EVALUATING THE INFLUENCE OF USER-GENERATED CONTENT IN DIGITAL MARKETING CAMPAIGNS: A STUDY OF BRAND ADVOCACY

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Abstract

In the field of digital marketing, this study paper investigates the relationship between user-generated content (UGC) and brand advocacy. The research uses a quantitative approach to looking at customer feedback in order to look at four key areas: how user-generated content is seen, how much people engage with it, how this affects company endorsement, and how digital platforms help people engage with user-generated content, a look at The data is that most people like user-generated content (UGC), but the amount of engagement varies from one digital site to another.

Hypothesis testing shows that there is a statistically significant relationship between good user-generated content (UGC) and brand advocacy. This shows how important user-generated content is in building brand loyalty, and data shows that user-generated content (UGC) has a significant impact on how people think about and talk about a brand. But how well user-generated content works depends on the digital platform and the type of interaction that occurs. The study says that intentionally using user-generated content (UGC) in digital marketing can increase brand loyalty. He stresses how important it is to be real and create strategies that suit each platform.

Keywords: User-Generated Content, Brand Advocacy, Digital Marketing Strategies, Consumer Engagement, Social Media Impact, Marketing Communication, Quantitative Analysis.

Introduction

User-Generated Content (UGC) is an important part of digital marketing that is always changing. It has changed the way brands talk to their target buyers. This research examines the different uses of user-generated content (UGC) in online advertising, with a focus on how it impacts company loyalty. UGC includes different types of content that people create and share to talk about a brand or product, such as reviews, blogs, social media posts, and videos. This shows how power is shifting in the digital age, where customers have more influence over how brands are perceived and how well they market **(Mahmoud & El-Masry, 2023)**. The introduction of User Generated Content (UGC) has brought about major changes in the world of digital marketing. Unlike traditional marketing, which mostly revolves around brand promotion, user-generated content gives people a place to share their thoughts and

experiences, making the connection between brand and customers more real and interesting. Marketing has changed from company-focused to customer-focused. This has major implications for how brands build loyalty and word of mouth **(Kitchen and Turkey, 2022).** Brand support is an essential way to know how successful your digital marketing campaigns are. This indicates how willing customers are to actively support the brand and talk about it positively with other people. It's more than just making customers happy; It includes emotional connection and loyalty. It is important for marketers to understand how user-generated content (UGC) impacts brand promotion at a time when peer suggestions and social proof are so important **(Wilk et al., 2018).**

The idea behind this study is that user-generated content (UGC) has a significant impact on brand promotion, meaning it changes the way people think about and interact with companies. User generated content (UGC) is a popular and widespread part of how people behave online because many people use digital platforms and it is easy to create content. According to the customer, it shows what they think about the business and how trustworthy it is. However, although user-generated content (UGC) seems important, not many studies have been conducted on how it directly impacts brand promotion in digital marketing campaigns.

The goal of this study is to fill this gap by providing useful information about how user-generated content impacts how people think about and act toward brands. The goal of this study is to learn how user-generated content (UGC) affects brand advocacy by looking closely at different digital marketing efforts and how people respond to them. The study results provide marketers with important information they can use to more successfully plan their digital outreach strategies.

Background

User-generated content (UGC) has now become a staple of digital marketing strategy. The emergence of social media and other digital platforms has significantly increased the prevalence of user-generated content about businesses or products. User-generated content (UGC) comes in a variety of forms, such as blog posts, social media updates, online reviews, and video content. Each of these formats plays a role in creating a company's digital story. User-generated content has a unique ability to influence customer opinions and behavior due to its relevance and authenticity (**Arnhold, 2010).**

The idea of brand advocacy is essential to understanding the impact of user-generated content. Consumers who are driven by positive experiences and a strong emotional connection to a company are known as brand advocates. Their recommendations, which are often in the form of user-generated content (UGC), are considered more authentic and trustworthy by other customers than traditional advertising. The importance of understanding and leveraging user-generated content (UGC) in digital marketing campaigns has increased due to the shift in consumer culture towards an approach that actively encourages people to share their thoughts and experiences. Although the importance of user-generated content in digital marketing is widely known, there are not many empirical studies that specifically look at how it affects brand promotion. By providing insight into the interactions between user-

generated content (UGC), consumer engagement, and brand advocacy, this study seeks to fill this knowledge gap **(Wilk et al., 2021).**

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Objectives

⇒ To Assess the Impact of User-Generated Content on Brand Advocacy

⇒ To determine what characteristics are necessary for user-generated content to be successful in the context of digital marketing.

⇒ To investigate the impact of various digital platforms on the facilitation of user-generated content and brand advocacy.

Hypothesis

⇒ Positive User-Generated Content Significantly Increases Brand Advocacy.

⇒ Interacting actively with content created by users results in increased customer loyalty.

Literature review

Conceptualizing User-Generated Content 1- Definition and Types of UGC .

User-Generated Content (UGC) refers to the diverse range of content produced by users, as opposed to content generated by official authors or corporations. UGC, in the realm of digital marketing, refers to any content, be it written, visual, or auditory, that is generated by individuals rather than organizations and is disseminated on digital platforms. In the era of social media, this idea has become widely accepted. The ease of creating and sharing material has greatly decreased, enabling ordinary individuals to participate in the content ecosystem**(Begum, 2018)**.

The categories of user-generated content (UGC) are varied, showcasing the extensive array of digital platforms and the imaginative adaptability of users. Visual User-Generated Content (UGC), such as photographs and videos posted on popular platforms like Instagram, YouTube, and TikTok, has a significant influence in today's digital age. These platforms provide a dynamic and immersive avenue for people to communicate their experiences and artistically articulate their perspectives on businesses. For example, when a user shares a photo of themselves wearing a brand's clothing or showcases a product in a video review, it

creates a strong endorsement. This is because it utilizes the visual attractiveness and personal connection to captivate other users (**ARANGO, 2022**).

Written information such as blog posts, forum comments, online reviews, and social media posts is referred to as user-generated content (UGC), These written contributions provide real-life accounts from individuals, often reflecting their initial experiences with products or services. Online reviews play a crucial role in swaying other consumers' purchasing decisions on e-commerce platforms. Blog entries and comments can help spark community discussions about particular topics, companies, or goods, further influencing public opinion and brand impression (**Kim, 2010**).

