



The Influence of User-Generated Content and Online Brand Advocacy on Beauty-Product Content Sharing Intention among TikTok Users in Baubau City

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Abstract

This study examines the influence of User-Generated Content and Online Brand Advocacy on the intention to share beauty-product content among TikTok users in Baubau City. The study was developed from the view that beauty communication on TikTok is not driven only by exposure to content, but also by the quality of peer-created information and the emotional willingness of users to recommend and defend brands. Using a quantitative explanatory design, the research collected data through an online questionnaire distributed to active TikTok users in Baubau aged 17–34 who had viewed and interacted with beauty-product content. The final dataset consisted of 100 respondents selected through purposive sampling. The instrument was tested through validity and reliability procedures, while the data were analyzed using multiple linear regression, partial significance testing, simultaneous significance testing, and the coefficient of determination. The findings show that both User-Generated Content and Online Brand Advocacy have positive and significant effects on content-sharing intention. User-Generated Content contributes through credibility, information quality, visual appeal, and interactivity, all of which strengthen users' willingness to redistribute beauty-related content. Online Brand Advocacy exerts the stronger effect, indicating that emotional attachment to brands, positive recommendation, and brand defense are more powerful predictors of sharing intention than content quality alone. Simultaneously, both variables explain a substantial share of variation in beauty-content sharing intention, confirming that content circulation on TikTok is shaped by the interaction between informational value and relational commitment. These findings imply that beauty brands should encourage authentic user participation while also building emotional connection and advocacy among consumers. The study contributes local empirical evidence from Baubau City and strengthens understanding of how participatory communication influences digital beauty marketing on TikTok.

Keywords: *Beauty Products, Content Sharing Intention, Online Brand Advocacy, TikTok, User Generated Content*

INTRODUCTION

Consumer interaction and communication in the modern era have been significantly transformed by the rapid growth of digital technology and social media. Short-form video platforms are no longer used solely for entertainment; they have now become an important space for users to seek information, evaluate products, and participate in public discussions about brands and lifestyles. TikTok has grown to become one of the most popular digital platforms worldwide. According to recent reports from We Are Social and

Meltwater, Indonesia had 194.37 million TikTok users as of July 2025, making it the country with the largest TikTok user base in the world in 2025. Data from DataReportal further indicate that the majority of TikTok users globally are between 18 and 34 years old, with the largest share below the age of 30. TikTok has become an integral part of teenagers' media habits, particularly among Gen Z and early millennials, who are also active in creating and sharing digital content, as this trend illustrates.

TikTok has enhanced its prosumer behavior, so that users now not only passively receive information but also actively create and share content through User-Generated Content (UGC) [1]. This shift is crucial for marketing communication because it places consumers at the center of the message creation and dissemination process. UGC allows users to share opinions, reviews, and preferences within digital communities at a relatively low cost, often based on personal experiences and a sense of authenticity [2]. TikTok enables the rapid and highly personalized distribution of content through features like the “For You” page. This allows user-generated content to reach relevant audiences in a short amount of time. This phenomenon is particularly evident in the beauty industry. Athaya and Wandebori found that 78% of TikTok users in Indonesia had watched beauty-product review videos at least once a week [3]. In situations like this, customers voluntarily provide suggestions, feedback, and reviews that are often considered accurate, honest, and relevant [4].

Despite the fact that TikTok features a wealth of beauty content, the focus of this study is on how users encourage the sharing of such content. To determine whether a message remains confined to a single viewer or spreads through a broader digital network, the intention to share content is an initial and crucial step in the circulation of digital word-of-mouth promotion. As noted by Chen et al., (2022), sharing intention is an initial indicator of effective message diffusion on digital platforms; the stronger the intention to share, the greater the opportunity for content to reach wider audiences through friendship networks and algorithmic amplification. Because TikTok users are exposed to persuasive visual narratives, product demonstrations, and recommendations from fellow users, this issue has become increasingly important in the context of beauty products. However, not all content that is viewed is shared. This suggests that more than just exposure influences the desire to share.

Research on communication and consumer behavior suggests analyzing the internal and external factors that influence sharing behavior. Users may share content because they feel emotionally connected to a brand and are willing to support it online. On the other hand, content quality—especially if it is informative, engaging, and interactive—may also play a role. This second factor is explained by the concept of Online Brand Advocacy (OBA). OBA is a voluntary behavior in which customers spread positive information about a brand to others without receiving formal compensation or direct transactional incentives [6]. Because of their deep emotional connection to and satisfaction with the brand, users in this context act as brand advocates who recommend, defend, and support the brand. Therefore, rather than viewing the virality of content as a result that is purely technical or aesthetic, a more integrated perspective is needed—one that combines content-related aspects with brand-related aspects.

