The Impact of User-Generated Content on Brand Attitude and Purchase Intention in the Foreign-owned catering brand Domino's Pizza in China

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Abstract: This study explores the impact of User-Generated Content (UGC) on brand attitude and purchase intention for the foreign-owned catering brand Domino's Pizza in China. Based on four key UGC variables—usefulness, enjoyment, credibility, and interactivity—the research constructs a model through literature review and questionnaire analysis. The results indicate that usefulness and credibility significantly positively influence brand attitude, while interactivity and enjoyment show no significant impact. Brand attitude, in turn, significantly positively affects purchase intention. Additionally, using netnographic methods, the study examines the forms, content, and consumer engagement behaviors related to UGC on the social media platform "Xiaohongshu" (Red). It finds that UGC is predominantly presented as a combination of text and images, with content focusing on product recommendations, reviews, and promotional information. Consumers tend to trust UGC more than corporate advertisements, as this trust stems from the authenticity and non-commercial nature of UGC creators. The study recommends that companies emphasize the authenticity and usefulness of UGC, enhance brand awareness through high-quality content and active engagement, and ultimately boost purchase intentions.

Keywords: User-Generated Content (UGC); brand attitude; purchase intention; social media marketing; Domino's Pizza

1. Introduction

The global usage of social media is on a steady rise, enabling internet users to freely exchange information, ideas, and interests across various platforms. China, leading the world as the largest social media market, has about 65% of its population online, with projections suggesting that this figure will climb to 1.2 billion by 2026 (Thomala, 2021). The surge in social media has paved the way for User-Generated Content (UGC) to emerge as a potent marketing tool, one that can significantly enhance brand competitiveness. The strategic deployment of marketing initiatives in the Chinese market post-pandemic presents a significant challenge for numerous foreign-owned enterprises，they are establishing their own social media presence in China and boosting UGC marketing through paid promotions to increase visibility.

Previous studies have shown that UGC presented on various media has a significant impact on brand attitudes, which in turn significantly influences purchase intentions (Abzari et al., 2014). Foreign-owned enterprises can enhance consumers' positive attitudes towards the brand through UGC content, effectively influencing the purchasing decisions

of potential consumers. However, as a spontaneous consumer behavior, variables such as usefulness and credibility of UGC also have varying degrees of impact on changes in consumer attitudes. Therefore, this study takes UGC variables as the starting point to explore the research paths of different UGC variables on brand attitudes and purchase intentions. At the same time, to enhance the significance of the study, this research focuses on Domino's Pizza, a well-known foreign-owned catering brand in the Chinese market, to seek the value of UGC in the foreign-owned catering industry. Since most research on UGC is concentrated in industries such as clothing and fashion, the study of UGC in the catering industry also extends the academic research content to some extent.

2. Literature Review

For the accuracy of the research, it is indispensable to understand the research design object. According to the OECD, UGC encompasses publicly visible content on the internet that exhibits a certain degree of creativity and is created by non-professionals or authoritative institutions. The OECD's definition of UGC, with its emphasis on the "publicly visible" and the "non-professionals" of its creators, is related to the variables of UGC in this study. Content that is publicly accessible can reach a wider audience, while the non-professional nature implies that the content may be unstable, not necessarily accurate or well-received, and the marketing objectives it achieves may be unpredictable. UTSA defines brand attitude as the opinion of consumers towards a product determined through market research. According to the theory of consumer behavior, there are three primary factors that influence consumer purchase intentions: psychological factors, individual characteristics, and social factors (Engel et al., 1995). When UGC content aligns with these three factors, catering to consumers' interests, needs, attitudes, etc., the degree of impact may also vary accordingly Figure 1.

