

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Background

2.1.1 Purchase Intention

Hong et al. (2023) explained that purchase intention refers to consumer willingness to make decisions about which brands or goods to buy. This tendency is impacted by things like the ambassador's attractiveness, credibility, brand image, and fit between the ambassador and the brand. Suleman et al. (2023) explained that purchase intention is the process by consumers to decide whether to purchase a specific item. This desire ultimately influences the decision to buy a product and is influenced by things like brand ambassadors and brand perception. Furthermore Hua et al. (2020) interpreted that purchase intention refers people likelihood of making a purchase in the future by looking at their purchasing intention. This indicates whether they intend to buy depending on some aspects that influence their decision-making as well as their feelings for the brand, product, or celebrity promoting it. Additionally, Putri, S. R., & Golan, (2017) clarify that purchase intention is whether people are thinking about buying something from a certain store or brand. It's like the mental process where they decide if they really need it and if they want to spend their money on it. This decision is influenced by things like how much they want to learn about the product, how sure they are about buying it, their curiosity, and how much they really want it.

2.1.2 Brand Image

According to Hong et al. (2023) brand image is the impression people have toward the brand, consist of its reputation, values, and identity. It's shaped by how the brand makes them feel and their interactions with it. This perception influences customer loyalty and distinguishes the brand from competitors. Suleman et al. (2023) also added that brand image refers to how individuals perceive and recognize a brand. It plays a critical role in establishing trust in the quality of a brand's offerings and its position in the market. A brand's image includes both physical elements like logos and emotional connections. Studies show that a positive brand

image affects how consumers behave, influencing their current and future purchasing choices.

Additionally, Fitri, (2018) explained that brand image is more of like the impression a brand leaves on people's minds or feelings that people have of the brand. A strong brand image is essential for brand ambassadors to boost because it forms the basis of their endorsement. When a brand has a positive image or reputation, it lends credibility, attractive, specialty and congruence to the ambassador's promotion efforts. Consumers more tend to trust an ambassador endorsing a brand that aligns with their perception of its image. Furthermore, a positive brand image can enhance the ambassador's own reputation and making them more effective in promoting the brand. Therefore, maintaining a favorable brand image is vital for brand ambassadors to effectively strengthening the brand's image and positively influence consumer intention to buy.

2.1.3 Brand Ambassador

According to Hong et al. (2023), A brand ambassador is a person who represents a brand by promoting it to the public. Brand ambassadors are like the face of the brand, showing what it stands for and how people see it. They represent the brand's identity and values, shaping how customers view it. Moreover, brand ambassadors play a key role in influencing people to buy products or services from that brand. According to Lea-Greenwood, (2012) a brand ambassador is a tool used by marketers or companies to connect with the public and boost it sales. Additionally, brand ambassador is a human representative for a company or organization that promotes products and boosts sales by building trust and understanding the brand ambassador concept while sharing product information to create a lasting impression on consumers and increase purchase intention. Mudzakir, (2018) also explain based on the study a brand ambassador can be defined as a strategic instrument used by companies, to communicate with consumers and enhance brand image. Brand ambassadors play a crucial role in shaping consumer perceptions, credibility, congruence, attractiveness, and power of the brand they represent. They act as influential figures who promote products

or services, connect emotionally with consumers, and help build a strong brand image that influences consumer purchasing decisions.

In conclusion, brand ambassadors play a crucial role to enhancing a company's connection with the public and driving sales. They are trusted individuals who promote products or services, building consumer trust and boosting sales. Evaluating brand ambassadors involves considering factors like their alignment with the brand's values, credibility, attractiveness, and influence on purchasing decisions. In discussing the role of a brand ambassador, this study will elaborate on four main elements for evaluation brand ambassador, namely credibility, congruence, specialty, attractiveness, adapt by Hong et al. (2023). Each of these elements plays a crucial role in assessing the effectiveness of a brand ambassador in influencing consumer behavior and enhancing marketing performance. Additionally, there are some of the definition of brand ambassador to clarify the elements of a brand ambassador to be discussed:

2.1.3.1 Brand Ambassador Credibility

Chekima et al. (2020) explained that a brand ambassador credibility, refers to how much the public views them as informed and trustworthy. The credibility of a brand ambassador is based on the public's perception of their trustworthiness and honesty, as people judge their expertise and reliability. Credibility is crucial for influencers when they share information that could influence consumer opinions, as consumer confidence and positive perceptions rely heavily on trust. Mudzakir, (2018) also explained that brand ambassador credibility is determined by the level of how trustworthy and belief that people have in the individual representing a brand. It becomes noticeable when consumers perceive the ambassador as trustworthy and well-informed, influencing their perception of the brand's sincerity and excellence. Building trust is essential for brand ambassadors to create a positive perception of the brand they represent.

According to Fitri, (2018), a brand ambassador credibility refers on how much the people sees the brand ambassador as trustworthy and knowledgeable about the brand. This trust greatly influences consumers' attitudes and their intention or decision to buy the product.

2.1.3.2 Brand Ambassador Specialty

According to previous studies by Hong et al. (2023) their study interprets the concept of brand ambassadors of specialty as synonymous or akin with expertise. Hua et al. (2020) explained that brand ambassador expertise, is about the knowledge of a celebrity endorser has about to endorsed product or brand, perceived by consumers as a measure of credibility. This expertise, demonstrated through attributes like experience and skill, significantly enhances brand image and positively influences consumer perceptions. Chekima et al. (2020) also explained that brand ambassador expertise refers to how knowledgeable a person representing a brand is. This expertise can impact how consumers perceive the advertisement, the brand itself, and their likelihood.

Daha Tijjani et al. (2018) also stated that brand ambassador specialty or expertise, refers to how much consumers believe a celebrity knows about the products they endorse. This knowledge and credibility influence young consumers' opinions and decisions when considering purchasing those products. In addition, Shezi, (2022) also explain expertise in celebrity endorsement refers to the celebrity's specialized knowledge and skills in a specific field, enhancing their credibility when endorsing related products or services. Marketers value celebrity endorsers with expertise as they can effectively influence consumer perceptions and trust towards the endorsed brands.

2.1.3.3 Brand Ambassador Attractiveness

According to Hua et al. (2020) explained that brand ambassador attractiveness, as defined in the study, refers to how appealing, charming, and charismatic a celebrity or public figure is when endorsing a brand. This attractiveness influences how consumers view the brand, their attitude towards advertisements, and whether they are more likely to buy products endorsed by that celebrity. Chekima et al. (2020) explained that brand ambassador attractiveness refers to the appeal and charisma of the individual representing a brand, influencing consumer perceptions of the advertisement, the brand itself, and their inclination to purchase the product.

According to Fitri, (2018) an attractive brand ambassador is someone who is chosen to make the brand more appealing to customers by their good looks and desirable traits like charm and grace. This makes the relationship between the brand and the customer stronger. Additionally, Putri, S. R., & Golan, (2017) stated that a brand ambassador's attractiveness is measured by how attractive and charming the celebrity is who is endorsing a cosmetics brand. Additionally, Shezi, (2022) explains attractiveness in celebrity endorsement refers to how appealing and likable the celebrity is to consumers, and it influencing their perception of a brand or product. Marketers utilize attractive celebrities to create positive image of the brand and connect with consumers, ultimately influencing their purchasing intention.

2.1.3.4 Brand Ambassador Congruence

According to Hua et al. (2020), brand ambassador congruence refers to suitability of the celebrity that fits with the brand that they endorse and suitability. This impacts how consumers perceive the celebrity's suitability for the brand and influences their decision to purchase the endorsed products. According to Fitri (2018), the term "brand ambassador congruence" describes the degree to which a celebrity endorser is congruent with the product that they are promoting. According to Mudzakir (2018), the term "congruence" in the context of brand ambassadors refers to the degree to which the celebrity ambassador and the brand that they represent are compatible with one another.

