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## Empowering Brand Equity: The Strategic Role of Brand Ambassadors and Beauty Campaigns in the Cosmetic Industry

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**Abstract:** Objective: This study aims to examine the strategic role of brand ambassadors and beauty campaigns in enhancing brand equity within the cosmetic industry. Methodology: This study employs a quantitative approach with SEM-PLS. Data were collected through a structured questionnaire distributed to 100 respondents who are familiar with Wardah Cosmetics and its campaigns. The study investigates the relationships between brand ambassadors, beauty campaigns, and brand equity, drawing on relevant marketing theories. Findings: The results reveal that both brand ambassadors and beauty campaigns significantly and positively affect brand equity. Brand ambassadors enhance consumer trust and emotional connection with the brand, while beauty campaigns improve brand visibility and align with consumer values. These factors contribute to higher brand awareness, stronger brand associations, and an improved perception of quality. Conclusion: The study highlights the critical role of brand ambassadors and beauty campaigns in strengthening brand equity. Effective marketing strategies that leverage these elements can create stronger emotional connections with consumers and increase brand recognition, ultimately improving brand equity in a competitive market.

**Keyword:** Brand Ambassadors, Beauty Campaigns, Brand Equity

### INTRODUCTION

In the competitive cosmetics industry, brand equity is a crucial determinant of success, reflecting the value consumers attribute to a brand based on their experiences, perceptions, and interactions. One increasingly popular strategy for building brand equity is leveraging brand ambassadors and effective beauty campaigns. Brand ambassadors, often influencers or celebrities, have the ability to influence consumer purchasing decisions and shape a positive brand image. Brand loyalty, an essential aspect of brand equity, is shaped by various factors, including an inclusive brand image. Studies suggest that brand image enhances customer loyalty to the brand (Ong et al., 2024). In the cosmetics industry, where beauty standards often vary, it is vital for brands to create an image that reflects diversity and inclusivity. This not only helps attract a broader consumer base but also fosters stronger emotional connections with customers (Ong et al., 2024).

Beauty campaigns featuring brand ambassadors can also enhance consumers' purchase intentions. A study found that content created by beauty vloggers significantly influences

consumer purchase intentions toward local brands in Indonesia (Koay et al., 2020). As brand ambassadors, beauty vloggers can provide persuasive product reviews and cultivate a positive brand image, increasing consumer trust in the products they promote. This highlights that using influencers in marketing campaigns can be an effective strategy for boosting brand equity.

In the cosmetics industry, evidence suggests that consumers often associate beauty with product value, which can impact their purchasing decisions (Kadirov et al., 2020). Leveraging credible brand ambassadors with a positive image can induce a price placebo effect, increasing consumers' willingness to pay more for products endorsed by trusted influencers. However, a challenge in using brand ambassadors is the risk associated with their image. Scandals or negative behavior by influencers can harm the brands they represent, creating a detrimental spillover effect (Kim & Kim, 2022). Therefore, it is crucial for brands to select brand ambassadors who not only have a positive influence but also align with the brand's values. This will help maintain brand image consistency and mitigate risks associated with influencer marketing.

Research shows that social media ad awareness strengthens brand equity by increasing consumer exposure to consistent and engaging brand messages (Alhaddad, 2015). Cosmetic brands that leverage social media platforms for their beauty campaigns can reach a wider audience and strengthen their relationships with consumers. Additionally, direct interactions between brand ambassadors and their followers on social media can foster a greater sense of engagement, which is vital for building brand loyalty. A successful beauty campaign must also consider consumer experience. A positive brand experience can enhance brand image and customer loyalty (Chang, 2020). Cosmetic brands that offer unique experiences, whether through high-quality products or engaging interactions with brand ambassadors, can establish stronger relationships with consumers. This demonstrates that a good brand experience not contributes to strengthening brand equity.

In the cosmetics industry, where competition is intense, brands must continuously innovate their marketing strategies. Utilizing brand ambassadors and creative beauty campaigns can build strong brand equity. Research shows that effective marketing strategies can enhance brand awareness and purchase intentions, ultimately contributing to long-term brand success (Ong et al., 2024). Brand ambassadors and beauty campaigns are vital in shaping brand equity within the cosmetics industry. Strategic ambassador selection, inclusive campaigns, and effective social media use can strengthen customer loyalty and brand image, driving sales and fostering long-term consumer relationships.