In previous research, Abzari et al. (2014) conducted a study on a specific company in Israel to explore the impact of social media on brand attitudes and purchase intentions. This study not only confirmed the relationship between brand attitude and the intention to buy but also confirmed the impact of social media on brand attitude. Therefore, it is reasonable for this study to consider UGC, a product of social media, as an influencing factor on brand attitude .
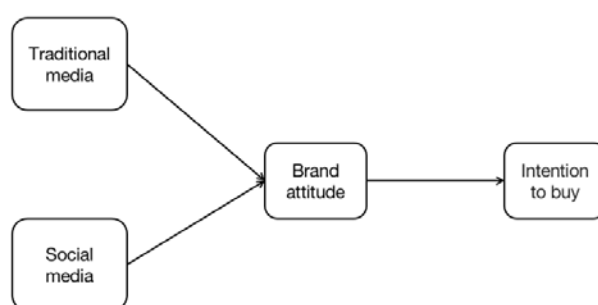

Figure 1. Model of brand attitude and purchase intention towards UGC attributes (Created by Abzari et al., 2014).

Based on online purchasing scenarios, Bahtar & Muda (2016) conducted a modeling study on the impact of UGC on consumers, using the Technology Acceptance Model (TAM) as a basis. They focused on the impact of credibility and usefulness on consumers' attitudes towards UGC. Building upon this foundation, this study hypothesizes that these two factors not only influence consumers' attitudes towards UGC but also affect their attitudes towards brands, thereby leading to changes in purchase intentions *Figure 2*.
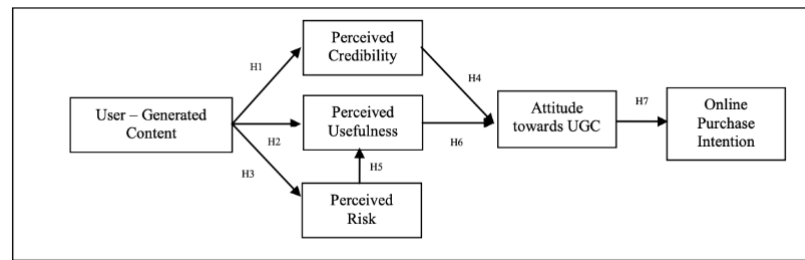
Figure 2. Model of UGC on product review towards online purchasing (Created by Bahtar & Muda, 2016).

Yu & Ko (2019)'s study provided evidence for the relationship between UGC factors and Brand Attitude, laying a more solid foundation for the feasibility of the influence path in this study. Their research categorized UGC attributes based on informativeness, enjoyment, reliability, and interactivity, offering additional references for the variables of UGC in this study *Figure 3*.
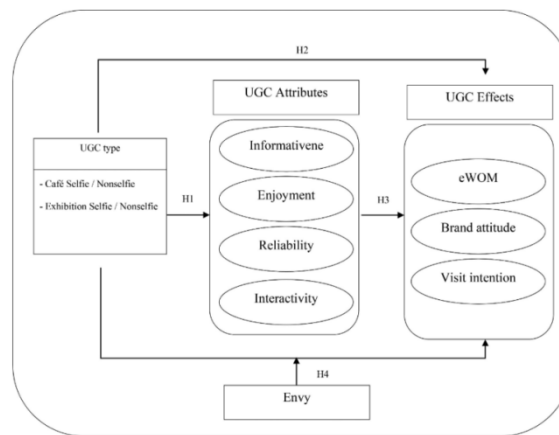
Figure 3. Model of UGC attributes and effects (Created by Yu & Ko, 2019).

By understanding the previous research models, this study opts to measure the impact of UGC on brand attitude through the variables of usefulness, enjoyment, credibility, and interactivity.

