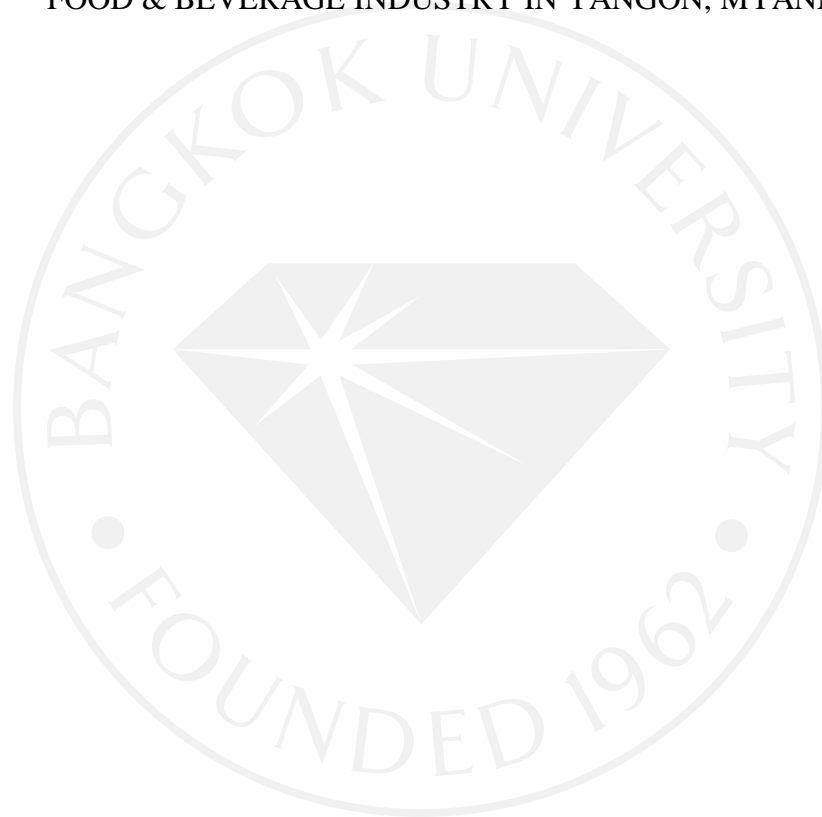


THE IMPACT OF THE USER GENERATED CONTENT ON PURCHASE
INTENTION AMONG FACEBOOK & INSTAGRAM USERS: CASE STUDY OF
FOOD & BEVERAGE INDUSTRY IN YANGON, MYANMAR



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Khin Nwe Nyein

The Independent Study Manuscript Presented to
The Graduate School of Bangkok University
In Partial Fulfillment
Of the Requirements for the Degree
Master of Business Administration

2019



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**This Independent Study has been approved by
the Graduate School
Bangkok University**

Title: THE IMPACT OF THE USER GENERATED CONTENT ON PURCHASE
INTENTION AMONG FACEBOOK & INSTAGRAM USERS: CASE STUDY
OF F&B INDUSTRY IN YANGON MYANMAR

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Impact of User Generated Content on Purchase Intention among Facebook & Instagram

Users: Case Study of F&B industry in Yangon Myanmar (pp. 81)

Advisor: Asst. Prof. Lokweetpun Suprawan, Ph.D

ABSTRACT

The purpose of this study were to investigate the impact of User Generated Content on purchase intention among Facebook & Instagram in Yangon, Myanmar. In this study, four variables were identified which are User generated content (Independent Variables) and 3 sub dependent variables which are attitudes towards UGC, brand trust and purchase intention. The nature of the survey was quantitative research and the survey was administered to 233 individuals. The survey were distributed to women and men from 18 years to 35 years and older. Findings reveal that there is a positive relationship between the use of UGC, brand trust and purchase intention by proving that User generated content positively influences on attitudes towards UGC, UGC shapes the brand trust to motivate the purchase intention.

Keywords: User generated Content, Attitudes, Brand Trust, and Purchase Intention

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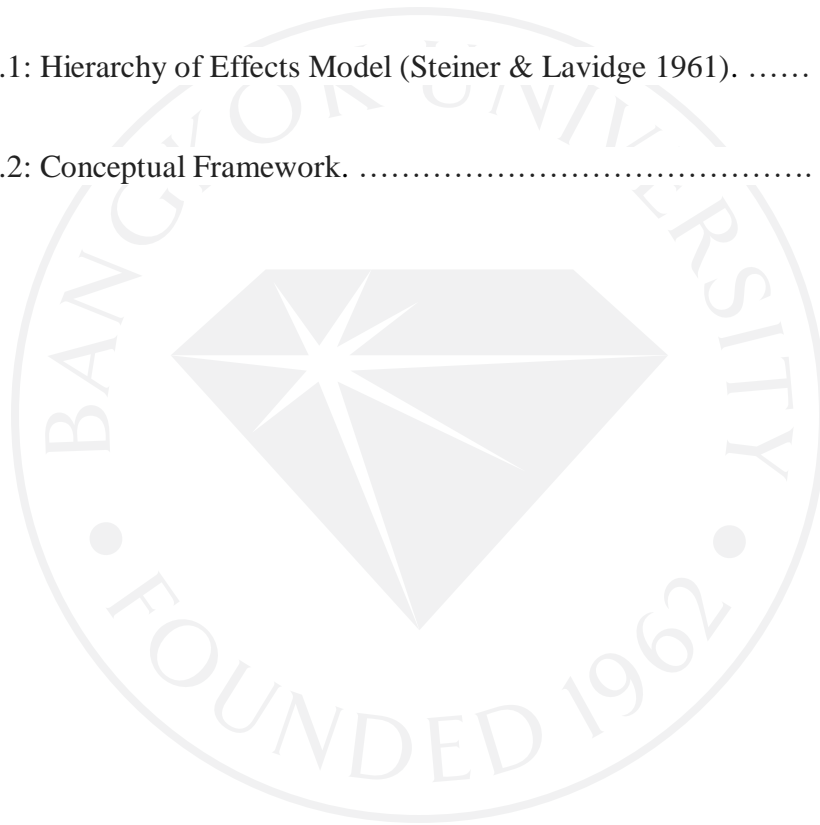
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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Over the decade, the global food and beverage market (F&B) has gotten healthy growth and this is expected to continue. The amount of retail associations (clothing, footwear, white goods) as a percentage of total retail is decreasing and is replaced in part by F&B. Consumers today know how, when, where, and what they want, they usually want access to restaurant fare wherever they happen to be, whether at home, at work, or somewhere other than in a restaurant seat. With so many restaurants competing for business, it has become increasingly difficult to maintain customer loyalty. Technology will be a continuous disrupter in the F&B market. (Siam Commercial Bank, 2016)

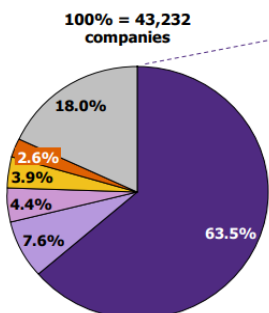
Myanmar's food and beverage industry is booming. As the industry grows, and hotels and restaurants focus on providing the best dining experience for their guests, we expect strong demand for products that enhance operations, food safety and quality. Myanmar is one of Asia's most competitive markets and one of the 20 economies of the future that will deliver the greatest business opportunities. Myanmar is very potential for rapid growth and attractive market size and increasing purchasing power. Over 54 million population with young and growing population (labor force) and growing middle class will support F&B industry in a lot of ways. Economic reform is expected to continue (Siam Commercial Bank (SCB), 2016)

Food and beverage is the largest sub-sector in terms of number, accounting for about 64% of total companies in Myanmar

Sub Title

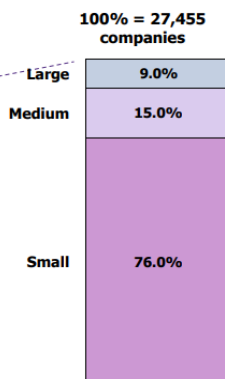
Distribution of sub-sector industry in Myanmar

Unit: % of total company



Number of F&B company by size

Unit: % of total company



Activ.
Go to §

Figure 1.1: Number of F&B Company by Size.

According to figure 1, F&B is the dominant sub-sector in terms of number, and small enterprise is 76% among 100% of the medium and large enterprises. So F&B market is higher than other sectors and this shows how importance will be helpful for Myanmar F&B.

The sanctions were effected in 1997 and were meant to isolate the military junta of them ruling the country. Although the military stays controlling, the country has seen main changes recently. Myanmar had been in sanctions for two decades and at the time there were mostly local restaurant. The US has lifted the sanctions last 4 years ago and it did bring a lot of foreign investments including F&B. So the F&B industry has become very much competitive. Due to its rich natural resources, ample of labor force and strategic location between two economic giants of the region, the country has high potential for rapid growth and development. – China and India, according to the report. The Myanmar

F&B market has been open up after the sanction and continuously growing in F&B sectors. (SCB, 2016).

As the market has been open up and the competition among the F&B sector has been increased. At the same time, social media has been rising rapidly, the restaurant industry is the main involving area extensively. Organizations are integrating electronic strategies to their business model in order to create growth (Court, Elzinga, Mulder, & Vetvik, 2009) Consumers are more exposed to different products and more inclined to make their decisions not based on what brands are promoting, but rather based on what others say about the brand (Gesenhues, A., 2013). Essentially, this new system of web communication (eWOM) offers the input of information between service providers and consumers via the Internet (Pantelidis, 2010).

A new report shows that Myanmar's mobile internet users spend most of their time on websites for social networking. When it comes to social media, the majority of time spent using internet on mobile is spent on Facebook, followed by Twitter, said the Opera Mini web browser's creators, Opera Software, in its statement of the Myanmar mobile web report (Myanmar Business Today, 2015). Therefore, people in Myanmar becomes more open up to the world and the usage of social media is increased and people gets more chance and a lot of opportunities to increase business from social media. The Internet's power has dramatically altered the way the world works. Over the past twenty years, its influence and growth has had an influence on all business segments. The internet has altered the way in which consumers search for products and services. Many people now will solely type what they are looking for in the search engine and what they

find will have an influence on their purchase decision. The internet has shifted the way customers will decide on choosing a restaurants and bars.

These days, restaurant owners are betting a lot of money to make social media appearances and have advocacy. According to cost effective social media, the owner could know how effective social media advertising is. The owners are now aware of millennial prefer authenticity on the brand instead of seeing too much advertising. In order to get advocacy from customers, the restaurant prepared the shops or bars to be photogenic and user friendly. Therefore, customers would be very happy to upload or write good things about the restaurants and that will affect the profits and from how much they earn, increased or decreased in profit will help you to see if your brand is really reaching out to the users.