For the conclusion, brand ambassador of congruence is a celebrity or public figure selected to endorse a brand because their image aligns closely with the brand's identity. This alignment fosters a positive brand perception among customers, ultimately boosting interest in purchasing the brand's products or services. This match between the brand and its ambassador creates a strong connection, positively influencing consumer perceptions.

2.2 Previous Studies

Table 2.1 Previous Studies

| Author and Title of Articles | Variables | Analysis tool | Conclusion |
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| <p>The Role of Brand Ambassadors in Shaping Brand Image and Driving Purchase Intentions.</p> <p>(Hong et al., 2023)</p> | <ol style="list-style-type: none"> 1. Brand Ambassador 2. Brand Image 3. Purchase Intention | <ul style="list-style-type: none"> • Regression Analysis • T-tests • Cronbach's Alpha Technique | <p>The study shows that brand ambassador has a big effect on brand image in the fashion industry, and that attractiveness is a key factor in improving company image. It is known that how well brand ambassadors work depends a lot on how well the star and the brand fit together. Credibility, attractiveness, and congruence have also been shown to have a big effect on people's plans to buy. There are differences between men and women in how they see brand ambassador dimensions, with women giving higher scores, but there were no significant differences in buy plans between the sexes. In general, this study shows how important brand champions are in the fashion industry and offers ways to do more research to fix any problems that were found.</p> |

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| <p>Influence of Korean Celebrity Endorsement on Chinese Consumers's Purchase Intention towards Fashion Goods.</p> <p>(Hua et al., 2020)</p> | <ol style="list-style-type: none"> 1. Celebrity Endorsement 2. Purchase Intention | <p>Statistical Package for the Social Science (SPSS) version 22</p> | <p>This study reveals that Korean celebrity endorsements significantly impact Chinese consumers' clothing purchase intentions, with factors like trustworthiness, attractiveness, congruency, and expertise playing key roles. Notably, celebrity expertise emerged as the most influential factor. Additionally, demographic variables such as gender, age, education, and income affect consumers' perceptions, suggesting that marketing strategies should consider these factors when leveraging Korean celebrities in brand advertising aimed at the Chinese market.</p> |
| <p>The Influence of Celebrity Endorsement in Social Media Instagram on Attitude towards Brand and Brand Image to Customer Purchase Intention (Study on Ayudia Bing Slamet for Rubylicious Brand.)</p> <p>(Fitri, 2018)</p> | <ol style="list-style-type: none"> 1. Celebrity Endorsement 2. Attitude toward Brand 3. Brand Image 4. Purchase Intention | <p>Statistical software SPSS and AMOS</p> | <p>In conclusion, celebrity endorsers significantly influence consumer attitudes towards a brand, resulting in higher purchase intentions compared to non-celebrity endorsers. Ayudia Bing Slamet's endorsement of Rubylicious highlights the positive effects of selecting the right celebrity for brand promotion. Moving forward, Rubylicious should prioritize factors like credibility, attractiveness,</p> |

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| | | | familiarity, and brand alignment when choosing celebrity endorsers to maximize the impact of their endorsement campaigns and encourage consumer engagement and purchasing decisions. |
| The Influence of Brand Ambassador Usage Toward Brand Image of OPPO. (Mudzakir, 2018) | <ol style="list-style-type: none"> 1. Brand Ambassador 2. Brand Image | Statistical Package for the Social Science (SPSS) version 22 | This study investigates the impact of brand ambassador usage on Oppo's brand image, reflecting the evolving landscape of marketing practices in response to technological advancements and globalization. This study revealed that consumer perception of the brand ambassador significantly influences Oppo's brand image. However, among the indicators examined, attractiveness and power did not show significant influence, highlighting areas for potential refinement in Oppo's marketing strategy. |
| Social Media Influencer in Advertising: The Role of Attractiveness, Expertise and Trustworthiness | <ol style="list-style-type: none"> 1. Social Media Influencer 2. Ad Attitude 3. Product Attitude | Structural Equation Modeling (SEM) software PLS 3.2.8 | The study concluded that the credibility of social media influencers, including their attractiveness, expertise, and trustworthiness, positively influences consumer attitudes towards advertisements and brands, subsequently impacting |