## **METHOD**

This study adopts a quantitative methodology, utilizing Structural Equation Modeling-Partial Least Squares (SEM-PLS) for data analysis. SEM-PLS is selected for its robustness in examining intricate relationships among variables, particularly in cases with limited sample sizes, as well as its capacity to accommodate non-normally distributed data.

### **Population, Sample, and Data Collection**

The population for this study comprises consumers in West Java who are acquainted with Wardah Cosmetics and its promotional campaigns. To obtain a representative sample, purposive sampling is employed, targeting 100 respondents who have prior knowledge of and engagement with the brand. The sample size is determined based on the minimum recommended threshold for SEM-PLS. Primary data is gathered using a structured questionnaire.

### **Data Processing and Analysis**

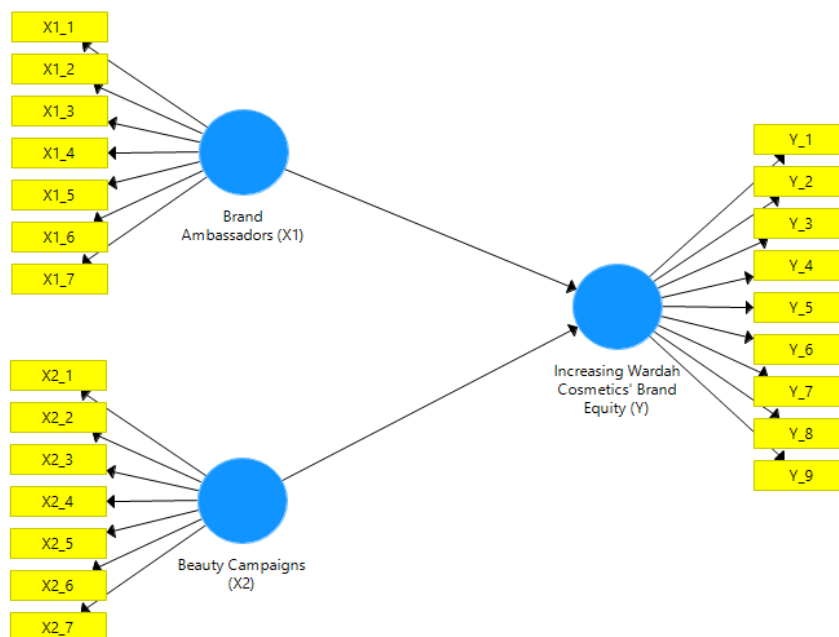
The analysis used SEM-PLS follows these steps:

1. Measurement model evaluation (outer model) – testing the validity (convergent and discriminant validity) and reliability (Cronbach's alpha and composite reliability) of constructs.
2. Structural model evaluation (inner model) – analyzing path coefficients, R<sup>2</sup> values, and significance levels to test hypotheses.
3. Bootstrapping technique – applied to assess the statistical significance of relationships between variables.
- 4.

**Table 1. Operational Variables**

Variables	Dimensions	Questionnaire	References
Brand	Credibility	X <sub>1_1</sub> & X <sub>1_2</sub>	Chekima et al. (2020)
Ambassadors (X <sub>1</sub> )	Attractiveness	X <sub>1_3</sub> & X <sub>1_4</sub>	Chekima et al. (2020); Timpal et al. (2022)
	Expertise	X <sub>1_5</sub> & X <sub>1_6</sub>	Sabrina et al. (2018)
Beauty Campaigns (X <sub>2</sub> )	Alignment with brand identity and values	X <sub>2_1</sub> & X <sub>2_2</sub>	Chae (2021); Putri & Listiani (2022)
	Inclusivity and sustainability	X <sub>2_3</sub> & X <sub>2_4</sub>	Chae (2021); Putri & Listiani (2022)
	Social media engagement	X <sub>2_5</sub> , X <sub>2_6</sub> & X <sub>2_7</sub>	Syahrani (2021); Chae (2021); Putri & Listiani (2022)
Brand Equity (Y)	Strategic use of brand ambassadors	Y <sub>1</sub> & Y <sub>2</sub>	Sabrina et al. (2018)
	Effective marketing campaigns	Y <sub>3</sub> & Y <sub>4</sub>	Situmeang (2024); Putri & Kusumastuti (2023)
	Fostering consumer trust	Y <sub>5</sub> & Y <sub>6</sub>	Ma'rifah (2024)
	Fostering consumer trust	Y <sub>7</sub> , Y <sub>8</sub> & Y <sub>9</sub>	Ma'rifah (2024)