2.1. Usefulness

Consumers obtain the information they need and accurate information through UGC, which reflects the usefulness of UGC. Usefulness is defined as a person's belief that using a system will improve their performance (Davis, 1989; Karahanna & Straub, 1999; Muslim et al., 2014; Bahtar & Muda,2016). When UGC meets consumers' needs, they can quickly enhance their understanding of the brand and product, thereby developing a positive attitude towards the brand. Therefore, this study hypothesizes:

H1a: The usefulness of UGC has a positive impact on brand attitude

2.2. Enjoyment

In previous research, enjoyment has consistently been recognized as an integral aspect of social media advertising attributes (Eighmey & McCord, 1998). As a form of advertising that can be achieved through UGC, enjoyment encompasses the degree to which individuals find pleasure in both the act of engaging with UGC and the consumption of UGC itself (Davis, 1989; Zhou & Xue, 2021). Hence, this study hypothesizes:

H1b: The enjoyment of UGC has a positive impact on brand attitude

2.3. Credibility

Due to the fact that consumers perceive UGC authors to critically evaluate products or experiences based on their own firsthand experiences and without any financial incentives (Litvin et al., 2008), there is a higher level of trust placed on product information created by fellow consumers compared to information generated by manufacturers. This trust in UGC remains consistent irrespective of whether the information is positive or negative, indicating the credibility associated with UGC (Cheong & Morrison, 2013).   Based on these insights, this study hypothesizes:

H1c: The credibility of UGC has a positive impact on brand attitude

2.4. Interactivity

The interactive nature of social media platforms is a key characteristic across all social media platforms, enabling users to engage in interactive exchanges. Interactivity not only changes the way information is disseminated offline but also influences perspectives and attitudes (Fortin & Dholakia, 2005). Therefore, this study hypothesizes:

H1d: The interactivity of UGC has a positive impact on brand attitude

Furthermore, in previous studies on consumer behavior, the impact of consumer attitudes and brand attitudes on purchase intention has been observed multiple times. Aaker & Keeler (1990) suggested that positive evaluations of a brand have a positive effect on consumers' purchase intentions.   Based on this, the following hypothesis is proposed:

H2: The brand attitude has a positive impact on purchase intention

The model proposed in this study is as follow *Figure 4*:
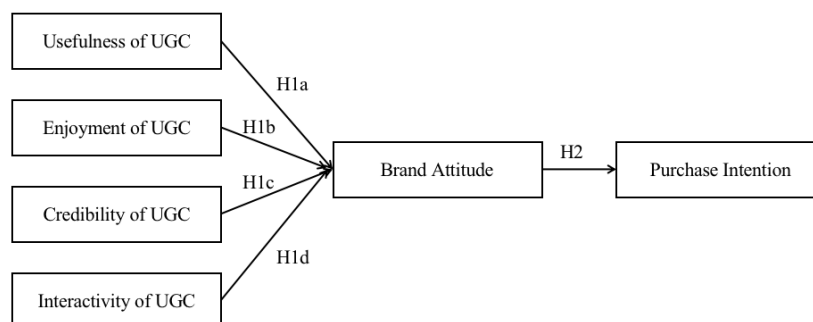
Figure 4. Model of brand attitude and purchase intention toward UGC(Created by author).

In the literature review chapter, we have successfully constructed the research model for this study. In the subsequent research, this study chooses Red as the social media platform for studying UGC. Red, a rapidly expanding social media platform in China, has achieved the fourth position in the 2022 Media Ranking (2023) for the Top 10 Chinese social networking apps, as determined by monthly active users. Before conducting the model analysis, we still need to analyze the current presentation of UGC in the foreign-owned catering industry and Domino's Pizza on Red. In summary, this study aims to investigate and reveal the following aspects:

1.What is the level of user participation and interaction with UGC related to foreign-owned catering brands on Red?

2.How do users generate and share UGC related to Domino's Pizza on Red?

3.What attitudes do users hold toward UGC related to Domino's Pizza on Red?

4.How do the dimensions of UGC, namely usefulness, enjoyment, credibility, and interactivity, impact brand attitude and purchase intention?