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| (Chekima et al., 2020) | 4. Purchase Intention | | purchase intentions for cosmetic products. This finding aligns with previous research and highlights the importance of selecting influencers with tailored credibility sources to gain a competitive advantage in the cosmetics market. |
| Investigating the Role of Credibility of Sports Celebrity Endorsers Influencing Sports Celebrity Identification and Purchase Intention of Endorsed Brands (Shezi, 2022) | 1. Sport Celebrity Endorser 2. Sport Celebrity Identification 3. Purchase Intention | IBM SPSS Statistics version 25 | The study revealed a positive relationship between attractiveness, expertise, trustworthiness, sports celebrity identification, and purchase intentions of endorsed brands. Sports celebrity identification significantly influenced purchase intentions, highlighting the importance of credibility in consumer decision-making. The study underscores the potential for businesses to leverage sports celebrity credibility to enhance brand identification and consumer loyalty. |
| Celebrity-Brand Endorsement: A Study on Its Impacts on Generation Y-Ers in Nigeria. (Daha Tijjani et al., 2018) | 1. Celebrity-Brand Endorsement 2. Brand Attitude 3. Purchase Intention | SPSS version 23 | The study examining the effects of celebrity-brand endorsements on Generation Y consumers in Nigeria underscores the notable impact celebrities wield on the attitudes and purchasing intentions of young buyers. It emphasizes the significance of |

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| | | | <p>factors like celebrities' trustworthiness, attractiveness, and expertise in shaping consumer perceptions and actions. Marketers and advertisers targeting Nigeria's Generation Y audience stand to gain valuable insights from this research, enabling them to craft more effective marketing approaches. By acknowledging the sway of celebrities in consumer choices, brands can strengthen their appeal and connection with this important consumer segment.</p> |
| <p>The Effect of Korean Celebrities as Brand Ambassadors on Cosmetic Products Customer's Purchase Intention in Batam City (Rohaizat, Siti P & Golan, 2017)</p> | <ol style="list-style-type: none"> 1. Brand Ambassador 2. Attitude toward Brand 3. Purchase Intention | <p>SPSS and PLS</p> | <p>This study reveal that consumers' trust in and compatibility with the celebrity significantly influence their attitudes and purchase intentions. This highlights the importance of carefully selecting ambassadors whose image aligns with the brand's identity. While attractiveness alone may not directly affect consumer behavior, the study emphasizes the critical role of product quality and meeting consumer needs in shaping brand perception and driving engagement. Overall, the</p> |

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| | | | research emphasizes the strategic importance of celebrity-brand partnerships in influencing consumer behavior and purchase decisions in the cosmetics industry. |
| Sports ambassadors and destination image: a fuzzy set analysis (Vila-López et al., 2024) | <ol style="list-style-type: none"> 1. Destination image 2. Sports celebrities | Qualitative comparative analysis | The study emphasizes that the honesty and expertise of sports celebrities are crucial for improving the image of a country as a tourist destination, especially in the case of Spain. Trustworthiness and expertise are key factors that positively affect how consumers perceive the country's brand. On the other hand, being attractive is not as important for sports celebrities in promoting a destination. The study suggests that using trustworthy football players and marathon runners can be effective in enhancing the destination image, while attractiveness is not a priority. |
| The Influence of Brand Ambassadors and Brand Image on the Intention to Buy Food Products | <ol style="list-style-type: none"> 1. Brand Ambassador 2. Brand Image | AMOS SEM | This study highlights two key factors affecting purchase intent for frozen food products: brand ambassadors and brand image. The findings |

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| <p>(Suleman et al., 2023)</p> | <p>3. Purchase Intention</p> | <p>indicate that brand ambassadors have a direct impact on generating interest in purchasing, although their effectiveness may vary. It's crucial for brands to select ambassadors who align well with their products. Additionally, a positive brand image significantly influences purchase intent, emphasizing the importance of maintaining a favorable brand perception among consumers. These insights offer valuable guidance for frozen food manufacturers in attracting and retaining customers. Future research could explore additional factors to deepen our understanding of consumer behavior in this context.</p> |
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2.3 Hypotheses Development

