statements of each variable and overlapping with each other.

4.2.3 Inferential Data Analysis

Table (4.6): normality tests

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
	Dependent Variables					
Contribution	0.115	372	0	0.969	372	0
Creation	0.145	372	0	0.921	372	0
	Independent Variables					
external regulation	0.091	372	0	0.958	372	0
introjected regulation	0.159	372	0	0.941	372	0
identified regulation	0.141	372	0	0.928	372	0
integrated regulation	0.113	372	0	0.955	372	0

The results of the two tests, shown in the following table, revealed that all study variables, except the dependent variable, were not normally distributed because the significance value of those variables were below 0.05. However, since the valid collected sample is 372 responses hence, according to Sekaran (2003), a research study sample size which is above 30 to 50 participants is capable of running parametric tests especially in multivariate research.

Table (4.7): Pearson's Correlation Coefficients

	Contribution	Creation	External Regulation	Identified Regulation	Integrated Regulations	Introjected Regulation
Contribution	1					
Creation	0.660**	1				
External Regulation	0.311**	0.219**	1			
Identified Regulation	0.538**	0.504**	0.476**	1		
Integrated Regulation	0.417**	0.434**	0.404**	0.695**	1	
Introjected Regulation	0.427**	0.456**	0.482**	0.735**	0.686**	1

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

The following table (7) illustrates the values of Pearson's Correlation Coefficient for the constructs, and from these values we can conclude that There is a significant positive relationship between each of creation and contribution and all the independent variables this with confident 95% as the significance is less than 0.05.

4.2.4 Answering Hypotheses

In this the section, the researcher will apply the multiple regression models analysis to whether accept or rejected the research Hypotheses. The researcher applied four models for testing the hypothesis, as the first two models test the **8** variables of the intrinsic and extrinsic motivation construct with

contribution then creations of the user generated content. The third and fourth models takes an aggregate approach of testing the two constructs directly with contributions and creation as well, the four equations are presented below.

$$cont = \beta_0 + \beta_4 Ext.reg + \beta_5 IDN.reg + \beta_6 INT.reg + \beta_7 intro.reg + \epsilon$$

$$creation = \beta_0 + \beta_4 Ext.reg + \beta_5 IDN.reg + \beta_6 INT.reg + \beta_7 intro.reg + \epsilon$$

$$cont = \beta_0 + \beta_2 extrinsic\ motivation + \epsilon$$

$$creation = \beta_0 + \beta_2 extrinsic\ motivation + \epsilon$$

A. *The first Model – Dependent variable (Contribution)*

$$cont = \beta_0 + \beta_4 Ext.reg + \beta_5 IDN.reg + \beta_6 INT.reg + \beta_7 intro.reg + \epsilon$$

Table (4.8): summary of the model 1

R	R Square		Adjusted R Square	Std. Error of the Estimate
0.7768	0.603		0.596	0.810046

Table (4.9): ANOVA table for model 1

	Sum of Squares	df	Mean Square	F	Sig.
Regression	104.871	4	26.218	39.955	.000[e]
Residual	240.816	367	0.656		
Total	345.687	371			

From the table (8) we can conclude that independent variables explain around 59.6% of the variation in the contribution. From the table (9) we can conclude that the F-test is significant this means that the model is significant as overall. With significance below 0.05, it is concluded that the dimensions

are significantly predict the changes in the contribution as independent variable.

Table (4.10): coefficients for model 1

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.550	0.130		11.887	0.000		
external regulation	0.068	0.030	0.112	2.232	0.026**	0.756	1.323
identified regulation	0.071	0.033	0.127	2.140	0.033**	0.536	1.865
introjected regulation	-.044-[a]	-0.671	0.503	-0.035	0.435	0.435	2.298
integrated regulation	-.058-[a]	-0.954	0.341	-0.050	0.507	0.507	1.970

** significant at the 0.05

from the table (10) we can conclude that with confident 95%

a. **External regulation** is significantly positively affecting the contribution with effect = 0.068, which means that increasing external regulation will increase contribution, controlling for other variables.
b. **Identified regulation** is significantly positively affecting the contribution with effect = 0.068, which means that increasing identified regulation will increase contribution, controlling for other variables.
c. All other variables have no significant impact on contribution and this controlling for other variables.

