Effectiveness of Brand Ambassador on South Korean Beauty Products Using PATER Model

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Abstract

The beauty industry is experiencing rapid growth and generating continuous increase in global revenue in the skincare segment. The beauty industry is one of the most highly competitive industries in the world which causes increased business competition. To face business competition, Innisfree uses brand ambassador as marketing strategies. This research aims to determine the level of effectiveness of using brand ambassadors on South Korean beauty products using the PATER Model. PATER Model is used to measure the effectiveness of celebrities as brand ambassadors. PATER is a five dimension acronym that stands for Popularity, Attractiveness, Trustworthiness, Expertise, and Relevance. Quantitative research with non-probability sampling, purposive sampling method. This research uses two data analysis techniques, descriptive and average scores. The research distributed questionnaires online through Google Forms. In determining the sample size, this research uses the Lemeshow Formula. Samples used were 271 respondents. This research uses validity tests and reliability tests as research instrument tests. The results of the research show that the effectiveness of using Kim Mingyu as Innisfree's brand ambassador is included in the very effective category, both in terms of dimensions, namely popularity, attractiveness, trust, expertise, and relevance and as a whole (PATER).

Keyword: brand ambassador effectiveness; beauty products; innisfree; PATER Model

1. Introduction

Beauty industry is experiencing fast-paced development, in line with public awareness of the importance of taking care of skin. According to Statista Research Department (2023), the global revenue in the skincare segment 2018-2028 increased with a total of 24 billion US dollars. The beauty industry is one of the industries that moves very quickly and tightly, increasing business competition. Every year new brands and products enter the market. South Korea has a competitive advantage in the global beauty industry. According to Jobst (2023), in 2022 the total value of South Korean beauty products exports reached 6.69 billion US dollars. That makes South Korean beauty products distributed across various regions of the world, even becoming a first choice for Asian citizens such as Indonesia. Indonesia imported around 40.14 million US dollars worth of South Korean beauty products.

One of the companies that made Indonesia the target of their products is Innisfree. Innisfree is a beauty brand that was established in 2000 under AmorePacific Group. In Indonesia, Innisfree officially opened its first outlet in 2017. Based on data from Compas.co.id (2022) Innisfree has succeeded in achieving the first place in the best-selling sales of South Korean beauty products on Indonesian e-commerce.

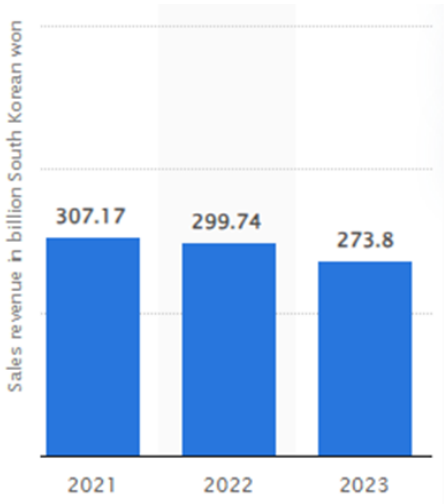
Table 1. Five Best Korean Skincare Brands on E-Commerce

No	Brands
1	Innisfree
2	Cosrx
3	The Saem
4	Some By Mi
5	Nacific

Source: Compas.co.id (2022)

Innisfree faced a drop in sales revenue. According to Statista Research Department (2024), Innisfree sales revenue in 2023 was only around 274 billion South Korean won (KRW). This shows a decrease in sales revenue around 300 billion won in the previous year.

Figure 1. Innisfree Sales Revenue



Source: Statista Research Department (2024)

Amorepacific Group has released a financial report for the first quarter (Q1) of 2024. The report contains financial information and the company performance during the first three months of 2024. Amorepacific reported that Innisfree's revenue was -9.4% Year-over-Year (YoY) Innisfree revenue was smaller compared to the previous year's quarter.

