

How Do Effective Digital Marketing and Brand Ambassador Stimulate Purchase Intention Today?

Choirun Nisa¹, Diesyana Ajeng Pramesti^{1*}

¹ Faculty of Economics, Universitas Muhammadiyah Magelang, Magelang, Indonesia

*Corresponding author. Email: diesyana.ajeng@ummgl.ac.id

ABSTRACT

This study aims to examine and analyse how effective digital marketing and brand ambassadors are in influencing purchase intentions in this digital era today. A quantitative method with a purposive sampling technique applied in this study to 100 respondents. Data testing was performed using multiple regression analysis. The results of this study are indirectly, (through mediating by brand identity) proven that digital marketing and brand ambassadors greatly influence purchase intention, but directly, digital marketing and brand ambassadors have no effect on purchase intentions. What is interesting in this study is the results obtained, in this digital era, brand identity has a more important role in stimulating purchase intentions, compared to digital marketing and brand ambassadors.

Keywords: digital marketing, brand ambassador, purchase intention

1. INTRODUCTION

The rises of digital marketing and the uses of brand ambassadors in order to increase sales and build a good image of the company's products and it is the right strategy in this digitalization era. Digital marketing is considered an appropriate way because of the increasing in the number of online transactions which is quite fantastic in 2018-2019 was 65.3% [1]. Of these transactions, 33% were carried out by young people [2]. That is the background of many companies use brand ambassadors to promote their products. In developing their brand, a company must have a high commitment and consistency. A brand must also have an identity that can connecting between the brand and their consumers through a proposition value that involves functional benefits.

In Indonesia, the majority of consumers are very concerned about brand ambassadors that are used, especially teenagers and young consumers. This is evidenced through the Top 5 Most Talked About Brands on Social Media which says that the teen cosmetics brand "Emina" which was launched in 2015 is one of the five brand names most frequently discussed, as many as 238 posts [2]. This indicates that teenagers and young people in Indonesia are interested to the way how the company promote this product. like brand ambassadors or promotional media used. Because of that, Emina being the popular brand in the market.

Marketing media that is used and developed today is digital marketing. Digital marketing greatly facilitates the work of marketers in doing marketing activities more thoroughly and more broadly [3]. Someone who likes a brand, and he is willing to talk about that brand, and even wants to spread information about the brand can be said as a Brand Ambassador [4]. Behavior is influenced by intention and

then intention is influenced by attitudes and subjective norms [5].

The type of decision making that studies the reasons about buying certain brands with consumers is correlates with [6] - [9]. They said that purchase action made by consumers occurs on certain stimuli provided by marketers. Although theoretically appropriate, but from the behavior's point of view, the phenomenon is very interesting to study. Brands that already emerge, it is popular when they on the position between introduction phase to the growth phase. Are digital marketing factors and brand ambassadors making a big contribution of this phenomenon?

2. METHOD

The quantitative method used in this study by a survey to the 100 young people who is use Emina cosmetics. The selection of research objects is based on data that Emina's cosmetic products are a new cosmetic that being the top 5 best-selling and most popular. After tabulating the data, the data is processed and tested for validity, reliability, and test models using Hierarchical Multiple Regression. From the quantitative test results, researchers try to match these results with interviews with several participants to get accurate results.

3. RESULT AND DISCUSSION

The results obtained from this study are indirectly proven that digital marketing and brand ambassadors greatly influence purchase intentions, but directly digital marketing and brand ambassadors have no effect on purchase intentions. What is interesting in this study is the results obtained, in the current digital era, brand identity has a more important role in stimulating one's buying intentions, compared to digital marketing and brand ambassadors. Based on Table 1, the results of the validity and reliability test stated that overall data of the four variables are valid and reliable. Henceforth, multiple linear regression test is

performed. In the test, the Adjusted R Square value is 0.227, means that digital marketing and brand ambassadors only have effect about 22.7% on brand identity. The other hand,

the Adjusted R Square value of 0.231 means that brand identity and brand ambassadors only have effect about 23.1% on buying interest.

Table 1 Validity and reliability test

Variable	KMO	Cronbach Alpha	Result
Digital Marketing	0.713	0.707	Valid and reliable
Brand ambassador	0.713	0.754	Valid and reliable
Brand identity	0.713	0.755	Valid and reliable
Intention to buy	0.713	0.813	Valid and reliable

After testing the validity and reliability, then the F test is performed to determine whether the model to be tested is fit or not [10] by comparing the F count with the F table. The results obtained calculation of F value is greater than F table

is about $16.107 > 3.09$. So, it can be concluded that the research model is said fit, means that it is feasible to test the hypothesis.

