

## BRAND-RELATED USER-GENERATED CONTENT IN NEW MEDIA – SYSTEMATIC LITERATURE REVIEW

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**Purpose:** In new media age, growing ranks of consumers generate reviews, opinions, pictures and other types of content regarding brands (BR-UGC). The objective of the present paper is recognition of current knowledge about individual motives of users' engagement in and factors that condition generating brand-related content.

**Methodology:** The author conducted a systematic literature review and tried to apply PRISMA statement as much as possible. For searching articles across reputable business journals the Scopus database was used. Only top tier journal from AJG 2018 list was included into analysis. As procedure require, study eligibility criteria and report eligibility criteria were used.

**Findings:** Users' motivation to create a BR-UGC can be divided on: motivation to build self-image and be proud of own work, motivation to belong to a community, hedonic motivation, motivation to improve branded products or services, motivation to help other people, revenge motivation, motivation to express negative feelings or emotions, motivation to get compensation or benefits from the company, motivation by habits. Users are motivated to use BR-UGC by: a need to keep in touch with friends and family, a need for information, brand loyalty, emotional attachment to the brand, a need to avert boredom. Current literature allowed also to identified a factors of BR-UGC creation (e.g. the portal use intensity, perceived usefulness of content creation) and BR-UGC using (e.g. visual appearance, informational content and objective evidence).

**Research limitations:** Only Scopus database was chosen because it allowed to select a papers in top tier journals. It could omit some important studies but the use of one database led to including a large number of papers. The use of ABS list as criterion, some publication in journals could be missed. In future research an analysis can be expanded with other databases and other journals.

**Originality/value:** Based on conducted analysis, the author made an attempt to group individual motives and factors investigated by scholars, and propose a typology.

**Keywords:** user-generated, brand-related, content, individual motives, new media, co-creation.

**Category of the paper:** Literature review.

## 1. Introduction

Nowadays, every organization wants to have a brand. Organizations from the sector of high technologies, industrial goods, intermediates, services, B2B, pharmaceutical laboratories, non-governmental organizations as well as non-profit organizations (Kapferer, 2012). The brand is perceived as an asset and a source of competitive advantage (Chinomona, 2016), attracts a loyal group of buyers and enables companies to achieve a leading position in the market (Kall, 2001). Some approaches treat a brand as a set of abstract associations which consist of information's such as key benefits, values, product attributes, images and emotional associations (Rokka, Canniford, 2016). A brand is no longer what marketers tell the customers it is. It is rather what consumers tell each other it is. In recent years, there are growing ranks of consumers talking about brand in virtual space, especially in social media. The number of reviews, opinions, comments, stories about brands and other types of user-generated content (UGC) regarding companies, brands and products has increased significantly (Colicev, Kumar, O'Connor, 2019; Roma, Aloini, 2019). Users make an unpaid labor (Crowston, Fagnot, 2018) by sharing their branded experience and contribute to the content of brand narrative and the process of brand storytelling. They voluntarily co-create brand meaning amongst firms and other brand's stakeholders (Pentina, Guilloux, Micu, 2018).

With the use of brand-related user-generated content (brand-related UGC, BR-UGC), consumers declare their love for a brand as well as complain when a brand does not meet their expectations. From the point of view of the brand, UGC can provide an opportunity to learn more about its consumers. Firms are able to gather information to help in customer segmentation and hence advertisement targeting. UGC can be an inspiration for the creation of new products based on the needs of the target group (Nanne, Antheunis, Van Der Lee, Postma, Wubben, Van Noort, 2020). Brand-related UGC shared in new media may have been treated more trustworthy by consumers than other sources because it is transmitted in a consumer's personal network (Kim, Johnson, 2016). Literature pertaining to source effects proved that the influence of a message communicated by a peer or similar source on consumer behavior is greater than message communicated by an expert or corporate source (Hautz, Füller, Hutter, Thürriidl, 2014). In marketing research, scholars frequently investigated the performance consequences of BR-UGC on company sales and stock market performance (Colicev, Kumar, O'Connor, 2019; Tirunillai, Tellis, 2012; Wang, Guo, Susarla, Sambamurthy, 2021). Brand-related UGC influence on consumers' emotional and cognitive responses. Consecutively, emotional and cognitive responses exert impact on behavioral responses toward the brand, such as information pass-along, impulse buying, future purchase intention and brand engagement (Kim, Johnson, 2016).

Taking into consideration an important role of brand related UGC from brand strategy perspective, the primary objectives of present research is recognition of current knowledge about individual motives of users' engagement in brand-related content in new media and determination of the factors that condition engagement in brand-related content. New media in

current marketing contexts refer to digital technologies such as the Internet and mobile devices. These digital technologies are highly interactive, virtual, global, and base on the many-to-many model of communication (Kelly, Vandevijvere, Freeman, Jenkin, 2015). The author asked following research questions:

Why people engage in generating branded content in new media?

Why people use brand-related content generated by others in new media?

Which factors has positive impact on users' engagement in generating brand-related content in new media?

Which factors have positive impact on users' engagement in using brand-related content generated by others in new media?

The author also proposed a typology of investigated individual motives and factors of creating and using brand-related UGC. Present paper also contribute to the practice. The results could help managers to encourage consumers to engage in branded content. Moreover, the knowledge about users' motivation and factors is also important from the point of view of Internet portals which exist because are co-created by it users (e.g. TripAdvisor or Facebook).

In order to meet the assumed goal the author conducted a systematic literature review and tried to apply PRISMA statement as much as possible. The presented study is a part of the research project titled "Brand introduction into virtual worlds of computer game as a form of customer engagement," which received funding from Poland's National Science Centre (Preludium 17, 2019/33/N/HS4/01530). The paper is organized as followed. The first section presents research strategy, study eligibility criteria and report eligibility criteria. Second section contains results of the systematic literature review. The paper ends with discussion and conclusions.

## **2. Research strategy**

### **2.1. Study and report eligibility criteria**

In order to reach an assumed goals of present research a systematic literature review was applied. Systematic review of the existing literature in a specific area allows for an in-depth understanding of the scope of research work carried out and identifying research gaps (Xiao, Watson, 2017). It leads to planning future research, formulating research questions and explaining the choice made (Torres-Carrión, González-González, Aciar, Rodríguez-Morales, 2018).

Systematic literature review is based on replicable and transparent steps. According to PRISMA checklist, the procedure required use of study eligibility and report eligibility criteria (Voorberg, Bekkers, Tummers, 2015).

