The Effect of User- Generated Content on Buying Intentions for Cosmetic Products in Jordan: the Mediating Role of Brand Image

Prepared by
Mohammed Atef al-Ruwaili
Supervisor
Dr. Nawras M. Nusairat

Abstract

The main aim of this study is to examine the effect of user-generated content (UGC) on consumer intention to buy cosmetic products with considering the mediating role of brand image. the study follows descriptive analysis method, For assessment of the research constructs, the measures proposed in the marketing literature were adapted, a total of 352 questionnaire was distributed online using convenience sampling method, the data was analyzed using structural equation modeling (SEM) technique using AMOS software. The study results show that there is indeed a significant positive effect of UGC on consumer buying intention specially regarding certain UGC features like relevance and up to dateness and credibility and ease-of-use, brand image found to be affected significantly by the relevance and usefulness and indicativeness and up-to-dateness of the UGC, the study also found significant effect of brand image on consumer buying intention, mediated effect of brand image on the relationship between UGC and buying intention was also supported by the study.

The study encourages and recommend to many marketers working in different marketing departments in cosmetic companies to see the importance and the significant effect of UGC on their products image and their buying intention. so that they can monitor closely these contents and try to steer it directly towards their products and company interests specially giving the fact that these users content can bear no cost for the companies.

time limitation and cost was among the first obstacles, it's important to mention that the study was conducted while the pandemic was still active which make it difficult for the data collection and validation, also the study findings cannot be generalized everywhere because it was conducted in Jordan only covering cosmetic sector, additional studies required to cover other countries and various sectors, using convenience sampling technique as a method of collecting the data was among the limitation.

Keyword: user generated content, brand image, buying intention, buying behavior, cosmetic sector.