



Unveiling The Impact of Brand Identity Towards Brand Advocacy (A Case Study: Indonesian Local Beauty Brand)

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Abstract. A jump in sales of beauty products, expected to reach 33.4 million pieces by 2020, indicates that Indonesia is becoming more conscious of the value of skincare. The priority sector of the cosmetics business uses technology to boost economic growth and satisfy domestic E-commerce continues to grow in the face of COVID-19, it can significantly boost awareness by providing a platform for being seen by many people; that's why influencers play the key role that can sway customers' opinions on skincare by highlighting urban shifts towards a healthier lifestyle. This study aims to investigate how Brand Ambassador, Brand Credibility, and Brand Love affect Brand Advocacy in the cosmetic industry, focusing on brand S serum. There is a for more research that will critically examine the link between Brand Credibility, the role of Brand Ambassadors, and wrestling Brand Advocacy. Trust in brands is indispensable to advocacy, but there is a remarkable dearth of fine gainer scrutiny on this particular correlation in extant literature. "Hair Theory" was used as the sampling technique. The data were collected over three months, beginning in January, and ending in March, from 110 respondents. Analytical techniques employed included an inner model test, construct reliability, validity test, and hypothesis tests supported by SmartPLS 4.1.0.1 software. The study finds that Brand Ambassador and Brand Credibility affected Brand Advocacy. Concurrently, Brand Love does not impact Brand Advocacy. The study finds that Brand Ambassador and Brand Credibility affect Brand Advocacy through factors like word of mouth and consumer behavior. However, Brand Love does not affect Brand Advocacy, showing that people are less likely to support a brand without feelings. These discoveries have the potential to be further explored in further research and are crucial for firms to make informed decisions in a competitive marketplace.

Keywords: Public Awareness, Technological progress, Skincare Brand S, Quantitative.

1 Introduction

The awareness among Indonesian individuals about the significance of using skincare products for proper skin is on the rise. Beauty care products occupy the first position, with total sales reaching 33.4 million pieces[1]. The Cosmetics industry is one of the priority industries included in the Mainstay Industry group where this industry is able to meet domestic needs and imported substances, it has a high level of potential for domestic growth, strengthens national economic connectivity so that it has a comparative advantage, mastery of raw materials and technology [2]. The increase in the use of social media is in line with massive technological developments, which have created various new skincare brands that have given rise to brands that were already competing.

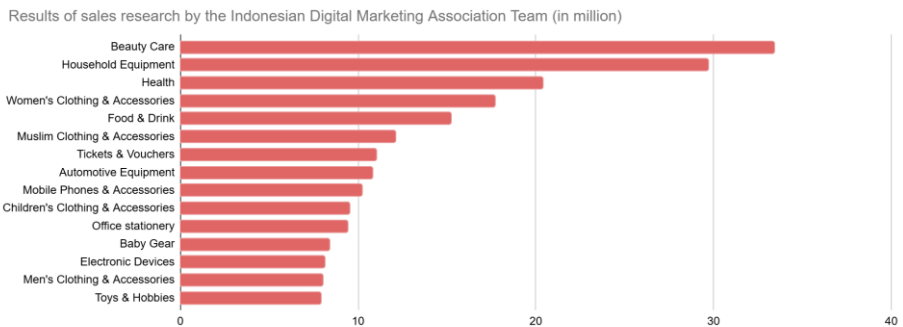


Fig 1. Results of Sales by Indonesia Digital Association Team

Brand S is an Indonesian local skincare brand founded in March 2019. It manifests in the founding team's commitment to overcoming every challenge to provide something meaningful for consumers. They liken this to an expression, "So, we will always get Something from you." Irene Ursula, one of the founders, had the primary motivation for starting this brand: a love of skincare that contains active ingredients. This study specifically focuses on Brand S which has a strong reputation as one of the main players in the skincare industry, particularly renowned for its serum category. Brand S's track record including seven Best Selling Skincare awards since April 2021, underscores its widespread recognition and consumer appeal. Moreover, Brand S is known to have a wide variety of serums, which is a special attraction for consumers.

