

## The Role of Sales Promotion Girl on Purchase Intention

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### Abstract

Some companies have various strategies to build the strong value of the companies' brand image so that the consumers intend to buy the products through strengthening sales promotion, product quality, and empowering the use of celebrity endorsers. Therefore, the purpose of this study is to analyze the effect of sales promotion, product quality, and *celebrity endorser* in building Brand Image to trigger purchase intention so that the main objective of this research is to examine the role of the mediating effect of Brand Image. By implementing Multiple regression analysis, the results of this study show that sales promotion, product quality, and *celebrity endorsers* affect brand image, and brand image has a mediating role in boosting consumer purchase intention. *Celebrity endorser* has the highest influence on brand image. The higher brand image has, the higher purchase intention will be created due to the more attractive celebrity endorser role, then followed by intensive sales promotions and high product quality.

Keywords: sales promotion, product quality, celebrity endorser, brand image, purchase intention

## 1. Introduction

Advertising is one of the media used to make the brand image of a product to be known by the wider community. Using a brand image will make a good impression that a company wants to give to the public or its audience to generate a positive public opinion [1]. To support an advertisement delivery, a supporting role is used, namely endorsers in an advertisement. The use of celebrity endorsers must go through several considerations, including the level of celebrity popularity with the issue of whether the chosen celebrity can represent the character of the product being advertised. Therefore, this research objective is to analyze the effect of sales promotion, product quality, and celebrity endorser on purchase intention, and to examine the mediating role of brand image in the effect of sales promotion, product quality, and celebrity endorser on purchase intention [2].

Advantage is a thing have by a firm including brand name, while ability is an exertion of the association in showing improvement over existing contenders including promoting publicizing or in any event, fabricating [3]. The brand value itself is known as a lot of brand properties and liabilities that is identified with a brand, the name, and image that includes or take away from the genuine worth given by an item or administration. Brand value offers a figure that could decipher the showcasing methodologies and decide how a brand worth can be misused to profit the association. The components of brand value states that a key marking that has a high consistency would almost certainly prompt a solid brand value [4].

Brand is applicable to administrations, and its advancement is key particularly for separating item. There are 4 (four) pointers for brand resources (value, for example, helped brand mindfulness, unconstrained brand mindfulness, evoked set or thought set, and utilization of the brand [5].

Showcasing correspondences is an association endeavor to illuminate, convince, and reminding shoppers (direct-by implication) about what is sold. Advertisers need to comprehend the choices of showcasing correspondences program that would move in the direction of organization's objective. Moreover, the combination of Marketing Communication is introduced to give a reliable message on the advancement blend accessible [6]. The initial step of IMC strategy will be begun by the organization, where for example deals, direct promoting, publicizing, activities are to synergize the objectives so the message planned could be effortlessly comprehended by customers. The subsequent methodology is rethinking interchanges with client driven need. The third is to apply the data of buyer conduct, perspectives, and so forth that could transform into client information data [7]. With an extraordinary media changes through the previous years, the old media has lost its control on customers because of the ascending of new media. Advanced media gives another degree of cooperation and own a nature of customized understanding. The new advanced media gives the clients an independency as they are empowered to choose the substance needed. The media business consistently ready to shape the development of promoting and both are interwoven [8]. Shoppers are in charge and have more alternatives in picking which media to see. In this manner, so as to convey adequately, advertisers need to follow where customers go.