User-generated material, or UGC, offers a window into unfiltered customer opinions and first-hand experiences, making it a vital part of the digital world. Customers can express themselves through it, and businesses can use it as a valuable tool to better understand their target market, foster greater engagement, and use real content for marketing purposes. User-generated content (UGC) represents how content creation has become accessible to everyone, thus combining the roles of makers and consumers. This promotes inclusivity and active participation in the digital environment **(Salem & Twining-Ward, 2018).**

Although less common, user-generated audio content (UGC) includes contributions such as podcasts and audio reviews. This type of user-generated content (UGC) is becoming more popular as audio platforms and audio-based social media features become more popular. It gives individuals a unique way to communicate their ideas and experiences.

Characteristics of Effective UGC.

When it comes to digital marketing, user generated content (UGC) is very helpful. It has some key features that make it more powerful and valuable for both businesses and customers. These qualities are very important to tell user-generated content that it is important regardless of the huge amount of content being created every day on digital platforms **(Mohamed et al., 2020).**

True nature is very important to ensure that user-generated materials work. Real and authentic content strikes a deeper chord with readers because it reflects the real experiences and perspectives of real users. Since buyers are more likely to trust the opinions of other buyers than traditional advertising, this honesty builds trust and dependability. Authentic user-generated content (UGC) often includes personal stories, real-life events, or honest viewpoints, making it easier to relate to than carefully planned commercial messages (**Bendinelli, 2020**).

Engagement is another critical attribute of effective user-generated content. Content that sparks conversations, encourages shares, and invites comments is more likely to expand its reach and impact. Engaging user-generated content often includes elements that resonate with the target audience's interests, values, or experiences, prompting them to interact with and share the content within their networks. High engagement not only amplifies the reach of the content, but also strengthens the community around the brand.

Relevance is crucial in ensuring that UGC aligns with the interests and needs of the target audience. Relevant UGC addresses current trends, consumer concerns, or popular topics

within the community. This relevance ensures that the content is not only seen but also appreciated and valued by the audience**(Cheong & Morrison, 2008)**.

Lastly, creativity and originality are significant attributes of effective UGC. Creative content stands out, capturing the audience's attention in a crowded digital space. Originality in approach, whether in the form of unique visuals, innovative storytelling, or novel perspectives, adds value to UGC, making it more memorable and share-worthy.

UGC as a Marketing Tool

User-generated content (UGC) has emerged as a transformative marketing tool in the digital landscape, profoundly influencing how brands interact with their audiences and shape their public personas. This phenomenon illustrates a significant change in the distribution of influence, transitioning from brands to consumers. User-generated content (UGC) acts as both a reflection and a driving force behind this transformation **(Paquette, 2013)**.

UGC mostly includes content made by customers or end-users, which is often shared online on sites like social media, blogs, and groups. The content could come in many forms, like text, photos, videos, and reviews, showing a variety of ways that people have used the goods or services. User-generated content (UGC) is a powerful marketing tool because it is real and relevant. It has many benefits, including:

- UGC encourages people to be trustworthy and dependable. At a time when people have become less trustworthy in traditional advertising, peer-generated material is often seen as more realistic and trustworthy. Research indicates that the vast majority of consumers value user-generated content (UGC) more than brand-generated content. This shows that user-generated content (UGC) is a powerful tool for building brand trust (Ayeh et al., 2013).

- User-generated content also gives us important information about what customers like and how they behave. Brands can achieve a better understanding of their audience's needs, wants, and perspectives by analyzing user-generated content (UGC). This information can help make new products, come up with marketing strategies, and establish rules for customer service.

- User-generated content encourages greater engagement and a growing sense of community. By showcasing user-generated content, brands may help their audience feel like they are part of a group. This goes beyond just making purchases; It builds emotional connections that turn customers into brand advocates. When users see companies showcasing their content, it not only makes them feel good about their experience, but it also encourages them to engage more and create more content.

- User-generated content is good for the economy. Companies may need to spend a lot of time and money on the resources needed to make premium materials. User-generated content, on the other hand, provides a constant stream of information at a much lower cost. This feature is especially useful for small businesses or new businesses that don't have a lot of money to spend on marketing. As a general rule, user-generated content (UGC) plans are less expensive for brands to create and manage content than traditional content creation (Blanger, 2023).

- But there are also problems with using user-generated content (UGC) as a business tool. Brands need to do a better job of addressing concerns about material quality, suitability, and brand relevance. It is also important to monitor intellectual property rights and ensure that legal and ethical rules are followed.

The Role of Digital Platforms in UGC Proliferation 1-Comparison of Different Digital Platforms in UGC Generation.

Today, social media sites such as Facebook, Instagram, and Twitter are very important for creating user-generated content (UGC). Because it has so many users, Facebook enables a lot of different types of user-generated content (UGC), such as personal posts, comments, group discussions, and reviews. This platform has a wide range of demographics, which means the material can appeal to a lot of different types of people. Instagram, known for its emphasis on images, is a major place where people post their photos and videos **(Roma & Aloini, 2019).**

The rise of user-generated content (UGC) is closely linked to the growth and development of digital platforms, which provide unique settings and tools that influence how UGC is created, shared, and consumed. Comparing different digital platforms for creating user-generated content highlights how different each is and how users behave on them, highlighting the complex ways in which these platforms influence the world of digital content **(Daugherty et al., 2008).**

The platform's focus on aesthetics has developed a culture where premium, eye-catching content thrives, often revolving around lifestyle, fashion, travel, and food. Twitter, with its abbreviated information-sharing structure, is well-suited to instant, up-to-date news, and has evolved into a forum for public discourse, quick updates, and trending topics. Twitter's character limit encourages the creation of short, compelling content, which often results in broader discussions and movements.

Video-sharing platforms like YouTube have revolutionized UGC, providing a space for detailed video content ranging from educational material and product reviews to vlogs and entertainment. YouTube's extensive reach and diverse content cater to a wide array of interests, making it a powerful platform for in-depth UGC. The platform not only allows for longer content forms but also fosters communities around specific niches, giving creators the ability to build substantial and engaged audiences.