However, despite these advantages, the data reveals a concerning decline in performance within the serum category, where the product's market share is relatively limited. Furthermore, our pre-survey findings highlight a significant gap in brand preference, with Brand S occupying the second position in skincare user choice, trailing behind Brand X by a substantial 37% margin which makes the brand face potential challenges in maintaining its market leadership. A deeper analysis may reveal that Brand S is experiencing a decline in brand advocacy, where consumers are less likely to recommend the brand to others.

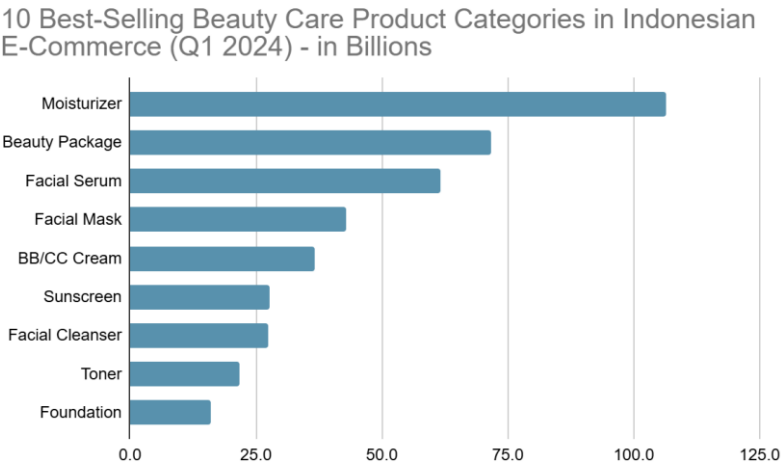


Fig 2. Best Selling Beauty Care Product Categories in Indonesian E-Commerce

The personality of a brand and Brand Love play a big role in driving Brand Advocacy within the context of local Indonesian beauty cosmetic brands for driving Brand Advocacy. This finding also revealed that when brands possess distinct and appealing personalities, consumers tend to develop stronger emotional connections, resulting in a higher likelihood of advocacy. Moreover, Brand Love, characterized by affection and loyalty, was found to significantly encourage consumers to recommend and support the brand [1]. The importance of interpersonal interactions in cultivating Brand Advocacy demonstrates that when employees exhibit genuine support for the brand, customers are more likely to develop trust and satisfaction, leading to stronger advocacy [3]. The role of social media

influencers in shaping loyalty and intention of purchasing among Generation Z consumers. By fostering trust and relatability, influencers significantly impact consumers' willingness to recommend and advocate for a brand [4].

The holistic relationship between Brand Love and consumer behavior, emphasizing its strong influence on Word-of-Mouth (WOM) and loyalty. Their study underlines the critical role of emotional attachment in creating advocacy, as consumers who experience brand love are more likely to share positive feedback and recommend the brand to others [5]. The interplay of the personality of the brand, Brand Love, and the image of the brand in promoting Brand Advocacy which focused on the Indonesian cosmetics industry and demonstrated that these factors collectively enhance advocacy behaviors. Emotional connections and favorable brand perceptions play essential roles in influencing consumers to actively support and recommend their preferred brands [6].

Overall, these studies emphasize the multidimensional nature of Brand Advocacy, highlighting the roles of emotional factors, such as Brand Love and personality, alongside external influences like social media influencers and frontline employees. These insights suggest that fostering strong emotional bonds, leveraging influential voices, and maintaining a positive brand image are vital strategies for encouraging consumers to become active advocates.

2 Method, Data, Analysis

2.1 Method, Data, Analysis

This research was conducted using quantitative descriptive research. According to Sugiyono [7], quantitative descriptive research is an analytical technique used to analyze data by elaborating on the collected data as it is without intending to draw conclusions that apply to the general public. This research was conducted using SmartPLS 4.1.0.1 software with Structural Equation Modeling (SEM) data analysis techniques.

