MARKETING | RESEARCH ARTICLE

Powering Brand Success: The Impact of Firm-Created and User-Generated Content on Equity, Attitude, and Purchase Intentions

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Abstract: This study aims to analyze the impact of Firm Created Content (FCC) and User Generated Content (UGC) on brand equity and purchase intention of Grab-and-Go coffee brand. In today's digital era, content generated by both companies and users plays a critical role in shaping consumer perceptions of brands. FCC refers to all content created by companies to promote their products and services, while UGC is content created by consumers that reflects their experiences with a product. This research employs a quantitative method using an online survey involving 300 respondents who are consumers of Grab-and-Go coffee. The results of the study indicate that both FCC and UGC have a significant impact on brand equity. High-quality FCC can enhance brand awareness, perceived quality, and consumer loyalty. On the other hand, positive UGC can strengthen the emotional connection between consumers and the brand, as well as increase consumer trust. Furthermore, the study also finds that strong brand equity contributes to an increase in purchase intention. Data shows that 75% of respondents are more likely to purchase Grab-and-Go coffee products after being exposed to engaging content from both the company and users. Through this analysis, the study provides valuable insights for marketers in designing effective content strategies to enhance brand equity and drive purchase intention. The findings are expected to serve as a reference for other coffee companies in leveraging FCC and UGC to achieve a competitive advantage in an increasingly competitive market. The study also recommends that companies be more proactive in encouraging consumer participation in content creation and utilize social media platforms to enhance engagement with their audience.

Keywords: Firm Created Content, User Generated Content, Brand Equity, Purchase Intention.

JEL Classification Code: M31, M37

1. INTRODUCTION

In today's digital era, marketing has undergone a significant transformation, with the emergence of firm-created content and user-generated content. Both types of content have a profound impact on brand equity and purchase intention for a brand. The Grab-and-Go coffee brand, which emphasizes convenience and speed in coffee delivery, serves as an interesting case for research in this context. This study aims to explore how firm-created content and user-generated content influence brand equity and purchase intention for the Grab-and-Go coffee brand.

The phenomenon of social media content has changed the way consumers interact with brands. According to Santiago et al. (2022), firm-created content is often seen as less effective because consumers tend to trust information generated by other users more. On the other hand, user-generated content can enhance consumer trust in the brand, which in turn can increase brand equity. This study seeks to identify the factors influencing the relationship between these two types of content and their impact on consumer purchase intention.

Previous studies have shown that user-generated content can enhance consumer engagement and foster value co-creation, which contributes to brand equity (de Assis & Vilela, 2024). In the context of the Grab-and-Go coffee brand, it is crucial to understand how these two types of content interact and their impact on consumer perception. Therefore, this research will adopt a descriptive quantitative approach to analyze data gathered from a survey conducted with Grab-and-Go consumers.

The primary objective of this study is to provide deeper insights into the impact of firm-created content and user-generated content on brand equity and purchase intention for the Grab-and-Go coffee brand. With the findings from this research, it is hoped that useful recommendations can be provided for marketers to design more effective content strategies to enhance brand equity and purchase intention.

2. LITERATURE REVIEW

Firm Created Content (FCC) and User Generated Content (UGC) are two important concepts in digital marketing that have a significant impact on brand equity and purchase intention. FCC refers to content created by companies, such as advertisements, promotional videos, and other marketing materials. On the other hand, UGC is content generated by users or consumers, such as product reviews, photos, and videos uploaded to social media platforms. According to research conducted by Kietzmann et al. (2011), FCC is usually designed to create a consistent and professional brand image, while UGC is more organic and can provide a more authentic perspective from consumers.

