Paper 5

The Influence of User-Generated Review Content Toward Brand Attitude and Online Purchase Intention of Local Beauty Brand Products

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Abstract - **Instagram is one of the most popular social media platforms for User-Generated Content (UGC) sharing, allowing users to share reviews about certain products or brands. In the context of local beauty products, this study aims to investigate the effect of User-Generated Review Content on Instagram on Brand Attitude and Online Purchase Intention. An online survey was conducted among 126 respondents and the results were analyzed using PLS-SEM method. The results show that there is a positive and significant relationship between User-Generated Review Content and Brand Attitude, Brand Attitude and Online Purchase Intention, and User-Generated Review Content and Online Purchase Intention. The results further show that Brand Attitude has a partial mediating effect in the relationship between User-Generated Review Content and Online Purchase Intention. This study suggested that local beauty product marketers should consider User-Generated Review Content as part of their marketing strategy. In addition, this study is expected to contribute to the literature of UGC, Brand Attitude, and Online Purchase Intention as well as to give an insight to local beauty product marketers regarding the utilization of UGC on Instagram.**

Keywords - **User-Generated Content; Review Content; Brand Attitude; Online Purchase Intention; Instagram; Local Beauty Products.**

I. INTRODUCTION

Known for its enormous population, Indonesia is expected to be a prospective market for the beauty industry due to the growing trend of cosmetics and beauty products [1]. Along with economic growth and increasing purchasing power, people are starting to consider beauty products as part of their necessities to improve their welfare [2]. This signifies that the cosmetics or beauty industry in Indonesia has great potential and can also be considered as a promising industry as the market is anticipated to grow annually by 5.34% (CAGR 2022-2026) [3].

Numerous kinds of information can be obtained easily through social media platforms in this digital era. To put it another way, people nowadays have progressed to a world where information is at their fingertips as a result of continuous content creation [4]. According to reference [5], as of January 2021, social media users in Indonesia are dominated by people aged 25-34 years at 34.1%, followed by people aged 18-34 years at 30.7%, and people aged 35-44 years occupying the third place at 13.1%. Therefore, it can be concluded that current social media users are dominated by people of productive age who fall into the millennial and Gen Z categories.

The rapid development of today's technology gives significant impacts on people's lives. One of the impacts is the rapid growth of social media platforms daily usage. During the COVID-19 pandemic, particularly between 2020 and 2021, the number of social media users in Indonesia increased by 6.3% or was equivalent to 10 million users [6]. This implies that social media has played a crucial role during the pandemic, impacting many aspects of people's lives starting from work, education, entertainment, to shopping [7].

Digitization and the pandemic have transferred beauty products into the online world, where people have access to a wide variety of products, reviews, and shipping options [8]. The beauty industry of Indonesia has also started to produce its own local beauty brands and various products such as Luxcrime, BLP beauty, Dear Me Beauty, Elsheskin, Somethinc, and many more. The growing number of local cosmetic or beauty product brands in the marketplace today makes them more aggressive in terms of promotion [9]. Through this effort, local beauty brands in Indonesia are starting to compete through various social media platforms utilization, such as Instagram and TikTok.

Instagram is one of the primary platforms for User-Generated Content (UGC) as it allows users to create and share posts or reviews regarding various brands [10]. Instagram is one of popular platforms for marketing campaigns because the shared contents there are considered brief, fun, trendy, creative, and engaging [11]. Reference [12] shows that there were approximately 104,175,200 Instagram users in Indonesia as of January 2022, and most of the users were women (54%). Instagram surpasses other platforms in content marketing and brand engagement activities and is regarded as the optimal platform for beauty products marketing [13].

Because of the attachment to social media, consumers' purchasing decisions nowadays are highly influenced by the opinions of other users in the social media [14]. This explains that consumers have tendencies to look up to others' experiences through UGCs over common promotion methods since they are considered as more

trustworthy reviews [15]. Consumers will rely on the content generated by other users as a guidance in making a purchase decision [16]. They have tendencies to believe that other users will give their honest opinion regarding the products, whether they are negative or positive [15]. Reference [17] highlights that user-generated content is a trustworthy source for people, as the ones who generate content are considered as opinion leaders.

