



## The Impact of Brand Ambassadors on Consumer Purchase Intentions

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### Abstract:

The competitive character of today's marketing climate forces businesses to always seek for creative and better ideas to affect the behaviour and purchasing choices of their clients. Brand champions are those people who are well-known for effectively presenting and marketing a company to the general public. Often well-known, powerful, or notable personalities are these people. This research aims to find out how brand champions affect consumers' probability of making a purchase. The study focuses on important factors such as the ambassador's appeal, credibility, knowledge, reputation, and consistency with regard to the corporate brand. The aim of this study is to find how the above described traits affect customers' opinions of the brand as well as their buy possibility. Structured questionnaires were given to a cross-sectional sample of consumers representative of all various kinds of families and backgrounds to gather data for this quantitative study. The existence of an efficient brand ambassador may show a statistically significant positive link with the inclination of the client to make a purchase. Having a personal connection to the ambassador or seeing the endorsement as sincere and in keeping with their own personal criteria raises the likelihood that consumers would evaluate and finally purchase products. Furthermore, the research shows that, especially with younger customers, the visibility and engagement of the ambassador on social media are rather vital for increasing their impact. For those in responsibility of brand management and marketing, these results have significant consequences. The findings show that choosing the suitable brand representatives and using them strategically might perhaps raise sales, confidence, and appeal. The report offers suggestions for ideal practices on the deployment of brand advocates into marketing initiatives. These suggestions aim to strengthen client connections and improve competitive posture.

## 1. Introduction

As the field of contemporary marketing develops, one of the most important responsibilities brand advocates do in shaping consumer behaviour and thinking becomes ever more important. The increasing amount of advertising messages in recent years has resulted in a greater relevance of brand champions in terms of consumer reach. By means of

real relationships with consumers, these individuals help businesses stand out from the competitors. In the business sector, brand champions are people who vividly bring to life the values, promises, and identity of a firm. These folks could be just happy consumers, well-known people, or even significant social media personalities. They have a great impact on the possibility that consumers will buy as they personify the company and earn their confidence.

This is more important than it has ever been because customers value relatability, openness, and honesty so highly when making purchases[2]. The spread of digital and social media channels has raised the influence of brand champions. These sites let brand champions interact with more people and provide information about their products. The impressions people have of a certain brand correlate with the apparent reliability, trustworthiness, attractiveness, and knowledge of brand representatives. Research results show that these traits affect the probability of buying the goods or services the company provides in turn. Furthermore, the ambassador's persona should be in line with the brand image if it is to be real and thereby increase the emotional connection with consumers. While helping companies stand out in a market growingly competitive, the deliberate deployment of brand ambassadors has the ability to boost sales, improve market share, and create brand loyalty. To attain sustainable corporate development and enhance the efficacy of endorsement efforts, the marketers must be aware of how the impact of brand ambassadors on customer buy intentions[4].

## 2. Background of the Study

Companies find it increasingly difficult to grab the attention of consumers and influence the choices they make about their purchases in the present marketing climate due to the flood of brand messaging consumers are exposed to on many platforms. The mistrust and opposition of consumers to overt marketing methods might help to explain the slow decline in the efficacy of traditional advertising approaches. This is why companies are leaning more and more on more genuine and unique approaches, where brand ambassadors are very important. A brand ambassador is someone who really reflects and advances public opinion of a firm. This individual could be an ordinary customer, public personable, celebrity, or even influencer. Strategic usage of brand champions helps the company to be more accessible and cause an emotional response from consumers[3]. Given their power, charm, and relatability, these people could be able to affect consumer perceptions. The spread of social media has made brand champions able to interact with a much larger audience, build confidence with customers by regular engagement, and thus increase the impact of their own businesses. The impact that other individuals have on the intentions of the purchasers to make a purchase is an excellent example of a social and psychological aspect. This percentage indicates the probability that a customer will actually buy something. A brand ambassador has more influence on the consumer to consider or buy the products they propose when they appear to