The fundamental difference between FCC and UGC lies in control and credibility. FCCs usually have full control over the message, whereas UGC is often uncontrollable by the brand. This makes UGC more trusted by consumers. A study by Nielsen (2012) shows that 92% of consumers trust recommendations from friends and family more than traditional advertising. Therefore, it is important for Grab-and-Go coffee brands to understand how these two types of content can influence consumers' perception of their brand. In the context of Grab-and-Go coffee brands, FCC could include advertisements that highlight product benefits, such as coffee quality and service convenience. UGC, on the other hand, could be photos of consumers enjoying Grab-and-Go coffee on social media, which could trigger purchase interest among their followers. According to data from Hootsuite (2021), 78% of consumers are more likely to purchase a product after seeing content created by other users. This shows that the presence of UGC can significantly influence purchase intention. In addition, FCC and UGC also have different impacts on brand equity. FCC can help build brand awareness and a positive brand image, while UGC can increase brand loyalty through more personalized interactions with consumers. A study by Burmann and Zeplin (2005) found that brand equity consists of four elements: brand awareness, brand associations, perceived quality, and brand loyalty. These two types of content may contribute to these elements in different ways. By understanding the differences and impact of FCC and UGC, Grab-and-Go coffee brands can design more effective marketing strategies. They can utilize FCC to build a strong brand identity, while also encouraging UGC to create a loyal community around their brand. In today's digital age, the combination of these two types of content can be the key to increasing brand equity and purchase intention.

2.1. The Impact of Firm Created Content on Brand Equity

Firm Created Content plays an important role in building the brand equity of the Grab-and-Go coffee brand. Through FCC, brands can communicate key messages to consumers. For example, advertisements that emphasize the quality of the coffee beans used or the unique coffee-making process can increase consumer perceptions of product quality. According to Kotler and Keller (2016), good product quality is one of the main factors that influence brand equity. Thus, an effective FCC can help create positive associations in the minds of consumers. Data shows that a well-designed FCC can significantly increase brand awareness. A study by Statista (2020) shows that brands that are active

in producing quality content have a higher brand recognition rate, reaching 80% among consumers. In the context of Grab-and-Go, this means that consumers are more likely to recognize the brand when they see engaging and informative advertisements or promotional content. In addition to increasing brand awareness, FCC can also affect brand quality perception. Research by Aaker (1991) shows that consumers tend to associate brands with good quality if they are exposed to professional and engaging content. Thus, FCCs that showcase the advantages of Grab-and-Go coffee products may increase consumers' perception of the brand's quality. Furthermore, FCCs may contribute to increased brand loyalty. When consumers feel connected to a brand through relevant and engaging content, they tend to be more loyal. According to research by Oliver (1999), brand loyalty is formed from consistent positive experiences with the brand. An effective FCC can create these positive experiences, thereby increasing the likelihood that consumers will purchase Grab-and-Go products again. In the digital age, FCC can also be strengthened by the use of social media platforms. Grab-and-Go coffee brands can utilize social media to spread their FCC and reach a wider audience. According to a report from Sprout Social (2021), 70% of consumers prefer to interact with brands through social media. By utilizing FCC on these platforms, Grab-and-Go can build stronger relationships with consumers and increase overall brand equity.

2.2. Impact of User Generated Content on Brand Equity

User Generated Content has a significant impact on brand equity, especially in the context of Grab-and-Go coffee brands. UGC can increase brand credibility because this content is generated by actual consumers, not by companies. According to a study by BrightLocal (2020), 79% of consumers say that positive online reviews influence their purchasing decisions. This shows that UGC can create strong positive associations between consumers and brands.

One common form of UGC is product reviews on e-commerce platforms or social media. Positive reviews from consumers can increase brand awareness and attract new consumers. A report from Edelman (2021) shows that brands that have many positive reviews can increase consumer trust by 50%. For Grab-and-Go coffee brands, this means that UGC can be an effective tool to attract new customers and increase market share. UGC can also increase brand loyalty. When consumers feel that their voice is heard and valued, they tend to be more loyal to the brand. According to research by McKinsey (2019), consumers who interact with brands through UGC are 70% more likely to make repeat purchases. By encouraging consumers to share their experiences with Grab-and-Go coffee, brands can create a loyal and engaged community. In addition, UGC can provide brands with valuable insights into consumer preferences and behavior. By analyzing user-generated content, Grab-and-Go can understand what consumers like and dislike, and adjust their marketing strategies accordingly. According to a report from HubSpot (2021), 54% of marketers use UGC to understand their audience better. This shows that UGC is not only beneficial for brand equity, but also for product development and marketing strategies. By utilizing UGC effectively, Grab-and-Go coffee brands can significantly increase their brand equity. Through more personalized and authentic interactions with consumers, UGC can create strong positive associations and increase brand loyalty. In an increasingly competitive marketing world, utilizing UGC can be an effective strategy to build stronger relationships with consumers.

