The Influence of Brand Ambassador, Digital Marketing and Merchandise on Consumer Purchase Decisions on Blackpink Oreo Products

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ABSTRACT

The spread of Hallyu or the Korean Wave (Korean wave) over the past few years has continued to increase. Korean wave or Hallyu has a variety of products ranging from K-dramas, films, music (K-pop), fashion and also food from South Korea which is now common among Indonesians. Currently, what is very popular among Indonesian people, from teenagers to adults, both women and men, from their teens to their tens, is K-Pop. K-pop has an important role in popularizing the Korean wave in Indonesia. This study uses a quantitative method using a questionnaire in the form of google form as the instrument. The population in this study are BLINKs who have purchased Oreo x Blackpink products. The sample in this study used non-probability sampling with purposive sampling of 96 respondents. The data analysis technique in this study is Instrument Test, classical assumption test, multiple linear regression, determination test and hypothesis testing. The results of this research show that together the independent variables have an influence on purchasing decisions.

Keywords: brand ambassador, digital marketing, merchandise

Introduction

Research on the impact of brand ambassadors on purchasing decisions is interesting because previously research results had varied results (Dewi et al., 2020; Fitrianingsih et al., 2020; Parmar et al., 2020; Pratami & Sari, 2020; Farada sya & Trianasari, 2021; Imani & Martini, 2021; Kuncoro & Windyasari, 2021; Lestari et al., 2021; Nguyen, 2021; Nurhasanah et al., 2021; Siskhawati & Maulana, 2021; Susilawati et al., 2021). In the current business era, competition is intense. Designing marketing strategies will be very important for companies with the intention of providing satisfaction for customers (Purwaningsih et al., 2016). The competition between instant noodles in Indonesia is quite strong with the many variations of instant noodles that exist. Oreo, which is an instant noodle product, must design a marketing strategy to keep it effective.

The use of brand ambassadors is one of the ways in marketing strategy for companies, this is explained in the analysis of Dewi et al., (2020) that brand ambassadors are a tool used to communicate with the public to increase their sales figures. Using endorser as a tool for promotion is one thing that can increase brand awareness. Thus, advertisements for these

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products have strong appeal and can influence the buying decision of audiences or consumers (Nasution and Muda, 2020). Using brand ambassadors or celebrity endorser as tools for promotion will encourage audiences or consumers to be more interested in advertised advertisements compared to advertisements without brand ambassadors or celebrity endorser (Nasution and Ramadhah, 2019).

The extent of Hallyu or Korean waves over the past few years has continued to increase. Currently, what Indonesian people love the most, starting from teenagers to adults, both women and men, starting from dozens of years to tens, is K-Pop. K-pop is no longer a foreign thing among Indonesian people. Seeing the opportunity from phenomenon, many producers from Indonesia finally chose K-pop actresses or idols to work together with them to increase sales without exception, Oreo which finally decided to work with Blackpink Dream to market their products and achieve their goals more broad again. BLACKPINK Dream has a very large number of masses and can really attract attention from among the fans. The use of the YouTube platform is the method most widely used by several companies, so many companies are keen to market their products through YouTube. Oreo offers one of the merchandise in the form of a photo card. Photocards are in the form of papers containing photos of K-pop group members. Many of the fans are willing to spend money to collect photocards with an insufficient amount.

Consumers are now more selective in choosing the products offered by companies. Several factors influence the buying decision in this case. The actress or celebrity chosen to be a brand ambassador must be able to influence consumers and balance a strong emotional relationship between a brand and consumers (Nasution et al, 2020). It is also hoped that the use of a suitable K-pop Group Brand Ambassador can influence the purchaser’s purchase decision. Similarly, with the broadcast of advertisements featuring K-pop idols, it is hoped that fans will be very interested when they see the advertisements being broadcast so that they can make a buying decision and can also increase sales of these products. The actress or celebrity chosen to be a brand ambassador must be able to influence consumers.

