## The Influence of Brand Ambassador and Advertising Appeal on A Skincare Product Purchase Decision

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*Abstract:* - The purpose of this study was to determine how NCT Dream's status as a brand ambassador and his or her promotional attractiveness influenced consumers' purchasing choices. A quantitative, descriptive research design was adopted for this study. The data for this study came from the 385 respondents who answered questionnaires with certain criteria—living in Bandung, Indonesia, being aware of and buying items, and having watched advertising with the brand ambassador. The data were processed using a variety of linear regression analytic techniques. The results of several research demonstrate how advertising appeal and brand ambassadors greatly influence consumer purchase decisions. It has a big impact on consumers' shopping decisions as a precursor and brand ambassador. Advertising appeal has a big impact on consumer choice.

Key-Words: - Brand ambassador; marketing strategy; business administration; advertising

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#### **1** Introduction

The beauty business is expanding nowadays, regardless of gender or age, and individuals are increasingly more concerned with preserving healthy, glowing skin, [1]. The sudden rise was brought on by the Covid-19 epidemic. In reality, by the onset of the pandemic in 2020, the performance of the beauty sector had declined. According to a study by Statista.com, as of September 2020, roughly 2% more individuals did not apply cosmetics, [2]. The economy's recovery will cause the beauty industry to grow in 2021. Statistics show that the worldwide market for cosmetic and aesthetic goods will expand by another 6.46 percent in 2021. Online sales, which rose to 25.2% in 2021, were a significant contributor to this. According to Central Statistics Agency (BPS) data, the pharmaceutical, chemical, and traditional medicine industries as well as the cosmetics sector all saw growth of 9.61 percent in 2021, [3]. Additionally, BPOM RI reported that there were up to 20.6% more businesses in the cosmetics sector. Between 2021 and July 2022, there were 913 additional cosmetic industries, bringing the total to 819, [4].

The beauty sector offers excellent business potential, and Indonesians are beginning to place more importance on beauty items. With a female population of 133.5 million, 70% of whom are working women between the ages of 15 and 64, Indonesia has a market potential of 270.2 million people, [5]. However, the beauty market category, which is dominated by women in both urban and rural regions, also has men and even children as targets. As a result, customers are eager to spend money on skincare and cosmetics to feel and look beautiful, [6].

Because local firms perceive enormous prospects in it, many new enterprises focus on the beauty sector, [7]. This Indonesian company provides a wide range of beauty products at extremely affordable costs to meet the demands of the younger generation, who are concerned about face skin care and want to appear attractive. These goods are of a high caliber and conform to global quality standards, [8]. The top 10 Best Selling Skincare Brands in E-Commerce April-June 2022 are presented in Figure 1.



Fig. 1: Top 10 Best Selling Skincare Brands in E-Commerce April-June 2022

As presented in Figure 1, Scarlett and Ms. Glow are ranked first among the Top 10 Best-Selling Skincare Brands in E-Commerce, according to a study from April to June 2022. Despite being a new business, it has generated total sales of 53.2 billion IDR by offering items made of premium materials that are specific to Indonesian women's skin problems. It also collaborates with several wellknown individuals to attract clients. Given the large number of Korean Pop fans in Indonesia, one of them is a Korean celebrity. NCT Dream was introduced as their brand ambassador on January 1st, 2022. A person who is well-known for their accomplishments or others is considered a celebrity. Brand ambassadors are people who have achieved success with a product.

SM Entertainment is the host of the South Korean boy band NCT Dream. Jisung, Jeno, Jaemin, Mark, Renjun, Chenle, and Haechan, the seven members of NCT Dream, made their debut in 2016. Given its widespread success, this boy band from SM Entertainment had a brilliant career. The selection of this brand ambassador was influenced by NCT Dream's numerous accolades and rise to prominence as one of the most well-known boy bands. At the 2022 Genie Music Awards, NCT Dream won two of the three Daesang (grand prizes), including the Top Artist and Top Album awards( for their second studio album, "Glitch Mode."

