

EXPLORING THE ROLE OF USER-GENERATED CONTENT IN BUILDING BRAND IMAGE & REPUTATION OF FMCG BRAND

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ABSTRACT

User Generated Content (UGC) can have a significant impact on Brand Image Building & its Reputation. There are several ways in which UGC can contribute to enhancing of the Brand Image such as authenticity & trust, social proof, emotional connections, increasing engagement, brand advocacy, humanizing the brand, user engagement & co-creation. UGC often sparks brand advocacy where satisfied customers become brand ambassadors and voluntarily promote the brand to their networks. When users create and share content about a brand, they are essentially endorsing it their friends, family and social media followers. This organic word to mouth marketing generated by UGC helps to build a positive brand image reaching a wider audience and gaining credibility through personal recommendations.

KEYWORDS: *User Generated Content, Brand Building, Brand Reputation, Brand Image, Customer Purchase Intention.*

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