

The Influence of Country of Origin, Advertising Campaign, and Brand Ambassador on Customers Purchase Intention in Digital Marketplace Official Site

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Abstract:

The objective of this investigation is to assess the effect of endorsers, promotional activities, and nation of origin on the inclination to buy. The fundamental wellspring of information for this examination is essential information gathered from a gathering of female understudies who have bought things on the web. The questionnaire was administered to 200 respondents through purposive sampling. The data was scrutinized using multiple linear regression analyses. The findings reveal that endorsers and promotional activities have a significant effect on purchase intention, whereas nation of origin does not. Furthermore, endorsers, promotional activities, and nation of origin all have a noteworthy impact on purchase intention. Based on the coefficient of determination, 68% of the independent variable contributes to purchase intention, while the remaining 32% is influenced by other variables that were not examined in this research.

Keywords: brand ambassadors, advertising campaigns, country of origin, purchase intention.

Introduction

The interest of customers in visiting online shopping websites is quite significant. By browsing an e-commerce website, it indicates that the individual has a curiosity in the platform. Based on prior research, the desire to purchase is typically determined by aligning motives with the features or qualities of the brand being considered. Interest plays a crucial role in shaping the attitudes of consumers. Therefore, it is imperative for every marketer to gauge the factors

that influence buying interest in order to persuade consumers to take action. Views and impressions of a particular brand, as well as potential purchasing or switching chances, are all closely tied to a person's purchase intention, which is composed of a number of acts or behaviors. One factor that has the biggest impact on purchase intention is the brand advocate (Yasin et al., 2007). According to past research, marketers can sway consumer attitudes about a brand by using opinion leaders. The individuals who stand out in a group for their unique abilities, expertise, characteristics, and degree of social impact are its opinion leaders. These individuals are represented in the form of brand ambassadors, whose responsibility is to communicate the message and value of the company's products to consumers (Barrow & Mosley, 2005).

Promotion plays a crucial role in generating interest, and this is achieved through various campaigns. Integrated marketing communication (IMC) strategies are designed around a central theme or concept, with a specific timeline for promotional activities. The theme must be compelling enough to convey the intended message to the target audience. Another factor that drives interest is the brand's country of origin. Consumers associate products with their country of origin, creating brand associations that influence their purchasing decisions. In today's global marketplace, consumers can choose foreign brands based on their perceptions of a country's quality or a product's image. Consumers may deliberately choose brands with strong national ties based on their beliefs about those countries. Brands can differentiate themselves by leveraging consumer beliefs about their country of origin. In Southeast Asia, Shopee and Lazada are the two e-commerce sites that get the most users. These platforms have spread throughout the region, reaching numerous nations. Surprisingly, the findings show that Tokopedia, which is only accessible in Indonesia, is the third most popular e-commerce platform in Southeast Asia (Belch & Belch, 2003).

In Indonesia, local e-commerce platforms continue to rule the industry. According to earlier researchers' findings in his book, perceptions of the state might influence or evoke nostalgia in customers in the home market. In societies with strong group norms and attachments to family and country, like Japan and other Asian nations, indigenous brands are favored, according to a number of studies (Halawa & Dewi, 2019). To advertise their goods, several nations have even developed advertising campaigns. This is implemented by e-commerce. Where e-commerce always touts their vision and mission, namely to encourage digital economic equality in Indonesia through the campaigns they have been carrying out so far, one form of Te-commerce's efforts to bring Indonesia's name to its mission is to carry out many programs that support MSMEs and local brands. Apart from that, Tokopedia also establishes strategic partnerships with local governments such as DKI Jakarta, DI Yogyakarta, West Java, and so on.

Literature Review

Brand ambassadors in their book as those who are fully committed to the company and to their work or career. Brand ambassadors provide a face for companies and build trust in the communities they create (Asyraini et al., 2022). Apart from that, he also explains in his book that in creating a brand identity, many companies create a character to represent it. This can be done through an endorser or the brand's creator (Kawiana & Dewi, 2019). This is a direct symbol of brand quality. Some characters serve to build certain relationships and emotionally connect brands with the public (Sutagana et al., 2022). As per prior researchers, prevalent promotional campaigns entice the attention of consumers and have the potential to generate sales (Keller, 2013). Furthermore, these campaigns can be utilized to develop successful integrated marketing communication strategies. Moreover, contemporary advertising initiatives aim to enhance brand image and increase awareness (Kotler & Armstrong, 2008). The field of marketing research has identified the country of origin as a distinctive, fruitful, and productive aspect that reflects the attributes, competencies, and real or imagined representations that amalgamate to form the same value, whether significant or not (Kotler & Kellar, 2012). This investigation indicates that the impact of the country of origin is not uniform but varies. A wide range of behaviors that are closely linked to brand attitudes and considerations and that center on the possibility to purchase a particular brand or switch to another are referred to by the general term purchase intention (Kotler & Armstrong, 2016).

