

# THE ROLE OF BRAND AMBASSADORS IN SHAPING BRAND AWARENESS ON DIGITAL PLATFORMS

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## ABSTRACT

This study examines the role of brand ambassadors in shaping brand awareness on digital platforms, focusing on their impact on consumer trust, brand loyalty, and purchasing decisions. Through a systematic literature review, key attributes that enhance the effectiveness of brand ambassadors were identified, including credibility, relatability, and alignment with brand identity. The findings highlight that well-selected brand ambassadors significantly influence consumer behavior by fostering trust and creating authentic connections. Social media platforms, particularly TikTok and Instagram, serve as critical channels for amplifying the reach and engagement of these ambassadors. The research underscores the strategic importance of brand ambassadors in building brand visibility and loyalty, offering valuable insights for brands navigating the competitive digital marketplace.

**Keywords: Brand Ambassadors, Brand Awareness, Digital Platforms, Consumer Trust, Social Media**

## 1. INTRODUCTION

In today's digital landscape, brands are increasingly relying on social media influencers, known as brand ambassadors, to promote their products and services. In the contemporary digital landscape, brands are increasingly leveraging social media influencers, often referred to as brand ambassadors, to enhance their marketing strategies and engage with consumers. (Luo & Kim, 2024) This trend is particularly pronounced on platforms like TikTok and Instagram, where influencers can significantly impact brand awareness and consumer behavior (Mardhiyah, 2022; Tan, 2022; Winata, 2022). The effectiveness of brand ambassadors lies in their ability to create authentic connections with their audience, thereby fostering trust and enhancing brand image. (Afifah Yuliarahma & Andri Nurtantiono, 2022) Research indicates that the selection of an appropriate brand ambassador is crucial for aligning the ambassador's image with the brand's identity (Raji et al., 2024)

Similarly, Tartaraj highlights the transformative role of TikTok in shaping consumer interactions with brands, noting that the platform's unique format allows influencers to engage audiences in innovative ways (Tartaraj et al., 2024) This engagement is further supported by Griffin's assertion that social content is a powerful tool for driving sales and customer engagement across the marketing funnel (Griffin, 2024) Moreover, the relationship between brand ambassadors and consumer trust is critical. Suleman et al. discuss how brand ambassadors can enhance trust through their social media presence, which in turn influences purchase decisions (Suleman et al., 2023) This is echoed by Hermawan, who notes that influencers and brand ambassadors play vital roles in building brand awareness and consumer relationships, albeit through different mechanisms (Hermawan & Wardhana, 2023)

The integration of brand ambassadors into marketing strategies is not merely a trend but a foundational element of modern marketing, as evidenced by their significant impact on brand loyalty and consumer purchasing behavior (Yohana F. C. P. Meilani & Ian N. Suryawan, 2020). The strategic use of social media for brand promotion has been further explored by various studies. For instance, Susilawati highlights the inseparable role of social media in contemporary marketing, where collaborations with influencers can amplify promotional efforts (Susilawati & Solehatun, 2023). This is particularly relevant in the context of e-commerce, where brand ambassadors can enhance visibility and consumer engagement (Nurhasanah et al., 2021). The effectiveness of these strategies is underscored by empirical evidence showing that brand ambassadors positively affect purchase intentions and brand equity (Chandrawinata, 2024). In conclusion, the reliance on social media influencers as brand ambassadors is a strategic response to the evolving digital marketplace. (Hamid & Rummyeni, 2024) Brands that effectively harness the power of these influencers can enhance their visibility, build trust, and ultimately drive consumer engagement and sales. The integration of brand ambassadors into marketing strategies is essential for brands aiming to thrive in the competitive digital landscape.

These brand ambassadors play a crucial role in building brand awareness and driving consumer engagement across various digital platforms. (Pramadyanto, 2022) Brand ambassadors play a pivotal role in enhancing brand awareness and driving consumer engagement across various digital platforms (Arma, 2022; Putri, 2022; Rolando et al., 2022; Setiawan, 2022; A. J. Wijaya, 2022). Their influence is particularly significant in the context of social media marketing, where they serve as a bridge between brands and consumers, leveraging their credibility and appeal to foster brand loyalty and increase purchase intentions. Research indicates that the effectiveness of brand ambassadors is contingent upon several attributes, including suitability, transparency, attractiveness, power, and credibility.