The data collection technique that researchers use is primary data, which is carried out by distributing online questionnaires. The Likert scale is a valid measurement method, according to William

et al. [8], and it is employed by the author as a questionnaire tool. This scale, ranging from 1 to 5, allows respondents to answer the provided question effectively. To conduct this study, we selected consumers who have direct experience with Brand S serums, having both purchased and used these products. The sample size was determined using the Hair et al. [9] guideline, which recommends multiplying the number of indicators by a factor of 5-10. While a sample size exceeding 100 is generally considered ideal, smaller samples can be sufficient depending on the specific research context [9]. In our case, with 11 indicators, we multiplied by 10 to arrive at a minimum sample size of 110. Therefore, our sample comprises 110 individuals aged 19-34, encompassing both Generation Z and Millennial demographics.

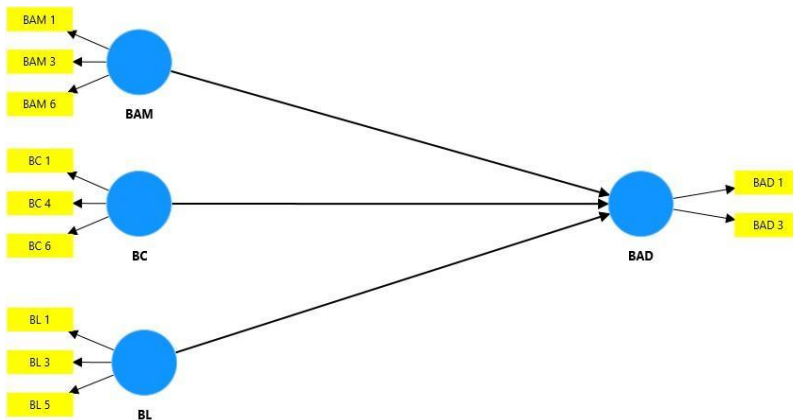


Fig 3. Research Model

2.2 Hypothesis Development

2.2.1 Brand Ambassador to Brand Advocacy

Research conducted by Sagia, A., & Situmorang, S. H. [10], states that Brand Ambassadors significantly influence Brand Advocacy. This indicates that ambassadors can bolster the psychological aspect of consumers, which can influence consumer attitudes and beliefs in purchasing decisions of Brand S. Brand Ambassador’s ability to represent a product effectively hinges on their positive public image. By establishing credibility and trust, Brand Ambassadors serve as a bridge between the company and its target audience, creating a compelling narrative around the brand and its values.

The findings also emphasize that businesses strategically leverage Brand Ambassadors as a marketing tactic to enhance the visibility of the brand and consumer engagement. One prominent example is Wardah, a Indonesian local cosmetics company. Wardah has successfully utilized well-known celebrities as its Brand Ambassadors to promote its products. These celebrities act not only as promotional figures but also as intermediaries between internal and external brand management [11].

Moreover, the concept of Brand Advocacy plays a crucial role in the success of business. Brand Advocacy involves consumer interaction activities with a brand, often expressed through customer feedback, testimonials, or recommendations[12]. These interactions provide valuable insights for market research, enabling companies to understand consumer preferences and expectations better. Positive Brand Advocacy can amplify Brand S's presence in the market, attract new customers, and foster a sense of community among existing consumers.

In essence, the synergy between Brand Ambassadors and Brand Advocacy creates a dynamic framework for Brand S to enhance their marketing efforts. By choosing ambassadors with a positive and relatable image, businesses can influence consumer perceptions and behaviors of Brand S more effectively. Simultaneously, encouraging Brand Advocacy ensures that consumers remain actively engaged with the brand, ultimately leading to sustained growth and market presence.

H1: Brand Ambassador has a significant influence on Brand Advocacy

2.2.2 Brand Credibility to Brand Advocacy

Brand Credibility, which refers to the believability and trustworthiness of a brand, holds a significant role in influencing Brand Advocacy. When consumers perceive a brand as credible, they are more likely to advocate it to others and express loyalty. This relationship between credibility and advocacy is well supported by various studies on consumer behavior and brand perception. Brand Credibility is fundamental in shaping consumer trust and behavior [13]. A

brand's success largely depends on its ability to gain and sustain the trust of its consumers [14].

