

# The influence of brand ambassadors and brand image on the intention to buy food products

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**ABSTRACT**

The important role of digital era consumers in making the buying process is quite different from before. Therefore, it is necessary to do research on the effect of Brand Ambassadors and brand image on Purchase Intention to purchase frozen food. The population in this study is people who live in South Tangerang with a sampling technique in the form of purposive sampling of 120 respondents. This study uses AMOS SEM data analysis techniques. The results of this study say that brand ambassadors and brand image have an effect on consumer buying interest and brand image is the factor that has the greatest influence on consumer buying interest.

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**1. Introduction**

The role of era is very supportive and becomes a factor underlying consumer behavior in certain eras (Kartajaya & Marketeters, 2018). This influence is important to be considered by marketers who want to market their products, especially in this case frozen food. There is a lot of competition going on in this era, especially related to consumer buying interest (Reyes-Mercado et al., 2017) (Suleman et al., 2020a) (Nurhayaty et al., 2021) . Purchase intention is a factor that forms the basis for the next process and is important to pay attention to because this is the first step whether consumers will continue with the buying process or just forget all the stimuli that have been given by producers to consumers (Suleman, 2022) (Suleman et al., 2020b). Companies must be able to pay more attention to this matter and take care to be able to make this the basis for a consumer to start being more interested in a product amidst the various alternatives and choices of products similar to ready-to-eat food in frozen form that are sold in the market. in the research we did, we specifically defined the influence of brand ambassadors

In influencer marketing, the idea is that influencers can influence their followers as long as the influencers remain attractive and hold attention Under digital marketing available, companies are now increasingly relying on Influencers' use of social media to support their brands. Because influencers can network with the brand's target audience and the ability to communicate with their followers. When using brand ambassadors, companies must have individual choices according to the characteristics of the products they sell, namely the consistency of the company's brand (Masyita & Yuliati, 2017) (Kotler et al., 2019).

However, the interesting thing to discuss is the use of too many brand ambassadors. However, this can result in product attributes being less consistent, reducing the effectiveness of persuasive tools, and

creating a biased brand image (Fatmaningrum & et al, 2020) . It is stated that brand image is something that can be the basis or describe how consumers think about a particular brand and can trigger it to generate emotions according to (Ramlawati & Lusyana, 2020) . in the minds of consumers. Brands that participate in what they consume and can provide an overview to consumers about the manufacturer which will reflect the quality of the manufacturer. The more trusted a producer is, the brand they produce and market will be easily accepted by consumers at the beginning of seeing a brand that is associated with the level of quality of a food product. Consumers see the brand as part of the product, and branding can add value to the product. Branding has become an important product strategy. Brand last name tells consumers something about the quality of the product. Consumers who always buy the same Brand know that consumers get something with every purchase also of the same quality. The brand name is the basis for building an overall image of exceptional product quality. Branding strategies that can be implemented Maintaining the integrity of the brand image in the eyes of consumers is a brand extension (Fatmaningrum & et al, 2020). So that it can be briefly stated that brand image is what impression or belief a person has for an object, the better the image of the product, the more interested and interested consumers are in buying the product.

In general, many factors influence consumer buying interest, such as product quality, product image, price perception, location, sales promotion, trust and service quality. However, to save time and focus more on research, researchers only take one factor, namely product image which influences consumer buying interest (Ahmad, 2020). Tendency suspect Take action before you decide to buy The latter is called the buying rate A person or individuals go through the process Prejudice is important perception before finally generating interest in getting Buying interest raises. A motivation that is still maintained in the individual's head and it becomes a very strong desire. For individuals to meet, they need to buy a product. Buying interests are real thought plans of buyers or consumers to buy several products in a certain amount with a choice of several characters available at one time (Rusiyati et al., 2021). To find out how Brand Ambassador influences purchase intention and also the effect of brand image on purchase intention of food products

## 2. Research Method

In this study using a quantitative approach with three variables, namely there are 2 independent variables and 1 dependent variable. The population in this study used frozen foods consumers in South Tangerang. Where the sampling technique was carried out by purposive sampling with the criteria of consumers who would buy frozen food products with criteria aged 17 years and over. With a total of 24 indicators so the number of samples in this study were 120 respondents who would be given a questionnaire. Questionnaires/questionnaires were distributed using a Likert scale. And then it will be tabulated and then processed with the AMOS SEM analysis tool.

### Brand Ambassador

A brand ambassador can be described as a person who acts on behalf of the brand he bears. Hire brand ambassador positions as a corporate spokesperson to humanize the brand and become a vehicle for relationships with the organization. in this study the brand ambassadors used were social media influencers (Masyita & Yuliati, 2017). In a few decades after all, many social media users have attained Internet fame. Build a strong online identity and share interests and opinions on social media using social media apps such as Facebook, Instagram and youtube. Social media users with a reputation tend to get more attention from their followers so that they have influence and are seen as role models for their followers in consumerism, that's what is called the social media effect (Ilmi et al., 2020). in research (Hanapi & Sriyanto, 2018) found similarly positive results about the effect of brand ambassadors on purchase intention. Same with research results (Wulandari, 2019) which according to the Brand Ambassador has an effect on purchase intention. Therefore, the first hypothesis in this study

H<sub>1</sub>: The Influence of Brand Ambassadors on Purchase Intentions

### Brand Image

One of the main tasks of a brand is to become a guide. Consumers can choose from several options to provide security in making decisions about product and service quality and help with orientation. Consumers can recognize brand image and language based on the brand (Ramlawati & Lusyana, 2020). Brands can also be intangible assets for companies that need time to become successful. Brand companies are not only successful in the short term, but also successful in long term sustainability. Several studies have been conducted regarding the effect of brand image on purchase intention in several previous studies. Conducted as research (Fauziah et al., 2019) (Ilmi et al., 2020) (Herawaty et al., 2022). which gives results

on a positive effective brand image in purchase intention. Similar research has also been conducted (Winardi, 2019) to create a product image that positively influences purchase intention. Therefore, the first hypothesis in this study

