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"Y" Generation Engagement on Consumer-Generated Media: Differences between Lithuania and Azerbaijan

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Abstract

The development of Web 2.0 and the evolving interest for online social networks have prompted the exchange of this ''word-of-mouth'' phenomenon to online spaces. Consumer-generated media (CGM) offers consumers the opportunity of sharing their knowledge, contribute their view and connect with other users. While an increasing number of individual engages in consumer-generated media (CGM) consuming, participating and producing levels, the gap between various users each day remaining large. Accordingly, the aim of the article is to determine how Millennials engagement with CGM are different in Azerbaijan and Lithuania. Data from 311 users of CGM from Azerbaijan and Lithuania were analysed through in three different engagement levels of CGM. The findings suggest that except consuming CGM, there is a statistically significant difference in two countries "Y" generation engagement with CGM.

Keywords: Consumer-generated media; Social media; Consumer engagement; Digital marketing.

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Introduction

Usage of Internet and users interaction have risen dramatically in the previous decade, giving individuals simpler means for acquiring data and participating in economic, political, social conversations, public actions and online communities. Each day more and

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more individuals are engaging social media tools to view information, share understandings, comment others thoughts and discuss concerns (Yoo & Gretzel, 2011). Around 2 billion internet users are utilizing social network platforms and these records are predicted that would grow regularly as usage of cell phones are increasing progressively, which it will impulse potential of mobile social media network (Statista 2017).

Traditional communication of marketing techniques is typically centred one-side statement, making advertisements to connect with passive customers via paid media. As shoppers today are subjects to an expanded introduction of advertisements, brands they have come to discover better approaches to close out and keep away from such conventional promoting messages, e.g., which innovation allows them to block unwanted advertisements or creating personal filters (Malthouse et al., 2013).

In the 21st century, in any case, the development of Web 2.0 and the developing enthusiasm for web-based social networking have prompted the exchange of this ‘‘word-of-mouth’’ phenomenon to online spaces (Ayeh, 2015).

Undeniably, we can easily see new movement in the period of consumers' empowerment that customers are progressively ready to specifically impact advertising results by contributing their own Consumer‑generated media.

Accordingly, this tendency has attracted the attention of many different researchers like in the field of marketing, computer science, psychology, management (Inversini et al., 2009; Yoo & Gretzel, 2011; Presi et al., 2014; Brabham, 2013).

In this tendency, Millennials shows more interest and interacting than other generations. Generation “Y” or Millennials grew up in the period of economic development, solid rise of online networking and authenticity of TV, and the disappearance of nowadays moral, standard and values, supported by between internationalization and solid impacts from pop culture (Parment, 2013). Generation “Y” is a self-confident, optimistic group that feels engaged to make a positive move when things turn out badly and have multitasking capacities because of their rapid and vitality.

The aim of this research is to view engagement of Azerbaijani and Lithuanian millennials to compare behavioural aspects simple content viewing, reading, commenting, creating and producing.

According to Telecompaper (2017) based on IWS (Internet World Stats) reports, Internet penetration in Azerbaijan has reached 75.5 percent on 31 March in 2017, which a number of internet users is 7.5 million. While this numbers in Lithuania is 84.4 percent in 2017, which shows 2.4 million users. Meanwhile, UNECE (United Nations Economic Commission for Europe) has stated that in 2015, the weekly user of internet between 16-24 ages was 95.6 percent (Azerbaijan) and 97.0 percent (Lithuania). The same time, weekly usage of the internet of 25-54 ages were 78.7 percent (Azerbaijan) and 79.0 percent (Lithuania).

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Related Literature

Consumer-Generated Media (CGM)

Through the previous several decades, the meaning of the word of media has been changed a lot of time, this process has progressed into a dynamic, vivid and complex gathering of traditional and new media. Ordinary or Mainstream media (MSM) including TV, Newspapers, broadcast media and radio have moved over evolutionary growths since their beginning. Similarly, virtual media also has developed into to source of mass data, which provides consumers and marketers with an outlet for productive, timely communication, consumption or in one word multi-interaction (Daugherty, Eastin, & Bright, 2008). In this case, new movement strengths consumer-centric media experiences rather than publisher-centric ones, which pushes Consumer-Generated Media (CGM).

