

## THE INFLUENCE OF BRAND AMBASSADOR USAGE TOWARD BRAND IMAGE OF OPPO

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### ABSTRACT

With the development of technology, the need for sophisticated devices enhances the communication process in the era of globalization and demands changes in the way marketing and communications management is practised by individual companies, such as brand ambassadors. A company that pays attention to the use of brand ambassador in their marketing activity is Oppo. Whereabouts Oppo can compete in the world and penetrate to Indonesia's market. The purpose of this study is to identify whether there is an influence of brand ambassador's use on Oppo brand image. Moreover, the secondary aim of this research is to find out which factors are most influential from Brand Ambassador to brand image of Oppo, and the third is to identify consumer perception of Oppo brand image. Variables that use in this research are brand ambassador and brand image. In this case, data collected by online questionnaires to 384 respondents to users of Oppo. Data analysis was performed using multiple regression analysis and ANOVA using SPSS version 22. The result of this study showed that consumer perception of the brand ambassador has a significant effect on brand image of Oppo. With two of the four indicators: attractiveness and power are not significantly influential.

### Keyword

*Brand Ambassador, Brand Image, Congruence, Credibility, Attractiveness, Power, Oppo*

## 1. INTRODUCTION

### 1.1 Background

With the development of technology, the need for such a sophisticated device needs to improve the communication process in the era of globalization, one of which is a smartphone, a challenge for many companies. This challenge demands a change in the way marketing and communications management is practised by each company [1]. Every smartphone company trying to be more excited about doing marketing activities by using brand ambassador in promotional activities. Royan [2] said that brand ambassadors can help create more power in the emotional relationship between brands or companies with consumers so as to build brand image that can make decisions in buying or using products. The brand ambassador will provide information about the use and benefits of a product, and provide a reason why consumers should buy the product [3]. Based on existing challenges and phenomena, it is necessary to study the impact of Brand Ambassadors on brand image to help companies determine what factors consumers are concerned and, of course, whether the use of brand ambassadors in promotions affects the brand image of a business.

One company that paid attention to it is Oppo. Oppo is one of the companies that use brand ambassador in its marketing activities. Since 2016 Oppo has used

several public figures such as Rio Haryanto, Isyana Sarasvati, Raisa, and Chelsea Olivia. In recent years, Oppo has always gained an increase in the percentage of TBI values in recent years. The data were obtained based on a survey conducted by Frontier Consulting Group to the Indonesian people every year. This shows that Oppo is in the middle of the process of developing marketing communications.

In some studies that have been done by some researchers, the indicators used to see the effect imposed by brand ambassador on brand image is the credibility, congruence, attractiveness, and power [4]. Many researchers previously mentioned that a brand ambassador can give effect to brand image. As the results of the study are described by Wang and Hariandja [5] titled Country of Origin, Brand Image, and Quality Perceptions of Intention Purchase on a brand that Country of Origin provides a positive assessment of brand image, quality perception, and purchase plan. In this research also want to be done proving influence given by brand ambassador to brand image, whether this research can be used as evidence of previous research or can find new finding that theory is not relevant.

Based on the background that has been stated, it is known that competition in the smartphone business forces the company to continue to improve its

marketing strategy. Oppo as one part of the competition is strong enough in using the brand ambassador as a representative of the brand and the impact on the existence of the brand. Thus, the reason why the researchers conducted this study was about the Oppo brand image. The development of the brand ambassador phenomenon by Oppo and its market conditions are two things that influence between them need to be proven and to understand the role of brand ambassador in the marketing strategy used by Oppo. Therefore, the researcher wanted to identify the influence of brand ambassador's use on Oppo brand image.

## 1.2 Research Objective

1. To measure the effect of Brand Ambassador on Oppo brand image.
2. To find out which factors are most influential from Brand Ambassador to the brand image of Oppo.
3. To identify consumer perception of Oppo brand image.

## 2. LITERATURE REVIEW

In this study, used two variables that are divided into independent variable and dependent variable. Independent variable is brand ambassador, and the dependent variable is brand image.

