

## The role of brand ambassadors in customer excitement-A survey study of the opinions of some customers of Asia Cell Communications Company in Misan Governorate

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### Abstract:

The aim of this current research is to know what is the role of brand ambassadors in exciting the customer, by relying on a modern marketing method represented by relying on famous personalities in promoting the services of Asia Cell Company located in Misan, based on two variables: the independent variable (brand ambassadors) with its dimensions (vision, credibility, attractiveness, strength) and the dependent variable (customer excitement) one-dimensional, where a sample of (300) customers was taken for the sample studied and the research reached a set of conclusions including (There is a relationship of influence of the brand ambassadors variable in customer excitement, and we conclude from this relationship: If you want Asia Cell Company Excite their customers, get more customers, expand their market share and increase their profits. Brand ambassadors can achieve this goal.) The recommendations include (Asia Cell Company's focus on caring for brand ambassadors by dividing them into their effective role in achieving marketing excitement among customers, and paying attention to conducting a periodic review to know the opinion of its customers about all the services it provides that satisfy them and motivate them to purchase them).

**Keywords:** Brand Ambassadors-Excitement customer, Asia Cell.

### The introduction:

The marketing field has begun to take on a long-term strategic dimension because marketers' marketing vision has become diverse and not limited to a specific angle. This is due to the development and diversity of different customer needs and competition in the business world, and N The organization that can attract Customer Dominate the market It will make its marketing base solid and superior to its competitors, relying on creating a distinctive brand that creates value and a distinctive image for its customers and a source of income for it.( Dewi et.al, 2020: 1 )That's why marketers started using artists and celebrities as a form of promotion .To advertise products or services that It is presented by marketing organizations of various types, calling him a brand ambassador. This helps the marketing organization to excite and attract customers and create an emotional link between the marketing organization's brand and its customers, relying on the artist, his artistic career, and his acceptance among fans and society as a whole. (Siskhawati & Maulana, 2021:2 ) because the customer at the present time has become aware of marketing everything that surrounds him and that his psychological aspect is considered a basic driver in controlling him and

arousing his purchasing motives, and for this reason he may resort to purchasing the services offered by the marketing organization as soon as Knowing that he is endorsed by a certain celebrity To show loyalty Love and admiration Towards that famous character, most people buy customers Those products or services.

### **Chapter One: Research Methodology**

#### **First: The research problem**

The current research problem seeks to know the role of the brand ambassador in exciting the customer, because Asia Cell Company is one of the important companies in Iraq and specializes in providing communication services of various types and to all of Iraq, seeking to establish its roots and excel over its competitors in the field of providing the service and exciting its customers with everything new in the world of communications and in keeping pace with the current development and diverse technology by relying on the feedback of its service users because it is considered the compass that guides it in developing its services and supporting it with everything new, Accordingly, this seeks to Search the answer precisely On several questions, including:

- A.** Is there a correlation between brand ambassadors and customer engagement??
- B.** Do brand ambassadors have an impact on customer engagement?
- C.** How available is variable Brand Ambassadors in The researched sample?
- D.** How available is the customer arousal variable in the sample studied?

#### **Second: Objectives Search**

There are several objectives that the current research seeks to achieve. To achieve it It is represented by the following :

- A.** To know the relationship between brand ambassadors and customer excitement in the researched sample.
- B.** To know and determine the impact of brand ambassadors in achieving customer excitement for the services of the studied sample.
- C.** Determine the extent Provide famous personalities as brand ambassadors. In Sample the Researched.
- D-** Identifying the extent of customer excitement in the sample being studied in order to provide a large popular and influential base in society that benefits the sample being studied.

#### **Third: Importance Search:**

The importance of the current research lies in a set of points, including:

- A.** Learn about this modern marketing method that aims to excite the customer and urge him to buy the service embodied by a well-known personality, who may be an artist, athlete, or other celebrity.
- B.** Conducting the current research in the communications sector, which is one of the most important and effective sectors in Iraq due to its significant impact on society and the country in general.
- C.** The introduction of artists and important and famous figures into marketing work under the name of brand ambassadors and its role in exciting the customer is considered one of the important and modern topics in Iraq, and there are few studies on this topic.