3. Results

3.1. Findings from questionnaire

During the survey phase, a total of 199 genuine questionnaires with identifiable IP addresses were collected by researchers. Among them, 38 respondents had no prior knowledge of UGC in foreign-owned catering brands and an additional 15 respondents were deemed invalid due to incomplete answers and short response times. Therefore, this study ultimately obtained 146 valid questionnaires, resulting in an effective response rate of 73.36%. All valid data will be subjected to reliability and validity tests using SPSS statistical analysis software. Subsequently, descriptive statistical analysis, correlation analysis, and regression analysis will be conducted. Additionally, the findings from Netnography will be presented and analyzed qualitatively (see Table 1-4).

Table 1. Reliability statistics （created by author）.

Cronbach's Alpha	N of Items
0.789	18

Table 2. KMO and Bartlett's Test (created by author).

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.801
Bartlett's Test of Sphericity	Approx. Chi-Square	1021.651
	df	210
	sig.	0.000

Table 3. Frequency and ways of using UGC of participants (Created by author).

Total sample	n=146	Percentage of sample
The frequncy of watching foreign-owned catering brands' UGC on social platform in a week		
Every day	12	8.22%
4-6 times	23	15.75%
2-3 times	61	41.78%
Once	50	34.25%
Ways of participating in UGC for foreign-owned catering brands		
Never	56	38.36%
Engagement with UGC posted	70	47.95%
UGC contributions	20	13.70%

In the questionnaire, 41.78% of the group browse UGC of foreign-owned catering brands 2-3 times a week, while 34.25% do so once a week. This shows a trend of interest in foreign-owned catering brands, but they are not completely captivated.

Table 4. Preference of participants (Created by author).

Total sample	n=146	Percentage of sample
Preference: Corporate Advertisement vs. UGC		
Corporate Advertisemenet	37	25.34%
UGC	109	74.66%

Furthermore, based on the discussion of UGC before, consumers' trust in UGC is higher than in corporate advertising. This study validates this aspect in the survey questionnaire.

In this study, Pearson correlation coefficients were employed to conduct a correlation analysis among the four factors of UGC: usefulness, enjoyment, credibility, interactivity, as well as brand attitude and purchase intention (see Table 5).

Table 5. Correlations (Created by author).

	Usefulness	Enjoyment	Credibility	Interactivity	Brand attitude	Purchase Intention
Usefulness	1					

Enjoyment	0.457**	1			
Credibility	0.358**	0.525**	1		
Interactivity	0.379**	0.399**	0.241**	1	
Brand attitude	0.389**	0.241**	0.354**	0.113	1
Purchase Intention	0.289**	0.281**	0.375**	0.074	0.766**	1

*Correlation is significant at the 0.05 level (2-tailed).
**Correlation is significant at the 0.01 leve (2-tailed).

The results of the correlation analysis indicate that there is significant correlation ($p < 0.05$) among usefulness and all five factors.

This study conducted linear regression analyses for the relationships between usefulness and brand attitude, enjoyment and brand attitude, credibility and brand attitude, as well as interactivity (see Table 6).

Table 6. Coefficients of influencing factors of attitude (Created by author).

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collineariy Statistics	
	B	Std. Error	Beta			Tolerence	VIF
(Constant)	1,614	0.443	-	3.781	0.000**	-	-
Usefulness	0.453	0.116	0.343	3.924	0.000**	0.728	1.373
Enjoyment	-0.025	0.098	-0.025	-0.258	0.797	0.602	1.662
Credibility	0.244	0.083	0.261	2.941	0.004**	0.707	1.415
Interactivity	-0.061	0.073	-0.070	-0.840	0.403	0.792	1.263

Upon detailed analysis, it's evident that the regression coefficient for Usefulness is 0.453 (t=3.924, p=0.000 < 0.01), meaning that Usefulness has a significant positive impact on Brand attitude. An increase of one unit in Usefulness leads to a 0.453 increase in Brand attitude. So, hypothesis H1a holds true.

The regression coefficient for Enjoyment is -0.025 (t=-0.258, p=0.797 > 0.05), suggesting that Enjoyment has a negative effect on Brand attitude, but this impact is not statistically significant. So, hypothesis H1b is not valid.