In Myanmar, social media is very attractive among all the ages of people. The most liked page of Myanmar is 22 million and Facebook has 1280 Million daily users and 1940 million monthly usage and usage of 94% is from mobile. Online communication has been very much important all the way to reach out each other. Most Myanmar people use Facebook, Twitter, Pinterest, YouTube and Instagram, According to the statistic, YouTube, Pinterest and twitter users are more than Instagram in Myanmar. Instagram usage is only 0.14% which is around 700000 according to Instagram most following person in Myanmar and it will be grown more and more. Instagram is chosen because the power of photos in F&B is very efficient and effective. And the users of Instagram is very niche and very selective. There are a lot of social media platforms but Facebook and Instagram is very popular in Myanmar. 90% of mobile users in Myanmar

use Facebook and for Instagram and most are young. So customers feel more comfortable seeing it, hence, Facebook and Instagram is selected.

This study aims to focus on the generation of content on social media sites based on images, video and live, namely Instagram and Facebook. Instagram also registers consumer engagement 18 times that of Facebook and 48 times that of Twitter (Shea, 2013). Since its inception in 2004, Facebook, one of the most common social networking sites, has dominated other social media platforms. After Google, Facebook is the second most visited website. Today's social media world, as marketing communication structures such as content, timing and information frequency are progressively measured on social media networks by individual consumers The online media landscape has experienced drastic change due largely to the efficient creation and distribution of user-generated content (Daugherty, Eastin and Bright, 2008). This trend towards the use of social media represents a paradigm shift for marketing communications as a whole, as consumers are increasingly shaping brands that were once subject to high levels of control (Christodoulides, Jevons and Bonhomme, 2012). Consumers are more exposed to different products and more inclined to make their decisions not based on what brands are promoting, but rather based on what others say about the brand (Gesenhues, 2013). Consumers are increasingly perceived as collaborators and co-creators of brands' products' strategies in different areas including the food and beverages sector. Therefore, the consumers can control the brand and its one words or reviews via internet can affect the user experience and non-user of the brands could take the reviews and feedbacks seriously. The customers can shape the image and trust of the brands. Brand image can be

faded easily by negative/incorrect reviews (Interactive Advertising Bureau, 2008; Hills & Cairncross, 2011).

Hence, marketers are constantly looking for ways to minimize the consequence of negative online reviews by keeping an eye on UGC related to their brand and replying to the review writers (Hills & Cairncross, 2011) to not lose their market share. UGC is produced by former customers who write reviews for particular products and services (Ayeh, Au, & Law, 2013). UGC not only provides former buyers with an chance to share their information and feedback on the purchase they made but also let potential consumers look for recommendations and make the purchase decision (Lu, Tsapara, Ntoulas & Polanyi, 2010).

A Crowdtap study found that UGC was viewed by people as 35% more memorable and 50% more reliable. UGC brings authenticity and commitment to the customer. Even though UGC has made communication easier for companies and their customers and has enabled businesses to better understanding the expectations of consumers (Valcke & Lenaerts, 2010). UGC has made it more difficult for businesses to persuade people to buy their products or services. This is because millennials, compared to earlier generations, seem to be more eager to open up and express their feeling, behaviors, and opinions with the general public (Wilson, Murphy & Fierro, 2012). As a result, brands do not have any control over what is being shared and said in the review web. People get involved with UGC for diverse reasons at different situations. The intention to purchase a product is not always the motivation to read a product review

(Burton & Khammash, 2010). Also, not everyone who buys a product would write a review (Hu, Pavlou, & Zhang, 2007).

Everybody has to work on the awareness, attractiveness and success of the brand. Brand trust is believed to influence purchase intention and the following paragraph will investigate more on this potential relationship by providing literature supporting this assumption. It states that online trust of a website has positive relation with the purchase intention of a consumer. Hence, whether online or offline, consumers intention to purchase can strongly be affected by their level of trust in a brand. But in Myanmar, this study would like to figure out if this is correct or not because Myanmar is very limited on research.

1.2 The Statement of the Problems

Consumers are in search of products that can satisfy their needs hence they have to engage in information search processes whether offline through friends for examples or online through UGC platforms such as online brand communities (Brodie, Ilic, Juric, & Hollebeek, 2013). User-generated content has been a growing topic however it is not totally understood and has not been totally explored (Dennhardt, 2014). For instance, very little has been researched on how well consumers adapt to content marketing in Myanmar or how they perceive it, whether they deal with user-generated content.

What kind of content is most authentic?

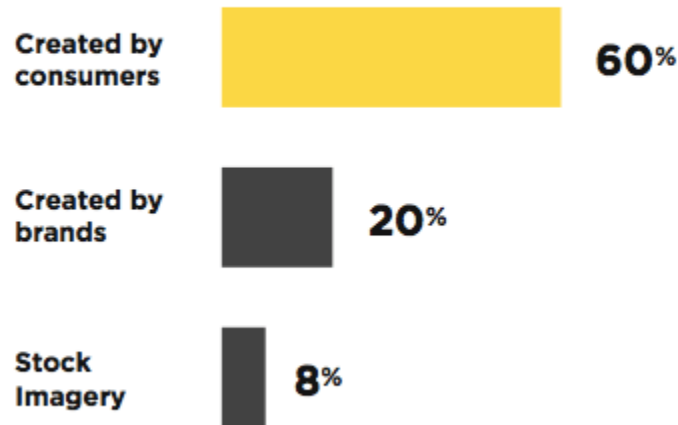


Figure 1.2: The Authenticity and Trust Level of User Generated Content

Even though, Myanmar is a developing country, online marketing in Myanmar is very popular, thus research into user generated marketing is needed. So far, there is little knowledge on the impacts of UGC on attitudes and purchase intentions. Furthermore, millennials is about a third of Myanmar's population, 51 million, and most people live in Yangon. (Chern, 2017) Myanmar people think Facebook as the Internet. They explore the web through Facebook instead of search engines like Google. Millennials have better access to information than older people. (Chern, 2017).

Lately, brand management has faced a challenge of two opposing trends; faltering brand authenticity and also the rise of empowered customers (Burmann and Arnold, 2008). Consumers tend to trust user-generated content, such as peer-recommendations or customer reviews, on social media rather than traditional mass media messages (Chung and Austria, 2010). Most current UGC research has focused on the motivators that urge

customers to review about their experience in an online community with the product / service (Park & Kim, 2008). There is also a lack of research on the impact of UGC on the purchasing decisions of customers. (Cheung et al., 2008). There is insufficient research on the relationship between content generated by the user and its impact on the intention to purchase. This research will focus specifically on this area, firstly by examining how user-generated content on Instagram and Facebook affects the attitudes of millennials towards restaurants and bars and secondly by examining how user-generated attitudes can bring brand trust and then into purchase intention.

1.3 Research Objectives

This study aims to study depth of User Generated Content on F&B industry. This study will create a conceptual framework based on existing theories available in the literature which will allow making in-depth observations into the areas of brand trust and purchase intention given by UGC. The study will examine the attitudes of users of Facebook and Instagram. This study focuses on empirical research which have significant understanding of how UGC can affect and to determine the influence of user attitudes towards on brand trust and purchase intention. Research objectives serve to give the research purpose towards the right goal. The significance of this study resides in the fact that the Myanmar market has not had any literature covering content marketing and user-generated content, explaining the factors and consequences in a Myanmar Furthermore, most of the literature on UGC focuses on specific industries such as Tourism. This study is significant as it fills a gap in the literature from an academic point of view and also in the business environment of restaurant business in Myanmar.

Marketing agencies and organizations implementing online marketing strategies such as advertising or social media will strongly benefit from this. Marketers will be better able to anticipate the intentions of consumers on the basis of their reaction to online content and make provisions for the sale of the company. A research methodology has to be applied for the purpose of this paper and to ensure that the study is relevant to marketers and academics. The next section provides details of how the research will be conducted in order to achieve research objective (Chung & Austria, 2010).

1.4 Research Questions

This research aims to classify and evaluate the factors that empower consumers when using UGC to make purchase intentions and building brand trust. To address this aim the study will investigate, in the context of consumers' use of UGC, (1) the extent to why UGC impacts attitude towards using UGC in order to choose restaurants and bars and (2) the impact of user attitude, on trust of the brands because of UGC.

1. Determine the importance of the user generated content on Myanmar F&B market
2. Helping managers and marketers of F&B industry to realize user generated content and attitudes towards them
3. How does users' content affect attitudes on Instagram and Facebook?
4. To learn how user generated content shape the purchase intention.

1.5 Scope of Research

The scope of the research will be covered only F&B sector of Yangon, Myanmar market so that demographic of the study is very on the edge. It won't be covered all parts

of Myanmar so the research can be very limited and findings. This paper plans to explore the impact of UGC on purchase intention and this study will focus primarily on the areas of Facebook and Instagram using other social media platforms with very little emphasis, which is the main limitation of this paper, will not apply to all areas. The survey will also focus on Millennials in Yangon, Myanmar between the ages of 18 and 35, as Millennials in Myanmar use the Internet more frequently than any other age group, preferring it to television, radio or print publication. Thus research into online marketing and, more specifically, content marketing has been limited in Yangon, Myanmar. In line with this statement, content marketing experts can be unsure about how content marketing should be used because of a limited knowledge on the topic (Naser, 2014). And area that this study would like to focus is on user generated content among content marketing and variables are user created content on Facebook and Instagram, attitudes towards UGC, brand trust and purchase intention.

1.6 Benefit of Research

User generated content is a relatively young field of research but based on the research made so far there is an understanding of what this topic entails to a certain extent as described by (Wyrwoll, 2014). The benefit of this study helps to know more about user generated content in Myanmar market. In addition, this study will highlight the factors that will enhance the attitude of internet users. There is not a lot of research done for the UGC and also in F&B industry of Myanmar. Therefore it can be helpful and advantage for Myanmar market. The company will acknowledge the importance and advantage of content. This research will be helpful to the business owners to find out the how to use

UGC well. This study will be conducted how to persuade the users and attitudes to get brand trust and at last purchase intention. Since Myanmar market is very limited access of data in any cases, this study will be helped out a bit. This study is addressed to marketers and advertisers, particularly in Myanmar.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This purpose of the study to look at what the existing literature says the different ways that user generated content (UGC) affect consumer attitudes and furthermore whether these influence purchase intention. The purpose of the literature review in this research study is to explore theories, identify variables and establish links amongst these variables. This section will explore the various theories surrounding the research topic. Firstly, definitions of the variables will be discussed.

2.2 User Generated Content

The term UGC was first introduced in 2005 (Valcke & Lenaerts, 2010). It is suggested that UGC or UCC (user-created content) does not have a globally-accepted definition (Wardle & Williams, 2010) as it is novel and new (Stoeckl et al., 2007; Cox, Burgess, Sellitto, & Buultjens, 2009). UGC can take on different forms; it can be a text, video, audio, or a combination of all of the above (Valcke & Lenaerts, 2010). According to Stoeckl et al. (2007) the information available online in order to qualify as UGC, the following conditions must be satisfied: (1) information about a product/service should be delivered by a former user, (2) the person's driving motivation to write the review should not be financial motivation, and (3) the information should be available to the public. One possible question is why is UGC even important? The answer is that UGC has significant impact on business performance, especially as more people are immersed with social

media and are able to express their feelings and opinions publicly through them (Interactive Advertising Bureau, 2008).

