

# Leveraging Brand Ambassadors and Brand Image to Influence Consumer Behaviour: Evidence from Hyundai in Hoshiarpur and Jalandhar

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**Abstract** - As technology advances and globalization intensifies, the need for sophisticated tools to enhance communication becomes crucial, driving changes in how businesses approach marketing and communications management, including the strategic use of brand ambassadors. Customer buying behaviour involves a systematic process where consumers assess their needs, gather information, evaluate alternatives, and make purchase decisions. This study focuses on Hyundai, a company that effectively leverages brand ambassadors in its marketing efforts, allowing it to compete globally and successfully penetrate the Indian market. The study aims to examine the influence of brand ambassadors and brand image on customer purchase decisions. Data was collected from 408 Hyundai users in Hoshiarpur and Jalandhar district of Punjab, and the findings reveal a significant impact of both brand ambassadors and brand image on customer purchase behaviour.

**Keywords:** Customer Purchase Behaviour, Brand Ambassador, Brand Image.

## I. Introduction

Consumer behaviour focuses on how individuals, communities, and organisations choose, acquire, utilise, and dispose of concepts, products, and services to fulfil their needs and desires. It entails an investigation of what they purchase, why they do so, when they do so, where they do it, how frequently they do it, and how frequently they utilise it. Consumers engage in a sequence of decisions before making a purchase once they have demonstrated a willingness to do so. By providing details that could influence the consumer's evaluation process, the marketer tries to sway each of these choices. A smart technology (for example: Automobile) is required in this cutthroat environment to enhance customer connection in the age of globalisation to fulfil consumer needs. This challenge necessitates a change in each company's approach to marketing and communications management. Effective business managers are aware of how crucial marketing is to their company's success. Any marketing

programme must have a thorough understanding of consumer behaviour to be successful in the long run.

By utilising brand ambassadors in promotional activities, every automaker tries to increase its enthusiasm for conducting marketing operations. In order to generate a brand image that can influence consumers' decisions to purchase or use products, Royan claimed that brand ambassadors can contribute to the development of more power in the emotional interaction between brands or businesses and consumers. The brand ambassador will enlighten people about the uses and advantages of a product and offer a justification for them to purchase it. To help businesses understand what variables customers are worried about and, of course, whether using brand ambassadors in promotions has an impact on a company's brand image, it is vital to research the impact of brand ambassadors on brand image based on current challenges and occurrences.

Hyundai is one business that paid attention to it. One business that employs brand ambassadors in its marketing efforts is Hyundai. Hyundai has consistently seen a growth in market value percentage in recent years. The information was gathered through a poll of Indian citizens that Frontier Consulting Group conducts each year. This demonstrates that Hyundai is currently creating marketing messages. Credibility, congruence, attractiveness, and power are some of the variables used in studies by some academics to determine the impact a brand ambassador has on a company's image. It has been noted by numerous researches that a brand ambassador can influence the perception of a company. As the results of the study are described by Wang and Hariandja(2016), titled Country of Origin, Brand Image, and Quality Perceptions of Intention Purchase on a brand that Country of Origin provides a positive assessment of brand image, quality perception, and purchase plan. Whether this research may be utilised as support for earlier research or produces fresh findings, it also aims to demonstrate the influence that brand ambassadors have on brand image.

Given the backdrop provided, it is clear that the corporation must keep improving its marketing strategy due to

the fierce rivalry in the automotive industry. Hyundai, one of the competitors, is adept at leveraging the brand ambassador to promote the company and its influence on the brand's continued survival. Therefore, the image of the Hyundai brand was the motivation behind the research team's study. It is important to demonstrate the growth of the brand ambassador phenomena among Hyundai and its market circumstances in order to comprehend the function of brand ambassadors in Hyundai's marketing strategy. Therefore, the study focused on determining how the deployment of brand ambassadors affected the perception of the Hyundai brand.