### Study eligibility criteria

- 1) Type of studies – The papers should focus on content generated by user in new media. The term “new media” can be defined as content available on-demand through digital devices, which provide the opportunity to participate and be actively involved, reply to other users and give feedback. New media are manipulated, networkable and interactive (Odone, Ferrari, Spagnoli, Visciarelli, Shefer, Pasquarella, Signorelli, 2015). What is important, new media is outside managerial control (Onishi, Manchanda, 2012). User-generated content should take form not only word-of-mouth communication. UGC definition requires publication of content in some public sphere and consequently excludes private online communications such as e-mail or instant messaging (Wu, Lirn, Dong, 2014). Many researchers indicated that the concept of UGC is broader than eWOM (e.g. Smith, Fischer, Yongjian, 2012; Hautz, Füller, Hutter, Thüridl, 2014). UGC is related to media content created by users to disseminate information and opinions amongst other users (Wang, Guo, Susarla, Sambamurthy, 2021). Moreover, the content need to be related to the brand. According American Marketing Association, brand is a name, a term, mark, symbol, design or a combination, which identifies a vendor's goods or services and differentiates its offering from its competitors. In accordance with the definition, when an entrepreneur or manager creates a name, logotype or symbol for a new product, he creates also a new brand (Keller, 2011). Initially, the term “brand” was associated with a physical product or service. Nowadays, the term brand also refers to various types of entities such as companies, geographic places, political parties as well as movies and celebrities (Muzellec, Lynn, Lambkin, 2012). Therefore, the study treated the concept of a brand very broadly. Moreover, UGC should be placed in broadly available portals, not manage by the brand owner such as firm’s websites or online shops. When firm or brand is a web administrator, brand unfavorable content may be removed or modified. The author afraid it may influence the results of the literature research. The main characteristic of UGC is the lack of commercial biasness (Ray, Bala, Rana, 2021). UGC on branded pages on portals that are not owned by the brand (e.g. Facebook, Twitter) are included in the analysis.
- 2) Type of participants – The content should be generated by ordinary users of new media such as new media consumers or brand customers but users not related to the brand through formal ties like employers of company (brand) or employers of advertising agency working for brand. UGC must be published outside of “professional routines and practices” (Wu, Lirn, Dong, 2014).
- 3) Study design – only empirical studies are eligible. The author included all types of research conducted in the field of branded UGC in new media.

### **Report eligibility criteria**

- 1) Language – only English written papers were selected. The choice of the English language allowed for the inclusion in the analysis of works that have been internationally assessed and function in the international scientific circulation (Czakon, Klimas, Kawa, 2019).
- 2) Publication status – peer-reviewed journals article from well-established publishers form AJG 2018 list with 4\*, 3 and 2 ranks was considered.
- 3) Year of publication – literature review was made at the beginning of 2022 so paper publish by the end of 2021 were included.

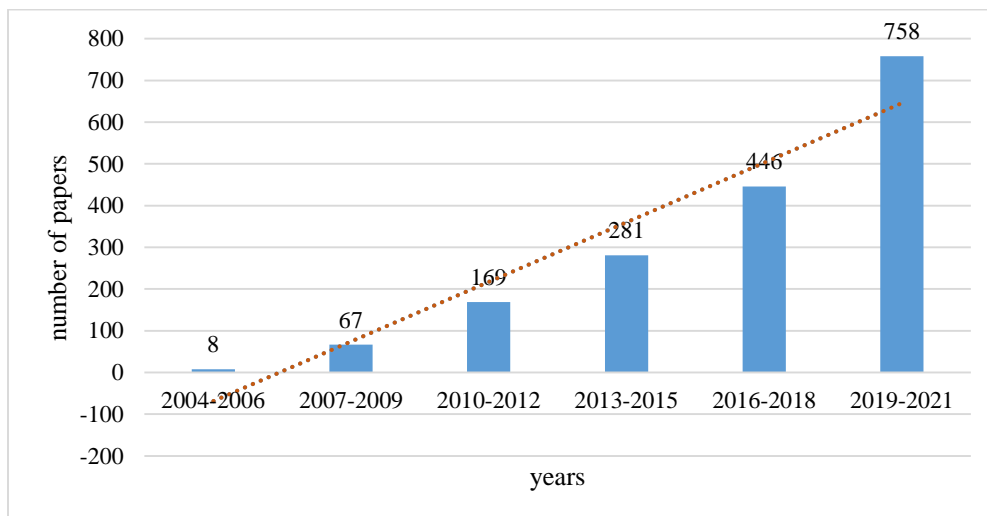
### **2.2. Search strategy and record selection**

The first step in a systematic review was the selection of the subject of research, i.e. determination of the set of publications that would be the subject of the analysis. The definition of the research subject began with the selection of the database and determination of keywords (Czakon, 2011). To find articles across reputable business journals the Scopus database was used. In order to avoid searching for articles from a different scientific field and too many texts not related to the topic, keywords were created in the form of word associations, not individual words (Czakon, 2011). The author chose following key words. Key words related to user creation: “user-generated”, “consumer-generated”, “customer-generated”, prosumption, co-creation, modding. User may be named interchangeably “consumer” or “customer”. Content can be generated by user of new media or consumer of brand or customer of brand. Prosumption is the increase involvement of customers in the process of production (Alderete, 2017). UGC is described as digital prosumption online were user produce what he or others consume (e.g. Comor, 2015; Fuchs, 2014; Ritzer, Jurgenson, 2010). UGC can be also associated with the concept of value co-creation. It plays an important role from a marketing perspective and refers to creation a value in-use by consumers and continuous cooperation with organization. This concept also assumes that consumers play an active role in producing an object of their own consumption (Pongsakornrunsilp, Schroeder, 2011). Users also generate content in computer games and virtual worlds (Hofman-Kohlmeier, 2021). In the case of games, value co-creation pertain to cooperation between players and game developers (Ranjan, Read, 2016). User-generated content takes form of so called “mods”, unofficial add-on placed in some virtual world by its own end users (Luca, 2015). The act of changing the game, usually through programming and tools that are not part of the game, is defined as “game modding” (Poor, 2014). The author used a few key words emphasizing the relationship to the brand: brand, company, firm, business. These words could be used interchangeably by scholars. The last set of key words contain terms related to new media: “new media”, internet, online, “social media”, game, mobile, interactive, virtual. According to definition, the new media is a new digital communication's technologies that include the internet and broadband networks, advanced telecommunications networks (also includes digital mobile phones) and digital broadcasting

(with digital television) (Goggin, Newell, 2003; Mei, Bansal, Pang, 2010). Due to the proliferation of UGC on social media platforms, the author includes the “social media” key word into the analysis. A significant part of the global population exchanges consumption experiences via social media. Yet in 2019, social networking sites were a part of the daily life of over 2.8 billion people (Sabermajidi, Valaei, Balaji, Goh, 2020). Mobile devices are a part of consumers’ everyday life and create a space in which the virtual is part of reality and reality is part of the virtual. Consumers flexibly move between online and offline realms (Presi, Maehle, Kleppe, 2016). Thus the author included keywords “mobile” and “virtual”.

The texts were searched by titles, abstracts and keywords. It allows to omit searching anywhere in the text where key words may appear accidentally or accessory (Czakoń, Klimas, Kawa, 2019). The analysis covered publications that were published by the end of 2021. The lower threshold has not been established because the UGC is a relatively new phenomenon and there are no publications from the period before the year 2000 to appear in the searched results.

As a result of the search carried out, 2919 articles were obtained. After that, the result was limited to articles in peer-reviewed journals (1729 papers). Figure 1 shows the number of publications over the years. The growing trend, especially last 6 years, indicate the growing interest of scholars in user-generated content.