Table 2 Multiple regression test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t hitung	Sig
Equation 1						
Brand identity	(Constant)	10.651	1.343		7.929	.000
	Digital marketing	0.885	0.199	0.587	6.862	.000
	Brand ambassador	0.242	0.065	0.564	2.635	.013
Equation 2						
Intention to buy	(Constant)	6.788	1.796		3.780	.000
	Brand identity	0.591	0.110	0.474	5.367	.000
	Brand ambassador	0.195	0.071	0.118	1.330	.187
t table					1.660	

Based on Table 2, for the first hypothesis the effect of digital marketing to the brand identity, looking at the comparison between t-counts and t-tables is greater t-counts and the significance value is below 0.05, means that digital marketing has a positive and significant effect to the brand identity. **H1 accepted.** Digital marketing has an effect on the brand identity. Emina cosmetics, which are new products, can easily become popular products. This can occur because of marketing through online media which is quickly and easily accepted by the target market, especially young people. Most young people are very sensitive to information technology changes. Seeing the current market opportunities and phenomena, Emina's company is faster and innovates to catch this large market.

The second hypothesis, the effect of brand ambassadors to the brand identity. **H2 accepted.** It means that the brand ambassador has a positive effect to the brand identity. Teens are very concerned about social environment and prestige. Therefore, young people prefer brands that have high appeal and good reputation. With the help of brand ambassadors, the target market feels motivated and confident when using the product. [11] says that brand ambassadors can represent product images, so companies use brand ambassadors as a tool to influence potential customers. Many famous actresses are used as a brand ambassador to promote their products [12].

The third hypothesis which states that brand identity has effect to the brand identity, sees the comparison between t-count with t-table is greater t-count and its significance value below 0.05, It means that brand identity has a positive and significant effect to intention to buy. **H3 accepted.** It means that the brand identity itself is one thing that is

considered important in the emergence of consumer buying interest. The brand can also be said as an additional dimension that is uniquely designed to provide rational differences related to the product performance of a particular brand, as well as symbolic to satisfy the needs of consumers. This is in accordance with Plan Behavior Theory [13]. The belief that someone has in the behavior will encourage the creation of an attitude, which attitude can trigger the emergence of consumer buying interest with a good brand identity. In addition, a positive image or identity that presents a company to consumers is not only portrayed in a logo but also through a brand. With a good brand identity, companies can create consumer trust to determine buying intention about the products, so can grows the consumer buying interest.

The fourth hypothesis which states that brand ambassadors affect to buying interest, seeing the comparison between t-counts and t-tables smaller t-counts and the significance value greater than 0.05 means that brand ambassadors have no effect to intention to buy. **H4 rejected.** The brand ambassador of Emina 2019 is a young singer Isyana Saraswati. The selection of the brand ambassador was because Isyana Saraswati was considered to be able to attract the target market especially young people to buy Emina products, because besides being popular among young people, Isyana Saraswati had a positive spirit in accordance with the Emina's theme raised in 2019. But in this study, respondents said that the brand ambassador has no effect to the intention to buy. It means that Isyana Saraswati is not attractive and is able to represent Emina's identity in front of consumers. Not all consumers determine buying interest always pay attention

to the brand ambassadors of the product, because buying interest itself is created because of the desires and also on the basis of consumer needs for purchasing the product. The use of brand ambassadors is considered very important and priority, until many companies that spend marketing costs enough to pay for brand ambassadors are not all successful [14].

4. CONCLUSION

An interesting finding in this research is that the development of information technology greatly influences the behavior of consumers, especially young people. Young people are more up to date on the development of these technologies. It turns out that in the current digital era, marketing developments have also begun to shift from offline transactions to online transactions. The majority of online marketing is more effective and targeted than offline marketing. In addition, the development of information technology also affects the changes of the consumer's perspective and thinking about a character who can represent the nature of the product or often known as the brand ambassador. This research found that currently, the use of brand ambassadors is no longer effective in influencing consumer interest to buy a product. Because in the digital era, consumers can easily find information about product testimonials and consumers trust more from testimonials than brand ambassadors. For the further research can examine other factors than those two things that greatly affect purchase intention in the current digitalization era. In addition, companies can be used as a suggestion if they want to use brand ambassadors for their current products. The company should see how effective and efficient is the use of the ambassador brand.

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