The connection between Brand Credibility and consumer actions, such as purchase intention and positive word of mouth (WOM), has been extensively studied. Credible brands are more likely to influence consumers' purchase intentions while fostering positive WOM [15]. This is further supported by Folkvord who highlight the strong correlation between Brand Credibility and positive WOM, identifying it as a key predictor of consumer loyalty [16]. When consumers trust a brand, they become more willing to share their positive experiences, thus amplifying the brand's reputation and reach.

In this context, Brand Advocacy emerges as a powerful marketing outcome. A brand advocate is an active promoter who voluntarily recommends a brand they genuinely like and trust [17]. However, successful Brand Advocacy does not occur in isolation; it requires sophisticated brand management strategies. Organizations must not only establish and maintain their credibility but also nurture and empower their customers to advocate for the brand. This involves creating meaningful relationships with consumers, fostering trust, and delivering consistent value through products and services.

To achieve this, Brand S needs to invest in developing their customers' advocacy capabilities. This includes strategies such as engaging with consumers through personalized experiences, encouraging feedback, and rewarding loyal customers. By doing so, Brand S can cultivate a community that actively promotes Brand S, enhancing its visibility, credibility, and overall market presence. In essence, Brand Credibility and Brand Advocacy work hand in hand to create a virtuous cycle of trust, loyalty, and growth.

H2: Brand Credibility has a significant influence on Brand Advocacy

2.2.3 Brand Love to Brand Advocacy

When consumers develop a strong emotional attachment to the brand that is characterized by affection, admiration, and loyalty they are more likely to advocate for it [18]. This advocacy manifests through actions such as recommending Wardah Skincare products to friends and family, sharing positive experiences, and remaining loyal to the brand even when alternatives are available.

The effectiveness of Brand Advocacy in this context is also heavily influenced by consumer loyalty and dedication. Loyal customers not only make repeated purchases but also become informal ambassadors, promoting the brand through word-of-mouth (WOM). This organic advocacy can be a powerful tool for Brand S, as it builds trust and credibility among potential customers. Such advocacy, driven by genuine satisfaction and love for the brand, amplifies Wardah's market presence and enhances its reputation.

Moreover, successful Brand Advocacy goes beyond just loyalty—it requires strategic efforts from the brand to foster consumer engagement. Brand S must develop effective communication strategies that encourage customer participation in brand conversations [19]. Brand S could involve creating platforms for customer feedback, launching interactive social media campaigns, or rewarding advocates through loyalty programs. These efforts not only sustain customer enthusiasm but also create a community of engaged consumers who actively contribute to the brand's growth.

H3: Brand Love has a significant influence on Brand Advocacy.

2.3 Sampling

2.3.1 Target Population

From the research that has been conducted, the target population is individuals aged 18-34 who have purchased and used brand S, most of them in Generation Z. This is quite common because, at the age range, many of them have the desire or passion for taking care of themselves and also to beautify themselves.

2.3.2 Research Context

The research is set within the context of understanding consumer experiences and perceptions related to the use of brand S serum. The study focuses on collecting primary data to analyze these aspects through respondent’s feedback.

2.3.3 Units of Analysis

The units of analysis in this research collected 110 data, of which 83% were women and 17% were men. The profession with the highest average number of College Students is 63%, Employees 28%, Self-employed 8%, and Students 1%.

2.3.4 Sample

The sample for this research is determined based on Hair Theory, which suggests that the minimum sample size should be 10 times the number of all indicators used in the study. With 11 indicators, the required sample size is 110 respondents. Although this study accepts a smaller sample size depending on the research background, a sample size of more than 100 is generally preferred.

2.3.5 Respondents Profiles

Respondents are individuals aged between 19-22, 23-26, 27-30, and 31-34 who have experience purchasing and using brand S serum.