For Credibility, the regression coefficient is 0.244 (t=2.941, p=0.004 < 0.01), implying that Credibility has a significant positive impact on Brand attitude. An increase of one unit in Credibility results in a 0.244 increase in Brand attitude. So, hypothesis H1c holds true.

The regression coefficient for Interactivity is -0.061 (t=-0.840, p=0.403 > 0.05), indicating that Interactivity negatively influences Brand Attitude, but this effect is not statistically significant. So, hypothesis H1d is not valid (see Table 7).

Table 7. Coefficients of influencing of brand attitude on purchase intention (Created by author).

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collineariy Statistics	
	B	Std. Error	Beta			Tolerence	VIF
(Constant)	0.023	0.283	-	0.083	0.934	-	-
Brand attitude	0.965	0.068	0.766	14.286	0.000**	1.000	1.000

From the results, the model's R^2 was found to be 0.586, indicating that Brand attitude account for 58.6% of the variation in purchase intention. When subjecting the model to an F-test, the model passed (F=104.081, p=0.000 < 0.05), signifying that Brand attitude has an impact on Purchase intention. So, hypothesis H2 holds true(see Table 8).

Table 8. The research findings （Created by author）.

Reseach dimension	Hypothesis	Specific content	Conclusion
Usefulness & Brand attitude	H1a	The usefulness of UGC has a positive impact on brand attitude.	Valid

Enjoyment & Brand attitude	H1b	The enjoyment of UGC has a positive impact on brand attitude.	Not valid
Credibility & Brand attitude	H1c	The credibility of UGC has a positive impact on brand attitude.	Valid
Interactivity & Brand attitude	H1d	The interactivity of UGC has a positive impact on brand attitude.	Not valid
Brand attitude & Purchase intention I	H2	The brand attitude has a positive impact on purchase intention.	Valid

3.2. Findings from Netnography

This study chose Domino's Pizza as the representative foreign dining brand and conducted research on the social media platform Red under the search term "Domino's Pizza". Among the related keywords, the most significant ones include phrases such as "pizza ordering guide," "Tuesdays and Wednesdays," "snacks," and "new products," among others. This research began monitoring Domino's Pizza-related information on the Red. Over the course of several months of netnographic research, UGC about Domino's Pizza from the past three years was collected. Ranked by popularity, this study collected and analyzed the top 30 UGC posts under the Domino's Pizza topic on Red. The primary focus was on the forms, content, and popular discussion topics within the Domino's Pizza UGC. Additionally, due to ethical considerations, this research only gathered publicly available UGC content. In the paper, UGC was subjected to secondary processing, and no information related to the creators of the content will be disclosed (see Table 9).

Table 9. Netnography findings (Created by author).

UGC form	**Video (1)** **Visual-text content (23)** **Images (5)** **Text (1)**
UGC content	Product recommendations (10) Product pairing (7) Reviews (7) Lifestyle documentation (2) Discussion threads (1) Money-saving strategies (3)
Hot tags	#pizza #domino #domino's pizza #domino's ordering guide #domino's new product #myfooddaiary #deliciousfood #reviews #deliciousfoodinBeijing #deliciousfoodsharing #domino 'srecommendation #moneysaving #whatsfoodfortoday #cheeseispower #delicouspizzatastypizza

Through Netnography research, it can be observed that on the platform of Red, the presentation format of Domino's UGC is primarily a combination of images and text. The images predominantly depict actual product visuals, while the accompanying text provides introductions and reviews. In terms of content composition, the Domino's UGC is notably adorned with a rich assortment of product recommendations, comprehensive product appraisals, and artful guides for optimal orders. An additional noteworthy facet

is the prominence of astute money-saving strategies embedded within the UGC, representing a significant thematic thread. Moreover, within the realm of Netnography's exploration, a remarkable ten instances spotlight discounts and promotions, underscoring the monetary dimension. Interestingly, there is no dominant trending tag specifically associated with Domino's Pizza UGC. Instead, the tags used cover a wide range of topics. Some users employ the brand name as a tag, while others use tags related to UGC functionalities. Additionally, there are creative instances of using homophones or gaming-related terms as linked tags for the UGC.