Figure 2. Amorepacific Group Revenue (Q1 2024)

	2023 1Q	2024 1Q	YoY(%)
Revenue*	1,009.1	1,006.8	-0.2
Amorepacific	913.7	911.5	-0.2
Innisfree	66.7	60.5	-9.4
Etude	28.3	29.9	+5.5
Espoir	13.8	16.7	+21.1
Amos Professional	19.5	20.9	+7.3
Osulloc	22.2	24.1	+8.5

Source: Amorepacific (2024)

Innisfree continues to try to use other marketing strategies as an effort to attract wider market interest, by using brand ambassadors. On February 27, 2023, Innisfree announced Kim Mingyu as a global brand ambassador. Based on the problems explained, researchers are interested in analyzing the effectiveness of using brand ambassadors on South Korean beauty products using the PATER model.

2. Literature Review

2.1 Brand Ambassador

The word ambassador comes from Latin, ambactus. According to the LSDefine Dictionary (2024) in more specific terms, ambactus was used for ancient peoples who had two roles. First, he is a messenger who carries important messages from one person to another. Second, he is a servant hired by an employer to do work. According to Fisher Buttinger and Vallaster in Dovbenko (2021) defines brand ambassador as an individual who acts as a representative of a brand which can be done by customers, celebrities, or employees. Furthermore, Jacobs in Suleman et al., (2023) brand ambassadors is one of the marketing strategies that have proven effective in increasing sales if the chosen brand ambassador has a good impression in the eyes of consumers. Meanwhile, according to Aisyah (2023), brand ambassadors represent a brand and company through words and actions, connecting with customers to increase brand awareness, sales, brand trust, and brand loyalty. To achieve effectiveness in using brand ambassadors, there is a selection process that is not easy. Even the largest budget can fail if using the wrong brand ambassador. Therefore, it is important for companies to pay attention to the criteria before choosing a brand ambassador. Based on several definitions of brand ambassador, it can be concluded that a brand ambassador is someone who is considered to be able to represent a brand in a positive way that has been used for decades. Usually companies use celebrities as brand ambassadors intended to expand market reach, increasing trust, and having a positive impact on profits.

2.2 PATER Model

This research used the PATER Model developed by Gupta et al., (2017). The PATER Model is used to measure the effectiveness of celebrities as brand ambassadors. This model is a refinement of previous models such as the Source Attractiveness Model by McGuire and the Source Credibility Model by Ohania so that it is more relevant. Here is an explanation of of each dimension of PATER Model:

1. Popularity, as brand ambassadors popularity can be determined by several factors such as the number of fans, performance track record, no controversial image and whether the celebrity can be a role model for others.
2. Attractiveness, is related to physical appearance, whether the celebrity ambassador is considered classy, elegant, handsome or beautiful, attractive and a style icon.
3. Trustworthiness, celebrity as a brand ambassador is determined by whether they are reliable, honest, trustworthy, have integrity, are credible and convincing.
4. Expertise, brand ambassador's expertise must be similar with the company ambassador requirements, have extensive knowledge or skills, and have a lot of experience.
5. Relevance, determined by whether the celebrity is relevant to the product or brand to be represented, there is a similarity between the product or brand and the celebrity (match-up), and must have a must have good connections or relationships with the company.

3. Material and Method

3.1 Design Study

This research began in January-September 2024. The location of this research is in the DKI Jakarta. The research uses a descriptive research method with a quantitative. PATER Model is used to measure and determine the effectiveness of using brand ambassadors. In this study, the questionnaire was distributed online using a platform Google Forms (g-form). The population of this research knows Kim Mingyu as the Innisfree brand ambassador, has purchased Innisfree products, and lives in Jakarta. This study used non-probability sampling with a purposive sampling technique. The criteria of population in this study is an infinite population. Therefore, in measuring the sample size, this research used the Lemeshow Formula. According to Sarstedt et al., (2018) sample calculation:

$$n = \frac{z^2 p \cdot (1-p)}{d^2}$$

$$n = \frac{(1{,}645)^2 . 0{,}5 \cdot (1-0{,}5)}{(0{,}05)^2}$$

$$n = \frac{2{,}706025 \,.\, 0{,}25}{0{,}0025}$$

$$n = \frac{0.67650625}{0{,}025}$$

$$n = 270{,}6025$$

From this calculation, the value of *n* or the sample to be used is 270.6 which is then rounded up to 271 respondents.