The popularity of a celebrity is believed to be the key to one of the factors whether audiences or consumers are affected by their perceptions, as explained in Nguyen's research, (2021) where people are believed to have the belief that those who are recognized are more trustworthy and credible. This has strengthened the research results of Nurhasanah et al., (2021), which explains that brand ambassadors have a partial influence on buying decisions where the aim of using brand ambassadors is to influence consumers to make purchases. The higher the level of individual acceptance of brand ambassadors, the higher the decision to make a purchase (Nasution et al, 2020).

The marketing strategy by using brand ambassadors is not new. An advertisement that is supported by someone who is interested in a recognized celebrity will be more interesting to the audience's attention and easy to remember so that the brand ambassador can give an effective brand image because their character can influence brand identity (Fitrianingsih et al., 2020). Research Parmar et al., (2020) explains when the content of the certificate supports a theme, attractiveness, expertise and trustworthiness are transferred from the endorser celebrity to the new product so that when the consumer buys the product, the quality of the product is transferred to consumer. Companies need to plan and integrate all forms of communication that can be carried out by companies in communication programs and in this case companies can use brand ambassadors as a communication tool to communicate with the public which is expected to increase sales (Sulisawati et al., 2021). In Pratami & Sari's research, (2020) explained that brand ambassadors have several characteristics, namely popularity, credibility, attractiveness, and strength. In Nguyen's research, (2021) it is explained that celebrity support can be a double-edged sword so it is very important for companies to find adequate solutions to choose endorser that are truly suitable for running branding.

The buying decision is the stage where the consumer processes the actual product buying, the decision to buy or not buy (Imani & Martini,
2021). In the research conducted by Kuncoro & Windyasari, (2021) stated that the making of purchasing decisions consists of five stages, namely identifying needs, seeking information, evaluating alternatives, making purchasing decisions, and conducting after purchasing. The buying decision that was concluded in Nurhasanah's research, (2021) is a concept of consumer behavior in which individuals, groups, and organizations buy, and use goods, services, ideas, or experience to satisfy. According to Dewi, (2020), the purchase decision is the stage in which the consumer carries out problem analysis, seeks information about a product, evaluates how well each alternative can solve their ethical problem which leads to a purchase decision. One of the factors that can increase a consumer's purchasing decision is the brand ambassador and the price offered (Lestari, 2021). There is also research from Siskhawati & Maulana, (2021) which explains that using the strategy of using advertising as a promotional event can be one of the ways that lead to consumer buying decisions. The number of similar products or services makes companies compete with each other over consumers.

Based on the background described above, the researcher has the goal of knowing how much influence the brand ambassadors have chosen by Oreo, and the use of Digital Marketing through YouTube advertising to be effective in attracting consumers, as well as offering and adding Merchandise to existing products. Pat seihinga can influence and give rise to a purchase decision.

As for the desired benefits to be generated from this research, theoretically it is hoped that it can add insight and knowledge in the field of communication science and can be useful as a reinforcement in the field of marketing communications, especially in the use of brand ambassadors as a marketing strategy. Practically, it is hoped that it can be useful and serve as a balancing material for business practitioners to understand the impact of brand ambassadors on buying decisions and an evaluation material in making decisions. While empirically it aims to apply and balance the knowledge learned and taught during the course and it is hoped that it can add to knowledge and experience in implementing management, especially in marketing management.

### Research Methods

This research is included in associative research or functional relationships. The index used in this research is quantitative. As for those who become independent variables in this research, there are 3 variables, namely, Brand Ambassador, Digital Marketing, Merchandise, and variables in this research is the Investment Decision variable.

The population in this research is BLINK who have purchased Mei Oreo x BLACKPINK products, an unknown number. The samples in this research were taken using the Non-probability Sampling method (non-random sampling) using the Purposive Sampling Technique, the samples were selected based on their characteristics, namely BLINK who have purchased Oreo x BLACKPINK. The number of samples in this research is 96 respondents.