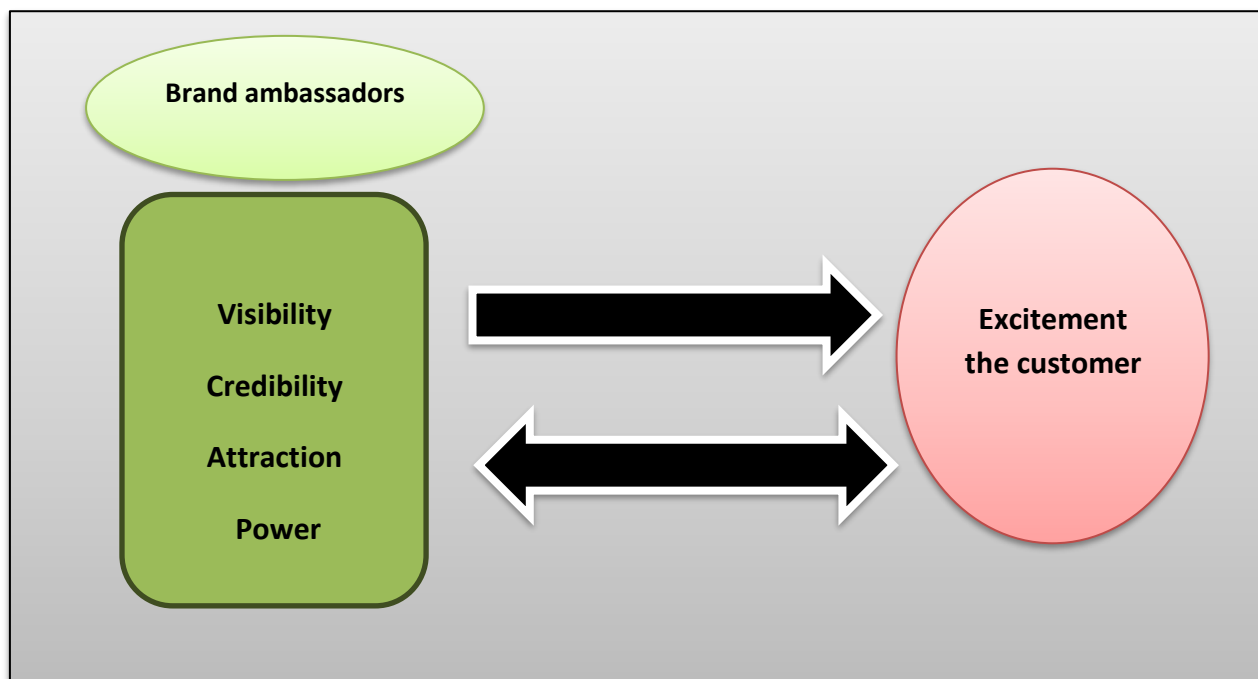
#### **Fourth: Hypotheses of research:**

1. There is a relationship correlation Statistically significant between the independent variable (brand ambassadors) with its dimensions (vision - credibility - attractiveness - strength) and the dependent variable (customer excitement).
2. There is a statistically significant influence relationship. Between the independent variable (brand ambassadors) with its dimensions (vision- credibility- attractiveness- power) and the dependent variable (customer excitement).

### Fifth: The hypothetical plan for research:

Assume The researcher developed a hypothetical research plan based on the current research problem, as shown in the figure below:

**Figure (1) Hypothetical diagram For search**



### Sixth: Society and sample Search

Due to the nature of the current research variables, which are (brand ambassadors and customer excitement), the researcher resorted to using the opinions of some customers of Asia Cell Company located in Misan Governorate to complete the requirements of the current research and to know what direct and indirect impact this marketing method has in exciting them and purchasing the services of this company .where The sample size was determined based on the table mentioned by (Krejcie & Morgan, 1970:608) when the size of the community reached(1400)Customer and it was T Research sample(302)customer, and The researcher relied on the questionnaire method to obtain statistical data, which is a well-known method in social research. The questionnaire form was distributed to the sample electronically using the Google form on the customers' phone numbers, with the help of Asia Cell Communications Company in Misan Governorate to ensure the absence of

bias and to guarantee obtaining answers. 302 electronic questionnaires were distributed, and only 300 questionnaires were answered, with a response rate of 99%.