3.2 Data Analysis

3.2.1 Analysis Descriptive

According to Sugiyono (2022), analysis descriptive is used to analyze data by describing or representing the data that has been collected without intending to make conclusions that apply to the public or generalizations. Descriptive analysis to measure and describe the effectiveness of using brand ambassadors on South Korean beauty products. In this study, used four respondent criteria scores and respondent achievement level.

Table 2. Respondent Criteria Score

No	Criteria Score	Brand Ambassador Effectiveness
1	0 - 25%	Very Bad
2	26 - 50%	Bad
3	51 - 75%	Good
4	76-100%	Very Good

3.2.2 Average Score

According to Ahyar et al., (2020) in descriptive statistics to present data is in the form of used average (mean). Mean is a value that represents data and has been used in several studies to summarize data. The formula for calculating the average is:

$$X = \frac{\Sigma_{fi} \cdot w_1}{\Sigma_{fi}}$$

Description:
X = mean
f*i* = frequency
w*i* = weight

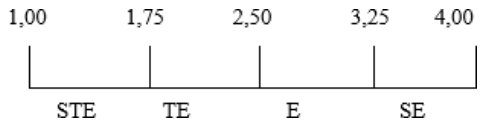
To determine the position of the respondent response using the scale range. The scale used in this research is likert-type scale. Likert-type (four point) used to eliminate the answer category in the middle because it has a double meaning (undeciden), tendency to choose the answer to the middle (central tendency effect), and is used to see the tendency of respondents' opinions towards agreeing or disagreeing. So the scale range calculation is:

$$RS = \frac{R\ (bobot)}{M}$$

$$RS = \frac{4-1}{4}$$

$$RS = 0,75$$

From these calculations, the decision position becomes:



Based on the calculations above, scale range used to analyze the average assessment of the effectiveness of using brand ambassadors.

Table 3. Scale Range

No	Criteria Scale Range	Brand Ambassador Effectiveness
1	1,00 - 1,75	Very Ineffective
2	1,76 - 2,50	Not Effective
3	2,51 - 3,25	Effective
4	3,26 - 4,00	Very Effective

Source: Tripiawan et al., (2019)

4. Result

4.1 Respondent Profile

The respondent profile aims to find out the general description of the characteristics of the respondents. In this study, the characteristics of the respondents are divided into several groups, based on gender, age, domicile, education, occupation, and purchase history. These are the characteristics of the respondents in this study:

Table 4. Respondent Characteristics

Respondent Characteristics	Frequency	Percentage
Gender		
Female	260	95,9%
Male	11	4,1%
Age		
15 - 20 years	85	31,4%
21 - 25 years	96	35,4%
26 - 30 years	43	15,9%
31 - 35 years	32	11,8%
36 - 40 years	15	5,5%
Domicile		
Jakarta Pusat	24	8,9%
Jakarta Barat	93	34,4%
Jakarta Utara	29	10,7%
Jakarta Selatan	67	24,7%
Jakarta Timur	53	19,6%
Kepulauan Seribu	5	1,8%
Education		
Junior High School	2	0,7%
Senior High School	173	63,7%
Diploma	31	11,5%
Bachelor	60	22,2%
Master	5	1,9%
Occupation		
Student	187	69%
Civil Servant	21	7,7%
Private Sector Employee	47	17,3%
Others	16	6,0%

Purchase History		
In the last one months	35	13%
1 – 3 months ago	73	26,9%
4 – 6 months ago	112	41,3%
> One year ago	51	18,8%

Source: Processed by researchers (2024)

Based on Table 4, it was found that the respondents in this study were mostly women. Based on age, dominated by 15-20 year age, as many as 96 respondents. Most of the respondents domiciled in Jakarta Barat with 93 respondents. Then based on the last level of education, it was senior high school, as many as 173. The characteristics of respondents based on their occupation are 69% dominated by students. Based on the history of purchasing Innisfree products, respondents were in the past four to six months.

4.1 Validity and Reliability Test

Validity test using Pearson Product Moment. The results of the validity test of the research instrument are valid by comparing the r$count$ > r$table$.