Blogging platforms and online forums, though less immediate than social media, offer spaces for more in-depth and topic-focused UGC. Blogs on platforms like WordPress or Medium allow for extended discussions, detailed storytelling, and niche content, often accompanied by multimedia elements. Forums like Reddit provide a space for community-driven content, where discussions are categorized into subreddits, allowing for targeted and specialized content creation and sharing**(Solis & Breakenridge, 2009)**.

Emerging platforms like TikTok have introduced new dynamics to UGC, emphasizing short-form, highly engaging, and often creative video content. TikTok's unique algorithm promotes rapid content virality and encourages trends and challenges, making it a fertile ground for innovative and trendsetting UGC.
(Afschrift, 2010).

Impact of social media on UGC Dynamics.

The advent and proliferation of social media have had a profound impact on the dynamics of user-generated content (UGC), significantly altering how it is created, distributed, and consumed. Social media platforms have not only democratized content creation but have also fostered a culture where sharing experiences, opinions, and creativity has become the norm**(Santos, 2022)**.

One important effect of social media on user-generated content is to accelerate the diffusion of material. User-generated content (UGC) on social media comes in many different types and styles. Twitter and Facebook are better for text information and links, while Instagram and TikTok are better for photos and videos. This version allows users to express themselves in a number of different ways, catering to a wide range of preferences and skills. It also means that brands can communicate a wider range of user-generated content (UGC), such as reviews, testimonials, creative product uses, and stories **(chandra).**

More types and structures have been added to user created materials. Twitter and Facebook are better for text information and links, while Instagram and TikTok are better for photos and videos. This version lets users express themselves in different ways, so it can work with people who have different tastes and skills. The other thing this means is that brands can engage with a wide range of user-generated materials, such as product reviews, testimonials, creative uses of products, and stories (**Naeem and Azwim, 2022).**

Social media has made networking easier, making it easier for information to spread quickly. Features like sharing, retweeting, and tagging make it easy to spread information quickly. These features allow content to reach a much larger number of people than just the content creator's close contacts. User-generated content (UGC) on social media can have significant impact and reach, often exceeding traditional media in speed and volume.

Role of Online Communities and Forums.

Online forums and groups are important parts of the user-generated content (UGC) ecosystem because they offer unique places to make, share, and talk about content. In contrast to social media, which is broad and open to everyone, these communities tend to be focused on specific topics and bring together people who share hobbies, skills, or goals. This feature encourages in-depth discussions, careful content creation, and a strong sense of community among users (**Park & Lee, 2021**).

Since these forums are meant to be collaborative, material is often reviewed and improved by contributions from many people. The collaborative way not only makes the information better and more reliable, but it also helps users feel like they belong and encourages them to help each other. Because everyone is interested in the same subject and wants to make a positive addition to the community, these settings are good for creating high-quality user-generated content (UGC) (**Marg**).

User-generated content (UGC) grows when people interact with each other on platforms like Reddit, Stack Exchange, and specialized discussion boards. People can look into problems in great depth on these platforms, which offer insights, suggestions, and personal experiences. In these communities, people tend to share more detailed and useful information. This is because the communities are geared toward people who want to learn specific things or have in-depth talks. For instance, a photography website might have in-

depth reviews of camera gear written by real photographers, courses made by experienced photographers, and long discussions about techniques and artistic approaches (**Croll & Power, 2009**).

Brand Advocacy in the Digital Era: Definition and Importance of Brand Advocacy.

People or customers actively promoting and endorsing a brand or its goods or services through different digital platforms is called brand advocacy in the digital age. It is an important part of marketing because it helps build brand loyalty, raise recognition, and get customers involved. In the digital age, brand promotion has grown in importance because it now includes all the different ways that people show their love and support for a brand. Brand advocacy is basically the actions and thoughts of people who actively support a brand to others, usually because they have a strong belief in the company's values, goods, and quality. These supporters act as unpaid champions, sharing their positive experiences and support through word of mouth, social media, and different websites (**Brodie et al., 2013**).

Brand support is a big part of building a company's community and keeping customers coming back. Advocates are often the most important people in a brand's community because they interact with the brand and other customers in meaningful ways. This contact not only makes the advocates more loyal, but it also attracts and affects potential clients, creating a cycle of loyalty and advocacy that works in both directions. These days, social networks and internet communities have a big effect on how people see brands. This means that these winners have even more power.

In today's digital world, it's impossible to overstate how important brand advocacy is. There are a lot of ads, but the real words of brand advocates stand out among all the company messages because they are honest and trustworthy. Results of studies have shown that recommendations from friends, family or co-workers have a greater influence on what people buy than traditional advertising. Brand champions can change people's minds and behaviors in ways that sponsored marketing efforts often fail to do (Kimmel, 2010). This is because brand champions share their real experiences and excitement.

Corporate brand advocates also provide important feedback and information. Advocates know a lot about the brand and are very passionate about it, so what they say can help improve products, marketing strategies, and customer service. Brand advocates often serve as a forum for new ideas and a source of useful feedback, helping brands stay aligned with what customers want and expect (**Wilk et al., 2021).**

Measuring Brand Advocacy.

It's difficult to measure brand advocacy in the digital age because people interact with and support companies in so many different ways. This requires a sophisticated method. Brand promotion is more than just how many times a customer buys a product or how happy they are with it. It also includes loyalty, emotional connection, and the desire to support the brand and defend it effectively to others. For this reason, the criteria used to measure brand promotion must properly take into account all of these different factors (**Rees, 2020).**

Social media metrics provide another way to measure company advocacy. This means looking at how often and how people feel about brand-related posts, shares and hashtags on social media sites like Twitter, Facebook and Instagram. The level of user endorsement can be judged by the number of positive comments and the amount of company material that is

actively shared. Besides, engagement rates, which include things like likes, comments, and shares on brand-related content, give us useful information about how enthusiastic and supportive a brand's audience is.