### 2.1 Brand Ambassador

Brand ambassador is an instrument used by companies to communicate and connect with the community, about how they can increase sales [4]. As for according Balmer dan Gray [6], brand ambassadors play a role in communicating corporate brands to outside audiences. MacInnis, Rao [7] believes that product sales are increasing with the sale of ad media lines, and most of the ad content focuses on the spokesperson on those ads. Moreover, according to Yoo dan Jin [8], celebrity activity on behalf of the organization is similar to support that positively affects the company's image, which is related to the relationship between the goals of the brand ambassador and the organization represented by it. Based on the existing theory, the brand ambassador can be used as a reference for consumer ratings and perceptions of a brand as a whole. Factors of brand ambassador used in this research are congruence, credibility, attractiveness, and power [4]. Congruence means that celebrities and brands have a match, which is a key concept in the brand ambassador. According to Erdogan, Baker [9] the level of conformity between celebrities and brands is one of the main criteria for choosing ambassadors. Then credibility, which is a significant factor in the success of power, which is the complete aspect of communal diplomacy [10]. Attractiveness is the

physical and non-physical appearance that can promote a product or advertisement. Singh [11] stated that physically attractive communicators are proving to be more successful in influencing consumer attitudes and beliefs that are less attractive. Power is the charisma issued by the speaker to stimulate the consumer so that consumers are affected to buy or use the product. The power of persuasion issued by celebrities to a product differs from one to another [12].

### 2.2 Brand Image

In general, the brand image is the perception and trust that consumers have, as reflected in the associations stored in consumer memory [13]. In addition, the brand image can help consumers recognize their needs and satisfaction with a brand [14]. The brand image is built on the perceptions that consumers get when there is contact with a product or brand. According to Aaker [15], there are three things that can be a reference in determining the brand image: corporate image, user image, and product image.

### 2.3 Past Studies

Wang and Hariandja [5] had been done a research about brand ambassador entitled "The Influence of Brand Ambassador on Brand Image and Purchase Decision: A Case of Tous Les Jours in Indonesia". In this study, the author used brand ambassador, brand image, and purchase decision as its variables, which questionnaires were distributed to 139 respondents. The result of this research is that brand ambassador positively affects the company's brand image and consumer purchasing decision, the use of brand ambassador as a marketing strategy should be increased. The variables from this research which are brand ambassador and brand image are taken by the author to conduct the study. Yoo and Jin [8] had completed a study "Effects of celebrity-organization congruence on audience attitudes, preferences, and credibility ratings for goodwill ambassadors". In this research, 194 out of 304 respondents had answered the online survey. Variables used in this study are trustworthy, attractiveness, expertise, attitude toward the organization, goodwill ambassador, and congruence level. After learning some variables are used, the result obtained in this research is that Celebrity endorser can be applied similarly to the relationship between a goodwill ambassador and his or her commissioning organization. From this past study, author got some variables which are become indicators in recent study. Goutam [16] had researched "Influence of Branding Ambassadors on Buying Behavior of Soft Drinks: With Reference to Belgaum". To conduct this study, researcher use questionnaire distributed to 100 sample size in 17-30 years old age range, which 67 are male and 33 are

female and personal observation. There were two variables used in this study, namely brand ambassadors and buying behaviour. The result from this research is brand ambassadors who favour the brand of soft drinks, and consumer status symbols are very important because they affect buying behaviour.

Sola [17] had completed a study “The Impact of Celebrity Endorsement on Strategic Brand Management” using celebrity credibility, celebrity personality, popularity and celebrity communication as its variables. In this research, samples were randomly selected from the top ten marketing organizations and determined by 50 marketing experts and major distributors. After collecting the data and analyze, researcher had gotten the results that there is a correlation of 98% between success in the use of celebrity endorsement of brand and brand strength in the market.

### 3. RESEARCH METHOD

Researchers use quantitative methods in this study to determine the relationship between variables. Fisher and Buglear [18] said that quantitative research uses statistical and measurement data to explain the research findings. For data, the researcher uses primary data obtained through questionnaires. Questionnaires are distributed to as many as 384 respondents with a view to know the effect of brand ambassador use on Oppo brand image.

