

The power of a brand ambassador twice influences brand image and purchase intention on Scarlett whitening beauty product

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ABSTRACT

Many beauty products, including Scarlett Whitening products, use brand ambassadors in their promotions. One of the hype beauty products among Indonesians is Scarlett Whitening by Felicya Angelista. Regarding the influence of brand ambassadors on purchase intention, previous studies have shown inconsistent results. This research aims to determine the power of brand ambassadors in influencing brand image and purchase intention for Scarlett Whitening beauty products. This research replicates previous model by differentiating the research context. The concepts used to support this research are brand ambassador, brand image, and purchase intention. The object of this research is Scarlett Whitening's product. Data were collected using questionnaires distributed through Google Forms to 151 respondents who had ever bought and used Scarlett Whitening, selected judgmentally. Using Structural Equation Modeling (SEM) with the help of WarpPLS 8.0 as the data analysis tool, the study found that brand ambassadors' power positively influences the brand image and purchase intention. The author suggests companies consider adding product variants for other skin types. Future researchers can add or use different variables to enrich these research findings.

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1. Introduction

The industrial world is proliferating in Indonesia, especially in the beauty industry. This proliferation proves that there is increasingly fierce competition in the business world, including the beauty industry. Increasing consumer demand and purchase intent can be done with the level of beauty products that already exist in e-commerce, especially in Indonesia, namely Scarlett Whitening products. Scarlett Whitening is one of the local beauty care brand products founded in 2017 by Felicia Angelista. It has the motto Beringin Abadi as a body care product, facial care, and hair care. In addition, Scarlett's products have been tested by BPOM RI. This official account, as a Scarlett Whitening product, has sales with an average of 10,000+ products sold. The official account has been followed by 4.2 million followers with a total rating of 4.9 (3.1 million ratings).

The tough beauty competition in Indonesia creates competition between companies. Thus, each company designs a marketing strategy using the brand ambassador method to attract the interest of consumers. Brand ambassadors usually use artists. Brand ambassadors are tools to communicate so that each individual can increase sales [2]. The selection of brand ambassadors can influence consumers to buy a product and influence the resulting response in deciding desires [3]. Therefore, to reach a large number of consumers, companies can rely on well-known figures as brand ambassadors, for example, girl bands [4].

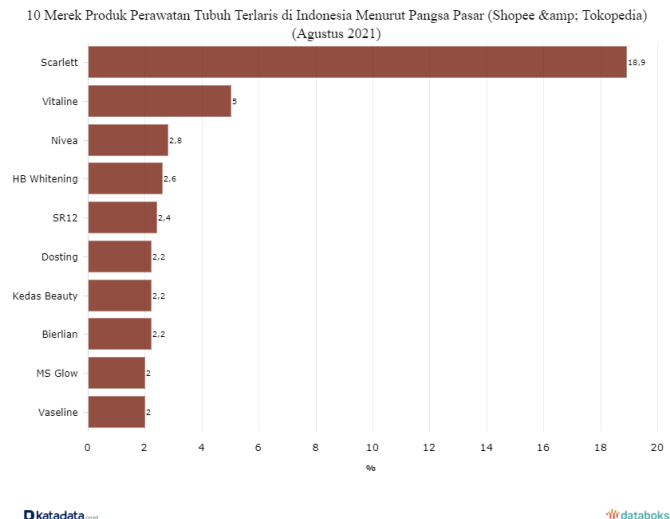


Fig. 1. Potential Market for Indonesian Cosmetic Products

Source: Rizaty (2021)

With the enthusiasm of the people with the Korean Wave, especially Korean Pop and the Scarlett Whitening beauty product owner, is interested in taking advantage of this opportunity [5]. Twice, which is a girl band from South Korea from JYP Entertainment, will become the official brand ambassador on October 16, 2021. This can become Scarlett Whitening's branding at the end of 2021 apart from producing quality products. The following is a promotional pamphlet for Scarlett Whitening with Twice as the brand ambassador [6]. It is known that Scarlett also hooked up with a famous actor from South Korea, namely Song Joong Ki as a brand ambassador a few months ago. By cooperating with two well-known parties, namely Twice and Song Joong Ki, it can be estimated that the monthly income from selling Scarlett products will greatly increase.

