

Abstract

This research explores the role of consumer-generated content (CGC) in shaping brand perception, focusing on how user-created reviews, social media posts, and other forms of consumer-driven content influence brand image and consumer behavior. As digital platforms empower consumers to share their experiences and opinions, understanding the impact of CGC on brand perception is crucial for marketers seeking to leverage this powerful tool. This study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to assess how CGC affects consumer attitudes toward brands.

The first phase of the study uses surveys to collect data from consumers who actively engage with CGC across various platforms, such as review sites, social media, and brand forums. The survey explores how the volume, credibility, and emotional tone of CGC influence consumer perceptions of a brand's trustworthiness, quality, and authenticity. It also examines whether positive or negative CGC has a more significant impact on consumer behavior and brand loyalty.

In the second phase, qualitative interviews with consumers and brand managers provide deeper insights into the psychological factors that drive responses to CGC. These interviews explore how consumers interpret CGC and how it shapes their purchasing decisions, as well as the strategies brands use to encourage and manage consumer-generated content. The findings offer valuable guidance for brands looking to incorporate CGC into their marketing strategies to enhance brand perception and foster consumer trust.