In this questionnaires, respondents are asked to answer questions and answer by choosing from a number of alternatives provided, and all questions listed are about brand ambassadors of the brand Oppo. All questions use a Likert scale of 1 to 5. By measuring their agreement with our question stated in the questionnaire. Strongly Disagree with (1), Disagree that is (2), Neutral ie (3), Agree is equal to (4) and Strongly Agree that is (5). The research model is an understanding of the picture of the relationship of variables used in the study [19]. In this research model, each indicator participated was tested separately to achieve the purpose of this research.

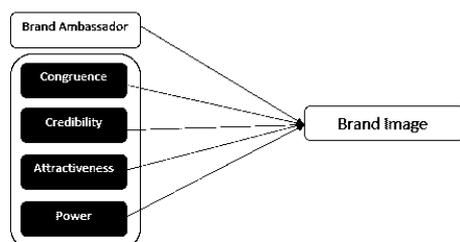


Figure 1: Research Model

Based on figure 1, this aims to see consumer perception in assessing Oppo consumer brand image based on brand ambassador indicator that is congruence, credibility, attractiveness, and power. The hypotheses made based on the above model is as follows:

- H<sub>1</sub> = There is a positive and significant influence of brand ambassador on brand image.
- H<sub>2</sub> = There is a positive and significant influence of the congruence indicator on the brand image.
- H<sub>3</sub> = There is a positive and significant influence of the credibility indicator on the brand image.
- H<sub>4</sub> = There is a positive and significant influence of attractiveness indicator on brand image.
- H<sub>5</sub> = There is a positive and significant influence of the power indicator on the brand image.

Because based on the research model there is one independent variable and one dependent variable, the method used to see the effect given by brand ambassadors to brand image is a simple regression. But this study also used multiple regression. Multiple regression is used when the independent variable (X) of the regression model is more than one, and all give effect to the dependent variable (Y) [20]. In this case, multiple regression is done to test the most influential indicators on brand image. The next method used is the analysis of variance

ANOVA, the calculation method to test whether or not there is a relationship between one dependent variable with one or more independent variables [21]. The use of ANOVA method in this study aims to know the differences between the observed groups, such as age groups and occupations.

Determination of the sample used in this study using judgment sampling, because the targeted respondents are only using the brand Oppo. The researcher targets a minimum of questionnaire distributions to 384 respondents, based on the number of supporters spread across Indonesia with 24.3 million people and with a margin of error of 5% [22].

### 4. DATA ANALYSIS

Table 1. Demographics Data of Respondents

		Frequencies	Percentage
<b>gender</b>	Mens	139	36,2 %
	Women	245	63,8 %
<b>Age</b>	<18 years old	51	13,3 %
	18 – 25 years old	309	80,5 %
	26 – 35 years old	9	2,3 %
	>35 years old		

	Frequencies	Percentage	
<b>Occupation</b>	>35 years old	15 3,9 %	
	Students	41 10,7 %	
	College Students	232 60,4 %	
	Government employees	34 6,3 %	
	Entrepreneur	30 7,8 %	
<b>Income</b>	Others	57 14,8 %	
	< Rp 1.000.000	228 59,4 %	
	1.000.000 – 2.000.000	60 15,6 %	
	2.000.000 – 3.000.000	27 7,0 %	
	3.000.000 – 4.000.000	18 4,7 %	
	4.000.000 > Rp 4.000.000	51 13,3 %	
	<b>N = 384</b>		

From the results of questionnaire demographic data, it can be concluded that of all respondents who have filled the questionnaire that is as many as 384 people, there is a significant difference between the number of male respondents as much as 36.2% or 139 people and for women amounted to 63.8% or 245 people. In the age category, the results show that of all respondents there were 13.3% (51 people) aged <18 years, 80.5% or 309 respondents in the age range 18-25 years, 2.3% or as many as 9 respondents aged between 26-35 years, and 3.9% or 15 respondents aged > 35 years. The result of the survey shows that the data is dominated by students as much as 60.4% or 232 respondents, then 10.7% or 41 respondents are students, 7.8% or 31 respondents are entrepreneurs, 8% or 18 respondents work as civil servants (PNS), and as many as 14.8% or 57 respondents with other professions. Furthermore, for the income data per month obtained, most of the respondents are with income <Rp1.000.000 that is 59.4% or 228 respondents, 15.6% or 60 respondents with income between Rp2.000.000 - Rp3.000.000, 7% or 27 respondents who earned Rp3.000.000 - Rp4.000.000, and as many as 13.3% or 51 respondents who have income > Rp4.000.000.

