

FACTORS OF BRAND AMBASSADORS AFFECTING THE INTENTION OF YOUNG PEOPLE IN HO CHI MINH CITY TO PURCHASE COSMETICS

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ABSTRACT:

This study identified and analyzed factors of brand ambassadors that affect the intention of young people in Ho Chi Minh City to purchase cosmetics. In this study, 250 consumers were surveyed, and the collected data was analyzed by Cronbach's alpha, exploratory factor analysis (EFA), and regression analysis methods. The study's results show that five factors, including attractiveness, trustworthiness, expertise, conformity, and negative information, influence young people's intention to purchase cosmetics in Ho Chi Minh City.

Keywords: brand ambassador, purchase intention, young people, cosmetics.

1. Introduction

Youth purchasing intention refers to the youth's willingness and plans to purchase a product or service. The COVID-19 pandemic has significantly impacted young people's intention to purchase (Ha & Thuy, 2020). It has led to changes in youth behavior and attitudes, influencing how people make cosmetic purchasing decisions. This is a favorable condition for using influencers as brand ambassadors who play an essential role in introducing products to users. A brand ambassador is a concept used to describe the individual with whom a product or brand is associated. In consumption and marketing research, brand ambassadors are often used to assess the impact of individuals on consumer product choices. In addition, Ho Chi Minh City is a crucial market with a large population and strong youth market, making

it an attractive destination to study the impact of brand ambassadors on the purchase intention products of young people.

2. Literature review

A brand ambassador can be a form of cooperation that uses a celebrity's face to accompany a business in a specific campaign or period for marketing, advertising purposes and promoting products. They will be mascots, leadership experts or religious leaders (Hafilah et al., 2019). Fadila et al. (2021) analyzed the compatibility between brand/product ambassadors as the factor that strongly impacts customers' purchase intention. Besides, negative information from brand representatives also negatively affects customers' purchasing intentions.

Nguyen Thi Huong Giang and Phan Thuy Duong (2018) showed that the representative's expertise is

the factor that most strongly influences consumers' purchasing behaviour, followed by the trust factor. Although the attraction factor impacts purchasing behaviour, its influence is less intense than the abovementioned factors. Tran Duc Thuc (2022) points out that three groups of celebrity factors influence customers' decisions to buy cosmetics: attractiveness, experience, and consumer information. In particular, the Experience factor is separated from the Expertise factor.

3. Theoretical framework and research model

3.1. Theoretical framework

Brand ambassadors can also be understood as celebrities who endorse a particular brand, and their use is made to influence consumers. The goal is to attract consumer attention to the product based on the celebrity's positive image in the public mind Fadila et al (2021). Purchase intention is a factor in purchase decision-making in which consumers research reasons to buy a product of a particular brand (Shah et al., 2012). In this study, we study the influence of brand ambassadors on cosmetic purchase intention. Cosmetics are products used to care for, clean, and enhance the beauty of the human body (Ergin et al., 2005). Women often use cosmetics to enhance physical attractiveness (Guthrie et al., 2008).

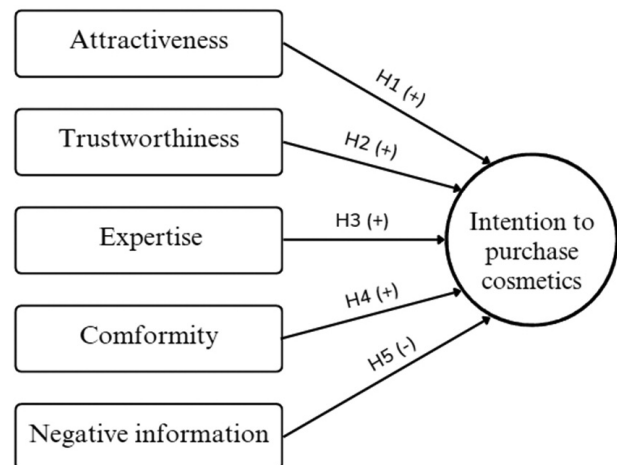
3.2. Research model

Based on previous domestic and foreign research on factors affecting young people's intention to purchase cosmetics in Ho Chi Minh City, such as Tran Duc Thuc (2022), Fadila et al. (2021), Shah et al., 2012, the authors proposed a research model is as shown in Figure 1.

4. Research methods

The method used in this study is a combination of qualitative and quantitative methods. In qualitative research, the authors reviewed previous studies and interviewed experts to propose a research model, measurement scale and survey questionnaire. In quantitative research, the authors sent the questionnaire to young people from 16 to

Figure 1: Research model



29 years old living and working in Ho Chi Minh City. We received 300 observations, with 50 invalid observations due to missing values, and 250 valid observations were used for the analysis. Then, we analyzed using SPSS 20 software with the following methods: descriptive statistics, reliability analysis using Cronbach's Alpha, EFA exploratory factor analysis and linear regression.

5. Research results

5.1. Descriptive statistics

Firstly, we performed descriptive statistics to ensure the survey sample was representative. Descriptive statistics are presented in detail in Table 1.

5.2. Scale reliability analysis

We used Cronbach's Alpha analysis to analyze scale reliability. The results showed that 6 factors had Cronbach's Alpha coefficient greater than 0.6 and Corrected Item-Total Correlation greater than 0.3. The above results ensure that the scale is reliable enough for regression analysis. The results of Cronbach's Alpha analysis are presented in Table 2.