### **Seventh A: Sample Description Search**

The table shows (1) General descriptions And For the research sample in terms of type Social And age, as it is clear that the number of males is greater than the number of females using the services of Asia Cell Communications Company, as their number reached) 197( males and (103) females only, But In terms of ages, it is clear that the age group is And The most used of the company's services are between the ages of (31-40), while the youngest age group was And The most commonly used category is (61 and over), and this may be due to the fact that the services provided by the company are more suitable for this category than the other.

**Table (1)/Description of the research sample**

Type		the age						
male	feminine	From 18-30 years	From 31-40 years	From 41-50 years	From 51-60 years	61+		
197	103	83	159	36	16 years	6		

### **Eighth: Measurements Search**

In this research, we relied on ready-made scales for foreign studies in a manner that is consistent with the sample and research community to be studied, as shown in the table below:

**Table No. (2) / Research criteria**

T	Main research variables	Sub-dimensions	The approved scale
1	Brand Ambassadors	Vision	(Aisyah, 2023)
		Gravity	
		Authenticity	
		power	
2	Excite the customer	One-dimensional	(Santos et.al,2021)

**Source: Prepared by the researcher**

### **The second topic / the theoretical aspect For search**

#### **First: Brand Ambassadors**

##### **1. Brand Ambassadors Concept**

He knows Brand Ambassadors as Advocates or Advertising stars who endorse the advertised products And they are relied upon in the marketing process as they are considered tools To represent the target market segments and One of the supporting psychological factors that can influence the attitudes and beliefs of the Customers About specific products(: 680 Almaid et. Al, 2019), as the brand ambassador is a popular figure among the public and must be characterized by several features, including popularity, credibility, strength and attractiveness (Akramiah et. Al, 2021:66), and marketing companies usually resort to relying on well-known celebrities who have high popularity and experience in order to influence customers and invite them to use a specific product

or service (Fadila et. Al, 2021:184), and this is a strategy developed by the marketing organization to attract more customers to its products by relying on a celebrity who is considered an ambassador for the brand that the organization's products carry (Ghadani et. Al, 2022:111), and the brand ambassador does his best to make the task assigned to him a success with all sincerity and honesty to attract more attention that encourages the presentation of the marketing organization's products (Fasha et.al,2022:31), and A brand ambassador is a celebrity who acts as an advertiser, producer, spokesperson, or consultant to promote a product or service. For customers It is considered a representative Main For the identity of the product or service Which is promoted at the request of the marketing organization that owns the product (Ryan & Johan,2022:487),It is no surprise that many brand owners are starting to take a strategic step in marketing their products by using the right brand ambassadors and representing their products so that it becomes one of the catalysts that marketers can use to influence consumers' purchasing decisions.(Suleman et.al,2023:434)

### **2. The importance of brand ambassadors in the marketing process**

That The development witnessed by the world makes marketers search for everything new in order to make the marketing process successful, as reliance on Brand Ambassadors It has a major role in Increase sales and build image Positive For products Organize and promote it, because the customer's purchasing behavior It happens based on some stimuli provided by marketers. (Nisa & Pramesti, 2020: 365 ), so the marketing organization relies on several well-known figures such as athletes, artists, and other figures as ambassadors for its brand, and this generates greater confidence among customers.in the product or service being represented(Clarissa & Bernardo, 2022:274)

### **3. Brand Ambassador Indicators**

That celebrities In all their types They are well-known figures. For Her achievements in many For people In several diverse fields, whether political, cultural, social, etc., the goal of which is: Promotion For companies to market their various products and is called Their participation In this field b Brand advocate or brand ambassador, hereinafter There are several Indicators It is characterized by Brand Ambassadors Including:( Aisyah,2023:131), (Putri et.al,2021:658):

-Visibility: is the frequent appearance of celebrities in public places and they have a fame that enables them to become Brand Ambassador And provide support for the brand that the products carry.

-Credibility: It is a trust For customer In a brand ambassador who can deliver The information he wants For customer Knowing themselves.