### Results and Discussion

#### Table 1. Results of the Multiple Linear Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized</th>
<th>Standardized</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (constant)</td>
<td>1,026</td>
<td>1,691</td>
<td>0,607</td>
<td>0,546</td>
</tr>
<tr>
<td>Brand ambassador</td>
<td>0,225</td>
<td>0,121</td>
<td>0,195</td>
<td>1,855</td>
</tr>
<tr>
<td>Digital marketing</td>
<td>0,265</td>
<td>0,106</td>
<td>0,253</td>
<td>2,499</td>
</tr>
<tr>
<td>Merchandise</td>
<td>0,401</td>
<td>0,073</td>
<td>0,443</td>
<td>5,512</td>
</tr>
</tbody>
</table>
A regression equation is obtained, namely $Y = 1.026 + 0.225 + 0.265 + 0.401$ and can be interpreted as follows: The value of the constant has a value of 1.026, which means that the positive means when the variable has not yet been influenced by the variable, it is free or absent change, there is a decrease in the buying decision of 1.026. The value of the coefficient value of the brand ambassador variable is 0.225 positive. This means that if the brand ambassador is getting better, then the buying decision will be getting better. The value of the coefficient of digital marketing variability is equal to 0.265, which is a positive value if the better the digital marketing, the better the buying decision will be. The value of the merchandise coefficient is 0.401 positive, which means the better the merchandise, the better the buying decision.

Test Results t

Based on Table 1, the results of the t-test with the criteria in making the decision are the level of confidence of 95% or 0.05% if the t-table is significant, then it can be said that the independent variable has an effect on the dependent variable. The results of the t-test in this assessment are based on the table showing a significant value of the brand ambassador of 0.067, which means that the value is greater than 0.05, meaning that the brand ambassador does not have a significant influence on the buying decision, which means $H_0$ is rejected and $H_1$ is rejected. For the significant value of digital marketing, it is 0.014 less than 0.05, which means that digital marketing has an influence on buying decisions and $H_1$ is accepted. The significant values of merchandise are greater than 0.000, smaller than 0.05, so $H_3$ indicates that there is an effect of merchandise on the buying decision.

Discussion

The Influence of Brand Ambassadors on Purchasing Decisions

The results obtained in this research are that the brand ambassador variable has a significant influence on the buying decision. BLACKPINK has been able to represent its role as brand ambassadors but has not been able to influence product purchasing decisions.

Companies must be more selective in choosing brand ambassadors that match the product needs so that they can make buying decisions.

The Influence of Digital Marketing on Purchasing Decisions

The second variable in this research is digital marketing. The findings of the analysis show that digital marketing has a significant positive effect on buying decisions. This suggests that the buying decision is greatly influenced by the program that is attractive in the advertisements offered.

Effect of Merchandise on Purchasing Decisions

The merchandise variable in this research shows that the merchandise has a positive and significant influence on the buying decision. If the merchandise offered is good and in accordance with the needs of consumers, it will result in a buying decision.

Conclusion and Suggestions

After the data processing was carried out, the analysis results were obtained from the research that was carried out previously, the researcher obtained the variable results of brand ambassador, digital marketing, and marketing, both of which had a significant influence on the variable of purchasing decisions, this is proven by the fact that the results of the analysis reject hypotheses, this means that there is a joint effect together with the decision of the beneficiary. In individual or partial testing, two variables of digital marketing have a positive and significant impact, but one variable, namely brand ambassadors, does not have a significant impact.

Oreo should make improvements to the advertisements that are being challenged by BLACKPINK because it does not make buying decisions less. In digital marketing variables, it is necessary to maintain attractive programs through the advertisements that are displayed. Variable third-party merchandise as well as Oreo maintains the completeness of the photo-card that provides all the features of BLACKPINK.
References