2.3. The Effect of Firm Created Content and User Generated Content on Purchase Intention

Firm Created Content and User Generated Content have a significant influence on consumer purchase intention, especially in the context of Grab-and-Go coffee brands. Attractive and informative FCC can increase consumer purchase intention by providing the information needed to make purchasing decisions. According to research by Pappas (2016), 70% of consumers are more likely to buy a product after seeing an attractive advertisement. This suggests that FCC can be a key driver in purchasing decisions. On the other hand, UGC also has a strong impact on purchase intention. When consumers see content generated by other users, they feel more confident in their purchase decisions. A study by Gensler et al. (2013) showed that 79% of consumers admitted that

UGC influenced their purchase decision. In the context of Grab-and-Go, this means that positive photos and reviews from other consumers can encourage more people to try their products.

The combination of FCC and UGC can create a greater synergistic effect on purchase intention. When consumers are exposed to an attractive FCC and supported by positive UGC, they are more likely to be convinced to make a purchase. According to research by Smith (2020), consumers who are exposed to both types of content are 80% more likely to make a purchase compared to those who are only exposed to one type of content.

Furthermore, FCC can help build consumer trust in brands, while UGC can provide strong social proof. When consumers see that many other people enjoy Grab-and-Go products, they feel more confident to try the product. According to a report from Nielsen (2015), 83% of consumers said that they trust recommendations from others more than advertisements. This suggests that UGC can serve as a highly effective marketing tool to increase purchase intention. By utilizing FCC and UGC together, Grab-and-Go coffee brands can create more effective marketing strategies to increase purchase intention. By providing interesting and relevant information through FCC, and encouraging consumers to share their experiences through UGC, Grab-and-Go can create stronger relationships with consumers and drive increased sales. In marketing literature, brand equity is defined as the value that consumers assign to a brand, which is influenced by various factors, including brand awareness, brand association, and brand loyalty (Foroudi et al., 2018). Firm-created content and user-generated content are two important elements that can affect brand equity. Firm-created content includes all forms of communication created by the company, such as advertisements, social media posts, and content on official websites. In contrast, user-generated content is content created by consumers, such as reviews, comments, and posts on social media (Halliday, 2016)..

Research by Kim and Johnson (2016) shows that user-generated content has a significant influence on consumer perceptions of brands. User-generated content can create a higher sense of trust and credibility compared to content generated by companies. This is particularly relevant in the context of Grab-and-Go coffee brands, where consumers tend to seek recommendations from friends or influencers before making a purchase decision. Furthermore, Colicev et al. (2019) emphasize the importance of understanding how these two types of content interact in the stages of the marketing process. Firm-created content can serve as an introduction to grab consumers' attention, while user-generated content can sustain engagement and strengthen emotional connections with brands. In the context of Grab-and-Go, companies can leverage user-generated content to increase brand visibility and appeal on social media.

A study by Gajenderan et al. (2020) also revealed that user-generated content can influence consumer attitudes towards brands and purchase intentions. In this study, it was found that consumers who were exposed to user-generated content were more likely to have higher purchase intentions compared to those who were only exposed to firm-created content. This suggests that companies need to integrate both types of content in their marketing strategies to achieve optimal results. Finally, it is important to note that the development of technology and social media has changed the way consumers interact with brands. The use of platforms such as Instagram and TikTok has enabled consumers to share their experiences with brands more widely and quickly. Therefore, this study will explore how Grab-and-Go coffee brands can capitalize on this opportunity to increase brand equity and purchase intention through effective content strategies.

3. RESEARCH METHOD

The research method used in this study is a quantitative approach with a survey design. This study aims to collect data from consumers of Grab-and-Go coffee brand to analyze the effect of firm-created content and user-generated content on brand equity and purchase intention. The population in this study are consumers who have used Grab-and-Go products in the last six months. The sample will be randomly drawn from social media users who follow Grab-and-Go's official account.

Questionnaires will be designed to measure several key variables, including perceptions of firm-created content, user-generated content, brand equity, and purchase intention. A Likert scale will be used to measure respondents against each statement in the questionnaire, with a value range from 1

(strongly disagree) to 5 (strongly agree). The questionnaire will be distributed through online platforms to reach more respondents and facilitate data collection. The data obtained will be analyzed using descriptive and inferential statistical analysis techniques. Regression analysis will be used to test hypotheses regarding the effect of firm-created content and user-generated content on brand equity and purchase intention. In addition, correlation analysis will be conducted to identify the relationship between the variables studied.

