

# Social Media Influencers vs. Brand Ambassadors for Brand Image

Asty Almaida<sup>a\*</sup>, A. Nur Baumassepe<sup>b</sup>, Widi Fatima Azzahra<sup>c</sup>, <sup>a</sup>Economic and Business Faculty, Department of Management, University of Hasanuddin, Indonesia, <sup>b</sup>Economic and Business Faculty, Department of Management, University of Hasanuddin, Indonesia, <sup>c</sup>Economic and Business Faculty, Department of Management, University of Hasanuddin, Indonesia, Email: <sup>a\*</sup>[astyalmaida@unhas.ac.id](mailto:astyalmaida@unhas.ac.id),

This study aims to determine the effect of Social Media Influencers and Brand Ambassadors on Brand Image. The data used in this study was obtained from a questionnaire (primary). The sampling method used the purposive sampling method. The number of samples used was 67 students of the Department of Management, Faculty of Economics and Business, University of Hasanuddin. The analytical method used was the descriptive analysis method and multiple linear regression analysis with SPSS 25 application for Windows. The research findings show that Social Media Influencers and Brand Ambassador variables had a positive and significant effect on Brand Image. Compared to Social Media Influencers, the Brand Ambassador variable had a dominant effect on brand image.

**Key words:** *Social Media Influencers, Brand Ambassador, Brand Image.*

## Introduction

### *Background*

The Indonesian Internet Service Providers Association (APJII, 2018) states that the population using the Internet in Indonesia currently numbers 171.17 million people, or 64.8% of the total population. It increased by almost 10% from the previous survey. Furthermore, the survey found that social media was the most popular platform for 49 percent of total internet users. Lovejoy and Saxton (2012) state that social media is useful for spreading information, building communities, and encouraging action. With large active users and any chance to grow, Wolny and Mueller (2013) and Pozin (2014) stated that although social media has changed the pattern of business marketing tactics, social media as a marketing tool still has the same goal, namely



attracting and retaining customers, one of which is by improving brand image (Mohd & Shamsuddin, 2018).

Brand image is an important factor that contributes to brand loyalty, because it involves the reputation and credibility of a brand and becomes a kind of 'guideline' for customers or prospective customers to try or use the product. Schiffman and Kanuk (2007) define brand image as a collection of associations about a brand that is stored in the minds or memories of consumers. Meanwhile, Keller (1993) defines the total belief that a person has of a brand on their memory. A brand image must be able to represent all internal and external characters that can influence customers according to the target of a product. The stronger the brand image of a product, the more positive the attitude towards the product and its attributes (Aghekyan-Simonian et al., 2012). Social media allows products to be present in the midst of customers visually, verbally, and textually (Okazaki & Taylor, 2013), which allows organisations to shape brand image as desired (Sohrabi, 2017).

Social media are applications, platforms, and online media that aim to facilitate interaction, collaboration, and sharing of content (Richter & Koch, 2007 in Kim & Ko, 2012). In communicating on social media, several companies use brand ambassadors to convey information about their products, and it is not uncommon for brand ambassadors to be selected from famous artists whose faces are familiar in the national and international entertainment world. Lea-Greenwood (2012) explains that brand ambassadors are media used by companies to communicate and deal with the public in order to increase the sales. The selection of brand ambassadors is usually done as a symbol that can represent passions, desires, or needs that can be easily accepted by consumers. The brand ambassadors have a really important role for the brand; because with the brand ambassadors, advertisements can be more interesting and the delivery of messages will be more easily accepted by consumers. Wang and Hariandja (2016) state that brand ambassadors can help create stronger emotional relationships between brands and consumers so that they will indirectly build a product's brand image.

In addition to using brand ambassadors, the company also uses social media influencers (SMIs) in communicating on social media. Social media influencers (SMIs) are a new type of independent third-party endorser who are able to shape the attitude of the audience through blogs, tweets, and other social media users (Freberg et al., 2011). One principle difference between brand ambassadors and SMIs is the connection with companies. Influencers are generally temporary and independent from a company, while brand ambassadors have more formal and long-term relationship with brands or companies (Smith et al., 2018). The use of SMIs is also seen as an effective promotional tool by marketers around the world because it affects the perception of quality and product uniqueness that is able to enhance the brand image to the consumers. Media Kix Marketing reports that around 80% of online marketers claim that the use of SMIs has a positive and significant effect on their online business. (Forbes 2017).

