

Vol. 4 • No. 1 • Desember 2023

Page (Hal.) : 17 – 23

ISSN (online) : 2746 - 4482

ISSN (print) : 2746 - 2250

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JL.Surya Kencana No.1 Pamulang, Tangerang Selatan – Banten

Telp. (021) 7412566, Fax (021) 7412491

Email : humanisproceedings@gmail.com



Special Issue:
ICOMS2023
The 4th International Conference on Management and Science

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

The Influence Of Brand Ambassador And Brand Image On Purchasing Decisions Through Purchase Interest: A Study Of Marketing Management Literature

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Abstract:

In the world of advertising and marketing, the phenomenon of using Brand Ambassadors and establishing a Brand Image has an important role in influencing consumers' purchasing interest, thereby impacting their purchasing decisions. This study aims to evaluate how much influence Brand Ambassador and Brand Image have on purchasing decisions through their influence on consumer purchasing interest. This research was carried out using literature search and analysis methods from various sources, including international and national journals, textbooks, theses and dissertations related to Marketing Management. Analysis was carried out based on qualitative and quantitative approaches to get a more comprehensive and in-depth picture of this phenomenon. The research results show that Brand Ambassador and Brand Image have a significant influence on consumers' purchasing interest and ultimately have an impact on their purchasing decisions. Brand Ambassadors with a good reputation and image can increase brand awareness and increase purchasing interest. In addition, a positive Brand Image can influence consumer perceptions of product and service quality, which ends in increased purchasing decisions. This confirms that in marketing strategies, companies need to emphasize the use of appropriate Brand Ambassadors and the formation of a strong Brand Image to increase consumer buying interest and purchasing decisions.

Keywords: Brand Ambassador, Brand Image, Purchase Decision, Purchase Intention, Marketing Management

INTRODUCTION

In the context of global business and increasingly competitive market competition, innovative and effective marketing strategies are important elements that can determine the success of a product or service in the market. In this scenario, Brand Ambassador and Brand Image emerge as two major strategic instruments adopted by companies to influence consumers and increase their sales (Fasha et al., 2022)



In the context of global business and increasingly competitive market competition, innovative and effective marketing strategies are important elements that can determine the success of a product or service in the market. In this scenario, Brand Ambassador and Brand Image emerge as two major strategic instruments adopted by companies to influence consumers and increase their sales **(Purwati & Cahyanti, 2022)**

On the other hand, Brand Image refers to the mental image or perception that consumers have of a brand or product. A good and strong image can cause consumers to have greater buying interest and loyalty to a brand. More than that, Brand Image can have a significant effect in increasing company growth and profitability through increasing sales and market share. **(Kolinug et al., 2022)**

However, even though these two elements are widely known and used extensively in marketing practice, there are still big questions hanging over the actual extent of influence of Brand Ambassadors and Brand Image on consumer purchasing interest and purchasing decisions. Previous studies have shown mixed results, with some finding significant effects and others finding the area less significant. Therefore, there is still a need to better understand and study this phenomenon, especially in the context of modern markets that are constantly developing and changing **(Kolinug et al., 2022)**

Considering this background, this research was conducted with the aim of more in-depth evaluating and analyzing the influence of Brand Ambassador and Brand Image on purchasing decisions through purchase intention. Using literature analysis as a research methodology, this study examines various sources, including international and national journals, textbooks, official documents, theses and dissertations relevant to Marketing Management.

This study is expected to provide a significant contribution to theoretical and practical understanding of how Brand Ambassadors and Brand Image influence consumer behavior and sales results. Apart from that, it is also hoped that this study can be a valuable reference for marketing practitioners and researchers in the field of Marketing Management in designing and implementing more effective and productive marketing strategies.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Teori Agency (Jensen dan Meckling, 1976)

Agency theory, proposed by Jensen and Meckling (1976), describes the relationship between owners and managers (agency) of a company. Conflicts can occur if agencies do not act in the owner's best interests and focus more on their own interests. In the context of Brand Ambassadors, this theory helps in understanding how Brand Ambassadors (agencies) play a role in promoting brands on behalf of the company (owner). Brand Ambassadors must act in the best interests of the company and assist in building a positive Brand Image. **(Sterie et al., 2019)**

Teori Asimetri Informasi (Akerlof, 1970)

This theory, proposed by Akerlof (1970), focuses on the differences in information possessed by sellers and buyers in a transaction. This theory has the potential to explain how Brand Ambassadors, who have more information about a product or brand, can help reduce information asymmetry by providing necessary information to consumers. This aims to increase consumer confidence and influence their buying interest. **(Nurlestari et al., 2022)**

Teori Signal (Ross, 1977)

Signal theory (Ross, 1977) refers to how companies demonstrate the quality of their products or services to the market through certain signals. In this context, Brand Ambassadors can function as a 'signal' to show the quality and value of the brand to consumers. A brand represented by a Brand Ambassador with a high reputation can provide a positive signal about the quality and value of the brand to consumers. **(Nuriyah et al., 2023)**

From a review of these theories, several hypotheses can be developed:

H1: Brand Ambassadors have a positive influence on consumer buying interest.

