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User-Generated Content as a Brand Image Builder: An Explanatory Study on Instagram's JackArmy Fashion Brand Image

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ABSTRACT: Instagram has become a crucial platform for fashion businesses to interact with consumers and build brand image, particularly through user-generated content (UGC). This research aims to examine the effect of social interaction and technical feature attractiveness of UGC advertising on Instagram on JackArmy's brand image. To achieve this objective, an explanatory survey was conducted involving 293 followers of JackArmy's Instagram account. Data were analyzed using Partial Least Squares (PLS) with SmartPLS 3.0 software. The findings indicate that social interaction and technical feature attractiveness of UGC advertising positively influence JackArmy's brand image. This research provides empirical evidence for the importance of UGC in digital marketing strategies, particularly for fashion businesses, demonstrating the critical role of social interaction and content quality of UGC in building a positive brand image among consumers. This study offers valuable insights for fashion brands to leverage UGC effectively in their marketing efforts and enhance brand image. These findings have practical implications for marketers seeking to optimize their social media strategies and build stronger relationships with their target audience.

Keywords: Instagram, Brand Image, User-Generated Content, Social Interaction, Fashion Business

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INTRODUCTION

Instagram has become a globally popular social media platform, including in Indonesia, with over 106 million active users. This popularity presents significant business opportunities to reach a vast and diverse audience. Instagram's visually appealing features, such as photos and videos, and its ability to facilitate direct interaction with users make it an effective marketing tool. This has led many businesses, including those in the fashion industry, to utilize Instagram for product promotion and brand image-building (Dwivedi et al., 2021; Khusnul Khotimah & Tanti, 2023; Kusuma & Sugandi, 2019; Philp, Jacobson, & Pancer, 2022; Yeo, Tan, Kumar, Tan, & Wong, 2022).

One increasingly popular marketing strategy on Instagram is user-generated content (UGC). UGC refers to content created by Instagram users, such as photos, videos, or product reviews. UGC is perceived as more authentic and trustworthy by consumers compared to promotional content created by brands themselves (Bahtar & Muda, 2016; Halliday, 2016; Ray & Bala, 2021; Zhuang, Zeng, Zhang, Liu, & Fan, 2023).

JackArmy is a fashion brand based in Bandung, Indonesia. JackArmy actively incorporates UGC into its Instagram marketing strategy. Instagram users frequently upload and share UGC featuring JackArmy products in photo and video formats. JackArmy encourages social interaction on this UGC, such as comments, likes, and shares. While much research has explored UGC, few studies have specifically examined the impact of social interaction and technical feature attractiveness of UGC advertising on brand image, particularly in the Indonesian fashion industry. This research aims to address this gap by empirically examining the influence of these two factors on JackArmy's brand image. By understanding the impact of social interaction and technical feature attractiveness of UGC advertising on brand image, this research is expected to contribute theoretically to developing marketing communication science and provide practical insights for businesses and marketers in designing effective marketing strategies on the Instagram platform.

Recent research has explored various aspects of user-generated content (UGC) and its impact on brand representation and consumer engagement. Simatzkin-Ohana & Frosh (2022) examined how commercial brands adapt and appropriate user-generated styles in their social media representations. Munsch (2011) investigated the preferences of Millennial and Generation Z consumers regarding digital marketing communication and advertising, highlighting the effectiveness of short-form content, music, humor, and social media influencers. Somerfield et al. (2018) delved into the interactions between consumers and brands on social media platforms, mainly focusing on how brands leverage and amplify UGC. Nanne et al. (2020) explored the use of computer vision to analyze visual brand-related UGC, demonstrating the potential of technology in understanding UGC. Taecharungroj (2019) utilized UGC on social media platforms to infer place brand identity, showcasing the potential of UGC in brand analysis. These studies collectively contribute to our understanding of UGC and its multifaceted role in contemporary digital marketing and branding strategies. (Munsch, 2021; Nanne et al., 2020; Simatzkin-Ohana & Frosh, 2022; Somerfield, Mortimer, & Evans, 2018; Taecharungroj, 2019).

This study fills a research gap by explicitly examining the impact of social interaction and technical feature attractiveness of user-generated content (UGC) advertising on brand image, particularly within the context of the Indonesian fashion industry. It employs media engagement theory as a theoretical foundation, which has not been widely used in similar studies. It also addresses a literature gap by providing empirical evidence on the impact of social interaction and technical feature attractiveness of UGC advertising on brand image on Instagram. It contributes to the literature on digital marketing and marketing communication, specifically in the context of the Indonesian fashion industry.