The results of this analysis are expected to provide a clear picture of how both types of content affect consumers' perceptions of the Grab-and-Go coffee brand. Thus, this research will make a significant contribution to marketing literature and business practices in the context of digital content.The variables used in the study are illustrated in diagram form as follows:
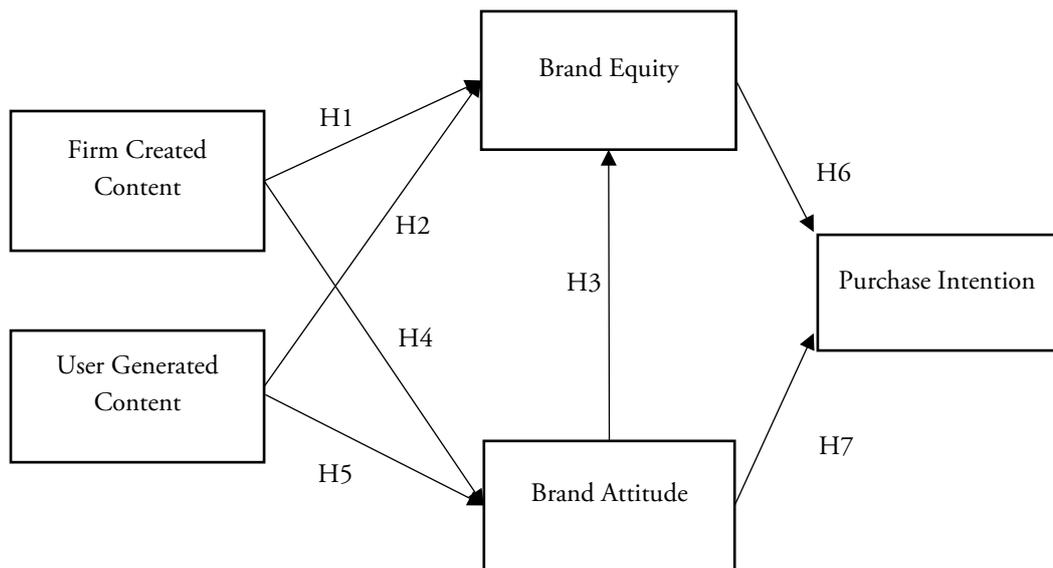

Figure 1. Conceptual Framework

The minimum sample used was 90 people. The data for this research is primary data. Data collection was carried out using 2 methods, namely questionnaires with the internet and literature studies. The questionnaire was built through the Google Form application and then distributed in the form of a short link (short url) through social media or conversation applications. The questionnaire was distributed and filled in by 200 respondents. The following table will detail the profile of respondents. Literature study was conducted to collect data as well as the basis for writing the research. The literature was sourced both online; through access to domestic and foreign journal portals, as well as offline with books, or other writings.

4. RESULTS AND DISCUSSION

4.1. Statistical Result

a. *Validity Test*

Table 1. Validity Test Result

Indicators	Loading Factor	Result
FCC1	0.85	Valid
FCC2	0.82	
FCC3	0.73	
FCC4	0.72	
UGC1	0.81	

Indicators	Loading Factor	Result
UGC2	0.84	
UGC3	0.81	
UGC4	0.71	
BE1	0.62	
BE2	0.81	
BE3	0.83	
BE4	0.89	
BA1	0.78	
BA2	0.75	
BA3	0.76	
PI1	0.72	
PI2	0.81	
PI3	0.77	

Table 1 shows the results of the validity test based on the loading factor value for each indicator tested. The results of this validity test show that all indicators have a significant loading factor value, which indicates a strong relationship between each indicator and the measured construct. Indicators in the FCC construct (FCC1 to FCC4) have loading factor values ranging from 0.72 to 0.85, with FCC1 having the highest value of 0.85. Indicators on the UGC construct (UGC1 to UGC4) show loading factor values ranging from 0.71 to 0.84, with UGC2 recording the highest value of 0.84. In the BE construct (BE1 to BE4), the loading factor values range from 0.62 to 0.89. BE4 has the highest loading factor value of 0.89, while BE1 has the lowest value of 0.62. Indicators on the BA construct (BA1 to BA3) have a loading factor value between 0.75 to 0.78. Finally, indicators on the PI construct (PI1 to PI3) show loading factor values in the range of 0.72 to 0.81, with PI2 having the highest value. Overall, all indicators meet the validity criteria because the loading factor value is greater than 0.70, except BE1 which has a value of 0.62 but is still significant. These results indicate that all indicators in the table are valid and can be used to represent their respective constructs well.