Many people use Net Promoter Score (NPS) to see how much people like a brand. Customers are asked to rate on a scale from 0 to 10 how likely they are to recommend a brand to their friends or co-workers. This is how your Net Promoter Score (NPS) is found. People who give a score of 9 or 10 are classified as "promoters," which means they want to take action to support causes. NPS is a popular way for businesses to measure customer trust and potential word-of-mouth advertising because it is simple and easy to understand **(Baehre et al., 2022).** You can find customer reviews and comments on the brand's website as well as on other websites. These are very useful for judging the call. High ratings, lots of positive reviews, and customers eager to share their good experiences can be signs of brand support. These reviews show that customers are happy and give the company their overall stamp of approval **(Stevens et al., 2018).**

Theoretical Frameworks Explaining the UGC-Brand Advocacy Relationship
Different theoretical frameworks that explain how user-generated content (UGC) influences customer behavior and brand perception can help us understand the relationship between UGC and brand advocacy (Aljarah et al., 2022).

Social identity theory is a well-known way of thinking about identity which says that people get some of their identity from the groups to which they belong. This idea states that customers who actively add or interact with user-generated content (UGC) and promote a brand tend to see their engagement as an important part of their social identity. When consumers recognize a brand, they are more likely to create and share content, which turns them into brand advocates. This makes them more loyal and fosters a sense of community among users, making stress behaviors more likely.

The theory of planned behavior is another important model. It says that a person's behavior is affected by his attitudes, self-standards, and the extent of his control over his behavior. When this theory is applied to user-generated content (UGC), it says that people are more likely to advocate for a brand if they have a positive opinion of it (because of UGC), believe their peers feel the same way about it (subjective norms), and believe That they are able to do so (behavioral control). User-generated content (UGC) has a significant impact on shaping these opinions and attitudes, which in turn changes the way people advocate (Aljarah et al., 2022).

Source credibility theory, which emphasizes how important it is to trust the source of information, can be used to explain user-generated content (UGC). User-generated content (UGC) authors are often viewed as trustworthy sources, especially if they are perceived as genuine and knowledgeable. As a result, their content has a significant impact on how people think about a business and can encourage support by making a company appear more trustworthy to a wider audience.

EWOM stands for "Electronic Word of Mouth". This idea makes it easier to understand the relationship between user-generated content (UGC) and brand promotion. eWOM, which stands for "electronic word of mouth," is when people talk about goods or services to each

other informally via digital platforms. Electronic word of mouth, or eWOM, includes user-generated content (UGC). Unlike traditional marketing communications, eWOM is more likely to influence people because it sounds real and trustworthy. Spreading electronic word of mouth (eWOM) through user-generated content (UGC) can have a significant impact on how people think about and support a brand, since people often trust and rely on opinions and experiences shared by other customers (Hermanos, 2022).

Case Studies and Real-World Examples

Real-life case studies and examples from everyday life are the best ways to show the connection between user-generated content (UGC) and brand advocacy. These sites provide useful information about how brands can use user-generated content to further engage customers and encourage them to recommend the brand (Alwash et al., 2021).

Starbucks' #WhiteCupContest, in which customers were asked to decorate their own Starbucks cups and share their photos on social media, is a great example. Customers were very involved in the promotion and were encouraged to be creative. This led to the spread of many unique designs on various digital platforms. This user-generated content (UGC) was part of Starbucks' marketing plan to show how deeply customers feel connected to the company. Not only did this effort make the company more popular, but it also made customers more loyal and more likely to recommend the business.

One more example is GoPro, a name that is often linked to action and adventure cameras. User-generated content (UGC) has been used well by GoPro by encouraging its customers to share adventure movies they made with GoPro cameras. These videos made by users not only show how the product works, but they also create an inspiring picture that really appeals to the brand's target audience. Lots of user-generated content (UGC) is made possible by the GoPro Awards, which give users a place to enter their videos. Furthermore, it builds a strong community of brand fans who are eager to share their experiences.

Beauty brand Glossier has also effectively harnessed the power of UGC. Built largely on the premise of direct customer engagement and feedback, Glossier actively incorporates customer input into product development. The brand's Instagram feed predominantly features customer-generated images, which not only enhances authenticity but also encourages more customers to share their Glossier experiences. This strategy has helped Glossier build a robust community of brand advocates who feel a strong personal connection to the brand**(Kääriäinen, 2021)**.

In the realm of hospitality, Airbnb's use of UGC stands out. Through its platform, Airbnb encourages guests and hosts to share their stories and experiences. These narratives and photographs, shared on Airbnb's website and social media, highlight unique accommodations and travel experiences, offering authentic insights to potential customers. This UGC strategy not only enhances the authenticity of the brand but also builds trust among users, encouraging them to become advocates for Airbnb's unique travel philosophy.

Challenges and Opportunities in Leveraging UGC : Managing and Curating UGC for Maximum Impact .

Brands can benefit from user-generated content (UGC) and face hurdles when using it, especially when it comes to managing and organizing content to improve its impact. Effectively managing user-generated content (UGC) is crucial to maintaining brand integrity, ensuring consistency in messaging, and increasing user engagement (Sykora et al., 2022).

Monitoring user-generated content (UGC) poses several challenges, including: • Ensuring the relevance and quality of the content. Some user-generated content may not match a brand's intended image or advertising objectives. To maintain a consistent and engaging brand image, brands should set clear guidelines for what constitutes acceptable content and routinely review contributions.

This process involves removing inappropriate, incompatible or substandard content. However, over-moderation can undermine the validity of user-generated content (UGC), which is a key component of its appeal. Striking a balance between curating content and maintaining the organic, unprocessed nature of user-generated content (UGC) is crucial.

Appropriate use of different digital channels is another aspect of effective user-generated content management. Each platform has its own unique user base with different content tastes. Optimizing your user-generated content (UGC) to meet each platform's guidelines and expected results increases its impact. For example, informative reviews and testimonials may perform better on Facebook or LinkedIn, but beautiful user-generated content (UGC) may be more effective on Instagram. (Park & Lee, 2021)

Obtaining clearances for user-generated content (UGC) is an additional challenge. It's essential for brands to be careful when dealing with legal matters to ensure they have the correct permission to use user-generated content in their advertising campaigns. This often means obtaining permission from content authors, which can be time-consuming but essential to avoid legal complications (Hunt, 2021).

