CONVERGING THE ATTRIBUTES OF FIRM GENERATED CONTENTS (FGC) AND USER-GENERATED CONTENTS (UGC) IN SOCIAL MEDIA

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Abstract

Social media has transformed traditional unidirectional communication into multidirectional communication in which everyone can participate and engage actively. As a result, the firm-generated content (FCG) and user-generated content (UCG) in social media have become very powerful in building and maintaining organizational brands. Under such a phenomenon, this theoretical paper aims to converge the attributes of FGC and UGC in social media. The methodological approach of this paper adopts theoretical development based on a systematic literature review research, subsequently developing testable research propositions. Five prominent marketing journals were selected for the systematic review between 2010 and 2021. The study develops four research propositions based on the commonly shared attributes of FGC and UGC, such as motivation to build the brand (P_1), trust-building (P_2), engagement (P_3), and relationship building (P_4). To date, no research has emphasized the combined element of FGC and UGC. In response, this theoretical research contributes to extant knowledge by understanding the shared relationship between FGC and UGC. Further, the current study aids in understanding how branding strategy and social media strategy need a collective approach in an organization. Although users and organizations are active in social media for diverse motives, it is vital for organizations to understand commonly shared attributes to manage their branding strategies. Further, the study sheds light on contemporary organizations to align social media strategy, which needs a reciprocal approach for better reaching the audience.

Keywords: Attributes, Firm generated content, Social media, User-generated content