

D. Zhuk

Д. В. Жук

БНТУ (Минск)

Научный руководитель Д. И. Бондарчук

THE IMPACT OF USER-GENERATED CONTENT ON BUILDING BRAND TRUST

Влияние пользовательского контента на формирование доверия к бренду

In the context of information space saturation, traditional marketing communications are increasingly facing a crisis of trust. Consumers, surrounded by thousands of advertising messages a day, have learned to ignore the official messages of brands, trusting only one source – the opinion of users similar to themselves. Such an inclination has found its embodiment in a large-scaled and multifaceted phenomenon, redefining the whole structure and behaviour on the market today – user content, or UGC (User-Generated Content). The purpose of this research is to examine the increasing significance of UGC as traditional marketing is losing consumer trust as well as to observe how UGC has transformed market dynamics and affected consumer choices.

The term «user-generated content» is becoming more common in the field of digital marketing. It refers to any content created by users, not brands. This could include images, videos, reviews, and social media posts. Unlike traditional advertising, UGC reflects the genuine customer experience and is distributed on various platforms, such as social networks, blogs and forums.

How does it operate? Brands don't just wait for users to create content; they actively encourage UGC through environment and incentives. User motivation can be sparked in various ways, but several key tools stand out. First, brands create «photogenic» products and experiences. They design packaging that turns unpacking into an event, with beautiful boxes, pleasant surprises, and interactive elements, encouraging users to share photos and videos without monetary rewards.

This type of UGC implies the following way to motivate the brand's audience to share their impressions of its product – direct recognition. Companies should regularly review posts where users mark them and periodically repost client videos and photos to their account. When a brand reposts a photo or video of an ordinary user to its official channel with millions of subscribers, it causes a powerful emotional response. The user feels a sense of importance, fame, and gratitude from their favorite brand, and the rest of the audience, wanting to be noticed by the brand, understands how this can be done. As a result, they have a powerful incentive to recommend the product on their page time and again, and to design this «advertising» content aesthetically in order to be accurately noticed by the brand. So, the brand is provided with beautiful advertising without financial expenses.

A partnership with micro-influencers is a tool that requires some financial investments, but is equally effective. Collaborating with micro-influencers (1-100K subscribers) is an effective strategy despite financial costs. These influencers have high trust among their niche audiences, such as vegan bakers or young moms, resulting in higher engagement. Collaborations can be barter-based with free products for reviews or monetized through posts with monetary rewards. An affiliate program is common, offering influencers unique links or promo codes for discounts, earning them a percentage of sales, while brands gain new customers.

Why is UGC advertising such an effective means of influence on the modern market? The answer lies in the fact that it is based on peer-to-peer model, where people trust information received from their peers in status, experience or interests more than from officials, experts or organizations. We automatically treat brand advertising critically and question the accuracy of this information, but at the same time, user-generated content is seen as genuine advice or warnings, fostering trust.

In conclusion, UGC is a crucial element of digital marketing, driving engagement through authentic customer experiences. Brands promote UGC by encouraging sharing, reposting content, and collaborating with micro-influencers. This peer-to-peer model bypasses advertising skepticism, providing reliable information and transforming consumer interactions with brands.

A. Zamkovets, E. Vasileva

А. Замковец, Е. Васильева

БГТУ (Минск)

Научный руководитель А. В. Коньшева

BUSINESS WITHOUT BORDERS: SOCIAL AND CULTURAL TRENDS IN THE INTERNATIONAL ENVIRONMENT

Бизнес без границ: социально-культурные тренды в международной среде

This article aims to explore the pivotal social and cultural trends shaping the landscape of international business, analyzing how globalization, cultural intelligence, and evolving workforce dynamics influence corporate strategies in a borderless economy. It seeks to offer insights into how businesses can successfully navigate cultural diversity and societal changes to maintain competitiveness and foster sustainable growth in the global market.

In today's globalized economy, businesses increasingly operate beyond national boundaries, interacting with diverse cultures and societies. This phenomenon, often called «business without borders», has brought new opportunities and challenges rooted in social and cultural dynamics. Understanding these trends is critical for companies seeking success in the international environment.