Previous academic journals have provided a solid foundation for explaining why UGC



may be able to address the issue of low or uneven content-sharing intent. UGC is not merely user-generated material; it is a multifaceted construct that encompasses various aspects, including source credibility, information quality, visual appeal, and interactivity [7]. For beauty content, the credibility of the source is crucial because audiences tend to trust reviews that appear unbiased, expert, and fair. When content presents comprehensive, relevant, and accurate product information, the quality of that information is paramount. TikTok prioritizes short, engaging, and captivating videos, so visual appeal is essential. Additionally, interaction is important because discussions, responses, and comments can enhance users' perception of content as both useful and socially meaningful. This aligns with the broader definition of UGC, which includes photos, videos, blogs, or reviews created by customers and shared on social media or web-based platforms to describe the goods and services they have experienced [8], [9], [10].

Previous studies on sharing behavior and brand advocacy have led to this second specific solution. Consumers who wish to voluntarily support a particular brand can engage in online brand advocacy, which may include recommending the brand, defending it against criticism, and even forgiving its mistakes [11]. Similar interpretations emphasize that advocacy strengthens loyalty and enhances brand reputation in the market because it reflects deep consumer attachment rather than paid endorsement [12], [13]. TikTok is highly relevant to this perspective because emotionally engaged users often share their product-related experiences to express their identity, affiliations, and sense of belonging within a social community, in addition to informing others. Conversely, the intention to share has been defined as a conscious effort to disseminate self-generated or third-party content through online channels, typically driven by the source's credibility and expected social rewards [14]. Specifically for TikTok, it was found that users' attitudes toward user-generated content, perceptions of information quality, and source similarity influence the desire to share product-related videos [15], [16], [17], [18].

The present study aims to examine the influence of User-Generated Content and Online Brand Advocacy on the intention to share beauty-product content among TikTok users in Baubau City. The study is grounded in Uses and Gratifications Theory, which views audiences as active media users who select, interpret, and distribute content in order to satisfy needs related to information, personal identity, social interaction, and entertainment (Adistri & Rusman, 2024; Anum, 2025; Horton, 2021; Kasirye, 2021). The novelty of this study lies in its integration of UGC and OBA as simultaneous predictors of sharing intention within a local TikTok-beauty context that has received limited empirical attention. From this perspective, it is reasonable to propose that UGC significantly influences content-sharing intention, that Online Brand Advocacy significantly influences content-sharing intention, and that both variables simultaneously exert a significant effect. Accordingly, the study is limited to active TikTok users in Baubau aged 17–34 who have viewed and interacted with beauty-product content created by other users.

METHOD

This study employed a quantitative approach to examine the influence of more than one independent variable on a dependent variable. In line with the objective of the study, the design was explanatory in nature, as it aimed to assess the effect of User-Generated Content (UGC) and Online Brand Advocacy (OBA) on the intention to share beauty-product content among TikTok users. The population of this study comprised all active TikTok users in Baubau City who had viewed and interacted with beauty-product content. This study used a non-probability sampling technique, specifically purposive sampling, because not all members of the population had an



equal chance of selection and respondents had to meet specific criteria. The inclusion criteria were as follows: respondents had to reside in Baubau City, be between 17 and 34 years old, have viewed beauty-product content on TikTok created by other users, have engaged in at least one form of interaction such as liking, commenting, sharing, or saving beauty-related content, and have at least one favorite beauty product and be willing to recommend or review it positively on social media. Because the total population size was unknown, the sample size was determined using the Cochran formula. The calculation used a 95% confidence level with a z-score of 1.96, an assumed population proportion of 0.5, a complementary proportion of 0.5, and a margin of error of 10% (0.1). The resulting minimum sample size was 96.04, which was rounded to 96 respondents. In the final stage of data collection, 100 valid responses were obtained and included in the analysis.