UGC - also known as consumer-generated media (CGM) - is created or shared online by a user and drives engagement, collaboration and conversation among the community (Interactive Advertising Bureau, 2008). The forms of UGC could be many, such as textual posts, comments, photos, videos and online ratings and reviews. Since consumers can share their own stories or comments about brands, UGC is regarded to be an authentic source of contents, which engages the users and strengthens their awareness (York, A., 2016). Other definitions refer to user generated content as the new currency of relationships between business and customers (Blackshaw 2011). The increasing trend of user generated content, particularly in a social media context, marks the incorporation of a two-way dialogue enabling a more interactive and immediate flow of communication between brands and consumers. User-generated content refers to information and material that is created and posted by internet users (Lanchester, 2006). User-generated content can be individually or collaboratively produced, modified, shared and consumed (Kaplan & Haenlein, 2010) which many forms which able to express their feelings and opinions publicly (Interactive Advertising Bureau, 2008).

Consumers rely in particular on UGC to make decisions about purchases (Riegner, 2007). Users trust UGC more than company-generated content (Morrison & Cheong, 2008), which is the content created and shared by the brands, since they believe that other users will share both negative and positive product experiences with a view of perceived non-commercial interest, making them unbiased to evade. Consumers create

UGC when sharing their experiences and views of products and services. User generated content (UGC) is a modern-day digital word-of-mouth situation that benefits both brands and consumers. Electronic Word of mouth (eWOM) is created when consumers generate their own information on the Internet. eWOM is “any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a mass of people and societies via the Internet” (Hennig-Thurau et al., 2004). Whether positive or negative, eWOM has a large influence on consumer behavior (Chevalier & Mayzlin, 2006), forming consumers’ purchase intention. It consists of emails, forums, reviews, social networks. It is perceived as highly credible and trustworthy and considered a persuasive form of information (Godes & Mayzlin, 2004).

2.2.1 Facebook

Facebook is a social networking platform launched as FaceMash in July 2003, but later it named as Facebook on February 4, 2004. It was founded by two college roommates, Mark Zuckerberg, and his fellow student at Harvard University, Eduardo Saverin. The website's membership was initially limited to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League. As of December 31, 2018, there are more than 2.32 billion active monthly users (MAU) around the world. This is a year-over-year increase of 9 percent in Facebook MAUs, compared with Q3 2018's 2.27 billion MAUs. Facebook is simply too big (Source: Facebook1/30/19) to ignore as an on-going part of your digital marketing communications program.

According to Facebook, mobile advertising revenue accounts for about 93% of advertising revenue in Q4 2018, up from 89% in Q4 2017. 1.52 billion People log on to

Facebook on average daily and are considered to be active daily users (Facebook DAU) in December 2018. 66% of the Facebook's audience against Monthly Active Users (MAU) would be considered as DAU. The "Like and Share" Buttons are viewed daily on an average of nearly 10 million websites. It is the marketing effort of the most common companies and you have the opportunity to engage key consumers on Facebook.

Facebook users are 76% female and 66% male. Highest traffic of surfing is between 1 p.m. and 3 p.m. mid-week. The commitment is 18 percent higher on Thursdays and Fridays. (Source: Bit.ly blog). 42% of marketers believe Facebook is critical or important to their business. Facebook marketing has transformed how business is conducted, and its use by local businesses to extend their markets. Initially, the platform was invented just to communicate with the people but since it has a lot of users as stated above, businesses see the opportunities and started to use as a marketing tool. Furthermore, Facebook advertising tends to be cheaper and more effective. Marketers see Facebook's growth and potential, and more and more brands are creating business pages to promote their brands, find new customers, interact and make them loyal. Facebook offers an effective channel for users to share information with friends, family, and others via personal Facebook pages. According to Lipsman, Mudd, Rich and Bruich (2012), participation in Facebook accounts for 90% of time spent on SNSs.

2.2.2 Instagram

Also known as IG or insta, Instagram is a social networking photo and video sharing service owned by Facebook, Inc. Created by Kevin Systrom and Mike Krieger, it was launched exclusively on iOS in October 2010. A version for Android devices was

released a year and a half later, in April 2012, followed by a website interface in November 2012 and Windows 10 Mobile and Window apps in April 2016 and October 2016 respectively. The app allows users to upload photos and videos to the service that can be edited with different filters and arranged with tags and location information. Users can browse other users ' content by tags and locations, and view trending content. Users can "like" photos, and follow other users.

Since it has launched, it became rapidly popular and famous among users with one million registration in two months, 10 million in a year and 800 million as of September 2017. And Facebook acquired the company for US\$1 billion in cash and stock. Now it has 1 billion users and it is famous among with photos uploading and hashtags.

2.3 Millennials on Social Media

Millennials are the people who were born between 1980s – 2000s, in a time of rapid change, making them different from previous generations in many aspects (Goldmansachs, 2015). Millennials spend around 30% of their media consumption time dealing with UGC. They get involved in UGC campaigns and trust in their outcome by a 50% more than they do with traditional media. UGC improves, by a clear 20%, their purchase decision and results, by an increase of 35%, in a memorable experience when compared to any other type of media consumption (crowdtap, 2015). As Millennials are quickly becoming the population with the greatest purchasing power, projected to spend more than \$200 billion by year, and \$10 trillion in their life time (Solomon, 2015) they seem to be a very appealing group to marketers. Even though, they are hard to reach if

the brands do not first develop a loyalty strategy. Millennials tend to tighten the belt, yet they choose to spend in categories that may help them gaining social recognition, i.e. fashion, lifestyle, technology. (Initiative, 2014).

Hence, marketers should better understand about their characteristics, insights and preferences. Approximately 64% of Millennials, surveyed about their response to a brand message, said they behave more positively to a message that is seemed to their cultural interests (such music, movie, sports, and entertainment preferences). For them, a typical interesting branded online content should be brief, entertaining, funny, fresh, unique, informative and relevant to their life (StudioD, 2016).

Besides getting more acquainted about Millennials, marketers and advertisers should also know more about the social media landscape. They need to analyze the user behavior in order to better understand how to effectively adopt an UGC strategy. For example, to create brand awareness, the brands should spread shared contents, from consumer to consumer, and then see how the customer consideration can change just by looking at the comments or reviews (สินธุวาทิน, 2016).

2.3.1 Attitude

Attitude is a tendency to respond to a certain idea, object, person, or situation positively or negatively. Attitude influences an individual's choice of action, and responses to challenges, incentives, and rewards (together called stimuli). Four main attitude components are (1) Affective: emotions or feelings. (2) Cognitive: belief or opinions held consciously. (3). Conative: inclination for action. (4) Evaluative: positive or negative response to stimuli. It refers to the shift from a consumer having no attitude

towards a brand / product / service, to having some attitude towards them. According to Schiffman and Kanuk (2012) attitudes are consistent, though this does not mean they are permanent and consumer attitudes are still subject to change. It occurs within a particular time, event and circumstance. The conative component is often regarded as the customers' purchase intention (Schiffman and Kanuk 2012). Consumers' behavior and online business strategies have strongly been affected by the emergence of virtual communities involving User-Generated Content (UGC) and social media (Hajli, 2014) In order to have an in-depth understanding of UGC, it is required to first define it. UGC stands for public content distributed digitally and created by web users rather than professionals (Shim & Lee, 2009). UGC involves word-of-mouth and, more precisely, electronic word-of-mouth (eWOM) that applies in social media and other internet applications. In all these categories, the user plays an important role, that of a contributor (Constantinides & Fountain, 2008). With Web 2.0 technology, users are no longer passive on the internet but rather active in the creation of information, transforming themselves into online information resources. Hua and Wang (2014) also share the fact that UGC is recognized to have a greater influence on users' or consumers' behavior than content generated by professionals, due to the perception that peer users are more objective and credible. Due to the expansion of social media, UGC became the major source of information. Social media and specifically social networking sites (SNS) such as Twitter or Facebook, represent an emerging source of information about a brand, a product or a service (Mir & Zaheer, 2012). It allows one individual to interact and benefit from others' experience with a brand. The importance of UGC for organizations lies in

the fact that it deals with users' or consumers' points of view shaping one another's perception to influence purchasing decision. To add to this, it permits organizations to expect not only profit but to build and develop a relationship with consumers and eventually develop loyalty. This is based on the fact that consumers trust their peers' opinions and content marketing more than organizations' advertisements (Me.jpmh, 2014).

This study will discuss the attitude consumers have with regards to using UGC before it affects their brand trust perception and their intention to purchase the brand. Attitude is the tendency to evaluate an object positively or negatively resulting in a cognitive, affective or behavioral reaction (Ayeh, Au, & Law, 2013). Consumers tend to undertake a search by consulting different sources of information prior to buying a high involvement product and the information they obtain will directly influence their attitude (Morrison & Cheong, 2008). Mir and Zaheer (2012) provided literature on the impact of perceived credibility of UGC on consumer attitude towards UGC regarding a product, as well as literature on attitude towards UGC and its effects on purchase intention. It concluded that creditable information on a product shared by social media users tended to result in consumers' positive attitude towards UGC and eventually led to consumers' purchase intention.

2.4 Brand trust

Brand trust is the consumer's ability to rely on the brand's promises and that the seller will behave with interest of the consumer purchasing a product in mind (Hong & Cha, 2013). Brand trust was further well-defined as the customer's will to rely on a

brand's promise to deliver a task or perform as expected (Anwar , Gulzar, Sohail, & Akram, 2011). Trust is characterized as the level of reliability provided by one being to another within a given exchange relationship (Nguyen, Leclerc, & LeBlanc , 2013). Therefore, brand trust is the level of reliability a brand guarantees to consumers. Alam and Yasin (2010) explain that trust is significant to building long term relationships and remaining loyal to a brand as well as encouraging consumers to share information about their preferences in terms of brand, taste, experience and behaviours.

There are two dimensions to brand trust. The first being reliability which involves the ability and willingness to keep promises and please consumers' needs. The second constitutes the attribution of good intentions to the brand in relation to the consumers' interests. It was found that brand trust can be affected by an agglomeration of factors such as web purchase-related factors namely security, privacy, brand name, word-of-mouth, good online experience and quality of information (Alam & Yasin, 2010). Moreover, this paper assumes that attitude towards UGC leads to consumers purchase intention by developing trust in the brand. For the purpose of understanding the dynamic between attitude towards UGC use, brand trust and purchase intention.

2.5 Purchase Intention

The successful persuading of a consumers purchasing behavior is indistinguishably linked to an understanding of consumer behavior (Belch and Belch, 2003). Consumer behavior can be defined as ' the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. A proper understanding of consumer

behavior can enable marketers to identify the key factors leading to a brand's final purchase. Knowing what customers need to satisfy, how they gather the information about the products and how they compare the products of competitor are all important determinants for purchase intention. Some purchase decisions may result from a long and detailed process, while others may be influenced by nothing but a discount in-store, otherwise known as 'impulse purchases' (Belch and Belch, 2003).

