Firm and User Generated Content in the Digital Economy: Key Players, Management and Impact

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Minitrack Description

The Minitrack Content (FGC/UGC) in the Digital Economy takes into account the communication shift from traditional one-way to two-way communication, with content being a means to earn trust with consumers. Content creation by companies is referred to as firm-generated content (FGC) or producer-generated content (PGC). User-generated content (UGC) also termed consumer-generated content (CGC) is voluntarily “created by the general public” and does not necessarily follow financial interests (Arnhold 2010, p. 33). Consumers consult UGC and FCG as a source of inspiration when making purchasing decisions. Source criteria, media format, valence as well as depth and breadth impact the helpfulness and credibility of content. From a business perspective UGC plays an important role in the customer journey, influencing purchasing decisions, raising brand awareness, brand loyalty as well as perceived quality. Papers dealing with the creation, usage, management and impact of content for digital economy are focusing on the following topics:

- Motivations for UGC creation
- User Engagement
- Influencer Management
- Content type and channel differences
- Interplay between UGC and FGC
- Usage of UGC for marketing activities
- Management of UGC / FGC

- Outcomes of FGC / UGC

Papers in Minitrack

Are Neutral Sentiments Worth Considering When Investigating Online Consumer Reviews? Their Relationship with Review Ratings

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Online consumer reviews (OCRs) play an important role for firms to understand consumer satisfaction. Prior research on OCRs has used sentiment analysis to identify and quantify consumers' subjective impressions in terms of positive and negative sentiments. However, OCRs also contain objective facts about the product or service, which are represented by neutral sentiments. In this study, we argue that it is important to distinguish neutral sentiments from those of positivity and negativity when investigating consumer satisfaction. Through a lens of expectation-confirmation theory, we delineate the roles of subjective information in relation to consumer satisfaction, in the sense that consumer satisfaction is mainly formed by one's subjective expectations and evaluations, not by objective facts of the product or service. The empirical results obtained from OCRs about hotels demonstrate that consumer satisfaction is significantly higher in positive OCRs than neutral ones, and significant lower in negative OCRs than neutral ones. Furthermore, neutral sentiments drastically improve the explanatory power of empirical models, thereby enhancing our understanding of consumer satisfaction. Academically, this study sheds light on the importance of neutral sentiments. Practically, neutral

sentiments, when being separated from the other two sentiment categories, contribute to more accurately reflecting consumer satisfaction.