The Influence of Attitude Toward User Generated Content (UGC) in TikTok on Purchase Intention

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Abstract. TikTok users in Indonesia are growing rapidly. The users can directly connect with information through User-Generated Content (UGC) in TikTok, which can attract consumers' attention to evaluate the product before making purchases. This study examines the effect of TikTok users' attitudes toward UGC on consumer purchase intention by proposing a model to assess the impact on purchase intention and brand engagement, perceived source credibility, perceived source homophily, perceived benefits, and information quality as the antecedents of attitude towards UGC. This study uses purposive sampling from 256 TikTok users in Indonesia who have watched fashion UGC on TikTok. SEM-PLS was used to see the relationship between variables. The findings imply that brand engagement, perceived source credibility, perceived source homophily, and perceived benefit positively affect attitude towards UGC. Also, attitude toward UGC in TikTok significantly affects generating purchase intention. The results provide a better understanding of digital marketing strategy by examining the influence of consumer attitudes toward UGC shared on social media.

Keywords: Brand Engagement · Information Quality · Perceived Benefit · Perceived Source Credibility · Perceived Source Homophily · Purchase Intention · User Generated Content

1 Introduction

The development of information and communication technology in Indonesia is growing rapidly. As a result, Indonesians are also active in using social media. According to We Are Social and Hootsuite data, 170 million people actively use media and social media. TikTok is one of the social media currently favored by Indonesians and is in the ninth position with a user percentage of 38.7 percent [1]. TikTok is a short video social platform application for creating creative, dance, educational, or other videos created by users accompanied by various music, filters, and effects [2]. TikTok is an app that relies on user-generated content (UGC) on its platform. UGC is user-generated content based on personal experiences expressed in different media forms such as text, video recording, sound, blog posts, testimonials, or podcasts to share with other users [3]. Research from Kantar reveals that TikTok positively impacts every customer journey stage and TikTok

can attract consumers' attention in the early stages to increase purchases at the end [4]. According to TikTok Marketing Science U.S research, 47 percent of TikTok users said they are tempted to buy products after watching content on TikTok [5].

UGC is a great marketing tool because consumers today trust reviews from other people more than content created by endorsed brands or celebrities [6]. UGC contributors are not considered commercial interests, so their product evaluations are considered unbiased [7]. When consumers search for information about a product or service online, they are frequently exposed to many UGCs who review their products. Consumers will think positively about the credibility of content shared by ordinary people who they think represent the average consumer [7]. Consumer reviews containing information about a product's positive and negative sides are beneficial for other consumers to evaluate the quality of a product [8]. This demonstrates that there is enormous business potential in utilizing UGC as eWOM on social media, so marketers must be able to engage in eWOM to increase consumer purchasing intentions for their products [9].

Several studies have found that consumers' attitudes toward UGC can affect their purchase intentions for a product [3, 7–10]. Several constructs can influence consumer attitudes toward UGC, namely perceived source credibility [3, 7], brand engagement [3], perceived benefit [3], information quality [3], and perceived source homophily [7]. O'Keefe defines credibility as the judgment made by observers regarding the trustworthiness of the informant or communicator [7]. Gambetti, Graffigna, and Biraghi stated that brand engagement could be perceived according to the psychological equation of consumers, namely by encouraging consumers to freely share their views and express their personality, strengths, and commitments [3]. Perceived benefits are the overall benefit of a user's online information sharing [3]. McKinney et al. define Information quality as determined by how the user perceives the information that other online consumers have provided on the website [3]. Finally, perceived source homophily is the similarity that is owned by the source of information and the recipient of the information. These similarities can be in the form of interests, attitudes, and preferences [8].

The research question in this study is: Does brand engagement, perceived source credibility, perceived source homophily, perceived benefit, and information quality have an influence on consumer attitudes towards User Generated Content on TikTok? And, does the attitude towards User Generated Content on Tiktok influence purchase intentions? Furthermore, this study will discuss the factors that influence consumer attitudes towards TikTok content, UGC, and its effect on consumer purchase intention.

2   Method

This study used purposive sampling by distributing questionnaires via an online survey to recruit participants. Purposive sampling is used in this study because it only selects participants with criteria of active TikTok users in Indonesia who have watched fashion UGC on TikTok and follow a fashion content creator on TikTok. Therefore, the eligible participants were asked to indicate a fashion content creator, a product, and a brand they have watched on UGC in Tiktok to respond to the questionnaire with that UGC in mind.