2.3.1 The influence of brand ambassador credibility on brand image

With the rise of social media, people or consumers may be more likely to trust and be influenced by brand ambassadors perceived as credible or credibility that potentially impacting the brand's overall image. To formulate this hypothesis, the researcher reference several studies that emphasize the significance of celebrity endorser credibility. For instance Hong et al. (2023) study, they discovered that trustworthy brand ambassadors, especially celebrities, are key for shaping how people view fashion brands because Vietnamese consumers highly value what famous people say about brands, so having reliable ambassadors can make people like the brand more. This aligns with Fitri, (2018) study also discovered a significant connection between celebrity endorser credibility and brand image, suggesting it's not random. This highlights the impact of consumer perception of the endorser's credibility on shaping positive opinions about the brand and underscores the importance of careful selection in influencing purchasing intention. Moreover Mudzakir, (2018) study clearly shows that credibility greatly influences OPPO's brand image, with a substantial impact of 23.9% and a significance value of 0.000. This underscores the crucial role of celebrities in persuading consumers and improving brand image. These findings collectively suggest that brand ambassador that are credibility play a critical role in enhancing brand image.

H1: Brand Ambassador credibility have a positive influence on brand image.

2.3.2 The influence of brand ambassador specialty on brand image.

In marketing literature, the concept of brand image is crucial as it represents the perceptions and associations consumers hold about a brand. Brand ambassadors especially the specialty or their specialization in their working field play a significant role in shaping these perceptions by embodying and endorsing brand values, attributes, and promises. The hypothesis suggests that the expertise or specialty of a brand ambassador such as sports skills, fashion sense, or technical knowledge affects how people perceive the brand they endorse. According to Hong et al. (2023) study, it was found that specialty does not positively affect brand

ambassador influence on brand image. The research highlights that consumers, especially younger ones, prioritize product knowledge over formal qualifications when making purchasing decisions, particularly in areas like fashion. However, based on Vila-López et al. (2024) showed that the expertise of sports brand ambassadors significantly shapes the perception of an image of destination, as demonstrated in the study. When these ambassadors are recognized for their skills and knowledge, they wield considerable influence in positively shaping the image of the represented country. This idea connects to why brand ambassador is effective and how it can affect the perception or the image of the brand.

H2: Brand Ambassador specialty have a positive influence on brand image.

2.3.3 The influence of brand ambassador attractiveness on brand image.

Brand image is crucial because it shapes how people see and feel about a brand. The attractiveness as brand ambassadors, have a big role in shaping this perception by representing the brand in public. The idea behind the hypothesis is that when consumers find a brand ambassador attractive and appealing, it can positively influence how they perceive the brand itself. This connects with how we're influenced by people we admire and trends in society. According to Fitri, (2018) study, highlights that brand ambassador attractiveness notably enhances brand image, emphasizing the significance of selecting appealing endorsers to positively impact consumer perceptions and brand engagement. According to Hong et al. (2023) findings, by having attractive brand ambassadors makes people think better of the brand because they connect the ambassador's appeal with the brand. So, it's important to choose endorsers who look good and have good manners. However, attractiveness is still a well-known factor in choosing brand ambassadors, but Mudzakir, (2018) shows proof that it may not have as much of an impact on brand image as previously thought. Based on Vila-López et al. (2024) study notice that attractiveness of brand ambassadors notably enhances the destination image. The research underscores the significance of attractiveness alongside other attributes in shaping consumers' perceptions of a country as an appealing tourist destination. As the study clarifies in its examination of sports ambassador and their effect on destination perception, it concludes that brand ambassador attractiveness

will have a significant impact on enhancing the destination image. This concept relates to the effectiveness of brand ambassadors' attractiveness and their potential impact on how the brand is perceived or its image.

H3: Brand Ambassador attractiveness have a positive influence on brand image.

