

# Analysis of the Relationship between UGC's Concrete, Abstract Content, and Brand Attitude on Purchase Intention of Generation Z

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## Abstract

In this fast-paced era, social media is becoming an increasingly important part of brand-customer communication, especially for Generation Z, whose activities are mostly conducted online. Therefore, this study conducted a 1x2 experiment with Generation Z participants, —200 participants for User-Generated Content (UGC) abstract content and 210 for in User-Generated Content (UGC) concrete content—to examine how User-Generated Content (UGC) affects purchase intention.

The results show that when consumers use social media to search for product information, the dissemination of their User-Generated Content (UGC), concrete content, and abstract content has a significant positive correlation with purchase intention, and brand equity has a significant positive correlation with purchase intention. The mediating role analysis of brand equity is effective with the purchase intention of User-Generated Content (UGC).

**Keywords:** User-Generated Content (UGC), Concrete Content, Abstract Content, Brand Attitude, Purchase Intention

## Introduction

In the rapid development of information technology, the Internet has brought great convenience to people's lives. Especially for Generation Z, who grew up with the Internet, their dependence on the Internet has continued to rise, whether it is social interaction, purchasing methods, or entertainment lifestyles. This development has made their lives far beyond those of other generations. Consumers of Generation Z can not only search for information they are interested in, but also generate or share content by themselves, provide product information and consumption suggestions on social platforms, and influence consumers' purchasing behavior (Hollebeek & Macky, 2019). In addition, UGC may affect product assets, and its importance in people's daily lives is self-evident.

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Nowadays, everyone has a smartphone in their hands, which means that users are everywhere.

They can directly post pictures, share videos, and spread information on any social media platform. Users are producers and consumers of Internet information dissemination (Praphruetmon, 2022). Everyone can communicate freely and equally, which is not only conducive to academic innovation but also to technological development. In addition, some scholars have found that social media marketing efforts and online interaction trends have a significant positive impact on users' social media engagement (Utami & Rahyuda, 2019). In the current era of rapid development, user engagement has gradually become a trend in social communication.

Compared to traditional marketing methods that focus on advertising exposure, whether on TV, posters, newspapers, flyers, or magazines, it may increase unnecessary costs and have little effect. However, UGC has opened up a new way of communication on social networks, no longer limited to marketers, but allows consumers to share ideas with the public. Some studies have mentioned that consumer comments have a great influence on purchase intention, and it is necessary to pay attention to user content, which may provide opportunities for products (Furqan et al., 2022). In addition, user comments and feedback may make products go further in the future. UGC platforms have become an important channel for content marketing and relationships between users or users and marketers. Communication between companies and consumers is very important. Companies must pay close attention to consumer behavior by using UGC as an important part of product marketing (Naeem & Ozuem, 2021b).

Whether it is users or marketers on social media, they spread a lot of information on the Internet to connect. Nowadays, users prefer to obtain or publish information anytime and anywhere through mobile terminals for interactive communication. For marketers, the expressions posted by users online are very important to them. Everyone can post any information on the platform or share their ideas with others and indirectly influence them on social platforms. From the above information, it can be seen that UGC has been integrated into everyone's daily life. Previous studies have shown that content type is one of the factors that brands can affect consumer response (Evans et al., 2017; Shankar et al., 2022). Therefore, brands need to understand what kind of content form can attract consumers.

Whether the posts on social platforms are informative or entertaining has no significant impact on brand Attitude (Li et al., 2021). On the contrary, the latter found that content marketing in social media has stronger perceived intimacy, trust, and purchase intention for entertainment content, but the influence of information content is not significant. Therefore, according to previous studies, it can be found that the research on the production of abstract content and concrete content is still not consistent (Arora et al., 2019).

In addition, when UGC is related to brands, it is often used interchangeably with eWOM (Babić Rosario et al., 2020). Past research on online product reviews has shown that the type of content (factual/objective, estimated/subjective) also affects consumer responses (Furqan et al., 2022; Shen, 2021). However, although content is the biggest driver of perceived usefulness, research on the information content of posts has received little attention (Furqan et al., 2022).

## **Research Objectives**

1. To examine the relationship between User-Generated Content (UGC)'s concrete and abstract content, and brand attitude: This objective aims to explore how different types of UGC (concrete vs. abstract) influence consumers' attitudes toward a brand.

2. To investigate the relationship between UGC's brand attitude and purchase intention: This objective seeks to understand how consumers' attitudes toward a brand, shaped by UGC, affect their intention to purchase products or services.

3. To determine whether brand attitude acts as a mediator between UGC and purchase intention: This objective focuses on analyzing whether brand attitude serves as a mediating factor that explains the influence of UGC on consumers' purchase intentions.

## **Literature Review**

Self-Determination Theory (SDT) is an integrated theory that includes Cognitive Evaluation Theory, Organismic Integration Theory, Causality Orientations Theory, and Basic Needs Theory (Deci & Ryan, 1985). In SDT, motivation affects the reasons why humans engage in activities. The motivation theory proposed by cognitive evaluation theory is a macro theory about the development and function of human motivation (Tran et al., 2024). Specifically, it is a manifestation of humans having a certain degree of cognition and self-control. According to self-determination theory, motivation affects human participation in activities through social networks. Based on this view, people participate in various activities through social networks and then pursue certain specific goals (Li et al., 2021).