This research was conducted because of the inconsistency of previous research results, Including: Wulandari et al., (2021), Anandyara & Samiono (2022), and Rahayu & Jamiat (2021) find no positive influence from the brand ambassador on purchase intention. In contrast, Oktaviani & Zainurossalamia (2021a) and Sabella et al., (2022) found a significant and positive impact.

It can be seen that previous research show inconsistency results regarding the impact of brand image on purchase intention. This inconsistency motivates the authors to conduct the same research to find which one is applied to the Twice relationship, as brand ambassador, with Scarlett Whitening beauty products. In short, this study is purposed to uncover whether as brand ambassador Twice has the power to influence consumer intention to purchase Scarlett Whitening products.

2. Theoretical Framework

2.1. Brand Ambassador

Brand ambassadors are people who like a product and consumers to buy products. The purpose of using brand ambassadors for companies is to influence customers to buy the product [12]. In general, brand ambassadors are representatives of brands who can strengthen [13]. Brand ambassadors are people who represent a product as well as the company in communicating the product, according to Andrews & Shimp (2018), Brand ambassadors are symbols of cultural identity that are used as marketing tools so that the product can be representative. Royan (2016) emphasized that brand ambassadors are those who trust and represent a particular product, as stated [15]. Brand ambassadors usually have passion for the brand, want to represent it, and even voluntarily share information about it [16].

According to Lea-Greenwood (2012), brand ambassadors have five characteristics: (1) Transference is a celebrity who provides brand support related to the brand's profession; (2)

Congruence, this indicator ensures that celebrities have compatibility and similarities between brands and brand ambassadors; (3) Credibility is when consumers can see a brand ambassador has the ability and insight to provide information that consumers can trust; (4) Attraction is a non-physical appearance that can generate interest in supporting a product or advertisement; and (5) Power is the process of building brand influence of ambassadors to product promotion so that it can influence and persuade consumers to buy and use the product being advertised.

2.2. Brand Image

According to Macrae (1998) explain that product image is a consumer's understanding or view of a brand associated with the brand so that consumers can remember it. Creating a positive brand image requires intense marketing activities in the consumer's memory and benefits the brand. Brand image is the state in which consumers think and feel specific brand characteristics so that it can generate purchase intentions and properly increase brand value [18]. Zabochnik (2018) explained the brand image as a tool for associating consumers with a predetermined brand. Brand image is the consumers' perspective as a picture of a brand. Yohana et al., (2020) pointed out that brand image is a set of associations consumers have with a particular brand. Brand image is a consumer's perspective on a brand as a picture of a brand [21],[22]. Brand image must convey benefits and position typical products. In the event of competing offers looking the same, buyers perceive the difference to distinguish the image of the product [23].

According to Aaker (1991) stated that the affiliation associated with a brand could be associated with various things as follows: (1) Product attributes are a positioning strategy that is often carried out to associate the characteristics of a product. If there is art in the product attribute, the association can be interpreted directly in the reason for purchasing a brand to develop associations effectively; (2) Intangible attributes are associations that cannot be compared and are not measurable; (3) Customer benefits. Benefits can be divided into two parts [25]. They are rational and psychological benefits. Psychological benefits are closely related to intangible attributes and the feeling generated when consumers buy the product. Meanwhile, rational benefits are closely related to the attributes of a product; (4) Relative price is a brand that usually only exists in one price category to define the position of the brand clearly; (5) Usage is the approach of associating a brand with an application or customer of the product; (6) User/Customer is an approach of associating a brand with the type of customer of the product; (7) Famous people/Audiences that is associating a famous artist or party with a particular brand so that it can move the strong association that the artist has. Lifestyle or Personality that associates the brand with the personality patterns of the brand's consumers; (8) Product class. Brands are associated based on their product class; (9) Competitors. Create the view that a brand has the same advantages as competing brands if competitors have a strong presence in the market, and it is not easy to surpass it; and (10) Country / Geographic region. A country can become a potent symbol if it has a close relationship with products, materials, and capabilities [26].