be real and congruent with their own ideals or way of life. Since they are more impacted by the culture of influencers and look to their peers for approval when buying purchases than earlier generations, millennials and members of Generation Z are more vulnerable to this effect. Research also shows that consumers are more likely to respond favourably when the image of the brand ambassador aligns with the corporate identity, therefore strengthening their loyalty to the business and increasing their desire to buy. This raises their purchase motivation. The researchers' business might be able to stand out from the competition, increase the degree of brand awareness, and optimize the return on investment (ROI) of marketing initiatives by choosing ambassadors with the suitable personality and ties to target audience[7]. Brand advocates are becoming more and more important in the content-driven marketing approach of today, which gives narrative and human interactions more weight than it relies on aggressive sales techniques. Although this is true, it's crucial to remember that not every campaign with brand champions turns out as successful. Advice that is inadequate or misaligned might cause sales to drop as well as a tarnished reputation and a loss of customer trust. Therefore, it is of great relevance to have a strong awareness of the fundamental factors driving the efficacy of brand advocates in their capacity to influence purchasing choices. To do this, one must take into account factors such the ambassador's appeal, reputation, social media presence, degree of congruence between the ambassador and the brand. The usage of brand ambassadors has lately become increasingly common as companies in Malaysia and other developing nations want to stand out from the competition and build a closer relationship with their customers[8]. Local companies are welcoming micro-influencers and localized celebrities with a dedicated fan following in certain areas. This is not the case for multinational corporations, which sometimes work with celebrities with a worldwide reputation. This localized approach helps to engage people as it gives the brand's message more authentic appeal. Furthermore, the spread of e-commerce and digital platforms lets consumers engage with brand advocates in a simpler way, follow their advice, and make quick purchases. These changes highlight the need of acquiring knowledge of how brand advocates affect consumer behaviour in different market conditions. Particularly in digital environments, the changing consumer-brand dynamics force businesses to constantly evaluate and improve their ambassador programs to meet the needs of their target markets and achieve their brand goals. For companies operating in the digital sphere particularly this is crucial. Therefore, the aim of this

research is to identify the elements that support the success of endorsement programs by means of an analysis of the particular influence brand advocates have on the probability of purchase by consumers. This research aims to investigate theoretical frameworks and practical solutions to help companies, brand managers, and marketers that want to boost sales and customer involvement by means of ambassador-driven campaigns. The results will not only add to the already increasing corpus of studies on influencer marketing but also provide pragmatic advice on how to use brand champions as a tool in strategic brand communication[10].

### 3. The Purpose of the Research

The aim of this research is to investigate and assess, in the framework of the modern marketing environment, the impact that brand champions have on the chance that consumers will buy. Companies are turning to tailored marketing techniques like brand ambassador endorsements more and more to establish closer relationships with consumers and set themselves apart in consumer marketplaces growingly competitive. Apart from other elements, customers' views and choices about their purchases are influenced by the credibility, relatability, popularity, congruence of brand ambassadors. This work seeks to grasp the operation of these elements. Furthermore, it will evaluate how brand champions affect consumers' opinions and confidence in both modern and new marketplaces all around. Three separate companies might find use for the findings of this research: greater knowledge of the relationship between ambassador-driven marketing and consumer purchasing behaviour; enhanced promotional methods; and more customer involvement and loyalty. Furthermore, the study aims to add to the present body of knowledge in the field by providing empirical data that can support further study on influencer marketing. The study especially seeks to assist studies on the topic of how sponsorships motivate consumers to behave. The information will enable marketers to better match the choice of their brand champions with the execution of their campaigns with the expectations of their target market.