Consumer behaviour is a critical area of study that examines the ways individuals, communities, and organizations select, purchase, utilize, and eventually dispose of various products, services, or concepts to meet their needs and desires. This field explores a wide range of factors, including what consumers purchase, the motivations behind their choices, the timing and location of their purchases, the frequency of both their purchasing and product usage, and ultimately how they make disposal decisions. Each of these aspects offers valuable insights into the complex decision-making process that consumers undergo before making a purchase.

Consumers typically follow a sequence of decisions, which might involve extensive consideration, comparison, and evaluation before finally committing to a purchase. Marketers, recognizing the significance of each step in this process, aim to influence these choices by strategically providing information and details that can shape consumers' evaluations. This becomes especially crucial in the globalized and competitive business landscape, where technology has transformed the way consumers interact with brands and products. To successfully engage customers in this environment, companies are increasingly focusing on the integration of smart technologies in their offerings—automobiles being a prominent example—to foster stronger consumer connections and meet evolving customer expectations.

In response to these changes, companies are reevaluating their approaches to marketing and communications management, understanding that an in-depth grasp of consumer behavior is indispensable for long-term success. Business managers and marketers alike are aware that effective marketing strategies, grounded in comprehensive insights into consumer behavior, are essential for gaining a competitive advantage and achieving sustained growth. Marketing programs, therefore, need to be designed with a focus on understanding what drives consumer decisions and how brands can better position themselves in consumers' minds.

One prominent strategy that companies, particularly automakers, have employed is the use of brand ambassadors. By leveraging the power of brand ambassadors in promotional activities, automakers aim to generate excitement and foster a sense of enthusiasm that can enhance the effectiveness of their marketing campaigns. Brand ambassadors act as representatives who bridge the gap between the company and consumers, promoting a positive brand image and strengthening the emotional connection with the audience. According to Royan, brand ambassadors contribute significantly to the emotional relationship between brands and consumers by highlighting the product's benefits and creating compelling reasons for consumers to choose it. These ambassadors serve not only to raise awareness but also to inform the public about the product's advantages, offering consumers a rationale for making a purchase.

Research into the impact of brand ambassadors on brand image has become increasingly important as companies seek to better understand the factors that influence consumer perceptions and purchase intentions. Brand ambassadors, through their credibility, attractiveness, congruence with the brand, and perceived power, play a crucial role in shaping the public's perception of a company. This is particularly true for automakers like Hyundai, which has adopted brand ambassador-driven marketing strategies to maintain and enhance its brand image in a competitive market. Hyundai's efforts in this area have resulted in consistent growth in its market value, as confirmed by annual polls conducted by Frontier Consulting Group among Indian consumers. The data indicates that Hyundai's marketing messages are resonating with the public, affirming the brand's focus on effective communication strategies.

Studies by various academics have examined factors such as the credibility, congruence, attractiveness, and power of brand ambassadors to determine how these elements influence a brand's image. The findings of Wang and Hariandja (2016) support this, demonstrating that elements such as country of origin positively impact brand image, quality perceptions, and purchase intentions. This aligns with the idea that brand ambassadors, when chosen effectively, can enhance a brand's image and reinforce consumer trust and loyalty.

Hyundai's focus on leveraging brand ambassadors is part of a broader strategy to differentiate itself in the highly competitive automotive industry. Given the intense rivalry, automakers like Hyundai are continuously looking for innovative ways to connect with consumers and reinforce their brand's value proposition. By aligning itself with credible and influential brand ambassadors, Hyundai has successfully enhanced its brand image, demonstrating resilience and adaptability in a rapidly changing market. This strategic

approach has contributed to Hyundai's enduring presence and relevance in the automotive market.