-Gravity :It is an intangible indicator. It has an effect .On the Customers When displaying the advertised product It does not include the physical attractiveness of the celebrity, but rather includes intelligence, fitness, and lifestyle.

-power: It is the power that brand ambassadors possess .which has an impact On the Customers To make purchases on advertised products.

### **Second: Excite the customer**

#### **1. Customer arousal concept**

That Marketers Always thinking about everything new in order to create motivation and excitement for the customer towards the promoted product.( O'Sullivan, 2016:3), because the customer is always seeking to obtain consumer experiences that have a utilitarian, enjoyable and exciting value and are important and desirable ultimate goals for him (Thaichon et.al, 2019:82). Therefore,



adopting new and diverse ideas in the marketing process has a major role in exciting the customer, who is the focus of the marketing process, as adopting an ambassador for the brand that the marketing organization's products carry will increase the customer's excitement due to his feeling of the quality of the product advertised by the brand ambassador. Therefore, excitement is viewed as the stimulus resulting from the excitement generated in any environmental situation (Tran, 2020:3). Therefore, innovations are still used to reach current and potential customers to arouse their interest or desire to buy the product and present the brand ambassador as a reliable advertising interface and a marketing tool to create excitement to attract customers to the company's products and services (Thirumaran et.al, 2021:2). Therefore, the goal of the marketing organization is to provide an enjoyable, exciting and unusual experience for the customer that makes his marketing experience more Excitement and value through the feeling of excitement for the offers presented (Wyer et.al, 2021: 1028), assuming that the marketing event will arouse the customer's desire and push him to evaluate the marketing offer and experience it, and when he evaluates this excitement advertised as good, he will find this event enjoyable (Kiss et.al, 2024: 2), and that relying on this marketing method has a major role in stimulating and arousing positive perception among customers to buy this product and increase the level of impulsive purchase by providing a reliable marketing environment embodied by a celebrity who has popularity and great interaction in society (Zulfikar et.al, 2024: 33).

### **The third topic/The practical side For search**

#### **First: Tests before distributing the questionnaire**

##### **1. Apparent honesty**

The validity of the questionnaire items was tested. Y It is to ensure its ability to measure a variable. Y Search. And The questionnaire was presented to a group of experts and professors specializing in business administration. and Their opinions were collected. And Based on feedback they It was completed Edit some paragraphs And just rephrase it to become its final form.

##### **2. Content authenticity**

To confirm the validity of the content For the number of paragraphs for each dimension, the questionnaire was presented to a group of judges. And After making the necessary modifications, the scale obtained the approval of the arbitrators regarding the adequacy of the dimensions and paragraphs, which ensures the availability of the content validity condition before distributing the questionnaire.

#### **Second: Tests after distributing the questionnaire**

##### **1. Statistical coding of research**

To facilitate the statistical analysis process and avoid ambiguity, Table (3) shows the statistical symbols that were used in the statistical analysis.

Table (3) Statistical coding of research variables

Variable	Dimensions	Number of paragraphs	Statistical code for paragraphs
Brand Ambassadors BA	Vision	4 paragraphs	VI1 – VI5
	Credibility	5 paragraphs	CR1 – CR5
	Gravity	5 paragraphs	AT1 – AT5

	power	3 paragraphs	PO1 – PO3
Excite the customer	One-dimensional	5 paragraphs	EC1 –EC5

### 2. Confirmatory factor analysis (structural)

The analysis aims to My affirmative hope, which is a form of structural equation modeling (SEM), to match the structure of the hypothesis For variables with data collected from respondents, ensuring that each dimension is adequately represented. The program was used Amos Version 25 To perform this analysis, researchers are recommended to check two criteria for evaluating the structural model. They are:(Afthanorhan, 2013:198-199)

- A. Teacher's assessments **Y And:** and The values represent the paths between the latent and unmeasured variables. Estimates are acceptable if they exceed 0.40%.If it is less, it is deleted, meaning that the paragraph does not measure this dimension. It is considered significant if the critical ratio (CR) is greater than 1.96 at the 0.05 level or 2.56 at 0.01.
- **Model fit indicators** The most important of these indicators are:(CMIN/DF<0.5 CFI<0.90 IFI<0.90 NFI<0.90 RAM<0.05-1).