In describing purchase intention, the Hierarchy of Effects (HOE) model created by Lavidge and Gary in 1961 must describe to understand the stages of customers' formation. It is the marketing communication model, which presents six steps specifically awareness, knowledge, liking, preference, conviction, product purchase.

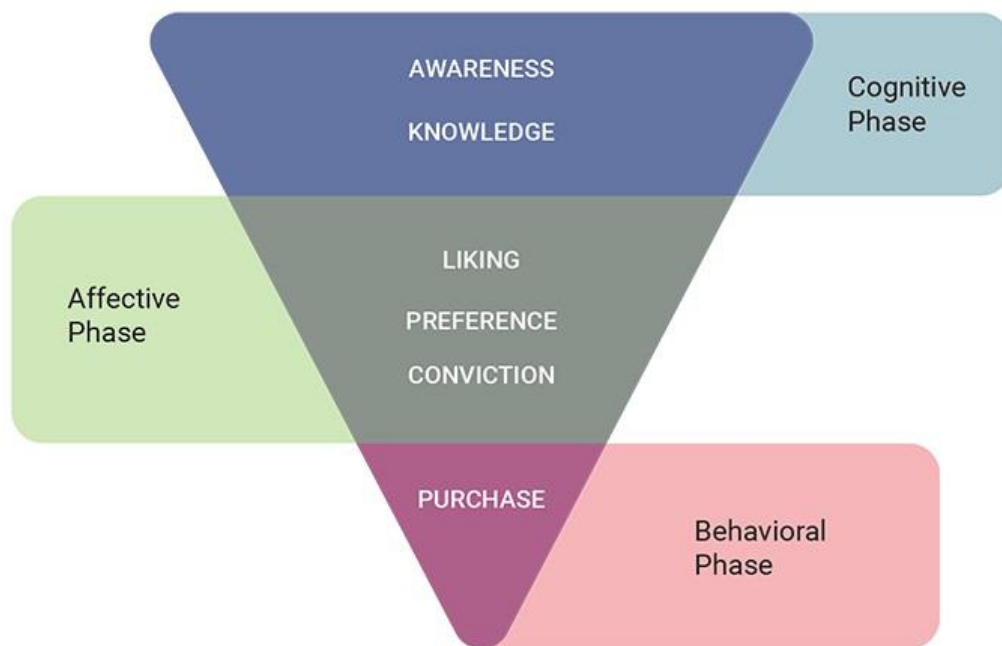


Figure 2.1: Hierarchy of Effects Model (Steiner & Lavidge 1961)

The cognitive phase is the stage where consumers reach awareness and knowledge about the product or brand. This phase is about information collecting process

towards brands and having positive or negative attitudes and then deciding whether to buy or not (Kotler & Bliemel 2001). Perceived quality is one of the factors which influence on brand attitude and brand purchase intention because former studies report that the higher the quality of the brands, the higher the brand attitude is. Relationship between cognitive phase and behavioral (conative) phase is that awareness/ knowledge to purchase intention through customer's attitudes and impressions, therefore brand attitude, trust of brand are connected directly or indirectly with purchase intention.

2.6 Hypotheses as follows:

H1: User generated contents on Instagram and Facebook positively affect attitudes of user towards UGC.

H2: Users' attitudes towards UGC affects positively brand trust.

H3: Brand trust positively influences on purchase intention.

H4: User generated contents on Instagram and Facebook positively affect on purchase intention.

2.7 Conceptual Framework (Figure 4)

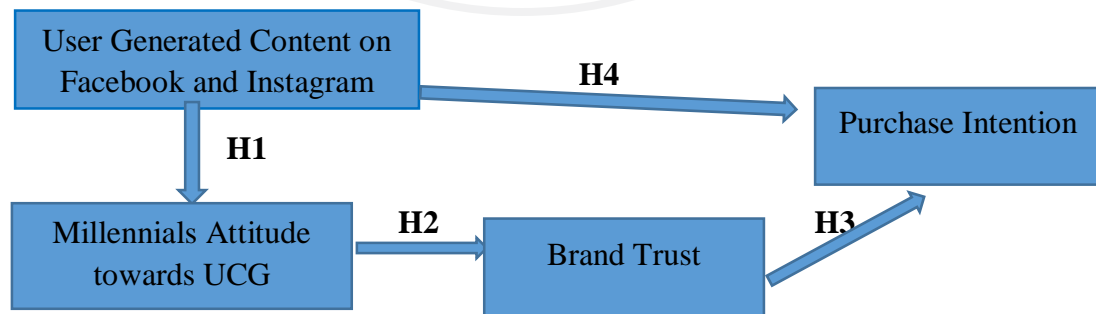


Figure 2.2: Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

Saunders, Lewis and Thornhill (2012) define the research methodology as “the theory of how research should be undertaken, including the theoretical and philosophical assumptions upon which research is based and the effects of these for the methods adopted”. As they advise that there is no best way to undertake research. The main purpose of this paper is to determine the impact that user generated content has on the purchase intention of consumers aged 18-34 in the Yangon sector, mainly bars and restaurants.

3.2 Research Design

Guba and Lincoln (1994) define a paradigm as “the basic belief systems or worldview that guides the investigator, not only in choices of method but in ontologically and epistemologically fundamental ways”. The term worldview means “a basic set of beliefs that guide action” (Guba, 1990). McDaniel and Gates (2013) explain that there are three main types of research design namely: descriptive research, causal research and exploratory research.

- Descriptive research answers “Who?” “What?” “When?” “Where?” and “How?” questions and contribute to understanding the market situation including the consumers by giving insights into the market segment (Hair et al.2013).

- Causal research main purpose is to identify cause-and-effect relationship showing that one event cause another one to occur (McDaniel and Gates (2013).
- Exploratory research aims at clarifying ambiguous situation or put in evidence ideas that may possibly lead to opportunities in the case of new product development for instance (Babin & Zikmund, 2013).

Compared to Causal and exploratory research, descriptive research is predominantly used to describe consumers' attitude and intentions raised in the research problem like in the study (McDaniel and Gates, 2013). Descriptive research was used to understand the influence of User-Generated Content developed through consumers' attitude on brand trust, and purchase intention.

Another element when preparing a research plan is the strategy of inquiry that is related to the worldview which include quantitative, qualitative, and mixed methods research designs that offer directions for procedures in a research design (Creswell, 2009). Others researchers have also referred to strategies of inquiry as "research methodologies" (Mertens, 2003).

A quantitative strategy is a research approach during which the main target is on quantification in data collection and analysis, and involves a deductive approach (testing of theory) to the connection between theory and research (Bryman & Bell, 2007). A quantitative research approach is beneficial for testing theories by examining the connection among variables. There are two quantitative strategies of inquiry: surveys and experiments (Creswell, 2009). Qualitative strategy is a research approach during which the main target is on words in data collection and analysis

and which involves an inductive approach (generation of theory) to the connection between theory and research (Bryman & Bell, 2007).

The mixed methods strategy is a research that mixes both quantitative and qualitative approaches in one study (Bryman & Bell, 2007). This study adopts the quantitative strategy because it primarily involves a deductive approach (i.e., testing of theory), and examines the connection among variables using statistical procedures so as to live information numerically through unbiased approaches. This research project aims to determine via quantitative techniques how consumers in the Yangon F&B sector are impacted by user generated content and on a secondary level social network sites Facebook & Instagram.

3.3 Research questions

The main research questions are as follows.

1. Determine the importance of the user generated content on Yangon, Myanmar F&B market.

How the UGC will affect the consumers of Yangon, Myanmar F&B market which is focused as restaurants and bars.

There are 3 sub research questions

2. Helping managers and marketers of F&B industry to realize user generated content and attitudes towards them
3. How does users' content affect attitudes on Instagram and Facebook?
4. To learn how user generated content shape the purchase intention.

3.4 Data Collection Method

This step deals with the process of gathering data by (Burns & Bush, 2014) from different areas around Yangon by distributing questionnaire. As stated by Creswell (2009) above there are two quantitative method of inquiry which are surveys and experiments. Surveys can provide numeric descriptions of opinions of a population by studying a sample of that population, whereas experiments are wont to determine if a selected treatment influences an outcome (Creswell, 2009). Survey research is the quantitative method requiring standardized information to explain variables or study variables relationships (Malhotra & Grover, 1998). This study contains empirical testing of variables and their relationships. The research context is about consumers using UGC when selecting restaurants and bars. To research this context, the survey method was wont to gather actual field information and since it allows for quantitative testing of variables. Also, surveys are the foremost popular method for studying UGC since individuals are often asked directly about their communication habits (Dellarocas et al., 2007). There are deductive or inductive approaches. The deductive approach will follow this research project. As stated by Saunders, Lewis and Thornhill, 2012) the deductive approach looks at the relationships between all variables, with customers and establishments in the case of this project. The research will also follow the methodology of the structures in the knowledge acquisition and delivery. It is necessary to operationalize concepts in the deductive approach so that facts can be measured. The sample must also be carefully selected in the deductive approach (Saunders, Lewis and Thornhill, 2012).

The questionnaires were distributed through online sources such as email, social media which is Facebook and Instagram and LinkedIn since the research is based on social media, and it will be effective and helpful. As the research question itself is concerned with users of social media applications which are obviously internet dependent, and it will be distributed via social media tools.

3.5 Determine population sample plan

This section of the chapter will give an insight on the sampling design approach used. Hair, Wolfinbarger, Bush and Ortinau (2013) suggest a sample plan as a framework to determine the target population, the sample frame, the sample units, the sampling elements, the sampling method and lastly the actual sample size.

Target population

It is a must for the researchers to have population of selected sample size in order to conduct the study and conclude the findings. The study will be limited to Yangon demographic because of limited resources in time and in finance despite being the economic hub of the union of Myanmar with the greatest level of internet access in the country (Holmes, 2014) For this study, the target population consisted in Yangon with a sampling frame of individuals from 18 and above but lower than 35 years old, growing up in the era of rapid digital transformation, new social media and emerging technologies. According to Cohen (Cohen et al. 1977) 40 pilot questionnaires can determine the sample size. The sample size was calculated using G*power version 3.1.9.4 and number of test predictor of 40, effect size is 0.077 (Calculated by partial R² of 0.2775). The result of the sample size is 193 respondents. Yangon was selected as a

sample due to its positioning as the economic city of Myanmar with the fastest growth in terms of internet access and technology consumption. Although the sample text of the paper is 193, the actual data collection of this paper is 233 participants which is to cover the required sample size to study the target sample size.

Sample units

The sampling unit refers to the elements or individuals available at the time of the sampling process (Hair et al. 2013). Hence, Individual consumers, in Yangon with access to information shared online about going online to see UGC for the purpose of decision making process.