The sources in this study use the concept of Aaker (1991), which is the type of associations using product attributes. Then proceed with a preliminary study conducted by looking at reviews of the e-commerce Shopee official store Scarlett Whitening.

2.3. Purchase Intention

Purchase intention comes up in the minds of consumers who have the desire, opportunity, plan, or willingness to buy a product. Purchase intention comes from a way of learning styles and mindsets that create understanding [27],[28]. According to Simamora (2022), purchase intention manifests in many forms: goal intention, purchase expectation, implementation intention, and purchase plan. Purchase is the behavior of a consumer who chooses a particular product according to the use, experience, and interests of the product [30]. Purchase intention relates to the behavior of each consumer, which is used as a form of response to the object shown by the desire of each consumer to make the purchase [31]. Purchase intent is a consumer behavior that reflects a commitment to purchasing goods and services [32]. Riyadini & Krisnawati (2022), purchase intention refers to the effort to purchase a brand and is usually based on the congruence of purchase motives with brand attributes or characteristics.

Gollwitzer (1999) describes two types of implementation intentions. The first is goal intention, which consists of desires, goals, or plans to achieve the goal. For example: "I want to shop online through Shopee." The second implementation intention is defined as an "if-then" plan that combines

considerations in the form of acceptable action options or critical moments that encourage actions and responses that are considered to achieve the desired goals or results. For example: "When the weather is nice, and my body is in good shape, I decide to run for at least 30 minutes every morning".

Gollwitzer (1999) also says that the formation of purchase intention in the form of an effective implementation intention is divided into three domains as follows: (1) Precision is in the selection of parts and is the intention of implementation. Planning already exists, but it is not very effective when relevant responses are not maximally defined, so they may not provide any benefit in increasing the availability of critical and automatic cues of responses in making a plan that is considered appropriate and appropriate; (2) Forming multiple implementation intentions [35]. It takes people who engage in various behaviors and face many self-regulation problems to achieve complex goals. An example is forming more than one if-then plan by providing feasible, non-overlapping, appropriate, instrumental components to form multiple implementation intentions that can achieve the goal; and (3) Format of implementation intentions [36]. The if-then format is important for planning so that it has a contingent format. The use of the if-then format in an induction because it has an implementation intention to provide certainty a relatively strong implementation intention.

2.4. Conceptual Framework

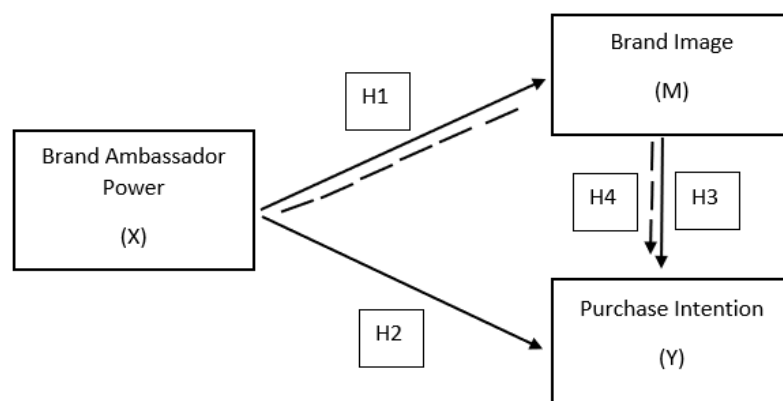


Fig. 2. Conceptual Framework

2.4.1. The Power of Brand Ambassadors Influence on Brand Image

Nowadays, many companies use brand ambassadors as intermediaries to introduce their products or companies to the broader community. Research Wulandari et al., (2021) and Oktaviani & Zainurossalamia, (2021b) states that brand ambassadors significantly influence brand image.

H1 = Brand ambassador power has a positive influence on the brand image of Scarlett Whitenings' beauty products.