Data were collected using a questionnaire distributed through Google Forms. A Likert scale was employed to measure respondents' perceptions and attitudes. In this study, the response categories were: Strongly Agree = 5, Agree = 4, Doubtful = 3, Disagree = 2, and Strongly Disagree = 1. This scale enabled the researcher to quantify attitudes toward UGC, online brand advocacy, and content-sharing intention in a consistent manner. Validity testing was conducted to determine whether each questionnaire item accurately measured what it was intended to measure. An item was considered valid if the calculated r-value was greater than the r-table value, whereas an item was considered invalid if the calculated r-value was smaller than the r-table value. Reliability was measured using Cronbach's Alpha with the assistance of SPSS. A variable was considered reliable if it produced a Cronbach's Alpha value greater than 0.60. The researcher circulated the questionnaire to 100 respondents after data was judged valid and reliable. The data was initially examined for classical assumptions using normality test, multicollinearity test and heteroscedasticity test. The variables under investigation may be examined using data analysis methods. Multiple linear regression was the method of data analysis employed in this investigation.

RESULTS AND DISCUSSION

Results

The validity test was conducted using item-total correlations through the Pearson Product-Moment method. The criterion for item validity was that the calculated r-value had to exceed the r-table value of 0.361. For the User-Generated Content variable (X1), all 16 questionnaire items were found to be valid. The calculated r-values ranged from 0.416 to 0.854, all above the critical threshold. This indicates that each item used to measure the dimensions of UGC was sufficiently correlated with the total score and could therefore be retained. For the Online Brand Advocacy variable (X2), all 12 items were also valid. The calculated r-values ranged from 0.477 to 0.803, again exceeding the r-table value of 0.361. For the dependent variable, content-sharing intention (Y), all 12 items were also found to be valid. The calculated r-values ranged from 0.705 to 0.909, well above the required cut-off. Overall, the validity test confirmed that all questionnaire items across the three variables met the required criterion and were suitable for subsequent statistical analysis. Reliability was examined using Cronbach's Alpha. A variable was considered reliable if the Cronbach's Alpha value exceeded 0.60. The results showed that the UGC variable had a Cronbach's Alpha value of 0.924, the OBA variable had a value of 0.903, and the content-sharing intention variable had a value of 0.957. All values were substantially above the required minimum threshold. These findings indicate that the questionnaire had high internal consistency and that the responses were stable and reliable for further inferential analysis.

The normality of the residuals was assessed using the One-Sample Kolmogorov-Smirnov test. The test produced an Asymp. Sig. (2-tailed) value of 0.200. Because this value was greater than the threshold of 0.05, the residuals were considered normally distributed. Multicollinearity was



evaluated using tolerance values and Variance Inflation Factor (VIF) values. For both UGC and OBA, the tolerance value was 0.641 and the VIF value was 1.561. This means that the two independent variables did not exhibit problematic levels of intercorrelation and could be included simultaneously in the regression model. Heteroscedasticity was examined using a scatterplot of residuals. The observed pattern showed that the points were dispersed both above and below zero on the y-axis and did not form a specific systematic pattern. Based on this result, the regression model was interpreted as not exhibiting heteroscedasticity. In this model, Y represents content-sharing intention, X1 represents User-Generated Content, X2 represents Online Brand Advocacy, and e represents the error term. The constant value of 4.578 indicates the expected value of content-sharing intention when both independent variables are held constant. The unstandardized coefficient for UGC was 0.307, while the coefficient for OBA was 0.497. Both coefficients were positive, indicating that increases in either UGC or OBA were associated with increases in the intention to share beauty-product content.

The standardized beta coefficients further clarified the relative strength of the relationships. The standardized beta for UGC was 0.343, whereas the standardized beta for OBA was 0.512. These values suggest that both variables contributed positively to the dependent variable, but that OBA had the stronger standardized effect within the model. The explanatory power of the regression model was assessed through the coefficient of determination. The model summary showed an R value of 0.768, an R Square value of 0.590, and an Adjusted R Square of 0.582. The R Square value of 0.590 indicates that 59% of the variance in content-sharing intention was explained jointly by UGC and OBA. The remaining 41% of the variance was attributable to other factors not included in the model.

Discussion

The first finding confirms that User-Generated Content has a positive and significant effect on the intention to share beauty-product content. This means that improvements in the quality, attractiveness, and relevance of UGC are followed by increases in users' intention to share beauty-related content on TikTok. This result indicates that content itself remains an essential driver of communication behavior in digital environments. Users are more likely to share content when they perceive it as authentic, informative, visually appealing, and interactive. In the beauty-product context, this is particularly relevant because users often seek visual proof, real life demonstrations, honest reviews, and relatable experiences before deciding whether a product is worth attention or recommendation. The dimensions of UGC used in this study source credibility, information quality, visual appeal, and interactivity therefore provide a meaningful explanation of why some beauty content becomes more shareable than others. From the perspective of Uses and Gratifications Theory, this finding reflects the fulfillment of informational and entertainment needs. The theory assumes that audiences are not passive recipients of media messages; instead, they actively select media that best satisfy their needs. In this study, respondents were predominantly female (80%) and largely from early to mid-Generation Z (53%), groups that are highly accustomed to visually rich and interactive digital environments. For these users, TikTok serves as more than a platform for passive viewing. It functions as a source of practical information and enjoyable content. When UGC is perceived as credible and aesthetically pleasing, it becomes more likely to be shared because it satisfies both cognitive and affective expectations.

