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Internet Advertisements and Brand Equity amongst User-Generated Content and Purchase Intention

Jassim Ahmad Al-Gasawneh[1], Malek Alsoud[2], Abdullah Alsokkar[3], Lina H. Warrad, [4] Jumadil Saputra[5], Mohammad Khalaf Daoud[6]

Abstract

The current study looked at the effects of user-generated content (UGC) on brand equity, brand equity on customer purchase intention, the mediating role of brand equity between UGC and purchase intention, and the moderating role of internet advertising between brand equity and customer purchase intention. This research is quantitative. All of the participants were Jordanians, and 357 useful samples were gathered from online surveys. The study made use of Smart PLS statistical software. The study's findings demonstrated that while users of social media (SM) are looking for information about brands, user-generated content (UGC) and user interaction have a significant positive impact on brand equity. Additionally, there was a strong positive correlation between purchase intention and brand equity. Additionally, brand equity mediated the link between UGC and purchase intention, and finally, internet advertising mediated the link between brand equity and purchase intention.

Keywords: *Internet Advertisements, Brand Equity, User-Generated Content, Purchase Intention.*

Introduction

Over four billion three hundred thousand people use the Internet worldwide, according to Bahtar and Muda (2016). The internet has greatly facilitated people's social interactions, purchasing decisions, and way of life as information technology has advanced. All people have smartphones these days. They could not only use the devices to Search for information of interest, but you can also create or share content yourself to provide product information, recommend purchases on social platforms, and influence customer behavior (Ioanas, 2020). Kim &Ko (2010) It has been established that online interaction and social media marketing (SMM) initiatives have a significant positive impact on users' SM engagement. Social media now prioritizes user engagement more than ever.

User Generated Content (UGC) Can't Add Unnecessary Spending With Limited penchant, in contrast to traditional marketing techniques that concentrate on the exposure of advertising. It has unlocked a brand-new channel for social network communication that doesn't just benefit marketers but also enables users to communicate with the general public and share ideas. UGC may have an impact on brand equity, according to

[1]Applied science private university, faculty of business, marketing department, Amman, Jordan, j_algasawneh@asu.edu.jo

[2]E-Marketing and Digital marketing department, Al-Ahliyya Amman University, m.alsoud@ammanu.edu.jo

[3] Applied science private university, faculty of business, department of marketing, a_sokkar@asu.edu.jo

[4]Applied Science Private University, Faculty of Business, Department of Accounting, l_warrad@asu.edu.jo

[5] Universiti Malaysia Terengganu, Faculty of Business, Economic and Social Development, jumadil.saputra@umt.edu.my

[6] Applied Science Private University, Faculty of Business, Department of Marketing, Amman, Jordan, mo_daoud@asu.edu.jo

Papasolomou and Melanthiou (2012). The concept is comparable to that of Stojanovic (2022), who talked about how consumer comments can significantly affect a brand. The UGC platform has developed into a crucial channel for both user and marketer relationships and content marketing. UGC could be used by businesses as a useful tool for tracking consumer behavior and brand marketing Cheong.

With the growing importance of SM and the rapid development of the Internet, It is very important to give great attention to brandsto SM and create quality communication content to successfully market their products (Bala and Verma, 2018). The quality of a brand may be indirectly influenced by consumer experience, brand equity can be increased, and SM marketing (SMM) can encourage a positive brand attitude (Ha & Perks, 2005). The internet advertisement also influences brand equity by using a variety of applications, including SM advertising and other types, and by showcasing proprietary rights like entertainment and word-of-mouth marketing. In the meantime, customers' buying intentions were influenced by attention-grabbing tactics (Park &Namkung, 2022).

Although user-generated content (UGC) that is posted online has a significant impact on a brand, there is still confusion regarding the relationship between UGC's information and interactions, brand equity and consumer intent to buy. As a result, the purpose of this study is to look into how user-generated content (UGC) information and interaction are currently in order to examine how these factors relate to brand equity and purchase intent. Also to investigate the connection between brand equity and purchase intention, Take an average position on the right of ownership of the brand between the content created by the UCG user and the intention of the purchase process, and the moderating role of internet advertising between brand equity and purchase intention (Daoud, et al.2023).

Review of the Literature and Formulation of Hypotheses.