These characteristics enable brand ambassadors to resonate with target audiences, thereby facilitating a deeper connection between the brand and its consumers (R. Wijaya & Winduwati, 2022). For instance, Dewi et al. emphasize the importance of selecting an appropriate brand ambassador who aligns with the product image to enhance brand perception and consumer trust (Sari Dewi et al., 2020). This alignment is crucial as it directly influences consumer purchasing decisions, particularly in competitive markets where brand differentiation is essential (Suleman et al., 2023). Moreover, the rise of digital platforms has transformed the landscape of brand marketing, with social media emerging as a dominant channel for brand ambassadors to engage with consumers (Mulyono, 2024; Rolando & Mulyono, 2025a, 2025b). Studies have shown that brand ambassadors significantly impact consumer decisions through social media, where their endorsements can enhance brand visibility and trust (Suleman et al., 2023). For example, the role of influencers and brand ambassadors on platforms like TikTok has been highlighted as a powerful means to increase brand exposure and consumer interaction, particularly among younger demographics (Felix et al., 2024). This is further supported by findings from Hermawan, who notes that both influencers and brand ambassadors are integral to marketing strategies aimed at building brand awareness and consumer relationships (Hermawan, 2023). The strategic use of brand ambassadors also extends to specific campaigns and product launches. For instance, the involvement of popular figures, such as K-pop groups, in promoting beauty products has been shown to significantly elevate brand awareness and consumer interest (Shalsabilla, 2023). This phenomenon illustrates how cultural relevance and celebrity endorsements can amplify marketing efforts, particularly in regions with strong fan bases for such figures (Qisti & Rakhmatullah, 2022).

In summary, brand ambassadors are essential in shaping brand perception and driving consumer engagement through their strategic presence on digital platforms. Their ability to connect with audiences, combined with the growing importance of social media in marketing, underscores their role as key players in contemporary brand strategies. The integration of brand ambassadors into

marketing campaigns not only enhances brand visibility but also fosters a loyal consumer base, ultimately influencing purchasing behaviors across diverse markets. By leveraging the influence and trust of these social media personalities, brands can effectively reach and connect with their target audiences in a more authentic and impactful manner (Ingriana et al., 2024; Rolando, 2024; Rolando & Ingriana, 2024). Leveraging the influence and trust of social media personalities, brands can effectively connect with their target audiences in a manner that feels both authentic and impactful. The rise of platforms such as TikTok has revolutionized the marketing landscape, allowing brands to engage with consumers through relatable and engaging content. Tartaraj highlights that TikTok's unique format and extensive user base provide brands with a powerful avenue to reach potential customers, making influencer marketing a critical component of modern advertising strategies (Tartaraj et al., 2024).

The effectiveness of brand ambassadors, particularly those who are social media influencers, is grounded in their ability to foster trust and authenticity among their followers. Dewi et al. emphasize that the selection of a suitable brand ambassador is crucial, as these individuals embody the brand's image and values, thereby enhancing consumer trust and influencing purchase decisions (Sari Dewi et al., 2020). This sentiment is echoed by Suleman et al., who assert that the presence of brand ambassadors on social media significantly impacts consumer purchasing behavior, as their endorsements can create a sense of reliability and relatability that traditional advertising often lacks (Suleman et al., 2023). Furthermore, the integration of social content across various marketing channels has been shown to enhance brand visibility and engagement. Griffin notes that brands must adopt innovative strategies that include social content to effectively engage with their audiences, thereby driving brand awareness and sales (Griffin, 2024). This is particularly relevant in the context of micro-influencers, who often have a more engaged audience compared to larger influencers, as highlighted by Felix (Felix et al., 2024). These micro-influencers can create a more intimate connection with their followers, making their endorsements feel more genuine and trustworthy.

Leveraging the influence and trust of social media personalities, brands can effectively connect with their target audiences in a manner that feels both authentic and impactful. The rise of platforms such as TikTok has revolutionized the marketing landscape, allowing brands to engage with consumers through relatable and engaging content (Maha et al., 2025; Mulyono et al., 2025; Rahardja et al., 2025). Tartaraj highlights that TikTok's unique format and extensive user base provide brands with a powerful avenue to reach potential customers, making influencer marketing a critical component of modern advertising strategies (Tartaraj et al., 2024).