Consequently, the motivation behind this research study was to investigate how Hyundai's use of brand ambassadors impacts its brand perception among consumers. The aim was to analyze the brand ambassador phenomenon as it pertains to Hyundai, examining the effectiveness of this approach in promoting Hyundai's brand message and sustaining its market position. Understanding this role offers valuable insights not only into Hyundai's marketing strategy but also into broader industry trends, shedding light on how brand ambassadors can be effectively utilized to shape consumer perceptions, build brand loyalty, and drive growth.

### 1.1 Brand Ambassador

A brand ambassador is a person hired by a business or organisation to positively represent the brand, hence boosting sales and brand awareness. The brand ambassador's appearance, demeanour, values, and ethics should reflect the corporate identity.

To name a few, there is Shahrukh Khan for Hyundai, Lalitaj for Surf, Poonam Hillon for Bajaj Almond Hair Oil, Neelam Kothari for Dabur Amla Hair Oil, and Sridevi for Lux. There would have been more, but they wouldn't have been able to make an impression. Most likely, it did, which explains why we consistently received the identical things in our home.

A brand ambassador is a tool used by businesses to interact and communicate with the public about how they can boost sales. According to Balmer and Grey (2003), brand ambassadors help companies communicate their identities to the public. According to MacInnis, Rao, the selling of ad media lines results in an increase in product sales, and the majority of the material in these ads centres on the spokesperson. Additionally, celebrity support for an organisation, according to Yoo dan Jin, is comparable to assistance that enhances the company's reputation and is connected to the alignment of the brand ambassador's objectives with those of the entity it is endorsing. The brand ambassador can be utilised as a benchmark for consumer evaluations and impressions of a brand as a whole based on the current theory. Congruence, credibility, attractiveness, and power are brand ambassador factors that were considered in this study. Congruence, a crucial idea in the brand ambassador model, means that celebrities and brands complement one another. According to Erdogan (2001), Baker the level of conformity between celebrities and brands is one of the main criteria for choosing ambassadors. Then credibility, which is a significant factor in the success of power, is a complete aspect of communal diplomacy. Attractiveness is the physical and

non-physical appearance that can promote a product or advertisement. Singh (2017) stated that physically attractive communicators are proving to be more successful in influencing consumer attitudes and beliefs that are less attractive. Power is the charisma issued by the speaker to stimulate the consumer so that consumers are affected to buy or use the product. The power of persuasion issued by celebrities to a product differs from one to another.

### 1.2 Brand Ambassador Responsibilities

Key responsibilities include becoming well-acquainted with the company's mission, vision, and objectives, and working closely with the sales and marketing team to develop effective marketing programs and plans. This involves informing clients, merchants, and distributors about the company's products, as well as creating content for websites and social media platforms to boost brand recognition and attract new customers. Building strong relationships with clients and suppliers is essential, along with monitoring client feedback and reporting any issues to the marketing division. Additionally, the role involves tracking media campaigns, metrics, and consumer preferences, as well as representing the company at trade shows, events, and product launches. Participation in brainstorming sessions and workshops is encouraged, with a continuous focus on maintaining a positive perception of the brand.

### 1.3 Brand Image

Brand image is the perception that customers have of a company and comprises the associations that are made with it on an emotional, practical, and symbolic level. It is the general opinion that consumers hold about a brand as a result of their interactions with the brand and their impressions of it. Many different touchpoints, including marketing, packaging, and product design, and customer service, can contribute to the development of a brand's image. It is the outcome of all of a customer's experiences with a brand, including how they view the company's goods, services, and reputation.

Given that consumers frequently select goods and services based on their perceptions of the brand, brand image can have a substantial impact on consumer behaviour and purchasing decisions. Companies may distinguish themselves from rivals, win over customers' trust and loyalty, and ultimately boost sales and profitability by developing a strong and good brand image. The opinion and trust that consumers have in a brand are generally mirrored in the associations that are ingrained in their memories. Additionally, a company's image can aid customers in identifying their requirements and level of brand satisfaction. The perceptions that consumers have about a product or brand are the foundation of the brand image. According to Aaker (1993), there are three things that

can be a reference in determining the brand image: corporate image, user image, and product image.