2.3.4 The influence of brand ambassador congruence on brand image.

Brand image is important because it shapes how people see and stick with a brand. Celebrities and influencers, who often act as brand ambassadors, play a big role in this by embodying and promoting what the brand stands for. The hypothesis suggests that when there's a strong match between the ambassador's congruence on values, and what the brand represents, people are more likely to see the brand positively and authentically. This idea comes from theories about how consistent branding affects what people think about a brand. It shows how important it is for ambassadors to match up well with what the brand stands for, so that customers feel a strong connection and the brand stands out in a competitive market. In the study conducted by Hong et al. (2023) congruence emerges as the key factor affecting how brand ambassadors influence the image of fashion brands. They find that when there's alignment between the endorser and the brand, it positively impacts brand image and improves customer brand recall. Fitri, (2018) also discovered based on their study that congruence in brand ambassador positively impact on brand image. Based on their study it can conclude that brand ambassador congruence improves brand image. A positive ambassador that matches the brand helps can make the brand look better, according to the study. It's like seeing the ambassador as a good fit boosts brand perception.

H4: Brand Ambassador congruence have a positive influence on brand image.

2.3.5 The influence brand ambassador credibility on purchase intention.

Credibility acts as a key driver in the relationship between brand ambassadors and consumer purchase intention. When a brand ambassador is perceived as credible, consumers view their endorsements as trustworthy and

reliable. This perception can make the people who trust the ambassador's opinion are more likely to be persuaded by their message, leading to a purchase intention for the endorsed product. According to Hong et al. (2023), people are more inclined to purchase a brand without extensive research if brand ambassadors are perceived as trustworthy when discussing the brand and its products, underscoring the significance of ambassador credibility in influencing purchasing decisions. Additionally Rohaizat, Siti P & Golan, (2017) study also highlights the crucial link between brand ambassador trustworthiness or credibility and consumer purchase intention. When ambassadors are perceived as trustworthy, it enhances brand credibility, fosters consumer confidence, and positively influences purchase decisions. Similarly, the study by Hua et al. (2020) support this idea, highlighting the importance of selecting expertise, trustworthy, attractive, and knowledgeable celebrities for clothing endorsements to enhance consumer trust and drive purchase behaviour. Moreover Shezi, (2022) stated based on their study that the trustworthy brand ambassadors are likely to positively impact consumer purchase decisions. Trustworthiness of brand ambassadors influences purchase intention, as consumers value honesty and integrity in endorsers.

H5: Brand Ambassador credibility have a positive influence on purchase intention.

2.3.6 The influence of brand ambassador specialty on purchase intention.

In these era, people or consumers are more likely to be influenced to purchase a product (purchase intention) when the brand ambassador is a specialist in the product's category. This hypothesis explain that the specialty or expertise of a brand ambassador affects purchase intention suggests that when an ambassador is known for specific skills or knowledge, people are more likely want to buy products that they endorse. This idea is based on theories about specialty or expertise and how much people trust someone who knows a lot about a certain area that can make people buy the product. It shows how important it is for ambassadors that are expertise to appealing the customers to make the intention to buy. According to Hong et al. (2023) study found that the specialty of brand ambassadors doesn't significantly impact purchase intention, possibly because Vietnamese youth

prioritize factors other than detailed brand and product knowledge, especially in fashion, where ambassadors often have diverse backgrounds like singers, actors, or successful individuals from unrelated fields. In addition, Doha Tijjani et al. (2018) and Rohaizat, Siti P & Golan, (2017) also found no significant impact of expertise of a celebrity endorser on purchase intention.

However, Hua et al. (2020), found that the specialty or expertise of brand ambassadors, especially celebrities endorsing clothing, strongly influences whether people intend to buy. This study shows that consumers really trust and are influenced by celebrities who know their stuff. Overall, different factors studied affect what people buy, but brand ambassador specialty in their study stands out as the biggest driver of purchase intention.

H6: Brand Ambassador specialty have a positive influence on purchase intention.