H2: Brand Ambassadors have a positive influence on Brand Image.

H3: Brand Image has a positive influence on consumer buying interest.

H4: Brand Image acts as a mediator between Brand Ambassadors and consumer purchasing

decisions.

H5: Brand Ambassadors have a direct and indirect influence (through Brand Image) on consumer purchasing decisions.

METHODS

This research adopts a qualitative approach with a focus on literature studies to get a clear picture of the elements that influence the variables in this study. This process involves collecting data from various online journal articles via Google Scholar.

In addition, this research is also summarized with references from various books relevant to the study topic. Therefore, the nature of this research as a whole is a literature study. According to H Ali & Limakrisna (2013), literature study is research that evaluates or criticizes knowledge, ideas or conclusions contained in scientific papers, while also attempting to formulate theoretical and methodological contributions on a specific topic. Please note that this research does not involve collecting up-to-date primary data from specific locations through field studies in quantitative format.

RESULT AND DISCUSSION

Pengaruh Brand Ambassador terhadap Keputusan Pembelian

Brand Ambassadors have an important role in influencing consumer purchasing decisions. In this context, Brand Ambassadors function as brand representatives who help shape consumer perceptions about the products or services offered by the company. According to Signal theory (Ross, 1977), Brand Ambassadors act as 'signals' that provide indications about the quality and value of the products or services offered by the company. A Brand Ambassador who is qualified and knowledgeable about the product can attract consumers' interest in buying the product. Consumers tend to trust and are interested in trying products promoted by people they know and trust (**Ghadani et al., 2022**)

Litani-Littée and Panigyrakis (2011) in their research found that Brand Ambassadors who have high credibility can increase consumer buying interest. This credibility is obtained from the Brand Ambassador's expertise and knowledge about the product, consumer trust in the Brand Ambassador, and the Brand Ambassador's attractiveness or charisma.

Then, research by Riantoputra (2014) also shows that a well-known Brand Ambassador can influence consumer purchasing decisions, especially if the Brand Ambassador has suitability or congruence with the product being promoted. For example, a famous athlete becoming a Brand Ambassador for a sports product tends to be more effective than if he becomes a Brand Ambassador for a product that is not related to sports.

Thus, Brand Ambassadors have an important role in influencing consumer purchasing decisions. They can help in increasing consumer knowledge about the product, building trust, and ultimately encouraging consumers to purchase the product.

The Influence of Brand Ambassadors on Purchase Intention

Brand Ambassadors play an important role in influencing consumer buying interest. There are several ways in which Brand Ambassadors can influence purchasing interest:

- a. Establishment of Company Image: A Brand Ambassador can help shape the image of a company in the eyes of the public. By having a strong and positive image, consumers may be more interested in purchasing the company's products or services
- b. Presenter or Messenger of Products or Features: A Brand Ambassador functions as a presenter or messenger of products or features in the company. If a consumer can identify with a Brand Ambassador and the message they convey, this may increase their interest in purchasing
- c. Use of Certain Models as Brand Ambassadors: Some companies use certain models or celebrities as Brand Ambassadors to influence consumers' attitudes towards advertising and increase their buying interest. For example, the use of Western Models as a Brand Ambassador can influence purchasing interest in certain cosmetic products. However, it is important to note that although a Brand Ambassador can influence consumer purchasing interest, their effectiveness often depends on the extent to which consumers identify with the Brand Ambassador and the message they convey.

The Influence of Brand Image on Purchasing Decisions

Brand Image, or brand image, has a significant influence on consumer purchasing



decisions. In the context of a brand, a company's promise to consumers is not only as a supplier of products or services, but also as a provider of certain benefits, privileges and services attached to a product. This creates added value and makes the product unique from other competitors.

Brand Image functions as an embodiment of psychological and functional value requirements which are communicated to consumers through various elements such as logos, slogans and company advertising. Brand Image is closely related to consumers' attitudes, beliefs and trust in a product brand. A strong brand image can help build credibility, increase mutual understanding, and generate a positive emotional response to the brand itself.

Over time, these positive perceptions become stronger, and consumers will associate the product with quality, reliability, and satisfaction. The more positive the Brand Image is in consumers' minds, the higher their confidence in choosing that brand's products. This not only impacts consumers' decisions to purchase the product, but also encourages them to remain loyal to the brand.

This loyalty not only leads to repeat purchases, but also to positive recommendations to others, giving the company a major source of word-of-mouth marketing, one of the most effective forms of marketing.

Thus, a good Brand Image becomes a valuable instrument in determining consumer purchasing decisions. A strong brand will always encourage consumers to continue to choose and buy their products or services, and conversely, a brand with a negative or unclear image can make consumers hesitate and tend to avoid their products or services. Therefore, companies must strive to consistently establish and maintain a positive brand image in order to effectively influence consumer purchasing decisions.