Due to the support of devoted followers on social media and the Indonesian fans' enthusiasm for the Korean Wave, NCT Dream was drawn to Marsela Limesa as a brand ambassador, according to the cofounder and president of the company. Because of its tenacity and passion in realizing its various dreams, NCT Dream is a character that motivates its followers. NCT Dream, which consistently motivates its followers in their work, shares similar values. This is consistent with the fact that consumers are always given priority when implementing new technologies. observes that NCT Dream has also given them a spirit, growth, and loyalty, [9].

In addition to using brand ambassadors as a promotional tool, also attracts the attention of customers by serving advertisements, [10], [11]. Advertising is a form of a paid non-personal presentation aimed at promoting ideas, goods, or services. With an advertisement, it is hoped that the public will know about a brand or product that exists, [12].

With the times, many companies use social media to advertise, [13]. Being one of the most sought-after beauty brands displays its product advertisements in the form of videos or images.

NCT Dream as a brand ambassador participated in the advertisements made, [14]. Based on the Official Instagram account, presents exciting content and activities to build engagement with fans. One of them is releasing a video with an alternate universe concept that shows NCT Dream members in Indonesian school uniforms making skin care formulas in the school laboratory.

This research focused on consumers of skincare products in Bandung who have bought and seen advertising impressions with the brand ambassador NCT Dream on social media because Bandung is one of the three cities that have the highest level of online sales of goods in 2021, [15]. Based on the description above, we as researchers are interested in researching more about "The Influence of NCT Dream Brand Ambassadors and Advertising Appeal on Purchasing Decision (Case Study in Bandung City)". The formulation of the problem to be studied in this study is as follows.

- 1. Is there any influence of NCT Dream *brand ambassadors* on product purchasing decisions?
- 2. Does the appeal of advertising affect the purchasing decisions of products?
- 3. Is there any influence of NCT Dream *brand ambassadors* and advertising appeal on product purchasing decisions?

## 2 Literature Review

#### 2.1 Brand Ambassador

As of 2020, a celebrity is a person who is wellknown for their achievements or other things. Brand ambassadors are well-known people's actions when utilizing a product, [16]. One of the many considerations when choosing a celebrity to represent a company is whether or not they have an image and personality that align with the campaign, [17]. This factor is determined by an up-and-coming celebrity. The company's finances are one of the other factors to take into account, [18]. Brand ambassadors are expected by businesses to effectively represent their product brands.

The VisCAP (influencer effects in advertising) model should be used to assess marketing activities, including the use of celebrities in advertisements. Rossiter and Percy claim that the VisCAP model is made up of four components: 1) visibility, 2) credibility, 3) attractiveness, and 4) power. Brand ambassadors are considered visible if their visibility character satisfies the requirements for public display, [19]. For the advertised brand to gain attention, brand ambassadors are typically wellknown individuals who are well known to a large audience, [20]. Consumer judgment considers brand ambassadors to be credible when it comes to sharing their knowledge, experience, and expertise, [21]. Can brand ambassadors offer useful information distinctively and impartially? The star's attractiveness, specifically how likable, familiar, and similar( similarity) it is to the personality the product user wants( such as similarities in age, hobbies, activities, etc. Celebrities use their power of attraction to persuade and pique consumers' interest in purchasing and using goods.

#### 2.2 Advertising Appeal

The attractiveness of advertising affects emotions and draws people's attention to a product or service it is promoting. For viewers to be interested in the product being advertised, there is a strategy for delivering the message in creative and memorable advertisements, [22]. The three characteristics of the advertising appeal are: 1) meaningful, 2) believable, and 3) distinctive, [3,4]. An advertisement that promotes a product's advantages to make it appealing and in demand by consumers is considered meaningful. An advertisement that makes consumers think the information and message being conveyed is accurate is said to be believeable, [23]. Distinctive is an advertisement that shows and provides information that their product has unique characteristics and is different from other products, making consumers think that the product is better than competing brands, [24].