This research uniquely focuses on the role of user-generated content (UGC) in digital marketing within the fashion industry, a relatively unexplored area, particularly in the Indonesian context. By employing media engagement theory as a theoretical framework, this study offers a fresh

perspective on how UGC influences brand image through social interaction and technical feature attractiveness. The empirical analysis of JackArmy, a local fashion brand in Bandung, Indonesia, contributes to the Indonesian marketing literature by providing empirical evidence of UGC's effectiveness locally. Additionally, this study examines the impact of social interaction (comments, likes, shares) and technical feature attractiveness (visual quality, creativity, use of Instagram features) on brand image, offering new insights into how specific aspects of UGC can shape consumer perceptions of a brand.

The Social Media Engagement (SME) Theory serves as the primary theoretical foundation for this research. While not directly tested, the theory provides a framework for understanding how user-generated content (UGC) on Instagram can influence brand image. The SME Theory explains how social interactions and the platform's technical features influence user engagement on social media platforms. This study adopts the theory with the assumption that higher levels of social interaction and more appealing technical features in UGC advertising lead to increased user engagement, which, in turn, positively influences brand image in the eyes of consumers. The Social Media Engagement (SME) theory posits that user engagement on social media platforms is influenced by two primary factors: social interaction (including personalization, access to social resources, perceived risk, and transparency in communication) and technical features (such as content comprehensiveness, platform flexibility, and platform evolution). The theory assumes that increased frequency and intensity of user interaction with content and features on social media platforms lead to higher engagement levels, ultimately influencing their perceptions and attitudes towards a brand. In other words, this theory provides a basis for understanding how UGC can influence brand image through user engagement. The research then empirically tests this influence, focusing on social interaction and technical feature attractiveness as independent variables and brand image as the dependent variable. (Bruce, Keelson, Amoah, & Egala, 2023; Di Gangi & Wasko, 2016; González-Serrano, Alonso-Dos-Santos, Crespo-Hervás, & Calabuig, 2024; Meier & Peters, 2023; Vitara & Kurniawati, 2023).

In this context, the study conceptualizes user-generated content (UGC) as promotional messages or content shared by users on social media platforms, specifically Instagram, and adopted by JackArmy to promote its products. Brand image is defined as consumers' overall perception of a brand, influenced by various factors, including product quality, brand reputation, and marketing communications.

The research framework illustrates the relationship between the independent variable, UGC advertising (encompassing social interaction and technical feature attractiveness), and the dependent variable, brand image. The study hypothesizes a positive relationship between social interaction and technical feature attractiveness of UGC advertising and JackArmy's brand image, suggesting that higher levels of social interaction and more appealing technical features in UGC advertising lead to a more positive brand image among consumers.

This study objectives are: (1) To quantify the overall impact of user-generated content (UGC) advertising on JackArmy's brand image on Instagram. This involves measuring the extent to which UGC advertising, as a whole, contributes to the formation and perception of the brand's image among consumers; (2) To examine the specific effect of social interaction on UGC advertising on

JackArmy's brand image. This entails assessing how consumer engagement with UGC, through comments, likes, and shares, influences their perception of the brand; and (3) To investigate the specific effect of the appeal of technical features in UGC advertising on JackArmy's brand image. This involves evaluating how the visual aesthetics, creativity, and utilization of Instagram features in UGC impact consumer perception of the brand.

METHOD

This research adopts a positivistic paradigm, emphasizing objectivity, measurement, and quantitative data analysis to explain the studied phenomena. (Creswell & Creswell, 2018; Mustofa, 2024; Park, Konge, & Artino, 2020). The research design employed in this study is an explanatory survey, which aims to investigate the causal relationships between variables and explain the underlying reasons behind observed phenomena. (Imbeau, Tomkinson, & Malki, 2021; Sari, Rachman, Astuti, Afgani, & Siroj, 2022; Sugiyono, 2019). The quantitative method examines the cause-and-effect relationship between the research variables: the impact of user-generated content advertising on brand image. The explanatory survey approach is chosen to elucidate why the phenomenon occurs and the factors influencing it. This research is classified as correlational research. It aims to investigate the relationship between two or more variables, specifically whether there is a correlation between social interaction and the technical feature attractiveness of user-generated content advertising and brand image.