2.3.7 The influence of brand ambassador attractiveness on purchase intention.

In today's marketing world, brands often select attractive ambassadors to capture people's attention and inspire them to buy their products. The appeal of a charismatic or elegant ambassador can greatly boost a brand's visibility and attractiveness, influencing consumer decisions. This theory suggests that attractive people are often viewed more positively and linked with desirable qualities. In marketing, when consumers see an attractive brand ambassador endorsing a product, they tend to connect those positive qualities with the product itself. This can make people more eager to buy it, drawn by both their desire for the product and the positive impression it conveys. Based on Rohaizat, Siti P & Golan, (2017), the research findings, it appears that the attractiveness of brand ambassadors, particularly Korean celebrities, may not have a significant direct effect on consumer purchase intention. However, according to Hong et al. (2023) the attractiveness of brand ambassadors has a notable impact on purchase intention. When brand ambassadors possess attractiveness and charm, they leave a positive impression on consumers, thereby improving the effectiveness of marketing efforts and influencing consumer behavior, ultimately driving purchase intentions. Based on Hua et al. (2020) the results of the study also clearly indicate that attractiveness,

congruency, and expertise of brand ambassadors significantly influence purchase intention for endorsed clothing, with expertise having the strongest impact. Daha Tijjani et al. (2018) also support the hypothesis that based on the study on celebrity-brand endorsement effects on Nigerian Generation Y consumers, it's clear that the attractiveness of a brand ambassador significantly influences young consumers' purchase intentions. Additionally, Shezi, (2022) based on their study the attractiveness of brand ambassadors affects purchase intention, as consumers link sports celebrities' looks and personality with the brands they endorse. Therefore, marketers should consider the appeal of ambassadors, as it can boost consumer interest in endorsed products.

H7: Brand Ambassador attractiveness have a positive influence on purchase intention.

2.3.8 The influence of brand ambassador congruence on purchase intention.

In these days, consumers often believe that when a brand and its ambassador share a strong alignment, it boosts the likelihood of purchasing the product. This means that when a brand ambassadors are align or congruence with the values, or personality closely with the brand, it has a significant impact on whether people are likely to buy the product. Consumers are more likely to trust and believe marketing messages when the ambassador feels like a natural fit for the product. This perception underscores the importance of congruence between brand values and ambassador qualities in influencing consumer decisions. These also aligns with Hong et al. (2023) study when brand ambassadors match well with the brand, it strongly influences people's intention to buy. Ambassadors represent the brand, building trust and loyalty, which affects how people decide to buy. So, it's important for ambassadors to fit the brand and have influence over the audience. Hua et al. (2020), also shows that in the fashion industry, Chinese consumers are more likely to buy clothing endorsed by Korean celebrities who match well with the brand. Additionally, Rohaizat, Siti P & Golan, (2017) also proved that when a brand and its ambassador are well-matched, it increases the likelihood of purchase, with trustworthiness and suitability significantly impacting consumer attitudes and

buying decisions, suggesting that a stronger brand-ambassador connection enhances people purchase intention.

H8: Brand Ambassador congruence have a positive influence on purchase intention.

2.3.9 The influence of brand image on purchase intention.

In present time, brand image plays a pivotal role especially whether people want likely to make the intention to buy a product as it directly impacts consumer from the perceptions of a brand's image. Consumers often rely on a brand's image as a crucial factor when making purchasing decisions, especially in competitive markets. Therefore, having a strong and positive brand image is essential for businesses aiming to attract and retain customers effectively. According to Hong et al. (2023), the study shows a clear positive relationship between brand image and purchase intention. The study suggests that while brand image is just one of many factors influencing purchase decisions, it plays a significant role. In practical terms, a strong brand image builds consumer trust in product quality, reducing reliance on price alone when making purchasing decisions. Fitri, (2018) also highlights a significant positive relationship between brand image and purchase intention, emphasizing the importance for businesses to enhancing their brand image to effectively influence consumer purchasing intention and drive sales. Additionally Suleman et al. (2023) also support these hypothesis by confirmed that a positive brand image significantly influences food purchase decisions, emphasizing the crucial role of building and maintaining brand trust for businesses to gain a competitive edge in the market.