### 4. Literature Review

Thanks to the developments in the marketing field, brand champions have become more important in determining consumer purchase decisions. Their work transcends conventional advertising as it appeals to consumers' sense of connection and confidence in businesses by relatability and authenticity, therefore transcending their role. Many

recent studies have delved deeply into this dynamic and looked at how various brand attributes affect consumer behaviour. Among the factors most crucial to take into account is brand evangelists' reliability and integrity. Studies show that brand advocates that people feel reliable and believe in will more likely persuade customers. This trust so makes marketing messaging more appealing as it increases the likelihood that consumers will buy[14]. Another important consideration should be whether or not the brand's representation fits the merchandise. When the brand's character is somewhat similar to that of the brand ambassador, there is more likelihood that the ambassador will be welcomed by the customers. Consumers are more likely to interact with the brand and be urged to make a purchase when the message of the brand corresponds with their experiences. Social media's growth has also led to the change in the responsibilities brand representatives carry. Social media has produced a new breed of content creators who can use platforms like Instagram and TikHub to shape customer attitudes and actions. Scientific studies have shown that influencers who actively connect with their followers and establish a relationship with them have a significant impact on the possibility that consumers will buy[1].

Furthermore very crucial is the quality of the products brand representatives provide. Using interesting, educational, and entertaining materials can help consumers to get caught and establish a closer relationship with the company. Therefore, this relationship makes consumers more likely to give the recommended items some thought and maybe buy them.

Studies have also been done to find people's impressions on brand advocates' attractiveness and knowledge. Although overall appeal of the marketing effort depends on beauty, competence has the ability to make the message delivered by the brand more believable. On the other side, marketers have to make sure these traits match the preferences of their target market.

The results of these studies help to clarify the numerous ways in which brand champions affect consumer purchase choices. Businesses have the chance to increase customer involvement and income by actively choosing ambassadors who can interact with the target audience and live brand values[9].

### 5. Research Question

How does the credibility of a brand ambassador affect consumer purchase decisions?

### 6. Methodology

## 6.1 Research Design:

Analyses of quantitative data were conducted using SPSS version 25. To measure the strength and direction of the statistical association, the researchers used the odds ratio and the 95% confidence interval. The scientists established a threshold that was deemed statistically significant at  $p < 0.05$ . Key aspects of the data were identified by a descriptive analysis. Data collected via surveys, polls, and questionnaires, as well as data processed using computing tools for statistical analysis, are often assessed using quantitative methods.

## 6.2 Sampling:

Research participants completed questionnaires to provide information for the study. Utilizing the Rao-software, researchers ascertained a study population of 1463 individuals, prompting the distribution of 1600 questionnaires. The researchers received 1557 responses and removed 57 for incompleteness, resulting in a final sample size of 1500.

## 6.3 Data and Measurement:

The research mostly used data obtained from a questionnaire survey. The participant's fundamental demographic information was solicited first. Subsequently, participants were provided with a 5-point Likert scale to assess the online and offline channels. The researchers meticulously examined many resources, particularly online databases, for this secondary data collection.

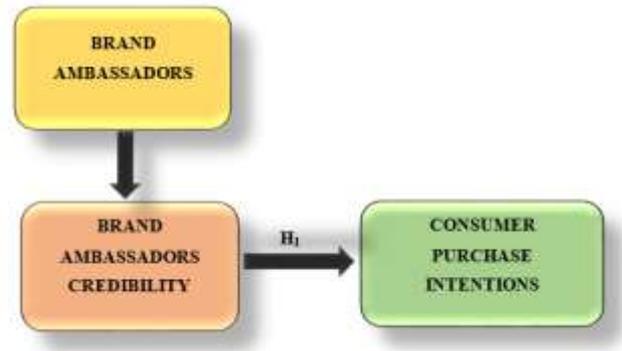
## 6.4 Statistical Software:

The statistical analysis was conducted using SPSS 25 and MS-Excel.

## 6.5 Statistical Tools:

To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

## 7. Conceptual Framework



## 8. Results

### Factor Analysis

Factor Analysis (FA) is often used to validate the fundamental component structure of a collection of measurement items. The scores of the observed variables are thought to be affected by latent factors that are not readily observable. The FA technique employs a model-based methodology. This research primarily focusses on constructing causal pathways that link observable events, hidden causes, and measurement errors.