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This is particularly relevant in the context of micro-influencers, who often have a more engaged audience compared to larger influencers, as highlighted by Felix (Felix et al., 2024). These micro-influencers can create a more intimate connection with their followers, making their endorsements feel more genuine and trustworthy. The role of brand ambassadors extends beyond mere promotion; they also play a vital part in shaping brand narratives and consumer perceptions. Hermawan discusses how influencers and brand ambassadors work together to build brand awareness

and foster relationships with consumers, ultimately leading to increased brand loyalty (Hermawan & Wardhana, 2023). This relationship is further supported by findings from Nurhasanah et al., which demonstrate that brand trust, along with the influence of brand ambassadors, significantly affects purchase decisions in online shopping environments (Nurhasanah et al., 2021). In conclusion, the strategic use of social media personalities as brand ambassadors allows companies to engage with their target audiences in a more authentic and impactful manner. By leveraging the trust and influence of these individuals, brands can enhance their visibility, foster consumer loyalty, and ultimately drive sales (Rolando, Chandra, et al., 2025; Rolando, Widjaja, et al., 2025; Widjaja, 2025). The evolving digital landscape necessitates that brands continue to innovate their marketing strategies, integrating social content and influencer partnerships to remain competitive and relevant in the eyes of consumers.

Based on the background above, the research question of this study is:

1. To identify the key attributes of brand ambassadors that enhance their effectiveness in promoting brand awareness on social media?
2. How do brand ambassadors contribute to building brand loyalty among consumers in the digital marketplace?
3. How does the alignment between a brand ambassador's image and a brand's identity influence consumer trust and purchasing decisions?

Based on the background above, the objective of this study is:

The objective of this study is to explore the key attributes of brand ambassadors that enhance their effectiveness in promoting brand awareness on social media, to analyze how these ambassadors contribute to building brand loyalty among consumers in the digital marketplace, and to examine the influence of the alignment between a brand ambassador's image and a brand's identity on consumer trust and purchasing decisions.

To achieve this, the study will investigate the essential characteristics that make brand ambassadors effective, such as suitability, transparency, attractiveness, power, and credibility, as highlighted by (R. Wijaya & Winduwati, 2022). These attributes are critical as they help establish a connection between the brand and its audience, thereby enhancing brand awareness. Furthermore, the study will assess the role of brand ambassadors in fostering brand loyalty, focusing on how their relatability and trustworthiness can create emotional connections with consumers, as discussed by (Suleman et al., 2023).

Additionally, the research will delve into the significance of aligning a brand ambassador's image with the brand's identity, which is crucial for building consumer trust and influencing purchasing decisions. This alignment fosters authenticity and credibility, as noted by (Ghadani et al., 2022). The findings from this study will contribute to a deeper understanding of the dynamics between brand ambassadors, brand loyalty, and consumer behavior in the context of social media marketing.

Based on the background above, research significance of this study is:

The significance of this study lies in its potential to provide valuable insights into the role of brand ambassadors in the digital marketplace, particularly in the context of social media marketing. As brands increasingly rely on digital platforms to engage consumers, understanding the attributes that enhance the effectiveness of brand ambassadors becomes crucial. This research aims to identify these key attributes, such as credibility, attractiveness, and alignment with brand values, which have been shown to significantly impact brand awareness and consumer trust (Batubara & Yoedtadi, 2022) (R. Wijaya & Winduwati, 2022).

Moreover, the study will contribute to the existing literature by exploring how brand ambassadors foster brand loyalty among consumers. By examining the emotional connections that brand ambassadors create with their audience, this research will highlight the importance of trust and relatability in building long-term consumer relationships in the digital age (Martin Firdaus &

Vano Budi Putra, 2023) (Yohana F. C. P. Meilani & Ian N. Suryawan, 2020) The findings could inform marketing strategies for brands seeking to enhance consumer loyalty through effective ambassador programs.

Additionally, the alignment between a brand ambassador's image and the brand's identity is a critical area of investigation. This study will elucidate how congruence in messaging and values can influence consumer perceptions and purchasing decisions. Previous research indicates that when consumers perceive a strong alignment between the ambassador and the brand, it enhances their trust and likelihood of purchase (Luo & Kim, 2024) Therefore, this study's outcomes could serve as a guide for brands in selecting and managing their ambassadors to maximize marketing effectiveness.

## 2. RESEARCH METHOD

Systematic Literature Review is a structured research method to critically evaluate, integrate and present findings from various research studies related to a particular research question or topic, because it adopts a structured and widely accepted methodology (Pati & Lorusso, 2023).

