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Article

*RESEARCH
*CONSUMERS -- Attitudes
*MARKETING -- Mathematical models
*BRAND equity
*INTERNET marketing
*MARTKET penetration
*BRAND evaluation
*PRODUCT management
*BRAND loyalty
*MARTKETING management
*BRAND extension
USER-generated content
SOCIAL media

Developed in response to the new challenges of the social Web, this study investigates how involvement with brand-related user-generated content (UGC) affects consumers' perceptions of brands. The authors develop a model that provides new insights into the links between drivers of UGC creation, involvement, and consumer-based brand equity. Expert opinions were sought on a hypothesized model, which further was tested through data from an online survey of 202 consumers. The results provide guidance for managerial initiatives involving UGC campaigns for brand building. The findings indicate that consumer perceptions of co-creation, community, and self-concept have a positive impact on UGC involvement that, in turn, positively affects consumer-based brand equity. These empirical results have significant implications for avoiding problems and building deeper relationships between consumers and brands in the age of social media. [ABSTRACT FROM AUTHOR]
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