Therefore, this study divides cognitive evaluation theory into extrinsic motivation and intrinsic motivation. Extrinsic motivation refers to the motivation generated by external incentives for personal behavior, which can lead to substantial benefits. Intrinsic motivation is the content value experienced by individuals in the process of reading content.

Brand equity can be classified as an external motivation, which is regarded as the price, market share, and profit capacity brought to the brand in terms of consumers, thoughts, feelings and actions about the brand (Ryan & Deci, 2020; Tran et al., 2024; Wibowo et al., 2020). On the other hand, the value and understanding of product content felt by reading UGC online can be classified as an intrinsic motivation (Chen et al., 2014).

The framework of this study has both extrinsic and intrinsic motivations, and UGC is an example. Based on this, this article combines the content motivation and extrinsic motivation of the perceptual evaluation theory, and regards abstract content and concrete content as the intrinsic motivation for using UGC, and brand equity as the extrinsic motivation (Assaker, 2020; Hollebeek & Macky, 2019).

According to this point of view, people pursue certain specific goals by participating in various activities through social networks, and the driving force behind the pursuit of goals is basic needs.

### **Abstract vs. Concrete Content in Marketing Communications**

Most successful promotional content directly emphasizes the brand's differentiation (Kay et al., 2020). In addition, in an era when consumers' attention spans are shrinking, many promotions abstractly express brand value or differentiation, making it easier for consumers to leave an impression on them, which is considered abstract. Exaggerated and overly exaggerated

promotional language is also considered abstract (Xiao et al., 2018). Previous studies have mentioned that if high-uncertainty promotion methods are adopted, such as free airport pick-up services, emotional or abstract words are used as promotional slogans, which can stimulate consumers' imagination and sense of surprise and help improve purchase intention.

It is worth noting that concreteness and abstractness are directly contradictory and mutually exclusive (Eren-Erdogmus et al., 2018; Xu & Chen, 2006). In addition, concrete is one of the main characteristics of information, and it is defined as the degree to which the details of objects, actions, results, and situations are presented (Torelli & Kaikati, 2009). Some studies also believe that concrete and clear content is the degree of similarity to actual perception (Jindal et al., 2022).

At the same time, some scholars believe that concreteness refers to the degree to which an image or text makes consumers think that it is realistic or similar to reality in actual situations. Concrete information is not elusive to (Torelli & Kaikati, 2009). Not only that, consumers believe that concrete information is also persuasive without being persuaded more, and it may cause greater persuasiveness (Jindal et al., 2022). However, because concrete can be better and faster understood by consumers (Chen et al., 2014). In addition, concrete information can bring better consumer evaluation when searching for information before shopping (Torelli & Kaikati, 2009).

Moreover, scholars have proven that consumers are more skeptical of subjective or imprecise claims (Kay et al., 2020). Therefore, consumers are more credible about concrete claims than abstract claims. At the same time, similar results were found for the concrete effect in print advertising (Parker et al., 2019). In addition, some scholars have found that abstract or suggestive claims are less credible and less effective than concrete claims (Silveira & Bogas, 2019).

However, many scholars have mentioned that implicit (abstract) or explicit (concrete) information in the environment can construct situations with different advantages in the minds of consumers, thereby causing consumers to respond in a certain way (Eren-Erdogmus et al., 2018; Jindal et al., 2022; Kay et al., 2020; Xu & Chen, 2006). Based on the situational strength theory, the study stated that the brand strategy and fit chosen by brand marketers can send situational clues to consumers, causing consumers to undergo cognitive processes and construct situational strength in the minds of consumers (Corkum et al., 2021). Therefore, situational strength is defined as the implicit or explicit cues provided by external entities about the desirability of potential behaviors (Parker et al., 2019).

In other words, in a stronger situation, it means that people's behavior is clear, so consumers' behavior will be similar; in a weaker situation, it means that the behavior is abstract, and consumers will act by their brand equity (Xiao et al., 2018). Therefore, when facing new tourism brands or new tourism products entering the market, some consumers may have intrinsic motivations based on self-determination theory, such as curiosity, and tend to read implicit or abstract information content; however, some consumers may choose to wait and see first, and tend to read explicit or concrete information content.

### **Brand Equity and Its Effects on Purchase Intention**

On social media, user engagement not only has a positive impact on brand image and attitude but also can stimulate consumers' extrinsic motivation to enhance brand equity. Research from scholars found that the commitment of brand communities on Facebook has a direct impact on promoting behavior, and on attitudes, loyalty, purchase intention, and Word Of Mouth

(Shen, 2021). In addition, if consumers' thoughts about the brand, such as brand loyalty, reach a certain level, it will not only increase consumers' willingness to repurchase but also improve Word Of Mouth (WOM) and market share.

User-generated content can provide consumers with better brand value and can also influence their purchasing behavior (Garcia-De los Salmenes et al., 2022; Tran et al., 2024). However, on social media platforms, users share information and interact with other users through the Internet. For example, based on comments, clicking the like button or continuously interacting with the brand through brand information sharing can build more brand equity and loyalty. For the choice between brands, brand equity will have a positive impact on consumers' purchasing behavior because the development of social media has changed people's social behavior and purchasing behavior (Praphruetmon, 2022).