Table 5. Validity Test

Dimension	**Item**	**r-*count***	**r-*table***	**Description**
Popularity	*Item* 1	0,609	0,1192	Valid
	Item 2	0,635	0,1192	Valid
	Item 3	0,607	0,1192	Valid
	Item 4	0,671	0,1192	Valid
	Item 5	0,689	0,1192	Valid
Attractiveness	*Item* 6	0,703	0,1192	Valid
	Item 7	0,659	0,1192	Valid
	Item 8	0,654	0,1192	Valid
	Item 9	0,660	0,1192	Valid
	Item 10	0,704	0,1192	Valid
Trustworthiness	*Item* 11	0,787	0,1192	Valid
	Item 12	0,696	0,1192	Valid
	Item 13	0,601	0,1192	Valid
	Item 14	0,717	0,1192	Valid
Expertise	*Item* 15	0,794	0,1192	Valid
	Item 16	0,736	0,1192	Valid
	Item 17	0,776	0,1192	Valid
Relevance	*Item* 18	0,816	0,1192	Valid
	Item 19	0,773	0,1192	Valid
	Item 20	0,788	0,1192	Valid

Source: Processed by researchers (2024)

Reliability test is used to measure research instrument consistency answers. The method for the reliability test used is Cronbach's Alpha. The research instrument is said to be valid if Cronbach's Alpha value > 0.60

Table 6. Reliability Test

Dimension	α value	Description
Popularity	0,642	Reliabel
Attractiveness	0,703	Reliabel
Trustworthiness	0,650	Reliabel
Expertise	0,652	Reliabel
Relevance	0,700	Reliabel

Source: Processed by researchers (2024)

4.2 Descriptive Analysis

The popularity dimension has an average percentage 96.36%. According to the criteria score, it is included in the “Very Good” category (76%-100%). With these results, Kim Mingyu as Innisfree brand ambassador has a non-controversial public image and is liked by many people. His warm and friendly personality makes him easily accepted by various groups, and his dedication strengthens his position as an Innisfree brand ambassador who can be a role model. Based on the table, the calculation of the average popularity dimension is 3.58 it is in the range of 3,26-4.00, so the popularity dimension is included in the "Very Effective" category. This means that when viewed from the popularity dimension, the use of the brand ambassador by Innisfree is effective.

Table 7. Frequency of Answers to Popularity Dimensions

No	Statement		Alternative Answers			
			STS	TS	S	SS
1.	Kim Mingyu as Innisfree's brand ambassador has many fans	Wi	1	2	3	4
		Fi	2	11	73	185
		ΣWiFi	983			
		%	0,7	4,1	26,9	68,3
		Total	13		258	
			4,8%		95,2%	
		Average	3,63			
2.	Kim Mingyu as Innisfree's brand ambassador has a good track record	Wi	1	2	3	4
		Fi	1	10	82	178
		ΣWiFi	979			
		%	0,37	3,69	30,26	65,68
		Total	11		260	
			4,06%		95,94%	
		Average	3,61			
3.	I feel that Kim Mingyu is a pleasant person	Wi	1	2	3	4
		Fi	1	8	121	141
		ΣWiFi	944			
		%	0,4	3,0	44,6	52,03
		Total	9		262	
			3,4%		96,6%	
		Average	3,48			

4.	Kim Mingyu has a non-controversial public image and is liked by many people	Wi	1	2	3	4
		Fi	2	6	76	187
		ΣWiFi	990			
		%	0,7	2,2	28	69
		Total	8		263	
			2,95%		97,05%	
		Average	3,65			
5.	Kim Mingyu as Innisfree's brand ambassador can be a role model	Wi	1	2	3	4
		Fi	1	7	112	151
		ΣWiFi	955			
		%	0,4	2,6	41,3	55,7
		Total	8		263	
			3%		97%	
		Average	3,58			
Average Percentage			3,64%		96,36%	
Average Dimension			3,58			

The attractiveness dimension has five statements. The average percentage of answers that agree and strongly agree is 96.08%. According to the criteria score, it is included in the “Very Good” category (76%-100%). This explains that it can be seen that Kim Mingyu as the Innisfree brand ambassador has a classy, attract attention, and stylish. Every time he appears in public, Kim Mingyu is able to show an aura of professionalism because it is supported by his appearance. Based on the table, the calculation of the average attractiveness dimension is 3.51 compared to criteria scale range, it is in the scale range of 3,26-4.00 so that the attractiveness dimension is included in the "Very Effective" category. This means that based on attractiveness dimension, the use of Innisfree brand ambassadors is very effective.