Table 2. The Results of Validity and Reliability Tests

Factor	Pearson Correlation	Cronbach's Alpha
<b>Congruence</b>		0.795
Kecocokan dengan merek Oppo	0.878	
Kesamaan Karakter dengan merek Oppo	0.848	
Pantas menjadi brand ambassador	0.831	
<b>Credibility</b>		0.806

Factor	Pearson Correlation	Cronbach's Alpha
<b>Kemampuan menyampaikan</b>	0.806	
<b>Sosok yang dipercaya</b>	0.849	
<b>Meyakinkan</b>	0.797	
<b>Memiliki pengetahuan luas</b>	0.749	
<b>Attractiveness</b>		0.893
<b>Sosok yang dikenal</b>	0.900	
<b>Berpenampilan menarik</b>	0.927	
<b>Personalitas yang baik</b>	0.857	
<b>Power</b>		0.859
<b>Kekuatan mempengaruhi</b>	0.806	
<b>Sosok energik, kekinian, berprestasi</b>	0.849	
<b>Sosok yang berkarisma</b>	0.797	
<b>Memiliki pengetahuan luas</b>	0.749	
<b>Brand Image</b>		0.811
<b>Brand yang dikenal</b>	0.714	
<b>Citra yang baik</b>	0.788	
<b>Mudah diingat</b>	0.762	
<b>Berbagai kalangan</b>	0.720	
<b>Status sosial yang tinggi</b>	0.651	
<b>Memiliki kesan berkelas</b>	0.768	
<b>Kualitas tinggi</b>	0.819	
<b>Desain bervariasi</b>	0.685	
<b>Harga terjangkau</b>	0.676	
<b>Produk yang tahan lama</b>	0.710	

Prior to testing the relationship between constructs, reliability and validity tests of construct variables are performed. As presented in Table 2, reliability test results using results from Cronbach 'Alpha of all constructs have more value than the cut-off value is 0.60 [21]. This can be interpreted that all variables can be declared reliable. Another requirement is that the validity test results show that all items exceed the cut-off value of 0.5 and are declared valid.

Table 3. Result of Descriptive Analysis

Variable	N	Mean	Std.Deviation
<b>Brand</b>	384	<b>3.8303</b>	<b>0.61416</b>
<b>Ambassador</b>			
<b>Congruence</b>	384	3.5607	0.58636
<b>Credibility</b>	384	3.6736	0.72459
<b>Attractiveness</b>	384	4.2932	0.68525
<b>Power</b>	384	3.9681	0.75437
<b>Brand Image</b>	384	<b>3.5435</b>	<b>0.74050</b>

Table 3 is the result of the descriptive statistical test conducted on 2 variables ie brand ambassador and brand image. Brand ambassador variables have an average value of 3.8303 and standard deviation of 0.61416 with the number of respondents who filled 384 respondents. This indicates that the consumer generally responds to the choice between the numbers 3 and 4 on the Likert scale that is in the

questionnaire that has been disseminated. Therefore it can be concluded that the opinion of Oppo brand ambassador opinion is quite normal, based on indicators such as congruence, credibility, attractiveness, and power.

The hypothesis in this study using ANOVA, to test whether there is a relationship between one variable with one or more independent variables [21]. This test has resulted in the age group having a significant difference in perception to the Oppo brand image; on the other hand, there is no average difference in perceptions of Oppo's brand image based on work. Also, the mean differences between the two independent groups and the influence of one independent variable to the other independent variables were assessed by T-test. Based on the results, the significant level of the tested variable is above the 0.05 cut-off value, it means that the perceptions of the tested Country Country for the tested man have no difference with the women. The next result of the regression analysis on the relationship between variables is shown in Table 3. Table 3 shows the test results on the relationship between independent variables for brand image as the dependent variable as described in the above research model (figure 1). Furthermore, the next regression test result is shown in Table 4.