With the expanding market and the emergence of new local beauty brands and products in Indonesia, the number of social media users and consumer reviews as in User-Generated Content on online media platforms is also skyrocketing. User-Generated Content has been a developing topic and it also has not been fully explored yet [18]. There are only a few studies that have elucidated the influence of user-generated content (UGC) on the purchase intentions of consumers in different contexts such as brand-related UGC on Facebook, Youtube, and Twitter but the result has not been clearly affirmed yet [19]. In addition, studies with the concern on the impact of brand related UGC towards purchase intention of local beauty products on Instagram are scarce. However, based on the most prior studies, it shows that User-Generated Content in TikTok has a strong enough influence on purchase intention in certain local beauty brands [20]. Another similar study in different contexts such as the restaurant industry shows the role of UGC which has a positive effect on restaurant selection or purchasing intention [18]; [21]; [22]. In fashion brand context studies, the effect of UGC also shows a positive relationship with pre-purchase decision and purchase intention [23]; [24].

II. METHODOLOGY

This study was carried out to investigate (1) the effect of User-Generated Review Content on Instagram on brand attitude, (2) the effect of User-Generated Review Content on Instagram on online purchase intention, (3) the effect of brand attitude on online purchase intention, and (4) the mediating effect of brand attitude in the relationship between User-Generated Review Content on Instagram and online purchase intention. Fig. 1 presents the conceptual framework of this study.

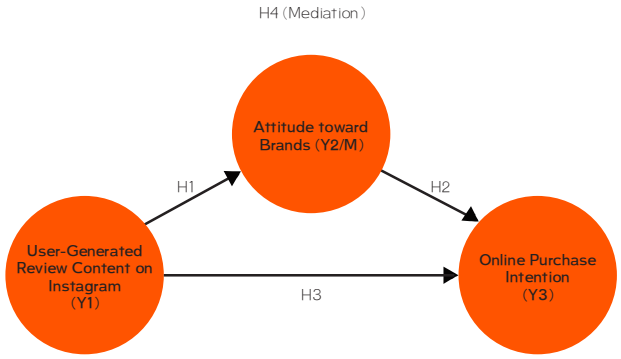

Fig. 1. Conceptual Framework

The method used in this study is a quantitative method, where a survey technique was used to collect primary data. In the process of creating and developing the questionnaire, the researcher referred to several previous studies. The 5-Point Likert Scale questionnaire that had been generated on Google Forms was distributed online. The population studied was 17-25 years old female individuals who were domiciled in Greater Jakarta (Jabodetabek) and Bandung. Reference [43] shows that West Java Province has the most social media and internet access, whereas Greater Jakarta (Jabodetabek) and Bandung cities are considered West Java's metropolitan cities, with more advanced internet connectivity and infrastructure. A non-probability type of sampling which is purposive sampling or judgmental sampling method was used to determine the characteristics of the sample needed.

This study focuses on active Instagram users who have accessed User-Generated Content about local beauty product reviews and local beauty product consumers. With the growing social media users and the emergence of numerous local beauty brands or products in Indonesia, consumer reviews on online social media platforms are also increasing. Instagram is the focus of this study due to insufficient research on the topic of UGC on Instagram platform. Because of the growing and innovative cosmetic market trends in Indonesia, this study focuses on local beauty products.

To estimate the minimum sample size needed for this study, the author refers to the "10-times rule" [25], since this study utilizes the PLS-SEM (Partial Least Squares Structural Equation Modeling) approach. The '10-times rule' postulates the sample size should be greater than or equal to (1) "10 times the largest number of formative indicators used to measure a single construct, or (2) "10 times the largest number of structural paths directed at a particular construct in the structural model." [25]. Since this study only uses reflective indicators, the second rule of thumb is performed. From the author's proposed conceptual framework, the dependent variable that has the most arrowhead pointed at is the 'online purchase intention' variable, which has 2 arrowheads pointed at the construct. This indicates that the minimum sample size needed is 20 (2 multiplied by 10). However, PLS-SEM estimations are more reliable when sample sizes are larger [25]. A sample size of 100 to 200 is considered decent for path modeling [26]. Reference [27] states that the recommended sample size for PLS is from 30 to 100. Therefore, referring to the supporting sources and studies, the minimum sample size of this study is 100.