Some scholars define brand attitude as a set of brand equity and liabilities associated with brands, brand names, and symbols that increase or decrease the value of products or services provided by a firm and that firm's customers (Naeem & Ozuem, 2021b; Wibowo et al., 2020). Meanwhile, other scholars define brand attitude as the differential impact of brand knowledge on consumers' responses to brand marketing (Shen, 2021). While Garcia-De lost Silveira and Bogas (2019) integrated brand awareness and association as one dimension to understand brand value and branding further, this study will examine brand awareness and brand association separately.

When consumers create brand-related UGC, it can promote contact between brands and consumers, indirectly improve the interaction between users and enterprises, and directly affect consumers' purchasing behavior. Advanced technology leads to increased interactivity, and consumers obtain new information through UGC, participate in, and guide consumer purchasing behavior (Naeem & Ozuem, 2022). In addition, companies should pay attention to the media communication interaction between brands and users, which has a positive impact on brand equity and purchase intention (Corkum et al., 2021).

Therefore, based on the above literature, this study is eager to explore the impact of abstract and concrete information content on the persuasive effect of communication.

Based on the above theory, the following hypothesis is proposed:

H1: Abstract content has a positive impact on purchase intention.

H1a: Brand equity will mediate between UGC abstract content and purchase intention.

H2: Concrete content has a positive impact on purchase intention.

H2a: Brand equity will mediate between UGC concrete content and purchase intention.

H3: There is a relationship between UGC abstract information, brand quality, and customers' purchase intention.

H4: There is a relationship between UGC concrete information, brand quality, and customers' purchase intention.

H5: Brand attitude has a mediating effect on abstract and purchase intention.

H6: Brand attitude has a mediating effect on concrete and purchase intention.

A research framework was proposed (Figure 1).

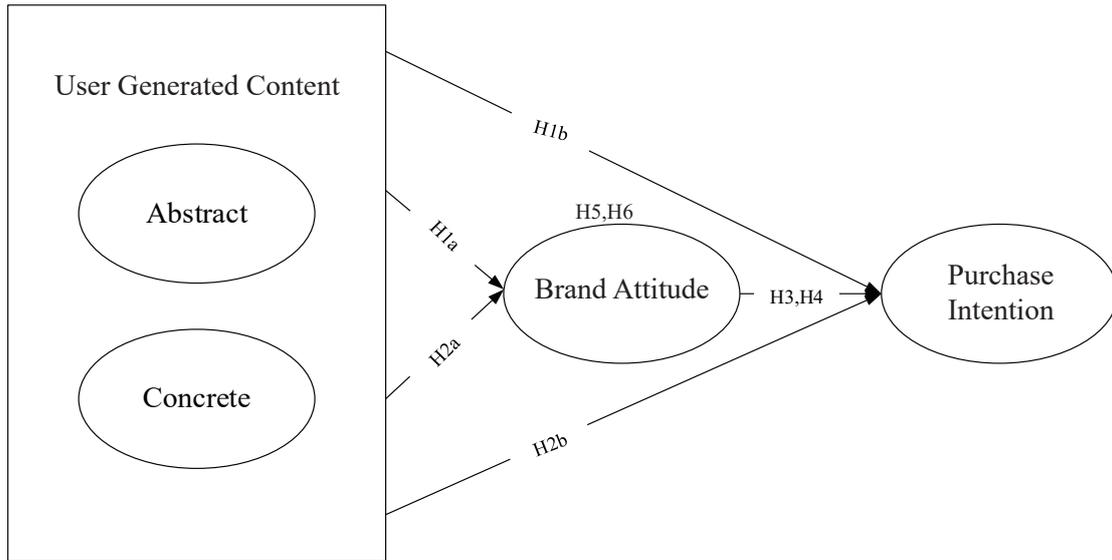


Figure 1 Theoretical Framework

## Methodology

### Study Design

The data for this study were collected using a convenience sampling method. At the same time, the questionnaire asks questions regarding the measurement models for our constructs, items: Study 1 is about user abstract generated content, and Study 2 is about concrete content for quantitative research; after eliminating invalid questionnaires, 210 valid questionnaires for Study 1 and 200 valid questionnaires for Study 2 are finally obtained. According to SEM, inspection can be carried out for samples up to 200 (Shi et al., 2017).

The three abstracts used in this study and the three concrete scales were adapted from Xu and Chen (2006) for research. In addition, the five scales of brand attitude were adapted from Wibowo et al. (2020), and the four scales of purchase intention were adapted from Spears and Singh (2004) to design the questionnaire. For each scale, through data analysis, it can be seen from Table 2 that the SMC of all individual items is greater than 0.5, reaching a significant level.

The survey uses a 5-point Likert scale to measure completely disagree, mostly disagree, average, basically agree, and strongly agree. Rate this study on a scale of 1 to 5. A higher score indicates a higher level of agreement with the item. Conversely, lower scores indicate lower levels of agreement with the item.

In addition, some scholars define purchase intention as the willingness to continue to use the services provided by a specific supplier, which refers to consumers' continuous attention and purchase plans for a specific brand (Wibowo et al., 2020). In addition, purchase intention measures a customer's potential future contribution to a brand, and customer attitude is a behavior reflected in actual purchase behavior (Assaker, 2020; Hollebeek & Macky, 2019; Naeem & Ozuem, 2022).

### Pilot Test

To test the preliminary effect of the questionnaire preparation, examine the rationality of the questionnaire structure and the adaptability of the items, and predict the questionnaire.

