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USER-GENERATED CONTENT AND DELIVERY PERFORMANCE: EXAMINING THE EFFECTS OF USEFULNESS AND CREDIBILITY ON DELIVERY RELIABILITY AND FLEXIBILITY IN NON-ALCOHOLIC BEVERAGE FIRMS IN RIVERS STATE, NIGERIA

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ABSTRACT

This study examined the relationship between user-generated content and delivery performance of non-alcoholic food and beverage firms in Rivers State, Nigeria. Specifically, the study investigated the influence of usefulness and credibility of user-generated content on delivery reliability and delivery flexibility. The study was anchored on the Technology Acceptance Model (TAM), which explains how perceived usefulness and credibility influence information adoption and decision-making. A cross-sectional survey research design was adopted, and data were collected through structured questionnaires administered to 384 respondents, out of which 312 were retrieved and found usable, representing a response rate of 81.25%. The data collected were analyzed using Spearman's rank correlation coefficient with the aid of statistical software. The findings revealed that usefulness of user-generated content has a strong positive and significant relationship with delivery reliability ($r = 0.681$, $p < 0.05$) and a very strong relationship with delivery flexibility ($r = 0.862$, $p < 0.05$). Similarly, credibility of user-generated content showed strong positive and significant relationships with delivery reliability ($r = 0.674$, $p < 0.05$) and delivery flexibility ($r = 0.621$, $p < 0.05$). Based on these results, all null hypotheses were rejected. The study concluded that user-generated content significantly enhances delivery performance, and that firms that leverage useful and credible customer feedback are more likely to improve their logistics operations. The study recommends that firms should actively monitor and integrate user-generated content into their operational decision-making processes to improve delivery reliability and flexibility.

KEYWORDS

User-generated content, usefulness, credibility, delivery reliability, delivery flexibility, delivery performance.

Introduction

The non-alcoholic beverage industry operates in a highly competitive environment where firms must compete not only on product quality but also on service delivery performance. Delivery performance has become a critical operational metric because customers increasingly demand timely, accurate, and flexible delivery services. Delivery performance is commonly measured through delivery reliability and delivery flexibility, which determine a firm's ability to meet customer expectations and maintain customer satisfaction and loyalty (Christopher, 2016). Firms that consistently deliver products on time and adjust delivery schedules when necessary tend to achieve higher customer retention and competitive advantage. With the growth of digital technologies and social media platforms, user-generated content (UGC) has emerged as an important source of information for both customers and organizations. User-generated content refers to reviews, ratings, comments, images, and other forms of content created by customers based on their experiences with a product or service (Kaplan & Haenlein, 2010). Unlike firm-generated content, user-generated content is often perceived as more authentic and trustworthy because it reflects real customer experiences rather than promotional messages from organizations (Cheong & Morrison, 2008).

User-generated content plays an important role in business operations because it provides feedback that organizations can use to improve their services, customer relations, and logistics performance. When customers share their delivery experiences online, organizations can identify delivery delays, damaged goods, poor packaging, or scheduling problems and take corrective actions to improve delivery performance (Mudambi & Schuff, 2010). Thus, user-generated content does not only influence marketing outcomes but also operational performance such as delivery reliability and delivery flexibility. Among the various dimensions of user-generated content, usefulness and credibility are considered the most important. Usefulness refers to the extent to which the content provides helpful and relevant information that can assist decision-making, while credibility refers to the degree to which the content is perceived as believable, trustworthy, and reliable (Filieri, 2015). When user-generated content is useful and credible, organizations are more likely to rely on it for decision-making and operational improvements, including logistics and delivery management.

Delivery reliability refers to the ability of a firm to deliver products at the promised time, in the right quantity, and in good condition, while delivery flexibility refers to the ability of a firm to adjust delivery schedules, quantities, and delivery locations based on customer needs (Nnenanya & Igwe, 2020; Mentzer, Flint, & Hult, 2001). These two dimensions are essential for measuring delivery performance, especially in the food and beverage industry where product availability and timely delivery are critical.