This study took Nature Republic products as the research object. As a relatively new skin care product in 2009, Nature Republic was able to occupy the 8<sup>th</sup> position as the most favoured skin care product in its home country (Kantar World Panel, 2019). In Indonesia, this product is ranked 4<sup>th</sup> (Marketeers, 2018) as the most favoured skin care by controlling 4.2% of the cosmetics market share in Indonesia. Apart from quality factors, opinion leader selection is assumed to be another important factor affecting the growth of the market share of the product. Nature Republic appointed the band EXO as their brand ambassador. EXO is the 2<sup>nd</sup> most popular band in Korea. Instead of being famous only in Korea, EXO is even recorded in The Guinness World Records with information as the boyband who won the most daesang awards at the MNET Asia Music Award. In addition to the use of brand ambassadors, Nature Republic in terms of marketing is also greatly helped by the appointed influencers, such as Lizzie Parra, Nanda Arsyinta, Abel Cantika, and Tasya Farasya who have thousands of followers who might be influenced by the results of their idol review.

Based on these backgrounds, this study aims to examine the effect of SMIs and brand ambassadors in building the brand image of Nature Republic products.

## **Review of Related Literature**

### ***Marketing***

Kotler and Armstrong (2012) state that marketing is the company's process of creating value for customers and building strong customer relationships in order to obtain value from customers in return. Furthermore, McCarthy in Kotler and Keller (2012) adds that marketing activities can be grouped into four marketing mix tools that can be the basis in designing marketing strategies, namely: product, price, promotion, and place. Assauri (2014) argues that marketing strategies are a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and their channels and allocations, especially as a company response in dealing with the environment and circumstances of an ever-changing competitor. In the world of e-commerce, Nurlaili (2016) divides marketing strategy into four main factors that cause changes to the marketing strategy itself, namely: product life cycle, competitive position of companies in markets that utilise e-commerce, economic situations, and online media use.

### ***Social Media***

Stevenson (2015) states that social media is a website and application that allows its users to create and share content or to participate in social networks. Hariyati and Wirapraja (2018) state that the difference between traditional applications and the web is on the platforms such as content creation, content uploading, networking, conversing, media sharing, and

bookmarking. There are various social media platforms to choose for working with influencers, and they can be categorised into five groups – microblogging, social networking sites, photo sharing, video sharing, and social blogging. Microblogging allows users to make posts with a limit of 140 characters and this is considered beneficial for customer involvement and conversation (Hening-Thurau, et al., 2010; McNealy, 2010).

Castronovo and Huang (2012) suggest that various photos and videos that contain a lot of information are usually used to embed content and various lives on social media. With the possibility of active users on the largest scale, social networking sites are places to develop a loyal community (McNealy, 2010). Social media as a marketing tool has changed the business-customer relationship to be more active in communication related to marketing activities (Parsons and Lepkowska-White, 2018). Social media is a medium for establishing interaction between individuals or between individuals and organisations and as a useful marketing strategy to increase sales as well as enhance corporate reputation (Galati et al. 2017).

### ***Social Media Influencers (SMIs)***

Digital influencers or social media influencers are those who have a great influence on social media. Ryan and Jones (2009) state that these individuals already have the trust of their online peers, and their opinions can have a tremendous impact on online reputation, including for products/brands. Freberg et al. (2011) add that SMIs are a new type of independent third-party endorser who can influence attitude of their followers through blogs, tweets, and other social media users. In relation to marketing activities, Sammis et al. (2011) state that influencer marketing is the art and science of involving influential people in the online world to share brand messages with their audience.

Wiedmann et al. (2010) have developed the typology of SMIs. They stated there were 8 typologies of SMI but of the eight types there were only 3 representative types, i.e: helpful friend, narrative expert, and superspreader. They differ from one another, especially in individual capital and social capital. Helpful friend refers to those who are ranked lowest in the social capital dimension and medium in individual capital dimensions. The narrative expert refers to those who excel in the dimensions of individual capital but only having medium ratings in the dimensions of social capital. While superspreader refers to those who have the highest rating in social capital, but the lowest in individual capital compared to the other two types.