### 2.1 Brand Ambassador

Brand ambassadors play a crucial role in the marketing landscape by representing and promoting a brand's products or services. They are typically influential figures, such as celebrities or social media influencers, who possess a significant following and can effectively convey the brand's message to their audience. The selection of an appropriate brand ambassador is vital, as their public persona directly impacts the brand image and consumer perception. For instance, Dewi et al. emphasize that a well-chosen brand ambassador can enhance the product's image and influence purchase decisions significantly (Sari Dewi et al., 2020) This sentiment is echoed by Wijaya and Winduwati, who identify key attributes of effective brand ambassadors, including suitability, credibility, and attractiveness, which help bridge the gap between the brand and its target audience (R. Wijaya & Winduwati, 2022)

The effectiveness of brand ambassadors extends beyond mere representation; they significantly influence brand awareness and consumer behavior. Research indicates that brand ambassadors can enhance brand loyalty by fostering trust and a positive brand image, which are critical components in consumer decision-making processes (Yohana F. C. P. Meilani & Ian N. Suryawan, 2020) (Usman & Aryani, 2019) For example, Usman and Aryani found that brand ambassadors positively affect purchase intentions, highlighting their role in shaping consumer perceptions and driving sales (Usman & Aryani, 2019) Furthermore, Ghadani et al. demonstrate that brand ambassadors significantly impact purchasing decisions, both directly and indirectly through brand awareness (Ghadani et al., 2022) This underscores the importance of brand ambassadors in creating a favorable brand image that resonates with consumers.

In the digital age, the role of brand ambassadors has evolved, particularly with the rise of social media. Influencers, who often serve as brand ambassadors, leverage their online presence to build brand awareness and engage with consumers more interactively. Hermawan notes that while influencers and brand ambassadors share similar goals, their methods of engagement differ, with influencers often utilizing social media platforms to create more dynamic interactions with their audience (Hermawan & Wardhana, 2023) Additionally, the study by Suleman et al. highlights that the presence of brand ambassadors on social media can significantly influence consumer purchasing decisions, demonstrating the power of digital marketing strategies in contemporary brand promotion (Suleman et al., 2023)

Moreover, the impact of brand ambassadors is particularly pronounced in specific markets, such as e-commerce. For instance, research by (Ayuningtyas et al., 2021). indicates that brand ambassadors can effectively enhance brand awareness and consumer interest in online platforms, which is crucial for driving sales in a competitive digital marketplace (Chalifah, 2023) Similarly,

the study by Zakiyyah illustrates how the K-Pop group BTS, as brand ambassadors, significantly contributed to the brand awareness of GoFood, showcasing the global reach and influence of celebrity endorsements (Zakiyyah & Kurniawati, 2023)

## 2.2 Brand Awareness

Brand awareness is a critical aspect of marketing that refers to the extent to which consumers can recognize and recall a particular brand. It serves as a foundational element in influencing consumer behavior and purchase decisions. Research indicates that higher levels of brand awareness correlate with increased market share and consumer loyalty, as familiar brands are often preferred over unfamiliar ones (Sari Dewi et al., 2020) Dewi et al. highlight that brand awareness significantly impacts purchase decisions, suggesting that consumers are more likely to choose products they recognize (Sari Dewi et al., 2020) This relationship underscores the importance of establishing a strong brand presence in the marketplace.

The role of brand ambassadors in enhancing brand awareness cannot be overstated. Wijaya and Winduwati assert that brand ambassadors are pivotal in building brand awareness, as they leverage their influence and credibility to connect with consumers (R. Wijaya & Winduwati, 2022). Their study illustrates that effective brand ambassadors can significantly enhance consumer recognition and recall of a brand, thereby fostering a positive brand image. (Yanti & Handayani, 2024) Similarly, Ghadani et al. found that brand ambassadors have a direct and positive effect on brand awareness, which in turn influences purchasing decisions (Ghadani et al., 2022) This suggests that the strategic selection of brand ambassadors can be a powerful tool for brands aiming to enhance their visibility and consumer engagement.