User-Generated Content (UGC)

In terms of technology, the economy, and society, UGC has made impressive strides recently (Mohammad, 2022). Due to the social network's quick information transmission and the availability of user feedback, UGC users were able to exchange their personal viewpoints and ideas with a variety of sites on the internet (Zhang, Tong, and Bu, 2019).UGC is a practical tool created by the public that engages with others (Fier, Ljubei, and Erjavec, 2020).UGC's diversity has not only enhanced the information's quality and reliability (Wang et al., 2021), but also a key resource for big data analysis (Fan, Han, and Liu, 2014). For users who want to express their ideas and make them a reality so they can achieve their own goals and attract others' attention.On SM, interaction between users and marketers is crucial. Users interact with one another mostly to express their emotions, ask for assistance, or for online entertainment (Cagatay and Erten, 2020).As a result, UGC has the potential to generate both static and dynamic behavioral patterns for interaction (HUB, 2023). Furthermore, According to Zhuang et al. (2023), the primary direction of UGC is toward the display of a product's features, design, or brand-related information.

The five categories of entertainment, social, business, interest, and public opinion, according to Stockmann and Luo (2017), can be used to categorize UGC. Zhang (2021) developed a rational motivation for UCG that combines an emotional motivation for UCG that includes self-expression with friends, family, or other users as well as knowledge sharing, advocacy for a cause, or attention to global information. Additionally, Conlen and Heer (2021) separated the two categories of online interactive content. The term "instrumental interaction" refers to problem-solving and information research, as well as online material research. User, consumer, and business interactions are referred to as "user interaction" and include sharing of experiences, making recommendations, making comments based on word-of-mouth, etc. According to Santos (2022), "Information" refers to the degree of informative transmission present in user-generated

content (UGC) on SM platforms. The term "interaction" describes how much user-generated content (UGC) is published on SM platforms or used to directly advise other users about what to buy or what products to use.

User Generated Content (UGC) is a category of SM content that possible to defined as "Media content initiated by members of the general community reflects any type of electronic content initiated, performed, circulated and used by users" (Santos, 2022). And (Daoud, et al.2023) Prior studies have demonstrated the importance of UGC in forecasting consumers' behavioral reaction and in influencing their decision-making processes (Cheung et al., 2022). Studies looking at UGC as a whole have mainly concentrated on analyzing the specific traits of the content (Grover). To this extent, Owusu et al. (2016), for instance, investigated the relationship between UGC characteristics and web purchase decisions and discovered that the UGC information's relevance, credibility, and timeliness can have the biggest impact on the web purchase decision. Other studies Shareef, Kumar, and Kumar(2008) examined particular UGC types, like eWOM, and measured their impact on consumers' purchasing and behavioral intentions.

If a brand with little awareness is capable of actively managing SMMAs, the business could increase its brand equity and create devoted customers, claim Seo and Park (2018). In contrast to traditional media, SM communication, according to Bruhn, Schoenmueller, and Schäfer (2012), had a positive impact on the brand's image. Therefore, it is crucial that consumers are brand equity when making decisions. Customer orientation serves as the cornerstone for establishing brand assets and creating a brand image that can be shared with customers when creating a brand (Zhang, 2015). The current study therefore made a next suggestion.

H1: Purchase intention is positively impacted by user-generated content

H2: Brand equity is positively impacted by user-generated content

Brand equity

Haudi et al. (2022) defines a brand's equity as. Brand equity in a group and brand liabilities associated with a brand, including its name and logo that increases or decreases in value as a result of its products or services. products or services provided to the company and/or to its customers." aspects of SM content that can assist a brand in developing its brand identity, such as entertainment, engagement, and word of mouth (Zarei&BagheriGarabollagh, 2022). Brands' consumer-based brand equity (CBBE), which measures how well they are perceived by consumers, may also benefit from their SM interactions (Arya, Paul &Sethi, 2022). Because consumers who are unfamiliar with a brand are only interested in the price, features, or convenience of the product, brand equity is crucial (Farzin et al., 2022). Brand awareness, brand associations, and realized quality will all be examined from different angles in the study of brand equity.