B. The second Model – Dependent variable (Creation)

$$creation = \beta_0 + \beta_4 Ext.reg + \beta_5 IDN.reg + \beta_6 INT.reg + \beta_7 intro.reg + \epsilon$$

Table (4.11): summary of the model 2

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.831	0.691	0.683	0.898

Table (4.12): ANOVA table for model 2

	Sum of Squares	df	Mean Square	F	Sig.
Regression	189.753	5	37.951	47.052	.000
Residual	295.201	366	0.807		
Total	484.953	371			

From table (11) we can conclude that independent variables explain around 68.3% of the variation in the creation. From table (!2) we can conclude that the F-test is significant this means that the model is significant as overall. With significance below 0.05, it is concluded that the dimensions are significantly predict the changes in the creation as independent variable.

Table (4.13): coefficients for model 2

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	
(Constant)	0.860	0.148		5.823	0.000		
Identified regulation	0.111	0.044	0.167	2.511	0.012**	0.375	
external regulation	0.082	0.034	0.113	2.374	0.018**	0.728	
introjected regulation	0.100	0.046	0.134	2.164	0.031**	0.435	
integrated regulation	.044	0.762	0.447	0.040	0.490	0.490	

**** significant at the 0.05**

from the table (13) we can conclude that with confident 95%

a) **External regulation** is significantly positively affecting the creation with effect = 0.082, which means that increasing external regulation will increase creation, controlling for other variables.
b) **Introjected regulation** is significantly positively affecting the creation with effect = 0.100, which means that increasing introjected regulation will increase creation, controlling for other variables.
c) **Identified regulation** is significantly positively affecting the creation with effect = 0.111, which means that increasing identified regulation will increase creation, controlling for other variables.
d) All other variables have no significant impact on creation and this controlling for other variables.

The third Model – Dependent variable (Contribution)

$$cont = \beta_0 + \beta_2 extrinsic\ motivation + \epsilon$$

Table (4.14): summary of the model 3

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.8781	0.771	0.768	0.70390

Table (4.15): ANOVA table for model 3

	Sum of Squares	df	Mean Square	F	Sig.
Regression	162.856	2	81.428	164.343	.000[b]
Residual	182.831	369	0.495		
Total	345.687	371			

From the table (14) we can conclude that the F-test is significant this means that the model is significant as overall. From the table (15) we can conclude that independent variables explain around 76.8% of the variation in the contribution. it is concluded that the two variables are significantly predict the changes in the contribution as independent variable.

Table (4.16): coefficients for model 3

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.745	0.129		5.766	0.000		
extrinsic Motivation	0.625	0.053	0.627	11.740	0.000**	0.503	1.989

**** significant at the 0.05**

from the table (16) we can conclude that with confident 95%

a. **Extrinsic Motivation** is significantly positively affecting the contribution with effect = 0.625, which means that increasing extrinsic motivation will increase contribution, controlling for other variables.

C. *The fourth Model – Dependent variable (Creation)*

$$creation = \beta_0 + \beta_2 extrinsic\ motivation + \epsilon$$

Table (4.17): summary of the model 4

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.8370	0.701	0.698	0.8102

Table (4.18): ANOVA table for model 4

	Sum of Squares	df	Mean Square	F	Sig.
Regression	242.760	2	121.380	184.932	.000[b]
Residual	242.193	369	0.656		
Total	484.953	371			

From the table (17) we can conclude that independent variables explain around 69.8% of the variation in the creation. From the table (18) we can conclude that the F-test is significant this means that the model is significant as overall. it is concluded that the two variables are significantly predict the changes in the creation as independent variable.

Table (4.19): coefficients for model 4

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-0.267	0.149		-1.799	0.073		
extrinsic Motivation	0.692	0.061	0.586	11.299	0.000	0.503	1.9

**** significant at the 0.05**

from the table (19) we can conclude that with confident 95%

a) **Extrinsic Motivation** is significantly positively affecting the creation with effect = 0.692, which means that increasing extrinsic motivation will increase creation, controlling for other variables.