Sampling method

Sampling technique concerns the way a sample will be selected. Those techniques exists are random sampling, stratified sampling, systematic sampling, convenience sampling, quota sampling and snowball sampling (StatPac, 2014). Convenience sampling or non-probability sampling is based on the ease of gaining data, meaning that the research will gather data from individuals in the surroundings (Wong et al., 2014). For the sake of this study, convenience sampling was used over random sampling. Random sampling or probability sampling is a data collection method that allows each individual of a given population, selected at random, to undergo or participate in a study (Human Rights Data Analysis Group, 2013). Even though this method might ensure more accuracy it is more time consuming compared to Convenience sampling. Also due to a lack of a list or a database to select respondent from hence the researcher had to consider a non-probability method such as convenience sampling.

Sampling error

During the sampling process, potential errors or bias may arise. This is qualified as sampling error (Burns & Bush, 2010) which can either be qualified under systematic or random sampling error. Systematic errors alludes to issues encountered in the design or execution of the research including sampling process and the data collection process. Random sampling errors are due factors may be reflected by the inadequacy of the respondent to take part into the research and represent justly the population of interest (Zikmund & Babin, 2013). In this study, a large sample size reduced the risk of sampling errors. In addition, the research collected data in different areas at different time to ensure that the sample represents the target population as much as possible.

3.6 Research Instruments

After collecting the required quantity of questionnaires, the data will be analyzed using SPSS software. The quantitative data can be divided into two different groups; categorical data and quantifiable data. The questionnaire was designed with the aid of surveymonkey.com and former researches. There are 35 questions in total all with an aim of supporting the objectives of the study. Questions 1 to 4 were aimed at defining the characteristics of the respondents by gender, age, the occupation and salary. Questions five to eight is about are also important in defining the social media usage. Question 9 to 15 were used to user generated content. Questions 16 to 19 were aimed at achieving user attitudes towards UGC, which was to assess the impact of online content on purchase intention of bar and restaurant customers. And questions 20 to 25 were aimed at achieving brand trust because of user generated content. Questions 26 to 35 is about the

purchase intention made and the rest is the user attitudes affected because of content reviews.

The Measurement instrument was designed from literature drawn in relation to the identified constructs. The scale was adopted from similar studies. Questionnaires were distributed physically and through an online process. The instrument scale used for this research is a five point Likert scale rated from 1 to 5 where (1) stands for strongly disagree, (2) for Disagree, (3) for Neutral, (4) for Agree and finally (5) Strongly agree. Questions on demographic variables were adapted from (Straughan & Roberts, 1999).

3.7 Data Analysis of the Study

Data Analysis is the procedure that systematically using statistical and logical techniques to evaluate, describe, condense, illustrate, and recap data. A vital constituent of data analysis is making sure the data integrity is accurate and appropriate in accordance with the analysis of research findings since improper statistical analyses can alter the findings and mislead casual readers (Sheppard et al, 2002), and negatively resonate the public's perception of the research in questions. Another relevant issue is the integrity of the analysis of non-statistical data. Simple analysis is used to calculate every question in the demographic sector. Statistics like finding the mean and standard deviation are calculated to analyze many 5-point scale questions alongside the bar charts and pie charts that show percentage. Participants will be asked about their level of agreement with the question, and measurement items being rated on 5 points of Likert rating scale will be presented. The higher the score, the more important the variables are. With the 5-point scales, the intervals of the range in measuring each variable are calculated by:

$$\begin{aligned}
 N (\text{Width of the range}) &= \frac{\text{Maximum} - \text{Minimum}}{\text{Level}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

The average mean score is strongly agreed between 4.21 and 5.00.

Average means 3.41 to 4.20 score, Agree.

Average means 2.61 to 3.40, Neutral score.

Average means score from 1.81 to 2.60, discrepancy.

Mean average score from 1.00 to 1.80, strongly disagree.

In addition to those analysis tools, Correlation analysis will be used to test the relationships between independent and dependent variables.

3.8 Reliability and Validity

Reliability is an accuracy statement defined as the extent to which a device yields consistent or error-free results. Kerlinger (1986) states that reliability is reflected by the lack of measuring error in the items on a scale. Also, Lewis et al. (2005) point out that reliability is the consistency of a measure across different samples. Reliability analysis serves to assess the degree of reliability or consistency obtained through the use of the questionnaire.

For this study, factor analysis of Cronbach's alpha will be used for reliability test. Alpha Cronbach's alpha has been described as one of the most important and pervasive statistics in research involving test construction and use. Alpha is commonly reported for

the development of scales intended to measure attitudes and other forms of affection.

Alpha coefficient ranges in value from 0 to 1 and the reliability of factors can be described. The higher the score, the greater the reliability of the scale generated (Cronbach, L., J., 1951).

Table 3.1: Cronbach's Alpha (Pilot Test)

Constructs	Cronbach's alpha
User Generated Content (UGC)	.802
Attitude towards UGC	.823
Brand Trust	.879
Purchase Intentions	.868

3.9 Conclusion

The aim of this chapter is to provide details on the processes undertaken to achieve this research successfully as well as how the research is to be conducted. This includes the choice of the research sample and measuring instruments. It was determined that the research is a positivist, quantitative and descriptive study targeting 233 random individuals in Yangon to collect the data, a 5 Likert scale questionnaire was self-administrated to each respondent both online and offline.

CHAPTER 4

RESEARCH ANALYSIS

4.1 Introduction

This study aims to explain the research analysis process that follows the data collection and survey done via social media network tools. The research analysis will consist of analyzing the frequencies, completion of a factor analysis, achieving a reliability analysis, means and standard deviation results.

4.2 Descriptive Statistics: Frequencies

This section assists to profile respondents according to their demographic information using the frequency analysis on SPSS. The first demographic information to be analyzed is gender followed by age, occupation and finally salary.

4.2.1 Gender

Table 4.1: Gender

		Frequency	Valid Percent	Cumulative Percent
Valid	male	119	51.1	51.1
	female	114	48.9	100.0
	Total	233	100.0	

The table 4.1 shown above, represents the gender split of respondents involved in this study. From the data collected, more males took part than males took part in the research

but not much different only 2.2 percent difference; 48.9% of the participants are female and 51.5% are males.

4.2.2 Age Group

Table 4.2: Age Group

		Frequency	Valid Percent	Cumulative Percent
Valid	18 to 24	88	37.8	37.8
	25 to 34	144	61.8	99.6
	35 to 44	1	.4	100.0
	Total	233	100.0	

The results above indicate that 37.8% of respondents are between the age of 18 and 24, and 61.5% of the respondents are between the age of 25 and 34. In the survey, 1 person above 35 years old participated in the survey.

4.2.3 Occupation

Table 4.3: Occupation

		Frequency	Valid Percent	Cumulative Percent
Valid	student	66	28.3	28.3
	employed	124	53.2	81.5
	unemployed	34	14.6	96.1
	self-employed	9	3.9	100.0
	Total	233	100.0	

Students represent 28.3% of all participants. The largest group is the employed group which represents 124 people, 53.2%. The least group is the self-employed and it represents 3.9%. 14.6% out of 233 people represent the unemployed group.

4.2.4 Salary

Table 4.4: Salary

		Frequency	Valid Percent	Cumulative Percent
Valid	0-300,000 MMK	78	33.5	33.5
	300,001 - 600,000 MMK	65	27.9	61.4
	600,001 - 900,000 MMK	39	16.7	78.1
	900,001 - 1,500,000 MMK	28	12.0	90.1
	1,500,001 - above	23	9.9	100.0
	Total	233	100.0	

The greatest income group of all respondents is 0-300,000 MMK which indicates most of the participants are students with low income. And the second largest group is 300,001 to 600,001 MMK representing 27.9%. The least group is the 1,500,001 – above and 9.9% represents to it.

4.2.5 How many times a day do you look on social media?

Table 4.5: How Many Times a Day Do You Look on Social Media?

	Frequency	Valid Percent	Cumulative Percent
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(Continued)

Table 4.5 (Continued): How Many Times a Day Do You Look on Social Media?

Valid	Not everyday	7	3.0	3.0
	Once a day	11	4.7	7.7
	2-5 times a day	76	32.6	40.3
	5-10 times a day	56	24.0	64.4
	10+times a day	83	35.6	100.0
	Total	233	100.0	

People in Myanmar love to use social media and the largest group is the 10plus times a day and it represents 35.6%. The second largest is the 2 to 5 times a day which is 32.6%. The least group is the not everyday user and second goes to once a day.

4.2.6 How much time do you spend?

Table 4.6: How Much Time Do You Spend?

		Frequency	Valid Percent	Cumulative Percent
Valid	less than 30 minutes	24	10.3	10.3
	30-60 minutes	48	20.6	30.9
	1-2 hours	60	25.8	56.7
	2-3 hours	61	26.2	82.8
	3+ hours	40	17.2	100.0
	Total	233	100.0	

Table 4.6 indicates that the largest group of the participants who spend time on social media is 2 to 3 hours and the lowest group of this table is that less than 30 minutes.

4.2.7 Have you ever used/checked Facebook and Instagram (FB & IG) in order to decide where to eat?

Table 4. 7: Have You Ever Used/Checked FB & IG in order to Decide Where to Eat?

		Frequency	Valid Percent	Cumulative Percent
Valid	Yes	161	69.1	69.1
	No	72	30.9	100.0
	Total	233	100.0	

According to the table, 69.1% of the participants checked the social media specifically (FB & IG) in order to dine out and the rest 30.9% won't bother using it.

4.2.8 How often do you post/ write about restaurants or bars you dine in?

Table 4.8: How Often Do You Post/ Write about Restaurants or Bars You Dine In?

		Frequency	Valid Percent	Cumulative Percent
Valid	Every time going out	7	3.0	3.0
	When it is bad	23	9.9	12.9
	When it is good	104	44.6	57.5
	Not interested in it	99	42.5	100.0
	Total	233	100.0	

According to the survey, the second biggest group are not interested to post or write about the experience of the restaurants or bars they went, which is 99 participants But the biggest group of the participants love to write the about them whenever they feel good

and the number is 104 participants. The least group indicates in the table shows 7 participants will be posting or writing about they dine in every time.

4.3 Attitudes towards: Impact of user generated content on purchase intention

The output table below represents the results from the means and standard deviation analysis. Based on the results below it can be observed that the means indicate an overall positive response to the variables of the study.

