

## **The Impact of Brand-Related User-Generated Content on Brand Positioning: A Study on Private Higher Education Institutes in Vietnam**

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**Abstract :** With the advent of social media, Vietnam has changed the way customers perceive the information about the brand. In the context of higher education, the adoption of social media has received attention with the increasing rate of social media usage among undergraduates. Brand-related user-generated content (UGC) on social media emphasizes the social ties between users and users' participation, which promotes the communication to build and maintain the relationship with the brands. Although brand positioning offers a significant competitive advantage, the association with brand-related user-generated content in social media with brand positioning in the context of higher education is still an under-researched area. Accordingly, using social identity theory and social exchange theory, this research aims to deepen our understanding of the influence of brand-related user-generated content on brand positioning and purchase intention. Employing a quantitative survey design, 384 Vietnamese undergraduates were selected based on purposive sampling. The findings suggest that brand-related user-generated content influence brand positioning and brand choice intention. However, there is a significant mediating effect of the reliability and understandability of the content.

**Keywords :** brand positioning, brand-related user-generated content, emerging countries, higher education

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