The primary data collection technique utilized was a questionnaire administered to a sample of JackArmy's Instagram followers.. (Marshall, 2005; Mazhar, 2021; Paradis, O'Brien, Nimmon, Bandiera, & Martimianakis, 2016). The questionnaire incorporated a Likert scale to measure respondents' attitudes, opinions, and perceptions regarding the research variables. The Likert scale questions assessed various aspects of social interaction with UGC advertising (e.g., frequency of commenting, liking, and sharing), the attractiveness of technical features in the UGC (e.g., visual appeal, creativity, use of Instagram features), and the overall brand image of JackArmy.. (Joshi, Kale, Chandel, & Pal, 2015; Robinson, 2014; Tanujaya, Prahmana, & Mumu, 2022).

The research sample consisted of 293 followers of JackArmy's Instagram account. This sample was drawn from a total population of 1,100 followers of the JackArmy Instagram account. The sampling technique employed was probability sampling, specifically simple random sampling. This technique was chosen because each member of the population (JackArmy's Instagram followers) had an equal chance of being selected as a sample. The sample selection was conducted randomly, so respondents must have seen product advertisements or testimonials posted by JackArmy on Instagram.

Primary data in this research was obtained from the responses of 293 participants who were followers of JackArmy's Instagram account. The questionnaire included questions that measured the research variables: social interaction, technical feature attractiveness of user-generated content advertising, and brand image. Secondary data in this research was gathered from literature studies, specifically previous research relevant to the topic. This secondary data was used to establish the research's theoretical foundation and conceptual framework and compare the findings with prior studies.

This research is grounded in the Social Media Engagement (SME) Theory, which posits that user engagement on social media platforms is influenced by two primary factors: social interaction and the platform's technical features. Building upon this theory, this research identifies two key variables:

1. User-Generated Content (UGC) Advertising (Independent Variable X): This variable represents content created by users (UGC) that JackArmy adopts as advertising on Instagram. It encompasses two dimensions:

    a. Social Interaction: This refers to the level of interaction on UGC, such as the number of comments, likes, and shares. The underlying assumption is that higher social interaction on UGC leads to greater user engagement, which can enhance brand image.

    b. Technical Feature Attractiveness: This refers to the quality of UGC, including visual aesthetics, creativity, and the use of Instagram features (IG TV, Story, Live Video). The underlying assumption is that engaging and high-quality UGC is more effective in improving brand image.

2. Brand Image (Dependent Variable Y): This variable represents consumers' overall perception of the JackArmy brand. It is assumed that brand image can be influenced by the user engagement generated by UGC advertising—the more positive the user engagement, the more positive the brand image formed.

Thus, the media engagement theory is the foundational assumption in determining the research variables. The independent variable (X) is UGC advertising with two dimensions (social interaction and technical feature attractiveness), while the dependent variable (Y) is the brand image. This research examines whether there is a positive relationship between the independent and dependent variables.

This study proposes three hypotheses for testing:

1. H1 (Major): User-generated content (UGC) advertising on JackArmy_Official's Instagram account influences brand image.
2. H2 (Minor): Social interaction on UGC advertising on JackArmy_Official's Instagram account positively influences brand image.
3. H3 (Minor): The attractiveness of technical features in UGC advertising on JackArmy_Official's Instagram account positively influences brand image.

RESULT AND DISCUSSION

Descriptive Analysis

The initial descriptive analysis, encompassing indicators x1 through x8 for User-Generated Content Advertising (X) and y1 through y9 for Brand Image (Y), revealed distinct characteristics for each indicator. The minimum value for all indicators was 3.000, while the maximum was 4.000. Notably, all average values (means) were above 3.000, with several exceeding 3.500, specifically x1, x2, x3, x5, x7, y1, y2, y3, y4, y5, y6, y7, and y9. The highest average for User-Generated Content

Advertising (X) was observed in indicator x2 (3.560), and for Brand Image (Y), the highest average was noted in indicator y8.