2.4.2. The Influence of The Power of Brand Ambassador on Purchase Intentions

Brand image is one of the most important parts of a brand that helps differentiate a product from other competitors. If the company does not have a good reputation, it will be difficult for the company to gain the attention of new consumers. A positive brand image can motivate consumers to buy a product.

Wulandari et al., (2021) found that brand ambassadors do not influence purchase intention. However, the results have a consistent result of Oktaviani & Zainurossalamia (2021a) that brand ambassador significantly affects consumers' purchase intentions.

H2 = Brand ambassador power positively influences the purchase intention of Scarlett Whitenings' beauty products.

2.4.3. Effect of Brand Image on Purchase Intentions

The brand image of a company's product can increase or drop consumer purchase intentions. Having a brand ambassador will ameliorate the product image of a product, which will be suitable to

increase the purchase intention of a product. The research conducted by Oktaviani & Zainurossalamia (2021a) and Sabella et al., (2022) found that brand image has a significant and positive effect on purchase intention.

H3= Brand image positively influences purchase intention for Scarlett Whitening's beauty products.

2.4.4. The Indirect Influence of Brand Ambassadors on Purchase Intention

Theoretically, brand ambassadors can affect purchase intention indirectly. Sabella et al., (2022) found that brand ambassadors' influence on purchases should be mediated by brand image. Anandyara & Samiono (2022) strengthened that indirect influence proposition when they found no direct effect of brand ambassadors on purchase intention. These results are formalized in the following hypotheses:

H4= The power of brand ambassadors indirectly influences purchase intention through brand image.

3. Method

This research uses an object, Scarlett Whitening beauty product. Consumers in this study who purchase Scarlett Whitening are at least 15 years old and have used Scarlett Whitening products. This research uses non-probability sampling with the judgment sampling technique. This study uses primary data. The main data collection method uses the survey method by distributing questionnaires through Google Forms to respondents. In the research analysis, SEM (Structural Equation Modeling) analyzes doubly the power of brand ambassadors to influence Scarlett Whitening's beauty brand image and purchase intentions. Information was obtained from questionnaires distributed to at least 151 respondents. The program used in this study is WarpPLS 8.

4. Results and Discussion

Table 1. Respondent Profile

Gender	Male	51	3.5%
	Female	106	67.5%
Age	15 – 17 years old	10	6.4%
	18 – 20 years old	22	14%
	21 – 23 years old	65	41.4%
	24 – 26 years old	12	7.6%
	>26 years old	48	30.6%
Occupation	Student	11	7%
	College Student	66	42%
	Employee	43	27.4%
	Other	37	23.6%
Skincare Buying Experience	Yes	151	95.2%
	No	6	3.8%
Skincare Buying Frequency	1X	38	24.2%
	< 1X	119	75.8%

Table 1. Shows all respondents (41.4%) are consumers of Scarlett Whitening between the ages of 21 – 23 years old. In addition, gender shows that most of the respondents are female, 67.5% of all respondents. From a professional perspective, most of the respondents are university students. The skincare experience shows that as many as 151 respondents have bought Scarlett Whitening products. Lastly, based on skincare buying frequency, 119 respondents bought Scarlett Whitening products more than once.

Table 2. Validity and Reliability

Construct	Instrument	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
Brand Ambassador	I believe that Twice uses Scarlett's products and it works	0.716	0.567	0.809	0.867
	Twice is good at promoting beauty	0.767			

	products				
	Twice has expertise in the skincare they promote	0.739			
	Twice has expertise in the skincare they promote	0.767			
	Twice has the charisma to promote Scarlett Whitening's products.	0.775			
Brand Image	Scarlett Whitening has a soft and non-sticky texture	0.836	0.644	0.815	0.878
	Scarlett Whitening products have a long-lasting fragrance	0.733			
	All Scarlett Whitening products are suitable for all skin types	0.831			
	Scarlett Whitening can brighten the skin	0.807			
Purchase Intention	If I have decided to use skincare, then I will choose Scarlett Whitening products	0.916	0.806	0.880	0.926
	I intend to use Scarlett Whitening products because the ingredients suit my skin's needs	0.894			
	If I want healthy and nourished skin, then I have to use Scarlett Whitening products	0.884			

Table 2. Shows that all variables are valid and obtained reliable because they have a factor loading > 0.5 and AVE > 0.5, and Cronbach's alpha and composite reliability > 0.7.