The suitability of the data for factor analysis may be evaluated using the Kaiser-Meyer-Olkin (KMO) Method. The sufficiency of the sample for each specific model variable, together with the overall model, is evaluated. The statistics measure the degree of potential shared variation among several variables. Generally, data with reduced percentages is better appropriate for factor analysis.

KMO yields integers ranging from zero to one. Sampling is considered sufficient if the KMO value is between 0.8 and 1.

Remedial action is required if the KMO is below 0.6, indicating insufficient sampling. Employ the researcher's best judgement; some writers utilise 0.5 for this purpose, therefore establishing a range of 0.5 to 0.6.

A KMO value around 0 indicates that the partial correlations are substantial relative to the overall correlations. Component analysis is significantly obstructed by substantial correlations.

Kaiser's thresholds for acceptability are delineated as follows:

A bleak range of 0.050 to 0.059.

0.60 - 0.69 subpar

Standard range for a middle grade: 0.70 to 0.79.

A quality point value ranging from 0.80 to 0.89.

The interval from 0.90 to 1.00 is quite impressive.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

The overall importance of the correlation matrices was also validated by Bartlett's Test of Sphericity. The Kaiser-Meyer-Olkin sample adequacy is 0.820. Utilising Bartlett's sphericity test, researchers obtained a p-value of 0.00. A notable result from Bartlett's sphericity test indicated that the correlation matrix is not valid.

## Independent Variable

### Brand Ambassadors:

A brand ambassador is someone who represents a company's brand and supports its goods and services to help to reach the objectives of raising brand awareness and thereby influencing customer behaviour. They serve as a link between the brand and the target audience, therefore conveying to the audience the firm is aiming for its ideas, messages, and personality. Whether they are well-known people, significant social media personalities, experts in the field, or simply brand-loyal consumers, brand champions are selected based on their capacity to engage the demographic that is under target. They are responsible for making consumers see the brand favourably, thereby guaranteeing their greater degree of confidence in the business and finally motivating them to buy. Making the company more accessible and building an emotional connection with potential customers is one of the most crucial abilities brand advocates should have. Nowadays, a lot of brand champions are working online and engaging with big audiences via social media[12]. To create the authenticity and realness of the endorsements, they create material, take part in campaigns, go to promotional events, and even share personal stories about the firm. Brand advocates have a major influence on consumer behaviour. This is so because they may influence customer knowledge, loyalty, and spending levels as well as their degrees of expertise. Effective endorsement plans depend on considering several factors, including the ambassador's credibility, appeal, and connection to the business. Recent studies indicate that in very competitive companies, influencer marketing and cautious brand champion

selection are more important. Companies are using data and audience analytics more and more to choose brand champions who will interact with their customers and help to drive higher engagement and sales. Thus, on the marketing scene, brand champions are rather crucial in this day of integrated marketing[6].

## Factor

### Brand Ambassadors Credibility:

If someone is regarded to be reliable, knowledgeable, and trustworthy, they are more likely to be judged a credible brand ambassador. It is rather important as it affects consumer emotions and, therefore, their buying behaviour. When it comes to determining the credibility of an ambassador, there are typically three primary characteristics that are taken into consideration: how trustworthy they are (which is a reflection of their honesty and integrity), how knowledgeable and competent they are (which is a reflection of their competence in the subject area), and how attractive they are (which is a combination of their physical attractiveness and their ability to emotionally connect with the audience). The degree to which customers are confident in the characteristics and advantages of the product, the credibility of a brand ambassador is exactly proportionate to the good impressions that consumers have of the brand, and the chance that they will make a purchase[15]. Developing confidence in digital marketing—especially on social media—means keeping a consistent message, being honest with the researcher followers, and actually interacting with them. The ambassador's reputation is enhanced even more when his own opinions and way of life line up with those of the firm. Conversely, the negative outcomes of credibility issues include mistrust of the brand, cynicism, and negative word of mouth. According to recently carried out research, the effectiveness of influencer marketing initiatives depends critically on credibility. This is so because viewers respond more to recommendations from people they consider to be real and informed. As such, companies are giving authenticity more importance than popularity when choosing spokespeople to represent their brand in very competitive marketplaces. This is meant to guarantee that the goods and services the company wants to provide to its target market complement the character and style of expression of the representative[11].

