



**“A Study on Impact of User Generated Content on Brand Perception for FMCG Markets in Pakistan”**

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## **Abstract**

Over the period of time, technological change has led us to new ways of expression. Social media platforms have been the latest trends. People across the globe whether young or old, have been inclining towards this advanced social media platforms. So, for all the good reasons marketers have been trying their best to understand the phenomena of user generated content. This study tries to incorporate all possible elements involved in diverting the perception of a person from his/her favorite brand because of the content being created and shared on social media sites. Furthermore, the objective is to prove the relation of trust and importance of user generated content with various dimensions of brand perception i.e. functional perception, affective perception, reputation, brand experience and interaction. Thus making it easier for brands to understand the psyche of their targeted audience. In other words, the primary focus of this research to understand the significant role that user generated content plays in shaping the brand perception thus affecting the decision making process for consumers. The sheer understanding of the word user generated content is not enough. One has to dig deep in order to stem what is causing its customers to reject or accept the content regarding brands which is being wide spread over social media.