

Original Article

The Influence of Brand Ambassadors on Purchase Decisions and Brand Image as Intervening in Avoskin Products

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Abstract: The global expansion of the beauty industry has shaped the progress of the beauty sector in Indonesia. Recently, many Indonesian domestic brands have chosen to use K-pop artists as brand ambassadors to promote their products. The selection of K-pop artists as brand ambassadors raises various opinions regarding brand image and consumer purchasing decisions. The purpose of this study is to ascertain how brand ambassadors and brand perception impact decisions to buy Avoskin products. This study involved 400 Avoskin consumer respondents. This study's research type is quantitative and processed using SmartPLS 3.2.9. The study's findings show that brand ambassadors have a major and positive impact on both brand image and purchase decisions. Brand ambassadors also positively influence purchasing choices, which are influenced by brand image.

Keywords: Brand Ambassador, Brand Image, Purchase Decision.

I. INTRODUCTION

The development of lifestyle trends and current market demand provides a great impetus for the growth of the beauty and cosmetics industry. The phenomenon of global beauty industry growth also affects the growth of Indonesia's beauty industry (Parasari et al., 2023).

Engaging in the beauty or body care products industry is deemed lucrative due to the widespread belief among women that achieving beauty and maintaining healthy, well-nourished skin is a paramount concern. Attaining radiant and healthy skin requires proper care, and the evolution of beauty and body care products is significantly shaped by factors such as rising consumer demands, improving economic conditions, and the heightened emphasis on appearance in contemporary lifestyles.

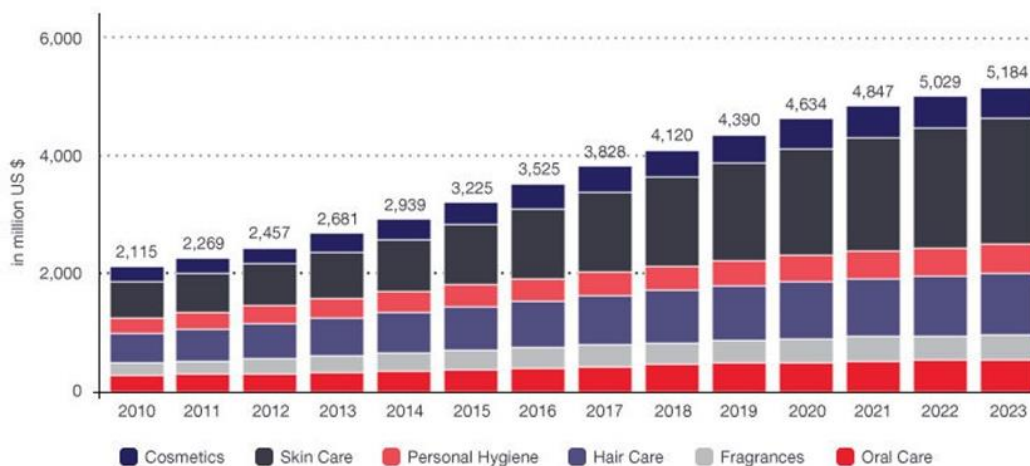


Figure 1: Growth of Cosmetics and Body Care in Indonesia

Figure 1 shows the growth of cosmetics and body care in Indonesia; it keeps rising annually. In 2020, this market reached a figure of around 4,634 USD; in 2021, this figure increased to around 4,847 USD. From the graph, it can be seen that from 2022 to 2023, this market will continue to grow and reach a figure of around 5,184 USD.

This causes many companies to try to improve the quality of their products in order to excel in the world market, which causes increasingly fierce competition between companies (Suleman & Prasetyo, 2022). Efforts that need to be made by



companies to win competition in the market are to design and implement special strategies to attract consumer attention so as not to use competitors' products, such as by implementing strategies in marketing.

The marketing process or delivery of broader product information by a company can be supported by the role of brand ambassadors. A brand can be attached to the heart of the community, one of which requires a brand ambassador as a spokesperson for a brand (Yelvita, 2022). Brand Ambassadors attract consumer attention to the products they represent, increase brand image and brand awareness, and influence consumers to make purchase decisions. Brand Ambassadors chosen by companies usually come from celebrities or public figures who are well-known to many people and become idols or role models in society.

In recent years, many Indonesian local brands have utilized K-pop artists as brand ambassadors for marketing their products. The rise of phenomena related to South Korean cultural trends, especially Korean dramas, has encouraged many companies to compete for consumer attention by working with South Korean artists.