Consumer-Generated Media (CGM) or also acknowledged as electronic word – of – mouth (eWOM) works precisely like traditional word–of–mouth (Manap & Adzharudin, 2013) excluding that CGM develops contribution through an online media. In some researches, Consumer-Generated Media (CGM) also called User-Generated Content (UGC), (Bahtar & Muda, 2016; Yoo & Gretzel, 2011).

The term, which reached wide fame in 2005, is normally connected to describe the different types of media content that are openly accessible and made by end-users Kaplan & Haenlein 2010). In Organisation for Economic Cooperation and Development (OECD, 2007), User-created content (UCC) is defined as:

i) content made publicly available over the Internet,

ii) which reflects a “certain amount of creative effort”, and

iii) which is “created outside of professional routines and practices”.

Consumer-Generated Media (CGM) states to any own created material (photos, videos, posts, forums, blogs, reviews etc.) uploaded to the online by end-consumers and it has a significant impact on individuals’ consumption (Krishnamurthy & Dou, 2008; Presi, Saridakis, & Hartmans, 2014) where the media are mostly be shared via web-based networking media, for example, Facebook, Twitter, Instagram, Reddit, YouTube etc.

According to Inversini (2009), nowadays User-Generated Content (UGC) has been found to be similarly vital as for authoritatively provided information. Further, brand-generated media or another word producer-generated media mainly hires endorsers and celebrities to speak and spread profits and pros of product (Verhellen et al. 2013). Meanwhile, currently, individuals prefer User-Generated Content to traditional advertising methods (Hassan, et al. 2015) as they accept User-Generated Content more reliable information. One of the latest survey made by Statista (2017) showed that 30 percent of respondents strongly agreed that UGC significantly expanded their buying assurance, the same time 25 percent strongly agreed that it is more interesting than brand-generated content. While, 71 percent of users informed that consumer-generated media reviews make them happier purchasing a product (Gil, 2013). According to a report of

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Mavrck (2017), Consumer-generated media drives much higher engagement than brand-generated media and the difference is almost 7 times more.

Engagement of Consumer-Generated Media (CGM)

Earlier researchers have demonstrated that media use utilizes experience can decidedly affect people's self-efficacy (Eastin & LaRose, 2000). Keep on with consumption of a media over time may make consumers construct social associations prompting an extension in participatory and production practices (Khan, 2017). In this way, a consumer who is more skilled at UGC utilize might be more motivated to participate. However, in some researchers (Brandtzaeg & Heim, 2008; Nov, Naaman, & Ye, 2009), has mentioned conflict evidence that lack of enthusiasm may force to lower level of participation. One of the latest report in this field (Mavrck, 2017) showed that average engagements per post per month increased annually 26.06 percent in the Facebook.

Shao (2009) on his research has described that customers deal with Consumer-generated Media in three techniques: consuming, participating and creating or producing (Fig. 1).

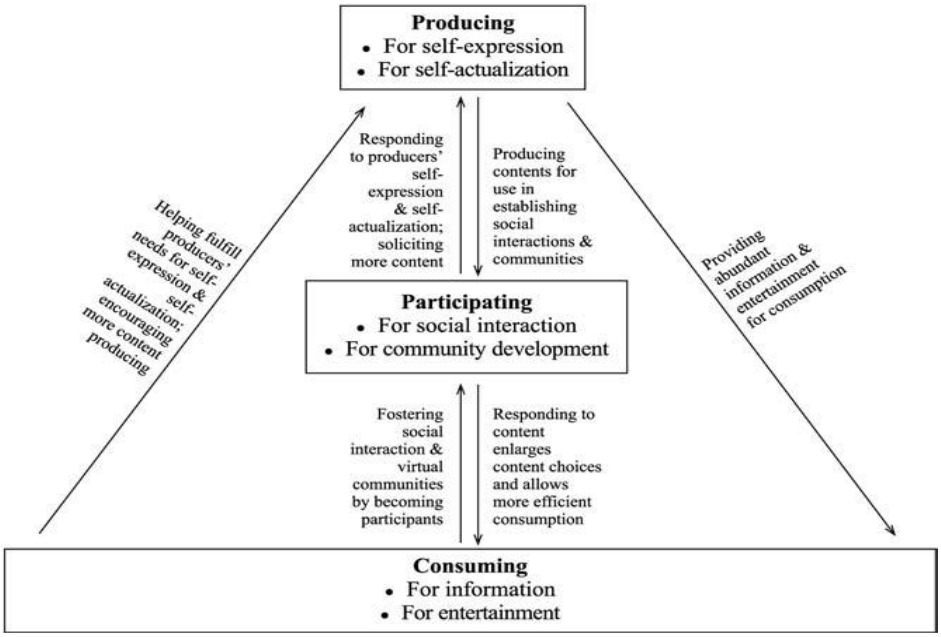

Figure 1. Interdependence of people's consuming, participating and producing on user-generated media
Source: Shao (2009)