The indicators are measured using a Likert scale ranging from 1 strongly disagree (1) to very strongly agree (6). Items to measure each construct were adapted from previous

literature. A pretest of 30 respondents was conducted to assess the validity and reliability of the research instrument. As the pretest result was satisfactory, the next step is to collect the sample data for the main test. Based on the SEM method, the minimal number of study samples is determined by the number of indicators examined and then multiplied by five [11]. In this study, the variable indicators are 29 indicators, so a minimum sample of 145 respondents was needed. This study used structural equation modeling Partial Least Squares (PLS-SEM) with SmartPLS 3.0 software to test the research model. In this study, the PLS-SEM was used because the data are not normally distributed and have a complex model with direct and indirect relationships [11].

This research obtained sample data from a total of 256 respondents. Most respondents are between 17–24 years old (212), their last education is majority high school (143) and bachelor's degree (92), and their occupations are majority university students (163) and employees (62). The majority of respondents' monthly expenses are less than IDR 2 million (144). In addition, most respondents actively use TikTok in a day for 2 h (100), and not a few use it for 1 to 2 h (98).

3   Result and Discussion

Result of the measurement scale show by Table 1.

Three things are measured in the measurement model analysis: internal consistency, convergent validity, and discriminant validity [11]. Internal consistency can be measured by using Cronbach's Alpha and Composite Reliability values to see the reliability of variables. Variables are reliable if they have a value of Cronbach's Alpha > 0.7 and a Composite Reliability value of > 0.70 [11]. The value of Cronbach's alpha between 0.60 and 0.70 is still acceptable [11]. Based on Table 1, it can be seen that all the values of Cronbach's Alpha and Composite Reliability (CR) have met the specified conditions, so it can be said that all variables are reliable. To assess convergent validity is measured using the Average Variance Extracted (AVE) value and reliability indicator, the AVE value must be >0.50 and the reliability indicator value must have an outer loading value of >0.70 [11]. Suppose there is an indicator with an outer loading value between 0.4 to 0.7. In that case, it can be considered for elimination if it can add composite reliability and AVE values but still consider the impact on content validity [11]. If AVE is less than 0.5, but CR is higher than 0.6, the convergent validity of the construct is still adequate [12]. Based on Table 1, several indicators have an outer loading value below 0.7 and AVE less than 0.5. According to previous literature, in order not to affect the content validity of the construct, BE3, BE4, PC1, PB4, PH2, and PI3 indicators are maintained.

The next stage is to evaluate the structural model (inner model), which is carried out to see the relationship between the variables. There are several stages in structural model analysis, namely, the analysis of R2 values and path coefficients. To test the structural model was carried out Bootstrapping with 5000 samples. The value of R2 for the attitude toward UGC variable is 0.438, which indicates that the attitude toward UGC variable can be affected by its exogenous latent variable of 43.8%. Meanwhile, the value of R2 for the purchase intention variable is 0.538, indicating that the purchase intention variable can be influenced by the latent variable, namely the attitude toward UGC of 53.8%. Test on main research hypothesis testing using path coefficient are one-tailed with a significance level of 0.05 or 5%. The critical value for one-tailed at a significance of 5% is 1,645.

Table 1. Measurement scale result

Construct	Items	Loadings	α	CR	AVE
Brand Engagement	BE1	0.781	0.66	0.797	0.497
	BE2	0.644			
	BE3	0.654			
	BE4	0.731			
Perceived Source Credibility	PC1	0.683	0.7	0.818	0.529
	PC2	0.749			
	PC3	0.712			
	PC4	0.763			
Perceived Source Homophily	PH1	0.797	0.75	0.841	0.57
	PH2	0.699			
	PH3	0.74			
	PH4	0.779			
Perceived Benefit	PB1	0.714	0.66	0.799	0.498
	PB2	0.708			
	PB3	0.737			
	PB4	0.663			
Information Quality	IQ1	0.817	0.76	0.862	0.676
	IQ2	0.85			
	IQ3	0.798			
Attitude towards UGC	AT1	0.728	0.8	0.862	0.556
	AT2	0.746			
	AT3	0.71			
	AT4	0.729			
	AT5	0.811			
Purchase Intention	PI1	0.814	0.84	0.888	0.616
	PI2	0.831			
	PI3	0.826			
	PI4	0.626			
	PI5	0.809			

Figure 1 and Table 2 show the hypothesis testing result in the main research model. The path coefficient value for brand engagement on the attitude towards UGC was highly significant ($\beta = 0.118$; $p = \ < 0.05$). Therefore, H1 is supported. The path between perceived source credibility and attitude toward UGC is also highly significant ($\beta = 0.159$; $p = \ < 0.05$), confirming that H2 is supported. Similarly, perceived source
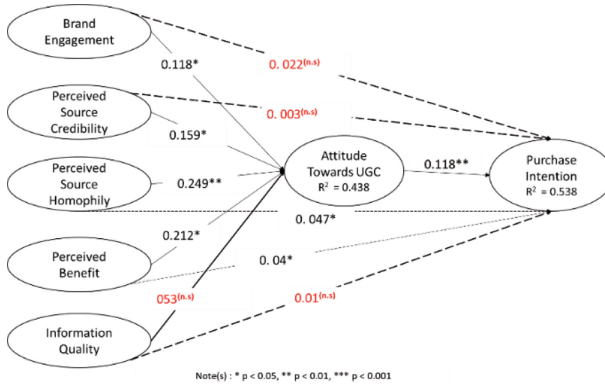
Fig. 1. Structural Equation Model