The opportunity was not wasted by the Avoskin brand, which chose actor Park Hyung Sik as its brand ambassador to increase its appeal. The selection of Korean artists as Avoskin brand ambassadors is one of the steps for the #FirstStepWithPHS campaign, which is a derivative of the #AvoskinFromLocalToGlobal campaign. Avoskin From Local To Global is Avoskin's long-term plan to distribute products to various countries.

With a total of around 11 million followers on Park Hyung Sik's Instagram account, Avoskin's product placement there is clearly not only aimed at Park Hyung Sik's fans or followers in Indonesia. But it is also aimed at Park Hyung Sik's fans and followers from all over the world. By making Park Hyung Sik a brand ambassador, Avoskin hopes that its brand can be better known in the Korean market, where Korea is one of the list of countries that Avoskin will visit to implement the From Local to Global campaign.

However, in practice, the use of brand ambassadors can have various consequences. Not every brand ambassador enhances the brand in a way consistent with the firm's personality and principles. There are still some negative reviews of the selection of Park Hyung Sik as Avoskin's brand ambassador; this is due to the view that Indonesian skin is different from Korean skin, so what is advertised by the brand ambassador may not give the same results on Indonesian skin. Factors such as brand ambassadors and brand image significantly impact customer purchase decisions (Hariyanto & Wijaya, 2022).

In addition, one of the efforts that can be used on products so that they are easy to recognize and stick in consumers' minds is creating a good brand image on a product. A product with a good and positive brand image will provide an advantage for the company to make its products better known to consumers (Meyyfa Nuri Yanti et al., 2023).

Avoskin is recognized as a local brand that is superior in quality and equivalent to international skincare products. In addition to its quality excellence, Avoskin is also famous for its unique packaging design and oriented towards environmental sustainability. In developing its products, Avoskin strives to pay constant attention to environmental aspects, such as using reusable packaging. Avoskin is also actively running Corporate Social Responsibility (CSR) programs that aim to preserve the environment.

However, the brand image that Avoskin has built does not always meet consumer expectations. So, it can change Avoskin's brand image to be bad in the eyes of some consumers, which can affect the purchase decision. Consumers tend to trust the experiences and opinions of fellow consumers, so negative reviews can be a determining factor in shaping the overall brand image. With this unsatisfactory experience, the possibility of a decrease in brand image can affect consumer perceptions and, ultimately, have an impact on purchasing decisions on Avoskin products.

Purchase decision is a process when consumers make real product purchases (Dewi et al., 2022). There are several stages in the purchase decision, including determining needs, obtaining information, weighing options, deciding what to buy, and acting after the purchase (Kotler & Keller, 2015).

The ups and downs of sales can be caused by many things; in the purchase decision-making phase, consumers are influenced by two main factors, namely purchase intentions and purchase decisions; many factors can influence purchase decisions for certain products, including brand image and brand awareness (Arianty & Andira, 2021). When consumers decide to purchase a product, they basically have specific reasons for choosing a product, such as satisfaction with the quality and service provided by the product (Ghadani et al., 2022).

Based on the explanation that has been stated, the objectives of this study include: 1) To determine the effect of brand ambassadors on purchasing decisions on Avoskin products, 2) To determine the effect of brand ambassadors on the brand

image of Avoskin products, 3) To determine the effect of brand image on purchasing decisions on Avoskin products, 4) To determine whether brand ambassadors influence purchasing decisions mediated through brand image.

II. LITERATURE REVIEW

A. Marketing

The current definition of marketing is not only limited to short-term and transactional sales efforts but also focuses more on long-term marketing efforts (Tjiptono & Anastasia, 2016). Marketing is about recognizing and meeting human and social needs in ways that are compatible with an organization's objectives (Kotler et al., 2021). The social and organizational process of creating and reciprocally exchanging goods and values with others is known as marketing, and it helps people and groups achieve their goals (Saleh & Said, 2019). Good marketing needs to start with a careful evaluation of the needs of potential customers through understanding and interpreting their needs. Marketing is a comprehensive undertaking encompassing all business activities geared towards strategizing, pricing, promoting, and distributing goods or services to fulfill the requirements of both existing and prospective buyers. (Stanton, 1996).

B. Brand Ambassador

A brand ambassador is an individual designated to represent a product or company, tasked with articulating information about the represented product to ultimately generate a substantial positive effect on boosting sales (Suleman et al., 2023). Brand ambassadors are individuals who have collaborated with a company and have the responsibility to convey information about a product or service to the public (Kotler & Armstrong, 2014).