To analyze the data obtained, Microsoft Excel was utilized to conduct descriptive statistic analysis. PLS-SEM analysis was also conducted using SmartPLS 3.0 software to analyze the validity and reliability as

well as the hypothesis testing. The main advantage of the PLS-SEM method is that it allows researchers to estimate complicated models with multiple constructs, indicator variables, and structural paths without enforcing distributional assumptions on the data [28]. There are 7 (seven) steps of data analysis process using the PLS-SEM method, which are (1) specifying the inner path model; (2) specifying the outer path model; (3) examining the data (validity and reliability testing); (4) model estimation of PLS path; (5) evaluating measurement models; (6) evaluation of the structural model; and (7) advanced PLS-SEM analysis [25].

III. RESULTS

A. Profile of Respondents

The results from 126 samples show that most of the participants are in the age group of 20-22, which is 69.05% of the respondents. This also correlates with the fact that the participants are dominated by college students, which accounts for 84.13%. Most of the participants also live in Greater Jakarta area (Jabodetabek), which accounts for 53.17%, followed by Bandung city (46.83%). From 126 participants, most of the the answer shows that they earned IDR 0-1000,000 a month, which accounts for 61.11%. It can be inferred that most of the respondents are in the low-income category due to most of them being students. Most of the participants spend less than IDR 500,000 a month in beauty product category, which accounts for 81.75%. It can be inferred that most of the respondents' average spending on beauty products are considered low.

Out of 126 participants, 123 people use Instagram, which accounts for 97.62%, followed by Twitter as many as 109 people (86.51%), Youtube as many as 91 people (72.22%), TikTok as many as 82 people (65.08%), and Facebook as many as 15 people (11.90%). It can be concluded that Instagram is the most used social media among the respondents. Most of the participants accessed social media more than 3 hours, which accounts for 49.21% of the respondents. From the data obtained, it shows that in the last 1 month most of the respondents purchased beauty products 1-3 times, which is 79.37% of the respondents. Thus, it can be inferred that the majority of respondents' beauty product purchase in the last month is 1-3 times in a month.

B. Convergent Validity

The convergent validity is examined by assessing the outer loadings and the average variance extracted (AVE) values. Table I and Table II shows the outer loading results and the average variance extracted (AVE) values.

Table 1 - OUTER LOADINGS

Indicator	Outer Loadings		
	BA	OPI	UGRC
BA_1	0.846		
BA_2	0.820		
BA_3	0.837		
BA_4	0.847		
OPI_1		0.807	
OPI_2		0.923	
OPI_3		0.909	
OPI_4		0.910	
UGRC_1			0.803
UGRC_2			0.833
UGRC_3			0.771
UGRC_4			0.818
UGRC_5			0.745
UGRC_6			0.527
UGRC_7			0.656
UGRC_8			0.750

The cut-off value of an indicator's outer loading is 0.70. An indicator with a value below 0.7 is recommended to be eliminated. However, indicators that have outer loadings of 0.40-0.70 should be removed if the removal raises the Composite Reliability or Average Variance Extracted (AVE) above the cut-off value [25]. This implies that if an indicator's outer loading is between 0.40 and 0.70 while the Composite Reliability or AVE value is still above threshold, the indicator should be retained. In Table I, all indicators except for UGRC_6 and UGRC_7 are above 0.70 which indicate that these indicators are acceptable. UGRC_6 and UGRC_7 outer loading values are 0.527 and 0.656 respectively, which indicates that both indicators are below the cut-off value (0.70). However, both indicators are retained because the value of AVE and Composite Reliability (see Table IV) are still above threshold (>0.5).

Table 2 - AVE Results

Consctruct	AVE
Brand Attitude (BA)	0.702
Online Purchase Intention (OPI)	0.790
User-Generated Review Content (URGC)	0.553

The cut-off value of AVE to be considered acceptable is 0.50. An AVE greater than or equal to 0.50 means that the variance of the items in the construct is explained by the construct by 50 percent or more [28]. In Table II, all the construct's AVE values are above 0.50, which indicates that all the constructs are acceptable in terms of convergent validity. Therefore, it can be concluded that the research instrument or the outer model in this study is supported for convergent validity.