Forbes (2016) claims that SMIs can shape attitudes, opinions, actions, and purchasing decisions from followers. SMIs are also known proficient on e-WoM (electronic Word of Mouth) which is proven to have a significant impact on consumer purchasing decisions (Freberg et al., 2010). It is because e-WoM from SMIs is controlled by themselves, so it is said to be more convincing

compared to advertising campaigns from the company itself (Wolny and Mueller, 2013). Several studies have shown that attractiveness, trustworthiness, and expertise (Ohanian, 1990) are an important characteristic of an influential person. Ledbetter and Redd (2016) added social status as an important factor in SMIs' credibility due to their wide reach.

### ***Brand Ambassador***

Brand ambassadors are often synonymous with celebrities or public figures who have influence in a country or all over the world. Shimp (2003) defines brand ambassadors as advertisement supporters – also known as ad stars – who support advertised products. Because celebrities are positioned as tools to represent targetted market segments, it is not surprising that advertised products use many celebrities in which each of them will represent the targetted market segment. Khatri (2006) argues that celebrity is believed to be one of the psychological supporting factors that can influence the attitudes and beliefs of consumers about certain products. When becoming a brand ambassador of a product, the celebrity will act as a distributor, speaker, and liaison in an advertisement to introduce a product or service to consumers so that the use of celebrities, athletes, and/or public figures is considered as a representation of the product identity (Lea Greenwood, 2012).

In order to become a useful brand ambassador for the advertised product, it is necessary for the company to select the personal characteristics of the chosen brand ambassadors to be in tune with the image that they want to represent in the promotion. Lea Greenwood (2012) states that a brand ambassador must have several characteristics, including transparency, conformity, credibility, attractiveness, and power.

### ***Brand Image***

The personality of a brand does not appear immediately but requires a series of identity building programs to be achieved. The tips for building an identity can be obtained through the name, logo, symbol, atmosphere, and events. Nevertheless, it is necessary to distinguish between identity and image. Identity is a way for companies to present themselves to the community, while images are people's perceptions of companies (Kotler and Keller, 2012).

Image is a series of beliefs, ideas, and impressions of someone who accentuates an object (Kotler and Keller, 2012). The attitude and actions of the person determine the image of the object. In addition, it also needs to be understood that image will be shaped within a certain period of time, because this is an accumulation of perceptions of an object, what is thought, known, experienced, which enters one's memory based on inputs from various sources over time (Assasel, 1998).

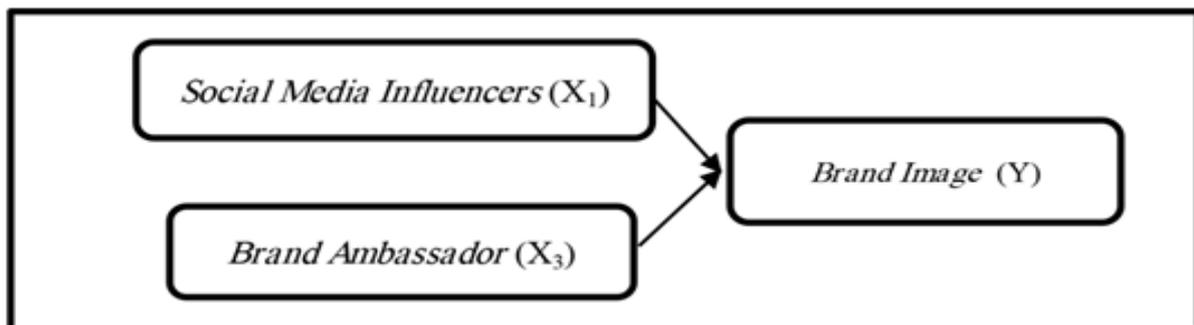
Aaker (1996, p.71) define brand image as "... how a brand is perceived by customer". It is a customer-based concept about a particular product that affected from past experience, brand personality and product attribute (Plummer, 2000). A brand image must be able to represent all internal and external characters of a product that is finally able to influence customers corresponding to the company's target (Hasan, 2013; Tajik & Ranjbar, 2018).