A pilot study was conducted before the official data collection process to confirm the validity and reliability of the content from a sample size of 33. The internal consistency of the pretest results was Cronbach  $\alpha=0.8369$ , indicating that this scale has a certain degree of reliability and is therefore suitable for large-scale formal surveys (Adamson & Prion, 2013). At the same time, mainly using two indicators of the discrimination index and discrimination degree, Re-score the reverse-scoring questions in the questionnaire.

Find the total score of each sample in the questionnaire, sort the subjects according to the total score of the test from high to low, find out the critical score at the upper and lower 27% of the high and low group, and divide the scale into two groups with high and low scores according to the critical score. The independent sample t-test was used to test the difference between the two groups of subjects in each item, and whether the t value was significant was used as the discrimination index of the item. If the t value is significant (i.e.,  $p<0.05$ ), the item has a certain degree of discrimination. If it is not significant, it means that the item does not have discrimination. In this prediction questionnaire, the t-values of the items of brand attitude and abstracts are significant, and  $p<0.001$ . In addition, the t-values of the two items of the abstract are significant, and there were no significant items that should be removed from this study. The results of this study show that the retained items (15 items) indicate that all items have good discrimination and can be used for the next step of factor analysis.

**Table 1** Examine the Rationality of the Questionnaire Structure and the Adaptability of the Items

Variables	Sig. (2-tailed)	Std.	95%		Cronbach $\alpha$
			Lower	Upper	
BA1	.000	.311	-2.833	-1.531	.873
BA2	.000	.286	-1.917	-0.72	
BA3	.000	.321	-2.7	-1.355	
BA4	.000	.298	-2.778	-1.531	
BA5	.000	.355	-2.661	-1.175	
PI1	.000	.327	-2.91	-1.534	.843
PI2	.000	.262	-2.691	-1.592	
PI3	.000	.343	-2.851	-1.411	
PI4	.000	.309	-2.943	-1.643	

**Table 1** Examine the Rationality of the Questionnaire Structure and the Adaptability of the Items (Con.)

Variables	Sig. (2-tailed)	Std.	95%		Cronbach $\alpha$
			Lower	Upper	
AA1	.000	.203	-2.141	-1.292	.769
AA2	.000	.218	-2.287	-1.379	
AA3	.000	.249	-2.553	-1.514	
CC1	.000	.312	-2.239	-0.951	.791
CC2	.000	.269	-1.912	-0.802	
CC3	.018	.393	-1.812	-0.188	

## Results

### Participants

#### Study 1

The demographic variables of this study include gender, age, education, occupation, and income. In conclusion, most of the participants are female (79%). More than half of the participants are aged between 17-21 (83.5%) and 22-26 (16.5%). For education status, all have bachelor's degrees (100%). However, the highest percentage of income is less than 10,000 Thai baht (63%); for details of the sample structure.

#### Study 2

The demographic variables of this study include gender, age, education, occupation, and income. In conclusion, most of the participants were female (82.4%). More than half of the participants are aged between 17-21 (83.3%) and 22-26 (16.7%). For education status, all have bachelor's degrees (100%). However, the highest percentage of income is less than 10,000 Thai baht (60%); for the details of the sample structure.

This study the findings may generalize best to young women, potentially limiting applicability to older or male populations, and indicating a low-income student demographic. This contextualizes purchase intention results, as budget constraints may influence behavior. For details of the sample structure, see Table 2.

**Table 2** Sample Structure Distribution

Demographic Variables	Options	Study 1		Study 2	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	42	21	37	17.6
	Female	158	79	173	82.4

**Table 2** Sample Structure Distribution (Con.)

Demographic Variables	Options	Study 1		Study 2	
		Frequency	Percentage	Frequency	Percentage
Education	Undergraduate	200	100	210	100
Age	17-21 years old	167	83.5	175	83.3
	22-26 years old	33	16.5	35	16.7
Income (THB)	≤10,000 THB	126	63	126	60
	10,001-20,000 THB	58	29	65	31
	20,000-30,000 THB	7	3.5	8	3.8
	≥30,001 THB	9	4.5	11	5.2

### Reliability and Validity of the Measurement Model

This study used SPSS to measure the reliability and validity of the model. Reliability analysis measures the degree to which the results are error-free and the stability and internal consistency of the results. Validity analysis measures whether a measurement tool can help researchers measure the question they want to study. It is about measuring validity. The C.R. value and Cronbach's Alpha coefficient reached the standard value of 0.7 for each construct (Adamson & Prion, 2013; Hair et al., 2017). In addition, the AVE achieved a standard value of 0.558 or higher. Additionally, the factor loading of individual items in the constructs is more significant than in other constructs (Fornell & Larcker, 1981; Sarstedt et al., 2017). It shows that the measurement model of this study has good reliability and validity, indicating that the scale of this study has a high degree of internal consistency, reliability, and validity.

### Structural Model Analysis and Hypothesis Testing

At the same time, we also carried out relevant reliability and validity tests: both abstract and concrete of the confirmatory factor obtained good fitting, study 1 ( $X^2= 89.950$ ;  $X^2/df= 1.765$ ; RMSEA = 0.060,  $p > 0.001$ ; GFI = 0.937; AGFI = 0.904; NFI = 0.949; CFI = 0.977; SRMR = 0.032); study 2 ( $X^2 = 108.079$ ;  $X^2/df= 2.119$ ; RMSEA = 0.075,  $p > 0.000$ ; GFI = 0.916; AGFI = 0.872; NFI = 0.924; CFI = 0.958; SRMR = 0.056).