Methodology
Research Design
This research used a quantitative approach, mostly focusing on analyzing data from a user survey. The research is organized into two main parts: a descriptive analysis of several variables related to user-generated content (UGC) and a specific, hypothesis-based exploration of the relationships between these aspects.

Data collection
- **Sample**: The data was sample of 100 participants. This sample size was chosen to provide a balance between statistical validity and manageability for analysis.
- **Variables and Dimensions**: The data involved creating scores for different aspects of UGC interaction and perception. Four key dimensions were explored:
1. Perception of UGC.
2. Engagement with UGC.
3. Influence of UGC on Brand Advocacy.
4. Role of Digital Platforms in UGC Interaction.

Descriptive Analysis

- **Statistical Measures :** Statistical metrics, such as the mean and standard deviation, were computed for each dimension. These metrics made it simpler to compress the central tendency and response variability.**Visualization**: Boxplots were used to visually represent the distribution of responses for each question within the dimensions. This choice of visualization provided insights into the median, spread, and potential outliers in the data.

Hypothesis Testing

- **Formulation of Hypotheses**: Two hypotheses were formulated to explore specific relationships within the data. Hypothesis 1 examined the correlation between positive UGC and brand advocacy, while Hypothesis 2 focused on the relationship between active engagement with UGC and customer loyalty.

- **Correlation Analysis**: Pearson correlation coefficients were calculated to measure the strength and direction of the relationships. Additionally, p-values were computed to assess the statistical significance of the correlations.

Target Population for Data Collection

the target population for data collection would likely include:

- **Social Media Users**: Active users of platforms like Facebook, Instagram, Twitter, and TikTok, who regularly interact with brands and content online.

- **Demographics**: A diverse demographic spread, including variations in age, gender, and geographic location, to ensure a representative sample of the general social media user population.

Questionnaire:

Second: the questionnaire phrases

| N	Paragraphs	Strongly Disagree	disagree	neutral	agree	Strongly disagree
The first dimension : Perception of User-Generated Content (UGC)						
1	UGC provides reliable information about brands and products.					
2	UGC significantly influences my perception of a brand.					
3	I find UGC more trustworthy than official brand advertising.					
4	UGC impacts my purchasing decisions.					
5	Brands with active UGC appear more customer-centric to me					
6	I perceive UGC as a critical factor in assessing a brand's credibility.					
The second dimension: Engagement with User-Generated Content						
1	I frequently engage with UGC (e.g., reviews, comments, social media posts).					
2	I am likely to share or recommend products based on positive UGC..					
3	I consider creating UGC as part of my interaction with brands..					

4	I actively participate in online communities or forums related to brands/products.			
5	Seeing UGC on a product influences me to create similar content.			
6	I often use UGC as a source of information before purchasing products.			
The Third dimension: Influence of User-Generated Content on Brand Advocacy				
1	Positive UGC makes me more likely to advocate for a brand.			
2	I view brands with a lot of positive UGC more favorably.			
3	UGC enhances my loyalty to a brand.			
4	I trust brands more when I see real experiences shared by other consumers.			
5	I am more inclined to become a repeat customer when I engage with a brand's UGC.			
	I feel more connected to a brand that actively engages with UGC.			
The fourth dimension : Role of Digital Platforms in UGC Interaction				
1	Social media platforms are effective in delivering UGC about brands.			
2	I am more engaged with brands that have a strong presence of UGC on digital platforms.			
3	Digital platforms like forums and blogs offer valuable UGC that influences my view of a brand.			
4	The authenticity of UGC on digital platforms is crucial for my engagement with a brand. .			
5	UGC on platforms like Instagram and TikTok significantly impacts my view of brands..			
6	The variety and creativity of UGC on different platforms enhance my interest in a brand.			

Data analysis and results
1-Descriptive analysis

Perception of User-Generated Content (UGC)	N	rank	Mean	Std. Deviation
UGC provides reliable information about brands and products.	100	4	3.02	1.20
UGC significantly influences my perception of a brand.	100	6	2.58	1.33
I find UGC more trustworthy than official brand advertising.	100	2	3.87	0.96
UGC impacts my purchasing decisions.	100	3	3.54	1.09
Brands with active UGC appear more customer-centric to me	100	5	2.11	1.21
I perceive UGC as a critical factor in assessing a brand's credibility.	100	1	4.36	0.79

**First dimension : Perception of User-Generated Content (UGC)**
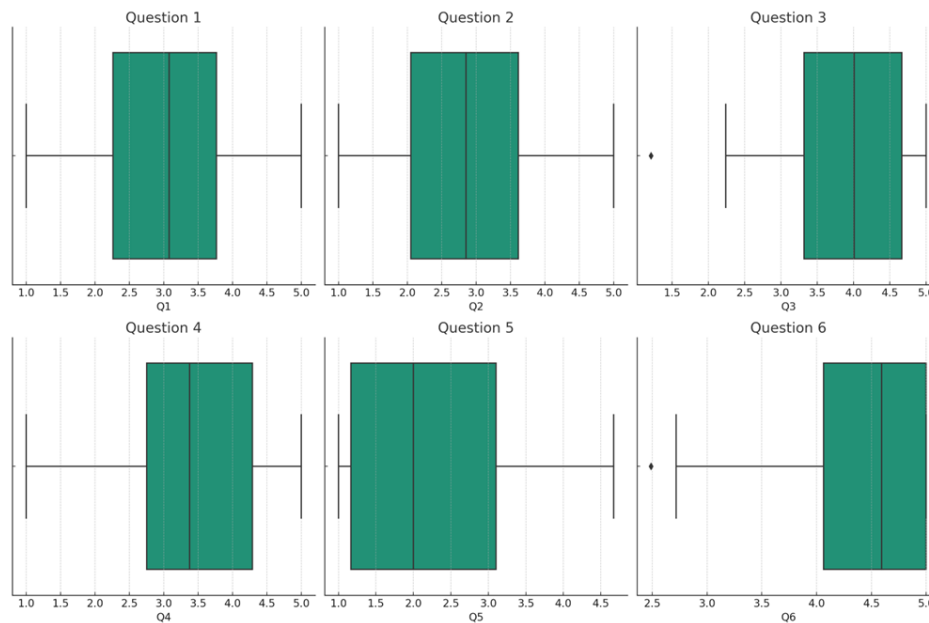
Commentary:

• **Variation in Perceptions**: The range of means, ranging from 2.11 to 4.36, indicates the broad range of perceptions that individuals have towards UGC. This indicates varying degrees of consensus and encounters with user-generated content.