Table 1. Descriptive Analysis Results

Indikator	Mean	Minimum	Maximum
x1	3,549	3	4
x2	3,56	3	4
x3	3,509	3	4
x4	3,444	3	4
x5	3,539	3	4
x6	3,474	2	4
x7	3,543	3	4
x8	3,447	3	4
y1	3,56	3	4
y2	3,57	3	4
y3	3,556	3	4
y4	3,539	3	4
y5	3,556	3	4
y6	3,549	3	4
y7	3,549	3	4
y8	3,608	3	4
y9	3,553	3	4

These findings suggest a high level of engagement and positive response from the respondents. The mean values exceeding 3.000 indicate a generally favorable perception of the user-generated content and the JackArmy brand image. The higher mean values above 3.500 further emphasize this positive sentiment, particularly for specific indicators like x2 (frequency of video content) and y8 (brand perception).

The Impact of User-Generated Content on Brand Image on the JackArmy Brand

Model Development: Measurement and Structural Models

The conceptual framework, incorporating indicator selection for each latent variable based on prior research and literature review, encompasses measurement and structural models. The structural model in this study examines the relationship between User-Generated Content on Instagram and Brand Image. After designing the structural and measurement models, identifying observed indicators for each latent variable, and establishing relationships between latent variables, the next step involves constructing a path diagram.

Measurement Model Evaluation (Outer Model)

The initial analysis involves assessing the outer model of the obtained research data. The outer model analysis includes convergent validity, discriminant validity, and reliability tests. The first step

in validity testing is convergent validity, assuming that the manifest variables of a construct are highly correlated. This stage involves examining the Loading Factor/Outer Loading values, which must exceed 0.7 for the data to be considered reliable or convergent validity. If the value is below 0.7, the indicator is eliminated, and the test is repeated. Subsequently, the Average Variance Extracted (AVE) value, which should be greater than 0.5, is assessed. The concurrent validity test is considered complete if all these criteria are met.

The outer model values indicate that all indicators in the measurement variables have reached values above 0.7, aligning with the minimum threshold for loading factors. Four indicators in the user-generated content variable have outer loading values exceeding 0.8, while the remaining four are above 0.7. For the brand image variable, six indicators exceed 0.8, and the remaining three are above 0.7. Based on these values exceeding 0.7, the data is considered valid and meets convergent validity.

Table 2. Average Variance Extracted (AVE) Value

	Average Variance Extracted
Brand Image (Y)	0.708
User-Generated Content (X)	0.630

Based on Table 2 above, the convergent validity of this research is fulfilled as the AVE values for each construct exceed 0.5, indicating that all indicators in the research variables are theoretically sound and reliable.

This research's measurement model comprises two variables, each with its measurement indicators. The user-generated content variable has eight formative indicators, while the brand image variable has nine. The measurement model evaluation uses the SMART-PLS application's structural algorithm to ensure validity and reliability.

The criterion for AVE values is to be greater than 0.5. The analysis of AVE values demonstrates that this research's convergent validity is fulfilled, as the AVE values for each construct exceed 0.5. This indicates that all indicators in the research variables are theoretically sound and reliable. If any indicators from any variable were below 0.5, they would need to be replaced with new indicators meeting the AVE requirement of 0.5 or higher. Therefore, it can be concluded that the AVE values are reliable regarding convergent validity.

Discriminant validity testing is based on cross-loading values. Cross-loading illustrates the correlation between an indicator and its construct, as well as with other constructs. To determine cross-loading, the value must exceed 0.7, and the comparison between the indicator's value and its construct should be higher than its value with other constructs.

Each indicator in the User-Generated Content Advertising (X) variable has a higher construct correlation than its correlation with other constructs. Similarly, for the Brand Image (Y) variable,

the correlation of each indicator with its respective construct is higher than its correlation with other constructs. All cross-loading values observed by the researcher are above the minimum threshold of 0.7, indicating good discriminant validity.

Furthermore, the cross-loading values for assessing discriminant validity also reveal that the correlation value of each indicator with its construct is more significant compared to the correlation value of the indicator itself with other constructs. This can be observed in Table IV.4, where eight indicators in the user-generated content variable show correlation values of the indicator with its construct averaging above 0.7, while the other construct indicators are relatively below 0.7. Based on these results, all indicators can be considered valid.