C. Discriminant Validity

Discriminant validity is the degree to which a construct empirically differs from one another [25]; [29]. To assess discriminant validity, the Fornell-Larcker Criterion method is used. The Fornell-Larcker Criterion suggests that the square root of AVE of a construct should be higher than correlations between latent variables. Table III shows the square root of AVE of each construct as well as correlations between constructs.

Table 3 - FORNELL-LARCKER CRITERION RESULTS

Construct	BA	OPI	UGRC
Brand Attitude (BA)	0.838		
Online Purchase Intention (OPI)	0.646	0.889	
User-Generated Review Content (URGC)	0.44	0.512	0.744

The value that is marked with bold is the square root of AVE of a construct. For example, the square root of AVE of Brand Attitude (BA), Online Purchase Intention (OPI), and User-Generated Review Content are 0.838, 0.889, and 0.744 respectively. The non-bolded values represent the correlation between constructs. From Table III, the square root of AVE of each construct is higher than the correlation between constructs. For instance, the square root of AVE of OPI construct is 0.889, which is higher than the correlation between OPI and BA (0.646). Similarly, the square root of AVE of UGRC (0.744), is higher than the correlation between UGRC & BA (0.440) and UGRC & OPI (0.512). Therefore, it can be concluded that the research instrument or the outer model in this study is supported for discriminant validity.

D. Reliability Testing

Reliability is the degree to which measurements are error-free and ensure the consistency of measurement across time as well as across the various items in the instruments [31]. In other words, it is the degree to which measurements are repeatable when performed by other researchers [32]. To assess the reliability of the instrument, the measurements used are the Composite Reliability and Cronbach's Alpha, which assesses the reliability based on the intercorrelation of the indicator variable [29]. Table IV shows the reliability test result based on Composite Reliability and Cronbach's Alpha values of each construct.

Table 4 - COMPOSITE RELIABILITY AND CRONBACH'S ALPHA RESULTS

Construct	Composite Reliability	Cronbach's Alpha
Brand Attitude (BA)	0.904	0.859
Online Purchase Intention (OPI)	0.937	0.911
User-Generated Review Content (URGC)	0.907	0.881

The acceptable value of the Composite Reliability and Cronbach's Alpha is 0.7 or higher [25]; [30]. From Table IV, all of the construct's Composite Reliability and Cronbach's Alpha are above the threshold. Therefore, it can be concluded that the research instrument or the outer model in this study is reliable.

E. Coefficient of Determination

The coefficient of determination or R square (R) measures the degree to which the independent variable explains the dependent variables in terms of the proportion of variance [33]. Reference [34] suggests that R square values of 0.67, 0.33, or 0.19 for dependent latent variables are indicated as substantial, moderate, or weak respectively. Table V shows the R square value of all exogenous (dependent) variables.

Table 5 - R SQUARE RESULTS

Dependent Variable	R Square
Brand Attitude (BA)	0.193
Online Purchase Intention (OPI)	0.482

The R square value of Brand Attitude (BA) and Online Purchase Intention (OPI) are 0.193 and 0.482 respectively. This further explains that User-Generated Review Content (UGRC) as an independent variable is capable of influencing the Brand Attitude (BA) by 19.3%. Therefore, the coefficient of determination of Brand Attitude (BA) is considered weak. In addition, User-Generated Review Content (UGRC) and Brand Attitude (BA) are simultaneously capable of influencing the Online Purchase Intention (OPI) by 48.2%. Therefore, the coefficient of determination of Online Purchase Intention (OPI) is considered moderate.

F. Hypothesis Testing

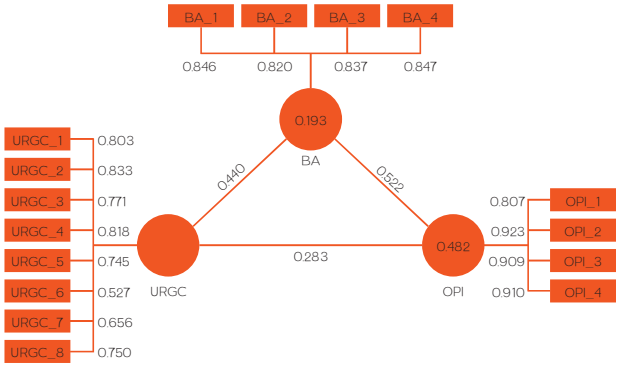

Fig. 2. Structural Model

The hypothesis testing was conducted to test the significance of the relationship between the hypothesized variables. Fig. 2 illustrates the structural model of the study which contains the direct effect values between variables. Using SmartPLS 3.0, hypothesis testing was carried out by running a bootstrapping procedure. Table VI presents the result of path coefficient from the bootstrapping procedure.