4.3.1 Respondents' Attitude User Generated Content

Table 4.9: Respondents' Attitude User Generated Content

	N	Mean	Std. Deviation	Mean Interpretation
Do you spend more time looking at posts of friends or posts from official brand pages?	233	3.5021	.94743	Agree
Has a friends post on one of these sites ever made you aware of a brand that you were previously unaware of?	233	3.4506	.95069	Agree

(Continued)

Table 4.9 (Continued): Respondents' Attitude User Generated Content

If a bar or restaurant that you have never heard of pops up on your news feed how likely are you to click into it?	233	3.3777	1.04379	Neutral
People think we should use reviews or blogs or any tutorials or social medias, etc...) to decide where to eat out or drink.	233	3.5966	.89558	Agree
The people I communicate with at work or school will continue to use UGC in the future to make decisions for going to restaurants and bars.	233	3.5279	.96951	Agree
The comments of others online about food & taste of the F&B are relevant	233	3.5451	.95992	Agree
The reviews and comments or everything written on or shared on social media is helpful to decide	233	3.5794	.92097	Agree
Checking User Generated Content (UGC) before choosing restaurants and bar is important to us	233	3.4850	.93817	Agree

Table 4.9 shows the lowest mean score is 3.37 which is how much they trigger to check the shops pop up on social media. And strongest mean for UGC is that people should

reply on reviews or blogs to check where to eat out which is 3.59. So according to the answer the respondents really believe and trust on user generated content than company generated content. The attitudes of the respondents feel trusted when they hear electronic word of mouth. The second lowest mean is the 3.45 which presents friends make them aware of the new shops. And they agree on the fact that the reviews and comment is helpful to decide.

4.3.2 Attitudes towards User Generated Content

Table 4.10: Attitudes towards User Generated Content

	N	Mean	Std. Deviation	Mean Interpretation
I have a positive attitude toward user-generated content	233	3.5064	.93366	Agree
The people who leave comments or reviews can be trustworthy	233	3.4120	.93874	Agree
The people who leave comments or reviews can be reliable	233	3.5107	.93362	Agree
Based on user content shared, that brand has a good public praise in the industry	233	3.5880	.88192	Agree

The lowest mean score, 3.412 is that the people who leave comment can be trustworthy, so it shows that the participants think people who comments always can be trustworthy, it could be fake or from shops or someone who wants to bad mouth the restaurants.

Respondents' attitudes towards the fact that the brand has a good public praise in the industry and this is the highest mean score of attitude, 3.588.

4.3.3 Respondents' Attitude on Brand Trust

Table 4.11: Respondents' Attitude on Brand Trust

	N	Mean	Std. Deviation	Mean Interpretation
Based on the content shared about the restaurants & bars, it is likely that I will transact with this brand in the near future.	233	3.4721	.90036	Agree
Based on online content shared, by whole consideration I trust that brand.	233	3.3691	.94289	Neutral
Based on online content shared, that brand is very dependable.	233	3.4721	.96505	Agree
Based on online content shared, that brand is worth trusting.	233	3.4249	.96699	Agree
Based on online content shared, the product quality of that brand is stable.	233	3.5107	.95191	Agree

The highest mean score for brand trust is people think they should use for purchase intention, 3.51. The lowest one is that 3.47 and they couldn't trust the brand by the whole consideration. The respondents want to transact with the brand in the new future and

think brand is dependable, the score is 3.47. And the highest mean is that the product quality of the brand is stable based on UGC and it is 3.5017.

4.3.4 Respondents' attitude on Purchase Intention

Table 4.12: Respondents' Attitude on Purchase Intention

	N	Mean	Std. Deviation	Mean Interpretation
People who influence me think I should use UGC for purchase intention.	233	3.5494	.90421	Agree
Many people I communicate with use UGC to make decisions	233	3.4335	.92200	Agree
Using others' online shared content to assist purchase intention and decision making is good	233	3.4893	.85657	Agree
It is wise to use or refer to online shared content for decision making	233	3.4335	.89832	Agree
I have a favorable opinion to the use of online user content to make a decision	233	3.3433	.92971	Neutral

(Continued)

Table 4.12 (Continued): Respondents' Attitude on Purchase Intention

Given the chance, I intend to use this brand	233	3.4421	.90846	Agree
When researching a restaurant to visit, positive reviews and a rating not less than 4.5 out of 5 will convince me to consider it as an option for a social occasion	233	3.4034	.96953	Agree
If a bar or restaurant receive a negative review I will take note of this but will still visit the shop before forming my own opinion of the bar or restaurant	233	3.4206	.91157	Agree
After a negative experience in a restaurant or bar I will post a review on an online user review site.	233	3.2017	1.02872	Neutral
Of the restaurants and bars I am connected with over social media networks I visit them on a regular basis.	233	3.4335	.93130	Agree

The lowest mean score in the purchase intention, 3.2017 is that they will post a review after negative experience and the second goes to I have a favorable opinion to the use of online user content to make a decision which is 3.34. The highest score is that 3.5494, which is they should use UGC for purchase intention.

4.4 Pearson's Correlation coefficient

The value of Pearson's r , i.e. the coefficient of correlation varies from.

$0.0 = |r|$: no correlation

$0.0 < |r| < 0.2$: very weak correlation

$0.2 \leq |r| < 0.4$: weak correlation

$0.4 \leq |r| < 0.6$: moderately strong correlation

$0.6 \leq |r| \leq 0.8$: strong correlation

$0.8 \leq |r| < 1.0$: very strong correlation

$1.0 = |r|$: perfect correlation (McSeveny A., 2009)

Table 4.13: Correlations

		UGC	Attitude	Brand Trust	Purchase Intention
UGC	Pearson Correlation	1	.207**	.183**	.142*
	Sig. (2-tailed)		.001	.005	.030
	N	233	233	233	233
Attitude	Pearson Correlation	.207**	1	.667**	.549**
	Sig. (2-tailed)	.001		.000	.000
	N	233	233	233	233

(Continued)

Table 4.13 (Continued): Correlations

Brand Trust	Pearson Correlation	.183**	.667**	1	.851**
	Sig. (2-tailed)	.005	.000		.000
	N	233	233	233	233
Purchase Intention	Pearson Correlation	.142**	.549**	.851**	1
	Sig. (2-tailed)	.030	.000	.000	
	N	233	233	233	233

** . Correlation is significant at the 0.01 level (2-tailed)

So as we can see from the table the Pearson correlation has a positive relationship between each other. The attitude and UGC r value is .207, which means it has weak positive relationship. Correlation between brand Trust and attitude has $r=.667$. And the last one between has the strong positive between .851, brand trust and purchase intention.

4.5 Regression analysis (Hypothesis analysis)

Multiple linear regression is the most common form of linear regression analysis. As a predictive analysis, it is used to explain the relationship between one continuous dependent variable and two or more independent variables. The mean of the dependent variable predicts the dependent variable as well as the regression model.

The beta coefficient can be interpreted as follows:

- $\beta = 1$ just as unpredictable as the market
- $\beta > 1$ more volatile than the market
- $\beta < 1 > 0$ less volatile than the market
- $\beta = 0$ not market-related

- $\beta < 0$ negatively market-related

4.5.1 Relationship between UGC and attitudes towards UGC (Hypothesis 1)

Table 4.14: Model Summary of UGC and Attitudes towards UGC

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.207 ^a	.043	.039	.68802	.043	10.340	1	231	.001

a. Predictors: (Constant), UGC

b. Dependent Variable: attitude

Based on table 4.15, the Correlation Coefficient (R) is equal .207, which means that there is weakly correlation among user generated content and attitudes towards UGC. R-square is equal to .043 and it will only affect on attitude towards UGC by 4.3%, indicates that attitudes towards UGC can describe the change of User Generated Content in the restaurant industry with 4.3%.

Table 4.15: Coefficients of UGC and Attitudes towards UGC

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.473	.276		8.945	.000	1.928	3.017
	UGC	.262	.081	.207	3.216	.001	.101	.423

a. Dependent Variable: attitude

As shown at above table, the level of significance is equal to .001, and which means that UGC influences on attitudes towards UGC. The coefficient (B) can be explained as 1 unit of User generated content increase without the influence of other variables involved attitudes towards UGC will increase by 0.262. Thus H1 is accepted.

4.5.2 Relationship between attitude towards UGC and brand trust (Hypothesis 2)

Table 4.16: Model Summary of attitude towards UGC and Brand Trust

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.667 ^a	.445	.443	.38721	.445	185.177	1	231	.000

a. Predictors: (Constant), attitude

b. Dependent Variable: Brandtrust

Based on the table 4.17, the Correlation Coefficient (R) is equal .667, which means that there is positive correlation between attitudes towards UGC and brand trust. R-square is equal to .445 and it will affect brand trust being decreased or increased by attitudes towards UGC by 44.5%, indicates that attitudes towards UGC can describe the change of brand trust in the restaurant industry with 44.5%. The research finding of this part presented the relationships between attitudes towards UGC and brand trust since r square of the relationship of attitudes on brand trust is 44.5%.

Table 4.17: Coefficients of Attitude towards UGC and Brand Trust

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.620	.124		13.066	.000	1.376	1.864
	attitude	.493	.036	.667	13.608	.000	.422	.564

a. Dependent Variable: Brandtrust

As shown at above table, the level of significance is equal to .000, which is way below (0.005) and it means attitudes towards UGC influences on brand trust. The table showed that attitudes towards UGC affected brand trust (Beta=.493, Sig -.000) at 0.05 level of statistical significance. The coefficient (B) can be explained as 1 unit of attitudes towards UGC increase without the influence of other variables involved brand trust will increase by 0.493. This finding supported the research hypothesis which was proposed that brand trust depends on attitudes towards user generated content.

4.5.3 The relationship between brand trust and purchase intention (Hypothesis 3)

Table 4.18: Model Summary of Brand Trust and Purchase Intention

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.851 ^a	.724	.723	.31809	.724	605.543	1	231	.000

a. Predictors: (Constant), Brandtrust

b. Dependent Variable: Purchase_Intention

Based on the table 4.18, the Correlation Coefficient (R) is equal .851, which means that there is strongly positive correlation between these two variables. This is the strongest R square in all hypothesis presented in this paper. R-square is equal to .724 and it means that purchase intention will either decrease or increase by brand trust (72.4%) which indicates that brand trust can describe the change of purchase intention in the restaurant industry with 72.4%. The research aims to study the impact of purchase intention on brand trust. Table of multiple regression analysis showed that brand trust is the most analytical predictor towards purchase intention by showing the result of R square is 85.1% of purchase intention effects on brand trust.

Table 4.19: Coefficients of Brand Trust and Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.058	.133		.439	.661	-.204	.321
	Brandtrust	.991	.040	.851	24.608	.000	.912	1.070

a. Dependent Variable: Purchase Intention

The coefficients of brand trust increased by $\beta = 0.991$ of variable purchase intention. As shown at above table, the level of significance is equal to .000, which is way below (0.005) and it means brand trust influences on purchase intention. The table showed that

brand trust affected purchase intention (Beta=.991, Sig -.000) at 0.05 level of statistical significance. . The coefficient (B) can be explained as 1 unit of brand trust e without the influence of other variables involved purchase intention will increase by 0.991. This finding supported the research hypothesis which was proposed that brand trust strongly affects on purchase intention.

4.5.4 Relationship between User Generated Content and Purchase Intention (Hypothesis 4)

Table 4.20: Model Summary of User Generated Content and Purchase Intention

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.510 ^a	.261	.257	.54049	.261	81.391	1	231	.000

Predictors: (Constant), UGC

Based on the table 4.19, the Correlation Coefficient (R) is equal .510, which means that there is strongly positive correlation between these two variables. R square means that purchase intention will either decrease or increase by user generated content (26.1%) which indicates that UGC can describe the change of purchase intention in the restaurant industry with 26.1%.