Despite the growing importance of user-generated content (UGC) and delivery performance in contemporary business environments, empirical studies examining the operational implications of UGC remain limited. Existing literature has largely concentrated on the influence of user-generated content on consumer behavioral outcomes such as purchase intention, brand loyalty, trust, and customer satisfaction (Cheung et al., 2008; Filieri, 2015; Hennig-Thurau et al., 2004). For instance, Cheung et al. (2008) found that credibility of electronic word-of-mouth significantly affects information adoption, while Filieri (2015) reported that usefulness and credibility of online reviews influence consumer decision-making processes. Similarly, Mudambi and Schuff (2010) emphasized that useful online reviews enhance customer evaluation and purchase decisions. While these studies provide valuable insights into the marketing and behavioral outcomes of UGC, they largely overlook its potential impact on operational performance, particularly delivery performance. Delivery

performance, which encompasses delivery reliability and delivery flexibility, is a critical determinant of service quality and customer satisfaction in the non-alcoholic beverage industry (Mentzer et al., 2001; Christopher, 2016).

However, few studies have empirically examined how specific dimensions of UGC, such as usefulness and credibility, influence these operational outcomes. Furthermore, most prior studies have been conducted in developed economies, with limited attention given to developing contexts such as Nigeria, where logistics inefficiencies and delivery challenges remain prevalent. In the context of Rivers State, non-alcoholic beverage firms face persistent issues related to delayed deliveries, poor coordination, and limited flexibility in meeting customer delivery expectations. At the same time, customers actively generate content through digital platforms, sharing experiences related to delivery performance, yet organizations often underutilize this information for operational improvement. This disconnect between the availability of user-generated content and its application in improving delivery performance highlights a significant gap in both theory and practice. Specifically, there is insufficient empirical evidence on how the usefulness and credibility of user-generated content can enhance delivery reliability and delivery flexibility in the non-alcoholic beverage sector.

Consequently, this study seeks to address this gap by examining the effect of user-generated content usefulness and credibility on delivery reliability and delivery flexibility in non-alcoholic beverage firms in Rivers State, Nigeria. In line with this aim, the study is guided by the following objectives: to determine the effect of usefulness of user-generated content on delivery reliability; to examine the effect of usefulness of user-generated content on delivery flexibility; to evaluate the effect of credibility of user-generated content on delivery reliability; and to assess the effect of credibility of user-generated content on delivery flexibility. Correspondingly, the study raises the following research questions: To what extent does the usefulness of user-generated content influence delivery reliability? How does usefulness of user-generated content affect delivery flexibility? What effect does credibility of user-generated content have on delivery reliability? And how does credibility of user-generated content influence delivery flexibility? By addressing these questions, the study provides a more focused understanding of how user-generated content can be leveraged not only as a marketing tool but also as a strategic resource for improving operational performance in the non-alcoholic beverage industry.

Literature Review

User-Generated Content

User-generated content refers to any form of content created and shared by users or consumers on digital platforms rather than by organizations. It includes reviews, ratings, feedback, comments, videos, and images shared on social media, websites, and online platforms (Kaplan & Haenlein, 2010). User-generated content has become an important source of information because consumers often trust other consumers more than they trust organizational advertising (Cheong & Morrison, 2008). User-generated content is also considered a form of electronic word-of-mouth communication where consumers share their experiences and opinions about products and services with other consumers through digital platforms (Hennig-Thurau et al., 2004). Organizations benefit from user-generated content because it provides feedback that can be used to improve products, services, and operational processes such as delivery systems and customer service management.

Usefulness of User-Generated Content

Usefulness of user-generated content refers to the extent to which the content provides helpful, informative, and relevant information that assists users in making decisions or understanding a product or service experience (Filieri, 2015). Useful content typically contains detailed explanations, experience-based information, and practical suggestions that reduce uncertainty and improve decision-making. Previous studies have shown that useful user-generated content influences consumer decisions and organizational learning because it provides insights into customer expectations and service performance (Mudambi & Schuff, 2010). In logistics and delivery services, useful customer feedback can help organizations identify delivery delays, packaging problems, incorrect deliveries, and scheduling issues, thereby improving delivery reliability and delivery flexibility.

Credibility of User-Generated Content

Credibility refers to the degree to which user-generated content is perceived as trustworthy, believable, and reliable (Cheung, Lee, & Rabjohn, 2008). Credible content is usually perceived as honest, unbiased, and based on real experiences rather than manipulation or false information. Credibility of user-generated content is important because organizations are more likely to rely on credible information when making operational and strategic decisions (Filieri & McLeay, 2014). When customers provide credible reviews about delivery experiences, organizations can use such information to improve delivery schedules, logistics planning, and customer service operations, which in turn improves delivery reliability and flexibility.