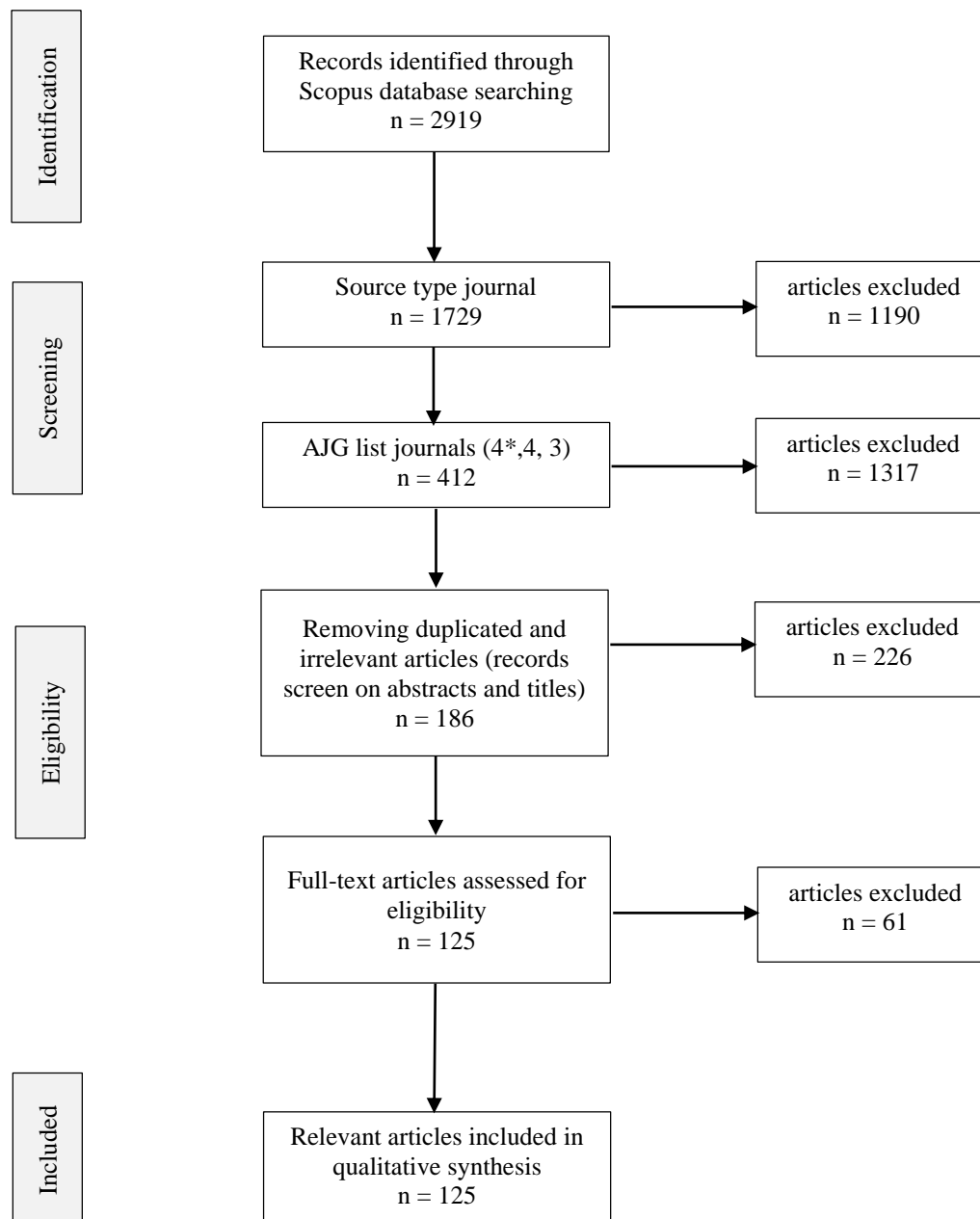


**Figure 1.** Number of articles published in journals.

Source: Own elaboration.

Next, the search was limited to quality journals within the business and managerial literature fields by use the Chartered Association of Business Schools Academic Journal Guide (ABS journal list) (Akter et al., 2021; Leonidou et al., 2020; Mitrega et al., 2022; Pereira et al., 2021). The author include top tier journal form AJG 2018 list with 4\*, 3 and 2 ranks. Finally, it were obtained 412 papers from journals such as Information Systems Research, Journal of Marketing, Journal of Marketing Research, Management Science, Information Systems Research, Journal of Product Innovation Management or Tourism Management.

After that, the author analyzed abstracts of gathered articles and according to screening criteria removed all irrelevant papers. The author established following screening inclusion criteria. An article needs to focus on user-generated content, brand-related content and present only empirical studies. The author employs also screening exclusion criteria. Papers which focus on content generated by users connected with the brand and the papers dealing exclusively with word of mouth communication only were excluded. Additionally, duplicated papers were also removed. The screening of all articles allows to receive 125 papers. Figure 2 shows the process of searching appropriate research papers.



**Figure 2.** Literature search process.

Source: Based on Moher, Liberati, Tetzlaff, Altman, & PRISMA Group\*, 2009.

### **3. Results of the systematic literature review**

#### **3.1. Definitions**

User generated content (UGC) can be defined as a media content created by members of the general public and includes any form of online content created, initiated, circulated, and consumed by users (Kim, Johnson, 2016). UGC may be individually or collaboratively produced, modified, shared and consumed (Smith, Fischer, Yongjian, 2012). UGC is online published and differ from online word-of-mouth. UGC is generated by users and not just conveyed like WoM (Roma, Aloini, 2019). The content needs to meet three requirements to be defined as user-generated: a publication requirement, creative effort, and creation outside of professional routines and practices. The requirement of publication excludes private online communications such as e-mail or instant messaging. UGC must exist in some public sphere. The creative effort is related to the unique value added by users to the work, creating original work, modifying or adapting as well as assembling existing works. Moreover, the creation be made outside the confines of professional environments and routines (Wu, Lirn, Dong, 2014). According to Singh, Hillmer and Wang (2011) consumer-generated media have three following characteristics. First, the content is not controlled by marketers. Second, the sheer volume of information is staggering. Third, consumer-generated media influence buyer behavior (Singh, Hillmer, Wang, 2011).

Brand-related user-generated content is a form of consumer engagement that happens when consumers generate or share content related to the brand. Consumers may share brand experiences for example by tagging posts concerning the brand, participating in contests launched by the brand, or placing online ads or “like ads” to network members. They generate content e.g. by writing brand-related experiences, responding to advices or queries on the brand. Content generating requires creation or production of brand-related message by users and is more engaging end effortful (Sabermaijidi, Valaei, Balaji, Goh, 2020). UGC is broader in its scope than eWOM however frequently takes the form of eWOM messages, especially in social media (Kim, Johnson, 2016). Consumers are active generators and distributors of product information in a range of forms e.g., videos, text, and audio (Kim, Johnson, 2016).

#### **3.2. Types of BR-UGC**

In available literature, there are different types of branded UGC. Amongst these types can be listed: liking and commenting the brand, publishing photos of the brand’s products, making a brand selfies, writing articles on blogs, writing customer reviews, video sharing and online curation.



Customers engage in generating content simply by liking and commenting the brand on social networking sites (Kitirattarkarn, Araujo, Neijens, 2019). Although these behaviors represent the lowest amount of customer effort but show a certain level of commitment and are visible to other (Pentina, Guilloux, Micu, 2018).

Users often publish photos of the brand's products on their personal social media accounts (Pentina, Guilloux, Micu, 2018). A particular type of photograph is brand selfie which shows an everyday consumption activity involving a brand. It consists of four elements, namely a person, a brand logo or physical product, different types of physical surroundings and technology (Presi, Maehle, Kleppe, 2016). Consumers make branded selfies and share these selfies via various media platforms such as Instagram (Rokka, Canniford, 2016).