Table 4.21: Coefficients of User Generated Content on Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.781	.241		11.550	.000	2.306	3.255
	UGC	.155	.071	.142	2.187	.030	.015	.295

a. Dependent Variable: Purchase_Intention

As shown at above table, the level of significance is equal to .000, which is way below (0.005) and it means user generated content is positively influences on purchase intention. The table showed that UGC affected purchase intention (Beta=.155, Sig .030) at 0.05 level of statistical significance. The coefficient (B) can be explained as 1 unit of UGC increase without the influence of other variables involved purchase intention will increase by 0.155. This finding supported the research hypothesis which was proposed that UGC influences on purchase intention.

4.6 Hypothesis Testing

4.22 Hypothesis Testing

	Hypothesis	Results
H1	User generated contents on Instagram and Facebook positively affect attitudes of user towards UGC	Supported
H2	Users' attitudes towards UGC affects positively brand trust.	Supported
H3	Brand trust positively influences on purchase intention.	Supported
H4	User generated content positively influences on purchase intention	Supported

CHAPTER 5

CONCLUSION & DISCUSSION

5.1 Introduction

Chapter 5 presents a summary of the study's main findings and a summary of the hypotheses and test results was provided. In addition, it discusses the managerial implications underlined by this study based on the empirical objectives and findings which will lead to recommendations. Significance and contributions of the study will also be laid out in this chapter as well as limitations and, finally, future research areas that can be recommended will also be visited. It examined the impact of user generated content on purchase intentions by surveying 233 people from Yangon, Myanmar who have dining experience in the restaurants and bars.

5.2 Results Findings and Conclusions

Firstly, this study aimed to provide a mechanism for understanding how user-generated content (UGC) empowers users and potential customers when choosing restaurants. It surveyed social media users who have dining experience. This study was motivated by seeing importance of UGC. The second motivation of this study was the lack of empirical research that focuses on how UGC empowers consumers to make their own decisions. So, the aim of this research was to identify and evaluate the importance of the user generated content on Yangon, Myanmar F&B market and what triggers them to have purchase intentions. Helping managers and marketers of F&B industry to realize importance of user generated content and attitudes towards them and impact of attitudes towards UGC to brand trust and then to purchase intentions.

The research shows that more of the participants are female but there is not a lot of differences only 2.2 percent gap between female and male. Furthermore, all of the participants are from the age group of millennials from 18 to 34 years old who are very active in social media which are Instagram and Facebook but one person is from 35 to 44 age range. The highest participants are from 25 to 34 years old. Half of the participants are already employed and working so it means people from Yangon works around the age of 25. But sadly the economy of Myanmar is still very low since the most of the participants earn only 0- 300000 MMK which is around 200 USD only. According to the findings, the people in Myanmar really use the social media, Facebook and Instagram, which are 10 plus times a day, show they are very interested in social media and they are very eager to use social media.

Additionally, they would like to check social media which is Facebook and Instagram to decide where to eat out and it is 69.1%. After that they would share on social media about dining experience if it is good and second largest group are not interested in sharing or writing anything dealing with dining experience.

There is a positive relationship between user generated content and attitude toward UGC use. Upon testing of a potential relationship between user generated content and attitude toward UGC use. In this sense, consumers are more likely to be influenced by the existing UGC in developing an attitude toward the use UGC for decision making. From the findings of the study, it can be confirmed that there is a positive relationship between UGC and attitude toward UGC even though this relationship can be labelled as moderately weak based on R square of 0.043. .

Based on this paper, it can be confirmed that the positive attitude of using UGC can lead an individual to trust a brand, while some other studies proposed a model where individuals develop brand trust which influenced their attitude (Park, 2013). Brand trust was also based on attitudes user generated content and was represented as the independent variable to purchase intention instead of being the dependent variable against UGC in this paper. The relationship between attitude toward UGC use and brand trust is a strong relationship because of R square (0.445).

There is a positive relationship between brand trust and purchase intention. Findings have confirmed that there is a positive relationship between brand trust and purchase intention. In other words, if an individual trusts a certain shops he will be more willing to develop an intention to purchase one of its products instead of a competing brand. Consumers see more value in purchasing from a brand that they trust. The relationship between these two constructs is the strongest in the proposed model as the estimate of R square is 0.724.

Last but not least, user generated content has the positive effect on purchase intention directly more than compared to H1 which is UGC and attitudes because the industry is about F&B, and sometimes customers won't need to form attitude or without knowing brands since eating is the daily thing. According to results, participants respond that UGC directly affect on purchase intention more by not having attitudes and brand trust. Since F&B is easy to decide and doesn't have a lot of stages in order to form purchase intention.

5.3 Discussions

Hypothesis 1,

User Generated Content on Instagram and Facebook positively affect attitudes of user towards UGC. The credibility of UGC on consumer attitude towards UGC regarding a product, as well as literature on attitude towards UGC and its effects on purchase intention. It concluded that creditable information on a product shared by social media users tended to result in consumers' positive attitude towards UGC and eventually led to consumers' purchase intention. Moreover, this paper assumes that attitude towards UGC leads to consumers purchase intention by developing trust in the brand. The more information they get from UGC, the more positive towards using attitudes. Spreitzer (1996) stated that people who have a high level of access to information tend to report a higher level of empowerment than those who have less access to information. In order to create content of eating out plans are influenced by users seeking information related to their intentions. Consumers prefer to read UGC from reviewers with better quality reputations since this UGC is more trustworthy, credible, and reliable (Hu et al., 2008). The result is weakly correlated because the norms, information quality and knowledge need to be still addressed for using UGC.

Hypothesis 2,

Users' attitudes towards UGC affects positively brand trust: There is a positive relationship between attitude toward UGC use and brand trust. The study's results have supported that there is an existing relationship of a positive nature between attitude towards UGC use and brand trust. The research finding of this part presented the relationships between attitudes towards UGC and brand trust. This finding supported the

research hypothesis which was proposed that brand trust depends on attitudes towards user generated content. The attitude towards UGC have positive effects on brand trust. If the users have positive attitudes on UGC, they will have more brand trust. Attitude had a stronger impact on intention

Attitude is the ability to evaluate and rate an object positively or negatively leading to behavioral reaction findings revealed that most of the participants in the study have a positive attitude toward the use of user-generated content in decision making which leads to brand trust and eventually to the intention to purchase a restaurant or bar. Since individuals' attitude is positive when it comes to UGC use for decision making, Marketers need make sure that content their product is accessible, relevant and that the source sharing the information shares accurate information. To increase accessibility of a product online information firms can promote their platforms (Social media Platforms and website) through ambassadors, bloggers and influencers. This will include the creation and distribution of social media handles or relevant hashtags. Also incentive can be created for web users to develop content for a brand. Promotion of products online will need to be measured and monitored accordingly. Using influencers and incentive, as mentioned earlier, will contribute to improve credibility of a brand, overall attitude and end behavior. If many online consumers recommend a product, other consumers in conformity with the view of others, are likely to believe the recommendations and have a favorable attitude toward the product (Park et al., 2007).

Hypothesis 3,

Brand trust positively influences on purchase intention. Brand trust is recognized to affect positively purchase intention based on the literature discussed, the model developed and finalized the results. The trust and reliability of the brand has huge impact on purchase intentions. Consumers will have brand trust based on the reviews and eWOM. They would like to hear from the friends and families and tend to trust more on their recommendations and will make purchase intentions and make decisions. This study was motivated by the call for more empirical research on the role that UGC plays in the users' travel behavior and decision making processes (Cox et al., 2009; Vermeulen & Seegers, 2009) The customer has more confidence in the received information and consequently s/he will use it for purchase decisions (Alloy & Naomi, 1984).

Hypothesis 4,

According to research Chevalier and Mayzlin (2006) and Jalilvand and Samiei (2012) found that word of mouth has a strong direct effect on purchase intentions. Another research by Meiners, Schwarting, and Seeberger (2010) states that traditional and online word of mouth communications can influence attitudes and predictions of consumer purchasing behavior. User generated content is the electronic form of word of mouth and previous studies and the research result stated that User generated content directly impact on purchase intention without formation of attitudes and brand trust. Chatterjee (2001) word of mouth can effectively reduce uncertainty and the risk when consumers buy products or services. Based on previous research, it showed that word of mouth communication has a role in influencing behavior intention and consumer attitude. We expect there is positive influence of word of mouth toward purchase intention.

5.4 Recommendation for Managerial Implications

By reading UGC, customers can have direct access to the information they need to make their decisions and by doing so they are further empowered to create and distribute their own content (Sigala, 2011). For this study, UGC refers to the received information from other users when they shared content regarding dining out experience or experiences they want to have. The literature suggest that UGC affects consumer attitudes. Unlike travelling, people won't be using a lot of third party websites in order to dine out or go out. They will love to check or their unconscious bias will influence what they see every day. According the respondents, 97% of the respondents will at least use social media once a day and when they check it and they saw UGC posts, they will remember the new shops or restaurants. But among all hypothesis, the relationship between UGC and attitude towards UGC has weak correlation out of three. Recommendation consistency and recommendation rating provide views / opinions that are evaluated by others and may act as normative cues for an individual's own assessment (Cheung et al., 2009).

People will only buy and have intention to do when they trust the products and if the brand can give quality and trust, the customers will become loyal. Business owners in Myanmar especially in F&B, they tend to fail to get customer trusts so a lot of restaurants and bars pop up so fast and tend to disappear so soon. Hence firms need to be responsible for the development of their brand reputation by developing marketing strategy that will impact positively on objectives and lead to consumer increase of online interaction with product and eventual purchase. Given its importance in online consumer behavior

(Pavlou & Fygenon, 2006) in making decisions, this study contributes to the research in marketing and restaurant business.

To ensure that any negative UGC is responded to by the service provider, it is important to monitor UGC daily. Indeed, a good suggestion for service providers would be to include a UGC facility on their websites, enabling consumers to post their opinions and receive feedback from service providers on the issue being raised. UGC can also affect brand perceptions and customer relationships (Papathanassis & Knolle, 2011). Thus, it is important to manage UGC by identifying relevant conversations and consequently taking care of brand reputation. Organizations can utilize UGC to improve their understanding of the market's reaction to their offering (Dellarocas, 2003). According to the results, H1 UGC doesn't really impact and correlated on attitudes. On the other hands, UGC directly impact on purchase intentions. Empirically, this research paper provides new applicable knowledge to marketers in order to understand the use and influence of online generated content as a determinant of future profit. Marketing professionals will strongly benefit from this research as they will understand the use and influence of online generated content as a determinant of their profits. This study allows marketers to predict consumers' behaviour and intentions based on their reaction to online.