Table 8. Frequency of Answers to Attractiveness Dimensions

No	**Statement**		**Alternative Answers**			
			STS	**TS**	**S**	**SS**
1.	Kim Mingyu as Innisfree's brand ambassador has a classy appearance	Wi	1	2	3	4
		Fi	5	5	92	169
		ΣWiFi	967			
		%	1,85	1,85	33,94	62,36
		Total	10		261	
			3,7%		96,3%	
		Average	3,57			
2.	Kim Mingyu as Innisfree's brand ambassador has an elegant appearance	Wi	1	2	3	4
		Fi	4	8	143	116
		ΣWiFi	913			
		%	1,48	2,95	52,77	42,80
		Total	12		259	
			4,4%		95,6%	
		Average	3,37			

3.	Kim Mingyu is a handsome Innisfree brand ambassador	Wi	1	2	3	4
		Fi	4	12	67	188
		ΣWiFi	981			
		%	1,5	4,4	24,7	69,4
		Total	16		255	
			5,9%		94,1%	
		Average	3,62			
4.	Kim Mingyu attract attention as Innisfree brand ambassador	Wi	1	2	3	4
		Fi	5	6	70	190
		ΣWiFi	987			
		%	1,85	2,21	25,83	70,11
		Total	11		260	
			4,1%		96,9%	
		Average	3,36			
5.	Kim Mingyu is Innisfree stylish brand ambassador	Wi	1	2	3	4
		Fi	7	4	144	116
		ΣWiFi	911			
		%	2,6	1,5	53,1	42,8
		Total	11		260	
			4,1%		96,9%	
		Average	3,36			
Average Percentage			3,92%		96,08%	
Average Dimension			3,51			

The results of the trustworthiness dimension showed an average percentage of 95.76%. According to the criteria score, it is included in the “Very Good” category (76%-100%). With these results, it is proven that Kim Mingyu is an Innisfree brand ambassador who can be trusted to represent Innisfree, reliable, and honest in making statements about Innisfree. Based on the results, the average trustworthiness dimension is 3.55 included in criteria scale range 3,26-4.00, so the category of trustworthiness dimension is "Very Effective". The very effective category is supported by statement number four which results 3.69 the statement "Kim Mingyu is a brand ambassador trustworthy to represent Innisfree" and also supported by item number one with the statement "Kim Mingyu is reliable as Innisfree's brand ambassador" with an average 3.68.

Table 9. Frequency of Answers to Trustworthiness Dimensions

No	**Statement**		**Alternative Answers**			
			STS	**TS**	**S**	**SS**
1.	Kim Mingyu is reliable as Innisfree's brand ambassador	Wi	1	2	3	4
		Fi	5	7	57	202
		ΣWiFi	998			
		%	1,85	2,58	21,03	74,54
		Total	12		259	
			4,4%		95,6%	
		Average	3,68			
2.	Kim Mingyu is a brand ambassador who is honest in giving statements	Wi	1	2	3	4
		Fi	4	8	101	158

	about Innisfree	ΣWiFi	955			
		%	1,48	2,95	32,27	58,30
		Total	12		259	
			4,4%		85,6%	
		Average	3,52			
3.	Kim Mingyu is a brand ambassador who is sincere in conveying messages about Innisfree	Wi	1	2	3	4
		Fi	6	8	154	103
		ΣWiFi	896			
		%	2,2	3,0	56,8	38,0
		Total	14		257	
			5,2%		94,8%	
		Average	3,31			
4.	Kim Mingyu is a brand ambassador trustworthy to represent Innisfree	Wi	1	2	3	4
		Fi	3	5	65	198
		ΣWiFi	1000			
		%	1,1	1,8	24,0	73,1
		Total	8		263	
			2,9%		97,1%	
		Average	3,69			
Average Percentage			4,24%		95,76%	
Average Dimension			3,55			