Table 3. Average Score Each Variable

Items	Mean	Interval 95%	Response Category		
			Negative	Neutral	Positive
Brand Ambassador Power					
BA1	4.04	3.90 – 4.17	3.3%	21.2%	75.5%
BA2	4.30	4.19 – 4.42	0.7%	13.2%	86.1%
BA3	4.03	3.91 – 4.16	1.3%	21.9%	76.8%
BA4	4.14	4.01 – 4.24	1.3%	22.5%	76.2%
BA5	4.28	4.16 – 4.40	1.3%	14.6%	84.1%
Total	4.16	4.06 – 4.25	1.59%	16.68%	79.74%
Brand Image					
BI1	4.38	4.26 – 4.50	2.0%	9.9%	88.1%
BI2	4.36	4.25 – 4.46	0.0%	9.3%	90.7%
BI3	4.01	3.85 – 4.16	5.3%	22.5%	72.2%
BI4	4.28	4.16 – 4.40	3.3%	7.3%	89.4%
Total	4.26	4.16 – 4.36	2.65%	12.25%	85.10%
Purchase Intention					
PI1	4.03	3.89 – 4.18	4.6%	21.2%	74.2%
PI2	4.09	3.95 – 4.22	4.0%	19.2%	76.8%
PI3	4.10	2.96 – 4.24	4.0%	21.9%	74.2%
Total	4.07	3.95 – 4.20	4.1%	20.75%	75.06%

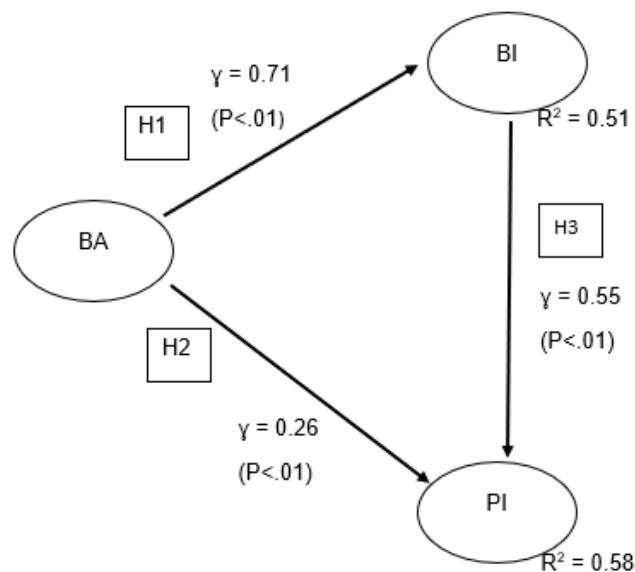
Table 3. Shows more respondents gave positive responses (79.74%) to the five observation variables compared to negative responses. The statement item "Twice has non-physical attractiveness (such as honesty, familiarity, friendliness, etc.)" has the lowest positive response, which is 76.2%. Meanwhile, the item "Twice is suitable for promoting beauty products" had the highest positive response, namely 86.1%. Table 3. shows more respondents gave positive responses (85.10%) to the four variables compared to negative responses. The statement item "All Scarlett Whitening products are suitable for all skin types" received the lowest response, which was 72.2%.

While the statement item "Scarlett Whitening products have a long-lasting fragrance" had the highest response, which was 90.7%. And the table shows more respondents gave positive responses (75.06%) to the three variables compared to negative responses. The third statement item received the lowest response, namely 74.2%. The second statement item has the highest response, which is equal to 76.8%.