Source: Literature Study (2024)



**Figure 1. SEM PLS Model**  
Source: Data Processed (2024)

**HYPOTHESIS**

- H<sub>1</sub>: Brand ambassadors have a significant positive influence on the increasing brand equity  
 H<sub>2</sub>: Beauty campaigns have a significant positive influence on the increasing brand equity

## RESULTS AND DISCUSSION

### RESULT

#### Outerloading

##### 1. Outerloading Iteration 1

**Table 1. Outerloading Iteration 1**

	Beauty Campaigns (X <sub>2</sub> )	Brand Ambassadors (X <sub>1</sub> )	Equity (Y)
X <sub>1_1</sub>		0,720	
X <sub>1_2</sub>		0,732	
X <sub>1_3</sub>		0,719	
X <sub>1_4</sub>		0,768	
X <sub>1_5</sub>		0,724	
X <sub>1_6</sub>		0,728	
X <sub>1_7</sub>		0,553	
X <sub>2_1</sub>	0,669		
X <sub>2_2</sub>	0,743		
X <sub>2_3</sub>	0,727		
X <sub>2_4</sub>	0,752		
X <sub>2_5</sub>	0,758		
X <sub>2_6</sub>	0,783		
X <sub>2_7</sub>	0,632		
Y <sub>1</sub>			0,741
Y <sub>2</sub>			0,727
Y <sub>3</sub>			0,744
Y <sub>4</sub>			0,652
Y <sub>5</sub>			0,736
Y <sub>6</sub>			0,689
Y <sub>7</sub>			0,793
Y <sub>8</sub>			0,766
Y <sub>9</sub>			0,309

Source: Data Processed (2024)

Table 1 represents the results of Iteration 1 of the outer loading analysis, where the validity of indicators is evaluated based on a threshold value of 0.7. In this iteration, several indicators were identified as invalid due to their outer loading values falling below the threshold, including X<sub>1\_7</sub> (0.553), X<sub>2\_1</sub> (0.669), X<sub>2\_7</sub> (0.632), Y<sub>4</sub> (0.652), Y<sub>6</sub> (0.689), and Y<sub>9</sub> (0.309). These indicators do not contribute adequately to the construct measurement and must be removed. After removing these invalid indicators, it is necessary to proceed to Iteration 2. In this second iteration, the outer loading values for the remaining indicators will be recalculated to ensure all retained items meet the validity criteria. This iterative process ensures a more refined and reliable measurement model, contributing to the overall accuracy and robustness of the structural model analysis.

##### 2. Outerloading Iteration 2

In Iteration 2, the outer loading analysis was conducted after removing the invalid indicators identified in Iteration 1. The results show that all remaining indicators have outer loading values above the threshold of 0.7, confirming their validity for measuring the respective constructs. Specifically, for the construct brand ambassadors (X<sub>1</sub>), the outer loading values range from 0.713 to 0.774. For beauty campaigns (X<sub>2</sub>), the outer loading values are between

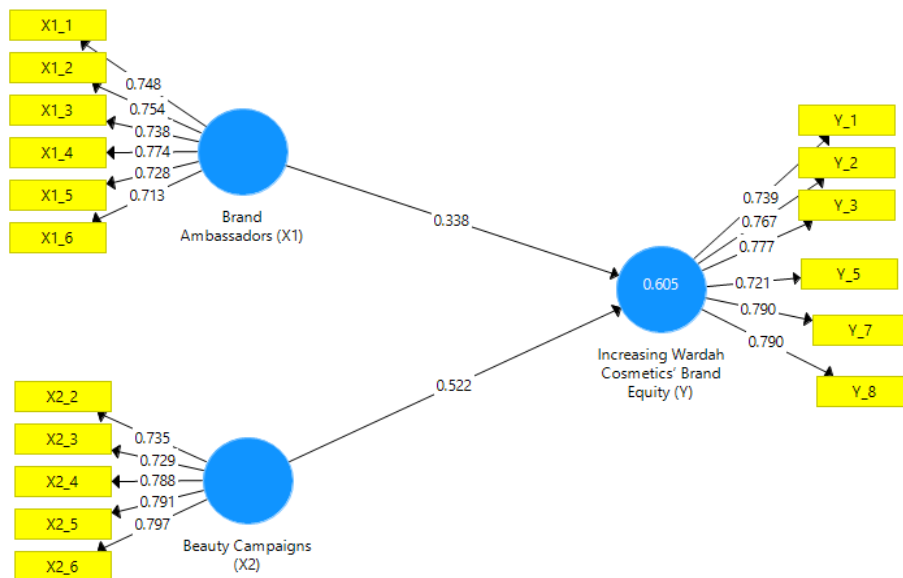
0.729 and 0.797. Lastly, for brand equity (Y), the outer loading values range from 0.721 to 0.790.