Methodology

To obtain data for this study, we filled out a questionnaire. Filling out the questionnaire was carried out using one method, namely in the form of an online questionnaire via Google Forms. This is done to make it easier for research respondents to participate. In this research, non-probability sampling was employed to determine the sample. Purposive sampling was the technique utilized for data collection. The overall population for this study was comprised of 13,748 individuals, with the researcher requiring a sample size of 199, which was rounded up to 200. A questionnaire with a Likert scale was used to collect the data. Both primary and secondary sources were employed in this investigation. Descriptive statistical tests, data quality tests, conventional assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination tests were some of the data analysis techniques used.

Case studies

In the brand ambassador variable, the dominant respondents answered "agree" by 37%, the rest answered "doubtful" by 28%, "strongly agree" by 25%, "disagree" by 9%, and "strongly disagree" by 1%. And the question that got the most answers was question number 5, with the answer "undecided" getting as many as 47. In the advertising campaign variable, dominant respondents gave the answer "agree" by 48%, the rest gave the answer "strongly agree" by 26%, "doubtful" by 19%, "disagree" by 6%, and "strongly disagree" by 0%. And the question that got the most answers was question number 17, with the answer "agree" getting as many as 54. The variable country of origin of the dominant respondents gave the answer "agree" by 42%; the rest gave the answer "doubtful" by 34%; "strongly agree" by 14%; "disagree" by 9%; and "strongly disagree" by 1%. And the question that gets the most answers is question number 26, with the answer "agree" getting as many as 51. The dominant respondent's buying interest variable gives the answer "agree" by 45%, the rest give the answer "strongly agree" by 19%, "doubtful" by 19%, "disagree" by 9%, then "strongly disagree" by 0%. And the question that gets the most answers is question number 34, with the answer "agree" getting as many as 51. With a minimum response of 29 participants and a maximum response of 70, the appointed brand representative variable has an average response of 52.87 and a standard deviation of 10.249 individuals. With a minimum response requirement of 18 participants and a maximum response of 45, the advertising campaign aspect likewise has an average response of 35.47 and a standard deviation of 6.285. For the country of origin variable, the minimum and maximum values are 13 and 35, respectively, with an average of 25.17 and a standard deviation of 4.746. Last but not least, the buying interest variable has a response range of 17 to 40 participants, an average of 31.18, and a standard deviation of 5.811.

In conclusion, the descriptive statistical analysis of the survey responses indicates that 37% of participants agreed with the statement concerning the appointed spokesperson (X1), with the majority of responses regarding trust. Therefore, it can be deduced that the trustworthiness of the brand ambassador significantly influenced the respondents' inclination to purchase from Tokopedia. Furthermore, in the advertising campaign variable (X2), respondents also gave a dominant response to the "agree" statement of 48%, with the most responses on the recipient and message dimensions. It can be concluded that the message that Tokopedia wants to convey in the advertising campaign they are carrying out can generate buying interest in the audience or recipients. Finally, on the country of origin variable (X3), respondents gave a dominant response of 42% to the "agree" statement, where the highest response was in the innovative and design dimensions. It can be concluded that the innovations carried out by e-commerce, as well as the designs they have carried out on various aspects of the company, can generate respondents' buying interest in e-commerce.

While the t-table value is 1.984, the endorsers' t-score is 2.949. This shows that, with a significant value of $0.004 < 0.1$, the t-score (2.949) is more than the t-table value (1.984). As a result, the hypothesis that the endorsers have a considerable impact on purchase requests is verified (H_a is accepted, while H_0 is denied), showing that the endorsers have a somewhat significant impact on buying interest. These results align with previous studies, which suggest that endorsers can significantly impact purchase intentions. Among Korean pop enthusiasts on social media, endorsers have a significant influence on purchasing interest in Mie Sedaap Korean Spicy Chicken. However, this contradicts earlier research that concluded that endorsers do not affect consumer buying interest. This implies that

Isyana Sarasvati's endorsement of Emina does not accurately represent the brand's identity to customers. Customers don't think about Emina's endorsement since they are concerned in the product's necessity rather than who is endorsing it.