Internet users also write about products or suppliers on blogs (Halliday, 2016). Blogs are usually maintained by individual users with regular entries of commentary in the form of text, graphics or video. Content is commonly displayed in reverse-chronological order (Onishi, Manchanda, 2012). There are research in current literature investigating the influence of blogs on brand performance (e.g. Gopinath, Chintagunta, Venkataraman, 2013).

Customers frequently search for information on the website about various services or products, read the online reviews or social media posts, and then decide to use a service or product or not. Online customer reviews are considered as one of the most reliable information source (Ray, Bala, Rana, 2021).

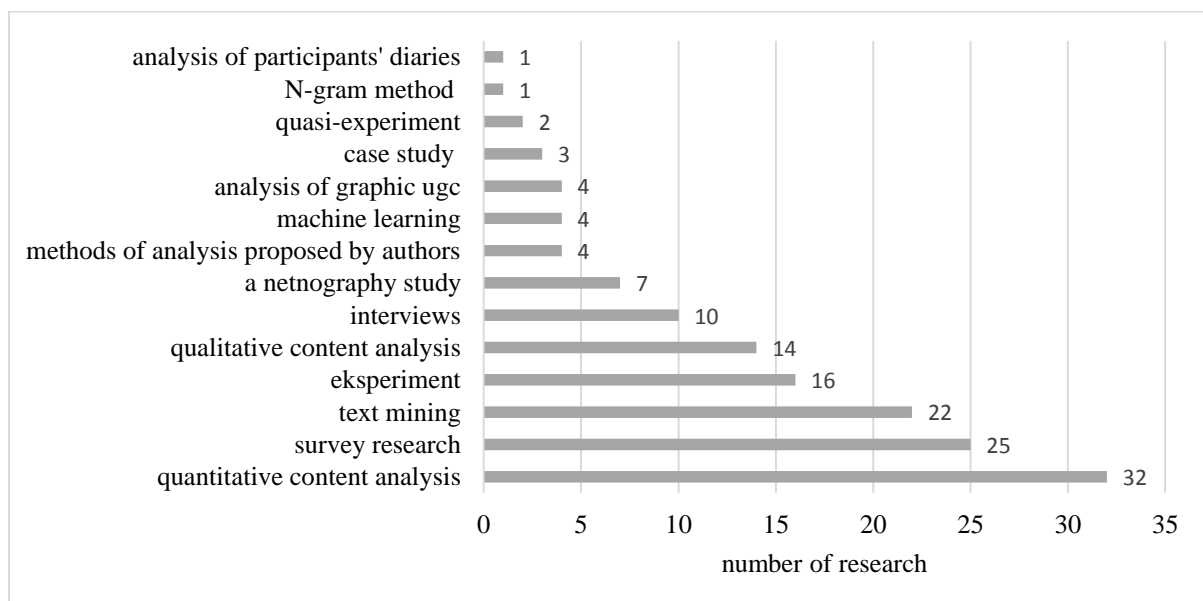
The other case of user-generated content is placing corporate advertisement videos or other materials of firms on social networking sites like YouTube by its users. These videos have the potential to spread rapidly (Wu, Lirn, Dong, 2014).

Consumers engage in online curation using branded items on social shopping sites. Consumers curate, select, organize and present, product images on themed lists or boards. For example, on Indian LimeRoad, a popular social shopping site, active users combine images of fashion merchandise available on the site into stylish looks and present their designs to other users (Weeks, Smith, Hulland, 2021).

Most often scholars investigate UGC in social media platforms e.g. Instagram, blogs, Pinterest, Facebook (Presi, Maehle, Kleppe, 2016), Twitter (Hill, Benton, Panniello, 2019). Frequently they study communities on the TripAdvisor travel forum (Colladon, Guardabascio, Innarella, 2019) or users of other customer review portals such as online airlines review website [airlinequality.com](http://airlinequality.com) (Chatterjee, 2019; Siering, Deokar, Janze, 2018). Popularity gain also UGC on merchandise website, in various forms like online ratings, posts and feedback (Ray, Bala, Rana, 2021). In gathered papers there were no research which pertain brand related UGC in computer games.

### 3.3. Research methods

The current research on brand-related user-generated content are differentiated in terms of applied methods (figure 3). The largest group constitutes quantitative approach. Researchers conducted analysis of some content such as customer reviews and then define variables and perform statistical calculations. For example Ye, Law and Gu (2009) used a crawler to download a text of consumer reviews and developed a fixed effect log-linear regression model to assess the influence of online reviews on the number of hotel room bookings. Vast majority of these researchers (32 papers) accurately reported this procedures, little less declared application of text mining method (22 papers), a few (4 papers) used a machine learning. The second group of methods represents a survey study with internet users (25 papers). The third is experiment (16 papers) and quasi-experiment (2 papers) method. The large group of research constitutes also qualitative content analysis (14 papers) with netnography study (7 papers). There were also used a method such as interviews (10 papers), original methods proposed by authors (4 papers), analysis of UGC in form of graphic (4 papers), case study (3 papers), N-gram method (1 papers) and analysis of participant's diaries (1 papers). Scholars frequently combine methods to gained assumed research goals, e.g. Herrero, San Martín and Hernández (2015) conducted in-depth interviews with hotel managers and personal surveys to a sample of 830 users. The authors also include different data into analysis, data from UGC and data describing some company's performance. Torres, Singh and Robertson-Ring (2015) used a customer reviews from TripAdvisor, relevant information from these hotels included the number of online booking transactions and the total revenue derived from online booking. You and Joshi (2020) collected the UGC volume and valence data for consumer reviews and blog posts about particular car models and annual sales volume of these car models in chosen years.



**Figure 3.** Research on brand-related user-generated content.

Source: Own elaboration.

### **3.4. Concepts relevant to the creation of branded UGC**

There are a few concepts relevant to the creation of branded UGC. The most often used by scholars are: service-dominant logic, consumer culture theory, consumer socialization theory, uses and gratifications theories.

#### **Value co-creation**

Value co-creation is the collaboration between consumers and producers in the area of new ideas, design and development of new products (Tajvidi, Richard, Wang, Hajli, 2020). Value is some kind of an improvement in system well-being (Quach, Thaichon, 2017). From a marketing perspective, values are created when customers move from passive receivers to an active partners co-working with suppliers (Tajvidi, Richard, Wang, Hajli, 2020) through interaction and dialogue. The value is co-create through the exchange of knowledge and skills and co-producing unique experiences (Quach, Thaichon, 2017). In online brand communities, customers communicate with each other through postings, instant messaging and chat and discuss about company's products and brands. Consumers in brand communities take part in shaping brand meaning (Rossolatos, 2019). They co- create a value through various marketing activities, especially new product development, new promotions, consumer insights and also cultural and lifestyle aspects (You, Joshi, 2020).

#### **Service-dominant logic**

Early marketing focus on building competitive advantage by operand resources, namely tangible traits of a product's offer. In 1990s, marketers moved to operant resources (Halliday, 2016). The value of services is not in their the technical quality or in their delivery processes. Service value is embedded in consumer experiences and in interactions between service provider and consumer (Mitrega, Spacil, Pfajfar, 2020). UGC is an operant resource, generated outside the organization and outside its direct control. In the virtual environment consumers are co-creators of knowledge (Halliday, 2016).