Building a brand image requires creativity and effort, because a brand image cannot be built in a short time or through a single medium but must be built through all existing media in a sustainable manner and by using appropriate measurements. Keller (1993) states that the measurement of the right brand image can be measured through consumer responses related to social brand in terms of strength, uniqueness, and liking. Through brand image, business can understand customer feeling and perception about functional consequences, attribute and experience of particular product (Padgett and Allen, 1997).

### *Theoretical Framework and Hypothesis*

From the theoretical framework of the background, the hypotheses can be described as follows:

**Figure 1.** Theoretical Framework



### *Hypotheses*

H1 : Social media influencers have a positive effect on brand image

H2 : Brand ambassadors have a positive effect on brand image

### *Research Method*

This study uses a quantitative approach with multiple linear analysis, i.e. by collecting primary data obtained through the questionnaire distribution method. The population of this study was 204 active students majoring in Management from 2016 until 2018. Furthermore, this study used a nonprobability sampling technique in the form of purposive sampling to determine the sample. The criteria used in determining the sample was that they were undergraduate students

of the University of Hasanuddin who were at the time active in the class of 2016 to 2018, actively using social media, and users of Nature Republic products. Yoo et al. (2000) confirm the use of student as respondents, especially when they are the main consumers of the selected products.

In determining the sample size, this study used the Slovin formula as calculated using the following formula:

$$n = \frac{N}{1 + N (e)^2}$$
$$n = \frac{204}{1 + 204 (0.10)^2}$$
$$n = 67 \text{ respondents}$$

In this study, there are two variables, namely:

- Independent variable (X) includes social media influencers (X1) and brand ambassadors (X2).
- Dependent variable (Y) becomes the main focus of the researchers, in this case, brand image (Y).

In this study, a series of tests were conducted, namely:

- Multiple Linear Regression Equation. It aims to calculate the effect of the quantitative influence of a change in events (variable X) on other events (variable Y) (Sugiyono, 2014). In this study, it was converted to examine the presence or absence of the influence of social media influencers and brand ambassadors on brand image. The multiple linear regression analysis of this study is as stated by Ridwan and Akdom (2007) below:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

- |                    |   |   |
|--------------------|---|---|
| Y                  | = | Dependent variable, i.e. brand image                |
| $\beta_1, \beta_2$ | = | Regression coefficient                              |
| $\beta_0$          | = | Constant values                                     |
| X <sub>1</sub>     | = | Independent variable, i.e. social media influencers |
| X <sub>2</sub>     | = | Independent variable, i.e. brand ambassador         |
| e                  | = | Standard error                                      |

- Test to determine the significance of the influence of each independent variable on the dependent variable individually and assume the dependent is constant. This test can be done

by looking at the coefficient table in the sig column (significance) of the test results with SPSS 25 software. The basis for testing hypotheses is if the significance value is smaller than the significant level used ( $\alpha = 0.10$ ), it can be concluded that there is a significant influence of the independent variable on the dependent variable. If the significance value is greater than the significant level used ( $\alpha = 0.10$ ), it can be concluded that there is no significant effect of the independent variable on the dependent variable.

## Results

### *Characteristics of the Samples*

Respondents in this study were active students of Hasanuddin University, actively using social media and Nature Republic products. The characteristics of respondents in this study included class, age, and source of information to know the Nature Republic brand. The samples used in this study were 67 respondents from a total population of 204 students.

Respondents in this study are identified according to class as can be seen in Table 1:

**Table 1:** Characteristics of Respondents by Class

Class	Frequency (Students)	Percentage (%)
2016	25	39.1
2017	22	31.9
2018	20	29.0
Total	67	100

Characteristics of respondents by age can be seen in Table 2:

**Table 2:** Characteristics of Respondents by Age

Age (Year)	Frequency (Students)	Percentage (%)
< 20	10	14.5
20 – 22	55	82.6
> 22	2	2.9
Total	67	100

Characteristics of respondents by source of information related to the Nature Republic brand can be seen in Table 3:

**Table 3:** Characteristics of Respondents by Sources of Information

Source of Information	Frequency (Students)	Percentage (%)
Social Media Influencers	56	84.1
Brand Ambassadors	11	15.9
Total	67	100