Consumers create a brand related to UCG that can promote brand-consumer contact, and indirect enhancement of customer interaction with the business, which directly affects the shopping behavior of consumers. Social media information has the power to sway consumer'sattitudes toward brands and their readiness to buy products or services offered by brands. In addition, a compelling message can favorably impact brand attitudes and purchase intent (Ahn et al., 2022). Today's advanced technology is leading to encourage participation and greater interactivity among consumers while providing them with fresh information through UCG (Gutounig et al., 2022). Furthermore, companies should value media interactions between brands brand equity and purchase intent are positively impacted by customers and users (Alwan & Alshurideh, 2022). This study makes the following assumptions about the ticker capital: (1) brand awareness, (2) brand association, and (3) realized quality, assuming that these variables may change depending on the buyer's intention to make a purchase. Below is some presumption:

H3: Purchase intention is positively impacted by brand equity

Internet advertisement

Using the Internet as a medium to drive traffic to websites is known as internet advertising, the right consumers are targeted and marketing messages are communicated through information delivery used (Nuara et al., 2022). In Internet advertising, the consumer controls the distribution of the product's value. Customers have control over the ads they see, including how, when, and which ones. The result is that users can "push" advertising content online (Lina, & Ahluwalia, 2021).

Businesses can gain the interest and attention of online users by choosing the proper Internet advertising strategy, the perceived value of consumers and the risk they face are both increased when they are more aware of specific products or services available online (Makrides et al., 2021). According to signal theory, AI involves publishing through media given signals about the advantages and what to expect in order to persuade them to purchase advertised goods. (Smith & Font, 2014). To help consumers understand value and risks correctly, merchants are specifically involved in sending pre-purchase information "signals" about Internet advertising about a product or service. that customers who shop online can anticipate.

Purchase intention

The likelihood that consumers will make future purchases is referred to as purchase intent (Rosillo-Díaz et al. 2019). Today, everyone can voice their opinion on the Internet, by addressing the issue of information asymmetry, searching for information, and sharing content, there is now more information and interaction., and being viewed by other users. Content can be generated to influence consumer purchasing intentions (Yen & Chiang, 2021). Naeem&Ozuem (2021) state that every online experience can influence consumer behavior once they engage with UCG. In addition, it effectively enables consumers to increase their brand awareness, facilitate Encourage purchases and strengthen customer-company relationships (Wang et al. 2019).

Mediating role of brand equity:

Brand equity considers the set of brand assets and liabilities associated with a brand, its name and symbols that increase or decrease the value of a product or service to a company and/or its clients. Based on previous research such as (Hao et al., 2020), user-generated content positively influences brand equity, which in turn effects purchase intent (Febrian&Vinahapsari, 2020). The impact on brand equity and brand equity influences purchase intent, so brand equity may be implied as a mediator in this study.Therefore, the current study proposed the following hypothesis

H4: brand equity mediates the relationship between user generated content and Purchase intention

Moderating role of internet advertisement

The relationship between brand equity and purchase intent has been volatile, both positive (Verma, 2021) and negative (Majeed et al., 2021). A proper Internet advertising approach can help businesses attract the attention and interest of online consumers (Hidayat&Astuti, 2019). Internet advertising, on the other hand, can build, integrate, and demonstrate ownership in things like entertainment and word of mouth, meaning Internet advertising can be a moderator. Therefore, the current study based on the previous debates proposes the following hypotheses.

H5: internet advertisement moderates the relationship between brand equity and purchase intention

Methodology:

The current study has descriptive mien. Primary data for the current study were gathered from financial services companies' data. The current study is cross-sectional and research data were gathered once with the aim of trying to answer the study's questions (Sekran&Bougie, 2016). The gathering of study data was self-administered to better understand whether brand equity plays as a mediator among UGC and PI, and whether Internet advertising moderates the relationship between brand equity and customer purchase intention. It was conducted through a controlled online survey in Jordanian. To ensure consistency of variables and avoid confusion among study participants, this study used a 5-point Likert scale to measure responses of all respondents. In the current study, we followed the key whistleblower methodology by selecting customers as whistleblowers. In this study, we followed the G-Power software statistical method for determining sample size and applied the following rules to determine the minimum sample size of 92 samples:F-statistic test, error level of 0.05 (mean performance level $1 - \beta = 0.95$), performance standard of 0.80, moderate effect size. There were 5 predictors in this study (Alotaibi & Roussinov, 2016). However, to ensure a minimum number of responses, and given the low response rate of the survey method, the minimum number of respondents analyzed should be more than 100 questionnaires (Hair et al., 2006). A total of 300 questionnaires were distributed in this study, using an additional 208 questionnaires with a minimum sample size of 92, yielding more accurate results and allowing for an error rate of 5%. Regarding the sampling method, the current research is simple sampling. The questionnaire created for this study consisted of his four main sections:Section a contained questions to capture general demographic information about the respondent, such as gender, age, education, and work history, and thus consisted of six items. Section B was the independent variable, focused on the dimensions of user-generated content, and consisted of two subsections:Information and interaction; each subsection contained his four elements based on (Bahtar&Muda, 2016). Section C, which deals with the issue of brand equity as an intermediary, is contained in three elements adapted from (Stojanovic et al., 2022). Purchase intent was adjusted from 4 items, Internet advertising was adjusted from 5 items ((Bahtar&Muda, 2016), and moderator variable was Internet advertisement adjusted from 5 items (Hidayat&Astuti, 2019).