5.5 Limitations and Future Research

The current study does have a number of theoretical and empirical limitations, the outlining of which suggests some directions for future research. The research was carried out with success following the selected methodology and taking into account ethical

considerations. The researcher faced some limitations mainly related to time, geography and politics. Respondents may have had to interrupt their activities to respond to the questionnaire, hence there is a possibility that they may have not taken the time to answer the questionnaire due to divided attention. This study did not show how users' attitude toward using UGC and actual behavior may change over time. Furthermore, the relationship between intention and actual behavior was not measured. By not examining actual behavior to use UGC when making plans, this potential effect remains undistinguishable. Henceforward, exploring actual behavior to use UGC may reveal interesting aspects for further research

Second, the participants for this research were selected based on convenience and accessibility sampling since information could then be collected quickly within a short period of time. Thus, future research could use a probability sampling rather than the non-probability. Sampling (e.g. sampling of convenience) used in this study. Using a probability sampling, it is possible to generalize results derived from a sample to the population (Bryman & Bell, 2007). The findings of this study are necessarily limited by the choice of the studied sample (only focus on restaurants and bars. The research was an attempt to understand the influence of UGC on brand trust and purchase intention.

Additionally, the target sample for this study was set at 233 individuals, male and female from 18 to 35 years old and above, living in Yangon, Myanmar. Taking this into consideration, the results of the study might diverge on a national scale. Also, the outcomes may vary from Myanmar to any other developing country.

Last part is that the results of Hypothesis 1 testing is very low according to R square. It is due to the sample size and lack of knowledge what UGC means. Furthermore, UGC was brought as a whole and then didn't have specific components and elements of UGC. Therefore in future, researchers could try coming up with different solutions, since UGC acts as the e-Wom, it could be discussed about UGC and brand trust directly too.

5.5 Conclusion

The study was carried out with the aim of confirming three hypotheses. These hypotheses were all successfully verified and are all significant. Hence, UGC influences attitude towards UGC use weakly and attitude towards UGC use has a positive influence on brand trust. Brand trust ultimately has a positive influence on purchase intention. Even though relationships amongst variables were justified, these relationships' strength varied from weak to strong. Referring back to the findings, the relationship between brand trust and purchase intention was identified as the strongest. This means that marketers' attention should be drawn to building consumers' brand trust. The second strongest relationship is between attitude towards UGC use and brand trust. This study proves that a consumer's positive attitude towards the use of UGC to collect information about restaurants and bars can lead the consumer to trust a specific brand. Once the consumer trusts the brand, he can easily become willing to purchase which is described through the relationship of brand trust and purchase intention. The weakest relationships were found, influences of UGC on attitude towards UGC use.

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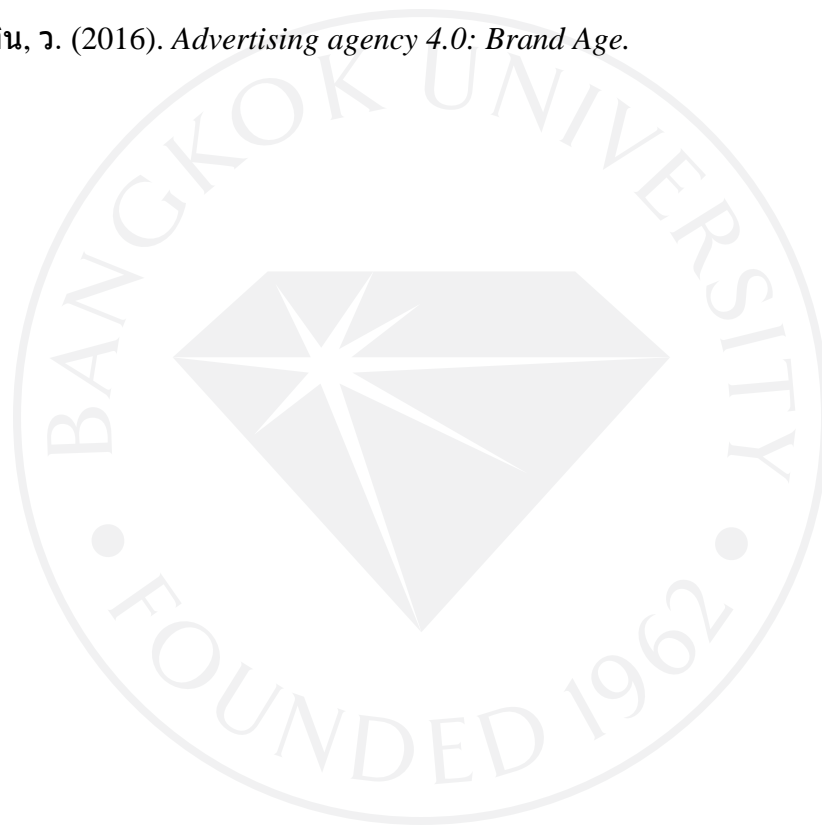
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APPENDIX

Questionnaires

Purpose of this questionnaire

The purpose of this survey is to understand how customers use Facebook and Instagram to determine dining out. Participation will only take about 10 minutes. All responses from the survey are anonymous and will be kept strictly confidential. Completion of the questionnaire is deemed to be consent to participation in the research.

1. What is your gender?

☐ Male ☐ Female

2. Which age group are you in?

1	18-24	2	25-34	3	34-44	4	45 or older
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3. What is your current occupation?

1	Student	2	Employed	3	Self-employed	4	Unemployed
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4. How much do you earn per month?

☐ 0-300,000 MMK ☐ 300,001 MMK – 600,000 MMK ☐ 600,001 MMK – 900,000 MMK ☐ 900,001 MMK – 1,500,000 MMK ☐ 1,500,001 MMK – above

5. How many times a day do you look on social media?

☐ Not every day ☐ once a day ☐ 2-5 times a day ☐ 5-10 times a day
☐ 10+times a day

6. How much time do you spend for each visit

☐ Less than 30 mins ☐ 30 – 60 mins ☐ 1-2 hours ☐ 2-3 hours ☐ 3 hours +

7. Have you ever used/checked Facebook & Instagram in order to decide where to eat out

☐ Yes ☐ No

8. How often do you post/write about the restaurants or bars you dine in?

☐ every time going out ☐ when it is bad ☐ when it is good ☐ sometimes ☐ not interested in it.

Instruction: Please circle your response from 1 to 5, where 1 indicates “Strongly Disagree”, and 5 indicates “Strongly Agree”

1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly agree

9. Do you spend more time looking at posts of friends or posts from official brand pages?	1	2	3	4	5
10. Has a friends post on one of these sites ever made you aware of a brand that you were previously unaware of?	1	2	3	4	5
11. If a bar or restaurant that you have never heard of pops up on your newsfeed how likely are you to click into it?	1	2	3	4	5

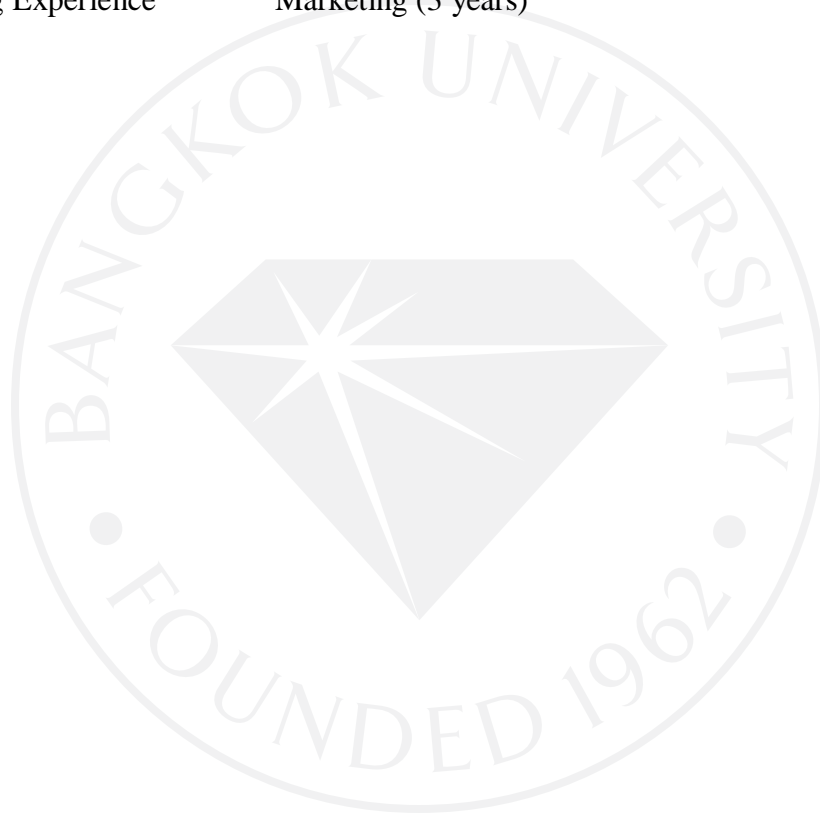
12. People think we should use reviews or blogs or any tutorials or social medias, etc...) to decide where to eat out or drink	1	2	3	4	5
13. The people I communicate with at work or school will continue to use UGC in the future to make decisions for going to restaurants and bars.	1	2	3	4	5
14. The comments of others online about food & taste of the F&B are relevant	1	2	3	4	5
15. The reviews and comments or everything written on or shared on social media is helpful to decide	1	2	3	4	5
16. Checking UGC before choosing restaurants and bar Important to us	1	2	3	4	5
17. I have a positive attitude toward user-generated content	1	2	3	4	5
18. The people who leave comments or reviews can be trustworthy	1	2	3	4	5
19. The people who leave comments or reviews can be reliable	1	2	3	4	5
20. Based on user content shared, that brand has a good public praise in the industry.	1	2	3	4	5

21. Based on the content shared about the restaurants & bars, it is likely that I will transact with this brand in the near future.	1	2	3	4	5
22. Based on online content shared, by whole consideration I trust that brand.	1	2	3	4	5
23. Based on online content shared, that brand is very dependable.	1	2	3	4	5
24. Based on online content shared, that brand is worth trusting.	1	2	3	4	5
25. Based on online content shared, the product quality of that brand is stable	1	2	3	4	5
26. People who influence me think I should use UGC for purchase intention	1	2	3	4	5
27. Many people I communicate with use UGC to make decisions	1	2	3	4	5
28. Using others' online shared content to assist purchase intention and decision making is good	1	2	3	4	5
29. It is wise to use or refer to online shared content for decision making	1	2	3	4	5
30. I have a favorable opinion to the use of online user content to make a decision	1	2	3	4	5

31. Given the chance, I intend to use this brand	1	2	3	4	5
32. When researching a restaurant to visit, positive reviews and a rating not less than 4.5 out of 5 will convince me to consider it as an option for a social occasion	1	2	3	4	5
33. If a bar or restaurant receive a negative review I will take note of this but will still visit the shop before forming my own opinion of the bar or restaurant.	1	2	3	4	5
34. After a negative experience in a restaurant or bar I will post a review on an online user review site.	1	2	3	4	5
35. Of the restaurants and bars I am connected with over social media networks I visit them on a regular basis.	1	2	3	4	5

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