Shao (2009) explains that this three way may characterize route of continuing engagement with CGM. Individuals begin their relationship with CGM by consuming content then evolve until reaching producing or creating CGM. Figure 1 describes that each three UGM uses of consuming, participating, and producing are logically isolated however are interdependent in different perspectives.

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In terms of media usage, a customer's enthusiasm to practice CGM depends on his or her attitude to the consumption or creation of CGM. However, because of specific motivations, characters and attitude for CGM can vary significantly, customers may agree to consume, or more precisely produce, CGM is for different reasons that explanation of this study include differences and comparing Azerbaijani and Lithuanian millennials.

Hypotheses

Consuming

Takahashi et al. (2003) defined that passive users, also identified as lurkers are users who prefer to read and view, however, do not post or comment, in one word no any participations. Yoo and Gretzel (2011) also has mentioned in their study that the most dominant method of involvement is surfing and consuming CGM contents but not contributing. Moreover, Bilgin et al. (2017) recommended that emotional exchange or social interaction is the most motivated way for the consumer to read, view and consume any posts, blogs or forums made by their friends, family or strangers. By consuming it, they can express their care, be updated latest information, and find new trends.

Information looking for is driven by individual's interest and curiosity to raise consciousness and understanding of themselves, others, and the world (Shao, 2009). Moreover, if we take consider the fact that CGM is a new source of information, data and news; therefore, CGM has been influencing the idea of "Searching". When consumers are searching any product, mainly they will prefer and consume User generated sites due to more trust level for other experienced costumers.

Besides information seeking, entertainment may be more vital in generating usage (Rafaeli 1986). Meanwhile, Ruggiero (2000) has mentioned that for the majority of the population, mass media and entertainment are the same.

Another recognisable side of content consumption is reading comments and reviews. Almost all social platforms, blogs, forums allow any registered and unregistered users to read comments of other users. In this case, the consumer gets satisfaction not only from commenting but from also reading those (Diakopoulos & Naaman, 2011).

Therefore, all of this material may provide some kind of suggestion about the significant difference between Azerbaijani and Lithuanian "Y" generation in consuming User Generated Media. Based on IWS (Internet World Stats, 2017) reports, which shows less than 10 per cent internet penetration between countries, (Azerbaijan 75.5%, Lithuania 84.4%). To consider this fact, in this research, we argue that there is no any statistically significant difference between countries. Consequently, we hypothesize as follows:

H1: *There is no statistically significant difference between Azerbaijani and Lithuanian "Y" generation in consuming Consumer Generated Media.*

Participating

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Subsequently, consuming of CGM, individual mays interact with contents that made by brand-generated media (BGM) or other consumer-generated media (CGM) on user generated sites (Facebook, Twitter, YouTube, Instagram, Reddit etc.). User to user interaction can be simplified like sharing, commenting, giving feedbacks on user-generated sites. There are many new ways for the consumer to interact for CGM, as well as chatting, emailing and post commenting (Shao 2009).

Fuchs (2013) has defined in his book that individual who may use advantages of social media platforms by evaluating and commenting things can be named semi-active user. They can participate in an active way; however, they are not creating new, creative, original CGM.

Similarly a number of studies (Tedjamulia et al., 2005; Dicjk, 2009), outline that second type engagement is more CGM participation, which user start to ask questions that they cannot find the exact kind of question they need.

Among different participatory activities, CGM in the form of comments on different social platforms has increased significant importance eventually. Other than perusing a news article, post, blogs or viewing a video, people may likewise participate in reading and commenting contents posted by others. Research has just demonstrated that CGMs can possibly change pursuer's recognition altogether about the subject talked about (Kim & Sun, 2006; Lee & Jang, 2010). According to a report of Mavrck (2017), which characterizes over 25 million user-generated Facebook posts that average comment of per user in a month is 31.38 times on the Facebook.