#### 1.4 Statement of Problem

This research evaluates the impact of brand ambassadors on purchasing behaviour, particularly in relation to Hyundai, researcher assess how these individuals affect consumer decisions. This analysis would consider the extent to which brand ambassadors shape perceptions of Hyundai's products and brand identity, ultimately influencing whether consumers choose to purchase Hyundai vehicles. Similarly, evaluating the influence of brand image on customer purchasing behaviour regarding Hyundai would involve examining how perceptions of the brand's reputation, reliability, and image contribute to consumer decisions. This investigation aims to uncover the role these factors play in shaping consumer preferences and behaviours within the automotive market.

#### 1.5 Need for the Study

It's crucial to research how brand ambassadors affect customer behaviour since doing so enables marketers to better understand how this affects consumers' purchasing choices. They can close the market gap and pinpoint the items that are required and the products that are no longer in use by knowing how consumers choose a product. Marketing professionals can display their goods in a way that has the greatest influence on consumers by researching consumer behaviour. Understanding consumer purchasing behaviour is the key to connecting with, involving, and convincing potential customers to make a purchase from you.

## II. LITERATURE REVIEW

Amaral, M. A. L., & Djuang, G. (2023), This research investigates consumer buying behavior for used clothes online on Facebook in Kupang, using a sample of 215 respondents and analyzed through SEM PLS Version 3.0. It focuses on three dimensions: shopping lifestyle, social influence, and impulsive buying. The findings reveal that shopping lifestyle significantly affects purchase intention, while social influence impacts both shopping lifestyle and purchase intention. Impulsive buying also plays a crucial role in purchase intention. The study suggests that preloved business owners should prioritize lifestyle trends, social influence, and impulsive buying tendencies to enhance purchase decisions for used clothes in the online marketplace.

Ghosh and Das (2022) explored the relationship between brand ambassadors and brand loyalty among college students. Their findings suggest that effective ambassadors foster loyalty by creating a sense of community around a brand. The study indicates that students are more likely to remain loyal to

brands endorsed by ambassadors they find relatable and trustworthy. Consistent interactions through various channels such as social media and events reinforce this loyalty. Moreover, ambassadors who engage actively with their audience contribute to a stronger brand connection. Understanding how ambassadors influence loyalty can help brands design strategies to retain college consumers in the competitive electronics market.

Teresa Adriana et.al (2022) In a quantitative study focusing on Scarlett Whitening in Surabaya, the research examined the impact of Social Media Marketing (SMM) and electronic word of mouth (eWOM) on purchase intention through Brand Image. Using purposive sampling, 170 active Instagram users participated. Findings from Smart PLS analysis revealed that SMM and eWOM significantly enhance Brand Image, which in turn positively influences Purchase Intention. Both SMM and eWOM independently influence Purchase Intention directly as well as indirectly through Brand Image. This underscores the importance of effective SMM strategies and leveraging eWOM to maintain competitive edge amidst stiff market competition in the beauty industry.

Ismaila, M., & Oziohu, I. (2021) in their study evaluate the effect of a brand ambassador on the patronage of FMCGs. Furthermore, we explore the mediating role of advertisement believability in the relationship between the variables. The study recommends that managers of FMCGs should use a hybrid model of a brand ambassador and believable advertising to elicit the desired patronage from their target customers. Further, they should de-emphasize the supposed role of advertisement believability as mediating factor on the influence of a brand ambassador on customer patronage.

Rao and Sharma (2021) investigated the impact of peer influence on college students' purchasing behavior regarding electronics. Their research revealed that recommendations from peers significantly shape students' choices. When brand ambassadors align with students' social circles, their influence is amplified. The study suggests that students are more likely to adopt products endorsed by figures they consider part of their peer group. This highlights the necessity for brands to integrate peer influence into their marketing strategies. By fostering a community around their products, brands can enhance their appeal to college students.

