

The Influence of Brand Image and Brand Ambassadors on Consumer Purchase Interest in Scarlett Products

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Abstract

This research aims to find out whether there is an influence that brand image and brand ambassadors have on consumer purchasing decisions. In this research, researchers used quantitative research methods with causal research. In this research, the target population and sample are women and men who use products from the Scarlett company. The sampling technique used by researchers is purposive random sampling. The sample size was 50 respondents. In this research, the data collection techniques used by researchers were observation and questionnaire techniques. In this research, researchers used the IBM SPSS version 26 program with the aim of analyzing data and calculating statistics on a Windows basis. This research uses multiple regression analyses. The results showed that corporate image, user image, product image, and brand ambassador increased purchasing decisions. With consistent and continuous promotions by brand ambassadors, company can experience a significant increase in sales. Consumers who are interested and confident in the brand will be more likely to buy the company's products. By using brand ambassadors who are well-known and have a wide network, companies can increase the level of public awareness of their brand. Brand ambassadors will promote the brand continuously through social media, events, and shows, thereby creating greater exposure for the brand. People are more interested in and likely to pay more attention to brands promoted by someone they know or admire.

Keywords: brand image, brand ambassadors, purchasing decisions.

INTRODUCTION

In this era of globalization, technological developments are increasing rapidly and have many impacts on various industrial sectors. Technological developments in the industrial sector require business people to continue to innovate to create new products to be able to compete with competitors, thus causing the emergence of many new and varied industries.

The existence of new industries can certainly be a good step for Indonesia, especially to improve the economy and absorb employment opportunities for human resources in Indonesia. It was recorded by the Central Statistics Agency (BPS) that the Indonesian economy increased in the second quarter of 2022 by 5.44% (yoy) compared to the previous quarter of 5.01% (yoy). This increase indicates the emergence of many new innovative products in the industrial sector, especially in the fast-moving consumer goods (FMCG) industry.

Fast-moving consumer goods (FMCG) is an industry that must produce products that consumers demand quickly. This is because the products produced sell quickly because consumers consume them regularly and at prices that can be said to be low. One example of a fast-moving consumer goods (FMCG) product is personal care products. Personal care products are produced to meet consumer demand for their needs for caring for, cleaning, and beautifying themselves. Where, having an attractive appearance is a need for everyone, both men and women. To have a perfect appearance not only in terms of clothing but also physically, especially the face and body. Everyone uses various ways to care for and beautify themselves. Choosing the right beauty and body care products is one practical way that can be done.

Through the progress of globalization, beauty and body care products are increasingly experiencing rapid development. The influx of various beauty and body care innovations from other countries is becoming easier for the public to obtain and accept. This innovation ultimately gave rise to various brands of beauty and body care products with various variants sold on the market. The International Cosmetic Club stated that the influx of imported cosmetics and body care has reached IDR 4 billion to IDR 10 billion every month. Meanwhile, for the global sector in Indonesia, according to the Indonesian Cosmetics Association (Petosmi), cosmetics sales can reach up to IDR 40 billion a month. The emergence of skincare as a personal care product has become a trend that is currently in great demand by many people. Skincare is a series of skin care products that are useful for caring for, repairing, and maintaining the condition of the skin so that it remains in optimal condition. Cosmetic trends in Indonesia in 2021, especially skincare, will experience significant growth. Where consumer demand has reached 70%, making Indonesia one of the largest cosmetics markets, especially skincare, in the world,

The Republic of Indonesia Food and Drug Supervisory Agency (BPOM) recorded that there were 913 cosmetic industries in July 2022. This number increased by 20.6% from 2021 for 819 cosmetic industries. With such a large number of cosmetics industries, every cosmetics company must think creatively to increase awareness of their company in society. Ways that companies can increase their awareness include utilizing brand image and brand ambassadors. In this way, the public will pay more attention to the company. Brand image is a perception that appears in consumers' minds based on whether a brand is good or bad and is remembered based on experiences and information they have experienced or know. Brand image can also be interpreted as the public's perception of the identity of a brand. Almost all business people agree that brand image is a very important indicator in determining the

success of a brand or product. Brand image is also very influential in determining marketing success. This is because a good brand image builds a sense of trust in consumers to use the company's products. Consumer trust in a company's brand can be proven through repeat purchases made by consumers. Therefore, if the company's brand image in the eyes of consumers is bad, it is unlikely that consumers will use the company's products or services again.