Table 2. Result of hypothesis testing

Hypothesis	Path coefficient	t- value	p- value	Result
H1: PB → AT	0.118	1.845	0.033	Supported
H2: PC → AT	0.159	2.076	0.019	Supported
H3: PH → AT	0.246	3.107	0.001	Supported
H4: PB → AT	0.212	2.482	0.007	Supported
H5: IQ → AT	0.053	0.748	0.227	Not Supported
H6: AT → PI	0.189	2.915	0.002	Supported

homophily and attitude toward UGC's path were also highly significant ($\beta = 0.246$; p = < 0.01), fully supporting H3. Next, the path between perceived benefit and attitude toward UGC is also highly significant ($\beta = 0.212$; p =< 0.01), hence H4 is supported. We found the path between information quality and attitude toward UGC insignificant ($\beta = 0.053$; p = 0.227). Therefore, H5 is not supported. Lastly, the path between purchase and attitude toward UGC was highly significant ($\beta = 0.189$; p =< 0.01), and fully supported H6.

H1: Brand engagement positively influences attitude towards UGC in TikTok (Supported).
H2: Perceived source credibility positively influences attitude towards UGC in TikTok (Supported).
H3: Perceived source homophily positively influences attitude toward UGC in TikTok (Supported).
H4: Perceived benefit positively influences attitude toward UGC in TikTok (Supported).
H5: Information quality positively influences attitude toward UGC (Not Supported).
H6: Attitude toward UGC positively influences purchase intention (Supported).

The mediation analysis result is shown in Table 3. This study found that attitude toward UGC only fully mediates perceived source homophily and perceived benefit on purchase intention. However, given that the direct effect of perceived source homophily on purchase intention and perceived benefit are insignificant, it suggests that attitude toward UGC fully mediates the impact of perceived source homophily and perceived benefit on purchase intention. Therefore, this result fully supported H6b and H6d, respectively fully supported H6b and H6d. The study also discovered that the relationships between brand engagement and purchase intention, perceived source credibility and purchase intention, and information quality and purchase intention are not mediated by attitudes toward user-generated content (UGC). Otherwise, this study discovered a direct relationship between brand engagement, perceived source credibility, and information quality and purchase intention. Therefore, H6a, H6c, and H6e are not supported.

H6a: Attitude toward UGC mediate the relationship between brand engagement and purchase intention (Not Supported).
H6b: Attitude toward UGC mediate the relationship between perceived source credibility and purchase intention (Not Supported).
H6c: Attitude toward UGC mediate the relationship between perceived source homophily and purchase intention (Supported – Full mediation).
H6d: Attitude toward UGC mediate the relationship between perceived benefit and purchase intention (Supported – Full mediation).
H6e: Attitude toward UGC mediate the relationship between information quality and purchase intention (Not Supported).

The use of social media for marketing purposes in recent years has been increasing. In particular, this study looks at the influence of the potential power of UGC on social media such as TikTok, which has a platform that can allow consumers to create and publish their content. Furthermore, UGC allows consumers to access information faster with quick feedback. So that, UGC becomes a medium to get valuable feedback about the performance of products or services [3]. This research shows that four constructs become antecedents that positively influence consumer attitudes towards UGC, namely brand engagement, perceived source credibility, perceived source homophily, and perceived benefits. These antecedents create a positive attitude towards UGC that can build consumer intentions to purchase a product or brand.

The results showed that perceived source homophily had the most influence on consumer attitudes towards UGC. This study's results align with previous research by Muda and Hamzah [7]. The study also found that attitudes towards UGC mediate entirely between perceived sources homophily and purchase intention. Influencers can influence their target audience through perceived homophily if they have similarities with audiences, such as by sharing the same attitudes, common backgrounds, similar values, and similar appearances [13]. The target audience can also motivate others to seek and share information and interact with each other. This interaction can contribute to understanding how homophily can affect purchase intentions, the stronger relationship between consumer and the source of information, the more likely it is for consumers to make a purchase decision based on the information they receive from familiar source [14].