Jansen (2009) stated that another participation way of CGM is sharing information, events, pictures, videos, news, complaints, music and opinions. He found out that 19 percent of Tweets are brand related posts which it is not even half of real number due to the brand is not the primary focus of post made by users. Annual report of Mavrck (2017) showed that average shares of per user per month in the Facebook are 4.07 times.

Reacting to content (i.e. consumer to-content connection) could likewise be useful for the advancement of virtual groups. This can partially be clarified by the support model, which forecasts that individuals repeat activities that prompt positive engagement (Joyce and Kraut, 2006). Joyce and Kraut on their research found that getting response current post could stimulate the user to interact more and more.

Following literature and some the newest report (We are social, 2017); we argue that there is the statistically significant difference between Azerbaijani and Lithuanian "Y" generation in participating User Generated Media. Since, percentage differences of active social media user penetration (Azerbaijan – 21%; Lithuania – 53%) and active mobile social media users (Azerbaijan – 16%; Lithuania – 42%) between countries (We are social, 2017) are the main reason to make this statement. Accordingly, we hypothesize:

H2: *There is statistically significant difference between Azerbaijani and Lithuanian "Y" generation in participating Consumer Generated Media*

Creating

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The third way of engagement of CGM is creating and publishing content (video, picture, podcast, music, blog and social media platform) made by themselves (Shao 2009). After the boom of Social media platforms, the source of information has been shifted from one-to-many to many-to-many interaction, and these deviations changed customer's behaviours from consuming to producing users of the online (Pirolli, Preece & Shneiderman, 2010).

Producer of CGM in this way would create CGM on the grounds that it causes them realize their environment and situation of the current topic, as well as to develop themselves since they feel a sensation of central wisdom.

Depending on CGM type, producers or creators can be different. For instance, building relationships can be defined as an active contribution to some online community or social networks (Tedjamulia et al., 2005), however, it cannot be possible for other CGM types like reviewing wiki and websites. For this research, creator defined who is actively producing contents by themselves including writing blogs and forums, posting a video, photo and personal opinions, creating podcasts etc.

Daugherty, Eastin and Bright (2008) in their research found out that younger user uses CGM more actively and creating media more than others. The latest research report in this field made by Psfk (2017) suggest that game has changed already, which nowadays consumers are as a media channel; they select, remix, create and distribute.

As we see from Figure 1, Consumer-generated media, this process even would not exist without creators (Shao, 2009). Exactly, the media is created by consumers for the determination of interesting others' attention and asking others' replies such as giving marks, commenting and spreading. Over exchanging their view about such media, other individuals may satisfy their social communication desires, and even from online societies.

To make a hypothesis, beside provided literature we need more evidence to compare countries. For this reason, if we look current country profile of Azerbaijan, we can argue that there is a key factor to have more creators in CGM. Start from 2015, Azerbaijan economy faced two times devaluation of the national currency (Fuller, 2016), which has affected private industries to decrease annual budget, especially marketing expenses. During this time in Azerbaijan, CGM came more popular due to cost effectiveness and trustworthiness. For this reason, we hypothesize:

H3: *There is statistically significant difference between Azerbaijani and Lithuanian "Y" generation in producing Consumer Generated Media*

Therefore, after all of this material we may provide some kind of suggestion in general that we hypothesize as follows:

H4: *There is statistically significant difference between Azerbaijani and Lithuanian "Y" generation engagement in Consumer Generated Media*

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Methods

Data analysis was conducted by using proper statistic programs. That is why in this research questions made on purpose of figure out consumer, participant and creators in two countries. The primary data collection used in this study surveyed questionnaire. According to Driscoll (2011), the vital aim in conducting primary research is to study about something new that can be definite by others and to exclude our own prejudices in the process. Mill and Nagel (1950) describes, "Primary research can use both inductive and deductive approaches, and the typical approach is usually based on the field of inquiry". Deductive reasoning was used as an approach.

Measurement and Data collection

The survey consisted of two main sections. The first segment contains questions designed to recognise probable respondents that they are millennials who are Lithuanian or Azerbaijani. Table 1 summarizes the descriptive statistics connected with Socio-demographic characteristics of the respondents. The second section contains 15 questions regarding different engagement level of CGM. Five-point semantic differential scales were employed for the measurement of *consumption (Q1-Q5), participation (Q6-Q10),* and *production (Q11-Q15),* whereas the unsettled concepts were calculated by a five-point Likert-type scale with positive anchors ranging from strongly disagree (1) and strongly agree (5). "Strongly disagree" was coded as 1, "Disagree" as 2, "Neutral" as 3, "Agree" as 4, "Strongly agree" as 5.

