Description

The aim of the session is to explore the impacts of user-generated content (UGC) on marketing theories and practice. With the proliferation of social media, lots of content has been created by users. This changes the landscape of marketing where traditionally the content was created by marketers only. Now marketers cannot control the content anymore but instead just a part of a web of content creators. The impacts of UGC on marketing are twofold: impact on consumers and impact on marketers. Consumers nowadays rely not only on marketers' content but also on UGC to make their decisions. On the other hand, UGC provides marketers with useful information to improve their marketing practice. User-generated content (UGC) includes customer reviews, forum discussion, social media content created by users, etc. This session includes but not limited to these topics: impacts of UGC on consumer decision-making, sales, branding, product development, and public relation.