## Dependent Variable

### Consumer Purchase Intentions:

The phrase "customer purchase intentions" refers to a client's inclination or tendency to acquire a certain item or service within a designated timeframe. Stated differently, it is a portrayal of the buyer's mental state as well as their behaviours taken to be prepared for a purchase. Apart from other emotional and environmental elements, this intention is shaped by a range of elements including perceived value, brand awareness, product quality, personal relevance, society impact, and past experiences. In the area of marketing research, it is often employed as a predictive indicator with the aim of evaluating the efficacy of campaigns and projecting the consumer behaviour that will develop in the future. Within the framework of brand marketing, promotional methods, the general public's view of the brand, and recommendations from trustworthy sources all help to determine consumers' intents to make a purchase[5]. The spread of digital channels has produced online material, reviews, and recommendations from brand advocates and influencers having a more impact on the consumers' intentions to make a buy. Several studies indicate that purchasers are more likely to finish a deal when they trust the business as well as the agent engaged in it. Particularly in markets that are varied and always changing, cultural, financial, and technical elements might significantly affect these objectives. The evaluation of purchase intentions could provide companies significant knowledge about the demands of their consumers, the improvements of their goods, and the modification of their marketing plans. Businesses employ surveys, focus groups, and behavioural analytics in particular to track and assess customer buying demand. These techniques let one make decisions and anticipate demand[17].

### Relationship Between Brand Ambassadors Credibility and Consumer Purchase Intentions

Regarding modern marketing techniques, one of the most crucial subjects of focus is the link between consumer intentions to buy and brand ambassador reputation. The credibility of a brand greatly affects how people see it and their chances to buy it; these traits might define reliability, knowledge, and physical appeal of the brand. When a company's message is delivered by someone a customer can trust, they are more inclined to believe it. Should people feel that an ambassador is competent and reliable, they are more likely to buy a product or service the ambassador promotes. Moreover, in the framework of internet and social media channels, customers are more open to recommendations given by someone who seems to be a real and approachable person[14]. This encounter helps customers to

engage emotionally, which is a major part of their behaviour. Another crucial element adding to the credibility and persuasiveness of the message is the degree to which the image of the brand ambassador fits the identity of the company. Studies have shown that if brand champions match the beliefs and lifestyle of the target audience, they have the ability to greatly affect consumer behaviour and loyalty[13]. Extended exposure to consistent and reliable recommendations has a relationship with higher brand identification as well as more desire to buy. This is why companies are focusing more on choosing brand advocates who are regarded to be real and who share their values than on choosing merely prominent people. Growing popularity of influencer marketing indicates even more the need of credibility. Customers want real and honest interactions instead of more conventional kinds of advertising, so this inclination supports influencer marketing. Regarding the interaction between businesses and consumers, trust is turning out to be a quite important determinant. The existence of reliable brand champions is mostly responsible for turning brand awareness into real purchases[17]. On the basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between Brand Ambassadors Credibility and Consumer Purchase Intentions.

“H<sub>01</sub>: There is no significant relationship between Brand Ambassadors Credibility and Consumer Purchase Intentions.”

“H<sub>1</sub>: There is a significant relationship between Brand Ambassadors Credibility and Consumer Purchase Intentions.”