H9: Brand image positively have a positive influence on purchase intention.

2.3.10 Brand image as mediator on brand ambassador toward purchase intention

Brand ambassadors can attract interest through positive associations, but their main impact lies in shaping the brand image that influences purchasing decisions. When consumers see a respected brand ambassador, they tend to view the brand more favourably. However, the decision to purchase usually depends on

a positive brand image, one that signifies quality, innovation, or alignment with consumer values. In this context, the brand ambassador helps create a positive first impression. Ultimately, it is the established brand image that guides consumer decisions to buy. Therefore brand ambassador serves to develop a positive initial impression, thereby establishing a bridge between their brand ambassador and consumer purchase intention through the brand image. According to Nugroho et al. (2022), study explain that brand image play as mediator on brand ambassador toward purchase intention. Brand image acts as a mediator between brand ambassadors and purchase intention because the positive perception created by brand ambassadors influences consumers' attitudes towards the brand, which in turn affects their intention to purchase the products endorsed by the brand ambassadors.

Additionally, Putri Sabella et al. (2022) also explain that brand image, which represents how consumers perceive a brand, can act as a mediator between a brand ambassador (like a celebrity endorser) and the intention of consumers to purchase products. When a brand ambassador promotes a brand, they influence how consumers see the brand. This positive perception created by the brand ambassador can enhance the brand's image in the eyes of consumers and can mediate the brand ambassador and turn to increase consumer willingness to buy products from the brand.

H10: Brand image mediated on brand ambassador toward purchase intention.

2.4 Theoretical Framework

This model explains at how EXO, as brand ambassadors, influence brand image. It also explores how the traits of brand ambassador such as credibility, specialty, attractiveness and congruence will affect people prespective about the brand image and ultimately led to people want to buy or affect the purchase intention. Purchase intention is the likelihood that someone will buy something in the future, based on things like the product, brand, and other influences. The objective is to comprehend the direct influence of brand ambassador, on brand image and purchasing intention, or to assess.

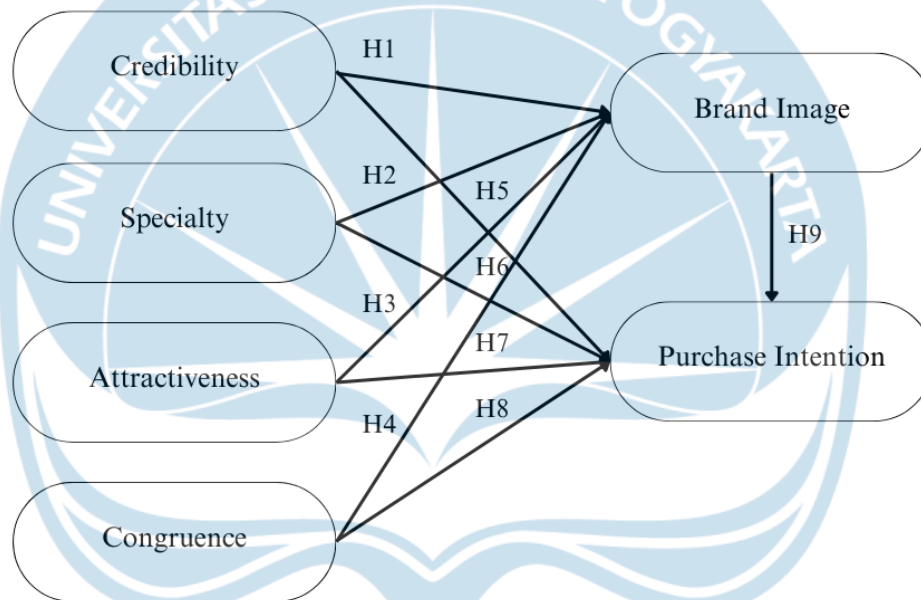


Figure 2.1 Research Framework

Source: (Hong et al., 2023)