Delivery Reliability

Delivery reliability refers to the ability of a firm to deliver products at the promised time, in the right quantity, and in good condition (Mentzer et al., 2001). Delivery reliability is an important component of logistics performance and customer satisfaction because customers expect organizations to meet delivery promises consistently. High delivery reliability improves customer trust, reduces complaints, and increases customer loyalty, while poor delivery reliability leads to customer dissatisfaction and loss of customers (Christopher, 2016). Organizations therefore invest heavily in logistics planning, inventory management, and transportation systems to improve delivery reliability.

Delivery Flexibility

Delivery flexibility refers to the ability of a firm to adjust delivery schedules, delivery quantities, delivery times, and delivery locations in response to customer needs and changes in demand (Nnenanya & Igwe, 2020; Slack, 2005). Delivery flexibility is important in modern supply chain environments where customer demands are constantly changing. Organizations that have high delivery flexibility can respond quickly to urgent orders, changes in delivery schedules, and special customer requests, which improves customer satisfaction and competitive advantage (Christopher, 2016). Delivery flexibility therefore complements delivery reliability in measuring overall delivery performance.

Theoretical Framework

Technology Acceptance Model (TAM)

This study is anchored on the Technology Acceptance Model (TAM), which was developed by Davis (1989). The Technology Acceptance Model explains how users accept and use information systems

based on perceived usefulness and perceived ease of use. The model suggests that when individuals perceive a system or information as useful and easy to use, they are more likely to accept and use it for decision-making. The relevance of this theory to this study is that organizations are more likely to use user-generated content when they perceive it as useful and credible. When user-generated content is perceived as useful, organizations can use the information to improve delivery planning and logistics operations. Similarly, when user-generated content is perceived as credible, organizations are more likely to rely on it for operational decisions that improve delivery reliability and delivery flexibility. Therefore, the Technology Acceptance Model provides a theoretical foundation for explaining how usefulness and credibility of user-generated content influence delivery performance outcomes.

Empirical Review

Several studies have examined user-generated content and organizational performance. For instance, Filieri (2015) found that usefulness and credibility of online reviews significantly influence decision-making and organizational improvements. The study showed that organizations rely more on reviews that are detailed, informative, and trustworthy.

Mohammad et al. (2020) conducted a study on the effect of user-generated content quality on brand engagement, the study examined how the quality of UGC influences online customers' brand engagement through its functional and emotional values. It employed a quantitative cross-sectional survey design, collecting 242 usable responses which were analyzed using PLS-SEM. The findings indicated that content quality and ease-of-use significantly influenced UGC's functional and emotional values, which in turn enhanced brand engagement outcomes. The study concluded that UGC quality is a key driver of consumer brand engagement, emphasizing the importance of relevant, useful, credible, and easy-to-use content for maximizing engagement.

Burhan et al. (2024) investigated the impact of firm-generated and user-generated content on brand loyalty, exploring the mediating roles of brand engagement and trust. The study utilized a quantitative survey of 217 active social media users, with data analyzed using SEM (AMOS 22). Results revealed that both UGC and firm-generated content significantly influenced social media brand engagement, which in turn positively affected brand loyalty, with brand trust acting as a complex mediator. The study concluded that UGC contributes to engagement and loyalty when combined with trust, highlighting the importance of engagement in translating UGC into tangible outcomes.

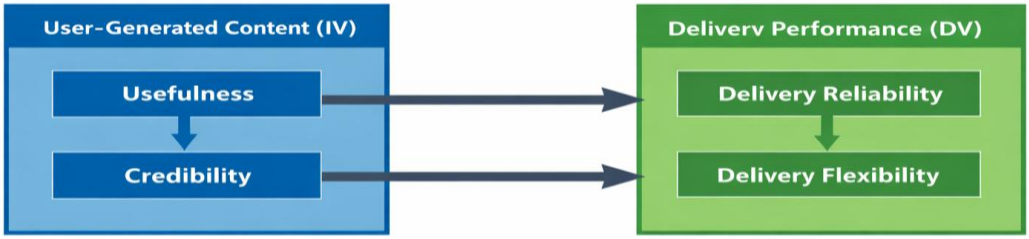
Mudambi and Schuff (2010) examined the usefulness of online reviews and found that reviews containing detailed information were more helpful to users and organizations than short reviews. The study concluded that useful reviews improve decision-making and service improvement.