Table 6 - PATH COEFFICIENT RESULTS

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Brand Attitude -> Online Purchase Intention	0.522	8.731	0.000
User Generated Review Content -> Brand Attitude	0.440	5.309	0.000
User Generated Review Content -> Online Purchase Intention	0.283	3.447	0.000

The relationship between User-Generated Review Content (UGRC) and Brand Attitude (BA) is represented by User Generated Review Content Brand Attitude. Since the Original Sample of the relationship between UGRC and BA is equal to 0.440, thus, the relationship is considered positive. The p-value is equal to 0.000, which is less than 0.05 and the t-value is 5.309 which is greater than 1.65. The result shows that user-generated review content on Instagram has a positive and significant relationship with brand attitude. Therefore, it can be concluded that Hypothesis 1 is supported.

The relationship between Brand Attitude and Online Purchase Intention is represented by Brand Attitude Online Purchase Intention. Since the Original Sample of the relationship between BA and OPI is equal to 0.522, thus, the relationship is considered positive. The p-value is equal to 0.000, which is less than 0.05 and the t-value is equal to 8.731 which is greater than 1.65. The result shows that brand attitude has a positive and significant relationship with online purchase intention. Therefore, it can be concluded that Hypothesis 2 is supported.

The relationship between User-Generated Review Content and Online Purchase Intention is represented by User Generated Review Content Online Purchase Intention. Since the Original Sample of the relationship between BA and OPI is equal to 0.283, thus, the relationship is considered positive. The p-value is equal to 0.000, which is less than 0.05 and the t-value is equal to 3.447 which is greater than 1.65. The result shows that user-generated review content has a positive and significant relationship with online purchase intention. Therefore, it can be concluded that Hypothesis 3 is supported.

G. Mediation Analysis

Reference [25] suggests that to examine the mediating effect, the significance of the direct effect between UGRC and OPI without including the mediator variable (BA) needs to be examined first. If the direct effect is significant, the next step is examining the indirect effect significance. If the indirect effect is significant, the last step is to assess the Variance Accounted For (VAF). VAF greater than 80% means full mediation, between 20% and 80% means partial mediation, and less than 20% means no mediation. Table VII shows the path coefficient result of the relationship between UGRC and OPI without a mediating variable BA.

Table 7 - DIRECT EFFECT RESULTS (UGRC AND OPI)

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Brand Attitude -> Online Purchase Intention	0.518	6.413	0.000

The result shows that the Original Sample of the relationship between UGRC and OPI is equal to 0.518, thus, the relationship is considered positive. The p-value is equal to 0.000, which is less than 0.05 and the t-value is equal to 6.413 which is greater than 1.65. The result shows that without a mediating variable, user-generated review content has a positive and significant relationship with online purchase intention.

Table 8 - INDIRECT EFFECT RESULTS

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
UGRC -> BA -> OPI	0.229	4.845	0.000

Table VIII shows the bootstrapping result of specific indirect effect. The result shows that the Original Sample of the relationship between UGRC and OPI mediated by BA is equal to 0.229, thus, the relationship is considered positive. The p-value is equal to 0.000, which is less than 0.05 and the t-value is equal to 4.845 which is greater than 1.65. The result shows that the indirect effect is significant.

The next step is determining the value of Variance Accounted For (VAF). To calculate the VAF, the formula is:

where P1 P2 is the indirect effect and P3 is the direct effect.

Therefore, the calculation is as follows:

VAF = = 0.3065 ~ (31%)

From the calculation, the VAF value is 31% which indicates that there is a partial mediation effect and thus, it can be concluded that Hypothesis 4 is supported.