**Table 2. Outerloading Iteration 2**

	Beauty Campaigns (X2)	Brand Ambassadors (X1)	Brand Equity (Y)
X <sub>1_1</sub>		0,748	
X <sub>1_2</sub>		0,754	
X <sub>1_3</sub>		0,738	
X <sub>1_4</sub>		0,774	
X <sub>1_5</sub>		0,728	
X <sub>1_6</sub>		0,713	
X <sub>2_2</sub>	0,735		
X <sub>2_3</sub>	0,729		
X <sub>2_4</sub>	0,788		
X <sub>2_5</sub>	0,791		
X <sub>2_6</sub>	0,797		
Y <sub>1</sub>			0,739
Y <sub>2</sub>			0,767
Y <sub>3</sub>			0,777
Y <sub>5</sub>			0,721
Y <sub>7</sub>			0,790
Y <sub>8</sub>			0,790

Source: Data Processed (2024)

These results indicate that the constructs are now measured by reliable indicators, and the measurement model satisfies the validity requirements. This iteration ensures that the structural model analysis can proceed with a robust and accurate measurement foundation. The graphical representation of the PLS model above illustrates the relationships between the constructs brand ambassadors (X1), beauty campaigns (X2), and brand equity (Y) along with the outer loading values of their respective indicators:



**Figure 3. Outerloading Iteration 2**

Source: Data Processed (2024)

**Construct Validity and Reliability**

**Table 3. Construct Validity and Reliability**

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Beauty Campaigns (X <sub>2</sub> )	<b>0,830</b>	<b>0,848</b>	<b>0,878</b>	<b>0,591</b>
Brand Ambassadors (X <sub>1</sub> )	<b>0,838</b>	<b>0,839</b>	<b>0,881</b>	<b>0,551</b>
Brand Equity (Y)	<b>0,858</b>	<b>0,860</b>	<b>0,894</b>	<b>0,585</b>

Source: Data Processed (2024)

Based on the analysis of construct validity and reliability, all indicators meet the measurement criteria in the PLS-SEM model. The interpretation is as follows:

- 1) All constructs have Cronbach's Alpha values above 0.7, with beauty campaigns (X<sub>2</sub>) at 0.830, brand ambassadors (X<sub>1</sub>) at 0.838, and brand equity (Y) at 0.858. This indicates good internal consistency among the indicators within each construct.
- 2) The rho\_A values for all constructs are also above 0.7, with beauty campaigns (X<sub>2</sub>) at 0.848, brand ambassadors (X<sub>1</sub>) at 0.839, and brand equity (Y) at 0.860. This demonstrates stable reliability in measuring each construct.
- 3) All constructs show composite reliability values exceeding 0.7, specifically beauty campaigns (X<sub>2</sub>) at 0.878, brand ambassadors (X<sub>1</sub>) at 0.881, and brand equity (Y) at 0.894. These values indicate that the indicators of each construct contribute well to the construct measurement.
- 4) The AVE values for each construct are greater than 0.5, with beauty campaigns (X<sub>2</sub>) at 0.591, brand ambassadors (X<sub>1</sub>) at 0.551, and brand equity (Y) at 0.585. This signifies that more than 50% of the variance in each construct is explained by its indicators, confirming the convergent validity of each construct.

Overall, the results suggest that the constructs within the model exhibit strong validity and reliability, confirming their appropriateness for subsequent analysis.