#### **Consumer culture theory**

Similarly like in service- dominant logic, in consumer culture theory brand meanings are interpreted and culturally produced by many authors, often during identity construction (Healy, McDonagh, 2013). Consumer's social skills (their ability to acquire, consolidate and apply learning about organizations) makes an important contribution to the brand (Halliday, 2016).

#### **Consumer socialization theory**

Socialization is the process in which an individual develops, through interaction with other people, his specific patterns of socially relevant behavior and experience. Consequently, consumer socialization is a process of consumers learning about the consumption environment

from advertisement observation and interaction with others. After that, this knowledge shapes their purchase behavior and consumer experiences. Peers, mass media, social networking sites and the Internet play the role of socialization agents. In the socialization process, these agents shape an individual's knowledge, skills and attitudes that lead to purchase decisions. BR-UGC is treated also as a socialization agent (Sabermajidi, Valaei, Balaji, Goh, 2020).

### **Uses and gratifications theories**

The theory assumes that people select and use a particular media because they want to satisfy specific needs and achieve gratification. People engage in BR-UGC to attain the desired values (Huang, Chen, 2018).

### **3.5. Individual motives of creating and using BR-UGC**

In the presented paper the author makes an attempt to answer four research questions. First and second research questions are related to individual motives of creating and using brand related UGC in new media:

RQ1: Why people engage in generating branded content in new media?

RQ2: Why people use brand-related content generated by others in new media?

Systematic literature review allow to identify a few research contributing to knowledge about individual motives.

Huang and Chen (2018) conducted interviews and an online survey to identify the values that drive consumers to use a brand fan page. They indicated following values: self-respect, being well respected, security, warm relationship with others, a sense of accomplishment, self-fulfillment, a sense of belonging, fun and enjoyment of life, convenience, and better service.

Self-respect value appears when one feels like behaving with honor and dignity or has pride in oneself. Being well respected is a feeling of being treated fairly and sincerely, which requires the cooperation of others. Security is related to someone's feeling of safety and free of danger. He feels protected from physical and financial harm, and having people in life whom he/she can count on for support. Warm relationships with others refers to experience having warm friendships and congenial friends. A sense of accomplishment takes place when one feels like he has achieved something great, e.g., intrinsic rewards received from work. Someone feels self-fulfillment when he's potential is actualized. It can be conceptualized as high self-esteem via altruism and the accomplishment of goals. A sense of belonging is a feeling of acceptance as a natural member of something. Fun and enjoyment of life can be described as a feeling of pleasure, increased happiness, and enjoyment of life. Convenience is related to time savings, the quality of being convenient or efficient. Better service is a value derived when the company continues to improve the products or services provided. The authors also confirmed that these values drive consumers to engage in a fan page by liking and commenting (Huang, Chen, 2018).

Presi, Saridakis and Hartmans (2014) conducted a survey study focused on the motivation of service customers to create brand-related user-generated content (BR-UGC) after a negative service experience. They consider the following motivations: altruistic motivation, vengeance motivation, venting negative feelings motivation, self-enhancement motivation, and economic motivation. Altruism is a motivation based on wanting to help others. Vengeance motivation is a customer desire to exert some harm on the firm, typically as a result of an extremely negative purchase experience. Venting involves expressing negative feelings or emotions, such as anger. Venting negative feelings as an emotional release that helps reduce tension, frustration or anger. Self-enhancement motivation can take many forms. It allows consumer to gain attention and have a constant positive view of oneself as connoisseurship and intelligent shoppers. Economic motivation appears when customer create UGC in the form of a complaint on the organization's on some Internet services in the hope of gaining compensation for their negative experience. Research show that altruistic, vengeance and economic motivations are strong drivers for UGC creation as a result of a negative service experience (Presi, Saridakis, Hartmans, 2014).

Sabermajidi, Valaei, Balaji and Goh (2020) examined self-enhancement and self-affirmation as individual motivations on generating and sharing BR-UGC on Facebook. They carried out interviews and surveys to study amongst Facebook users.

According to the results generating and sharing BR-UGC are affected by self-enhancement. Individuals who create and transmit content are motivated by their intention to disseminate their self-image. From a self-enhancement perspective, self-image can be improved by activities such as writing publicly opinions about consumption experience, and tagging others (e.g. friends) while sharing that experience.

Self-affirmation has no significant influence on generating and sharing BR-UGC (Sabermajidi, Valaei, Balaji, Goh, 2020). The basic premise of self-affirmation theory is that people have a strong need to see themselves as valuable, worthy, and good. It is an important motivator of behavior because people need to show a positive self-image. They routinely dismiss, distort, or avoid information that threatens their self-worth (Toma, Hancock, 2013).

Halliday (2016) used a student's diaries with reflection of their interactions with branded website and creation of and/or commentary UGC. He identified a few motivations for engaging in Br-UGC: a need to keep in touch with friends and family, a need to keep updated on products and news, information and pictures, a need to keep updated with news (notifications), self-affirmation, motivations for shopping (information needed at the various stages of buying from e.g. browsing product reviews), to pursue personal interests, and tantalizingly, to avert boredom (Halliday, 2016).

Herrero and San Martín (2017) carried out a survey amongst tourists visiting a Spanish destination who have a personal profile on social networking site, specifically on Facebook. They were asked about potentially publishing content related to their destination experiences. Research shows that there are three main drivers of users' intentions to use social network sites

to publish content about their experiences: performance expectancy, hedonic motivation, and habit. The influence of two potential drivers, price value and effort expectancy, were not found.

Performance expectancy is “the degree to which using a technology will provide benefits to consumers in performing certain activities” Hedonic motivation is defined as the “fun or pleasure derived from using a technology”. Habit is defined as “the extent to which people tend to perform behaviors automatically because of learning”. Price value is defined as “consumers’ cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them”. Effort expectancy is the degree of ease of use of technology by consumers (Herrero, San Martín, 2017).

Yang, Ren and Adomavicius (2019) conducted an online survey to establish users motivations to post and engage with others on Facebook business pages and explain why users visit Facebook business pages. The users motivations to post on business pages include: sharing their experiences with others, asking the company questions and making suggestions regarding the companies’ products, services, or other issues. The motivations for liking and commenting are different. Users often like posts because they agree with the posts or they share similar experiences with the posters. Users comment on posts because they want to join the discussions, share their own experiences and to answer other users’ questions.

Users visit Facebook business pages and read user posts to get information about the companies’ products and services, to learn about other users’ experiences, for social reasons such as being part of the user communities (Yang, Ren, Adomavicius, 2019).

Healy and McDonagh (2013) used a netnographic grounded theory to investigate a users’ motivations to value co-creation in the virtual brand community. They stated that users engage in value co-creation for brand success (consumers are loyal to the brand), community identity (emotional attachment to the brand, fans see themselves as part of what brand creates), control (to exert influence on the brand), community membership and co-production (fans believe that at least they are together, as a group, they want to co-produce this community identity by posting to or reading the forum) (Healy, McDonagh, 2013).

Brodie, Ilic, Juric and Hollebeek (2013) using netnographic methodology they explores the proposed conceptualization of customer engagement in virtual communities.

The analysis was aimed on identifying a consequences of the consumer engagement process in BR-UGC but also shows that the consumer engagement process is initiated largely by consumers’ need for information (Brodie, Ilic, Juric, Hollebeek, 2013).