Cheung et al. (2008) studied the credibility of electronic word-of-mouth communication and found that credibility significantly influences information adoption and organizational decision-making. The study concluded that organizations are more likely to use credible customer feedback to improve service quality and operations.

Mentzer et al. (2001) examined logistics service quality and found that delivery reliability and delivery flexibility are important components of logistics performance and customer satisfaction. The study concluded that organizations that improve delivery reliability and flexibility achieve better operational performance. However, most of these studies were conducted outside Nigeria and focused mainly on marketing performance rather than delivery performance. This creates the need for this study focusing on non-alcoholic beverage firms in Rivers State, Nigeria.

Gap in Literature

Author(s)	Year	Focus of Study	Variables Used	Findings	Gap Identified
Cheung, Lee & Rabjohn	2008	Electronic word-of-mouth	Credibility, Information Adoption	Credibility influences information adoption	Did not examine delivery performance
Mudambi & Schuff	2010	Online review usefulness	Review usefulness	Useful reviews influence decision-making	Did not link usefulness to logistics performance
Filieri	2015	Usefulness and credibility of reviews	Usefulness, Credibility	Both influence decision-making	Did not examine delivery reliability and flexibility
Mentzer et al.	2001	Logistics service quality	Delivery reliability, Delivery flexibility	Both influence logistics performance	Did not examine user-generated content
Christopher	2016	Logistics and supply chain performance	Delivery performance	Delivery reliability and flexibility improve performance	Did not examine user-generated content
Present Study	2026	User-generated content and delivery performance	Usefulness, Credibility, Delivery reliability, Delivery flexibility	Examines relationship between UGC and delivery performance	Addresses gap by linking UGC with delivery performance in Nigeria



Conceptual Framework showing the relationship between User-Generated Content (Usefulness and Credibility) and Delivery Performance (Delivery Reliability and Delivery Flexibility)

Source: Davis (1989); Mentzer et al. (2001); Cheung et al. (2008); Slack (2005); Kaplan & Haenlein (2010; Filieri (2015); Christopher (2016).

Methodology

Research Design: This study adopted a descriptive survey research design. The descriptive survey design is appropriate because it allows for the systematic collection of data from respondents in order to describe and analyze the relationship between user-generated content and delivery performance without manipulating the study variables. This design is commonly used in marketing and management research where perceptions, attitudes, and behavioral outcomes are examined. The design is therefore suitable for examining the relationship between usefulness and credibility of user-generated content and delivery reliability and delivery flexibility among non-alcoholic beverage firms in Rivers State.

Population of the Study: The population of the study consists of customers of selected non-alcoholic beverage firms operating in Rivers State, Nigeria. Customers were considered appropriate for this study because they interact with user-generated content on digital platforms and have direct experience with delivery services provided by these firms. The population was drawn from customers of eight selected non-alcoholic beverage firms operating within Port Harcourt and its surrounding areas.

Sample and Sampling Technique: The study adopted a purposive sampling technique to select respondents who have purchased products from non-alcoholic beverage firms and have been exposed to user-generated content related to these firms. Purposive sampling was used because it allows the researcher to select respondents with relevant knowledge and experience related to the study variables. The sample size was determined using the recommendations of Hair et al. (2019), who suggested that a minimum sample size of 200 is adequate for multivariate analysis, and Krejcie and Morgan (1970), who recommended a sample size of 384 for large populations. Therefore, the study adopted a sample size within this recommended range.

Nature and Sources of Data: The study relied mainly on primary data. Primary data were collected directly from respondents through the use of questionnaires to ensure that the data obtained were relevant, current, and specific to the objectives of the study. Primary data are suitable for studies involving perceptions, opinions, and behavioral responses of respondents.

Method of Data Collection / Instrumentation: Data for the study were collected using a structured questionnaire designed in line with the study variables. The questionnaire was divided into sections covering user-generated content dimensions (usefulness and credibility) and delivery performance measures (delivery reliability and delivery flexibility). Responses were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire method was chosen because it allows for efficient data collection from a large number of respondents and supports quantitative analysis.