**Variance Inflation Factor (VIF) Values**

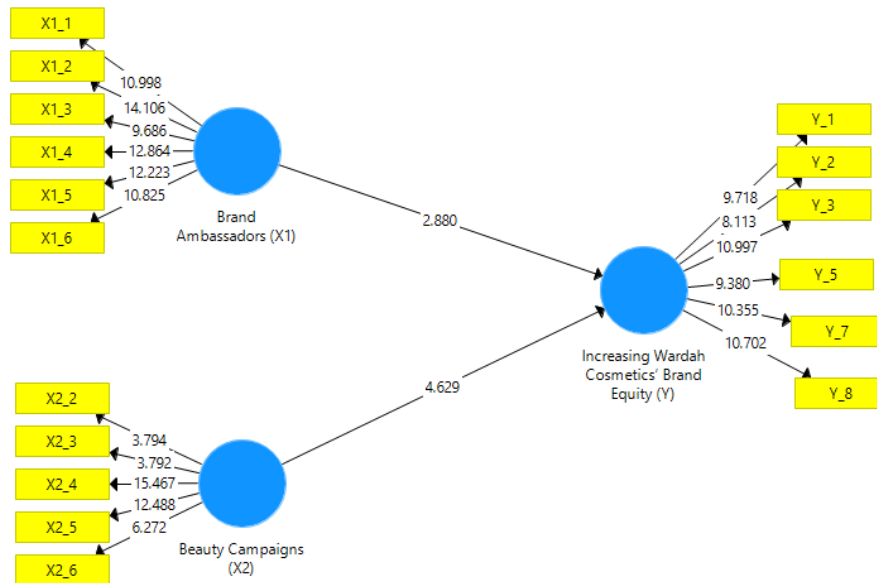
**Table 4. VIF Values**

VIF	
X <sub>1_1</sub>	<b>1,744</b>
X <sub>1_2</sub>	<b>1,706</b>
X <sub>1_3</sub>	<b>1,642</b>
X <sub>1_4</sub>	<b>1,892</b>
X <sub>1_5</sub>	<b>1,565</b>
X <sub>1_6</sub>	<b>1,461</b>
X <sub>2_2</sub>	<b>1,843</b>
X <sub>2_3</sub>	<b>1,793</b>
X <sub>2_4</sub>	<b>1,619</b>
X <sub>2_5</sub>	<b>1,751</b>
X <sub>2_6</sub>	<b>1,943</b>
Y <sub>1</sub>	<b>1,721</b>
Y <sub>2</sub>	<b>1,935</b>
Y <sub>3</sub>	<b>1,993</b>
Y <sub>5</sub>	<b>1,629</b>
Y <sub>7</sub>	<b>1,942</b>
Y <sub>8</sub>	<b>1,840</b>

Source: Data Processed (2024)

The output presents the VIF values for the variables within the PLS model. VIF is used to assess multicollinearity among the predictors, with a general threshold of 5 or 10 indicating potential multicollinearity issues. In this case, all VIF values are below 5, indicating that multicollinearity is not a significant concern among the independent variables (X1, X2) and the dependent variables (Y). The highest VIF value is 1,993 for Y\_3, which still remains within an acceptable range. Overall, the results suggest that the predictors in this model are not highly collinear and that the model can produce reliable estimates without the concern of inflated standard errors due to multicollinearity.

**Bothsrapping**



**Figure 4. Bothsrapping**  
Source: Data Processed (2024)

The structural equation model reveals two significant pathways influencing brand equity (Y). The first pathway, brand ambassadors (X1), demonstrates a positive impact with a path coefficient of 2.880, supported by six robust indicators (X1\_1 to X1\_6) with loadings ranging from 10.825 to 14.106. This suggests that the company's brand ambassador strategy plays a substantial role in building brand equity, with all indicators showing strong statistical significance. The second pathway, beauty campaigns (X2), exhibits an even stronger influence with a higher path coefficient of 4.629, indicating its more greater impact on brand equity than brand ambassadors. This construct is also measured by six indicators (X2\_1 to X2\_6) with loadings from 6.572 to 15.667, while the brand equity construct itself is measured by eight indicators (Y-1 to Y-8) with loadings between 8.113 and 10.997. All value of 1.96, confirming that relationships at a 95% confidence level, and suggesting that Wardah Cosmetics' marketing strategy effectively combines both brand ambassadors and beauty campaigns to enhance their brand equity.

To confirm the results, we can refer to the provided statistics for each pathway:

**Table 5. Mean, STDEV, T-Values, P-Values**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ((O/STDEV))	P Values
Beauty Campaigns (X2) > Brand Equity (Y)	0,522	0,530	0,121	4,327	0,000
Brand Ambassadors (X1) > Brand Equity (Y)	0,338	0,338	0,120	2,826	0,005

Source: Data Processed (2024)

Based on the provided output and hypotheses, here is the result:

- 1) The path coefficient for the effect of brand ambassadors (X1) on brand equity (Y) is 0.338, with a T-statistic of 2.826 and a P-value of 0.005. Given that the T-statistic exceeds the critical value of 1.96 and the P-value is below 0.05, H1 is supported. This suggests that brand ambassadors, have a significant positive impact on the brand equity of Wardah Cosmetics in West Java.
- 2) The path coefficient for the influence of beauty campaigns (X2) on brand equity (Y) is 0.522, with a T-statistic of 4.327 and a P-value of 0.000. Since the T-statistic exceeds the critical value of 1.96 and the P-value is below 0.05, H2 is supported. This indicates that beauty campaigns, have a significant positive impact on the brand equity of Wardah Cosmetics in West Java.