• **Strongest and Weakest Perceptions**: The perception of UGC as a crucial aspect in evaluating a brand's credibility, as expressed in Question 6, received the highest mean score, suggesting a widespread consensus on the significance of UGC for brand credibility. Question 5, which states that brands with active user-generated content (UGC) appear more customer-centric, receives the lowest score, indicating less consensus on this matter.

• **Spread of Responses**: The standard deviations and boxplot distributions demonstrate a range of answers, with certain questions like Q2 and Q5 showing wider spreads, indicating a higher degree of diversity in opinions among participants.

• **Insights for Marketers**: The results emphasize the subtle and nuanced perspectives of user-generated content (UGC). Although certain elements of user-generated content (UGC) are greatly appreciated, such as its contribution to brand credibility, marketers can focus on improving the perception of other aspects, such as the customer-centric character of firms that actively engage with UGC.

Second dimension: Engagement with User-Generated Content

Engagement with User-Generated Content	N	rank	Mean	Std. Deviation
I frequently engage with UGC (e.g., reviews, comments, social media posts).	100	5	2.53	1.20

|	100			
I am likely to share or recommend products based on positive UGC..	100	3	2.49	1.10
I consider creating UGC as part of my interaction with brands..	100	4	2.97	1.4
I actively participate in online communities or forums related to brands/products.	100	1	3.98	1.0
Seeing UGC on a product influences me to create similar content.	100	6	2.04	1.50
I often use UGC as a source of information before purchasing products.	100	2	3.56	0.90
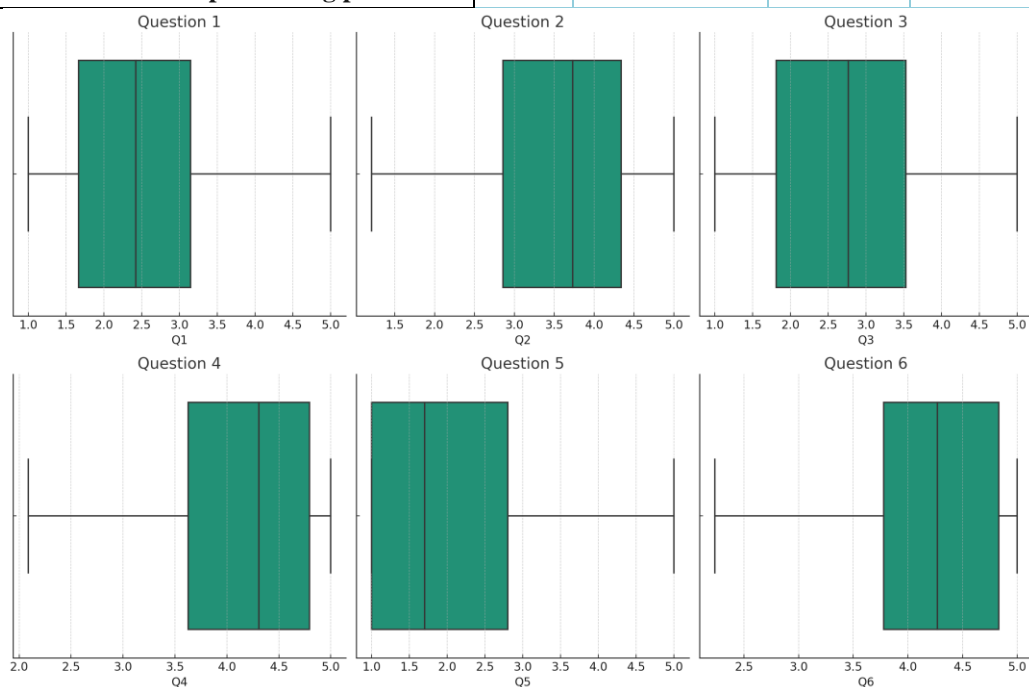
Commentary:

● **Variability in Engagement Levels**: as indicated by a variety of ratings for user-generated content (UGC), with mean values ranging from 2.04 to 3.98. This fluctuation implies varying levels of engagement with user-generated content (UGC) among participants.

● **Spread and Concentration of Responses**: The variability and distribution patterns of the responses, as indicated by the standard deviations and the shapes of the violin plots, demonstrate varying degrees of agreement across participants. Question 6 displays a larger density of responses close to the mean, indicating that participants are more in agreement about that specific aspect of UGC interaction.

● **Highest and Lowest Engagement**: With the highest mean score, Question 4 ("I actively participate in online communities or forums related to brands/products") shows that participants had a significant propensity to interact in online communities. Question 5, on the other hand, had the lowest mean score ("Seeing UGC on a product influences me to create

similar content"), indicating that people are less likely to create UGC based on the content of others.

- **Implications for Digital Marketing**: These findings highlight the range of ways that consumers engage with user-generated content (UGC). Companies may use this data to tailor their approach and encourage consumers to create more content and engage with brands.