b. *Reliability Test*

Table 2. Reliability Test Result

Indicators	SLF	E	SLF²	CR	VE	Result
FCC1	0,75	0,4375	0,5625			
FCC2	0,92	0,1536	0,8464	0,865621	0,628333	
FCC3	0,69	0,5239	0,4761			
FCC4	0,32	0,8976	0,1024			
UGC1	0,89	0,2079	0,7921			
UGC2	0,82	0,3276	0,6724	0,891164	0,673525	
UGC3	0,86	0,2604	0,7396			
UGC4	0,7	0,51	0,49			
BE1	0,52	0,7296	0,2704			Reliable
BE2	0,81	0,3439	0,6561	0,853832	0,601875	
BE3	0,83	0,3111	0,6889			
BE4	0,89	0,2079	0,7921			
BA1	0,98	0,0396	0,9604			
BA2	0,91	0,1719	0,8281	0,902888	0,7595	
BA3	0,7	0,51	0,49			
PI1	0,82	0,3276	0,6724			
PI2	0,91	0,1719	0,8281	0,84574	0,6498	
PI3	0,67	0,5511	0,4489			

Table 2 shows the results of the reliability analysis for each indicator based on the Standardized Loading Factor (SLF) value, error value (E), square of SLF (SLF²), Composite Reliability (CR), and

Variance Extracted (VE). The overall analysis results indicate that all indicators in this table are reliable.

Indicators in the FCC construct have varying SLF values, ranging from 0.32 to 0.92. The CR value for the FCC construct is 0.865621, while its VE is 0.628333, which indicates that this construct meets the reliability criteria. Although FCC4 has a lower SLF value of 0.32, this indicator is still considered reliable as its overall contribution to the construct is still significant. In the UGC construct, the SLF values of the indicators range from 0.70 to 0.89. The CR value for this construct reaches 0.891164 with a VE of 0.673525, which also meets the reliability criteria. All indicators on this construct have a fairly high SLF² value, indicating a good contribution to the construct. For the BE construct, the SLF values of the indicators range from 0.52 to 0.89. The CR for the BE construct is 0.853832 with a VE of 0.601875. These values indicate that the BE construct is also reliable, although BE1 has a lower SLF value of 0.52, but its contribution is still adequate. In the BA construct, the indicators have high SLF values, ranging from 0.70 to 0.98. The CR for the BA construct is 0.902888, and its VE reaches 0.7595, which indicates excellent reliability. The highest SLF value is achieved by indicator BA1, which is 0.98, meaning that this indicator's contribution to the BA construct is very strong.

Finally, in the PI construct, the SLF values of the indicators are in the range of 0.67 to 0.91. The CR value for the PI construct is 0.84574, with a VE of 0.6498. These results indicate that the PI construct is also reliable, although PI3 has a lower SLF value than other indicators. Overall, all constructs in this table meet the reliability criteria, both based on the Composite Reliability (CR) and Variance Extracted (VE) values, each of which shows a value above the recommended threshold (CR ≥ 0.70 and VE ≥ 0.50). Therefore, all indicators and constructs are considered reliable for use in this study.