The second construct that strongly influences consumer attitudes towards UGC is perceived benefit. This research shows that the benefits received in UGC with information

shared by content creators can affect consumer attitudes towards UGC. The results of this study are consistent with previous studies from Mathur et al. [15], which stated that the appropriateness and timely availability of information is an inherent benefit of UGC, and consumers find such UGC useful to make their purchases more effective. Similar to the research of Bouhlel et al. in Miranda et al. [15] which found a positive relationship between perceptions of blog usability and attitudes related to the use of blog information. If individuals think that the information they receive in social networks is useful, they will form a positive attitude towards it [16]. The more consumers take information through social networks, the more they will assess the information obtained and regard it as accurate and relevant, especially from their friends or acquaintances they follow on social media [17].

Result of mediation effect testing shown in Table 3.

The study also found that perceived source credibility positively influences consumer attitudes towards UGC. This study's results align with Mathur, Tewari, and Singh [3], which state that credibility has a positive attitude in determining consumer attitudes towards UGC. In addition, according to research by Muda and Hamzah [7], the credibility of sources perceived by consumers is positively correlated with consumer attitudes towards UGC. Onofrei et al. [17] states that engagement in a form of like, share, and commenting on shared content will be triggered by interactions from similar and reliable sources. So, the more consumers consider content creators trustworthy, skilled, and reliable, the more consumers have a positive attitude towards UGC.

Table 3. Result of mediation effect testing

Hypothesis	Specific Indirect Effect	Direct effect IV → MV	Direct Effect IV → DV	Total indirect effect	Total effect	Result
H6a: BE → AT → IQ	0.022n.s	0.118*	0.117*	0.022	0.139**	Not Supported (direct only)
H6b: PC → AT → IQ	0.030n.s	0.159*	0.125*	0.030n.s	0.155*	Not Supported (direct only)
H6c: PH → AT → IQ	0.047*	0.246**	0.081n.s	0.047*	0.128*	Supported (full mediation)
H6d: PB → AT → IQ	0.040*	0.212**	0.077n.s	0.040*	0.118*	Supported (full mediation)
H6e: IQ → AT → IQ	0.010n.s	0.053n.s	0.322***	0.010n.s	0.332***	Not Supported (direct only)

Notes: * p value < 0.05; ** p value < 0.01; *** p value < 0.001; standardized effects

Another construct that influences consumer attitudes towards UGC is brand engagement. The results showed that consumers like to evaluate their perception of a product, they like to share their experience with a product or brand through social media with other users. Consumers also like to support other users by liking and leaving comments. Consumers are also willing to give feedback when other users ask questions in the comments column. When consumers feel satisfied and enjoy the content, they tend to be more involved and play an active role by commenting, liking, and sharing related content with brands [18]. Therefore, consumers' attitudes about user-generated content will improve when they engage with content more frequently [3].

This study did not find that information quality significantly affected consumer attitudes towards UGC. However, information quality has a direct impact on purchase intention. The findings of this study, consumers are more likely to consider purchasing a product if the information is clear, easy to understand, and of high quality. Sun et al. [19] explained that the factor of information quality is if the information is useful and comprehensive. This can happen because UGC is in the form of short videos, so the quality of the information received is limited and less comprehensive in providing information about the product in the content. Therefore, making consumers see the content does not build their positive attitude towards it. However, this study found a direct effect between information quality and purchase intention. However, these findings align with previous studies from Zhu et al. [20], which stated the perceived quality of information could directly stimulate purchase intentions, implying that positive, high-quality review information has a significant motivating effect.

Finally, this study shows that UGC's attitude towards has a strong influence on purchase intention. Consumers will have a more positive view of the content and the information offered on it, especially for the product or brand, as a result of the positive influence of numerous constructs as antecedents of the attitude toward UGC. Then the attitude they form will influence the intention to buy. This research is in line with Mathur et al. [3], which state that a positive attitude of consumers will motivate and inspire consumers to try new products or brands in the future. Consumer attitudes towards UGC also significantly mediate perceived source homophily and perceived benefits on purchase intentions. So there is no direct influence, but the two antecedents have a more substantial indirect effect on consumers' buying intentions.

4 Conclusion

From the results of this study, it can be concluded that the factors that can influence consumer attitudes towards UGC on TikTok in the fashion category are brand engagement, perceived source credibility, perceived source homophily, and perceived benefits have a positive influence. Therefore, attitude towards UGC is able to mediate perceived source homophily and perceived benefits on purchase intention of consumers who watch UGC on TikTok. So indirectly, the similarity felt by consumers towards content creators and the benefits felt by consumers when seeing UGC on TikTok positively influence their attitude and affect their buying interest in the products or brands they see. Suggestion for further research can use more specific objects on a product or brand. In addition, further research can add a moderation effect related to UGC consumption from content creators

who are followed and not followed on social media to determine the effect on consumer attitudes towards UGC. Finally, further research can examine the factors that influence attitudes towards UGC on other social media and add other constructs as independent variables as well as dependent variables.

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