Individual motives of brand-related UGC creation and using proposed by authors are presented in appendix table A1.

### **3.6. Factors influencing creation and using brand related UGC**

The third research question pertain to factors influencing brand related UGC creation:

RQ3: Which factors has positive impact on users’ engagement in generating brand-related content in new media?

Sabermajidi, Valaei, Balaji and Goh (2020) considered following factors which can have an influence on generating and sharing BR-UGC on Facebook: age, gender, race, the number of Facebook friends (network strength), the amount of time on Facebook and Facebook use intensity (refers to an engagement in use of Facebook in daily routine). They confirmed that age, time on Facebook, number of Facebook friends, and Facebook usage intensity are significantly related to generating and sharing brand-related user-generated content (Sabermajidi, Valaei, Balaji, Goh, 2020).

Cheung and To (2016) proposed: attitudes toward co-creation in social media, involvement with social media, subjective norms, perceived behavioral control, and perceived usefulness.

Attitudes toward co-creation in social media is consumer's evaluation of co-creation in social media as positive or negative phenomenon. Involvement with social media is perceived importance of the use of social media content. Subjective norms are related to perceived pressure from significant others to participate in co-creation a content in social media. When consumers feel more control over service co-creation in social media, they can be more willing to co-create. Perceived usefulness is the degree to which a consumer is convinced that using social media to share experiences and opinions on products or services is useful (Cheung, To, 2016).

Lin, Sarker and Featherman (2019) proposed a few factors which can have an influence on sharing brand-related information in social media: social presence, commitment, subjective norms, social ties, outcome expectations and privacy risk. Social presence is the sense of presence on social media. Commitment refers to the degree of which a user feels that he/she belongs and is involved in a community. Subjective norms are related to the degree to which a user perceives that other people approve his/her information sharing activity on social media platform. Social ties described the strength of social relationships with a participants of particular community. Outcome expectations are users' beliefs that information sharing behavior can lead to accomplished personal as well as community-related outcomes. Privacy risk refers to the need of maintaining anonymity and protection of personal information (Lin, Sarker, Featherman, 2019). Similarly Tajvidi, Richard, Wang and Hajli (2020) stated that generating content about brand can depends on the level of privacy concerns. They defined privacy concerns as users fear about disclosing their personal information and sharing their shopping experience (Tajvidi, Richard, Wang, Hajli, 2020).

Three of the factors studied by Herrero and San Martín (2017), i.e., facilitating conditions, social influence and privacy concerns, do not have any influence on the intention to use social network sites to share content.

Facilitating conditions refer to the resources and support available to perform a behavior seen by users. Social influence can be defined as the extent to which consumers believe that some important people like family or friends expect they should use a particular technology. Privacy concerns is associated with potential cost of publishing user-generated content in terms of self-disclosure (Herrero, San Martín, 2017).

Shih, Lai and Cheng (2017) assumed that cognitive trust and affective trust influence online self-disclosure in social media. According to definition trust is “a generalized expectancy held by an individual that the word, promise, or statement of another individual can be relied on”. Cognitive trust is related to interpersonal trust based on rational thinking. Affective trust is an interpersonal trust based on emotional feelings. Research confirmed only influence of cognitive trust on online self-disclosure intentions (Shih, Lai, Cheng, 2017).

An important factor could also be the size of population of audience and an increase in the network size (size of Internet portal) (Wang, Goes, Wei, Zeng, 2019), product satisfaction or lack of product satisfaction (Chen, Zheng, Ceran, 2016), consumers’ personal openness trait. As a personality trait, openness is defined as a tendency to be broad-minded, imaginative, curious, flexible, and interested in new ideas (Shulga, Busser, Bai, Kim, 2021). Presi, Saridakis and Hartmans (2014) indicated that also extraversion and attitudes towards service recovery strategies influence some motivation to create BR-UGC. In literature, extroverts are described as talkative and sociable, goal-oriented, and having larger social networks. They are more assertive and are more likely to want to help others. Extraversion is one of the factors in the big-five factor model of personality. Service recovery encompass all the actions that an organization may take to compensate for losses (Presi, Saridakis, Hartmans, 2014).

Factors influencing brand-related UGC creation proposed by authors are presented in appendix table B1.

The fourth research question pertain to factors influencing using brand related UGC:

RQ4: Which factors has positive impact on users’ engagement in using brand-related content generated by others in new media?

Yu and Sun (2019) listed following factors: vividness, interactivity, informational content, entertaining content, position, and valence of comment.

Vividness describes how dynamic a post is. Posts can take a form of text, image or video. Interactivity on the post refers to interactive traits of posts such as the link embedded inside the text. Informational content allows to meet the need of information-seeking. Entertaining content is perceived as fun and exciting and improve positive consumers' attitude. Position is related to some traits of placing posts. For example posts published in the early morning are less popular comparing to posts published during peak hours of consumer activity. To frequently publishing post is less effective. The valence of content show how positive or negative the brand message is (Yu, Sun, 2019).

Pérez-Vega, Taheri, Farrington and O’Gorman (2018) pointed out fan page cues that can influence consumer engagement in brand fan pages: social interactive value, visual appearance and identity attractiveness. Social interaction value is benefit from the growth, maintenance and broadening of relationships with other people. Visual appearance of fan pages pertain to website layout, images, and look. Identity attractiveness is the degree to which individuals show preference for an object (brand). Consumers are attracted to brands because they perceived



distinctive traits of brand or see a brand as prestigious (Pérez-Vega, Taheri, Farrington, O'Gorman, 2018).

Eslami, Ghasemaghaei, Hassanein (2021) consider factors influencing customer engagement in BR-UGC social media: popularity, discourse logic, argument frame, and product's lifecycle stages. Engaged customers can like, comment or share BR-UGC.

The popularity of some content in social media is measured by the number of its followers. Discourse logic is an information whether an influencer in her/his post, provide an opinion about product using objective evidence instead of subjective opinion. Argument frame refers to positivity, negativity or neutrality of the influencer's message regarding a product. UGC effectively endorse a product when the shape of messages is appropriate with the products' lifecycle stage (introduction, growth, maturity and decline). From proposed factors, only argument frame does not correlate with customer engagement in BR-UGC (Eslami, Ghasemaghaei, Hassanein, 2021).

Kitirattarkarn, Araujo and Neijens (2019) investigate factors that influence a consumer response to BR-UGC in social media. They considered: informative the branded-UGC, entertaining the Br-UGC, social the Br-UGC, tie, individualistic cultures, collectivistic cultures.

Informative the branded-UGC is the extent to which the content provides valuable information about product or brand (e.g. economic, performance information).

Entertaining the Br-UGC is the extent to which the content consist of funny elements, provide relaxation and enjoyment. Social the Br-UGC is the extent to which the content requires social interactivity and collaboration. Tie is the extent to which consumers feel close to the source of content creator. People in individualistic cultures are autonomous and independent from their social groups. Their personal goals are usually more important than the goals of their groups. People in collectivistic culture feel a strong belonging to the group. They generally adhere to the norms of their groups. Their priority is consistent with the goals of social groups (Kitirattarkarn, Araujo, Neijens, 2019). Cultural factors like collectivism and individualism are also indicated in 2020 by other authors, namely Leonhardt, Pezzuti, Namkoong.