Table 4. The Results of Regression Analysis

Model	Koefisien (B)	Sig.
<i>Brand Ambassador</i>	0.520	0.000
<b>R Square</b>	0.507	

To identify how the brand ambassador affects the brand image, the above table informs us of the value of R Square (0.507) indicating the amount of brand ambassador contribution (independent variable) on the brand image (dependent variable). The value of R Square indicates that the brand ambassador influence brand image by 50.7%. While the remaining 49.3% is explained by other factors not included by the researcher into the model. Based on the above table it can be concluded that the values of B (beta) and t (significance) show the influence of independent variables on the dependent variable partially. Because the sig value is below the cut-off value of 0.05, it can be said that H1 is accepted or in other words brand ambassador has a significant effect on brand image. From column coefficient which means that every increase of one unit in the variable brand ambassador, will increase the brand image ratio equal to 0,520.

Table 5. The Results of Regression Analysis

Model	Koefisien (B)	Sig.
<i>Congruence</i>	0.139	0.005
<i>Credibility</i>	0.239	0.000
<i>Attractiveness</i>	0.080	0.113
<i>Power</i>	0.098	0.082
<b>R Square</b>	0,364	

The table above informs us of the value of R Square (0.364) shows the amount of brand ambassador contribution (independent variable) on the brand image (dependent variable). The value of R Square shows that the overall dependent variable influences the purchase decision by 36.4%. While the remaining 63.6% is explained by other factors not included by the researcher into the model. Based on the above table it can be concluded that the values of B (beta) and t (significance) show the influence of independent variables on the dependent variable partially. For congruence and credibility factor, because the value of sig. below the cut-off value of 0.05, it can be said that H2 and H3 are accepted or in other words congruence and credibility have significant to brand image. As for attractiveness and power factor has Sig. value exceeds the cut-off value, therefore it is stated that the attractiveness and power factor has no significant effect on the brand image, in other words, H4 and H5 are rejected.

## 5. DISCUSSION

Based on findings, it can be seen that in marketing activities a brand ambassador can give effect to brand image from Oppo. This can be seen from the results of regression tests that show that brand ambassador significantly affects the brand image because the value of Sig. is below the cut-off value of 0.05. In addition, in terms of contribution, the increase in the Oppo brand image scale is influenced by 50.7%, which means there are other factors that contribute 49.3% to the brand image of Oppo. Oppo as one of the leading brands of mobile electronic devices in many countries, including America, Australia, China and other countries in Southeast Asia, Europe and Africa [23] has successfully entered the Indonesian market with its brand ambassador strategy. This is evidenced by the increase in the acquisition of Top Brand Index since 2015 [24]. The present invention is supported by the invention of Wang and Hariandja [5] in his research stating that brand ambassador significantly affects the brand image.

However, the findings of the second regression test results found that from the four indicators tested in this research that is congruence, credibility, attractiveness, and power have different results.

Result-based congruence indicators have a significant effect on consumer perceptions of Oppo's brand image. In addition, the contribution to the brand image in every increase of one unit congruence increase is 13.9 %. The suitability of Oppo's brand ambassador with the products it represents makes the marketing activities done to be effective [11]. It can be seen how the brand ambassador of Oppo is an artist, ranging from singer and actress/actor as well as ad stars such as Isyana Sarasvati, Reza Rahadian, Raisa, to Chelsea Islan, and only Rio Haryanto who is an F1 driver.

The next indicator is credibility, with coefficient value 0.239 and Sig. value below the 0.05 cut-off value meaning that there is a significant influence on the brand image of the Oppo brand. The credibility indicator influences 23.9% against Oppo brand image. In this case, the credibility of the Oppo brand ambassador touches on how they can convince consumers of the product/brand offered. As a public figure, the figure of Chelsea Islan, Raisa, Isyana Sarasvati, Chelsea Olivia and Reza Rahadian has been trusted for his expertise as a star of a brand. The expertise in question is, as a public figure can provide information and information related to the products they represent.