## Discussion

### Brand Ambassadors and the Brand Equity

Brand ambassadors impact a significant, and positive influence on the brand equity of Wardah Cosmetics in West Java, with a path coefficient of 0.338 and a T-statistic of 2.826. These findings are in line with existing literature, which underscores the considerable impact that brand ambassadors have on shaping consumer perceptions and enhancing brand equity. As noted by Anjani (2023), brand ambassadors significantly shape consumer decision-making, especially in competitive markets like cosmetics. By leveraging the credibility and relatability of ambassadors, Wardah Cosmetics can create a powerful connection with its target audience, enhancing both brand awareness and consumer loyalty.

Hartati et al. (2022) demonstrates that a positive brand image, facilitated by effective brand ambassadors, serves as a key mediator in influencing purchasing decisions. Brand ambassadors likely contributes to shaping a favorable brand image, building consumer trust, and increasing brand loyalty. The established trust between consumers and the brand ambassador creates a stronger emotional connection to the brand, which is crucial for boosting brand equity. As Yazid et al. (2021) suggest, when ambassadors are perceived as credible and emotionally resonant with their audience, they can significantly impact consumer purchasing behavior and brand perception.

Moreover, cultural relevance plays effectiveness influence of brand ambassadors. The study by Pardede (2023) shows that brand ambassadors has elevated the brand appeal among Indonesian consumers, a strategy that can be leveraged by Wardah Cosmetics to enhance its market presence. This cultural alignment strengthens brand equity by ensuring that ambassadors resonate deeply with the target demographic's values and preferences.

## Beauty campaigns and the Brand Equity

The analysis further reveals that beauty campaigns have a significant impact on the brand equity of Wardah Cosmetics, with a path coefficient of 0.522 and a T-statistic of 4.327. These findings highlight that beauty campaigns impact brand equity. The substantial influence of beauty campaigns on brand equity aligns with prior research, which emphasizes the critical role of campaign content, emotional appeal, and brand messaging in cultivating consumer loyalty (Rath et al., 2021).

Beauty campaigns, when executed effectively, can enhance the perceived value of a brand and foster consumer trust, as demonstrated by the research of Agung (2023) on the impact of cultural campaigns. These campaigns create a platform with the brand's values and identity, further reinforcing their emotional attachment. As evidenced by the case of Wardah Cosmetics, beauty campaigns offer an opportunity to promote the brand's core values of empowerment and beauty, which resonate well with its target market.

The positive influence of beauty campaigns on Wardah's brand equity also reflects broader trends in consumer behavior, where campaigns that align with consumer values, such as promoting natural beauty or eco-friendly practices, have gained significant traction. As Natassja (2023) highlights, the relevance of a campaign, coupled with its execution, significantly impact brand equity.

## CONCLUSION

Brand ambassadors and beauty campaigns are pivotal in shaping brand equity within the cosmetics industry. Brand ambassadors enhance brand equity by cultivating emotional connections, fostering consumer trust, and boosting brand loyalty. Meanwhile, beauty campaigns increase brand visibility and ensure alignment with consumer values, reinforcing the overall brand image. These findings are consistent with existing literature, which highlights the importance of cultural relevance, emotional appeal, and strategic marketing in establishing strong brand equity in a competitive market. In the context of this study, Wardah Cosmetics in West Java has benefited significantly from these strategies, reinforcing its market position.

However, this research has limitations, including its geographic focus on West Java, which may limit generalizability to other regions. Additionally, the study does not account for potential external factors such as economic conditions or competitor strategies that may influence brand equity. Future research could broaden its scope by examining larger geographical regions or comparing various cosmetic brands, thereby offering a more comprehensive understanding of the impact of brand ambassadors and beauty campaigns. Additionally, integrating qualitative methods, such as consumer interviews or sentiment analysis, would provide deeper insights into the emotional and psychological effects of these marketing strategies.

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