Busser and Shulga (2019) focused on two factors that influence involvement in video brand consumer-generated advertising, namely organizational transparency, and brand authenticity. Transparency is related to message clarity. Authenticity is the consumer perception of brand consistency and continuity, originality and uniqueness (Busser, Shulga, 2019).

Weeks, Smith, Hullahd (2021) focused on online curation. According to them the popularity of collections created by users depends on two factors. One factor is the number of different categories on which the curation is published. A second factor is curation age, namely the length of time a curation exposure. Research showed that the larger the number of other categories to which A set is posted as a positive impact on liking the curation is greater. Conversely, the longer the curation time was found to have a negative impact on likes (Weeks, Smith, Hullahd, 2021).

Factors influencing brand-related UGC using proposed by authors are presented in appendix table B2.

Based on gathered research during present analysis, the author made an attempt to group individual motives and factors investigated by scholars, and propose a typology. Users' motivation to create a BR-UGC can be divided on:

- 1) motivation to build self-image and be proud of own work,
- 2) motivation to belong to a community,
- 3) hedonic motivation (fun and enjoyment from BR-UGC creation),
- 4) motivation to improve branded products or services,
- 5) motivation to help other people,
- 6) motivation do revenge (a customer's desire to exert some harm on the firm),
- 7) motivation to express negative feelings or emotions,
- 8) motivation to get compensation or benefits from the company,
- 9) motivation by habits (people tend to perform behaviors automatically because of learning).

People are motivated to use Br-UGC by:

- 1) a need to keep in touch with friends and family,
- 2) a need for information (about branded products at the various stages of buying),
- 3) brand loyalty,
- 4) emotional attachment to the brand (fans see themselves as part of what the brand creates),
- 5) a need to avert boredom.

Current literature allowed also to identified a factors of BR-UGC creation:

- 1) demographic factors (e.g. age, gender, race),
- 2) the size of the population of the audience (e.g. number of Facebook friends),
- 3) the portal use intensity (amount of time on the portal in daily routine),
- 4) attitudes toward BR-UGC creation,
- 5) subjective norms (perceived pressure from others to participate in the co-creation of content),
- 6) perceived usefulness of content creation,
- 7) perceived behavioral control on co-creation process in particular service,
- 8) facilitating conditions (available resources and support),
- 9) sense of social presence,
- 10) privacy concerns,
- 11) consumers' personal traits (e.g. openness traits, extraversion).

There are also several factors for BR-UGC using:

- 1) demographic factors (e. g. age, gender, race),
- 2) portal use intensity (the amount of time on the Internet portal),
- 3) visual appearance (e.g. website layout, images, interactivity),
- 4) informational content and objective evidence,

- 5) entertaining content,
- 6) position (e.g. display time of day),
- 7) valence of comment,
- 8) brand attractiveness, products' lifecycle stage,
- 9) the popularity of some content,
- 10) requirement for social interactivity and collaboration,
- 11) cultural factors (individualism, collectivism).

When it comes to factors of creating and using of BR-UGC indicated by scholars, the significance of all were not confirmed in previous research. However in other media or in case of other type of content these factors can exert influence on creation and/or using BR-UGC.

## **4. Discussion and conclusion**

With the rapid expansion of new media in the last decade, users became not only passive recipients of branded messages but also became amateur authors of various types of content. In present paper the author represents a result of conducted systematic literature review aimed on identifying users' motivations to engage and factors that influence engagement in brand-related user-generated content in new media. The author tried to apply as much as possible the procedures of PRISMA statement.

Taking into account an important role in shaping brand communication, UGC attracted the attention of many scholars. Scholars applied a diversified research method. The largest group represents quantitative approach. Most often researchers conducted content analysis and then defined variables and performed statistical calculations. Frequently an online survey was made.

Conducted research focused on consumer responses to branded UGC, for example interplay between online product reviews and firm strategies (Feng, Li, Zhang, 2019), the influence of UGC on product sales (Goh, Heng, Lin, 2013; Wang, Guo, Susarla, Sambamurthy, 2021), the relationship between UGC and stock market performance (Tirunillai, Tellis, 2012). Research also explores what customers write about the branded product and their competitors (Netzer, Feldman, Goldenberg, Fresko, 2012) and investigates BR-UGC as a source of information that helps companies improve their products and services (Singh, Hillmer, Wang, 2011). A few scholars made a research on users' motivation to engage and factors influencing BR-UGC creation and using.

### **4.1. Contribution**

Presented study contribute to theory on consumer behavior. The author identified a research on brand-related user-generated content. Based on literature review, the author proposed a definition of BR-UGC and indicated a criterion to content can be defined as user-generated.

What is important, literature allows to differ BR-UGC from electronic word-of-mouth communication (eWoM). UGC is broader in its scope than eWOM. The author also listed a types of BR-UGC mentioned in extant literature. The main contribution of the present paper is determining an individual's motives of creating and using BR-UGC as well as factors influencing creation and using brand-related UGC. The author proposed a typology of investigated individual motives and factors. With regards to the methodology, A review of applied methods was made. The most popular methods were indicated. The last but not the least, directions of future research were outlined. The author took the approach connecting insights formulated by other authors and own identification of research gap during literature review (Mitrega, Klézil, Spáčil, 2022; Schilke, Hu, Helfat, 2018).

Present paper also contribute to the practice. Consumers are willing to cooperate with companies when they can meet some needs through this cooperation. The knowledge about consumers' motivation to create and use BR-UGC as well as what factors facilitate managers developing marketing strategies in virtual environment. It could help them encourage consumers to engage in branded content. For example a user motivated by self-enhancement want to gain attention and become popular in online community. Companies can support activity of users who spread positive message about brand, e.g. in the form of brand selfies, through sharing, liking or commenting these pictures. Probably users will be pleased that company help them to disseminate their self-image. A need of accomplishment can be met when users feels like he has achieved something great. Managers can organize an online contest and reward the best works. Consumers often generate a content because of a need of better product or service. Producer should ask people about preferences when work on new product and show people that their voice matters and they consider suggestion. Venting negative feelings and vengeance motivations are strong drivers for BR-UGC creation as a result of a negative service or product experience. It requires from companies to maintain continuous dialogue with unsatisfied customers e.g. by answering the questions and commenting negative posts with explanation and offering some compensation. Companies should control BR-UGC all the time to prevent transforming negative feelings into vengeance motivations. Because some users generate or use brand related content to attain fun and enjoyment, marketing managers should encourage users for example by fun topic of contest.

An understanding of users' motivation and factors is also important from the point of view of Internet portals. Some portals exist because they are co-created by it users, for example TripAdvisor or Facebook. Their primary objective is probably to encourage content generation, making it easier, convenient, and enjoyable. Marketers should also consider what factors could be important from users' perspective, for example visual appearance of Internet portals, especially website layouts, images, interactivity.

## 4.2. Limitations and future research

The Presented research has several limitations, which constitute an opportunity for the undertaking of further research in the area of brand-related UGC. First, only Scopus database was used. Scopus database was chosen because it allowed to select a papers in top tier journals. It could omit some important studies but the use of one database led to including a large number of papers. Similarly, the use of ABS list as criterion, some publication in journals could be missed. In future research an analysis can be expanded with other databases and other journals.