Attractiveness is a further indicator that is also tested in this study. The result of the regression analysis above is that the attractiveness of Oppo brand ambassador does not significantly affect the brand image because it is seen from the coefficient value of 0.080 with the sig. value is greater than the cut-off value of 0.05. In this case, Oppo's brand ambassador can be said as an attractive public figure according to the results of the descriptive analysis in Table 3 shows that respondents mostly answer in scale 4 (agree) with mean is 4.2932. However, it does not make it a benchmark for the brand image of Oppo. The attractiveness of the public figure, in this case, does not intersect with Oppo's brand image.

The brand ambassador of Oppo can be said to have enough power to influence consumers, this is evidenced by the results of descriptive analysis where the average consumer answers on power indicator are 3.9681 which means that the respondents in this study chose the response between the numbers 3, 4 or 5 in Likert scale. Nevertheless, from the results of descriptive analysis states that the power indicator does not significantly affect consumer perceptions of the brand image of Oppo. This is because the power indicator with coefficient 0.98 and Sig value. which exceeds the cut-off value of 0.05. As stated by Freiden [12] different celebrities have different persuasion powers to the consumer over a product. In other words, the figure of Oppo brand ambassador

has different strengths on the determination to improve the brand image or not.

## 6. CONCLUSION

In an increasingly competitive business world, companies not only need to think about selling products, but also how to get a good image in the eyes of consumers. Oppo in his marketing activities sees opportunities by using brand ambassador strategy for his products. From the results of research that has been done, the brand ambassador has a significant influence on the brand image of Oppo. Of all Oppo's ambassador brands, a strong factor of congruence and credibility of the brand ambassador itself is shaping up and enhancing perceptions of the brand-related brand image of Oppo. In addition, Brand ambassador Oppo currently has a good perception in the eyes of consumers, as well as consumer perceptions of the brand Oppo itself. For an explanation of how attractiveness and power of the brand ambassador do not significantly affect brand image, still needed further research on it. Further research on this subject is needed to meet the academic needs and company needs that will focus on forming consumer perceptions of brand image.

## 7. SUGGESTION

This research is important to be examined more comprehensively because not all indicators of brand ambassador have an effect on brand image. Further research is expected to understand it. In addition, managers can apply the right strategy to get a good perception of the brand. To increase the influence of more marketing through brand ambassadors, it can be done by adjusting brand ambassadors based on represented products, with the suitability between celebrities and brands can generate the right view of consumers about how they see the public figure in representing the Oppo brand. It should be noted also how the credibility of figure figures to convince consumers. However, the brand ambassador aims to attract the attention of consumers from Oppo, therefore brand ambassador needs to have a strong appeal to attract attention and bind consumers, and strengthened with a program by utilizing the existence of brand ambassador itself. Companies need to review from some brand ambassadors that have been used, which have the greatest positive impact on Oppo's brand image. In this case, according to the research that has been done that one of the brand ambassador Oppo ie Chelsea Islan became the most celebrity brand known as Oppo ambassador. Oppo needs to support its brand ambassadors in several aspects to keep showing that these celebrities support the Oppo brand. Moreover, in order to improve the brand image, Oppo should consider creating a program with its brand

ambassador. This refers to the results of research where power and attractiveness indicators have no influence on the brand image of Oppo, but on the other hand, there is a good perception of both indicator. In addition, it is expected that by conducting an activity it will impact not only on Oppo brand image but also on other factors that are not mentioned in this research.

Although this study may confirm some of the previous findings and may even provide new insights, the study still has many deficiencies. First, the study covers only the majority of adolescents and young adults as respondents, thus making this finding impossible to justify for the wider demographics of respondents. Secondly, there is still minimal literature available in previous studies so that the presentation of empirical evidence in this study is still on a minimum scale. Therefore, the next researcher should be able to provide a more realistic picture of how aspect aspects of a celebrity as a brand's representation.

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# 9<sup>th</sup> Industrial Research Workshop and National Seminar



Peran Penelitian dan Inovasi di Era Industri 4.0 Dalam Mewujudkan  
Pembangunan Berkelanjutan Menuju Kemandirian Bangsa