Another opinion is that a brand ambassador is someone who is appointed to invite consumers to use the company's products and increase sales. A company chooses brand ambassadors because they can represent the character of a product (Nurohmilawati et al., 2022). Brand ambassadors are the first to shape consumer perceptions of purchase decisions. Brand ambassadors' job is to promote consumer interaction with products by letting them touch, taste, and select samples to try at home. (Pradani & Liana, 2023). A brand ambassador is a person who is known by the public for his achievements not only because of the product he supports but also because the use of brand ambassadors aims to strengthen advertising messages so that they are more easily accepted by consumers and build consumer confidence in the advertised product (Subagyo & Nasyatul, 2020)

One of the dimensions that can be used to evaluate celebrities as brand ambassadors is by using the VisCAP model (Royan, 2004). VisCAP consists of four dimensions, namely:

a) Visibility

Visibility relates to the level of popularity of a person who acts as a brand ambassador. The popularity of this individual has a significant influence on the product's popularity, so brand ambassadors must be chosen based on their level of visibility or popularity.

b) Credibility

Credibility includes two aspects, namely expertise and objectivity. Expertise pertains to the information, experience, or abilities that a brand ambassador possesses. Objectivity refers more to the brand ambassador's ability to give consumers confidence or trust in the brand or product.

c) Attraction

Attraction is a characteristic of a brand ambassador that is considered attractive to attract consumers to the brand or product they represent.

d) Power

A brand ambassador must have the power to be able to convince consumers so that they consider the product for consumption. Consumers' decisions about companies can be influenced by brand ambassadors, who also have the ability to fortify a company's reputation and foster a stronger sense of loyalty among consumers.

C. Purchase Decision

Purchase Decision results from an impulse or motive felt by consumers, which can trigger interest and desire to meet their needs (Azizah, 2020). Consumers who desire to meet their needs will make purchasing decisions, including choosing the place of purchase and the desired model (Hanaysha, 2018).

Another opinion states that the purchase decision is a pre-purchase process that includes all consumer actions that occur before the purchase transaction and product use (Rizki Fajar et al., 2023). The purchase decision is an action where consumers evaluate various product options and decide to choose one or more products that suit their needs after considering various factors (Ramadhanty & Masnita, 2023).

There are six dimensions of purchase decisions (Kotler & Keller, 2012), including:

a) Product Choice

When consumers evaluate various product choices or options by considering important aspects of the product before making a decision.

b) Brand Choice

The process when consumers choose the brand of product they want to buy. Brand selection involves several factors, such as consumer interest in brand image, consumer habits toward brands, and price compatibility with the quality offered by the brand.

c) Distribution Choice

In determining the choice of distributor during the purchasing process, consumers consider various factors, such as ease of access involving location and affordable prices, the level of service provided by the distributor, and the availability of goods that match the wants and needs of consumers.

d) Purchase Amount

The number of purchases relates to consumer considerations regarding the number of products to be purchased, both according to current needs and for future supplies.

e) Purchase Time

The timing of the purchase is influenced by the extent to which the product matches the needs and urgency of the consumer, the benefits that will be obtained after the purchase, and the reasons that drive the purchase.

f) Payment Method

This payment method is based on the convenience of consumers in making transactions. Consumers consider several payment options, such as via bank account / ATM transfers, cash payments, or online payment applications according to consumer desires.

D. Brand Image

Since the brand image is a person's perception, belief, or notion of a brand, customer opinions toward a brand are greatly impacted by the brand image of the product. (Hadiani, 2017). Brand image is the overall picture of what arises in consumers' minds when they hear or see a brand or brand (Rahayu & Lestari, 2021).

Brand image has an important role in the company's continuity, and it is the company's job to continuously manage, monitor, maintain, and improve the image (Sutrisno et al., 2023). According to a different viewpoint, a brand's image comprises all the associations or perceptions consumers have of it; often, these associations are organized to have a certain meaning. (Susanti & Saputra, 2022). Brand image refers to the perceptions and emotions evoked in consumers when they encounter or think about a brand, encompassing the knowledge and impressions they acquire about the brand. (Korompis & Tumbuan, 2022).

Customers' opinions on brand associations, such as how favorable, strong, and distinctive they are, can be used to gauge how positively a brand is perceived. (Keller, 1993).

a) Favorability of Brand Association

The consumer's view is that the attributes and values presented by a brand can fulfill their needs and desires, which in turn can create a positive attitude towards the brand. The advantages of brand association can be explained through product excellence, various choices to meet needs and preferences, competitive prices, and ease of obtaining the products needed.

b) Strength of Brand Association

The consumer's memory retention and the brain's management of sensory data as components of the brand image determine the strength of brand associations.

c) Uniqueness of Brand Associations

Brands need to have unique and attractive properties to create a strong relationship in customers' minds. A brand must be able to trigger customer interest to understand more about the deep layers of the brand.