Based on the results of conducted studies, the searching paper can be continued by adding more precise key words that describe branded user-generated content such as “customer review” or “brand selfie”. Finally, the text were searched by titles, abstracts and keywords. It can be suspected that there were some papers in which key words appear only in full text. Nevertheless, this procedure allows to omit searching anywhere in the text where key words which may appear accidentally or accessory (Czakon, Klimas, Kawa, 2019).

Despite of the significant progress made, there still is a need of further research. In previous work, the authors investigated different types of branded UGC but the contents most often were placed in social media. There is no prove that motivation for and factors influencing generating and using BR-UGC are the same in different online platform. Future research should also determine which attributes or advantages of platforms lead to higher performance and cause more fun in the use or creation of BR-UGC (Herrero, San Martín, Garcia-De los Salmones, 2017). Some comparison study can lead to interesting findings. For example media with lower and higher levels of social presence such as blogs and virtual social worlds (Perez-Vega, Taheri, Farrington, O'Gorman, 2018). Probably firms need to have different strategies for various platforms to enhance their customer engagement (Eslami, Ghasemaghaei, Hassanein, 2021). Parallely, the generalizability of findings across different platforms needs attention (Eslami, Ghasemaghaei, Hassanein, 2021; Shih, Lai, Cheng, 2017).

In addition, vast majority of research consider BR-UGC on social networking sites such as Facebook, subsequently little less pertain BR-UGC on customer review portals. In the future, scholars could investigate other media types. There is a lack of research in current literature regarding branded content creation in computer games. Passioned gamers have fun working voluntarily on something like amateur software development. They are gradually extending or changing already existing games which is called game modding (Pereira, Silva Bernardes, 2021). Research made amongst computer game users showed that a number of game mods (unofficial game modifications) contain branded element. In some cases, the brand play a leading role in game mods such as branded clothes and accessories to avatar or branded car which player can drive inside a virtual environment (Hofman-Kohlmeyer, 2021). Nevertheless, there were no papers focus on BR-UGC in computer games in present literature review.

It is also worth to pay attention on to the factors that influence publishing (or using) content on particular platform. The other words, how people choose particular platform to engage in branded content (Herrero, San Martín, Garcia-De los Salmones, 2017). An interesting issue to explore is also how different individual motivations influence the content and formats of postings across platforms (Presi, Saridakis, Hartmans, 2014).

Future research should also take into account motivations and factors across different BR-UGC types. According to literature, users are engage in liking and commenting the brand, publishing photos of the brand's products, making a brand selfies, writing articles on blogs, writing a customer reviews, video sharing and online curation. Perhaps users are guided by other motives to placed branded photos and other motives to write a customer review. It can be questioned, what types of BR-UGC obtain the most likes or shares (Tajvidi, Richard, Wang, Hajli, 2018). Future research should also explore what actions can a company take to increase generating and using positive BR-UGC amongst consumers.

Moreover, previous research should be expanded on other industries. For example in the case of customer review, majority of papers focus on tourism services. It would be interesting to replicate a research for different goods or services and conduct a comparative analysis. Consumers' motivations for engaging with brands can differ according to different product categories (Kitirattarkarn, Araujo, Neijens, 2019).

An interesting issue is also cultural factors influencing BR-UGC but present literature refers only to two factors, collectivism and individualism. Maybe there are other cultural factors worth paying attention to. There is also a lack of research on different generations, in which consumers will have different orientations and group behavior (Cheung, To, 2016).

It is worth to expand knowledge about social motivations (e.g. desire for social reciprocation and maintenance of relationships), the role of social bond strength with network members as well as loyalty to the brand and brand community (Saber majidi, Valaei, Balaji, Goh, 2019). It will be interesting to study relation between users' online activity and his or her positions in a community (Wang, Goes, Wei, Zeng, 2019). In previous research, little is known about the role of personal traits in branded content creation. Presi, Saridakis and Hartmans (2014) considered extraversion, one of the traits in the big-five model of personality. Future research could take into account other personality traits described in this model. There is also lack of knowledge about the role of other users' content (especially online friends) on individuals' content creation and sharing (Chen, Zheng, Ceran, 2016).

Further research can be also expanded on long-term actions of users engaged in continuous communication with brand through UGC. What motivates consumers after a firm's response to create next content, especially when they are unsatisfied. Customers who do not obtain their desired firm's response may undertake further actions (Presi, Saridakis, Hartmans, 2014).

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## Appendix A. Individual motives of brand-related UGC creation and using

**Table A1.**

*Individual motives of brand-related UGC creation and using*

Authors	Year	Individual motives
Healy, McDonagh	2013	for brand success, community identity, control, community membership and co-production
Brodie, Ilic, Juric, Hollebeek	2013	consumers' need for information
Presi, Saridakis, Hartmans	2014	altruistic motivation, vengeance motivation, venting negative feelings motivation, self-enhancement motivation, economic motivation
Halliday	2016	a need to keep in touch with friends and family, a need to keep updated on products and news, information and pictures, a need to keep updated with news (notifications), self-affirmation, motivations for shopping, to pursue personal interests and tantalizingly, to avert boredom
Herrero, San Martín	2017	performance expectancy, hedonic motivation, habit, price value, effort expectancy
Huang, Chen	2018	self-respect, being well respected, security, warm relationship with others, a sense of accomplishment, self-fulfillment, a sense of belonging, fun and enjoyment of life, convenience, better service
Yang, Ren, Adomavicius	2019	sharing their experiences with others, asking the company questions and making suggestions regarding the companies' products, services, or other issues
Sabermajidi, Valaei, Balaji, Goh	2020	self-enhancement, self-affirmation

## Appendix B. Factors influencing brand related UGC creation and using

**Table B1.**

*Factors influencing brand-related UGC creation proposed by authors*

Authors	Year	Factors
Presi, Saridakis, Hartmans	2014	Extraversion, attitudes towards service recovery
Cheung, To	2016	attitudes toward co-creation in social media, involvement with social media, subjective norms, perceived behavioral control, perceived usefulness
Chen, Zheng, Ceran	2016	product satisfaction, lack of product satisfaction
Herrero, San Martín	2017	facilitating conditions, social influence, privacy concerns
Shih, Lai, Cheng	2017	cognitive trust, affective trust
Lin, Sarker, Featherman	2019	social presence, commitment, subjective norms, social ties, outcome expectations, privacy risk
Wang, Goes, Wei, Zeng	2019	size of population of audience, size of Internet portal
Sabermajidi, Valaei, Balaji, Goh	2020	age, gender, race, the number of Facebook friends, the amount of time on Facebook, Facebook use intensity
Similarly Tajvidi, Richard, Wang, Hajli	2020	privacy concerns
Shulga, Busser, Bai, Kim	2021	consumers' personal openness trait

**Table B2.**

*Factors influencing brand-related UGC using proposed by authors*

Authors	Year	Factors
Pérez-Vega, Taheri, Farrington, O'Gorman	2018	social interactive value, visual appearance, identity attractiveness
Yu, Sun	2019	vididness, interactivity, informational content, entertaining content, position, valence of comment
Kitirattarkarn, Araujo, Neijens	2019	informative the branded-UGC, entertaining the Br-UGC, social the Br-UGC, tie, individualistic cultures, collectivistic cultures
Busser, Shulga	2019	organizational transparency, brand authenticity
Eslami, Ghasemaghaei, Hassanein	2021	popularity, discourse logic, argument frame, product lifecycle stages
Weeks, Smith, Hulland	2021	the number of different categories on which the curation is published, curation age