Reliability

The reliability of latent variables is a value that measures the stability and consistency of reliability measurements. Both Cronbach's alpha and composite reliability values should be ≥ 0.5 to measure a variable. The SmartPLS output, including Cronbach's alpha and composite reliability (CR) values for each variable, is presented in the following table:

Based on the table, it is evident that all latent variables have composite reliability and Cronbach's alpha values exceeding 0.7. This indicates that the latent variables of Brand Image and User-Generated Content Advertising exhibit good reliability as measurement tools. Despite variations in the values produced by each measurement tool, the desired values have reached or surpassed the minimum thresholds. Using Cronbach's alpha and composite reliability is a standard practice for evaluation. Therefore, it can be concluded that the measurement model using Cronbach's alpha and composite reliability is sound and yields optimal results.

Structural Model Evaluation (Inner Model)

The subsequent evaluation involves the structural model, often employed to predict relationships between latent variables. This evaluation examines the relationships between latent constructs, as hypothesized in the previous chapter. The structural model projects causal relationships between latent variables established using theoretical substance. The testing of this structural model typically utilizes the SmartPLS application. The measures used to evaluate the structural model include:

1. R-Square Value Analysis: The first step in evaluating the structural model is examining the R-square (R2) value. The R2 value indicates the model's ability to explain based on empirical data. The criteria for R2 values fall into three classifications: 0.19 for weak relationships, greater than or equal to 0.33 for moderate relationships, and greater than or equal to 0.67 for substantial relationships. The table demonstrates that the R2 value for the Brand Image latent variable is 0.838 (a substantial relationship), meaning that 83% of the variability in the quality of service provided by JackArmy can be explained by User-Generated Content Advertising disseminated through their Instagram social media account.

Table 3. R-Square Values

	R Square
Brand Image (Y)	0.838

2. Q-square Predictive Relevance Analysis (Q2): The next step in evaluating the structural model involves examining the Q-square predictive relevance (Q2) value. Q2 validates the model's predictive ability, particularly for models with reflective endogenous latent variables. If the Q2 value is greater than 0, the model is considered to have predictive relevance, indicating good observation. Conversely, the observation is deemed poor if Q2 is less than 0. The results of the predictive relevance analysis reveal a Q2 value of 0.588, exceeding 0, thus confirming the model's predictive relevance and indicating good observation quality. According to experts, the assessment of Q2 values includes 0.02 (weak), 0.15 (moderate), and 0.35 (strong). The observation value in this research is vital, as 0.588 surpasses the 0.35 threshold for the strong category. Since the value exceeds 0, it is evident that the model possesses predictive relevance.

Hypothesis Testing and Discussion

Data analysis to obtain coefficient values and significance of t-statistic for direct influence utilizes bootstrapping within the SmartPLS program. Bootstrapping is employed to re-evaluate the structural model, aiming to conclude statistically analyzed data regarding the influence exerted by social media. Researchers use bootstrapping to process a research sample 293 to validate the accuracy of the impact of the user-generated content variable. For the influence relationship to be considered significant, the t-stat value must exceed 1.96. This is done using a significance level (α) of 5% or 0.05, with the t-stat value resulting from processing, or it can also be compared with the p-value.

H0 is rejected if |t statistic| > t-table or p-value < α. In this case, H0 is accepted, meaning that the latent variable of user-generated product advertising is significant or has a positive influence in measuring the latent variable of brand image.

This research employs the Partial Least Square (SmartPLS) method based on previous literature to explain the mechanisms of activities within the social media sphere among social media users. This study delves into the exposure of information regarding fashion product sales that utilize social media facilities to introduce their products to the public. This is done to win the intensely competitive and rapidly evolving market.

This study also reveals that social media advertising mediates information exposure through communication channels, namely media, for a product advertised by a company. Given the large number of companies, companies see media utilization in product advertising as an appropriate means.

This research has several limitations, including:

1. Limited Generalizability: This research focuses solely on one local fashion brand (JackArmy) and one social media platform (Instagram). Therefore, the results may not be broadly generalizable to other brands or platforms.
2. Focus on Instagram Followers: The respondents in this research are followers of JackArmy's Instagram account. This may limit the representativeness of the respondents as it does not include potential consumers who do not follow the account.
3. Brand Image Measurement: This research uses a Likert scale to measure brand image. Although Likert scales are commonly used, brand image measurement can be more complex and involve other factors not covered in this research.
4. Exclusion of Other Variables: This research focuses solely on the influence of social interaction and technical feature attractiveness of user-generated content advertising on brand image. Other variables, such as product quality, price, or other marketing strategies, may influence brand image.