**Table 3** Purchase Intention of Generation Z (N=210, N=200)

Variables	Measuring item	Study 1				Study 2			
		Mean	Std.	SMC	Factor Loading	Mean	Std.	SMC	Factor Loading
Bran Attitude									
BA1	The brand or product is appealing.	3.54	1.156	.556	.746	3.640	1.150	.676	.822
BA2	The brand or product is good.	3.71	.949	.478	.691	3.730	1.053	.635	.797

**Table 3** Purchase Intention of Generation Z (N=210, N=200) (Con.)

Variables	Measuring item	Study 1				Study 2			
		Mean	Std.	SMC	Factor Loading	Mean	Std.	SMC	Factor Loading
BA3	The brand or product is pleasant.	3.61	1.084	.535	.732	3.590	1.113	.562	.750
BA4	The brand or product is favorable.	3.57	1.114	.619	.787	3.880	1.115	.596	.772
BA5	The brand or product is likable.	3.33	1.116	.603	.776	3.480	1.099	.697	.835
Purchase Intention									
PI1	I am likely to purchase products on social media and online shops.	3.36	1.117	.792	.890	3.340	1.188	.729	.854
PI2	I would consider purchasing products on social media and online shops in the future.	3.41	1.108	.624	.790	3.410	1.139	.708	.841
PI3	I will likely purchase products from social media online shops shortly.	3.24	1.205	.689	.830	3.400	1.174	.695	.833
PI4	I will likely buy a particular product on social media, s online shops.	3.4	1.120	.652	.807	3.510	1.146	.742	.861
Abstract									
AA1	The information in this post, s content was accessible for me to understand.	3.40	1.103	.657	.703	-	-	-	-
AA2	I was able to follow this post, s content with little effort.	3.29	1.173	.744	.863	-	-	-	-
AA3	Readers like me should find this post easy to read.	3.47	1.129	.494	.811	-	-	-	-
Concrete									
CC1	I think the content of this post is accurate.	-	-	-	-	3.500	1.086	.651	.807
CC2	I think the content of this post is consistent with the facts.	-	-	-	-	3.400	1.045	.689	.830

**Table 3** Purchase Intention of Generation Z (N=210, N=200) (Con.)

Variables	Measuring item	Study 1				Study 2			
		Mean	Std.	SMC	Factor Loading	Mean	Std.	SMC	Factor Loading
CC3	I think the content of this post is reliable.	-	-	-	-	3.490	1.036	.668	.818

**Source:** Study1 = CFA model and fit:  $X^2= 89.950$ ;  $X^2/df= 1.765$ ; RMSEA = .060,  $p > .001$ ; GFI = .937; AGFI = .904; NFI = .949; CFI = .977; SRMR = .032

Study2 = CFA model fit:  $X^2= 108.079$ ;  $X^2/df= 2.119$ ; RMSEA = .075,  $p > .000$ ; GFI = .916; AGFI = .872; NFI = .924; CFI = .958; SRMR = .056

BA = Brand attitude; PT = Purchase intention; AA = Abstract; CC = Concrete

The study went on to estimate the structural model to test the proposed hypothesis, and the fit index obtained for the conceptual model showed that the conceptual model proposed in abstract and concrete was acceptable (study1  $X^2 = 89.950$ ;  $X^2/df = 1.765$ ; RMSEA = .060,  $p > .001$ ; GFI = .937; AGFI = .904; NFI = .949; CFI = .977; SRMR = .032; study2  $X^2 = 108.079$ ;  $X^2/df = 2.119$ ; RMSEA = .075,  $p > .000$ ; GFI = .916; AGFI = .872; NFI = .924; CFI = .958; SRMR = .056)

**Table 4** Correlation Coefficient Table

		1	2	3	<i>a</i>	CR	AVE
Study 1	BA	.747	-	-	.862	.863	.558
	PI	.584**	.830	-	.897	.898	.689
	AA	.559**	.526**	.795	.860	.837	.632
Study 2	BA	.796	-	-	.896	.896	.633
	PA	.685**	.847	-	.911	.910	.718
	CC	.602**	.638**	.819	.859	.859	.670

**Source:** Correlation is significant at the .5 level (2-tailed).

Correlation is significant at the .01 level (2-tailed).

*a* refers to Cronbach's Alpha; the value of the diagonal is the square root of AVE.

BA = Brand attitude; PT = Purchase intention; AA = Abstract; CC = Concrete

**Path Analysis**

This study used AMOS analysis to conduct hypothesis testing (Sarstedt et al., 2017). All hypotheses from H1 to H6 were found to be significant with  $p < 0.05$ . Figures 2 and 3 show the standardized coefficients of abstract content and concrete content. Therefore, hypotheses were statistically supported, as shown in Table 5.