Choudhury and Gupta (2020) examined the role of cultural factors in the effectiveness of brand ambassadors in India. Their study highlights that local influencers resonate more with college students in Bengaluru, influencing their electronics choices. The research indicates that attributes like language and regional relevance enhance the connection between ambassadors and their audience. Additionally, the

influence of social norms and collective identity in Indian society plays a significant role in students' brand preferences. The findings suggest that brands should consider cultural nuances when selecting ambassadors to optimize their marketing strategies in diverse markets.

Brown and Hayes (2019) explored how social media amplifies the influence of brand ambassadors on college students. Their findings highlight that platforms like Instagram and TikTok are crucial for reaching this demographic. When ambassadors share authentic experiences with electronics, students are more likely to engage and consider those brands. The immediacy of social media allows for real-time interaction, enhancing the connection between students and brands. Furthermore, peer recommendations and user-generated content can boost the credibility of ambassador endorsements. The study concludes that effective social media strategies are vital for brands aiming to influence college students' choices in electronics, emphasizing the need for relatable ambassadors.

Ni Luh Putu Eka Prasanti Rutha, Toni Bakhtiar, Kirbrandoko (2019) aimed to determine the role of brand ambassadors in the promotion of OPPO F Series products and analyze their influence on brand image and customer purchasing decision.

Dr.Soniya. K, Mr. Santhosh Raja R (2018) looked behind the obvious benefits that whether the consumers buy the soft drinks just because it is endorsed by their favourite and well known personality or it is just needy that they have to buy the product or its just situation.

Miller and Kahn (2018) focused on the importance of trust in brand endorsements among college students. Their research found that students are more inclined to purchase electronics when the brand ambassador is perceived as credible. Key attributes that enhance this credibility include expertise and relatability. The study revealed that students trust ambassadors who display genuine enthusiasm for the products they promote. Furthermore, the alignment between the ambassador's values and the brand's identity plays a significant role in fostering trust. By choosing ambassadors who resonate with their target audience, brands can enhance their appeal and influence students' purchasing decisions.

Lee and Kim (2017) analyzed the emotional connections created through brand ambassadors in marketing campaigns aimed at college students. Their research indicates that emotional appeals, such as nostalgia or excitement, can significantly impact purchasing decisions. Ambassadors who share personal stories and convey genuine emotions are more effective in resonating with students. The study emphasizes the importance of authenticity; students are more likely to

engage with brands that evoke real emotions. This emotional resonance not only influences immediate purchases but also fosters long-term loyalty. Brands that effectively leverage emotional storytelling can create lasting connections with college consumers.

The research done on how brand ambassadors affect customer behaviour are included in this section. Wang and Hariandja (2016) had been done research about brand ambassador entitled "The Influence of Brand Ambassador on Brand Image and Purchase Decision: A Case of Tous Les Jours in Indonesia". Brand ambassador, brand image, and purchase decision were the study's factors, and 109 participants were asked to complete questionnaires. As a consequence of this study, brand ambassadors are recommended as a marketing strategy since they have a beneficial impact on the company's brand image and consumer purchasing behaviour. The brand ambassador and brand image variables from this research were used by the author to conduct the study.

Smith and Zook (2016) examined the impact of brand ambassadors on consumer behavior, focusing on younger demographics. Their research emphasizes that college students often identify with brand ambassadors, leading to increased trust and brand loyalty. The study suggests that relatable ambassadors significantly influence students' electronics purchasing decisions. By communicating brand values and narratives, ambassadors create emotional connections with their audience. The findings indicate that students are more likely to choose brands endorsed by ambassadors they admire. This identification is crucial in the fast-paced electronics market, where trends shift rapidly. As students seek products that reflect their identities, the role of brand ambassadors becomes essential for effective marketing strategies.