### *Validity and Reliability Tests*

The validity test is conducted to determine the validity of research variables. The  $r_{table}$  that has been set with the provisions of the standardised validity for the three variables of this study was 0.203. If a statement  $> 0.203$ , it is valid; on the contrary, if a statement  $< 0.203$ , it is invalid. The validity test results can be seen in the following table:

**Table 4:** Results of Validity Test

Variable	Statement	$r_{count}$	$r_{table}$	Conclusion
<i>Social Media Influencers (X<sub>1</sub>)</i>	1	0.538	0.203	Valid
	2	0.444	0.203	Valid
	3	0.461	0.203	Valid
	4	0.595	0.203	Valid
	5	0.639	0.203	Valid
	6	0.683	0.203	Valid
	7	0.673	0.203	Valid
	8	0.691	0.203	Valid
	9	0.512	0.203	Valid
	10	0.717	0.203	Valid
	11	0.678	0.203	Valid
	12	0.681	0.203	Valid
	13	0.651	0.203	Valid
<i>Brand Ambassador (X<sub>2</sub>)</i>	14	0.900	0.203	Valid
	15	0.890	0.203	Valid
	16	0.834	0.203	Valid
	17	0.906	0.203	Valid
<i>Brand Image (Y)</i>	18	0.562	0.203	Valid
	19	0.619	0.203	Valid
	20	0.552	0.203	Valid
	21	0.716	0.203	Valid
	22	0.694	0.203	Valid
	23	0.651	0.203	Valid
	24	0.769	0.203	Valid

	25	0.818	0.203	Valid
	26	0.546	0.203	Valid
	27	0.750	0.203	Valid
	28	0.625	0.203	Valid
	29	0.770	0.203	Valid

The reliability test is used to measure a questionnaire which is an indicator of a variable. An instrument is said to be reliable or consistent if it is used several times to measure the same object and it produces the same data or answers and can be trusted or reliable. In this study, the technique for calculating the reliability index was by using the Cronbach's Alpha method. Given that if the value of Cronbach's alpha  $< 0.60$ , it is unreliable; while if the value of Cronbach's alpha  $> 0.60$ , it is reliable (Sugiyono, 2017). The reliability test results are presented as follows:

**Table 5:** The results of reliability test

No.	Variable	Cronbach's Alpha Based on Standardised Items	Reliability Standard	Conclusion
1	<i>Social Media Influencers (X<sub>1</sub>)</i>	0.855	0.60	Reliable
2	<i>Brand Ambassador (X<sub>2</sub>)</i>	0.905	0.60	Reliable
3	<i>Brand Image (Y)</i>	0.888	0.60	Reliable

From Table 4 and Table 5, it can be seen that all variables have  $r_{count}$  value  $> 0.203$  and a Cronbach's Alpha value  $> 0.60$ . Therefore, it can be concluded that all items in the questionnaire are valid and reliable.

### ***Multiple Linear Regression Analysis***

Multiple linear regression analysis was performed to calculate the effect of independent variables of social media influencers and brand ambassadors simultaneously on the dependent variable of brand ambassadors. The results of multiple linear regression analysis are presented in Table 6 as follows:

**Table 6:** The results of multiple linear regression analysis:

Coefficients <sup>a</sup>						
Model		Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.565	5.453		2.854	0.006
	Social Media Influencers	0.374	0.097	0.385	3.857	0.000
	Brand Ambassador	0.855	0.196	0.435	4.364	0.000

a. Dependent Variable: Brand Image

The results of multiple linear regression analysis show that social media influencers ( $X_1$ ) and brand ambassadors ( $X_2$ ) had a positive and significant impact on brand ambassadors. From Table 6, the following regression model equation was obtained:

$$Y = 15.565 + 0.374X_1 + 0.855 X_2$$

With a constant value of 15.565, where if the social media influencers and brand ambassador variables are considered zero, the brand ambassador value on the Nature Republic product is 15.565 percent. There is also the value of the regression coefficient for the variable of social media influencers, i.e. 0.374, meaning that social media influencers had a positive effect on brand image on Nature Republic products by 0.374 percent. Furthermore, the regression coefficient for the brand ambassador variable is 0.855, meaning that the brand ambassadors had a positive effect on the brand image of the Nature Republic product of 0.855.