5.3. Regression analysis

Regression analysis was conducted with five independent variables: TH (Attractiveness), TC (Trustworthiness), CM (Expertise), PH (Conformity), TTTC (Negative information) and one dependent variable is YD (Intention to

Table 1: Descriptive statistics

Demographics		Frequency	Percentage (%)
Gender	Male	55	22
	Female	195	78
Age	From 15 to 20 years old	72	28.8
	From 21 to 25 years old	105	42
	From 26 to 29 years old	73	29.2
Income	Under 1 million VND	26	10.4
	From 1 to 4 million VND	57	22.8
	From 4 to 7 million VND	51	20.4
	From 7 to 10 million VND	62	24.8
	Above 10 million VND	54	21.6

Table 2: Summary of Cronbach's Alpha test results

Acronym	Observed variables	Number	Cronbach's Alpha
TH	Attractiveness	3	0.693
TC	Trustworthiness	4	0.646
CM	Expertise	4	0.612
PH	Conformity	4	0.645
TTTC	Negative information	3	0.618
YD	Intention to purchase cosmetics	5	0.658

Table 3: Results of regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std error	Beta			
(Constant)	1.770	0.291		6.080	0.000	
TH	0.235	0.045	0.302	5.257	0.000	1.810
TC	0.171	0.048	0.200	3.604	0.000	1.682
CM	0.120	0.046	0.130	2.594	0.010	1.372
PH	0.142	0.046	0.170	3.133	0.002	1.617
TTTC	-0.159	0.048	-0.170	-3.328	0.001	1.433

purchase cosmetics). The regression results are shown in Table 3.

Regression results show that five independent variables have a Sig value $< 5\%$. This means that "TH - Attractiveness", "TC - Trustworthiness", "CM - Expertise", "PH - Conformity", and "TTTC - Negative Information" affect the intention to purchase cosmetics. The most important factor is "Attractiveness" with $\beta_1 = 0.308$, showing the relationship between "Attractiveness" and "Intention to purchase cosmetics" is a positive relationship.

The second most important influencing factor on "Intention to purchase cosmetics" is "Trustworthiness" with $\beta_2 = 0.200$, showing the relationship between "Trustworthiness" and "Intention to purchase cosmetics" is a positive relationship. The third and the fourth important influencing factors on "Intention to purchase cosmetics" are the "Conformity" and "Intention to purchase cosmetics". "Negative Information" has $\beta_5 = -0.170$, showing the relationship between

"Negative Information" and "Intention to purchase cosmetics" is a negative relationship.

In regression analysis, we also calculate the variance inflation factor VIF, which checks for multicollinearity. If the VIF is greater than 2, there is a multicollinearity problem. The results in Table 3 show that the VIF values of all variables are less than 2. So it is concluded that multicollinearity does not occur in this regression equation.

6. Conclusions and implications

The research results show that there are factors of brand ambassadors that influence young people's Intention to purchase cosmetics. All of the five factors are arranged in descending order: "Attractiveness", "Trustworthiness", "Conformity", "Expertise", and "Negative Information".

Based on the research results, the authors have proposed several management implications to help businesses improve efficiency when choosing brand ambassadors for their cosmetic brands. For the "Attractiveness" factor, businesses should look for attractive brand ambassadors. Young customers will feel comfortable and happy when brand ambassadors are courteous, friendly, and helpful. This issue affects the shopping

experience and increases the likelihood of buying the product.

For the "Trustworthiness" and "Expertise" factors, companies and brands should choose brand ambassadors who are experts or people with extensive experience in the industry they represent and promote. The brand ambassador should be reputable enough to convince customers to put their trust in the product or brand they represent and promote. Next, cosmetics companies need to consider the "Conformity" between brand ambassadors and products and brands. The harmony between the positive image of the brand ambassador and the company or brand will help increase consumer sympathy, thereby increasing the intention to buy the product or brand that the ambassador represents.

Lastly, cosmetics companies should limit "Negative Information" from brand ambassadors to the image of the product or company they represent. Brand ambassadors and companies need to sign legal contracts stipulating inappropriate actions and statements. Because the appearance of negative information negatively affects the brand value of the product and the company ■

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CÁC YẾU TỐ CỦA ĐẠI SỨ THƯƠNG HIỆU ẢNH HƯỞNG ĐẾN Ý ĐỊNH MUA MỸ PHẨM CỦA GIỚI TRẺ TẠI THÀNH PHỐ HỒ CHÍ MINH

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TÓM TẮT:

Nghiên cứu này nhằm phân tích các yếu tố của đại sứ thương hiệu ảnh hưởng đến ý định mua mỹ phẩm của giới trẻ tại Thành phố Hồ Chí Minh. Có 250 người tiêu dùng đã được khảo sát. Các phương pháp đánh giá như Cronbach's Alpha, phân tích nhân tố khám phá (EFA) và phân tích hồi quy được sử dụng để phân tích dữ liệu thu thập được. Kết quả nghiên cứu cho thấy, Sự thu hút, Sự tin cậy, Chuyên môn, Độ phù hợp và Các thông tin tiêu cực là 5 yếu tố của đại sứ thương hiệu ảnh hưởng đến ý định mua mỹ phẩm của giới trẻ tại Thành phố Hồ Chí Minh.

Từ khóa: đại sứ thương hiệu, ý định mua, giới trẻ, mỹ phẩm.