Yoo and Jin (2013) had completed a study "Effects of celebrity-organization congruence on audience attitudes, preferences, and credibility ratings for goodwill ambassadors". 194 of the 304 participants in this study responded to the online survey. Trustworthiness, attractiveness, expertise, attitude towards the organisation, goodwill ambassador, and congruence level are variables considered in this study. A goodwill ambassador's relationship with the organisation that commissioned him or her can be compared to that of a celebrity endorser after learning about the variables that were employed in this study. Author obtained a few factors from this earlier work that have turned into markers in more subsequent research.

Anjali Sharma, Shruti Bhola, Shweta Malyan and Neha Patni (2013) studied the impact of brand loyalty on the purchasing behaviour of women consumers for beauty care goods in the Delhi region. According to the conclusions of this

survey, the two primary characteristics for which women may migrate from one brand to another are quality and price. The main reason why women buy cosmetic products is because of their brand image.

Goutam (2013) had researched “Influence of Branding Ambassadors on Buying Behaviour of Automobiles: With Reference to Belgaum”. In order to perform this study, the researcher used a questionnaire that was given to 100 participants between the ages of 17 and 30, 67 of whom were men and 33 of whom were women, as well as their own observations. In this study, brand ambassadors and purchasing behaviour were the two variables. The study's findings include consumer status symbols as brand ambassadors who support a certain vehicle brand and brand ambassadors who favour that brand.

Sola (2012) had completed a study “The Impact of Celebrity Endorsement on Strategic Brand Management” using celebrity credibility, celebrity personality, popularity and celebrity communication as its variables. In this study, samples from the top 10 marketing organisations were chosen at random and 50 marketing professionals and significant distributors evaluated the samples. After gathering the data and analysing it, the researcher discovered that there is a 98% link between the utilisation of celebrity endorsements for brands and their marketability.

### III. Objective of the Research

- To evaluate the influence of brand ambassadors on purchase behaviour of consumers, specifically with regard to Hyundai.
- To evaluate the influence of brand image on customer purchase behaviour, particularly with regard to Hyundai.

### IV. Research Methodology

Research Design: the study is descriptive in nature. The area of the study is Hoshiarpur and Jalandhar districts of Punjab.

#### 4.1 Designing Questionnaire

Information from Hyundai users was gathered using a questionnaire method. The questionnaire was designed by selecting variables based on insights from various previous studies. To measure the brand ambassador variable, four statements were used. Similarly, four variables were used to collect information related to brand image. Lastly, consumer purchase behaviour was assessed using four statements. The data was collected on a 5-point Likert scale.

#### 4.2 Sample Selection and Size

For this study, a sample of 500 respondents was selected from Hyundai branches in Hoshiarpur and Jalandhar, from these 500 responses only 408 responses are suitable for this study (From Hoshiarpur 192 and from Jalandhar 216). The sampling approach utilized was convenience sampling, targeting consumers who visited these branches during weekdays and weekends. Data collection was carried out on-site, with administering structured questionnaires to willing participants. To ensure a diverse and representative sample, data was gathered at various times throughout the day and week. The selection criteria required that all consumers visiting the branches during the data collection period were eligible to participate, with voluntary participation emphasized and respondent confidentiality assured. The aim was to achieve a balanced representation from both branches, providing valuable insights into consumer opinions.

#### 4.3 Statistical tools

To analysis the data various statistical tools such as Exploratory factor analysis and regression is used with the help of SPSS software.

### V. Analysis and Interpretation

#### 5.1 Descriptive Analysis

The table 1 indicates a predominantly young population, with the majority falling within the 25-44 age range. Education-wise, a significant proportion has at least a high school qualification, with notable numbers holding undergraduate and graduate degrees. The workforce is diverse, with substantial representation from private employees, self-employed individuals, and government workers. The data suggests a broad income distribution, with a significant portion earning between 25001-50000, while smaller percentages earn below 25000 or above 100000, indicating a prevalence of moderate-income groups.