The t-value for the advertising campaign is 4.860, while the t-value for the table is 1.984. Therefore, it is apparent that the t-score (4.860) is greater than the t-table (1.984), with a significant value of 0.000 less than 0.1. Accordingly, the hypothesis derived is that advertising campaigns have a substantial impact on purchase requests (H_a is accepted, and H_0 is rejected), indicating a partially significant effect of advertising campaigns on purchase interest. The results of this investigation are consistent with previous research, which implies that campaigns can generate interest in the website they promote. This result is confirmed by observing the website traffic over a specific period using social media platform advertisements. The findings suggest that ads with campaigns can increase website traffic. The t-score value for the country of origin is 0.402, while the t-value for the table is 1.984. Therefore, it is established that the t-score (0.402) is less than the t-table (1.984), with a significant value of 0.688 greater than 0.1. Consequently, the hypothesis derived is that the country of origin has no significant impact on purchase demand (H_a is rejected, and H_0 is accepted), indicating a partially insignificant effect of the country of origin on purchase intention. These statistical test results differ from previous research cited in this study, which suggests that Korean dramas and the country of origin have a substantial impact on brand image. This implies that Korean dramas can shape the image of cosmetic products from Korea. Similarly, the country of origin has a positive and significant influence on purchase intention. Based on the findings of this investigation, it can be inferred that Korean dramas can influence brand image, which, in turn, affects how consumers perceive the country of origin of Korean cosmetic products, ultimately leading to a positive interest in cosmetic products from Korea. Other studies have also reported variations in interest based on the country of origin. They found that Korea was the most desirable country for smartphone products based on country-of-origin considerations, but for product features, China became the most desirable country.

The study's conclusions led to the calculation of an f-score of 71.507. 2.36 is the f-table value having a 0.1 probability. The equation that produces, with a significant value of $0.000 > 0.1$, is $F\text{-score} (71.507) > F\text{-table} (2.36)$. Therefore, it can be said that brand ambassadors, advertising campaigns, and the area of origin all impact consumers' decision to make a purchase. This conclusion is consistent with previous research, which has shown that celebrity endorsers and their advertising campaigns play a crucial role in influencing consumer behavior due to their credibility. The campaign can establish the brand identity, and celebrities can positively influence it. The t-test conducted in the previous sub-chapter revealed that the advertising campaign had the most significant effect on purchase intention, with an Unstandardized Coefficient (β) value of 0.494, which was higher than the other variables. Therefore, advertising campaigns can be considered as a marketing strategy for companies in the future since they have the most substantial impact on generating consumer interest. According to the adjusted R square value of 0.681, or 68%, brand ambassador, advertising campaign, and country of origin variables collectively increase purchase interest by 68%. In this study, the additional components, which added up to 0.319 or 32%, were not considered. The self-determination value is useful in anticipating and evaluating the simultaneous influence that variable X can have on variable Y.

Conclusion

A t-count $>$ t-table and a significant value 0.1 support the conclusion that the brand ambassador variable has a strong impact on purchase intention. With a t-count $>$ t-table and a significant value $<$ 0.1, advertising campaign factors also have a significant impact on purchase intention. Although the t-count t-table and the significant value $>$ 0.1 suggest otherwise, the country of origin variable does not appear to significantly affect purchase intention. When all factors are taken into account, it is clear that the country of origin, the advertising campaign, and the brand ambassador all significantly impact purchase intention. An f-count $>$ f-table and a significant value of $0.000 > 0.1$ point to this. The brand ambassador variable has a considerable impact on purchase interest, according to the t test, although respondents still have some negative sentiments toward the brand ambassador's way of life and personality. To remedy this, it is advised to choose a brand ambassador who, rather than a select set of people, reflects the lifestyle and personality of consumers generally. The t-test confirms that the advertising campaign

variable has the greatest impact on buyers' intentions. Respondents do, however, voice some adverse opinions about the distinctiveness of the commercials and symbols employed in e-commerce advertising efforts. To get around this, it is advised to use more originality while developing commercials that make an impact on the audience. Additionally, utilizing simple-to-understand symbols and language can increase the success of marketing campaigns. There is no discernible effect of the country of origin on purchasing propensity. In answer to the questions posed, several unfavorable sentiments were voiced by the respondents. Regarding technology, the image of the state, and the caliber of the workforce, respondents offered the most unfavorable assessment. Given that the nation's reputation among its people is still not favorable, this runs counter to the goal of developing digital economic fairness in Indonesia. To raise public knowledge and familiarity with high-quality domestic products, it is advised to adopt a more proactive approach to promoting and presenting local products, as well as to developing initiatives to promote small and medium-sized firms and domestic product vendors. The company should also underline that it is a local brand and business owned by Indonesia, making it an e-commerce venture of which Indonesia can be proud. In the end, this research provides a framework for subsequent investigations. Researchers that wish to do additional research can combine or include other factors, such as cost and data security, that may have an impact on consumers' online buying behavior.

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