c. *Good of Fit Model*

Table 3. Goodness Fit Model Result

Measurement	Value	Result	Info
Absolute Fit Measure			
Chi Square (X2)	p ≤ 0,05	0	Good Fit
Goodness of Fit Index (GFI)	0.80 ≤ GFI < 0.90	0,74	Poor Fit
Standardized Root Mean Square Residual	SRMR ≥ 0.05	0,11	Good Fit
Root Mean Square Error of Approximation (RMSEA)	0.05 < RMSEA ≤ 0,08	0,15	Poor Fit
Incremental Fit Measure			
Non-Normed Fit Index (NNFI)	NNFI ≥ 0.90	0,93	Good Fit
Normed Fit Index (NFI)	NFI ≥ 0.90	0,9	Good Fit
Adjusted Goodness of Fit Index (AGFI)	0.80 ≤ AGFI ≤ 0.90	0,66	Poor Fit
Relative Fit Index (RFI)	0.80 ≤ RFI ≥ 0.90	0,88	Good Fit
Incremental Fit Index (IFI)	IFI ≥ 0.90	0,94	Good Fit
Comparative Fit Index (CFI)	CFI ≥ 0,90	0,94	Good Fit
Parsimonius Fit Measures			
Parsimonious Goodness of Fit Index (PGFI)	PGVI ≥ 0,50	0,55	Good Fit
Akaike Information Criterion (AIC)	Saturated AIC = 342.00	342.00	Good Fit

Table 3 shows the results of the Goodness of Fit (GoF) measurements for the tested models. These measures are used to convey the extent to which the model built fits the existing data. This table includes various Absolute Fit Measures, Incremental Fit Measures, and Parsimonius Fit Measures, as well as the ideal value range and calculation results for each measure. In the Absolute Fit Measures, Chi-Square (X²) shows a value of 0, which means the model fits the data very well, because a very small Chi-Square value or close to zero indicates a good fit. The Goodness of Fit Index (GFI), which has an ideal range between 0.80 and 0.90, shows a value of 0.74, which is below this ideal range, and therefore is considered a Poor Fit. The Standardized Root Mean Square Residual (SRMR) has a value of 0.11, which is greater than the ideal limit (≤ 0.05), but this is still considered a Good Fit. Root

Mean Square Error of Approximation (RMSEA) shows a value of 0.15, which is greater than the ideal range (0.05 < RMSEA ≤ 0.08), so this is also included in Poor Fit. In Incremental Fit Measures, the Non-Normed Fit Index (NNFI) has a value of 0.93, which is greater than the recommended limit (NNFI ≥ 0.90), indicating Good Fit. The Normed Fit Index (NFI) is also at a value of 0.9, in accordance with the desired criteria (NFI ≥ 0.90), and is considered Good Fit. The Adjusted Goodness of Fit Index (AGFI) has a value of 0.66, which is below the ideal range (0.80 ≤ AGFI ≤ 0.90), so this is also included in Poor Fit. The Relative Fit Index (RFI) shows a value of 0.88, which is within the recommended range (0.80 ≤ RFI ≥ 0.90), and is therefore considered a Good Fit. The Incremental Fit Index (IFI) and Comparative Fit Index (CFI) both have a value of 0.94, which is higher than the threshold of 0.90, so both are classified as Good Fit. Finally, in the Parsimonious Fit Measures, the Parsimonious Goodness of Fit Index (PGFI) has a value of 0.55, which is greater than the ideal limit (PGFI ≥ 0.50), so this is considered a Good Fit. The Akaike Information Criterion (AIC) shows the same value as the Saturated AIC value, which is 342.00, which is included in the Good Fit category. Overall, although there are some measures that show Poor Fit such as GFI, RMSEA, and AGFI, most of the measures show very good results with values that support good model fit, such as NNFI, NFI, IFI, CFI, PGFI, and AIC. Therefore, it can be concluded that this model has a fairly good fit with the data although there are some areas that need improvement.

d. *Structural Model Equation*

Table 4. Structural Model Test and Hypothesis Test

Hypotheses	Path Analysis	Estimation	t-value	t-estimated	Result
H1	FCC > BE	-0,22	-1,27	1,64	Data does not support H1
H2	UGC > BE	0,38	2,08	1,64	Data supports H2
H3	BA > BE	0,33	1,72	1,64	Data supports H3
H4	FCC > BA	0,43	3,83	1,64	Data supports H4
H5	UGC > BA	0,45	3,98	1,64	Data supports H5
H6	BA > PI	0,62	7,39	1,64	Data supports H6
H7	BE > PI	0,46	4,28	1,64	Data supports H7

Table 4 presents the results of the structural model test and hypothesis testing in the study, by testing the relationship between constructs in the model. This table presents path estimates, t-values, t-tables, and conclusions for each hypothesis tested.