Table 1: demographic profile of the respondents

Variable		Descriptive	Percentage
Age	18-24	68	16.7
	25-34	142	34.8
	35-44	140	34.3
	45-54	41	10.0
	More than 55	17	4.2
Education	UG	101	24.8
	G	88	21.6
	PG	84	20.6

	HQ	135	33.1
Occupation	Student	68	16.7
	Govt emp	84	20.6
	Pvt emp	105	25.7
	Self emp	103	25.2
	Homemaker	31	7.6
	Other	17	4.2
Income	Below 25000	91	22.3
	25001-50000	199	48.8
	50001-75000	9	2.2
	75001-100000	47	11.5
	Above 100000	62	15.2

Source: Primary Survey

### 5.2 Results of KMO-test Bartlett's

The results of KMO-test Bartlett's are shown in Table 2. KMO test is used for measure the sample adequacy. The value of the KMO is 0.859 which lies between the acceptable range. Further value of Bartlett's test of sphericity is 3965.109, and the p-value is significant at 1 percent level. Thus, sample is sufficient to run Exploratory Factor Analysis (EFA).

**Table 2: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.859
Bartlett's Test of Sphericity	Approx. Chi-Square	3965.109
	df	136
	Sig.	0.000

### 5.3 Exploratory Factor Analysis

Table 3 shows the results of EFA and Cronbach alpha. Principal components analysis (PCA) was performed to derive a range of factors. Factor loading is important if there are variable loaded with a value more than 0.50. it was observed that all the variable has factor loading value is more than 0.05.

Reliability is described as an assessment of the measure of uniformity among various dimensions of variables (Hair et al., 2010). This study uses Cronbach's alpha, a broadly used measure. It is an indicative gauge, which evaluates the consistency of the entire scale. The value of Cronbach alpha lies between 0.812 to 0.906 which states that all the scales exhibits satisfactory level of reliability (Cronbach's alpha exceed the minimum value of 0.6).

**Table 3: EFA results**

Variable	factor loading	Variance	Alpha
BA1	0.842	34.253	0.906
BA2	0.722		
BA3	0.774		
BA4	0.851		
BA5	0.858		
BA6	0.751		
BA7	0.696		
BI1	0.732	18.565	0.871
BI2	0.770		
BI3	0.770		
BI4	0.840		
BI5	0.787		
BI6	0.699		
PB1	0.666	11.466	0.812
PB2	0.717		
PB3	0.873		
PB4	0.852		

### 5.4 Correlation Analysis

In this study, Pearson's Correlation analysis was carried out to assess the degree of relationship between the dependent variable i.e. purchase behaviour and independent variables such as Brand ambassador and BI. The Pearson correlation coefficient is a common measure of the degree of linear relationship between two continuous variables (Howell, 1992).

Table 4 displays the results of the correlation between customers' purchase Behaviour and Brand ambassador and BI. Results showed that the dependent variable i.e. purchase Behaviour and Brand ambassador and BI were positively significant at 0.01 level ( $p < 0.01$ ).it indicates that change in independent variable i.e. Brand ambassador and Brand Image will affect the purchase behaviour of customers.

**Table 4: Correlations**

	Purchase Behaviour	Brand ambassador	Brand Image
Purchase Behaviour	1.000		
Brand ambassador	0.321	1.000	
Brand Image	0.319	0.235	1.000

Table 5: Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.407a	0.166	0.162	0.65362	0.166	40.240	2	405	0.000	1.676
a. Predictors: (Constant), BI, Brand_ambasdor										
b. Dependent Variable: PB										

### 5.5 Model Summary, Durbin-Watson and ANOVA results

Table 5 shows the value of R square 0.166 that indicates that high correlation between dependent variable (Purchase behaviour) and independent variables. The value of adjusted R square with value of 0.162 which represented 16.2 % significant contribution of two independent variables towards dependent variable. P value of the regression model is significant at 0.01 percent level of significant which indicate the model is statistical fit. The value of Durbin–Watson test is used to check the assumption of autocorrelation. The acceptable criteria for Durbin–Watson test is between 1 to 3. The model summary displays the value of Durbin–Watson test 1.676 which is free from autocorrelation problem.