#### A. Confirmatory factor analysis of brand ambassadors variable

The results showed As shown in Figure (2) and Table (4)That proportion Parametric estimates of the brand ambassadors variable may Exceeded (0.40),Except for paragraphs ((VI4,CR3,CR5,AT3,PO3 These are the ratios shown on the arrows that connect the sub-dimensions. With its paragraphs, all of which were moral proportions. Because the value of the critical ratio (CR)It turned out to be bigger than (2.56) at a significance level of (0.01) which indicates the feasibility and validity of these parameters. Also, the model fit indices shown in Figure (2)All of them met the acceptance criteria, confirming that Brand ambassadors variable is measured by four sub-dimensions., where it contains The first dimension (3 paragraphs), the second dimension (3 paragraphs), the third dimension (4 paragraphs), and the fourth dimension (2 paragraphs), according to the answers of Asia Cell Telecommunications Company customers in Maysan Governorate, the research sample.

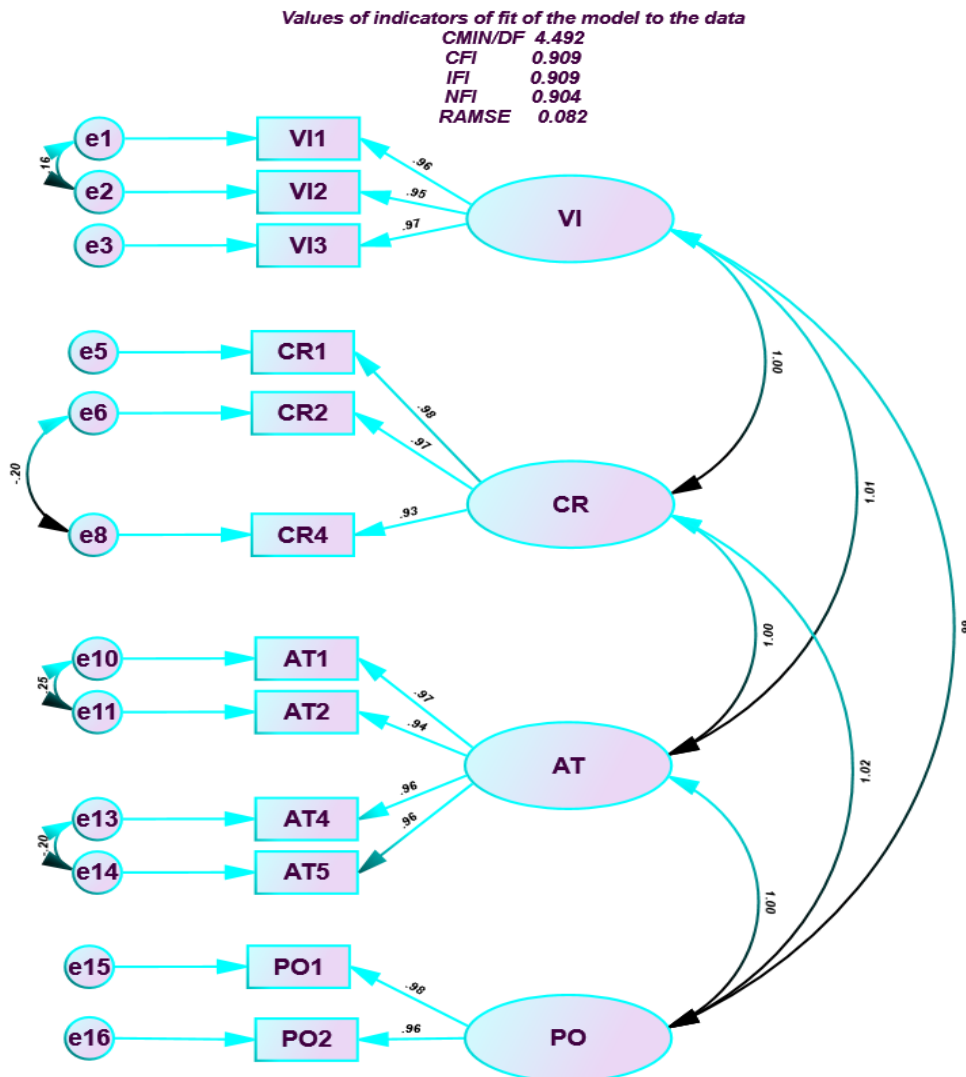


Figure (2) Confirmatory factor analysis of the brand ambassadors variable  
Note: Three modifications were made as recommended by the program. Amos V.25  
Table (4) Parametric estimates of the paths of the brand ambassadors variable