III. RESULTS AND DISCUSSION

The type of research used in this study is quantitative. The quantitative approach comes from the study of natural sciences and utilizes pseudokuantitatif analysis; in this approach, all research is measured ontologically with quantitative numbers and placed within the framework of realism and naïve realism (Trisliatanto, 2020).

A. Validity Test**a) Convergent Validity****Table 1: Convergent Validity Result**

Indikator	Brand Ambassador	Purchase Decision	Brand Image
X1	0.788		
X2	0.789		
X3	0.883		
X4	0.861		
X5	0.875		
X6	0.838		
X7	0.868		
X8	0.835		
X9	0.869		
Y1		0.764	
Y10		0.822	
Y11		0.883	
Y12		0.849	
Y2		0.722	
Y3		0.786	
Y4		0.746	
Y5		0.779	
Y6		0.804	
Y7		0.731	
Y8		0.846	
Y9		0.867	
Z1			0.945
Z2			0.985
Z3			0.978
Z4			0.967
Z5			0.971
Z6			0.849

The outer loading above already has a value of > 0.7 , so the above indicators can be considered valid. After processing the outer loading data, then further data processing is carried out for the AVE value, and the following results are obtained:

Table 2: Average Variance Extracted Result

Variable	AVE	Crisis Value	Evaluasi Model
Brand Ambassador (X)	0.715	$>0,5$	VALID
Purchase Decision (Y)	0.642		VALID
Brand Image (Z)	0.903		VALID

The AVE value above can be considered valid because it shows that all variables have an AVE value > 0.5 , so all variables meet the requirements of convergent validity and are said to be valid.

b) Discriminant Validity**Table 3: Discriminant Validity Result**

Indikator	Brand Ambassador	Brand Image	Purchase Decision
X1	0.788	0.256	0.389
X2	0.789	0.273	0.379
X3	0.883	0.392	0.286
X4	0.861	0.382	0.27
X5	0.875	0.508	0.423
X6	0.838	0.408	0.397
X7	0.868	0.522	0.258
X8	0.835	0.365	0.336
X9	0.869	0.464	0.369
Y1	0.323	0.239	0.764
Y10	0.33	0.32	0.822
Y11	0.387	0.338	0.883
Y12	0.368	0.352	0.849

Y2	0.27	0.285	0.722
Y3	0.336	0.207	0.786
Y4	0.297	0.225	0.746
Y5	0.309	0.215	0.779
Y6	0.335	0.234	0.804
Y7	0.269	0.332	0.731
Y8	0.328	0.301	0.846
Y9	0.372	0.316	0.867
Z1	0.451	0.945	0.322
Z2	0.463	0.985	0.326
Z3	0.469	0.978	0.349
Z4	0.434	0.967	0.396
Z5	0.465	0.971	0.338
Z6	0.453	0.849	0.281

The table of discriminant validity results above is fulfilled by the constructs that have been estimated. The indicators utilized are considered qualified if the square root value of the AVE for each indicator is higher than the correlation value between the variables.

Table 4: Fornell-Larcker Criterion Result

	Brand Ambassador	Brand Image	Purchase Decision
Brand Ambassador	0.846		
Brand Image	0.48	0.95	
Purchase Decision	0.41	0.354	0.801

The value owned by the variable itself is greater than that of other variables. This indicates that Fornell Lacker is fulfilled and said to pass the requirements.

B. Reliability Test

To carry out the reliability test, two methods were used, namely composite reliability and Cronbach's Alpha; the following results were obtained:

Table 5: Reliability Test Result

Variable	Composite Reliability	Crisis Value	Cronbach's Alpha	Crisis Value	Model Evaluation
Brand Ambassador (X)	0.958	>0,70	0.95	>0,70	Reliable
Purchase Decision (Y)	0.955		0.949		
Brand Image (Z)	0.982		0.978		

From the table above, it can be explained that the composite reliability and Cronbach's Alpha values have a value of > 0.7, so it can be concluded that the data is reliable.