Data were collected by means of a Web-based survey to respond to an online questionnaire during August 2017. The questionnaire was done as consistent close-ended questions. The survey was pretested on a randomly selected sample of users. Respondents were enrolled by using social media and email list and just a single survey was allowed from every respondent. The online survey was able for a period of one week. During this time, 323 individuals from Azerbaijan and Lithuania responded to the survey.

From a data quality perspective, steps were taken to ensure that only sample members who were born between 1980 - 1999 and those individuals who are Lithuanian or Azerbaijani could proceed with the survey. Therefore, "Y" generation is an attractive market segment and often targeted by international companies (Strizhakova, Coulter & Price, 2012). Furthermore, each respondent could complete the survey only once.

Analysis

The resulting data were screened and organised for investigation. Of a total of 323 respondents, 10 were rejected during screening, because they didn't meet example criteria. For this situation, 10 respondents' results were rejected due to age criteria. A similar time, likewise 2 respondent were screened out due to various nationality. After checking process, a legitimate sample of 311 cases was recollected for the further measurement process.

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Descriptive analyses were directed to define the participants' demographic profile as well as their general *consumption, participation* and *creation* of CGM. Chi-square statistics were used to compare results between two countries, which were measured using dichotomous variables. Table 2 illustrates the results of the of Chi-square test on different engagement level of CGM.

Results

Respondents' profile

A majority of the participants were female (52*%; Azerbaijani (n) =80; Lithuanian (n) =81*), while males comprised 48% (*Azerbaijani (n) =78; Lithuanian (n) =72*) of the sample (Table 1). The major age group was included of those who are between 18 and 25 years old by 67 percent (*Azerbaijani (n) =88; Lithuanian (n) =119*) while respondents who are between 26 – 37 years shows only 33 percent (*Azerbaijani (n) =70; Lithuanian (n) =34*). Respondents were distributed almost equally among countries, a number of respondents from Azerbaijan is 158 (51%) and from Lithuania is 153 (49%). More than three out of four of respondents ate least have a bachelor degree (n=238, 77%), however, 21 percent of respondents also graduated from a master degree. In this case, 98 percent of our sample are well educated and graduated from universities.

Table 1 Socio-demographic characteristics of the respondents (N = 311).

Dimension	Items	Frequency	Percentage (%)
Gender	Female	161	0,52
	Male	150	0,48
Age	18 – 25 years	207	0,67
	26 – 37 years	104	0,33
Nationality	Azerbaijani	158	0,51
	Lithuanian	153	0,49
Education	Completed some high school	3	0,01
	Completed Some college	6	0,02
	Bachelor degree	238	0,77
	Master degree	64	0,21
	Doctorate degree	0	0,00

Hypothesis tests

Consuming CGM

A series of Chi-square analyses investigated in order to find out statistical significant s between countries (Table 2). As mentioned before, questions from QC1 to QC5 are focused to analyse respondents' engagement in consuming CGM. The smallest mean difference in this construct (Consuming) shows first question (*QC1-"Watching video helps me keep updated on the latest happenings")* with only *0.06 mean dif.* While respondents from both countries are agreed almost similar (*p- 0.707*) that they are trying to be the first one among others to watch the others video posts and read the new blogs. The same tendency can be seen from questions QC4 and QC5 with p-0,163 and p-0.200

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respectively. Hypothesis 1 posits that millennial consumer in two countries has the same level of engagement in CGM. To sum up, according to Chi-square (Table 3) statistical analyse, there is no enough evidence to reject the hypothesis, therefore all of them show high p-value (p>0.05, 0.264). For this evidences, First Hypothesis do not reject or supported that "*There is no statistically significant difference between Azerbaijani and Lithuanian "Y" generation in consuming Consumer Generated Media".*