The study concludes by suggesting several avenues for future research that could build upon its findings and address its limitations. The author proposes the following:

- Expanding the Scope to Other Social Media Platforms: The current study focuses solely on Instagram. Future research could examine the impact of UGC on other platforms like TikTok, Twitter, or YouTube to see if the findings hold true across different digital environments. The dynamics of user interaction and content presentation vary across platforms, and understanding these nuances could provide valuable insights for marketers.
- Incorporating Qualitative Analysis: The thesis primarily employs a quantitative approach. Future studies could complement this with qualitative analysis to gain a deeper understanding of user motivations and perceptions regarding UGC and brand image. This could involve interviews or focus groups to explore the thought processes behind user engagement and how it shapes their views of a brand.
- Considering Additional Variables: The current research focuses on social interaction and technical features of UGC. Future studies could expand the model by incorporating other potentially influential factors, such as user demographics (age, gender, education level), product types, or other marketing strategies. This would provide a more comprehensive understanding of the complex interplay of factors that contribute to brand image formation.
- Employing Comprehensive Brand Image Measures: The thesis utilizes a Likert scale to measure brand image. Future research could employ more comprehensive measures to capture the multifaceted nature of brand image, leading to richer and more nuanced findings. This could involve incorporating measures of brand personality, brand associations, and brand loyalty.
- Conducting Longitudinal Studies: The current research provides a snapshot of the relationship between UGC and brand image. Longitudinal studies could track these variables over time to understand how the impact of UGC on brand image evolves in the dynamic social media landscape. This would provide valuable insights into the long-term effects of UGC and inform sustainable brand-building strategies.

These suggestions highlight the potential for further research to build upon the foundation laid by this thesis and contribute to a deeper understanding of the role of UGC in shaping brand image in the digital age.

CONCLUSION

This research confirms the significant influence of user-generated content (UGC) advertising on Instagram on brand image, specifically for the fashion brand JackArmy. The study's findings reveal that social interaction and technical features' attractiveness in UGC advertising positively affect brand image.

The first objective of this study was to examine the impact of social interaction on UGC advertising on JackArmy's brand image. The results indicate a significant positive relationship, suggesting that higher levels of social interaction on UGC, such as comments, likes, and shares, lead to a more favorable brand image. This highlights the importance of fostering a sense of community and encouraging active participation from consumers on social media platforms. The second objective was to investigate the influence of technical feature attractiveness in UGC advertising on brand image. The findings also reveal a significant positive relationship, indicating that visually appealing, creative content and effective use of Instagram's features enhance brand image. This underscores the importance of producing high-quality UGC that resonates with the target audience and effectively communicates the brand's message.

This study confirms the significant role of UGC in shaping brand image on Instagram, particularly for fashion brands like JackArmy. By understanding and leveraging the power of social interaction and technical feature attractiveness in UGC advertising, businesses can effectively enhance their brand image and foster stronger connections with consumers in the digital landscape.

To fully capitalize on the potential of user-generated content (UGC), JackArmy is advised to maintain active engagement with users on Instagram, promptly responding to comments, questions, and feedback to foster a sense of community and strengthen brand-consumer relationships. Simultaneously, the brand should incentivize UGC creation through campaigns, contests, or challenges with attractive rewards, ensuring a consistent flow of authentic content while reinforcing brand loyalty. Leveraging Instagram's diverse features, such as IG TV, Story, and Live Video, to deliver captivating and interactive content with high visual and audio quality is crucial for maintaining a professional and appealing brand image. Additionally, upholding a cohesive brand identity across all content, regardless of origin, reinforces brand recognition and strengthens the association between the brand and its values.

Future research should expand beyond Instagram to explore the impact of UGC on other social media platforms like TikTok, Twitter, or YouTube, examining the generalizability of these findings. Incorporating qualitative analysis would offer deeper insights into users' motivations and perceptions regarding UGC and brand image, providing a more nuanced understanding. Moreover, considering additional variables such as user demographics, product types, and diverse marketing strategies would contribute to a more comprehensive understanding of the factors shaping brand image in the digital age. Employing more comprehensive brand image measures would capture its multifaceted nature, enriching the findings and offering a holistic view of UGC's impact. Lastly, conducting longitudinal studies would unveil the evolving impact of UGC on brand image over time, revealing how this relationship adapts in the dynamic social media landscape.

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