In summary, this chapter has provided an exposition of the findings from both the survey questionnaire and Netnography. In the questionnaire, the positive impact of Domino's Pizza UGC elements on brand attitudes has been partially confirmed, as well as the confirmed positive influence of brand attitudes on purchase intentions. Through Netnography, this study has summarized the content, forms, and popular tags related to Domino's Pizza UGC on the platform of Red. This chapter has addressed the research questions in a preliminary manner, and further in-depth discussions are required to explore the underlying reasons for the observed outcomes.

4. Analysis

In this chapter, the question raised before will be discussed in detail:

1. What is the level of user participation and interaction with UGC related to foreign-owned catering brands on Red?

2. How do users generate and share UGC related to Domino's Pizza on Red?

3. What attitudes do users hold toward UGC related to Domino's Pizza on Red?

4. How do the dimensions of UGC, namely usefulness, enjoyment, credibility, and interactivity, impact brand attitude and purchase intention?

Research questions 1 and 2 have been addressed before. In the questionnaire, respondents were surveyed regarding the frequency of their engagement with foreign-owned catering brand UGC (within a week) and their modes of participation. Netnography was used to analyze the content of Domino's UGC. Therefore, this chapter primarily focuses on detailed discussions and analyses of research questions 3 and 4. This chapter is structured into two sections, which respectively delve into consumers' attitudes toward UGC from foreign-owned catering brands, and the influencing factors on consumer brand attitudes and purchase intentions.

4.1. Attitudes toward UGC

According to results, both the questionnaire and Netnography addressed consumer's attitudes towards UGC from foreign-owned catering brands. In the questionnaire, nearly three-quarters of the respondents demonstrated a stronger sense of trust in UGC as a source of information, aligning with the viewpoint presented by Bahtar & Muda (2016). According to research findings and literature review, the trustworthiness of UGV stems from its creators being consumers and the comprehensive and objectivity of its content. According to the questionnaire, 20 respondents have engaged in the creation of UGC. Content creators sharing the same perspective as consumers and potentially being individuals from their own circles can enhance trust in UGC. Additionally, based on the results from Netnography, reviews constitute a considerable portion of UGC content. These reviews encompass both positive and negative aspects, avoiding mere product promotion. UGC provides consumers with more authentic and accurate information, consistent with the notion presented by Mir & Rehman (2013) in literature review part.

Specially, regarding attitudes towards Domino's UGC, Netnography research reveals a variety of types Figure 5 :
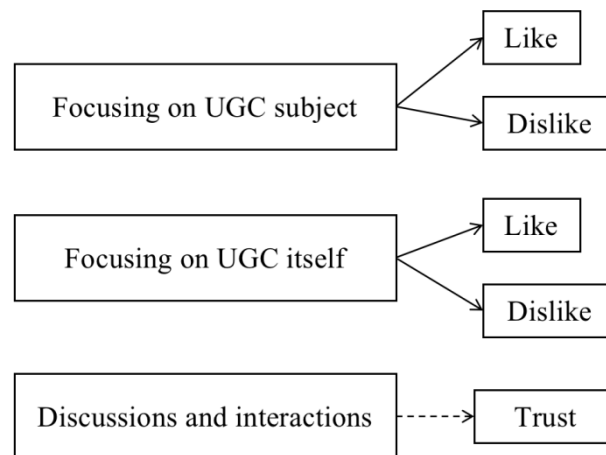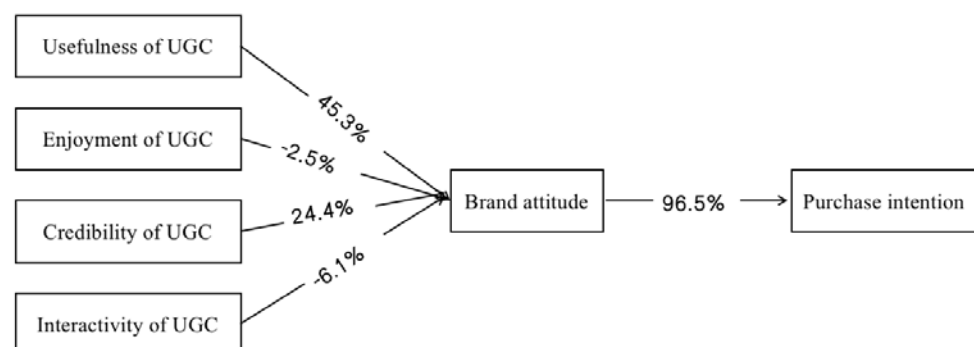
Figure 5. Attitudes toward Domino's UGC (Created by author).