Consumer buying interest is not only influenced by brand image, but there are other factors, namely brand ambassadors. In the past, companies used word-of-mouth marketing, which focused on providing the best possible service to consumers. If they are satisfied, it is hoped that they can spread their testimonials to other people. However, with the times and more frequent use of social media, word-of-mouth has been modified into new forms. Word-of-mouth has now entered the era of brand ambassadors. A brand ambassador is a famous person, such as an actor, musician, or public figure, who promotes a brand within their network, either online through social media or offline through events, performances, and so on, with the aim of increasing brand awareness and sales of the brand. Brand ambassadors will promote a brand continuously within a predetermined contract period. Utilization of brand ambassadors has effective results. This is because, with brand ambassadors, company awareness can increase, and people, both those who already use the company brand and those who have not, will pay more attention to the company. This will, of course, have an effect on increasing consumer interest in company products. Choosing the right brand ambassador will have a positive impact on increasing demand for company products. This strategy of utilizing brand image and brand ambassadors is implemented by the company. This strategy certainly has a positive impact on consumer demand for the company's products.

In 2020, Scarlett Company experienced a decline of 30.8% compared to 2019. Even in 2021, Scarlett also experienced a decline of 12.6%. These two facts show the tight competition in the cosmetics industry in Indonesia. By utilizing brand image and brand ambassador strategies to increase sales. Scarlett itself is a skincare product owned by one of the Indonesian artists, Felicya Angelista. This company, which was founded in 2017, has been verified by the Food and Drug Supervisory Agency (BPOM) as safe for use on the skin for daily care. This product also claims that it is safe for pregnant and breastfeeding women and does not use substances that are harmful to the skin, such as mercury or hydroquinone. Apart from that, the owner of this product also proves the efficacy of the product with beautiful and healthy skin. Moreover, this is supported by the fact that the product has not been involved in any scandals with consumers to date. So, through these various factors, customers can create more loyalty towards their products.

Apart from utilizing brand image, we also implement a strategy to utilize brand ambassadors. We have collaborated with Korean actors as brand ambassadors, namely Song Joong Ki, which was announced on September 5, 2021, and the Korean Girl Group, namely Twice, which was announced on October 16, 2021. Of course, by using Song Joong Ki and Twice as brand ambassadors, sales of Scarlett products will increase. This is because fans will

buy products related to their idols. In a survey conducted by *compas.co.id* in the second quarter of 2022, Scarlett had the highest market share, namely 11.32%. This brand also has total sales reaching IDR 40.9 billion until June 2022. This certainly proves the success of implementing the brand image and brand ambassador strategies implemented by the company.

METHOD

Data collection, processing, analysis, and presentation activities are carried out systematically and objectively to solve a problem or test a hypothesis to develop general principles. In this research, researchers will use primary sources of information, where they will conduct surveys directly without changing or providing additional interpretations of the answers from survey respondents. In this research, researchers used quantitative research methods because, in taking data sources for research, they distributed questionnaires to research objects, namely Scarlett skincare users, with a Likert scale. In this research, researchers will apply causal research, or cause-and-effect relationships. In this research, the target population and sample are women and men who use products from the Scarlett company. The sampling technique used by researchers is purposive random sampling. The sample size was 50 respondents. In this research, the data collection techniques used by researchers were observation and questionnaire techniques. In this research, researchers used the IBM SPSS version 26 program with the aim of analyzing data and calculating statistics on a Windows basis. This research uses multiple regression analyses.

RESULT AND DISCUSSION

Brand image refers to the perception that consumers have of the name or brand of products and services offered. In building this good perception, of course, consumers need to have a connection with the brand. Therefore, brand image has a close relationship with consumers, which encourages them to make decisions about the purchases they make. A positive brand image can help build consumer trust in the brand. When consumers have trust in a brand, they are more likely to make purchases from that brand. This is supported by a survey, in which 45.9% of respondents strongly agreed that the existence of a brand image builds trust in consumers, and others stated that they agreed with this. In addition, a unique and different brand image can help brands differentiate themselves from their competitors.