#### **2.3 Purchasing Decisions**

Consumer decisions to buy are impacted by elements such as money, technology, politics, culture, the product, pricing, location, advertising, tangible proof, people, and the purchasing process, [25]. As a result, to develop a consumer mindset that will allow them to digest all information and come to conclusions that will help them choose which product to purchase, [26]. There are six indicators of purchasing decisions namely: 1) choice of product, 2) choice of brand, 3) choice of dealer/ seller, 4) amount of purchase, 5) time of purchase, 6) method of payment. Product Choice is when a consumer chooses a product from many product offerings, various aspects must be considered, [27].

These factors come in the form of product benefits, product advantages, and product choice. Consumers' preference for one brand over another depends on their interest in the brand, their brandrelated behaviors, and the brand's reasonable pricing. Seller Choice is a process of choosing which seller to choose the consumer when making a purchase, influenced by various factors that are taken into consideration, namely the seller occasion, the service obtained from the seller, the products to be purchased available, and new stock or a lot of stock at the seller, [27].

Purchase amount is the quantity or quantity of products to be purchased, of course, it is included in the consideration, [28]. Decisions in determining the number of purchases also vary, namely as follows based on the number of products you want to buy or as inventory (used for future use), [28]. Purchase time is a consideration of time in buying a product. Each consumer certainly has different time considerations and the reasons are for the needs in the near future, the benefits that consumers receive at a certain moment (during promotions or discounts), and personal reasons for consumers (satisfying desires), [29]. Payment Method is a way to decide which payment method to use when making a purchase. The object of consideration is convenience, whether it is efficient and effective, and so on. Cash payments, credit cards, debit cards, mobile banking, and online banking are all acceptable forms of payment, etc, [30].

#### **2.4 Hypothesis**

A hypothesis is a temporary answer in a study. The hypothesis proposed by the researcher is as follows.

H1: NCT Dream *brand ambassadors* have a significant influence on product purchasing decisions.

H2: Advertising appeal has a significant effect on the purchasing decision of products.

H3: NCT *Dream brand ambassadors* and advertising appeal have a significant effect on product purchasing decisions.

## 3 Methodology

#### 3.1 Validity Test

Tuble1. Drand Ambussudor Varianty Test (AT)							
Variable	No.	r	r	Conclusion			
	Item	count	table				
	1	0,724	0,361	Valid			
	2	0,583	0,361	Valid			
Brand	3	0,578	0,361	Valid			
ambassador	4	0,435	0,361	Valid			
(X1)	5	0,556	0,361	Valid			
	6	0,792	0,361	Valid			
	7	0,536	0,361	Valid			

Table1. Brand Ambassador Validity Test (X1)

Source: Processed by Researchers Using SPSS Software, 2023

Table2. Au Attractiveness Validity Test (A2)							
Variable	No.	r count	r	Conclusion			
	Item		table				
Ad Annaal	1	0,779	0,361	Valid			
(V1)	2	0,773	0,361	Valid			
(A1)	3	0,673	0,361	Valid			

Table2. Ad Attractiveness Validity Test (X2)

Source: Processed by Researchers Using SPSS Software, 2023

Table <sub>3</sub> .	Purchase	Decision	Validity	v Test (	$(\mathbf{Y})$	)
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Variable	No.	r count	r	Conclusion
	Item		table	
	1	0,755	0,361	Valid
	2	0,736	0,361	Valid
	3	0,807	0,361	Valid
	4	0,523	0,361	Valid
Durchasing	5	0,835	0,361	Valid
Purchasing	6	0,548	0,361	Valid
(V)	7	0,715	0,361	Valid
(1)	8	0,527	0,361	Valid
	9	0,609	0,361	Valid
	10	0,583	0,361	Valid
	11	0,461	0,361	Valid
	12	0,431	0,361	Valid

Source: Processed by Researchers Using SPSS Software, 2023

As presented in Table 1, Table 2 and Table 3, the results of the *brand ambassador* validity test (X1), advertising attractiveness (X2), and purchasing decision (Y) using 30 respondents who had filled out the questionnaire, showed that it was valid because it met the validity test standard, namely rating greater than rtable (rcalculate > rtable) which was 0.361. It can be inferred from the results of the validity test that this study is suitable and qualified of testing.