In the context of digital marketing, the integration of social media has transformed how brands build awareness. (Bharath et al., 2024) Hermawan discusses the role of influencers, who often act as brand ambassadors, in shaping brand awareness through social media platforms (Hermawan & Wardhana, 2023) The interactive nature of social media allows influencers to engage with their audiences in a more personal and relatable manner, which can significantly enhance brand recognition and recall. Furthermore, studies indicate that effective social media marketing strategies can lead to substantial increases in brand awareness, as seen in the case of various brands utilizing integrated marketing communications (Aldrich Novrian & Rizki, 2021)

Moreover, the impact of brand awareness extends to consumer purchasing intentions. (Rachmadea & Muttaqin, 2024) Research by Abdillah shows that brand awareness mediates the relationship between social media marketing and purchase intentions, indicating that consumers are more likely to make purchases when they are aware of a brand (Abdillah & Pradana, 2023) This is echoed by findings from Chalifah, which demonstrate that brand awareness has a positive and significant effect on purchase intentions among consumers (Chalifah, 2023) Thus, establishing strong brand awareness is not only essential for recognition but also for driving sales and fostering brand loyalty. (Topan & Wideasanty, 2022)

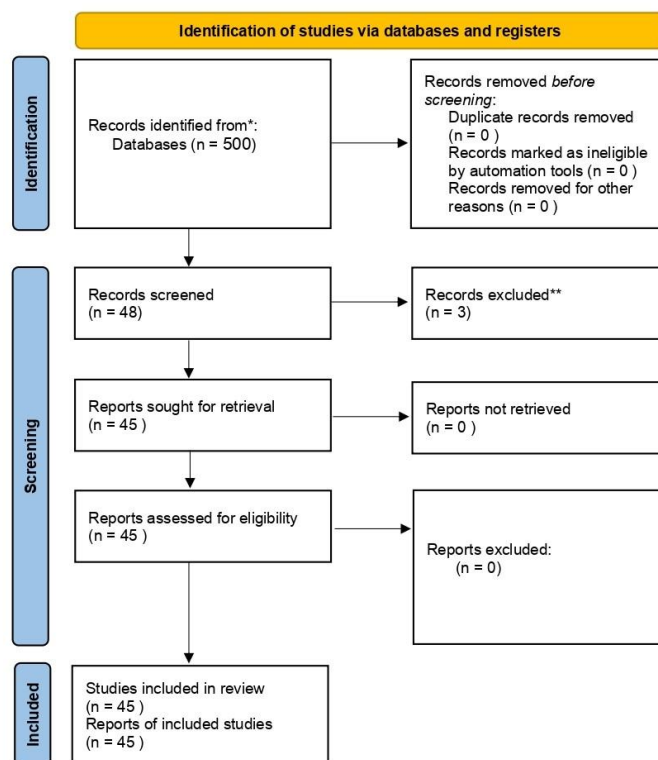
## 2.3 Digital Platforms

Digital platforms, including social media, websites, and mobile applications, have become increasingly vital in contemporary marketing and branding strategies. The shift towards digital marketing has been accelerated by the rapid advancement of information and communication technologies, leading to a significant transformation in how brands engage with consumers (Suleman et al., 2023) Social media, in particular, has emerged as a powerful tool for marketers, allowing them to reach wider audiences and foster direct interactions with potential customers (Siregar & Rasyid, 2023) This evolution is often referred to as the digital era 4.0, where traditional marketing methods are being supplanted by more dynamic and interactive approaches (Suleman et al., 2023)

The role of social media in building brand awareness is particularly noteworthy. Research indicates that platforms like Instagram and Facebook are instrumental in enhancing brand visibility

and consumer engagement (Martin Firdaus & Vano Budi Putra, 2023) For instance, Firdaus highlights how Instagram has become a popular medium for businesses, such as Topscore Sport, to increase consumer awareness and purchase intentions through targeted marketing strategies (Martin Firdaus & Vano Budi Putra, 2023) Similarly, Susilawati emphasizes the importance of influencers on social media in promoting brands, as they leverage their follower base to enhance brand recognition and credibility (Susilawati & Solehatun, 2023) This collaboration between brands and influencers exemplifies the effective use of social media for brand promotion.

Moreover, the integration of digital marketing strategies has shown to significantly impact consumer behavior.(Novita et al., 2024) Studies have demonstrated that effective social media marketing can lead to increased brand loyalty and consumer trust, which are crucial for driving sales (Batubara & Yoedtadi, 2022) (Sari Dewi et al., 2020) For example, research by Suleman et al. indicates that social media serves as a key medium for marketers to influence purchase decisions, highlighting its importance in the overall marketing mix (Suleman et al., 2023) Additionally, the findings from Abdillah suggest that social media marketing positively affects purchase intentions, with brand awareness acting as a mediating factor (Abdillah & Pradana, 2023) This underscores the interconnectedness of brand awareness and consumer purchasing behavior in the digital landscape. (Subkhan & Barrygian, 2024)



**Figure 1.** PRISMA flow diagram image of this research

The study followed the PRISMA framework to systematically review relevant literature. A total of 500 records were initially identified through database searches. No duplicate records, ineligible records marked by automation, or records removed for other reasons were found. After

screening 48 records, 3 were excluded, leaving 45 reports for retrieval. All 45 reports were successfully retrieved and assessed for eligibility. None of the reports were excluded at this stage, resulting in the inclusion of 45 studies in the final review. This process ensured a thorough and methodical selection of studies for the analysis.