Consumers tend to be attracted to brands that have a strong identity and are different from others. This can influence consumer purchasing decisions. Then, previous customer interactions with the brand can affect brand image. If consumers have a positive experience with a brand, they are more likely to make a repeat purchase in the future. The positive impact produced by brand image is supported by the results of a survey conducted, namely, 56.1% stated that they strongly agreed that brand image encourages consumers to make purchases, and another 43.9% stated that they agreed with this. So, this proves that brand image influences consumers' decisions about purchasing products.

A brand ambassador refers to someone who can represent a company and provide information and talk a lot to consumers so as to have a big impact on product sales. Most respondents chose numbers 3 and 4, which indicated they agreed that respondents were interested in buying a product because of the influence of the brand ambassador. With consistent and continuous promotions by brand ambassadors, Scarlett's company can experience a significant increase in sales. Consumers who are interested and confident in the brand will be more likely to buy the company's products. Most respondents chose numbers 3 and 4, which indicated they agreed that the brand ambassador's message was trustworthy. When a famous figure becomes a brand ambassador, consumers tend to feel more trust in the brand. An endorsement from someone with a good reputation can provide legitimacy and trust for a brand. Thus, consumers will feel more comfortable and confident in buying products.

Meanwhile, it is known that most respondents chose numbers 3 and 4, which indicate they agree that brand ambassadors are experts in marketing products. The presence of a famous brand ambassador can attract public attention. People are more interested in and likely to pay more attention to brands promoted by someone they know or admire. Moreover, a brand ambassador is used to doing public speaking so that the various value propositions of a brand can be conveyed well. This can help companies attract the interest of potential consumers who may not have previously paid attention to their brand. Furthermore, most respondents chose numbers 3 and 4, which indicates they agree that they tend to choose products that have brand ambassadors. They tend to trust the brand more because the brand ambassador is a public figure who is admired by many people.

Then most respondents chose numbers 3 and 4, which indicated they agreed that brand ambassadors helped respondents make decisions. Brand ambassadors have an important role in consumer decision-making, and they will, of course, make decisions based on the ambassador's preferences. Selecting the right brand ambassador is very important to achieve effective results. Brand ambassadors must be consistent with the brand's values and identity and have an appeal that suits the company's target audience. With the right strategy, using brand ambassadors can be an effective tool for increasing brand awareness and sales of company products.

CONCLUSION

Researchers concluded that product consumers felt that corporate image, user image, product image, and brand ambassador increased their purchasing decisions. With consistent and continuous promotion by brand ambassadors, companies can experience a significant increase in sales. Consumers who are interested and confident in the brand will be more likely to buy the company's products. By using brand ambassadors who are well-known and have a wide network, companies can increase the level of public awareness of their brand. Brand ambassadors will promote the brand continuously through social media, events, and shows, thereby creating greater exposure for the brand. People are more interested in and likely to

pay more attention to brands promoted by someone they know or admire. This can help companies attract the interest of potential consumers who may not have previously paid attention to their brand. Then, when a famous figure becomes a brand ambassador, consumers tend to feel more trust in the brand. An endorsement from someone with a good reputation can provide legitimacy and trust for a brand. Thus, consumers will feel more comfortable and confident in buying products. The positive impact of increasing brand awareness, public attention, and consumer trust is an increase in demand for company products.

The advice that researchers can give for the development of science is to continue to develop our insight. The development of the times forces us as humans to continue to adapt and develop science, considering that problems will continue to grow in complexity. This is no exception in the world of industry and business. We hope that all the processes and results obtained from this research can develop scientific knowledge and become the basis for subsequent research on the same topic. The advice that researchers can give to companies is to look for the right marketing strategy for branding and marketing their products. Know that the right strategy can significantly increase a company's profitability. Therefore, with this research, it is hoped that companies will be able to consider using brand ambassadors in their businesses.

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