Validity and Reliability of the Instrument: Validity and reliability tests were conducted to ensure the accuracy and consistency of the research instrument. Reliability was tested using Cronbach's alpha coefficient, with a minimum acceptable value of 0.70 indicating internal consistency. Validity was ensured through content validity and construct validity. Content validity was achieved by adapting measurement items from previous studies and reviewing the questionnaire with experts, while construct validity was assessed using factor analysis to confirm that the items measured the intended variables.

Method of Data Analysis: Data collected for the study were analyzed using both descriptive and inferential statistical methods. Descriptive statistics such as mean, standard deviation, frequency, and percentages were used to summarize the data. Inferential statistics, particularly Spearman's Rank Order Correlation, were used to test the relationship between user-generated content and delivery performance, while regression analysis was used to test the hypotheses. These methods were used to determine the strength and direction of relationships among the study variables.

Model Specification

$DR=\beta_0 + \beta_1 UF + \beta_2 CR + \varepsilon$

$DF=\beta_0 + \beta_1 UF + \beta_2 CR + \varepsilon$

Where:

- DR = Delivery Reliability
- DF = Delivery Flexibility
- UF = Usefulness
- CR = Credibility
- β_0 = Constant
- β_1–β_2 = Regression coefficients
- ε = Error term

4.1 Questionnaire Distribution and Retrieval

Survey copies of the questionnaire were administered directly to respondents. A total of three hundred and eighty-four (384) copies of the questionnaire were distributed to participants. The distribution and retrieval rate of the questionnaire are presented in Table 1.

Table 1: Analysis of Questionnaire Distribution and Retrieval

Questionnaire	Frequency	Percentage (%)
Distributed	384	100
Retrieved and Usable	312	81.25
Not Retrieved / Not Usable	72	18.75
Total	384	100

Source: Survey Data, 2026

Table 1 shows the distribution and retrieval rate of the questionnaires used for the study. A total of 384 copies of the questionnaire were distributed, representing 100% of the sample size. Out of this number, 312 copies were successfully retrieved and found usable for analysis, representing 81.25% of the total questionnaires administered. This indicates a high response rate and suggests that the data collected are adequate for analysis and representative of the study population.

However, 72 copies of the questionnaire, representing 18.75%, were not retrieved or were unusable due to incomplete or improperly filled responses. Although this represents some level of non-response, it is relatively low and does not significantly affect the validity of the study. Overall, the response rate of 81.25% is considered satisfactory for survey research and enhances the reliability and generalizability of the study findings.

Reliability Analysis

Reliability analysis was conducted to determine the internal consistency of the measurement instrument using Cronbach's Alpha coefficient. The results of the reliability test are presented in Table 2.

Reliability Test Result

Variables	Cronbach Alpha	No. of Items
Usefulness	0.911	5
Credibility	0.908	5
Reliability	0.908	5
Flexibility	0.901	5

Source: Survey Data, 2026

The reliability analysis presented in Table 2 shows the Cronbach's Alpha coefficients for all the study variables. Cronbach's Alpha is used to measure the internal consistency of the questionnaire items, and a value of 0.70 or above is considered acceptable for reliability.

The results show that all variables have Cronbach's Alpha values above 0.70, indicating high reliability. The dimensions of user-generated content demonstrate strong internal consistency. Similarly, delivery reliability (α = 0.908) and delivery flexibility (α = 0.901) also show high reliability, indicating that the items used to measure delivery performance are stable and dependable. In conclusion, the reliability analysis confirms that the measurement instrument is internally consistent and appropriate for examining the relationship between user-generated content and delivery performance of non-alcoholic beverage firms in Rivers State.

Table 3: Correlation Analysis showing the relationship between Usefulness and Delivery Reliability

Correlations

			Usefulness	Delivery Reliability
Spearman's rho	Usefulness	Correlation Coefficient	1.000	.681
		Sig. (2-tailed)	.	.000
		N	312	312
	Delivery Reliability	Correlation Coefficient	.618	1.000
		Sig. (2-tailed)	.000	.
		N	312	312

Source: Field Survey Data, 2026, SPSS 27 Output

Table 4: Correlation Analysis showing the relationship between Usefulness and Delivery Flexibility

Correlations

			Usefulness	Delivery Flexibility
Spearman's rho	Usefulness	Correlation Coefficient	1.000	.862
		Sig. (2-tailed)	.	.000
		N	312	312
	Delivery Flexibility	Correlation Coefficient	.862	1.000
		Sig. (2-tailed)	.000	.
		N	312	312