### 3. RESULTS AND DISCUSSION

#### 3.1. To Identify The Key Attributes Of Brand Ambassadors That Enhance Their Effectiveness In Promoting Brand Awareness On Social Media?

The effectiveness of brand ambassadors in promoting brand awareness on social media can be attributed to several key factors, including their credibility, relatability, and the strategic use of digital platforms. (Ayuningtyas et al., 2021) These factors collectively enhance consumer engagement and foster a positive brand image, ultimately influencing purchase decisions.

##### 1. Credibility and Trustworthiness

One of the primary reasons brand ambassadors are effective in promoting brand awareness is their perceived credibility and trustworthiness. (Susanto & Sari, 2020) Research indicates that consumers are more likely to trust recommendations from individuals they perceive as credible, which often includes celebrities and influencers who serve as brand ambassadors (Sari Dewi et al., 2020) For instance, Dewi et al. emphasize that brand ambassadors significantly impact purchase decisions due to their ability to enhance brand awareness, which is crucial for consumer familiarity and trust (Sari Dewi et al., 2020) This trust is further amplified when brand ambassadors align with the values and image of the brand they represent, creating a sense of authenticity that resonates with consumers (Hermawan & Wardhana, 2023)

##### 2. Relatability and Connection with Audiences

Brand ambassadors often possess a unique ability to connect with their audiences on a personal level. (Gunardi, 2024) This relatability is particularly important in the context of social media, where consumers seek genuine interactions and connections (R. Wijaya & Winduwati, 2022) Wijaya and Winduwati highlight that effective brand ambassadors can create a bridge between the brand and its target audience, fostering a sense of community and loyalty (R. Wijaya & Winduwati, 2022) The use of relatable content, such as personal stories or experiences shared by brand ambassadors, can significantly enhance consumer engagement and brand recall (Martin Firdaus & Vano Budi Putra, 2023) For example, the case study of TopScore Sport illustrates how consistent promotion on Instagram by relatable figures can lead to increased consumer awareness and purchase intentions (Martin Firdaus & Vano Budi Putra, 2023)

##### 3. Strategic Use of Digital Platforms

The strategic use of digital platforms is another critical factor that enhances the effectiveness of brand ambassadors in promoting brand awareness (Mochamad Anshori Fadilah & M. Raihan Fahreza, 2024). Social media platforms, particularly Instagram and TikTok, provide a dynamic environment for brand ambassadors to engage with their audiences through visually appealing content (Suleman et al., 2023) Suleman et al. note that social media serves as a powerful medium for marketers, enabling them to reach broader audiences and influence consumer behavior effectively (Suleman et al., 2023) The interactive nature of these platforms allows brand ambassadors to engage in real-time conversations with consumers, further solidifying their role as trusted sources of information (Batubara & Yoedjadi, 2022) Moreover, the integration of influencer marketing strategies within social media campaigns has proven to be effective in enhancing brand visibility. For instance, the collaboration between brands and influencers can lead to increased exposure and engagement, as influencers often have established relationships with their followers (Qisti & Rakhmatullah, 2022) This phenomenon is exemplified by the success of BTS as brand ambassadors for GoFood, where their influence significantly contributed to building brand awareness among their vast fanbase (Zakiyyah & Kurniawati, 2023) Such collaborations not only

enhance brand visibility but also create a sense of belonging among consumers, as they associate the brand with their favorite personalities.

#### 4. Impact on Purchase Intentions

The ultimate goal of enhancing brand awareness through brand ambassadors is to influence consumer purchase intentions. (Permana & Rd. M. Noor Izzulhaq, 2023) Studies have shown that increased brand awareness, facilitated by effective brand ambassadors, positively correlates with higher purchase intentions (Abdillah & Pradana, 2023) For example, research by Ghadani et al. indicates that brand ambassadors significantly impact purchasing decisions, both directly and indirectly through brand awareness (Ghadani et al., 2022) This relationship highlights the importance of selecting the right brand ambassadors who can effectively communicate the brand's message and values to their audience.