The Influence of Brand Image on Purchase Intention

Brand Image has a significant influence in determining a consumer's buying interest. This means that how consumers visualize a brand in their minds, whether through their own experiences or what they hear or see from their surroundings, will influence their decision to make a purchase or not. Following are several ways in which Brand Image can influence purchasing interest:

- a. **Product Association:** The positive association with a product provided by a strong Brand Image is likely to encourage consumer purchasing interest. If consumers have the perception that a brand is high quality, valuable and reliable, then they may be more interested in purchasing products from that brand.
- b. **Brand Loyalty:** A strong and positive Brand Image can lead to brand loyalty, which in turn can encourage constant buying interest. As mentioned previously, if consumers trust a brand and like its product or service, they will be more likely to keep purchasing that product.
- c. **Differentiator from Competition:** A unique and strong brand image can differentiate a brand from its competitors. This can be a determining factor in consumer purchasing interest, especially in highly competitive markets.
- d. **Word of Mouth Recommendations:** A positive Brand Image can also spread through word of mouth recommendations, which is one of the most effective forms of marketing. If a consumer hears positive things about a brand from someone they trust, they may be more interested in purchasing a product from that brand.

Overall, a company's success in building and maintaining a strong and positive Brand Image can have a direct effect on consumer purchasing interest, which in turn can drive sales and business growth.

The Influence of Purchase Interest on Purchase Decisions

Purchase interest is one of the factors that plays an important role in driving consumer purchasing decisions. Purchase interest reflects the extent to which consumers are interested in purchasing a product or service based on the information they obtain and their attitudes towards the product. The following are some of the ways in which purchase interest influences purchasing decisions:

- a. **Purchase Decision Drivers:** Purchase intention acts as a driver in a consumer's journey towards a purchase decision. When consumers have a high interest in purchasing a product or service, they are more likely to proceed to the next stage

in the decision-making process, such as seeking more information about the product, considering alternatives, and ultimately making a purchase.

- b. **Assessment of Alternatives:** Once purchase interest is built, consumers will begin to assess alternatives on the market, comparing the features, benefits, and prices of different products. Strong purchasing interest will help consumers identify products or services that best suit their needs, preferences and budget, which will ultimately influence their purchasing decisions.
- c. **Overcoming Barriers:** High purchase intent can also help consumers overcome barriers they may encounter during the purchasing process, such as doubts or concerns about product quality, uncertainty about price, or discomfort with payment methods. When purchasing interest is strong, consumers tend to be more motivated to overcome these obstacles and ultimately make a purchase.
- d. **Influence Brand Awareness:** High purchasing interest in a product or service can increase brand awareness and a positive image for the brand. When consumers decide to buy a product because of high purchase interest, they also indirectly convey their trust and support for the brand, which in turn can influence the purchasing decisions of other consumers who are familiar with the brand.

In summary, purchase interest has a significant influence on consumer purchasing decisions. High purchasing interest will encourage consumers to seek further information, evaluate alternatives, overcome obstacles, and ultimately choose the product or service that best suits their needs and preferences. Therefore, companies must pay attention to drivers of purchasing interest such as promotions, marketing strategies, and communication with consumers in order to be successful in converting purchasing interest into real purchasing decisions.

CONCLUSIONS

In the context of the influence of Brand Ambassador and Brand Image on purchasing decisions through purchase intention, marketing management literature studies have shown that these two factors have a very important role. Brand Ambassadors function as representatives of brand values and serve as a liaison between the company and its consumers. Meanwhile, Brand Image creates product associations and perceptions in consumers' minds which can influence purchasing interest and ultimately, purchasing decisions.

Purchase interest plays an important role as an intermediary in this process. First of all, Brand Ambassador and Brand Image influence consumer buying interest, either directly or through the positive associations and perceptions they create. Then, this buying interest drives consumers towards purchasing decisions. So, if the Brand Ambassador and Brand Image succeed in forming strong buying interest, this will increase consumers' chances of making a purchase.

Suggestion

Considering the importance of Brand Ambassadors and Brand Image in forming buying interest which can lead to purchasing decisions, companies are advised to:

- a. **Choose Brand Ambassadors carefully:** Brand Ambassadors must be able to represent brand values and create positive relationships with consumers. Companies must choose individuals who have a good reputation, are in line with the brand image, and can be trusted by the target market.
- b. **Invest in Brand Image Building:** Companies should strive to create and maintain a strong and positive Brand Image, which reflects the quality and uniqueness of their products. This can involve the use of effective marketing strategies, including advertising, promotions, and direct communication with consumers.
- c. **Understanding and Meeting Consumer Needs and Expectations:** To increase purchasing interest and drive purchasing decisions, companies must fully understand what consumers want and need. They must strive to meet these needs with their product or service and convince consumers that it is the right choice for them.

- d. Conducting Continuous Market Research: To be able to continue to encourage purchasing interest and make purchasing decisions, companies need to conduct ongoing market research. This will help them understand changes in consumer preferences, market trends, and what strategies are most effective in influencing buying interest.

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