Table 2. Results of Chi-square test on different engagement level of CGM

Latent construct	Item	Mean		Mean dif.	Std. dev		Chi-Sq
		Azerbaijani	Lithuanian		Azerbaijani	Lithuanian	p
Consuming	QC1	4,06	3,99	0,06	0,69	0,80	0,468
	QC2	3,63	3,81	-0,18	0,91	0,91	0,323
	QC3	3,50	3,33	0,17	1,11	1,15	0,707
	QC4	3,42	3,67	-0,26	1,14	1,14	0,163
	QC5	3,36	3,59	-0,23	1,08	0,92	0,200
Participating	QP6	2,92	2,74	0,18	1,11	1,11	0,355
	QP7	3,18	3,36	-0,18	1,11	1,23	0,043*
	QP8	3,52	3,43	0,09	1,09	1,12	0,314
	QP9	2,54	2,59	-0,06	1,02	1,16	0,152
	QP10	3,37	3,44	-0,07	1,04	1,06	0,889
Creating	QCR11	3,48	3,37	0,11	1,22	1,35	0,472
	QCR12	3,34	3,58	-0,25	1,13	1,05	0,018*
	QCR13	2,61	2,42	0,19	0,86	1,08	0,001**
	QCR14	2,79	2,21	0,58	1,14	1,05	0,000**
	QCR15	3,41	3,17	0,24	1,02	1,28	0,015*
*p<0.05; **p<0.01							

Participating CGM

Question from five to ten was conducted to analyse consumer participation level in CGM. The lowest mean has been reported in both groups of respondents for question 9 (QP9; Azerbaijani 2.54; Lithuanian 2.59, mean dif. 0.06) that they are not willing to be the first one among others to share others posts. On another hand, QP7 displays enough comparison evidence that there is a statistically significant difference between countries for this item (AZE, M-3.18, SD-1.11; LT, M-3.36, SD-1.23; p<0.05, 0.043). However, respondents from both countries (mean dif. -0.07; p>0.05, 0.889) stated for QP10 that they could express their opinion by commenting others posts.

According to related literature, we can assume that second type engagement is more CGM participation, which user start to ask questions that they cannot find the exact kind of question they need. In this case, our survey results (Table 3) show that Lithuanian and Azerbaijani consumers' attitude for participation is different. Summarize, the result of Chi-square (p<0.05; 0,024), the second Hypothesis do not reject or supported that *"There is the statistically significant difference between Azerbaijani and Lithuanian "Y" generation in participating Consumer Generated Media".*

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Table 3. Results of the hypotheses testing

Hypothesis	p-values	Results
H1 (Consuming)	0,264	Do Not rejected
H2 (Participating)	0,024*	Do Not rejected
H3 (Creating)	0,000**	Do Not rejected
H4	0,000**	Do Not rejected

*p<0.05; **p<0.01

Creating CGM

Last five group of questions are designed to understand creating engagement of two nationalities. Producer of CGM, they would create CGM on the grounds that it causes them realize their environment and situation of the current topic, as well as to develop themselves since they feel a sensation of central wisdom. The first item (QCR11) of creating of CGM demonstrates that there is no significant difference between countries (AZE, M-3.48, SD-1.22; LT, M-3.37, SD-1.35; p>0.05, 0.472). Both nations stated that they could express their opinion by sharing that information, picture and video made by themselves. However, other four items show different results and Chi-square proves the statistic differences. QCR12 and QCR15 illustrates low p-value (p<0.05, 0.018; 0.015), Lithuanian states that home page and timeline are a self-expression way (M = 3.58, Mean dif. = 0.25), while Azerbaijani thinks that their posts can be a good topic for conversation (M = 3.41, Mean dif. = 0.24). QCR13 and QCR13 demonstrates the smallest p-value not only among the third group of items also among all question that statistically highly significant (QCR13 – p<0.05, 0.001; QCR14 - p<0.05, 0.000). In this case, our results of respondents (Table 3) show that Lithuanian and Azerbaijani consumers' approach for creating is different. According to Chi-square statistical investigate, there is a significant evidence to support the hypothesis, consequently, outcomes show low p-value (p<0.05, 0.000). Hypothesis three hypothesises that *"There is statistically significant difference between Azerbaijani and Lithuanian "Y" generation in producing Consumer Generated Media"*

In addition, after all of these results, we could evaluate hypothesis four, which states, "*There is the statistically significant difference between Azerbaijani and Lithuanian "Y" generation engagement in Consumer Generated Media".* According to Chi-square (p<0.05; 0.000), the fourth Hypothesis do not rejected or supported.

Consequently, the research model has been evaluated to confirm the research formulated hypotheses. All of four hypotheses were supported (Do Not Rejected).