Table 7 presents information related to the significance of each independent variable on the dependent variable. If the value of  $t_{count} > t_{table}$ , the independent variable has effect on the dependent variable. Vice versa, if the level of significance  $< 0.10$ , it can be stated that the independent variable has partially positive and significant effect on the dependent variable.

**Table 7:** The results of t-test

Code	Variable	Bi	$t_{count}$	$t_{table}$	Sig.	Conclusion
$X_1$	<i>Social Media Influencers</i>	0.374	3.857	1.669	0.000	Significant
$X_2$	<i>Brand Ambassador</i>	0.855	4.364	1.669	0.000	Significant

From Table 7, the results of the t-test for each variable are obtained. H2 is accepted because  $t_{count} (3.857) > t_{table} (1.669)$  and Sig. (0.000)  $< 0.010$ , meaning that partially social media influencers had a significant and positive effect (value  $> 0$ ) on brand image. Furthermore, H3

is accepted because  $t_{\text{count}} (4.855) > t_{\text{table}} (1.669)$  and  $\text{Sig.} (0.000) < 0.10$ , meaning that partially brand ambassadors had a significant and positive effect (value  $> 0$ ) on the brand image.

## Results and Conclusion

### *Results*

This study explains the effect of social media influencers and brand ambassadors on Brand Image. The results of the research show that the independent variable of social media influencer and brand ambassador had a significant and positive effect on the dependent variable of brand image. The partial relationship between each independent variable and the dependent variable is described as follows:

### *The Dominant effect of Brand Ambassador Compared to Social Media Influencer*

The results of multiple linear regression analysis obtained the value of the brand ambassador variable regression coefficient (X2) of 0.855, greater than the value of the regression coefficient of the SMIs variable (X1) which is 0.374%. From these results it can be seen that the influence of brand ambassadors on brand image is dominant compared to the effect of SMIs on brand image.

Brand ambassadors have a formal and long-term relationship with the product. They must be able to master every detail of the product so that they can represent the company in communicating the best features of the product. They emerge continuously with product attributes to form brand attachments. Brand ambassadors are often contracted on *exclusive* contracts. They may only promote *one* of similar products in the long term so that indirectly creates brand association – all things about them directly relate to the product.

Compared to brand ambassadors, the relationship between SMIs and products is short term. They usually promote the product only once or twice. Their relationship with the product is not exclusive, so it is not common for them to promote similar products from different companies. This is likely to cause the absence of brand association between products and SMIs so that product brands do not always appear in the minds of their followers

### *The Effect of Social Media Influencers on Brand Image*

From the questionnaire answers, the dominant respondents who know the Nature Republic products from social media influencers were from class 2015 with an age range from 20-22 years old. The third item on the questionnaire had reasonable and objective arguments for

which the most answers were strongly agreed. The ability to argue with social media influencers can be used as a strength in enhancing the brand image of Nature Republic.

The level of expertise affects the level of consumer attachment to information provided by social media influencers, while credibility affects consumers' interpretation of the information provided in the content. Expertise generally can enhance consideration made by brands, where the attractiveness of social media influencers leads to a more favourable attitude towards products advertised by social media influencers.

The research results show that social media influencers had a positive and significant effect on brand image in Nature Republic. Based on the results of the multiple linear regression equation, the regression coefficient value for social media influencers ( $X_1$ ) variable is 0.374, meaning that social media influencers had a positive influence on brand image in Nature Republic, i.e. 0.374 percent. From the results of the regression test, the social media influencers probability value of 0.000, because the probability value of  $0.000 < 0.10$  with  $t_{\text{count}} (3.857) > t_{\text{table}} (1.669)$ , it can be concluded that the social media influencers variable had a significant effect on brand image in Nature Republic products.

The results of this study are in line with the findings of Gulamail and Persson (2017) and Ryan and Jones (2009), which proved that social media influencers positively and significantly affected brand image. SMIs already have the trust of their online counterparts, and their opinions can have a tremendous impact on online reputation, including the brand of a product. If an influencer is considered an expert in the field of content, it is very likely that consumers will adopt the information provided by the influencer.