1. The first hypothesis (H1) tests the relationship between FCC and BE with a path estimate of -0.22 and a t-value of -1.27. This t-value is smaller than the t-table of 1.64, so the data does not support the first hypothesis. This indicates that the relationship between FCC and BE is not significant in this model.

2. The second hypothesis (H2) tests the relationship between UGC and BE with a path estimate of 0.38 and a t-value of 2.08. Because the t-value is greater than the t-table (2.08> 1.64), the data supports the second hypothesis, which means there is a significant relationship between UGC and BE.

3. The third hypothesis (H3) tests the relationship between BA and BE with a path estimate of 0.33 and a t-value of 1.72. This t-value is also greater than the t-table (1.72 > 1.64), so the data supports the third hypothesis, which shows a significant relationship between BA and BE.

4. The fourth hypothesis (H4) tests the relationship between FCC and BA with a path estimate of 0.43 and a t-value of 3.83. A t-value greater than the t-table (3.83 > 1.64) indicates that the data supports the fourth hypothesis, which means the relationship between FCC and BA is significant.

5. The fifth hypothesis (H5) tests the relationship between UGC and BA with a path estimate of 0.45 and a t-value of 3.98. Because the t-value is greater than the t-table (3.98 > 1.64), the data supports the fifth hypothesis, which shows a significant relationship between UGC and BA.

6. The sixth hypothesis (H6) tests the relationship between BA and PI with a path estimate of 0.62 and a t-value of 7.39. The t-value that is much larger than the t-table (7.39 > 1.64) indicates that the data supports the sixth hypothesis, which shows a very strong relationship between BA and PI.

7. The seventh hypothesis (H7) tests the relationship between BE and PI with a path estimate of 0.46 and a t-value of 4.28. The t-value that is larger than the t-table (4.28 > 1.64) supports the seventh hypothesis, which shows a significant relationship between BE and PI.

Overall, of the seven hypotheses tested, six hypotheses are supported by the data (H2, H3, H4, H5, H6, H7), while one hypothesis (H1) is not supported. These results indicate that most of the relationships in the structural model tested have a significant impact.

4.2. Discussion

The results of this study indicate that both firm-created content and user-generated content have a significant influence on brand equity and purchase intention of the Grab-and-Go coffee brand. Data collected from the survey showed that respondents who were exposed to firm-created content tended to have a more positive perception of the brand, but this influence was much stronger when respondents were also exposed to user-generated content. This is in line with previous findings stating that user-generated content can increase consumer trust in a brand (Müller & Christandl, 2019).

Regression analysis shows that user-generated content has a greater influence on brand equity compared to firm-created content. This suggests that consumers value recommendations and experiences shared by other users more than information provided by the company. In the context of Grab-and-Go, this shows the importance of a marketing strategy that utilizes testimonials and content created by consumers to build a strong brand image. Furthermore, the results of the study also revealed that brand equity has a positive effect on purchase intention. Respondents who have a positive perception of Grab-and-Go's brand equity are more likely to make purchases in the future. This suggests that investing in both firm-created and user-generated content can yield significant returns in the form of increased sales and consumer loyalty. This discussion also highlights the importance of integrating firm-created and user-generated content in marketing strategies. Companies should create engaging and relevant content, while also encouraging consumers to share their experiences. By creating a community around the brand, Grab-and-Go can leverage the power of consumer-generated word-of-mouth to increase brand visibility and appeal. Finally, this study provides implications for marketing practices in the coffee industry, particularly for brands that focus on convenience and speed. By effectively leveraging both types of content, Grab-and-Go coffee brands can strengthen their position in the market and increase consumer loyalty.

5. CONCLUSION

From the results of this study, it can be concluded that firm-created content and user-generated content have a significant impact on brand equity and purchase intention of Grab-and-Go coffee brands. User-generated content is proven to have a stronger influence in building brand equity, which in turn influences consumer purchase intention. The theoretical implications of this study suggest that a better understanding of the interaction between the two types of content can enrich the marketing literature, especially in the context of digital content. From a managerial perspective, it is important for Grab-and-Go coffee brands to integrate marketing strategies that include both types of content. Companies should focus on creating interesting and relevant content, while encouraging consumers to share their experiences. Thus, Grab-and-Go can increase brand equity and purchase intention, as well as create stronger relationships with consumers. This study provides a strong foundation for marketers to formulate more effective content strategies in the ever-evolving digital era.

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