Table 1. Respondents Profile

		Description	Total	Percentages (%)
Gender		Male	19	17%
		Female	91	83%
		Total	110	100%
Age		19-22 year	69	63%
		23-26 years	22	20%
		27-30 years	16	15%
		31-34 years	3	3%
		Total	110	100%

Profession	Self-employed	9	8%
	Employee	31	28%
	College Student	69	63%
	Student	1	1%
	Total	110	100%
Monthly Income Average	Rp 1.000.000	11	10%
	Rp 1.500.000 - Rp 2.000.000	15	14%
	Rp 2.500.000 - Rp 3.000.000	27	25%
	Rp 3.500.000	57	52%
	Total	110	100%
Monthly Outcome Average	Rp 1.000.000	20	18%
	Rp 1.500.000 - Rp 2.000.000	30	27%
	Rp 2.500.000 - Rp 3.000.000	22	20%
	Rp 3.500.000	38	35%
	Total	110	100%

2.3.6 Data Collection & Measures

The data collection method used is the distribution of online questionnaires. These questionnaires are designed to gather primary data directly from the respondents. The study employs a Likert scale, ranging from 1 to 5, as a measurement tool in the questionnaire. This scale effectively captures the respondents' answers to the questions provided [8].

RESULT AND DISCUSSION

In this research, two tests must be carried out: Outer Model Testing and Inner Model Testing.

No	Item	Loading	α
	Brand Ambassador		0.468
1	The use of appropriate ambassadors attracts consumers to buy Brand S products.	0.861	
2	Brand S product consistency in following beauty trends gives me confidence.	0.78	
3	Brand S products recommended by Brand Ambassador provide satisfaction.	0.826	
	Brand Credibility		0.3
1	Recommendations have a big influence on the decision to purchase a product.	0.863	
2	Do research or read reviews first before deciding to buy Brands S products.	0.807	
3	Brands S products have good appeal in their serum product line.	0.668	
	Brand Love		0.043
1	Buying Brand S products makes me happy.	0.698	
2	The main uniqueness of Brand S products lies in their ingredients which provide added value and differentiate them from other products on the market.	0.736	
3	The completeness of the information listed on Brand S products makes me feel safe and comfortable.	0.878	
	Brand Advocacy		0.539
1	Brand S products recommended by other consumers are satisfactory.	0.929	
2	Consider or try products recommended by reviewers that consumers are interested in before purchasing.	0.776	

Table 2. Measurement Assessment Result

Outer model testing evaluates the strength of the connection between each indicator and its underlying latent construct. The calculated values, all-surpassing 0.7, indicate that the indicators effectively measure the latent variables. Furthermore, the rho_c values exceed the 0.60 threshold, and the AVE values are above 0.50, confirming the validity and reliability of all constructs.

Variables	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	T-statistic	P-values
Brand Advocacy	0.845	0.733	-	-
Brand Ambassador	0.863	0.677	4.959	0.000
Brand Credibility	0.825	0.614	2.905	0.004
Brand Love	0.816	0.599	0.546	0.585

Table 3. Outer and Inner Model Testing

The bootstrapping analysis assessed the statistical significance of the independent variables on the dependent variable. The findings reveal that Brand Ambassador exhibit significant relationships (t-statistic = 4.959, p-value= 0.000). The result indicates that Brand Credibility does not have a significant relationship with Brand Advocacy (t-statistic = 2.905, p-value= 0.004). Conversely, Brand Love does not demonstrate a significant relationship (t-statistic = 0.546, p-value= 0.585).

3.1. Hypothesis Result

3.1.1 Brand Ambassador has a significant influence on Brand Advocacy (H1)

The test results from SmartPLS analysis showed that the t-statistics for the impact of Brand Ambassador on brand Advocacy is 4.959, which exceeds the critical value of 1.98, and the p-value is 0.000, which is less than 0.05. This indicated that the variable Brand Ambassador positively affected Brand Advocacy, so the first hypothesis was supported.

3.1.2 Brand Credibility has a significant influence on Brand Advocacy (H2)

The results from SmartPLS analysis showed that the t-statistics for the effect of Brand Credibility on Brand Advocacy is 2.905, greater than the critical value of 1.98, and the p-value is 0.004, below 0.05. This indicated that the variable Brand Credibility positively affected Brand Advocacy, so the second hypothesis was supported.