The expertise dimension has three statements. The average percentage of answers that agree and strongly agree is 92.13%. According to the criteria score, it is included in the “Very Good” category (76%-100%). The highest percentage contribution is in statement item number one with the statement "Kim Mingyu has met the requirements as an Innisfree brand ambassador.". The same percentage result is also found in statement item number three. With these results, it can be concluded that out of 271 respondents, 252 respondents agreed that Kim Mingyu had met the requirements as an Innisfree brand ambassador and agreed that Kim Mingyu is an Innisfree brand ambassador who has extensive knowledge. Based on the table of results, the average expertise dimension is 3.49 it is in the range of 3,26-4.00, so the expertise dimension is included in the "Very Effective" category. It can be concluded from the expertise dimension, the use of brand ambassadors by Innisfree is very effective.

Table 10. Frequency of Answers to Expertise Dimensions

No	**Statement**		**Alternative Answers**			
			STS	**TS**	**S**	**SS**
1.	Kim Mingyu has met the requirements as an Innisfree brand ambassador.	Wi	1	2	3	4
		Fi	8	11	64	188
		ΣWiFi	974			
		%	3,0	4,0	23,6	69,4
		Total	19		252	
			7,0%		83%	
		Average	3,59			
2.	Kim Mingyu is an experienced Innisfree brand ambassador.	Wi	1	2	3	4
		Fi	7	19	96	149
		ΣWiFi	929			
		%	2,6	7,0	35,4	55,0

T		Total	26		245	
			9,6%		90,4%	
		Average	3,43			
3.	Kim Mingyu is an Innisfree brand ambassador who has extensive knowledge.	Wi	1	2	3	4
		Fi	7	12	106	146
		ΣWiFi	933			
		%	2,6	4,4	39,1	53,9
		Total	19		252	
			7,0%		93%	
		Average	3,44			
Average Percentage			7,87%		92,13%	
Average Dimension			3,49			

The last dimension is relevance. Based on the table, the average percentage is 90.2%. According to the criteria score, it is included in the “Very Good” category (76%-100%). In the relevance dimension, the highest percentage is in statement item number three. Then the second highest percentage is in item number one. These results show that Kim Mingyu as Innisfree's brand ambassador is relevant and has a good relationship with Innisfree. Kim Mingyu's relevance as a brand ambassador is because Kim Mingyu has interests, expertise, or influence in the same field as the products offered by Innsifree. In addition, Kim Mingyu as a brand ambassador has a good relationship with Innisfree. A good relationship can reach common goals, harmonious synergy and will result in long-term collaboration. Based on the table, the average calculation result of the relevance dimension is 3.45 it is in the range of 3,26-4.00, so the relevance dimension is included in the "Very Effective" category. This shows that when viewed from the relevance dimension, the use of brand ambassadors by Innisfree has been effective.

Table 11. Frequency of Answers to Relevance Dimensions

No	Statement		Alternative Answers			
			STS	TS	S	SS
1.	In my opinion, Kim Mingyu is a brand ambassador who is relevant to Innisfree	Wi	1	2	3	4
		Fi	6	16	96	153
		ΣWiFi	938			
		%	2,2	5,9	35,4	56,5
		Total	22		249	
			8,1%		91,9%	
		Average	3,46			
2.	In my opinion, Kim Mingyu is a brand ambassador who has similaritiy with Innisfree products	Wi	1	2	3	4
		Fi	9	28	104	130
		ΣWiFi	897			
		%	3,3	10,3	38,4	48
		Total	37		234	
			13,6%		86,4%	
		Average	331			
3.	In my opinion, Kim Mingyu as a brand ambassador has a meaningful link with Innisfree	Wi	1	2	3	4
		Fi	8	13	65	185
		ΣWiFi	969			
		%	2,95	4,8	23,98	68,27

		Total	21	250
			7,7%	92,3%
		Average	3,58	
		Average Percentage	9,8%	90,2%
		Average Dimension	3,45	

After knowing the average dimension of the five dimensions, the next step is to find out the final average by calculating the overall dimensions. The results of the average score calculation obtained from the sum of the average dimensions (mean). The results obtained are 3.52 in the range of 3,26–4.00 therefore it is included in the category "Very Effective". The effectiveness of using Kim Mingyu as a brand ambassador for Innisfree included in the "Very Effective" category.