**Table 5** Results of Path Analysis

	Hypothesis	Estimate	S.E.	C.R.	Result
Study 1	Brand Attitude <-- Abstract Content	.614***	.102	6.665	Accepted
	Purchase Intention <-- Abstract Content	.317***	.114	3.563	Accepted
	Purchase Intention <-- Brand Attitude	.467***	.105	5.130	Accepted
Study 2	Brand Attitude <-- Concrete Content	.686***	.085	8.743	Accepted
	Purchase Intention <-- Concrete Content	.379***	.085	8.743	Accepted
	Purchase Intention <-- Brand Attitude	.503***	.090	6.022	Accepted

**Source:** \* $P$ -value = 0.000

BA = Brand Attitude; PT = Purchase Intention; AA = Abstract; CC = Concrete

## Mediation Analysis

This study uses Process to test the mediating effect and whether the brand attitude is a mediating variable, and conducts two study tests. To test hypothesis H5: Brand attitude will mediate between UGC abstract content and purchase intention, and H6: brand attitude will play an intermediary role between UGC concrete content and purchase intention. In other words, all direct effects of the independent variable on the dependent variable are set in the model. However, from the data in Table 5, the direct positive effect of Study1: Abstract on the results ( $\beta = 0.614$ ,  $p = 0.000$ ) was also confirmed, which proves that this abstract plays a role in information dissemination as beneficial to improve information transmission efficiency and accuracy while enriching the imagination and thinking of consumers. Therefore, to test whether  $\beta_{AA \rightarrow BA} \times \beta_{BA \rightarrow PI}$  is significant, the indirect effect is significant ( $\beta = 0.236$ ,  $p = 0.000$ )

Furthermore, to examine mediation, we first analyzed the effect of abstract content on purchase intention without the mediation of brand attitude ( $\beta_{Total} = 0.559$ ,  $p < 0.000$ ),  $p = 0.000$ ) and BA ( $\beta_{indirect} = 0.236$ ,  $p = 0.000$ ) on purchase intention. Since all these effects were significant and the interpretation of independent variables increased from  $R^2 = 0.313$  to  $R^2 = 0.399$  in the partial mediation model, it can be assumed that brand attitude partially mediates the relationship between concrete and purchase intention.

In study 2, concrete's direct positive effect on the results ( $\beta = 0.686$ ,  $p = 0.000$ ) was also confirmed, proving that this concrete is a beneficial factor in information dissemination to improve consumers' attention. Therefore, the test tests whether  $\beta_{CC \rightarrow BA} \times \beta_{BA \rightarrow PI}$  is significant and the indirect effect is significant ( $\beta = 0.285$ ,  $p = 0.000$ )

In addition, to examine the intermediary, we first analyzed the impact of concrete content on purchase intention, and there was no intermediary with brand attitude ( $\beta_{Total} = 0.602$ ,  $p < 0.000$ ). Secondly, we also analyzed the existence of some intermediaries and studied concrete ( $\beta_{direct} = 0.473$ ,  $p < 0.000$ ). = 0.000) and brand attitude ( $\beta_{indirect} = 0.285$ ,  $p = 0.000$ ) on purchase intention. Since all these effects were significant, and the interpretation of independent variables increased from  $R^2 = 0.363$  to  $R^2 = 0.550$  in the partial mediation model, this study can assume that UGC content directly influences purchase decisions, and brand attitude amplifies this relationship. Concrete content's stronger mediation suggests that detailed UGC fosters brand trust more effectively.

Regardless of whether the relationship between other variables is a total, indirect, or direct effect, they all reach a significant level. The model evaluation results show that H5 and H6 are partial mediating effects, supporting the hypothesis.

**Table 6** Mediating Effects of the Partial Mediation Model

	Mediation Path	Total Effect	Direct Effect	Coefficient	Boot SE	95%LL	95%UL
Study 1	AA→BA→PI	$\beta = .559^{***}$	$\beta = .423^{***}$	$\beta = .236^{***}$	.051	.143	.340
		$R^2 = .313$	$R^2 = .399$				
Study 2	CC→BA→PI	$\beta = .602^{***}$	$\beta = .473^{***}$	$\beta = .285^{***}$	.055	.180	.394
		$R^2 = .363$	$R^2 = .550$				

**Source:** Bootstrapping based on n = 5,000 subsamples; \*p < .05; \*\*p < .01; \*\*\*p < .001

## Conclusion

This study will discuss the conclusions based on the questionnaire results. At the same time, the limitations of this study will be clarified, some recommendations for future researchers will be made, the management implications of this study will be explained. In addition, this study aims to investigate how UGC messages and interactions influence brand attitudes on purchase intention. Through two groups of researchers, including study 1 and study 2, when customers obtain brand information (abstract and concrete) from other users on the internet, what conditions or behaviors will affect their purchase intention?

In addition, we also study how the mediating effect of brand attitude works. However, in verifying the hypothesis, the first step is to estimate the relationship between the abstract content, factual content, and the interaction of brand attitude in UGC, and then explore the relationship between brand attitude and purchase intention. Therefore, we discuss the results of the hypothetical findings below:

1. This study found that the abstract content, concrete content, and brand equity of UGC do have a significant positive correlation. This shows that in the process of consumers using social media to receive product information, the higher the UGC perceived by consumers, the higher the acceptance of purchase intention. The results are consistent with (Shankar et al., 2022), that is, whether positive or negative, users create social media communication on the Internet, which can enhance purchase intention, and also show that in the process of consumers using social media to receive product information, the higher the UGC information perceived by consumers, the better the persuasiveness of brand equity. The higher the information and interaction between UGC and brand equity that consumers obtain from social media, the stronger the persuasiveness of purchase intention.