Data Analysis and results:

Records analysis has been done using two software programs. Version 4 of PLS-SEM and SPSS-24. First, Response rates were calculated using descriptive statistics, respondent demographic profiles, response bias values, outlier removal, and data normality assessments, in addition to evaluating structural and measurement models. The reason for using PLS was to analyze research frameworks.It has been reported that PLS-SEM can account for measurement errors and provide better estimates of mediation andmoderating effects. Also, PLS software does not handle regular data well, so it is advantageous when dealing with complicated models, researchers should use PLS. A total of 300 questionnaires were distributed, of which 262 were returned by customers. This corresponds to an 87% response rate. However, 15 questionnaires were invalid due to incompleteness, resulting in 247 complete and valid questionnaires. However, the remainder of the questionnaire is considered sufficient for further analysis methods. As for missing data, there was a small percentage of missing data. Because of this, the variable's median response for each item was used to fill in the gaps left by missing data.Also, with respect to outlier removal, no variables were scored beyond a threshold of ±4. Therefore, there were no univariate outliers in 247 cases. Skewness and kurtosis values for all variables were ±2 and ±7, respectively, from results extracted from Web Power. Therefore, we can say that the data are well modeled by a normal distribution. A full collinearity analysis was also tested to ensure that the data were free of common method biases (kock., 2015). This suggests that the data collected show a general method

bias, looking at the results of the VIF factor analysis where the top factor with the highest his VIF value falls below his 5% cutoff (Kock., 2015). You can verify this by checking that there is no bias.

Measurement model:

Convergent validity

Convergent validity is the degree to which multiple items measuring the same concept agree. As reported by Hair et al. (2019) assessed convergence validity using factor loadings, combined reliability (CR), and sampling mean variance (AVE). The load recommendation is fixed at 0.5, AVE should be 0.5 and CR should be 0.7. From Figure 1, we can see that we designed the UGC as a secondary structure. Therefore, we adopted the method suggested in the PLS literature. This is a two-step approach to modeling secondary factors in PLS analysis. Table II shows that the measurement model results exceed the recommended values demonstrating good convergence validity (Fig.1).