PATH	Estimate	SE	CR	P
VI1 <--- F1	1,000			
VI2 <--- F1	.850	.020	4.092	***
VI3 <--- F1	.948	.021	5.328	***
CR1 <--- F2	1,000			
CR2 <--- F2	.975	.019	5.393	***
CR4 <--- F2	.937	.024	8,601	***
AT1 <--- F3	1,000			



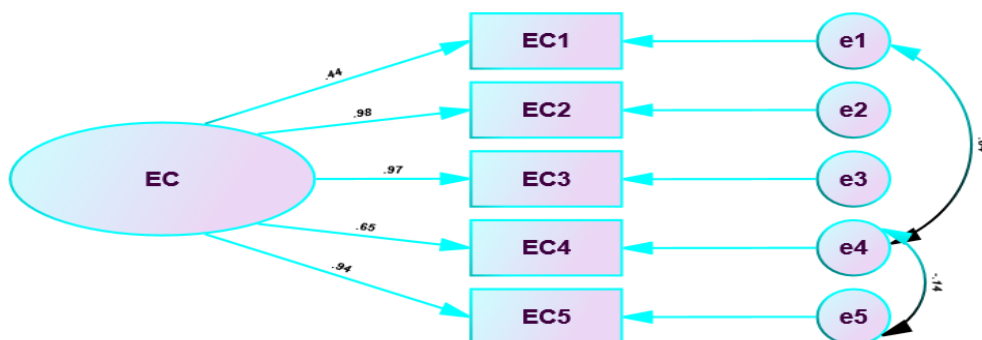
PATH			Estimate	SE	CR	P
AT2	<---	F3	.993	.023	4.888	***
AT4	<---	F3	.931	.022	5.111	***
AT5	<---	F3	1.049	.023	9.061	***
PO1	<---	F4	1,000			
PO2	<---	F4	.854	.018	6.331	***

### B Confirmatory factor analysis of customer arousal variable.

The results shown are as follows: (And In the form of 3) and the table 5) The ratios of teacher estimates for the variable Ambassadors A Customer Resentment It has exceeded (0.40), which is the ratio shown on the stocks that connect the After its paragraphs And all of them were significant ratios because the value of the critical ratio (CR) It turned out to be bigger than (2.56) at a significant level 0.01) which indicates the feasibility and validity of these parameters. Also, the model fit indicators shown in the figure (3) All of them met the acceptance criteria, confirming that the variable Excite the customer One-dimensional, consisting of 5 paragraphs, according to the answers of Asia Cell Telecom customers in Maysan Governorate, the research sample.

Values of indicators of fit of the model to the data

CMIN/DF 3.392  
CFI 0.996  
IFI 0.996  
NFI 0.944  
RMSE 0.089



The shape 3 Confirmatory factor analysis of customer arousal variable

Note: Two modifications have been made that are recommended by the program. Amos V.25

Table (5) Parametric estimates of customer arousal variable paths

PATH			Estimate	SE	CR	P
EC1	<---	F1	1,000			
EC2	<---	F1	2.270	.269	8,440	***
EC3	<---	F1	2.238	.265	8,430	***
EC4	<---	F1	1.613	.147	11,005	***
EC5	<---	F1	2.018	.242	8.344	***

### Third: Measuring the stability of the research variables scale

The researcher conducted a comprehensive evaluation to ensure the structural stability of the measurement tool used in Current research, This verification was done by using the Cronbach's alpha test, which is a tool Famous To assess the reliability of measuring instruments, This is done by using the Cronbach's alpha correlation coefficient, which is shown and explained in the table (6). This procedure aims to ensure that the instrument accurately and consistently reflects the phenomenon being studied.