### ***The Effect of Brand Ambassador on Brand Image***

From the questionnaire answer, it was found that the first statement related to the high popularity possessed by the brand ambassadors was the one who gave the most answers "absolutely agree". The high popularity factor owned by the brand ambassador can be used as a strength in improving the brand image of Nature Republic products. The results of this study are in line with Soehadi (2012), explaining that a brand ambassador is someone who presents the best portrait or image of a product. These people are usually celebrities or other popular people.

The analysis shows that brand ambassadors had positive and significant influence in enhancing the brand image of Nature Republic products. The result of the multiple linear regression analysis shows the regression coefficient of the brand ambassador variable ( $X_2$ ) of 0.855, meaning that the brand ambassador had a positive influence on the brand image of Nature Republic products by 0.855 percent. The probability value of the brand ambassador variable is



$0.000 < 0.10$  with  $t_{\text{count}} (4.364) > t_{\text{table}} (1.669)$ . Therefore, it can be concluded that the brand ambassador variable had a significant effect on brand image on Nature Republic products. The results of this study are in line with Mardiyah (2010) and Rizky (2016) that prove the positive and significant influence of brand ambassadors in improving brand image.

### ***Limitation of This Research and Suggestions for Future Research***

It is expected that further researchers will be able to further refine this research by using factors other than those examined as variables that affect brand image. Additional variables might provide a better insight for the researchers to understand each variable assessed in this study. The research respondents used in this study were limited only to students at the University of Hasanuddin, Makassar. Future research should employ more samples to conduct this research and more diverse occupations to capture better pictures for the results of this study.



## REFERENCES

- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Rev*, 38(Spring), 102-120.
- Aghekyan-Simonian, M., Forsythe, S., Kwon, W. S., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and online purchase intentions for apparel. *Journal of Retailing and Consumer Services*, 19, 325-331.
- APJII. (2018). Potret Zaman Now Pengguna dan Perilaku Internet Indonesia. (online). (<https://apjii.or.id/downfile/file/BULETINAPJIIEDISI23April2018.pdf>, accessed on 5 Januari 2019)
- Assael, H. (1998). *Consumer Behavior and Marketing Action*, 6th Edition. Cincinnati, Ohio: South Western College Publishing.
- Castronovo, C., & Huang, L. (2012). Social media in an alternative marketing communication model. *Journal of Marketing Development and Competitiveness*, 6(1), 117-134.
- Evelina, L. W., & Handayani, F. (2018). Penggunaan Digital Influencer dalam Promosi Produk (Studi Kasus Akun Instagram@ byliszieparra). *Warta ISKI*, 1(01), 71-82.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90-92.
- Forbes, K. (2016). Examining the Beauty Industry's Use of Social Influencers. *Elon Journal of Undergraduate Research in Communications*, 7(2), 78-87.
- Forbes.com. (2017). Forbes Welcome. [online] Available at: <https://www.forbes.com/sites/tomward/2017/02/13/5-influencer-marketing-trends-that-will-dominate-2017/#158a4255293a>.
- Galati, A., Crescimanno, M., Tinervia, S., & Fagnani, F. (2017). Social media as a strategic marketing tool in the Sicilian wine industry: evidence from Facebook. *Wine Economics and Policy*, 6(1), 40-47.
- Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Moderen (Sebuah Studi Literatur). *Eksekutif*, 15(1), 133-146.



- Hennig-Thurau, T., Malhotra, E. C., Frieger, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of service research*, 13(3), 311-330.
- Kantar, W. (2019). The latest Korea Cosmetics Market Brand Ranking. <https://www.kantarworldpanel.com/cn-en/news/Kantar-Worldpanel-Korea-Releases-the-latest-Korea-Cosmetics-Market-Brand-Ranking>. Accessed on 5 January 2019.
- Keller, K. L. (1993). Conceptualising, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.
- Khatri, P. (2006). Celebrity endorsement: A strategic promotion perspective. *Indian media studies journal*, 1(1), 25-37.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice hall.
- Kotler, P., & Keller, K. (2012). *Marketing management 14th edition*. Prentice Hall.
- Lee-Greenwood, G. (2012). *Fashion Marketing Communications E-book*.
- Lovejoy, K., & Saxton, G. D. (2012). Information, community, and action: How nonprofit organisations use social media. *Journal of computer-mediated communication*, 17(3), 337-353.
- Ledbetter, A. M., & Redd, S. M. (2016). Celebrity credibility on social media: a conditional process analysis of online self-disclosure attitude as a moderator of posting frequency and parasocial interaction. *Western Journal of Communication*, 80(5), 601-618.
- Marketeers.com. (2018). Ini Enam Merek Skincare Terfavorit Perempuan Indonesia.(online).(http://marketeers.com/ini-enam-merek-skincare-terfavorit-perempuan-indonesia/. diakses 22 september 2018)
- Marselina, D., & Siregar, E. H. (2017). Pengaruh Celebrity Endorser terhadap Brand Image pada Kosmetik Wardah di Bogor. *Jurnal Manajemen dan Organisasi*, 8(1), 15-27.
- McNealy, R. (2010). Social media marketing: Use these no-cost or low-cost tools to drive business. *Hardwood Floors*, June-July, 19-21.