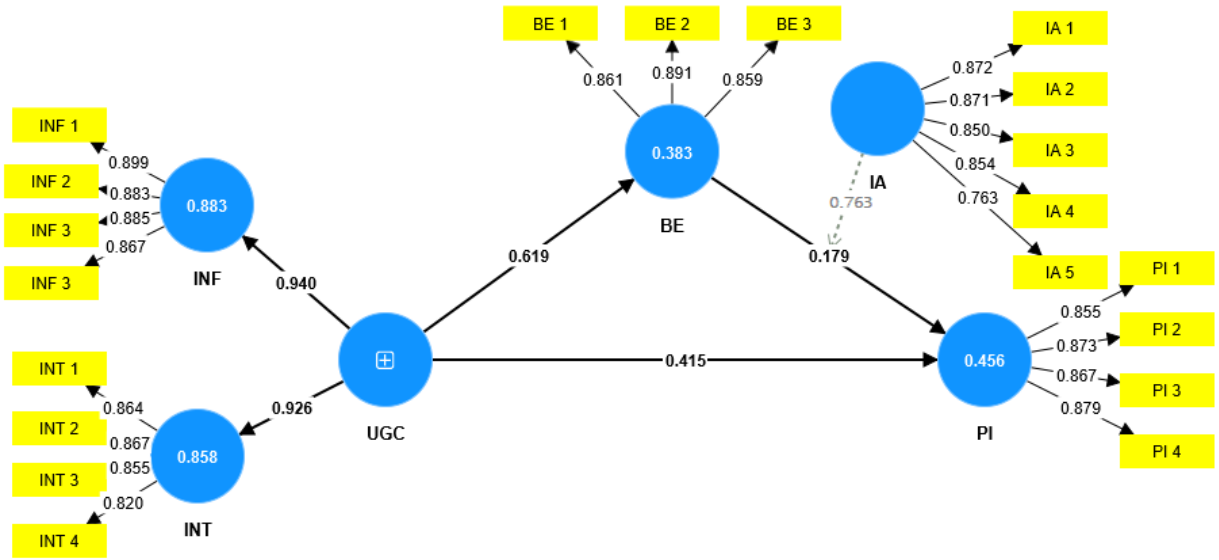

Fig 1. Measurement model

Table 1. Measurement model

First order Construct	Items	Factor loading	CR	AVE
Information (INF)	INF 1	0.899	0.869	0.651
	INF 2	0.883		
	INF 3	0.885		
	INF 4	0.867		
Interaction (INT)	INT 1	0.864	0.821	0.673
	INT 2	0.867		
	INT 3	0.855		
	INT4	0.820	0.898	0.668
Brand equity (BE)	BE 1	0.861		
	BE2	0.891		
	BE3	0.859		
internet advertisement (IA)	IA 1	0. 872	0.919	0.837

	IA 2	0.871		
	IA 3	0.850		
	IA 4	0.854		
	IA 5	0.763		
Purchase intention (PI)	PI 1	0.855	0.926	0.733
	PI 2	0.873		
	PI 3	0.867		
	PI 4	0.879		
Second order contract				
User-Generated Content (UGC)	INF	0.840	0.957	0.674
	INT	0.926		

Discriminate validity

HTMT ratio analysis was also tested in a systematic study for suitability for assessing discriminate validity (Henseler et al., 2015). Table 2shows that the inter-construct correlations for specificity HTMT,0.85, HTMT,0.90, or HTMT inference were lower than any of the HTMT reference criteria. It is satisfying to state that discriminative validity is well established, based on traditional and broader discriminatory analyses.

Table. 2 discriminate validity

	INF	INT	UGC	BE	IA	PI
INF						
INT	0.831					
UGC	0.654	0.632				
BE	0.312	0.421	0.854			
IA	0.342	0.481	0.643	0.786		
PI	0.752	0.645	0.598	0.439	0.398	

Structural equation modeling

A structural model was evaluated. Bootstrapping techniques were performed using 5000 resamples, one-tailed tests for direct and moderator significance, two-tailed mediator test.