Source: Field Survey Data, 2026, SPSS 27 Output

Table 5: Correlation Analysis showing the relationship between Credibility and Delivery Reliability

Correlations

			Credibility	Delivery Reliability
Spearman's rho	Credibility	Correlation Coefficient	1.000	.674
		Sig. (2-tailed)	.	.000
		N	312	312
	Delivery Reliability	Correlation Coefficient	.674	1.000
		Sig. (2-tailed)	.674	.
		N	312	312

Source: Field Survey Data, 2026, SPSS 27 Output

Table 6: Correlation Analysis showing the relationship between Credibility and Delivery Flexibility

Correlations

			Credibility	Delivery Flexibility
Spearman's rho	Credibility	Correlation Coefficient	1.000	.621
		Sig. (2-tailed)	.	.000
		N	312	312
	Delivery Flexibility	Correlation Coefficient	.621	1.000
		Sig. (2-tailed)	.000	.
		N	312	312

Source: Field Survey Data, 2026, SPSS 27 Output

The Spearman's rank correlation analyses reveal that user-generated content significantly influences delivery performance (Table 3 -Table 6) of non-alcoholic food and beverage firms in Rivers State. Specifically, usefulness of user-generated content shows a strong positive relationship with delivery reliability ($r = 0.681$) and a very strong positive relationship with delivery flexibility ($r = 0.862$). Similarly, credibility of user-generated content exhibits strong positive relationships with delivery reliability ($r = 0.674$) and delivery flexibility ($r = 0.621$). All relationships are statistically significant ($p = 0.000 < 0.05$), leading to the rejection of the corresponding null hypotheses (H01, H02, H03, and H04). The findings indicate that both the usefulness and credibility of user-generated content play a critical role in enhancing delivery reliability and flexibility, thereby improving overall delivery performance of non-alcoholic food and beverage firms in Rivers State.

Discussion of Findings

The findings of this study reveal that user-generated content significantly influences delivery performance of non-alcoholic food and beverage firms in Rivers State. Specifically, the results indicate that both the usefulness and credibility of user-generated content have strong positive and statistically significant relationships with delivery reliability and delivery flexibility. These findings are consistent with existing literature and theoretical expectations.

Firstly, the study found that the usefulness of user-generated content has a strong positive relationship with delivery reliability ($r = 0.681$) and a very strong relationship with delivery flexibility ($r = 0.862$). This implies that when user-generated content is perceived as helpful, informative, and relevant, organizations are better able to improve their delivery operations. This finding aligns with the conceptual view of usefulness as presented by Filieri (2015), who emphasized that useful information enhances decision-making and reduces uncertainty. In the context of this study, useful customer reviews and feedback provide practical insights into delivery challenges such as delays, incorrect deliveries, and scheduling inefficiencies.

This result is also consistent with the findings of Mudambi and Schuff (2010), who observed that detailed and informative reviews improve organizational learning and service performance. The implication is that firms in Rivers State are able to utilize useful user-generated content to identify operational weaknesses and make necessary adjustments, thereby improving both delivery reliability and flexibility. The stronger relationship observed with delivery flexibility suggests that useful content

particularly enhances the ability of firms to respond to changing customer demands and delivery conditions.

Secondly, the study revealed that the credibility of user-generated content has a strong positive relationship with delivery reliability (r = 0.674) and delivery flexibility (r = 0.621). This indicates that when user-generated content is perceived as trustworthy and believable, it becomes a reliable source of information for organizational decision-making. This finding supports the conceptual argument of Cheung, Lee, and Rabjohn (2008), who noted that credible information significantly influences information adoption. When firms perceive customer feedback as credible, they are more willing to rely on such information to improve logistics planning, delivery scheduling, and customer service operations.

Furthermore, this result is in line with Filieri and McLeay (2014), who found that credibility enhances the extent to which organizations use online reviews for strategic improvements. In practical terms, credible user-generated content enables firms to confidently implement changes that enhance delivery reliability ensuring that products are delivered on time, in the right quantity, and in good condition as well as delivery flexibility, which involves adapting to customer needs and changes in demand.

The findings of this study also support the assertions of Mentzer et al. (2001) and Christopher (2016), who emphasized that delivery reliability and flexibility are critical components of logistics performance and customer satisfaction. However, unlike these earlier studies, the present research establishes that user-generated content serves as a key driver of these delivery performance outcomes. This represents an important contribution to knowledge by linking digital consumer feedback directly to logistics performance.

