

The role of user-generated content (UGC) in enhancing digital marketing strategies to increase Brand Awareness

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Abstract:

As UGC becomes more prevalent, understanding why consumers are drawn to create content becomes increasingly important, especially as the media industry moves toward a user-centric model of consumption. Identifying motivational sources that influence the formation of consumer attitudes toward UGC also may result in a more robust predictive model of audience behavior, which is increasingly important to both scholars and industry professionals. As a result, it is imperative to gain an understanding of how consumer attitudes interact with motivational sources for the creation of UGC to recognize how such content might benefit advertisers and marketers. User-Generated Content (UGC) has revolutionized digital marketing by empowering consumers to actively participate in brand storytelling. This study examines the role of UGC in enhancing digital marketing strategies, with a particular focus on its impact on brand awareness. Consumer generated media encompasses opinions, experiences, advice and commentary about products, brands, companies and services-usually informed by personal experience-that exist in consumer-created postings on Internet discussion boards, forums and blogs. CGM can include text, images, photos, videos, podcasts and other forms of media. (Sandeep,2008) Despite UGC's extraordinary growth, advertisers and agencies remain hesitant to embrace this unproven media wholeheartedly, citing concerns such as fear of intruding on a "consumer" environment, a lack of understanding of UGC users and their behaviors, and lack of control over the context in which their advertising gets exhibited. In summary, advertisers' wait-and-see attitude toward this new media seems mostly due to a lack of understanding of the characteristics and functioning of this new media. (Sandeep,2008) The findings of this research will contribute to the growing discourse on digital marketing by providing a deeper understanding of how UGC influences brand awareness. By bridging the gap between theory and practice, this research aims to highlight the transformative power of UGC in shaping modern digital marketing landscapes.

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