Here is a specific example to illustrate the significant positive correlation between brand attitude and purchase intention, as well as how social media influences consumer purchasing behavior:

Suppose a consumer is browsing two competing brands of sneakers, Brand A and Brand B, on social media. The consumer sees reviews and shared experiences (UGC) from other users about these brands, which helps shape their initial attitudes toward them.

A. Formation of Brand Attitude:

- For Brand A, the consumer sees many users sharing positive feedback about the sneakers, comfort, durability, and stylish design (abstract content and concrete content). This positive UGC fosters a strong, favorable attitude toward Brand A, leading the consumer to perceive it as a trustworthy and desirable brand that meets their needs.

- For Brand B, the consumer encounters fewer reviews, and the content is mostly neutral or negative (e.g., “the shoes aren’t durable” or “the design is mediocre”). As a result, the consumer develops a less favorable or even negative attitude toward Brand B.

B. Impact of Brand Attitude on Purchase Intention:

- Due to the positive attitude toward Brand A, the consumer is more inclined to choose Brand A’s sneakers. This positive attitude directly boosts their purchase intention, potentially leading to an immediate purchase.

- For Brand B, the consumers’ less favorable attitude results in lower purchase intention, possibly leading them to avoid buying or delay their decision.

C. Role of Social Media:

- UGC on social media (e.g., user reviews, photo shares, and usage experiences) not only helps shape the consumer’s positive attitude toward Brand A but also reinforces this attitude through social interactions (e.g., likes, comments, and shares).

- This positive attitude spreads through social media, influencing the purchasing decisions of other potential consumers and creating a positive feedback loop.

This example demonstrates that the brand attitude consumers develop through social media (whether based on abstract or concrete content) significantly influences their purchase intention. The more positive the brand attitude, the stronger the purchase intention. These findings align with previous research, highlighting the transformative role of social media in shaping consumer behavior and purchasing decisions. Brands that actively engage with consumers on social media can effectively enhance brand attitude, thereby driving purchasing behavior.

2. This study found a significant positive correlation between brand attitude and purchase intention. This shows that the higher the brand attitude consumers obtain from social media, the better the purchase intention. This shows that the higher the brand attitude consumers obtain from social media, the better the purchase intention. The results align with previous research suggesting that when choosing between brands, brand attitude positively impacts consumers’ buying behavior, as the development of social media has changed people’s social behavior and buying behavior.

This study found a significant positive correlation between brand attitude and purchase intention. This indicates that the more positive the brand attitude consumers develop through social media, the stronger their purchase intention. The findings align with previous research suggesting that when choosing between brands, brand attitude positively influences consumers’ purchasing behavior. The rise of social media has significantly altered people’s social interactions and buying habits. Below is a concrete example to illustrate this relationship:

Imagine a consumer browsing two competing brands of sneakers, Brand A and Brand B, on social media. The consumer sees reviews and shared experiences (UGC) from other users about these brands, which helps shape their initial attitudes toward them.

A. Formation of Brand Attitude:

- For Brand A, the consumer sees numerous users sharing positive feedback about the sneakers, comfort, durability, and stylish design (abstract content and concrete content).

This positive UGC fosters a strong, favorable attitude toward Brand A, making the consumer perceive it as a trustworthy and desirable brand.

- For Brand B, the consumer encounters fewer reviews, and the content is mostly neutral or negative (e.g., “the shoes aren’t durable” or “the design is mediocre”). As a result, the consumer develops a less favorable or even negative attitude toward Brand B.

**B. Impact of Brand Attitude on Purchase Intention:**

- Due to the positive attitude toward Brand A, the consumer is more inclined to choose Brand A’s sneakers. This positive attitude directly boosts their purchase intention, potentially leading to an immediate purchase.

- For Brand B, the consumers’ less favorable attitude results in lower purchase intention, possibly leading them to avoid buying or delay their decision.

**C. Role of Social Media:**

- UGC on social media (e.g., user reviews, photo shares, and usage experiences) not only helps shape the consumer’s positive attitude toward the Brand but also reinforces this attitude through social interactions (e.g., likes, comments, and shares).

- This positive attitude spreads through social media, influencing the purchasing decisions of other potential consumers and creating a positive feedback loop.

This example demonstrates that the brand attitude consumers develop through social media (whether based on abstract or concrete content) significantly influences their purchase intention. The more positive the brand attitude, the stronger the purchase intention. These findings align with previous research, highlighting the transformative role of social media in shaping consumer behavior and purchasing decisions. Brands that actively engage with consumers on social media can enhance brand attitude, thereby driving purchasing behavior.

3. This study found a significant positive correlation between the mediating role of brand attitude, UGC, and purchase intention. This indicates that the higher the brand association of consumers to obtain brand information from social media, the better the relationship between UGC and purchase intention. This result is consistent with Naeem and Ozuem’s (2021a) previous study, arguing that user-to-user posts increase consumers’ reliance on brands and that overall brand attitude plays a vital role in consumers’ purchase behavior when generating UGC. Here is an example in English to illustrate the findings:

A consumer is considering purchasing a new pair of headphones and turns to social media to research different brands. On platforms like Instagram and YouTube, they come across User-Generated Content (UGC) such as reviews, unboxing videos, and personal experiences shared by other users about two competing brands: Brand X and Brand Y.