Table 4. Model's Goodness of Fit Results

GOF	Cut Off Value	Result	Criteria
APC	P-value ≤ 0.05	0.509 P-value < 0.001	Fit
ARS	P-value ≤ 0.05	0.543 P-value < 0.001	Fit
AARS	P-value ≤ 0.05	0.539 P-value < 0.001	Fit
AVIF	≤ 3.3 , but a value of ≤ 5 is still acceptable	2.030	Fit
AFVIF	≤ 3.3 , but a value of ≤ 5 is still acceptable	2.377	Fit
GOF	≥ 0.10 , ≥ 0.25 , dan ≥ 0.36 (small, medium, and large)	0.604	Fit
SPR	Ideally = 1, but values ≥ 0.7 are still acceptable	1.000	Fit
RSCR	Ideally = 1, but values ≥ 0.7 are still acceptable	1.000	Fit
SSR	Must be ≥ 0.7	1.000	Fit
NLBCDR	Must be ≥ 0.7	1.000	Fit

Based on the ten fit model criteria, all SEM model formed in this study is acceptable (fit).

**Fig. 3.** Hypothesis Test Results

Based on this figure, a brand ambassador has a positive direct effect on brand image of 0.37 and a p-value of < 0.05 . in addition. Brand ambassadors have a direct effect on purchase intention of 0.26 and a p-value of < 0.05 . And brand image positively impacts consumer purchase intention of 0.55 and a p-value of < 0.05 .

Table 5. Indirect Influence Between Variables

From – To	Path Coefficient	P-Values	Results
Brand Ambassador – Purchase Intention (Through Brand Image)	0.393	< 0.002	There is sufficient evidence that there is an indirect effect

Table 5. Shows the result of the mediation test. The indirect effect of brand ambassadors on purchase intention through brand image is 0.393, and the p-value is < 0.05 . Thus, it can be concluded that brand image significantly mediates the relationship between brand ambassadors and purchase intention.

4.1. The Influence of Brand Ambassador Strength on Brand Image

These results support the hypothesis that the power of brand ambassadors positively impacts Scarlett Whitening's beauty brand image. Brand ambassadors on the product, the higher the impact on the brand image of Scarlett Whitening products. From this study, it was found that the brand ambassadors of Scarlett Whitening products have a good influence, so the product image of Scarlett

Whitening is also good. This result is in line with [7],[37], and [11], who found that brand ambassadors have a significant effect on brand image.

4.2. The Effect of Brand Ambassador Power on Purchase Intentions

In this study, the authors found that brand ambassadors positively directly affect purchase intention. These results support the second hypothesis that the power of brand ambassadors positively impacts the purchase intent. The higher the influence of brand ambassadors on the product, the higher the consumer purchase intention on Scarlett Whitening products.

Results of previous research [37],[11] confirm that brand ambassadors significantly influence consumers' purchase intention. However, the results were not consistent with the study by [7],[9] and [8] found no significant effect of brand ambassadors on purchase intention. Many factors may cause these inconsistent results, such as the congruency of brand ambassadors with the endorsed brands, ambassadors' promotional strategy, and the category of products. Future research can verify these possibilities [8].

4.3. The Effect of Brand Image on Purchase Intentions

Based on this research, the product image positively influences purchase intent. These results confirm that the third hypothesis positively impacts the purchase intent of Scarlett Whitening products. The better the product's brand image, the higher the level of consumers who buy and use Scarlett Whitening products. This research shows that the better the brand image, the higher the consumer purchase intention on Scarlett Whitening products. This result supports the study of [7],[37], and [11] which uncovered the same result.

4.4. Indirect Influence of Brand Ambassadors on Purchase Intentions

This research found that brand ambassadors have an indirect influence on purchase intent through brand image. This result confirms the fourth hypothesis, which specifies that brand ambassadors impact purchase intention through brand image. Therefore, brand ambassadors influence the brand image. Further, that stimulated brand image encourages purchase intention. This research shows that as a brand ambassador, twice can create a positive brand image of Scarlett Whitening that increases consumer purchase intention. This finding is similar to [11] who found the same result.

5. Conclusion

Brand Ambassador Twice has the power to influence the consumer purchase intention of Scarlett Whitening beauty products through brand image. The influence on brand image comes first, then proceed with an increase in purchase intention. In short, the power of brand ambassadors influences brand image directly and purchase intention indirectly through brand image.

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