H<sub>2</sub>: Effect of Brand Image on Purchase Intention

### Intention to Buy

When making a purchase decision, potential consumers go through several processes until repeat purchases are made. The five steps above are the consumer buying process presented. In the evaluation stage of purchasing decisions, consumers evaluate products and services by forming an understanding of the brand, the positive and negative effects of brand products and services, and the suitability of interests. In the evaluation phase, consumers prioritize information gathering and can create purchase intentions for several brand decisions (Kotler, 2017) (Harahap & Lutfi, 2020) And some of these things can be done to get better opportunities going forward in the next process (Rusiyati et al., 2021) (Ramlawati & Lusiana, 2020)

## 3. Results And Discussions

### Analysis Goodness of Fit

In this study, we plan to use the AMOS.23 SEM as an analytical tool. AMOS SEM is divided into 3 results and the most notable result is found to be GOF (goodness of fit). Awards. This may be the most important result. The goal is to check whether the models created are generally compatible with the input data using the standards held by Amos. We also present the AMOS-SEM results.

The first result (GOF) is that the SEM output from AMOS reliably finds a working size data model. This indicates that the RMSEA is 0.0041 < 0.05; his GFI value of 0.09 (model fit) and 0.88. Ultimately, each model tested meets the criteria for testing a working model with the appropriate level of testing criteria. And for the working standards of the various models, the progressive working model consists of several tools for verifying compliance. Especially the value of CFI=0.90. For NFI = 0.89; IFI = 0.88 and RFI = 0.90, the results are called reasonable because the structural equation model is reasonable at the test criteria level and meets the requirements of a progressive working model. is showing. For job size, the job model is rarely reflected in the results. PNFI = 0.90. From these results, we can conclude that the model performs very well at the test criteria level and meets the rigorous model requirements.

### Measurement Model

In a second test, AMOS 2.3 showed that the results obtained indicated the following information: According to (Ferdinand, 2018) a model that measures combined reliability is said to be reliable for measuring each latent variable if the structural reliability (CR) value is 0.7 or higher. It's 0.5. Where 0.5 to 0.6 states acceptable for experimental reliability studies, AMOS SEM performs a one-sided test at the 95% confidence level. A commonly used critical value (CR) is > 1.96, which means that the normality assumption is rejected. Significance level (P) < 0.05 (5%).

From the results of the survey, that is, the results of this survey, information can often be gleaned from the inventory table above. This shows that the 24 indicators associated with quantity (CR) and price above 0.68 are valid and reliable. extract. (VE) is greater than 0.05. Therefore, each indicator used in this study is reliable and valid and can be used for analysis.

### Hypothesis Test Results

The third output of interest is: Amos SEM can display the results of hypothesis tests. Hypothesis testing is used during research to confirm the results of the hypotheses shown in Table 1 below.

**Table 1.** Hypothesis Testing

No	Hypotheses	SLF1)	t-value	Conclusion
1	H1 Brand Ambassador → Purchase Intention	0.28	2.6	Supported
2	H2 Brand Image → Purchase Intention	0.31	2.9	Supported

As you can see from the table above showing the results of Amos sem against the results of the hypothesis test, we can see together Table 1 showing the test results of the structural model. Note the calculated t-score > t-table 1.96 and <0.05. The magnitude of the influence is shown in the SLF value below and shows how much influence the variable has. to have a relationship.

For the hypothesis that brand ambassadors are influential and important to consumer purchasing decisions (H1), the test results show a t-value of 2.6, which is larger than the table value of 1.96 and the standard coefficient. from 0.28. Furthermore, for the hypothesis (H2) that e-women are influential and important in consumer purchasing decisions, the value of the t product is 2.9 greater than the table value of 1.96, with a standard coefficient of 0.31.

#### 4. Conclusion

The first hypothesis examines the impact of brand ambassadors on interest obtain. The results of this study showed significant effect Communicate your purchase intent directly to the Brand Ambassador. So this Shows that brand ambassadors are direct factor Arouse interest in purchasing from potential customers. The results of this study support A previous study reported by (Bonde et al., 2022). Brand ambassadors are very attractive, but not all. Ask respondents to simply praise your product rather than buy it yet The appeal of brand ambassadors. The first hypothesis states that brand ambassadors are influential About interest on purchases. Results of this study are available Brand ambassadors have a direct and significant impact on purchase intent. This shows that brand ambassadors are capable Influence interest in buying frozen foods. For this reason, it is expected that frozen food manufacturers will be able to find brand ambassadors that match their products and brand ambassadors that can attract consumers to attract consumers.

A third hypothesis tests the impact of brand image on purchase intent. Of The results of this study show that there is an influence among brand image variables About interest on purchases. This shows that you can generate your brand image A potential consumer's desire to purchase a product. such a desire It can usually occur when brand image is reflected in the company good picture. The results of this third hypothesis support the study. Done by previously said (Ahmad et al., 2020) Brand image influences purchase intention. The second hypothesis is that brand image influences purchase intention. The results of this study show the impact of brand image interested in buying. This shows that the brand image is built by the brand Frozen food sold to attract potential consumers to purchase the product. Therefore, the brand image of frozen food manufacturers must be consistently maintained in line with previous consumer images. Future research is expected to be able to add variables and research areas

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