#### **3.2 Reliability Test**

Table 4, Table 5 and Table 6 demonstrate the results of the reliability test of the *brand ambassador* variables (X1), advertising attractiveness (X2), and purchase decision (Y) based on 30 respondents from the Google form questionnaire that has been distributed.

Table4. Brand Ambassador Reliability Test Results

(11)					
<b>Reliability Statistics</b>					
Cronbach Alpha	N of Items				
.669	7				

Source: Processed by Researchers Using SPSS Software, 2023

Tal	ole5.	Ad	Appe	eal Re	liability	Test	Results	(X2)	
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<b>Reliability Statistics</b>				
Cronbach Alpha	N of Items			
.616	3			

Source: Processed by Researchers Using SPSS Software, 2023

Table6. Purchasing Decision Reliability Test

Results (Y)					
<b>Reliability Statistics</b>					
Cronbach Alpha	N of Items				
.799	12				

Source: Processed by Researchers Using SPSS Software, 2023

Based on the results of the reliability test on the *brand* ambassador variable (X1), advertising attractiveness (X2) and purchase decision (Y) are reliable because  $\alpha$  calculate > 0.60 which can be seen in Cronbach Alpha from the *brand ambassador*, which is 0.669, the advertising attractiveness is 0.616 and the purchase decision shows 0.799. This suggests that the study is reliable or trustworthy.

#### **4** Results and Discussion

#### 4.1 Descriptive Analysis

According to the study's findings, 385 respondents with a variety of characteristics—including gender, age, and occupation—were surveyed. Female respondents made up 324 respondents, or 79.2% of the total, while male respondents made up just 85, or 20.8%, as seen by the characteristics of respondents broken down by gender in this study.

Although can be utilized by everyone, independent of gender, there are still a lot of consumer gaps, [31]. Age-based features of respondents were dominated by those between the ages of 17 and 22 (65.3%). Last but not least, there are traits of respondents depending on job where students or students make up 53.5% of the workforce. It can also be concluded that most of the respondents to this study are students or students aged level of 17-22 years who know and have purchased products and watched advertisements with the *brand ambassador* NCT Dream.

#### 4.2 Multicollinearity Test

	Table7. Multicollinearity Test Results								
Inidel		Unstantariler B	il Controords Stat Error	Blandardord Controenty Beta		55	Collinearly Talotance	Statistics V67	
1	Constants	29.395	2.368		12,408	.005			
	111	.165	068	254	6.385	.001	912	1.987	
	12	.961	136	334	7.888	.000	912	1.097	

Source: Processed by Researchers Using SPSS Software, 2023

The results from Table 7 show that this study did not have multicollinearity problems because of the tolerance value < VIF, in this study the tolerance value was 0.912 and the VIF value was 1.091. Additionally, if the Variance Inflation Factor (VIF) value is less than 10 and the tolerance value is higher than 0.1, the data may be considered to be free from multicollinearity. Given that the two independent variables in this investigation had VIF values less than 10 and tolerance values greater than 0.1, it can be said that they did not have multicollinearity issues, [32].

#### 4.3 Heteroskedasticity Test



Fig. 2: Heteroskedasticity Test Results Source: Processed by Researchers Using SPSS Software, 2023

As presented in Figure 2, it can be seen that the dots in the figure form randomly, the absence of a certain pattern depicted from the point. Thus, there is no heteroskedasticity in the regression model, [33].