Table 2: H<sub>1</sub> ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	654	6580.543	942.096	.000
Within Groups	492.770	845	6.985		
Total	40081.390	1499			

The result of the investigation of is very crucial. The value of F is 942.096, attaining significance with a p-value of 0.000, which is below the 0.05 alpha threshold. This signifies the “H<sub>1</sub>: There is a significant relationship between Brand Ambassadors Credibility and Consumer Purchase Intentions” is accepted and the null hypothesis is rejected.

### 9. Discussion

In this day and age of internet marketing, brand champions now greatly affect consumers' intentions

to buy. This is largely because, throughout the process of influencing customer decisions, social and emotional ties are becoming increasingly important. Apart from advertising the brand, brand champions are people who live reflections of the values, ideas, and policies of the company. Moreover, their credibility acts as a necessary middleman between the ambassador and the customer's reaction, therefore determining the degree of their ability to shape customer behaviour. A brand ambassador's credibility is derived from many elements, including traits like trustworthiness, knowledge, and appeal. This shapes customers' interpretation of the given signals in turn. The exponential expansion of the influence of a promotional message depends much on the trustworthiness of the person speaking for the firm. While trustworthiness offers consumers the idea that the ambassador is actually excited about the product, expertise guarantees that customers of the ambassador are aware of his or her experience and judgment. Though it is more subjective, beauty increases the likability and relatability of the message, therefore increasing the degrees of interaction with the message. These qualities greatly affect the opinions that customers have of the brand, which in turn support their intentions to buy it. Customers in countries like Malaysia, where integrity and decency are highly prized, also tend to interact with brand advocates they can trust.

By use of many digital platforms, social media in particular has revolutionized the interaction between companies and consumers of their goods. Unlike more conventional superstars, modern-day champions may include influencers, who usually have close relationships with their fans. Modern-day champions often consist of influencers. Their perception of the ambassador as an equal instead of an objective person helps to explain his or her growing popularity among his or her supporters. This is such a result of the ambassador's personal touch. Customers have more faith in the brand and a closer relationship to the organizational purpose when they see these champions as open and welcoming.

Regarding the brand's values, the ambassador's behaviour has to be constant with those standards across all spheres. The intended effect might be diminished depending on uncertainty or reaction brought on by misalignment. For example, should the representative of a fitness company lead an unhealthy lifestyle, this might call into doubt the validity of the company's advertising campaigns. Still, the message is viewed as being real when the brand ambassador's points of view line with those of the company. Consequently, consumers are more

prone to develop a positive relationship between the two groups and buy the good.

Considering what the researcher said, brand champions who provide the appearance of being honest, approachable, and real will be more likely to affect the intentions of consumers to make a purchase. Companies must therefore be careful when selecting brand champions to ensure that the reputation of the employed people fits the objectives of the brand and the expectations of consumers. Given this, marketing operations have to change their focus from sheer exposure to try to build trust via meaningful connection. Since it creates a link between brand advocates and consumers, trustworthiness is of great relevance in terms of turning brand awareness into actual purchase choices.

## 10. Conclusion

This leads us to the final point: consumers' intentions to make a purchase are much influenced by the credibility of a brand ambassador. By means of a personal relationship with every individual customer, people who are reliable, informed, and relevant might develop into respectable brand advocates. This increases the consumers' confidence in the company as well as their want to buy. As customers become more discriminating and wary in marketplaces already saturated with goods and services, the genuineness and honesty shown by officials takes increasing importance. By means of their credibility, they function as a middleman between the brand's message and the customer's decision-making process. The results of this research indicate that businesses should pay considerable attention in choosing brand champions who fit their values and who can interact with the people they are aiming to influence. Companies are obliged to provide authenticity in their advertising efforts more importance than they have ever done. This is true because digital platforms are continually changing and therefore are the strategies employed to build credibility. Reliable brand champions have the power to improve a company's image, increase customer loyalty, and eventually boost more lifetime purchases over time.

## Author Statements:

- **Ethical approval:** The conducted research is not related to either human or animal use.
- **Conflict of interest:** The authors declare that they have no known competing financial interests or personal relationships that could have

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