3.1.3 Brand Love has a significant influence on Brand Advocacy (H3)

The results from SmartPLS analysis showed that the t-statistics for the effect of Brand Love on Brand Advocacy is 0.546, less than the critical value of 1.98, and the p-value of 0.585, greater than 0.05. This indicated that the variable Brand Love does not significantly impact Brand Advocacy, so the third hypothesis was not supported.

CONCLUSION

Awareness of skincare's importance is becoming more common in Indonesia, with beauty products being the top sellers at 33.4 million items in 2020. The beauty industry is important for growth and the economy. Brand S, an Indonesian skincare brand that started in 2019, shows this trend with its well-liked serum. Online marketing and buying are very important, especially during the COVID-19 outbreak, which makes the brand more visible and the competition stronger. People who influence others have a big impact on what consumers do. The research explores how Brand Ambassador, Brand Credibility, and Brand Love influence Brand Advocacy. This research provides answers to the hypotheses that have been made previously. The survey was conducted by questionnaires on 110 consumers who already purchased and used brand S serum. This research was conducted by SmartPLS 4.1.0.1. Based on the research and discussion results, it can be concluded that the data collected is valid, accurate, and consistent in meeting the criteria for use as a research instrument.

The results of this research show that Brand Ambassador and Brand Credibility have a significant influence on Brand Advocacy. In contrast, Brand Love does not substantially influence Brand Advocacy. Based on

research that has been carried out, most of the data we get using questionnaires is filled in by Generation Z, this could be the main reason why Brand Love is not accepted. When we are loyal to a brand, we will like that brand, this is what gives rise to Brand Love. Generation Z is a generation that gets bored very quickly, because many factors make them move from a brand, such as promotions, packaging, and influence from people around them and social media [20]. Generation Z also easily falls for marketing tricks, when they see something interesting, they will quickly make a purchase. The strong things that support Brand Ambassador and Brand Credibility can influence Brand Advocacy, such as the following values: word of mouth, consumer behavior, brand signal, attractiveness, conformity, and power of the ambassador. Key factors supporting the influence of Brand Ambassador and Brand Credibility on Brand Advocacy encompass various values, including word of mouth, consumer behavior, brand signaling, attractiveness, conformity, and the ambassador's perceived power. Brand Love has an insignificant impact on Brand Advocacy because individuals who lack affection for the brand are not captivated by it and do not establish a sense of comfort with it.

This research offers critical contributions to Brand S in several multifaceted ways. Firstly, it informs the strategic selection of an optimal Brand Ambassador, enhancing Brand Credibility, which in turn fosters deeper consumer engagement and elevates the likelihood of increased consumer advocacy and loyalty. By doing so, the company can more effectively leverage the ambassador's influence to catalyze positive brand associations and drive consumer behavior. Secondly, the research elucidates sophisticated strategies for harnessing the potential of social media and e-commerce platforms, enabling the company to not only expand its brand visibility but also to penetrate new demographic segments and geographic markets with greater precision. This approach underscores the importance of an integrated digital strategy that aligns with evolving consumer preferences and technological advancements. Thirdly, the findings emphasize the necessity of a nuanced marketing strategy that balances emotional resonance with rational appeal. While cultivating Brand Love is vital, this research underscores that it alone may not suffice to significantly bolster Brand Advocacy. Instead, a more comprehensive approach that considers cognitive, affective, and behavioral dimensions can lead to a more resilient and persuasive brand presence. By integrating these insights, Brand S can craft marketing strategies that are not only more holistic but also more resonant with the complexities of consumer psychology and the competitive landscape,

ultimately driving sustainable brand growth and market differentiation.

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Disclosure of Interests. The authors declare that they have no competing interests relevant to the content of this article. Additionally, the authors have not received permission for the use of the brand name; therefore, the brand is referred to by its initial (Brand S) throughout this study.

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