### 3.2 How Do Brand Ambassadors Contribute To Building Brand Loyalty Among Consumers In The Digital Marketplace?

Brand ambassadors play a crucial role in building brand loyalty among consumers in the digital marketplace. (Mutia Shalsabilla & Hadita Hadita, 2023) Their influence is multifaceted, stemming from their ability to enhance brand awareness, foster trust, and create emotional connections with consumers. This section discusses the key factors contributing to the effectiveness of brand ambassadors in promoting brand loyalty. (Aulia et al., 2023)

#### 1. Enhancing Brand Awareness

One of the primary functions of brand ambassadors is to enhance brand awareness, which is a critical precursor to brand loyalty. (Laili et al., 2024) Research indicates that effective brand ambassadors significantly increase consumer recognition and recall of a brand, which is essential in a crowded digital marketplace (Sari Dewi et al., 2020) For instance, Dewi et al. highlight that the appropriate selection of a brand ambassador can positively influence consumer perceptions and enhance brand image, thereby facilitating brand awareness (Sari Dewi et al., 2020) This is particularly important in the context of social media, where consumers are bombarded with numerous brand messages daily. The visibility provided by brand ambassadors helps brands stand out and remain top-of-mind for consumers (R. Wijaya & Winduwati, 2022)

#### 2. Building Trust and Credibility

Trust is a fundamental component of brand loyalty, and brand ambassadors are instrumental in establishing this trust. (Indriningtiyas, 2022) Suleman et al. emphasize that the credibility of brand ambassadors significantly affects consumer purchasing decisions, particularly in the context of social media marketing (Suleman et al., 2023) When consumers perceive brand ambassadors as trustworthy figures, they are more likely to develop a positive attitude toward the brand and remain loyal to it. This trust is often built through consistent and authentic messaging that aligns with the values of both the brand and the ambassador (Yohana F. C. P. Meilani & Ian N. Suryawan, 2020) For example, the study by Ghadani et al. demonstrates that brand ambassadors can influence purchasing decisions through their perceived credibility, which directly impacts brand loyalty (Ghadani et al., 2022)

#### 3. Creating Emotional Connections

Brand ambassadors also play a vital role in creating emotional connections with consumers. This emotional engagement is crucial for fostering brand loyalty, as consumers are more likely to remain loyal to brands that resonate with them on a personal level. Wijaya and Winduwati argue that brand ambassadors serve as a bridge between the brand and the community, facilitating a deeper connection through relatable content and shared values (Wijaya & Winduwati, 2022). By sharing personal stories or experiences, brand ambassadors can evoke emotions that strengthen consumer attachment to the brand. This emotional connection is particularly effective in the digital marketplace, where consumers often seek authenticity and relatability from the brands they support (Batubara & Yoedadi, 2022; R. Wijaya & Winduwati, 2022)

#### 4. Leveraging Social Media for Engagement

The rise of social media has transformed the way brands interact with consumers, and brand ambassadors are at the forefront of this change. Social media platforms provide a unique opportunity for brand ambassadors to engage directly with their followers, fostering a sense of community and loyalty (Suleman et al., 2023). Research shows that brands that effectively utilize social media to promote their ambassadors can significantly enhance consumer engagement and brand loyalty (Abdillah & Pradana, 2023). For instance, the collaboration between brands and influencers on platforms like Instagram allows for real-time interactions, which can lead to increased consumer trust and loyalty (Hermawan & Wardhana, 2023). The study by Abdillah further supports this notion, indicating that social media marketing positively impacts brand awareness and, consequently, purchase intentions (Abdillah & Pradana, 2023).

#### 5. Impact on Purchase Intentions and Brand Loyalty

Ultimately, the effectiveness of brand ambassadors in building brand loyalty is reflected in their impact on purchase intentions. Numerous studies have shown that increased brand awareness and trust, facilitated by brand ambassadors, (Febi Ardhani et al., 2024) lead to higher purchase intentions among consumers (Yohana F. C. P. Meilani & Ian N. Suryawan, 2020) (Ghadani et al., 2022). For example, the research conducted by Usman and Aryani highlights the significant influence of brand ambassadors on purchase intentions, underscoring their role in driving consumer loyalty (Usman & Aryani, 2019). This relationship is critical in the digital marketplace, where consumers have numerous options and are often influenced by the recommendations of trusted figures.