IV. DISCUSSION

From the analysis of the results, User-Generated Review Content (UGRC) has a positive and significant effect on Brand Attitude (BA). This further implies that the more positive one's perception of User-Generated Review Content on Instagram, the more positive also one's attitude toward a brand. In this study, User-Generated Review Content can be used interchangeably with eWOM because the context is brand-related UGC (beauty products/brands). An individual's attitude toward brands is pertinent to his or her exposure to any kind of information related to the brand.

User-Generated Review content on Instagram is one of many kinds of information that can influence an individual's attitude toward brands. Some prior studies regarding user-generated content or electronic word of mouth effect on brand attitude have shown the positive and significant results between two constructs. Reference [35] shows that positive user-generated social electronic word of mouth on Facebook has a positive influence on attitude toward smartphone brands. Reference [36] also shows that there is a significant impact of UGC on attitude towards brands. Positive electronic word of mouth greatly helps in the promotion of positive attitudes toward products [37].

Brand Attitude (BA) has a positive and significant effect on Online Purchase Intention (OPI). This further implies that the more positive one's attitude toward a brand, the more positive one's propensity to purchase the product through online stores/e-commerce. The behavioral intention, (in this context, online purchase intention) is the result of one's attitude toward the attitude object (in this context, brands). In other words, an individual's intention to purchase beauty products is the consequence of his or her attitude toward a certain beauty products' brand. Some prior studies have shown that consumers who have a positive attitude toward a brand tend to have a higher propensity to purchase the product. For instance, when the attitude toward a brand is favorable, younger people have higher purchase intentions for products/services [38]. Reference [39] also reveals that brand attitude based on social media brand community can cause users to form purchase intentions.

User-Generated Review Content (UGRC) has a positive and significant effect on Online Purchase Intention (OPI). This further implies that the more positive one's perception toward User-Generated Review Content, the more positive also one's propensity to purchase the product through online stores/e-commerce. User-Generated Review Content about beauty products/brands could be a reliable source of information for consumers in reducing uncertainty related to how the product will perform. User-Generated Review Content also could be a stimulus to foresee consumers' intention in purchasing a certain beauty product through online stores/e-commerce. Some prior similar studies related to beauty products have shown UGC has a positive impact on purchase intention of beauty products [1]; [20].

Brand Attitude (BA) has a partial mediation effect in the relationship between User-Generated Review Content (UGRC) and Online Purchase Intention (OPI). This further implies that the mediating variable of Brand Attitude (BA) mediates some but not all the relationships between User-Generated Review Content (UGRC) variable and Online Purchase Intention variable. Online shopping is on the rise in this age of technology. Online shopping does, however, frequently include some risk or uncertainty. User-generated review content, or eWOM, in this context, can assist consumers in buying decisions, form their attitudes about companies and items, and may even affect their inclination to make online purchases [15]; [16]. This suggests that brand attitude serves as a linkage between online purchase intention and user-generated review content or eWOM.

Prior studies have shown that brand attitude has a partial mediation effect on UGC or eWOM and purchase intention [35]; [40]. However, since the result shows that the mediation effect is only partial, there might be some other factors or variables that are capable of fully mediating the relationship of UGC or eWOM and purchase intention. For instance, some prior studies have shown that Brand Image variable is capable of fully mediating the relationship between eWOM and purchase intention [41]; [42].

V. CONCLUSION

The findings show that user-generated content, or eWOM, in the form of Instagram review content, has a significant impact on brand attitude and online purchase intention. Furthermore, this study adds to the body of knowledge about User-Generated Content, Instagram, and Online Purchase Intentions. The managerial implication of this study is the contribution to the knowledge regarding User-Generated Review Content on Instagram, Brand Attitude, and Online Purchase Intention to marketers at companies in the beauty sector who create social media marketing plans, particularly on Instagram.

Since the start of the Covid-19 pandemic, there has been a shift in consumer behavior that has changed consumer shopping preferences from those who usually go to offline stores to online shopping. The level of online shopping in Indonesia is increasing due to the presence of various types of e-commerce. Not only changes in consumer behavior related to shopping preferences, but also the duration of internet users that exceeds 3 hours a day can be a reference for marketers to take advantage of technology from social media applications to plan marketing strategies. Marketers must be able to predict consumer online purchase intentions based on user-generated content and other factors influencing consumer purchase intention, and then develop sales strategies accordingly. This study further suggests that local beauty product marketers should consider user-generated review content as part of their marketing strategy.

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