From a theoretical perspective, the findings strongly support the Technology Acceptance Model (TAM) developed by Davis (1989). The model posits that perceived usefulness influences the adoption and utilization of information systems. In this study, when user-generated content is perceived as useful and credible, firms are more likely to adopt and utilize it in their operational decision-making processes. This, in turn, leads to improvements in delivery reliability and flexibility. The results therefore validate the applicability of TAM in explaining how organizations leverage user-generated content to enhance operational performance.

Conclusion

Based on the findings of this study, it is concluded that user-generated content is a critical driver of delivery performance in non-alcoholic food and beverage firms in Rivers State. Specifically, the usefulness and credibility of user-generated content significantly enhance both delivery reliability and delivery flexibility.

The study establishes that when customer-generated content is perceived as informative and trustworthy, it becomes a valuable resource for operational decision-making. Firms that effectively utilize such content are better positioned to identify delivery challenges, improve logistics planning, and respond to dynamic customer demands.

Furthermore, the study extends existing knowledge by demonstrating that user-generated content goes beyond its traditional role in marketing and consumer behavior to influence core operational outcomes such as logistics and delivery performance. Therefore, organizations that ignore user-generated content risk missing valuable insights that could improve their service delivery and competitive advantage.

Recommendations

Based on the findings and conclusion of the study, the following recommendations are made:

1. Enhance Monitoring of User-Generated Content. Firms should actively monitor customer reviews, feedback, and comments across digital platforms to gain insights into delivery performance issues and customer expectations.
2. Leverage Useful Customer Feedback for Operational Improvement. Management should prioritize detailed and informative user-generated content, as it provides actionable insights for improving delivery reliability and flexibility.
3. Promote Credibility of Customer Feedback Systems. Firms should ensure transparency and authenticity in feedback systems by minimizing fake reviews and encouraging genuine customer experiences, thereby increasing the credibility of user-generated content.
4. Integrate User-Generated Content into Decision-Making Processes. Organizations should incorporate customer feedback into logistics planning, scheduling, and service design to improve responsiveness and efficiency.
5. Invest in Digital Platforms and Analytics Tools. Firms should adopt digital tools that can analyze user-generated content in real time, enabling quicker identification of delivery issues and faster response to customer needs.

Contribution to Knowledge

This study contributes to knowledge by extending the role of user-generated content beyond marketing to operational performance, specifically delivery reliability and flexibility. It provides empirical evidence that the usefulness and credibility of user-generated content significantly enhance logistics outcomes in non-alcoholic beverage firms.

The study also integrates key dimensions of user-generated content with delivery performance measures, offering a more comprehensive understanding of their relationship. In addition, it validates the Technology Acceptance Model (TAM) in an organizational context, showing that firms rely on useful and credible information for operational decision-making.

Finally, the study fills a contextual gap by focusing on firms in Rivers State, Nigeria, thereby providing insights relevant to emerging markets and linking digital customer feedback directly to delivery performance.

Managerial Implications

The findings of this study have important implications for managers in the non-alcoholic beverage industry:

Managers should recognize user-generated content as a strategic asset rather than just customer opinion. By leveraging useful and credible feedback, managers can improve delivery processes, reduce operational inefficiencies, and enhance customer satisfaction.

Additionally, managers need to develop systems that allow continuous interaction with customers through digital platforms. This will not only improve service delivery but also strengthen customer relationships and brand loyalty. The ability to respond quickly to customer feedback will also give firms a competitive advantage in a dynamic market environment.

Limitations of the Study

Despite the contributions of this study, certain limitations should be acknowledged:

- The study was limited to non-alcoholic food and beverage firms in Rivers State, which may limit the generalizability of the findings to other regions or industries.
- The study relied on cross-sectional data, which does not capture changes over time.
- Data were collected using questionnaires, which may be subject to respondent bias.

Suggestions for Further Studies

Based on the limitations, the following areas are suggested for further research:

- Future studies should examine other sectors such as manufacturing, retail, or logistics companies to enhance generalizability.
- Further research should include additional variables such as customer satisfaction, service quality, or technological adoption as mediating or moderating factors.
- Comparative studies across different states or countries could provide deeper insights into contextual differences.

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