#### 4.4 Normality Test

Table8. Kolmogorov-Smirnov Normality Test Results

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual					
Ν		385					
Normal Parameters <sup>a,b</sup>	Mean	.0000000					
	Std. Deviation	2.56097611					
Most Extreme Differences	Absolute	.049					
	Positive	.035					
	Negative	049					
Test Statistic		.049					
Asymp. Sig. (2-tailed)		.028°					
Exact Sig. (2-tailed)		.307					
Point Probability		.000					
a. Test distribution is No	a. Test distribution is Normal.						
b. Calculated from data.	b. Calculated from data.						
c. Lilliefors Significance							

Source: Processed by Researchers Using SPSS Software, 2023

Based on Table 8, normality test results are using Kolmogorov Smirnov methodology so that the exact sig value results are obtained, [31]. of 0.307, according to the existing criteria, shows that the data is normally distributed with the exact sig value. i.e. .307 is greater than 0.05.





We can tell if the data is regularly distributed or not by looking at the histogram's graph shape. The graph that precisely resembles a mountain or bell has no left or right leaning and moves in the same direction as the diagonal line. Figure 3's histogram graph demonstrates that it shapes a mountain and moves in the diagonal line's direction, indicating that the data is regularly distributed.



Fig. 4: Probability Plot Graph Source: Processed by Researchers Using SPSS Software,

2023

The probability plot graph based on Figure 4 reveals that the data is regularly distributed. Because the points on the line may follow the diagonal line's direction without deviating, it can be claimed that the data is regularly distributed, [34].

#### 4.5 Multiple Regression Analysis

Table9. Results of Multiple Regression Analysis

		Unstandantize	d Coefficients	Sitandardited Coefficients			Cornearty	Gisters
Mediet		B	Std Error	Beta	+	Stp	Tolerance	VIF
1	(Constant)	29.395	2,369		12.409	.900		
	33	385	.D18	.254	5 385	.900	.912	11
	10	.961	.136	334	7.088	.000	.912	1.0

Source: Processed by Researchers Using SPSS Software, 2023

Based on the results of the multiple regression test found in Table 9, the following equation can be obtained.

#### $Y = \alpha + b1X1 + b2X2$ Y = 29.395 + 0.365X1 + 0.961X2

where: Y = Dependent variable (Purchase Decision)

 $\alpha$  = Constants b1= Independent variable coefficient 1 b2= Independent variable coefficient 2 X1= Independent variable (*Brand ambassador*) X2= Independent variable (Ad Appeal)

Based on the equation above, it can be concluded that the results of the double regression analysis are as follows.

a. The constant value ( $\alpha$ ) is 29.395 which means that if the *brand ambassador* variable (X1) and advertising attractiveness (X2) are worth 0, then the purchase decision variable (Y) is 29,395 units.

- b. The value of b1 is 0.365 which means that the brand ambassador variable influences purchasing decisions, if the *brand ambassador* variable (X1) increases then it can affect the purchase decision variable (Y) by 0.365.
- c. The value of b2 is 0.961 which means that the variable of advertising attractiveness influences purchasing decisions, if the variable of advertising attractiveness (X2) increases then it can affect the purchase decision variable (Y) also by 0.961

#### **4.6 Partial Test (t)**

Table10. t Test Results

			CI	emicients				
		Unstandantize	e Coefficients	Standardized Coefficients			Collegate	Statistics.
Mittel		B	Std. Error	Beta	+	51p	Tolerance	VIE
Ľ.	(Constant)	29.395	2,369		12.409	.900		
	35	385	.DH8	.254	5.385	.900	.912	1.097
	10	.961	.136	334	7.088	.000	.912	1.097
a.0	an on distribution	atula W						

Source: Processed by Researchers Using SPSS Software, 2023

Based on Table 10, conclusions can be drawn from the results of data processing to partially test the hypothesis as follows.

- The results of the t-test show that the sig value. the influence of the *brand ambassador* (X1) on the purchasing decision of 0.00 < 0.05 and the calculated t value of 5.385 > the table t value of 1.966. It can be inferred from these results that H0 is rejected and H1 is accepted, meaning that NCT Dream *brand ambassador* influence on purchasing decisions is partial.
- 2. The t-test findings demonstrate that the sig value. The estimated t value of 7.088 > the table t value of 1.966 indicates that the influence of advertising attractiveness (X2) on purchase decisions is 0.00 0.05. These findings suggest that H0 is rejected and H1 is accepted, indicating that advertising attractiveness has a partial impact on purchase choice.