### **3.3 How does the alignment between a brand ambassador's image and a brand's identity influence consumer trust and purchasing decisions?**

The alignment between a brand ambassador's image and a brand's identity is a critical factor influencing consumer trust and purchasing decisions. This section discusses the key findings related to this alignment and its implications for brand loyalty and marketing effectiveness.

#### 1. Importance of Brand Ambassador Selection

The selection of a brand ambassador whose image aligns with the brand's identity is paramount. (Izzmatika & Halida, 2024) Dewi et al. emphasize that the chosen public figure must represent the product image effectively, as this alignment directly impacts consumer perceptions and trust Dewi et al. (2020). When consumers perceive a strong connection between the ambassador and the brand, they are more likely to develop trust in the brand, which is essential for fostering loyalty. This is particularly relevant in the context of social media, where the authenticity of the brand ambassador can significantly influence consumer attitudes (Suleman et al., 2023).

#### 2. Building Credibility and Trust

The credibility of a brand ambassador is closely tied to their alignment with the brand's identity. Suleman et al. assert that a brand ambassador's trustworthiness is a determinant of consumer purchasing decisions, particularly in the digital marketplace (Suleman et al., 2023). When consumers see a brand ambassador who embodies the values and image of the brand, it enhances their perception of the brand's credibility. This trust is crucial, as it can lead to increased consumer engagement and a higher likelihood of repeat purchases. For instance, Batubara and Yoedtadi found that brand ambassadors who effectively communicate the brand's values through their content can significantly improve the brand's image and consumer trust (Batubara & Yoedtadi, 2022).

#### 3. Emotional Connection and Relatability

An aligned brand ambassador can create a stronger emotional connection with consumers. Wijaya and Winduwati highlight that brand ambassadors serve as a bridge between the brand and the community, fostering relatability and emotional engagement (R. Wijaya & Winduwati, 2022). When consumers identify with a brand ambassador, they are more likely to feel a personal connection to the brand itself. This emotional bond can lead to increased brand loyalty, as

consumers are more inclined to support brands that resonate with their values and lifestyles. The emotional connection is particularly potent in the context of social media, where consumers seek authenticity and relatability from the brands they engage with (Siregar & Rasyid, 2023)

#### 4. Impact on Purchasing Decisions

The alignment between a brand ambassador's image and the brand's identity directly influences purchasing decisions. Research indicates that when consumers perceive a strong alignment, they are more likely to trust the brand and make purchases (Yohana F. C. P. Meilani & Ian N. Suryawan, 2020) For example, Ghadani et al. found that brand ambassadors significantly affect purchasing decisions through their ability to enhance brand awareness and trust (Ghadani et al., 2022) This relationship underscores the importance of strategic ambassador selection, as a misalignment can lead to consumer skepticism and reduced purchasing intentions.

#### 5. Case Studies and Practical Implications

Several case studies illustrate the importance of alignment between brand ambassadors and brand identity. For instance, the collaboration between BTS and GoFood demonstrates how a strong alignment can enhance brand awareness and consumer engagement (Zakiyyah & Kurniawati, 2023) BTS's image as a relatable and trustworthy group resonates with their fanbase, leading to increased brand loyalty for GoFood. Similarly, the research by Usman and Aryani emphasizes that brand ambassadors who effectively communicate the brand's message can significantly influence consumer purchasing intentions (Usman & Aryani, 2019)

## 4. CONCLUSION

This study concludes that brand ambassadors play a pivotal role in enhancing brand awareness, fostering trust, and building brand loyalty on digital platforms. (Medhiatika, 2023) Their effectiveness lies in key attributes such as credibility, relatability, and alignment with the brand's identity, which collectively influence consumer perceptions and purchasing decisions. Social media platforms, particularly TikTok and Instagram, are instrumental in maximizing the impact of brand ambassadors, enabling dynamic interactions and authentic engagement with consumers. (Maharani et al., 2024)

The alignment between a brand ambassador's image and the brand's values is critical in establishing trust and emotional connections with the target audience, which directly impacts brand loyalty and purchase intentions. Moreover, the strategic integration of brand ambassadors into marketing campaigns helps brands stand out in the competitive digital marketplace by increasing visibility, fostering trust, and driving sales.

In conclusion, the utilization of brand ambassadors is not merely a marketing trend but a foundational strategy for brands seeking to thrive in the digital era. Brands that effectively leverage the influence of well-aligned and credible ambassadors can create lasting consumer relationships, enhance brand perception, and achieve long-term success in their marketing endeavors.

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