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.382	2	17.191	40.240	.000b
	Residual	173.022	405	0.427		
	Total	207.404	407			

### 5.6 ANOVA model Fit

Table 6 displays the results of ANOVA model fit. P value of the ANOVA model is less the 0.01 significant level which indicates that model is good for research.

Table 7: Regression results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.566	0.248		6.322	0.000		
	Brand ambassador	0.209	0.037	0.260	5.575	0.000	0.945	1.059
	Brand Image	0.352	0.064	0.258	5.521	0.000	0.945	1.059

### 5.7 Regression Results

Further, multiple regression analysis was employed to examine the significant relationship between the variables. This technique was used with the aim to envisage changes in dependent variables due to changes in independent variables. Table 7 exhibits the findings of the multiple regression equation by analysing the effect of the brand amabsdor and BI on purchase behaviour of customers. The outcomes of the study supported the hypothesis. The study indicates that brand amabsdor and purchase behaviour has a positive relationship (H1) ( $\beta=0.209$ ,  $p<0.01$ ); BI and purchase behaviour has a

positive relationship (H2) ( $\beta=0.352$ ,  $p<0.05$ ) in the hypothesized model mentioned in the study. The VIF is used to test the is regression model is free from multicollinearity. The value of VIF is 1.05 which is less the 10. Thus, this model is free from the multicollinearity shown in Table 6. The study demonstrates that brand ambassador and Brand Image has significant impact purchase behaviour of customers.

### VI. Conclusion

The study concludes that both the brand ambassador and brand image have a significant positive impact on customers' purchase behaviour. The results demonstrate that a well-



chosen brand ambassador can effectively influence consumer decisions, while a strong brand image further reinforces this effect, leading to increased purchasing activity. The multiple regression analysis confirmed the reliability of these findings, showing no issues with multicollinearity (VIF=1.05). Consequently, the study suggests that companies should strategically invest in enhancing their brand image and carefully selecting brand ambassadors to maximize their influence on consumer behaviour.

Based on the study's findings, companies should strategically focus on selecting brand ambassadors who resonate with their target audience, as this can significantly influence purchasing decisions. Additionally, investing in building and maintaining a strong brand image is crucial, as it reinforces consumer trust and drives sales. Regular monitoring and adaptation of marketing strategies, including the effectiveness of brand ambassadors and brand image, are essential to stay relevant in a dynamic market. Furthermore, companies might explore additional factors such as customer satisfaction and digital presence to create a more comprehensive approach to enhancing purchase behaviour. By integrating these strategies, businesses can effectively boost their influence on consumer behaviour and achieve greater market success.

## VII. Limitation

This study has several limitations that should be acknowledged. First, the data is restricted to a limited geographical area, which may limit the generalizability of the findings to other regions or markets. Second, the results are based solely on primary information, which could be influenced by the specific conditions or perceptions of the respondents at the time of data collection. Finally, the analysis and interpretation were conducted under the assumption that the data provided was accurate. Any inaccuracies or biases in the data could impact the validity of the conclusions drawn from the study.

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**Citation of this Article:**

Robin, & Lovepreet Singh Negi, "Leveraging Brand Ambassadors and Brand Image to Influence Consumer Behaviour: Evidence from Hyundai in Hoshiarpur and Jalandhar", published in *International Research Journal of Innovations in Engineering and Technology - IRJIET*, Volume 8, Issue 5, pp 351-361, May 2024. Article DOI <https://doi.org/10.47001/IRJIET/2024.805047>

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