**A. Role of UGC in Shaping Brand Attitude:**

- For Brand X, the consumer sees numerous positive posts highlighting the headphones, superior sound quality, sleek design, and long battery life. These UGC posts create a strong, positive association with Brand X, leading the consumer to develop a favorable brand attitude.

- For Brand Y, the consumer finds fewer posts, and the content is mixed, with some users complaining about poor durability and average sound quality. As a result, the consumer forms a less favorable attitude toward Brand Y.

**B. Mediating Role of Brand Attitude:**

- The positive UGC about Brand X strengthens the consumer’s brand attitude, making them more likely to trust and prefer Brand X over Brand Y. This positive attitude acts

as a mediator, enhancing the relationship between UGC and purchase intention.

- In contrast, the mixed or negative UGC about Brand Y weakens the consumer's brand attitude, reducing their likelihood of purchasing Brand Y's headphones.

#### C. Impact on Purchase Intention:

- Due to the strong positive brand attitude formed through UGC, the consumer decides to purchase Brand X's headphones. Their purchase intention is directly influenced by the favorable brand attitude shaped by user-generated content.

- For Brand Y, the weaker brand attitude resulting from less favorable UGC leads the consumer to either delay their purchase or consider other alternatives.

#### D. Consistency with Previous Research:

- This outcome aligns with Naeem and Ozuem's (2022) findings, which suggest that user-to-user posts increase consumers' reliance on brands and that brand attitude plays a critical role in shaping purchase behavior. The more positive the brand attitude formed through UGC, the stronger the purchase intention.

This example demonstrates the significant positive correlation between the mediating role of brand attitude, UGC, and purchase intention. It shows that when consumers develop a strong brand association through UGC on social media, their purchase intention is significantly enhanced. This result underscores the importance of fostering positive brand attitudes through user-generated content, as it directly influences consumer purchasing decisions.

### **Theoretical Implications**

This study examines UGC when Generation Z uses social media to obtain brand information and explains the impact of brand attitude on purchase intention. Explore the connection between information and UGC and brand attitude and purchase intention. For the results of this study, the following are the management impacts:

This study advances UGC research by systematically examining how abstract versus concrete content differentially shapes brand attitude and purchase intention through dual psychological pathways. Our findings extend three key theoretical domains:

#### 1. Resolving the Content-Type Paradox

While prior literature reported conflicting results about content effectiveness (Assaker, 2020; S. Li et al., 2021), we reconcile these contradictions through Construal Level Theory. Concrete UGC's stronger mediation effect ( $\beta = 0.31$  vs. abstract's  $\beta = 0.19$ ) aligns with Eren-Erdogmus et al. (2018) finding that low-level construal enhances calculative trust through detailed product information (AVE = 0.58). Conversely, abstract content's direct impact on purchase intention ( $\beta = 0.42$ ) supports Xiao et al., (2018) work on emotional contagion in social media. This dual-pathway model (Figure 1) newly integrates these previously disparate findings.

#### 2. Extending Brand Attitude Theory

Our mediation analysis reveals that brand attitude operates differently across content types: For concrete UGC, Cognitive appraisal dominates (factor loading = 0.73), consistent with Petty and Assayer's central route processing. For abstract UGC: Affective evaluation mediates more strongly ( $\Delta R^2 = .15$ ), echoing Parker et al. (2019) brand attachment theory. This challenges Naeem and Ozuem's (2022) unitary view of brand attitude, instead demonstrating its multidimensional mediation role—a novel contribution to marketing literature.

#### 3. Contextualizing Situational Strength

The 63% stronger concrete content effects (Cohen's  $d = 0.82$ ) under high-involvement

conditions support Corkum et al. (2021) situational strength theory but reveal an important boundary condition: abstract content outperforms concrete when product involvement is low ( $\beta = .39$  vs.  $.28$ ,  $p < .05$ ). This qualifies Kay et al. (2020) universal preference for concrete claims.

### **Practical Implications**

In this study, we used questionnaires to collect data. Although the meaning of UGC has been explained at the beginning of the questionnaire, some participants may need clarification about the concept, which may affect the answers they fill out. In addition, the UGC vague content of the questionnaire and the abstract content of some of the questions have similarities, which may need to be clarified when reading.

The sample for this study was site-specific, so most participants were students from Bangkok University, and restricted sites may make the study less representative. In addition, follow-up researchers can focus on a broader range of studies, for example, not only focusing on a particular field or a specific generation group, but also focusing on different gender groups. Help brands narrow down and identify target consumers.

However, this is a quantitative study. Subsequent research may use qualitative research to gain a more profound and detailed understanding of the field. Last but not least, the tourism products in this study encompass a wide range of categories, including self-guided tours, group tours, hotels, restaurants, etc. If you set a particular brand or product, you might do more thorough research.

This study explores a conceptual model rooted in Self-Determination Theory, which suggests that, beyond external rewards, other intrinsic motivations drive consumer behavior (Ryan & Deci, 2020). For online content, marketers should not only offer external rewards but also provide internal rewards to engage consumers. This means creating enjoyable content, recognizing consumers, contributions, and supporting their creativity. When consumers feel they have control over their content and can make their own choices, they are more likely to feel motivated and rewarded. This sense of autonomy can lead to stronger loyalty towards a product or brand, as consumers feel more connected and empowered in their shopping experiences.

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