Table 11. Brand Ambassador Average Score

PATER DIMENSION				
Popularity	Attractiveness	Trustworthiness	Expertise	Relevance
3,58 (Very Effective)	3,51 (Very Effective)	3,55 (Very Effective)	3,49 (Very Effective)	3,45 (Very Effective)
Mean = $\frac{3,58+3,51+3,55+3,49+3,45}{5}$ = 3,52				

5. Discussion

This study aims to the theoretical understanding of the use of brand ambassadors in South Korean beauty products using the PATER model. The PATER Model is a refinement of previous models such as the Source Attractiveness Model by McGuire and the Source Credibility Model by Ohania so that it is more relevant for use today. The results of the study indicate that the effectiveness of the use of brand ambassadors seen from the five dimensions of PATER (Popularity, Attractiveness, Trustworthiness, Expertise and Relevance) is included in the very effective category.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

The study was conducted by distributing questionnaires to 271 respondents through Google Forms. Based on the results of the study, the effectiveness of using brand ambassadors in South Korean beauty products that have been measured from each dimension of PATER (popularity, attractiveness, trustworthiness, expertise and relevance) is included in the very effective category. From the five dimensions, the highest effectiveness results are the dimension popularity, second trustworthiness, third attractiveness, fourth expertise, and fifth relevance. The results of the study showed respondents assessed that Kim Mingyu popularity as an Innisfree brand ambassador was considered to have a non-controversial public image. Then, Kim Mingyu's appeal is because he has a classy appearance. Kim Mingyu as a brand ambassador is also considered trustworthy. In addition, the results of the study showed that respondents considered Kim Mingyu's expertise to have met the requirements as an Innisfree brand ambassador. In addition, Kim Mingyu also has a good relationship with Innisfree.

6.2 Implication

Based on the research, the theoretical implication in this study is the effectiveness of the using brand ambassadors measured with PATER Model. This model is used to analyze the effectiveness of brand ambassadors or celebrity endorsers for a product or brand. The results of the analysis show that the five dimensions have been proven to be a measuring tool to analyze the effectiveness of the use of brand ambassadors in beauty brands. The results in this study can be used as suggestions and input, especially for South Korean beauty product brands in using brand ambassadors. Before deciding to use a brand ambassador to represent a brand, there are several things that need to be considered, companies can use brand ambassadors from the popularity celebrity that have a non-controversial public image and are liked by many people so that they can increase credibility in the eyes of consumers and minimize the risk of the company's reputation. Second, brand ambassador has a classy and stylish appearance so that it can attract public attention. Third, companies must ensure that brand ambassadors are trustworthy, reliable, and honest in representing the brand. Fourth, brand ambassadors must meet the specified requirements and have extensive knowledge. And the last one is, prioritize brand ambassadors who have a good relationship with the company. Companies can optimize the positive impact of using brand ambassadors and ensure that the messages conveyed are well received by the public without any risk of controversy or negative perception. In addition, the findings in this study can be used in companies to increase the effectiveness of marketing campaigns, strengthen brand image, and ultimately support sustainable business growth.

6.3 Recommendation

Based on the conclusions that has been obtained, the following researchers' recommendations and suggestions for further research:

a. Future research can use populations and samples from wider or diverse areas to obtain new results and findings that can be applied more widely.
b. To gain a more comprehensive understanding in researching the effectiveness of using brand ambassadors, further researchers can explore or use other models such as the Source Attractiveness Model developed by McGuire, the Source Credibility Model developed by Roobina Ohanian or the TEARS Model developed by Terence Shimp. In addition, further researchers can consider using mixed methods (quantitative and qualitative) that allow for deeper exploration of the variables studied.
c. Further research can explore the effectiveness of using brand ambassadors in other categories or industries such as fashion, food and beverages, automotive, banking or technology.
d. Further researchers will prepare the duration of the research by making a schedule so time management is better, collecting additional data such as credible source databases from the government or companies, so they can conduct a more in-depth and comprehensive analysis.

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