In the comment of Domino's UGC on Red, there is a diversity of attitudes towards Domino's Pizza. In comments expressing appreciation for the UGC itself, for example, "The photos look so appetizing" reflects am admiration for the presentation style of the UGC, while statement like "Although I'm not particularly interested in pizza, I really want to try Domino's Pizza" reveal an affection for the UGC subject. In commons conveying dissatisfaction with the UGC, remarks such as "Can the blogger speak more politely? Being more polite might yield better results" express dislike towards the UGC author and their chosen mode of expression, and phrases like "This combination seems like it would be too heavy" reflect dissatisfaction with the UGC subject, the product. In conclusion, attitudes towards specific UGC are determined not solely by the characteristics of the UGC, but also by the content of UGC, the author's presentation, and the subject of UGC. Meanwhile, a portion of the comment section is still focused on discussions and interactions. For instance, questions like "Which one tastes better, the taro or sweet potato pizza?" and inquiries like "Has Domino's Pizza raised its prices" demonstrated the way individuals utilize UGC to communicate with others. This action shows consumers' pursuit of reliable and trustworthy information and their trust in UGC and other users on the social media platform.

4.2. The influencing factors on consumers' brand attitude and purchase intention

Figure 6. Model of brand attitudes toward UGC (Created by author).

Based on the questionnaire data in Figure 6, the majority of respondents believe that the usefulness of UGC has the most significant impact on brand attitudes. Data analysis reveals that the effectiveness contribution rate of UGC's usefulness is 45.3%. This suggests that for consumers, the ability of UGC to provide information, deliver the latest updates,

and offer valuable insights is crucial. Netnograohy similarly demonstrated that users of social platforms rely on others' UGC for product choices, bookmarking and liking UGC content for their own use. This is because the information provided by UGC to some extent reduces the time consumers spend searching for information, thereby enhancing efficiency. As mentioned in the literature review, comprehensive and detailed UGC deepens consumers' understanding and perception of brands, thus positively influencing their brand attitudes (Bahtar & Muda, 2016). The finding of this study are consistent with previous research. Therefore, for authors of UGC, conveying effective information and providing helpful content for readers is essential during content creation, to strengthen other consumers' awareness of the brand. For foreign-owned catering brands, due to potential differences in dietary culture with Chinese consumers, its even more crucial to guide consumers who have purchased to publish useful product-related content. This can deepen consumers' awareness of the brand, fostering a positive brand attitude, and subsequently generating purchase intentions.