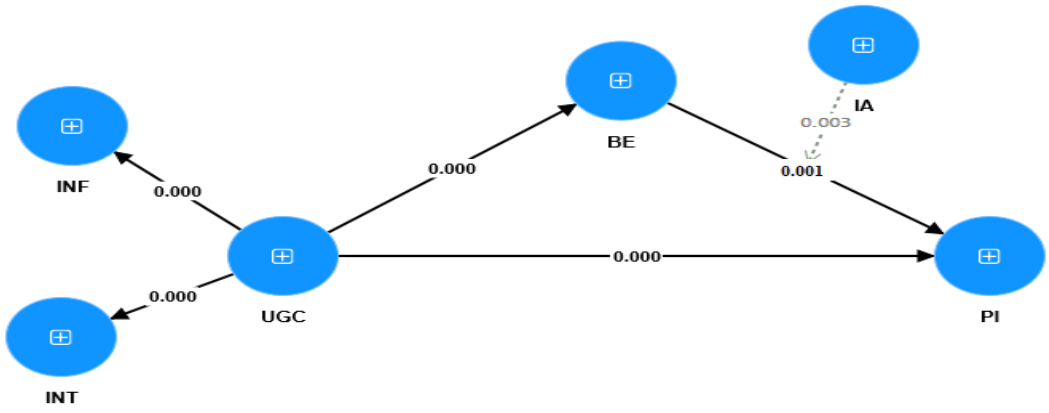

Fig 2. Structural model

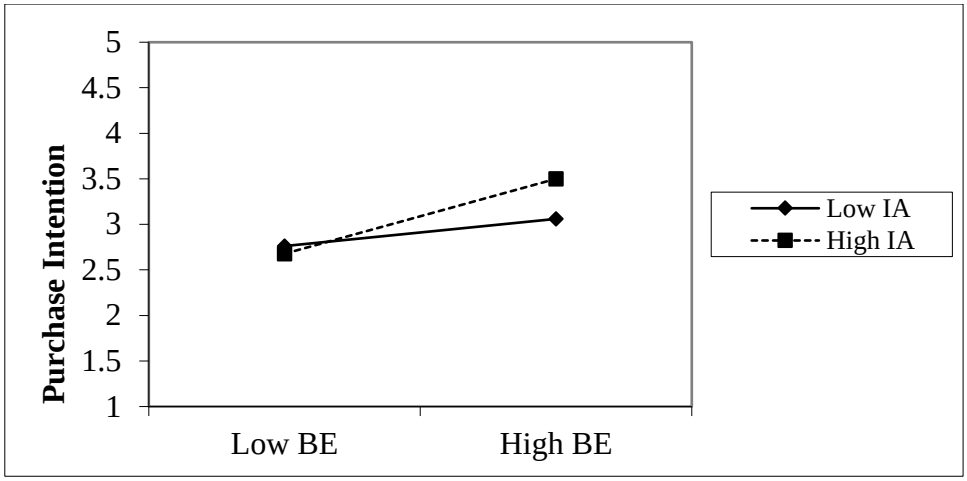

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Fig.3 moderator plot

Table 2. Structural model

	S. β	S. D	R^2	T-value	P - Values	Upper level (UL)	Lower level (LL)
H1- UGC>PI	0.280	0.112	0.589	2.500	0.000	0.221	0.064
H2- UGC > BE	0.369	0.121		3.049	0.000	0.324	0.567
H3- BE > PI	0.356	0.144		2.472	0.001	0.201	0.021
H4- UGC > BE > PI	0.422	0.137	0.383	3.080	0.000	0.487	0.022
H5- BE -PI*IA	0.187	0.051		3.741	0.003	0.287	0.032

The hypothesis was supported. As for H1, the results show a positive relationship (β=0.280, t=2.500, P<0.000, UL=0.221, LL=0.064) when UGC is assumed to have a positive impact on PI; Supported. For H2, it was suggested that UGC had a positive effect on BE, and the results showed that UGC had a positive relationship with BE (β=0.369, t=3.049, p<0.000, UL=0.324, LL=0.567), which was the case for H2. Supported. As for H3, BE was suggested to have a positive effect on PI, and the results showed that BE was positively related to PI (β=0.356, t=3.080: p < 0.005, LL = 0.201, UL = 0.021), for H4, the results suggest that BE mediates the relationship between UGC and PI ((β = 0.422, t = 3.741, p < 0.005, :LL=0.487, UL=0.022) indicates the moderating effect of IA on the positive relationship between BE and PI (b = 0.187, t = 3.741:LL = 0.287, UL 0.032, p < 0.05). IA has been found to moderate the positive relationship between BE and PI. Figure 3 shows the results of the relaxation analysis. Dawson's (2014) chart shows that the relationship between BE and PI is stronger when the manager's attitude is IA, as shown in Figure 3.R^2 values of 0.589 for BE and 0.383 for PI indicate that UGC and BE explained 58.9% of the variance for PI. On the other hand, UGC explained 38.3% of the BE variance. With respect to predictive relevance, a Q^2 value above 0 indicates that the model has good predictive relevance.

Discussion and conclusion

According to our study, there is a significant positive relationship between UGC and PI. This result is consistent with (Nosita& Lestari, 2019), which implies that user-generated content, through information or user interaction, increases user interaction and thus purchase intention increase. For the relationship between UGC and BE, we also found positive significance for this relationship, where this result is consistent with (Seo& Park,

2018), this results also show that user-generated content, whether through information or interaction with users, integrates, articulates, and affirms brand names and symbols, which increases the value of a company's products or services indicates that. We also agree with Akturan (2018) on the relationship between BE and PI, and the results suggest that the brand value and clarity of responsibility connected with the brand, its name, and its symbols may increase. It also explains how to add value. Encourage and influence user purchase intention by returning products and services to your business.Results of the current study also revealed that BE mediates the relationship between UGC and PI. Clarity of brand assets and responsibilities related to the brand, its name, and its symbols. This is done through User Generated Content on the Website, whether through information users place in these comments or otherwise. This encourages other people to buy. Finally, regarding the moderating effect of IA on the relationship between BE and PI, the results of this study show that IA moderates the relationship between BE and PI. The relationship between BE and PI is stronger in the presence of IA, as they tend to increase their willingness to buy.

Limitations and recommendations:

A questionnaire was used for data collection in this study. Even though the significance of user-generated content and SM was discussed at the outset of the survey, some participants might still be confused by the idea, which affects their responses. Some have similarities that may confuse participants when reading. The study was carried out in Jordan, which enabled subsequent researchers to concentrate on more specific geographic or gender subgroups that would aid brands in defining their target market. To glean deeper and more in-depth knowledge, future research may take into account using qualitative research. Last but not least, a variety of product categories from the brand were tested in this study, such as clothing, automobiles, groceries, and Smartphone’s. If future research can narrow it down to a specific category, we can do more research.

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