C. Hypothesis Test

The hypothesis is an initial response to the formulation of problems in research. The term "temporary" is used because hypotheses are formed based on relevant theories not yet supported by empirical facts through data collection (Sugiyono, 2018). Hypothesis testing and discussion are the most important stages in research (Widodo, 2017). Hypothesis testing attempts to prove the initial assumptions put forward in research using statistical formulas or formulas. The hypothesis is a temporary answer to the formulation of the problem, and the validity of the hypothesis is tested through the data that has been collected (Sugiyono, 2014).

In testing the hypothesis, it must compare the t-statistic value (t_o) with the t-table value (t_{α}) with the following hypothesis acceptance conditions:

Table 6: Hypothesis Test Results

Hypothesis	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
H1	Brand Ambassador -> Purchase Decision	0.312	0.317	0.07	4.44	0.000	Positive and significant
H2	Brand Ambassador -> Brand Image	0.48	0.479	0.059	8.148	0.000	Positive and significant
H3	Brand Image -> Purchase Decision	0.204	0.199	0.06	3.409	0.001	Positive and significant

1. If the value of $t_0 \geq (t_{\alpha})$, then H_0 is rejected and H_A is accepted.
2. If the t_0 value $\leq (t_{\alpha})$, then H_0 is accepted, and H_A is rejected.

H1: Brand Ambassadors Park Hyung Sik has a positive significant influence on Purchasing Decisions Avoskin.

Based on Table 6, it can be concluded that the t-statistic score of $4.44 > 1.96$, path coefficients score of 0.312, and p-values of $0.000 < 0.05$ indicate rejecting H_0 and accepting H1. With this, this study shows that there is a positive significant relationship between Brand Ambassador and Purchase Decision. So, the better the delivery of Avoskin products by Brand Ambassadors, the higher the product Purchase Decision will be.

H2: Brand Ambassador Park Hyung Sik has a positive significant influence on the Brand Image of Avoskin.

Based on Table 6, it can be concluded that a t-statistic score of $8.148 > 1.96$, a path coefficients score of 0.48, and p-values of $0.000 < 0.05$ indicate rejecting H_0 and accepting H2. With this, this study shows that there is a positive significant relationship between Brand Ambassador and Brand Image. So, the better the image owned by the Brand Ambassador and the better the Brand Ambassador's delivery of a product, the better the Brand Image of a product will be.

H3: Brand Image Avoskin has a positive significant influence on Purchasing Decisions.

Based on Table 6, it can be concluded that the t-statistic score of $3.409 > 1.96$, the path coefficients score of 0.204, and p-values of $0.001 < 0.05$ indicate rejecting H_0 and accepting H3. With this, this study shows that there is a positive significant relationship between Brand Image and Purchase Decision. So, the better the Brand Image built, the higher the product Purchase Decision will be.

Furthermore, the hypothesis is carried out on the indirect effect, and the following results are obtained:

Table 7: Indirect Effect Result

Hypothesis	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
H4	Brand Ambassador -> Brand Image -> Purchase Decision	0.098	0.094	0.028	3.534	0.000	Positive and significant

H4: Brand Ambassadors have an indirect influence on Purchasing Decisions through Brand Image.

Based on Table 7, it can be concluded that the t-statistic score of $3.534 > 1.96$, the path coefficients score of 0.098, and p-values of $0.000 < 0.05$ indicate rejecting H_0 and accepting H4. With this, this study shows that there is a positive, significant indirect relationship between brand ambassadors and purchase decisions mediated by brand image. So, the better Brand Ambassador who is influenced by a good Brand Image on a product, the higher the purchase level of a product.

D. Discussion

This study has the criteria of respondents who have decided to use Avoskin products. Samples were taken using a Google Form shared via social media. The characteristics used in this study are age, gender, and domicile, based on gender, dominated by women aged 17-24 and domiciled in Bandung. This study uses 400 samples of respondent data to get descriptive analysis.

a) Brand Ambassador Avoskin

Brand ambassadors can be measured using the VisCAP model (Royan, 2004), namely visibility, credibility, attraction, and power. Through processing 400 samples of respondent data, the percentage is 88%, which is in the very good category with the statement "Brand Ambassador Park Hyung Sik is a famous actor." Based on the overall total of respondents' responses to the Brand Ambassador variable, it has a percentage of 83% in the Good category. Based on this value, it can indicate that the selection of Park Hyung Sik as Avoskin Brand Ambassador can influence Brand image and Purchasing Decisions on Avoskin products.