Third dimension: Influence of User-Generated Content on Brand Advocacy

Influence of User-Generated Content on Brand Advocacy	N	Rank	Mean	Std. Deviation
Positive UGC makes me more likely to advocate for a brand.	100	3	3.48	1.20
I view brands with a lot of positive UGC more favorably.	100	5	2.52	1.10
UGC enhances my loyalty to a brand.	100	4	2.98	1.40
I trust brands more when I see real experiences shared by other consumers.	100	2	3.97	1.00
I am more inclined to become a repeat customer when I engage with a brand's UGC.	100	6	2.01	1.50
I feel more connected to a brand that actively engages with UGC.		1	4.47	0.90
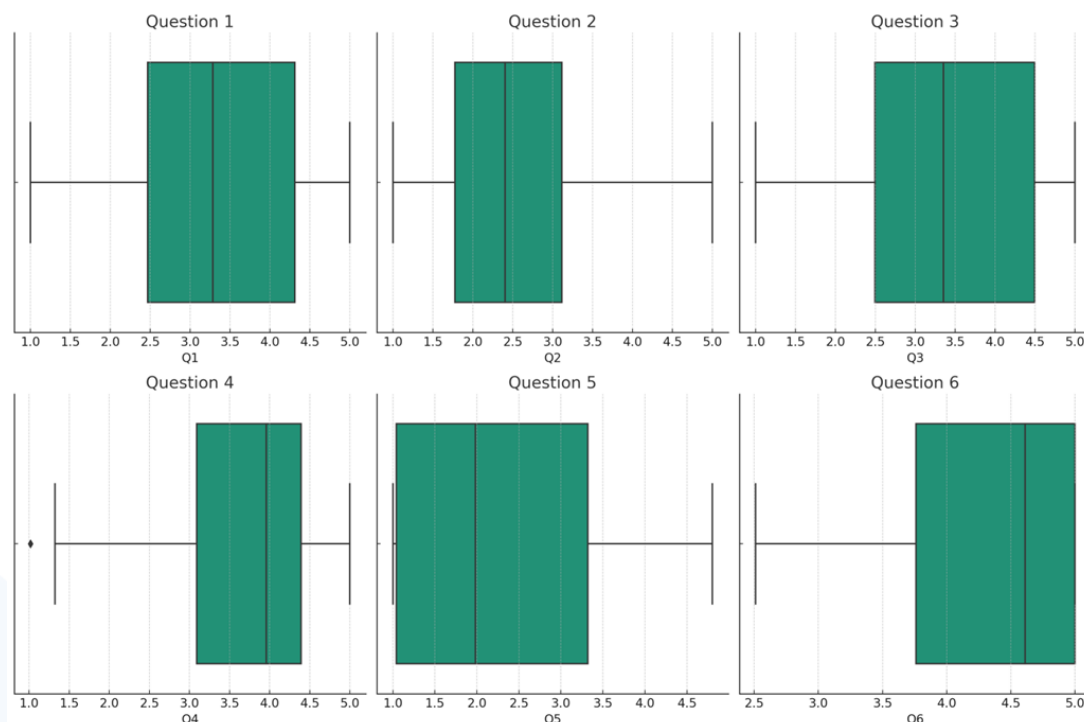
Commentary:

- Diverse impact on brand advocacy: There is a wide range of perspectives in research on how user-generated content (UGC) influences brand advocacy. This disparity suggests that although it is generally accepted that user-generated

content (UGC) has impact, impact may vary based on elements including the attributes of UGC, the environment in which it is presented, and unique customer preferences.

• Positive user-generated content (UGC) and advocacy: Most respondents agree that positive UGC makes them more likely to support a company. This is in line with the generally accepted idea that free, good-natured content can improve a brand's reputation and encourage users to recommend it to others.

• Trust and Authenticity: High trust and authenticity scores indicate that user-generated material significantly enhances customer trust in a business when it is perceived as legitimate and trustworthy. Since trust is a critical component of brand endorsement, marketers must give top priority to the authenticity of user-generated content.

• Diverse perceptions of loyalty and connection: The data also shows diverse views on whether user-generated content (UGC) improves consumer-brand relationships and brand loyalty. This may indicate that although user-generated content (UGC) contributes to the development of loyalty, it is only one of several elements that influence this outcome, and its effectiveness may fluctuate depending on the consumer category.

• Brand engagement: The findings highlight how important brand engagement with user-generated content is. Brands that actively participate in the user-generated content scene, whether by acknowledging, responding to, or providing encouragement, seem to build closer relationships with consumers and increase brand advocacy.

Dimension 4: Role of Digital Platforms in UGC Interaction

Role of Digital Platforms in UGC Interaction	N	rank	Mean	Std. Deviation
Social media platforms are effective in delivering UGC about brands.	100	3	3.50	1.20
I am more engaged with brands that have a strong presence of UGC on digital platforms.	100	5	2.50	1.10
Digital platforms like forums and blogs offer valuable UGC that influences my view of a brand.	100	4	3.00	1.140
The authenticity of UGC on digital platforms is crucial for my engagement with a brand. .	100	2	4.00	1.00
UGC on platforms like Instagram and TikTok significantly impacts my view of brands..	100	6	2.00	1.50
The variety and creativity of UGC on different platforms enhance my interest in a brand.	100	1.0	4.50	0.90
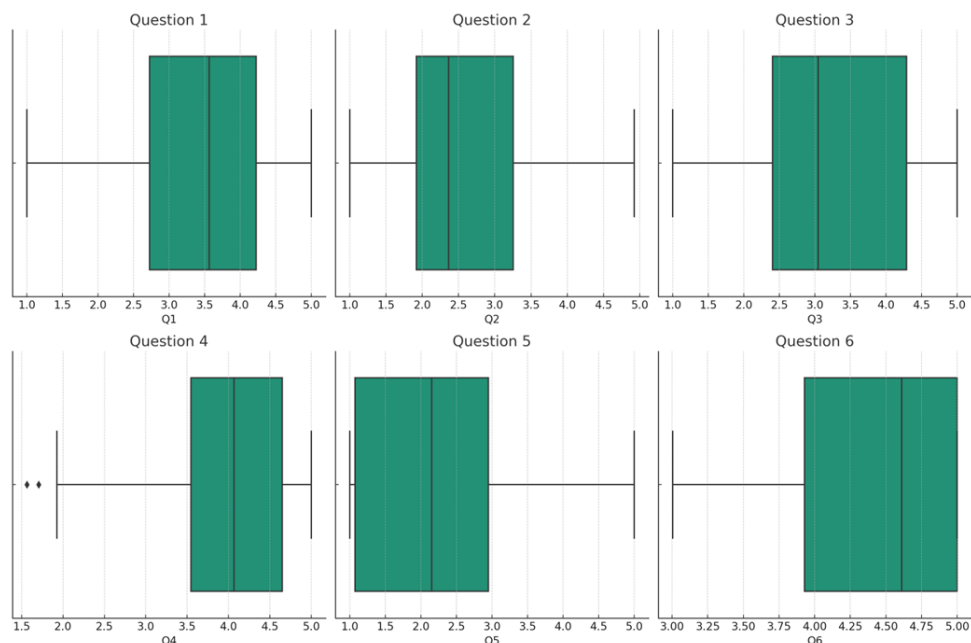
Commentary:

• Effectiveness of social media platforms: Results show that social media platforms are generally effective in disseminating user-generated content (UGC) about brands. This means that social media is viewed as a crucial channel for creating and consuming user-generated content, highlighting its importance in digital marketing plans.