- Mohd, F., & Shamsuddin, N. (2018). Social media and technopreneurial intention: a model based on technopreneur development. *Edición Especial*, 34(17).
- Nurlaili, E. (2016). Pemasaran Online E-Commerce. (online). (<http://pemasaranonlineyoka.blogspot.com/2016/04/pemasaran-online-e-commerce.html>), Accessed on 26 April 2019).
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Okazaki, S., & Taylor, C. R. (2013). Social media and international advertising: Theoretical challenges and future directions. *International Marketing Review*, 30(1), 56-71.
- Parsons, A., & Lepkowska-White, E. (2018). Social Media Marketing Management: A Conceptual Framework. *Journal of Internet Commerce*, 17(2), 81-95.
- Pozin, I. (2014). Small Business Expert: Answers to Your Five Biggest Social Media Branding Questions. *Forbes*. Available at: <http://www.forbes.com/sites/ilyapozin/2014/11/07/small-business-expert-answers-to-your-five-biggest-social-media-branding-questions/>
- Plummer, J. T. (2000). How personality makes a difference. *Journal of Advertising Research*, 40(6), 79-84.
- Rizky, S. P. (2016). Analisis Pengaruh Brand Ambassador, Kualitas produk dan Harga Terhadap Brand Image serta Dampaknya Terhadap Keputusan Pembelian. *Diponegoro Journal of Management*, 5(2), 1-12.
- Ryan, D., & Calvin, J. (2009). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. London: Kogan Page
- Samms, K., Lincoln, C., Pomponi, S., Ng, J., Gassmann Rodriguez, E., & Zhou, J. (2016). *Influencer marketing for dummies*. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behaviour*, ninth ed. Prentice-Hall Inc, NJ.
- Shimp, T. A. (2003). Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications. Mason, Ohio: Thomson Southwestern. *Journal of Marketing Communications*, 10(4), 289-290



- Smith, B. G., Kendall, M. C., Knighton, D., & Wright, T. (2018). Rise of the brand ambassador: Social stake, corporate social responsibility and influence among the social media influencers. *Communication Management Review*, 3(1), 6-29.
- Sohrabi, M. (2017). The Relationship between Non-Financial Innovative Management Accounting Tools and Risk and Return of Iranian Stock Market Listed Companies. *Dutch Journal of Finance and Management*, 1(2), 40. <https://doi.org/10.29333/djfm/5816>
- Stevenson, A. (2015). Social media. Oxford Dictionary of English (3rd edition), Oxford University Press.
- Sugiyono. (2009). Metode Penelitian Kuantitatif Kualitatif dan R & D. Bandung: Alfabeta.
- Tajik, L., & Ranjbar, K. (2018). Reflective teaching in ELT: Obstacles and coping strategies. *Research in Applied Linguistics*, 9(1), 148-169.
- Uzunoglu, E., & Kip, S. M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*, 34, 592-602.
- Wang, F., & Hariandja, E. S. (2016). The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision: A Case Of tous Les Jours In Indonesia. Universitas.
- Wiedmann, K. P., Hennigs, N., & Langner, S. (2010). Spreading the word of fashion: Identifying social influencers in fashion marketing. *Journal of Global Fashion Marketing*, 1(3), 142-153.
- Wolny, J., & Mueller, C. (2013). Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms. *Journal of marketing management*, 29(5-6), 562-583.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the academy of marketing science*, 28(2), 195-211.