b) Purchase Decision Avoskin

Measuring Purchasing Decisions can be done using dimensions as a measuring tool. There are six dimensions of purchasing decisions (Kotler & Keller, 2012): product choice, brand choice, supplier choice, purchase time, purchase amount, and payment method. Through processing 400 samples of respondent data, the percentage of 93% is in the very good category with the statement, "Avoskin provides a wide variety of products needed." Based on the total responses of respondents on the Brand Ambassador variable, it has a percentage of 90% in the Very Good category. Based on this value, consumers choose Avoskin products as one of their skincare. This indicates that Avoskin can convince consumers to use Avoskin products.

c) Brand Image Avoskin

Measuring Brand Image can be done using dimensions as a measuring tool. Consumer answers about brand

associations, such as favorability, strength, and uniqueness of brand associations, can be used to gauge how well a brand is perceived. (Keller, 1993). Through processing 400 samples of respondent data, the percentage of 76% which is in the very good category with the statement “Trusting Avoskin products can provide satisfying results.” Based on the total responses of respondents on the Brand Image variable, it has a percentage of 75% in the Good category. Based on this value, Avoskin consumers have been able to feel the brand image that Avoskin has built. This indicates that Avoskin has built a good brand image.

d) The Influence of Brand Ambassadors on Avoskin Purchasing Decisions

According to the research and data processing conducted, the results show that Brand Ambassador has a positive significant effect on Purchase Decision Avoskin products. With a t-statistic score greater than the t-table score of 4.44, the resulting path coefficient value is 0.312, and p-values are smaller than 0.05, which is 0.000.

The outcome of this study is also in accordance with previous research that Brand Ambassadors influence Purchasing Decisions in accordance with research (Lawu et al., 2021), (Ramadhanti & Usman, 2021), (Diana et al., 2022), (Meyyfa Nuri Yanti et al., 2023), (Dewi et al., 2022), and (Parasari et al., 2023). So that the better the delivery of Avoskin products by Brand Ambassadors, the Purchasing Decision for Avoskin products will also increase.

e) The Effect of Brand Ambassador on Avoskin Brand Image

According to the research and data processing conducted, the results show that Brand Ambassador has a positive significant effect on the Brand Image of Avoskin products. With a t-statistic value greater than the t-table score of 8.148, the resulting path coefficient value is 0.48, and p-values are smaller than 0.05, which is 0.000.

The outcome of this study is also in accordance with previous research that Brand Ambassadors affect Brand Image in accordance with research (Munawarohra & Nurlinda, 2023) and (Masyita & Yuliati, 2017). So, the better the delivery of Avoskin products by Brand Ambassadors, the better the Brand Image of Avoskin products will be.

f) The Effect of Brand Image on Purchasing Decisions

According to the research and data processing conducted, the results show that Brand Image has a positive significant effect on the Purchase Decision of Avoskin products. With a t-statistic score greater than the t-table score of 3.409, the resulting path coefficient value is 0.204, and p-values smaller than 0.05, which is 0.001.

The outcome of this study is also in accordance with previous research that Brand Image affects Purchasing Decisions in accordance with research (Suleman et al., 2022), (Wardani & Nugraha, 2022), (Clarissa & Bernarto, 2022). So, the better the brand image of a product, the higher the purchasing decisions consumers make.

g) The influence of Brand Ambassadors on Purchasing Decisions mediated by Brand Image

According to the research and data processing conducted, the results show that Brand Ambassador positively affects Purchase Decisions mediated by Brand Image. With a t-statistic score greater than the t-table score of 3.534, the resulting path coefficient value is 0.098, and the p-values are smaller than 0.05, which is 0.000. So the better the brand ambassador who is influenced by a good brand image on a product, the higher the level of purchase of a product.

IV. CONCLUSION

It is possible to draw the following conclusions from the outcomes of the data assessment and discussion of the tested hypotheses: 1) the study proves that Brand Ambassador has a significant positive effect on Purchasing Decisions. This means that the better Park Hyung Sik Avoskin Brand Ambassador provides information about Avoskin products, the Purchasing Decision of Avoskin products will increase and can increase Avoskin sales. 2) the study proves that Brand Ambassador has a significant positive effect on Brand Image, so the better the image owned by Brand Ambassador Park Hyung Sik, the better Avoskin's Brand Image will be in the eyes of consumers. 3) the study proves that Brand Image affects Purchasing Decisions. This means that the better the brand image that Avoskin builds, the higher the product purchasing decision on Avoskin products. 4) the study proves that Brand Ambassador positively influences Purchasing Decisions through Brand Image. So the better the brand ambassador who is influenced by a good brand image on Avoskin products, the higher the purchase level of a product.

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