Table (6) Stability of the research scale

Variable	Cronbach's alpha for the variable	Dimension	Cronbach's alpha for each dimension
Brand Ambassadors	0.993	Vision	0.973
		Credibility	0.970
		Gravity	0.977
		power	0.961
Excite the customer	0.906	One-dimensional	

#### Fourth: Testing descriptive statistics for the research variables

Table (7) shows the arithmetic means, standard deviations, coefficient of variation, and relative importance of the research variables and dimensions according to the responses of Asia Cell Telecommunications Company customers in Misan Governorate, the research sample.

It becomes clear after the force He got the highest weighted arithmetic mean. Reached (2.97) with a general standard deviation of (0.70), a coefficient of variation of (23.63) and a significance level of (59.49%). This indicates that the customers of Asia Cell Telecommunications Company in Misan Governorate are the research sample. They may be attracted to the characters the company uses in its advertisements. A Being famous and having a high influence and trust on them. The vision dimension obtained the lowest weighted arithmetic mean of (2.79) and a general standard deviation of (1.21) and a coefficient of variation of (38.91) and a relative importance level of (55.84%), while the general average of the brand ambassadors variable obtained a weighted arithmetic mean of (2.92) and a standard deviation of (1.13) and a coefficient of variation of (38.61) and a relative importance level of (58.37%).

It is clear that the customer excitement variable obtained a weighted arithmetic mean of (2.91). With a standard deviation of (0.97) and the coefficient of variation of its value 33.16) And its importance reached (58.27%) This indicates that the customers of Asia Cell Communications Company in Misan Governorate under investigation are excited about using the services of this company and have a feeling of comfort, happiness, ease and quality of these services.

Table (7) Descriptive statistics for the research variables and their dimensions

Variables	N	Mean	Std. Deviation	coefficient of variation	relative importance
VI	300	2.79	1.21	43.46	55.84
CR	300	2.95	1.15	38.91	58.93
AT	300	2.94	1.06	36.27	58.72
P.O.	300	2.97	0.70	23.63	59.49
BA	300	2.92	1.13	38.61	58.37

EC	300	2.91	0.97	33.16	58.27
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### Fifth: Testing research hypotheses

#### 1. Testing the association hypothesis

To a test Hypothesis of Link which states (There is a statistically significant correlation between the independent variable brand ambassadors. The dependent variable Customer arousal), the researcher tested the value of the simple correlation coefficient using the test (Sig. 2-tailed) to determine the significance of the relationship between Brand Ambassadors(variable(Independent) and Customer arousal (dependent variable),Show table (8) There is a positive and significant correlation, as the value of the correlation coefficient reached (\*\*0.930), indicating the strength of the direct relationship. The significance of the correlation was at the level of (1%) and with confidence of (99%), which strengthens the acceptance of the hypothesis stating that there is a significant relationship between Brand Ambassadors and Customer Engagement.

Table (8) Testing the hypothesis of association between the research variables

		BA	EC
BA	Pearson Correlation	1	.930**
	Sig. (2-tailed)		.000
	N	300	300
EC	Pearson Correlation	.930**	1
	Sig. (2-tailed)	.000	
	N	300	300
**. Correlation is significant at the 0.01 level (2-tailed).			

The relationship between can be explained Brand Ambassadors and Customer Engagement There is a direct correlation strong Between the two variables, where it increases Brand Ambassadors Of possibility Customer satisfaction in Asia Cell Telecom Company in Misan Governorate under investigation.

#### 2. Testing the effect hypothesis

The figure shows (4) Structural model of research Which shows the relationship between the independent variable (Brand Ambassadors) and the variable continued (a Customer Resentment).Arrows pointing in one direction from the independent variable to the dependent variable indicate an effect., and explains Value displayed above variable Excite the customer The interpretation coefficient ( $R^2$ ),And its value is (0.86) which is Indicates that Brand Ambassadors Explain86% of changes that happen In a Customer Resentment For company Asia Cell, while the remaining percentage (14%) to other variables not included in the model. research.