#### 4.7 Simultaneous Test (f)



ANOVA"									
Nodel		Sum of Squates	đf	Mean Square	F	Sig			
r.	Regression	737,316	2	368.658	55,917	.000 <sup>b</sup>			
	Residual	2518 502	382	6.593					
	Total	3255.818	384						

b. Predictors: (Constant), X2, X1

Source: Processed by Researchers Using SPSS Software, 2023

The results of the f test indicate that it received a sig value based on Table 11. It is also known that the value of F Table 3.019 F count 55.917 for the impact of brand ambassadors and advertising attractiveness on purchase choices, namely 0.00 0.05. It is evident that H1 is accepted and H0 is denied. This can demonstrate how the dependent variable of purchase decisions (Y) is influenced concurrently by the independent variable of brand ambassadors (X1) and the attractiveness of advertising (X2).

#### **4.8 Coefficient of Determination Test**

Table12. Coefficient of Determination Test Results Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate					
1	.476 <sup>a</sup>	.226	.222	2.568					
a. Predictors: (Constant), X2, X1									

b. Dependent Variable: Y

Source: Processed by Researchers Using SPSS Software, 2023

From Table 12's demonstration, it can be seen the influence of *brand ambassadors* and advertising attractiveness on purchasing decisions based on the r-value, which is worth 0.476 so that the magnitude of the result is that the value of the coefficient of determination in the form of percent can be calculated through the following formula.

 $Kd = r^{2} x \ 100\%$   $Kd = 0,266 x \ 100\%$  Kd = 22,6%Where: Kd = Coefficient of Determination  $r^{2}$  = Coefficient of correlation of free
variables with bound variables

Based on the results of the calculations above, it can be concluded that the value of the influence of NCT *Dream brand ambassadors* and advertising attractiveness on product purchase decisions is 22.6%. While the remaining 77.4% was influenced by other variables that were not studied in this study.

### **5** Conclusions and Suggestions

#### **5.1** Conclusion

Based on the results of research and data processing on "The Influence of NCT Dream *Brand Ambassadors* and Advertising Attractiveness on Purchasing Decisions, the author can draw several conclusions to answer some formulations of existing problems. Here are the conclusions obtained in this study.

- 1. NCT Dream brand ambassadors have a significant influence on purchasing decisions by 90.3% and fall into the excellent category.
- 2. Advertising appeal has a significant influence on purchasing decisions by 89.8% and falls into the excellent category.
- 3. According to the findings of the coefficient of determination test, NCT Dream brand ambassadors and advertising appeal had a substantial impact on purchase decisions by 22.6%. Additional factors that were not examined in this study had an impact on the remaining 77.4%.

#### **5.2 Suggestion**

#### **Practical Advice**

- 1. With the results obtained, NCT *Dream* brand ambassador and advertising appeal influenced purchasing decisions by only 22.6%. We recommend that the company carry out a marketing strategy in addition to the use of NCT DREAM brand ambassadors and attractiveness to further improve the purchase decision of products.
- 2. Based on the results of multiple linear analysis tests that show the value of the influence of advertising attractiveness under *brand* ambassadors, is recommended to further increase the value of advertising attractiveness.

#### **Theoretical Suggestions**

1. Researchers should then add other variables besides the *brand ambassador* variable and advertising appeal to find another factor of 77.4% that was not studied in this study that influenced the purchasing decision of products. Other variables that can be used

such as product quality, *brand image*, price, and so on.

2. Researchers can then conduct research with the same variables, but with other methodologies and with other products as objects.

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- Nadya Tri Handayani carried out the field survey, data analysis, and optimization.
- Mahir Pradana was responsible for the field survey and supervision.

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# **Conflict of Interest**

The authors have no conflict of interest to declare.

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