Conclusions

From the theoretical point of view helped to summarise the overview of definitions of Consume-generated media, the outcomes derived from this research develop our understanding of different engagement levels of CGM.

This study proposes four hypotheses to realize the differences between "Y" generation in Azerbaijan and Lithuania in different engagement levels of CGM. The descriptive results suggest that Azerbaijanis trying to engage more with CGM, while Lithuanians are less active in this process. However, the findings displayed that, there is not enough evidence to compare consuming of millennials in Consumer Generated Media in two countries".

This research can also prove useful in having a better understanding of how millennials interact with CGM in participating and creating levels. According to results, we can assume that there are more CGM creators in Azerbaijan due to latest economic crisis made CGM came more popular in order to cut costs and make more trustworthiness.

Generalizing the results of quantitative research, conclusions can be made that except consuming CGM, there is a statistically significant difference in two countries engagement with CGM.

Limitations and future research

The present research has a few limitations. In the first place, the sample was principally made out of respondents from the Republic of Azerbaijan and Republic of Lithuania. Despite the fact that our discoveries may apply to comparable cultural, results may not be generalizable to other geological zones. Furthermore, the size of the case was fairly small. Consequently, future studies should use larger sample sizes.

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Appendix. Supplementary data

Appendix 1. Question items used in the study.

Construct	Items: 5-point Likert scale, ranging from ‘‘strongly disagree/strongly agree”	Item coding
Consumption	1. Watching video helps me keep updated on the latest happenings.	QC1
	2. Reading blogs and forums help me get other related information.	QC2
	3. Being the first one among others to watch the others video posts and read the new blogs.	QC3
	4. Trying to find new channels (YouTube), pages (Facebook), blogs, forums to entertain myself or get more knowledge and information.	QC4
	5. Others posts help me identify trending products.	QC5
Participating	1. Sharing others posts is a good way to relax.	QP6
	2. Sharing others posts helps me get other people's opinions regarding the information/event.	QP7
	3. Commenting others posts helps me interact with people.	QP8
	4. Being the first one among others to share others posts.	QP9
	5. I can express my opinion by commenting others posts.	QP10
Creators	1. I can express my opinion by sharing that information, picture and video made by myself.	QCR11
	2. I think my home page, the timeline is a self-expression way.	QCR12
	3. I want to be the first one among others to create and share posts related to product and services purchased.	QCR13
	4. I like to upload videos/pictures of my purchased product on Social platforms.	QCR14
	5. My posts can be a good topic for conversation.	QCR15

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Appendix 2. Respondents results (Azerbaijani)

Item	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	SD
QC1	0	5	18	98	37	4,06	0,69
QC2	7	8	40	85	18	3,63	0,91
QC3	9	21	40	58	30	3,50	1,11
QC4	15	19	28	77	19	3,42	1,14
QC5	15	14	43	71	15	3,36	1,08
QP6	10	55	50	24	19	2,92	1,11
QP7	10	36	47	46	19	3,18	1,11
QP8	5	27	39	55	32	3,52	1,09
QP9	30	42	61	21	4	2,54	1,02
QP10	10	19	49	62	18	3,37	1,04
QCR11	15	22	24	66	31	3,48	1,22
QCR12	14	17	54	48	25	3,34	1,13
QCR13	10	67	59	18	4	2,61	0,86
QCR14	24	37	59	24	14	2,79	1,14
QCR15	6	24	48	59	21	3,41	1,02

Appendix 3. Respondents results (Lithuanian)

Item	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	SD
QC1	2	8	13	96	34	3,99	0,80
QC2	5	7	29	83	29	3,81	0,91
QC3	11	26	43	48	25	3,33	1,15
QC4	12	14	19	75	33	3,67	1,14
QC5	6	13	34	84	16	3,59	0,92
QP6	19	49	51	21	13	2,74	1,11
QP7	16	23	31	56	27	3,36	1,23
QP8	9	20	50	44	30	3,43	1,12
QP9	36	33	46	33	5	2,59	1,16
QP10	11	14	44	64	20	3,44	1,06
QCR11	24	17	23	56	33	3,37	1,35
QCR12	12	6	40	71	24	3,58	1,05
QCR13	32	54	46	12	9	2,42	1,08
QCR14	49	43	44	14	3	2,21	1,05
QCR15	22	24	37	46	24	3,17	1,28