The second major finding shows that Online Brand Advocacy has a positive and significant effect on the intention to share beauty-product content, and that this effect is stronger than that of UGC. This means that when users reach the stage of defending, promoting, or emotionally identifying with a beauty brand, their internal motivation to spread related content becomes substantially stronger. This result suggests that the willingness to share beauty-product content is



not determined only by content quality, but also by the user's affective relationship with the brand. When users feel proud of a brand, see it as part of their identity, or want others in their community to benefit from it, they become more active in circulating brand-related messages. In this sense, sharing intention becomes a form of advocacy behavior rather than a simple content reaction. TikTok users who act as brand advocates are not merely viewers; they become voluntary participants in the brand's communication process. Through the lens of Uses and Gratifications Theory, this phenomenon can be interpreted as the fulfillment of social integrative needs. The theory explains that users employ media not only to obtain information or entertainment, but also to strengthen social bonds and reinforce interpersonal relationships. In the present study, TikTok users in Baubau who function as brand advocates appear to use content-sharing behavior to help their communities, offer recommendations, and participate in collective consumption cultures. By sharing beauty-product videos they support, they satisfy the need to interact, advise, and strengthen their ties within the digital ecosystem.

The third finding shows that UGC and OBA simultaneously exert a positive and significant effect on content-sharing intention. This result indicates that the two variables work together rather than independently. The simultaneous test produced an F-value of 69.820 with a significance level of 0.000, confirming that both factors jointly explain users' intention to share beauty-product content. In addition, the coefficient of determination shows that the model explains 59% of the variance in content-sharing intention ($R^2 = 0.590$), while the remaining 41% is explained by other variables outside the model. This combined effect is theoretically meaningful. In practice, users may first evaluate beauty content based on UGC-related factors such as authenticity, informativeness, and visual quality. However, the decision to share becomes even stronger when such evaluations are accompanied by emotional attachment and advocacy toward the brand. Thus, the circulation of beauty-product content on TikTok appears to be driven by both content satisfaction and emotional engagement. When users perceive content as useful and the brand as worthy of support, their intention to share increases substantially.

The results of this study have both theoretical and practical implications. Theoretically, they extend the application of Uses and Gratifications Theory to a local TikTok-beauty context by showing that content-sharing intention is driven by informational, entertainment, and social integration motives simultaneously. Practically, the findings suggest that beauty brands should not focus only on producing attractive content, but also on encouraging emotional connection, user trust, and advocacy behavior among consumers. Brands that succeed in creating authentic user experiences and strong emotional loyalty are more likely to benefit from widespread organic sharing on TikTok. Overall, the discussion confirms that content-sharing intention among TikTok users in Baubau is shaped by an interplay of credible user-created content and emotionally grounded brand advocacy. This combination creates a participatory communication environment in which users become both consumers and distributors of beauty-product messages.

CONCLUSION

This study found that the two main factors influencing the desire to share beauty product content among TikTok users in Baubau City are user-generated content and online brand support; however, online brand support appears to be a stronger predictor. The study shows that users are more likely to share beauty content when they perceive it as credible, informative, visually appealing, and interactive. However, when they feel emotionally connected to a brand, are willing to recommend it, and are ready to defend the brand online, their desire becomes stronger. The results indicate that the distribution of beauty content on TikTok is influenced not only by content quality but also by user engagement,



social incentives, and relational commitment to the brand. By expanding research on digital communication, content-sharing intentions, and beauty marketing to the Indonesian context outside metropolitan areas—which have previously received little academic attention—this study contributes to the existing body of knowledge. Furthermore, this study underscores the importance of the Uses and Gratifications Theory in explaining active media behavior on short-form video platforms. Practically, these results suggest that if brands wish to increase organic sharing behavior, they should prioritize authentic, user-centered communication and strengthen customer advocacy. Analysis of additional variables, such as trust, electronic conversation, parasocial interaction, or purchase intent, could expand this research model. Furthermore, future research could compare different locations, product categories, or social media platforms.

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