The credibility of UGC is also of paramount importance to Chinese consumers. The data analysis reveals that the credibility of UGC contributes significantly to brand attitudes with an effectiveness contribution rate of 24.4%. As discussed in the preceding section of this chapter, consumers tend to regard UGC as reliable and trustworthy source for brand awareness whey they perceive it as such. The credibility of UGC stems from the non-profit nature of authors' action and their genuine experiences (Cheong & Morrison, 2008). When consumers acquire reliable and positive brand information through Domino's UGC, they develop a positive brand attitude, which can subsequently translate into purchase intention for Domino's products. Cheong & Morrison (2008) also point out that among content creators of UGC, the group of KOL stands out as particularly trustworthy according to consumer perceptions, Therefore, UGC authors should ensure the authenticity and credibility of their content during the creation process and refrain from fabrication or falsification. This practice can also enhance the reputation of UGC authors. For foreign-owned catering brands, companies should avoid encouraging consumers to disseminate false information for marketing purpose. Simultaneously, close attention should be paid to the UGC content created by KOL. When encountering negative feedback, companies should engage in introspection through consumers' real experiences, identifying areas that need improvement.

In hypothesis H1d, interactivity of UGC is expected to have a significantly positive effect on brand attitude. However, the data analysis reveals a negative correlation between interactivity and brand attitude, with an contribution rate of 6.1%. Furthermore, the correlation test indicated that the relationship between the two variables is not significant. In prior research, Fortin & Dholakis (2015) point out that interactivity alters consumers' perspectives and attitudes, which contradicts the findings of this study. This discrepancy could be caused by following factors: a) Consumers' brand attitudes are determined by the information obtained through UGC. If consumers do not get the desired content through interactivity, they will think UGC reduce their search efficiency. It may lead to negative emotions among consumers. b) On Chinese platforms, companies employ various methods for product promotion. During interactive exchanges, overly active communication from the other party might raise suspicious about the authenticity of their content. c) Stuhler (1992) emphasized the "real-time" nature of interactivity in its definition. This indicates that the effectiveness of interactivity is influenced by time. The diversity of social media users makes it challenging to ensure real0time interaction between both parties. Additionally, for catering brands,consumers' interest is limited by time, and outdated interactions may lose their impact.

In the data analysis, enjoyment was found to have smallest impact in Chinese consumers' brand attitude, with a contribution rate of -2.5%. In prior research, Zhou & Xue (2015) point out that the high level of enjoyment brought about by UGC can lead consumer to develop a positive attitude toward the products. This perspective contradicts the

research finding. This discrepancy might be related to the dietary culture of Chinese consumers. In China, there is a high emphasis on food, focusing on taste and quality. As a result, Chinese consumers tend to adopt a conservative and serious attitude toward UGC from catering brands. The unique significance of food places it in a distinct category compared to other consumables such as luxury goods and tourism. Therefore, the influence of enjoyment from UGC of foreign-owned catering brands is unlikely to have a significant impact on Chinese consumers' brand attitude.

The data analysis reveals that brand attitude has an effectiveness contribution rate of 96.5% on purchase intention. This indicates a significant positive impact of brand attitude on purchase intention, supporting the validity of hypothesis H2. When consumers develop a positive brand attitude towards Domino's Pizza, a considerable portion is likely to translate favorable attitude into actual consumption. Under such a strong influence, companies need to capitalize on consumers who have a positive impression and enhance conversion rates. Additionally, companies should also recognize that brand attitude is subject to change. Therefore, maintaining consumers' brand attitude requires consistent delivery of high-quality products and services.

5. Conclusion

In conclusion, this study underscores the significant impact of User-Generated Content (UGC) on shaping brand attitudes and influencing purchase intentions, particularly within the context of foreign-owned catering brands on the Chinese social media platform Red. The findings reveal that the perceived usefulness and credibility of UGC are the most influential factors in forming positive brand attitudes, highlighting the importance of providing consumers with informative and reliable content. In contrast, the enjoyment and interactivity dimensions of UGC were found to have a marginal or negative effect on brand attitudes, suggesting that, for this consumer segment, trust and the value of information outweigh the appeal of entertainment or user engagement. Moreover, the study confirms that favorable brand attitudes are strongly correlated with increased purchase intentions, emphasizing the pivotal role of cultivating a positive brand perception in driving consumer behavior. These insights contribute to a deeper understanding of the mechanisms through which UGC influences consumer decision-making, offering practical implications for brands seeking to optimize their digital marketing strategies.

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