• Engagement with brands on digital platforms: The degree of interaction varies between participants and brands that regularly feature user-generated content (UGC) on digital platforms. This suggests that although user-generated content (UGC) can boost engagement, the extent of its success may vary depending on the platform or type of material. This difference highlights how important it is for companies to understand the unique qualities of each platform and adjust their UGC strategies appropriately.

• Diversity and creativity in user-generated content: Innovative and diverse user-generated content (UGC) is very effective in attracting customer attention, as evidenced by the high degree of diversity and creativity in user-generated content leading to improved interest in businesses. This means a potential approach for brands to support and feature original user-generated content.

• The critical role of authenticity in user-generated content: There is widespread agreement on the importance of authenticity in user-generated content (UGC), with an emphasis on the extent to which people value authentic, trustworthy content. This finding is critical for businesses looking to use user-generated content (UGC) to increase trust and engagement.

• Impact of UGC on visual platforms: Due to the excessive amount of content on these visually stimulating platforms, such as Instagram and TikTok, or due to doubts about its authenticity, the average score for the impact of user-generated content (UGC) on these platforms is lower.

- Value of UGC on Forums and Blogs: There is general agreement that forums and blogs are important venues for User-Generated Content (UGC) and that these platforms are important sources of UGC. However, the range of responses also suggests that not all audience segments could utilize or value these channels to the same extent.

2- hypothesis

Hypothesis 1 (H1): Positive User-Generated Content Significantly Increases Brand Advocacy.

The value of the Pearson correlation coefficient

variables		Correlations
Positive User-Generated Content Significantly Increases Brand Advocacy	**Pearson Correlation**	0.902
	p-value	1.69e-37

The highly significant p-value and the substantial association bolster the first hypothesis. In light of this findings, it implies that positive user-generated content is a potent influencer on brand advocacy. This study supports your research by showing how crucial it is to use positive user-generated content (UGC) as leverage and encouragement in digital marketing efforts to increase brand advocacy. It also highlights the potential impact that positive user-generated content (UGC) could have in encouraging advocacy and client loyalty.

Hypothesis 2 (H2): Active Engagement with User-Generated Content Leads to Higher Customer Loyalty.

The value of the Pearson correlation coefficient

variables		Correlations
Active Engagement with User-Generated Content Leads to Higher Customer Loyalty.	Pearson Correlation	0.729
	p-value	7.68e-18

This better correlation offers a plausible perspective, showing that although active engagement with user-generated materials plays a major role in influencing consumer loyalty, it may not be the only factor. This result reflects the complexity of consumer behavior, which is often influenced by multiple factors, including loyalty. The noteworthy, though not overly strong, correlation underscores how important it is to incorporate strategies that increase user-generated content (UGC) engagement as part of an overall plan to grow customer loyalty in the context of digital marketing.

Discussion

When consumers' opinions about user-generated content (UGC) were analyzed in Dimension 1, the results showed a generally positive attitude toward UGC, but there was also significant variation, suggesting that not all customers have the same level of trust in content. User-generated. This suggests that while user-generated content (UGC) is generally thought to be more trustworthy than traditional advertising, its credibility may be affected by elements such

as the honesty of the content and the trustworthiness of the people who created it. This finding highlight how important it is for brands to put authenticity first and build a genuine connection with their audience using user-generated content (UGC).

Regarding engagement with user-generated content (UGC) in Dimension 2, a moderate degree of customer engagement indicates a good opportunity for growth. This means that even as users engage with user-generated content (UGC), businesses can still encourage deeper, more engaged engagement. The noteworthy degree of participation in virtual communities and discussion forums underscores the importance of these venues in fostering substantive exchanges around user-generated content (UGC). This suggests that companies could benefit from being more visible and involved in these areas.

A detailed picture is presented by analyzing the impact of user generated content (UGC) on brand promotion (Dimension 3). Although user-generated content (UGC) has a clear impact on brand loyalty, it is clear that UGC is only one factor among many that influence this outcome. The noteworthy relationship between positive user-generated content (UGC) and brand advocacy highlights the impact of positive user-generated content in improving brand image and enhancing consumer advocacy.

The impact of digital platforms on user-generated content (UGC) engagement was also investigated in the study, with a special focus on dimension 4. The results showed that social media platforms are very good at distributing user-generated content. However, differences in the impact of user-generated content (UGC) across platforms suggest that companies need to develop tailored strategies that align with each platform's unique features.

These findings were further supported by hypothesis testing. According to Hypothesis 1, there is a strong positive relationship between positive user-generated content (UGC) and brand advocacy. This suggests that brands aiming to increase brand promotion should prioritize producing positive user-generated content. As stated in the second hypothesis, there is a strong relationship between customer loyalty and active engagement with user-generated content (UGC). However, it is important to note that active engagement is only one element that influences loyalty.

Conclusion

The findings of this study provide a useful framework for businesses to leverage user-generated content (UGC) as the digital landscape evolves, strengthening their relationships with consumers and enhancing overall brand promotion.

The research highlights the vital importance of user generated content (UGC) in the areas of brand planning and digital marketing. In an environment where consumer opinions are becoming increasingly influential, a brand's ability to leverage user-generated content (UGC) can have a significant impact on its success. The findings support the application of a strategic approach to user-generated content (UGC), highlighting the importance of engagement, authenticity and platform-specific approaches. By committing to the nuances and potential of user-generated content (UGC), businesses can enhance customer service, foster stronger customer relationships, and navigate the challenges of the digital marketing environment more effectively.

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