As shown in the table (9), the value of the marginal regression coefficient reached( $\beta$ ) (0.930), which means that increased levels of availability Brand Ambassadors By one standard deviation will increase the levels. Excite the customer By the amount93% of one standard deviation. Based on the output of the structural model of the effect of the independent variable on the mediating variable, Accept the hypothesis of influence which refers to (There is a statistically significant influence relationship between the independent variable brand ambassadors. The dependent variable Customer arousal). The table shows (9) Regression paths and summary of hypothesis analysis Impact Where it is found that all model estimates are significant. For level ( $P<.001$ ), Indicative Critical ratio values CR Which is Bigger than2.56,ThisIndicates the importance of influence.

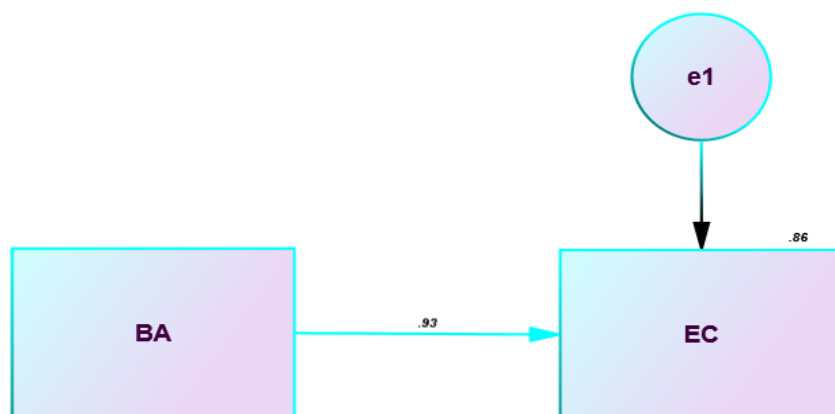


Figure (4) Testing the impact relationship

Table (9) Regression paths for the test R The influence relationship of the brand ambassadors variable on customer excitement

	PATH	Estimate	SE	CR	P
EC	<--- BA	.930	.018	13.679	***

### The topic fourth/Conclusions and recommendations

#### First: Conclusions

From The most important conclusions which reached Current research is:

1. The results of the statistical analysis show that Asia Cell seeks to pay attention to the media figures who promote its services and tries to choose them with great care in a way that they are acceptable to the company's customers as well as other audiences, but it was not at the level that achieves the ambition.
2. Asia Cell Communications Company under investigation is trying to provide its services with the highest quality compared to other competing companies to make them easier and more exciting to use by customers, but it has not achieved what is required.
3. The results of the statistical analysis showed that the sample studied was interested in the dependent variable (customer attraction) due to its importance and fundamental role in the success of the marketing process, because the current trend is to ensure that the customer's needs are met, build a relationship with him, and excite him with what is new in the marketing aspect.
4. The results of the correlation hypothesis test indicate the existence of a strong correlation between the brand ambassadors variable and the customer excitement variable. This indicates that if Asia Cell Communications Company has a certain amount of brand ambassadors, this will inevitably lead to the emergence of the customer excitement variable.
5. The results of the influence hypothesis test show the existence of an influential relationship between the brand ambassadors variable and customer arousal. We conclude from this relationship that: If you want Asia Cell Company Excite their customers, get more customers, expand their market share and increase their profits. Brand ambassadors can achieve this goal.

#### Second: Recommendations

Based on the above conclusions, there is a set of recommendations as follows:

1. Asia Cell Company must intensify promotional efforts and rely on famous personalities, whether artists, athletes, political or social figures, to be ambassadors for it, enhancing customers' confidence in the quality of its services and achieving marketing excitement for them.
2. Asia Cell should focus on addressing the weaknesses in the vision dimension and strengthening it with ambassadors who have a broad audience base and resonate in the community and are able to motivate and excite the customer towards its services in the field of communications.
3. Asia Cell Company is keen to pay attention to and rely on everything new in marketing to achieve customer excitement, which is a difficult stage that requires effort and effective marketing tactics to achieve this excitement because the customer today has a wide range of choices, and this creates difficulty in exciting and motivating him.
4. The necessity of continuous improvement of the marketing methods adopted by the company in promoting its services by relying on ambassadors who have importance in society and are accepted by customers.
5. Asia Cell Company focuses on caring for brand ambassadors by dividing them into their effective role in achieving marketing excitement among customers, and paying attention to conducting a periodic review to know the opinion of its customers about all the services it provides that satisfy them and motivate them to purchase them.

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