Table (4.20) Summary of the hypothesis

Hypotheses	Significance	Validation
H1: Extrinsic Motivation has significant and positive impact the Contribution?	0.000**	Supported
H1.a: external regulation has a significant and positive impact on Contribution.	0.026**	Supported
H1.b: introjected regulation has a significant and positive impact on Contribution.	0.435	Rejected
H1.c: identified regulation has a significant and positive impact on Contribution.	0.033**	Supported
H1.d: integrated regulation has a significant and positive impact on Contribution.	0.507	Rejected
H2: Extrinsic Motivation has significant and positive impact the Creation?	0.000**	Supported
H2.a: external regulation has a significant and positive impact on Creation.	0.018**	Supported
H2.b: introjected regulation has a significant and positive impact on Creation.	0.031**	Supported
H2.c: identified regulation has a significant and positive impact on Creation.	0.012**	Supported
H2.d: integrated regulation has a significant and positive impact on Creation.	0.490	Rejected

To be sure that models' results are reliable we must check the Linearity assumption, the following four graphs represents the four models, below it is clear that points are random then linearity satisfied for the four models.

4.3 Discussion and Conclusion of the Analysis Results

In summary, this study aimed to explore how extrinsic motivations (External Regulation, Identified Regulation, Introjected Regulation, Integrated Regulation) influence content contribution and creation as User-Generated Content (UGC).

While the results revealed a positive correlation between both contribution and creation and the four dimensions of extrinsic motivations, the multiple regression analysis showed that only a few factors had a significant impact on the dependent variables. This discrepancy is due to the correlation analysis testing the relationship between individual pairs of variables, without considering others.

Among the extrinsic motivations, external regulation and identified regulation were found to impact both content contribution and creation. External regulation suggests that customers are primarily driven by external rewards, such as discounts and economic incentives. Identified regulation indicates that users find sharing content meaningful, aligning it with their values or goals. This motivation reflects a higher level of autonomy and emotional connection. For content creation, introjected regulation had a significant influence, as customers are motivated by internal pressures like the desire for pride and self-esteem or to avoid guilt and shame. This behavior is driven by social pressures to maintain a positive image in online communities.

The findings contrast with existing literature, which suggests that religious countries tend to be more intrinsically motivated. In the Egyptian context, however, extrinsic motivations—ranging from financial rewards to more intrinsic forms of external motives—were found to be more prominent.

Chapter 5: Conclusion, Implications, Limitations, and Recommendations for Future Studies

This chapter presents the conclusion of the research, its theoretical and practical implications, limitations, and suggestions for future studies.

5.1 Conclusion

This study investigates the impact of intrinsic and extrinsic motivations on user-generated content (UGC) in Egypt, particularly in the hospitality sector. The research builds on existing literature and identifies gaps in understanding UGC in the MENA region. By using quantitative methods and analyzing data from 372 respondents, the study sheds light on the relationship between motivations and UGC, providing insights for marketing strategies. The use of tools like SPSSv20 and SmartPLS ensures reliability and empirical validation of the findings. Despite some limitations, such as sampling biases and lack of qualitative analysis, the study offers valuable practical insights and suggests directions for future research.

5.2 Theoretical Implications

This research contributes to the literature on intrinsic and extrinsic motivations in UGC, particularly in the Egyptian context. It challenges existing theories, such as Organismic Integration Theory (OIT), by providing evidence that extrinsic motivations do not follow a sequential pattern, as previously

debated. The study also highlights the interchangeability of electronic word-of-mouth (E-WOM) and UGC, offering a deeper understanding of how motivations influence user behavior. The results suggest that motivations extend beyond financial incentives and reputation, incorporating a range of extrinsic and intrinsic factors that drive UGC.

5.3 Practical Implications

Marketers can leverage the findings to develop strategies that target both extrinsic and intrinsic motivations. For extrinsically motivated customers, campaigns could offer rewards such as discounts or cashbacks for creating content. For intrinsically motivated customers, focusing on the sense of achievement from sharing experiences can be effective. Additionally, creating a sense of community and using social media features like badges or rewards can enhance customer engagement and encourage content creation.

5.4 Limitations and Recommendations for Future Studies

The study's limitations include the use of non-probability convenience sampling and the lack of controlled variables. Future research should use probability sampling for greater generalizability and explore additional variables like community trust, social media usage, and demographic factors. Incorporating qualitative methods and experimental approaches could provide deeper insights into motivations and reduce respondent biases, improving the robustness of findings.

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