## **2. Literature Review and Hypothesis**

Promotion is an approach taken by advertisers to increase motivation, opportunities, and the ability of consumers to process messages in a promotion. Moreover, the main function of sales promotion is to stimulate the buying behavior of a product or service. Sales promotions are very flexible which can be used both reactively to quickly respond to competitors' activities and

proactively according to plans to integrate other marketing communication activities. Sales promotion can be said to be successful and great if it is innovative, creative, unique, and convincing [9]. Besides, sales promotion must be relevant, related, and support brand image. Sales promotion must be developed so that consumers can understand and can visualize themselves. Therefore, the following hypothesis can be put forward:

**H<sub>1</sub>: Sales Promotion Girl has a direct significant effect on Purchase Intention**

Product Quality is everything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a desire or need. Product quality is a comprehensive evaluation of customers or consumers of the good performance of goods and services. The company will never create a strong brand without being driven by elements that distinguish the company from competitors, one of which is the quality element [10]. Therefore, consumers equate brands with certain quality standards. When choosing a brand, consumers put their hopes that the brand they choose is the most appropriate and highest brand image value. Thus, the hypothesis can be put forward are as follows:

**H<sub>2</sub>: Product Quality has a direct significant effect on Purchase Intention**

The celebrity endorser is a character known to the public in the fields and different that can influence because of his achievements. Celebrity is a figure widely known to the public and can come from various circles, both artists, athletes, officials, community leaders, and others. Advertising executives demand the celebrity's image, values, and behavior following the brand's impression or image [11]. The attractive celebrity endorsers will produce *a brand image* that is different from its competitors. Therefore, the hypotheses that can be proposed are as follows:

**H<sub>3</sub>: Celebrity endorser has a significant direct effect on Purchase Intention**

Sales promotion is all things or activities aimed to increase the flow of services or goods from the company to reach its final buyer. Sales promotion has a positive effect on purchase intentions. If there is an increase in sales promotions, purchase intentions will also increase [12]. The impact of the sales promotion can be felt directly by the buyer or consumer so it will increase the consumer's purchase intention toward the products. Therefore, the hypothesis can be put forward are as follows:

**H<sub>4</sub>: Sales Promotion has a significant effect on purchase intention**

The item quality decides how much shoppers to purchase the item. Purchaser purchasing expectation is something that emerges in the wake of accepting an improvement from the item he sees, from that point emerges an intrigue or want to attempt the item until it at long last emerges aim to purchase to have it [13]. The degree of purchaser purchasing goal towards item quality will mirror the degree of the organization prevailing in its showcasing of the items. An item or administration will fizzle in the event that it can't give fulfillment to shoppers. Nonetheless, endeavors to excite purchaser purchasing goal are exceptionally troublesome in light of the fact that the opposition is so extraordinary and changes in the social condition that can influence buyer conduct and higher monetary development rates [14]. Therefore, the hypothesis can be put forward are as follows:

**H<sub>5</sub>: Product Quality has a significant effect on purchase intention**

Celebrity endorsers and purchase intentions have a positive and significant relationship. A positive relationship can be interpreted as an increase in a significant effect in celebrity endorsers that can significantly increase consumer purchase intention. The more positive values of *public figures* who become advertising stars, the greater the opportunity to attract consumer purchase intention [15]. The significant effect means that the measurements of celebrity endorsers support the *purchase intention* of consumers. Therefore, the hypotheses that can be put forward are as follows:

**H<sub>6</sub>: Celebrity endorser has a significant direct effect on consumer purchase intentions**

One of the determinant variables to buy the brand of the items is a solid brand picture esteem. Purchasers incline toward items with mainstream brands contrasted with common merchandise and ventures available, this is on the grounds that brands can give clear decisions, enthusiastic bonds that exist in customers, keeping away from buyers from disarray, and a feeling that all is well with the world when utilizing [16]. Through brand picture esteem, purchasers feel there is something they can trust. What's more, image picture can forestall item traps in light of the fact that the brand picture offers a distinction, so buyers will have the accommodation of picking through the nearness of a solid brand picture esteem. Therefore, the hypothesis can be put forward are as follows:

**H<sub>7</sub>: Brand image has a significant effect on purchase intention**

Sales promotion is one way for a marketer to market their products. Sales promotion is a core ingredient in marketing campaigns, consisting of a collection of incentive tools, mostly short-term, designed to stimulate faster or greater purchases of certain products or services by

consumers or traders. Individual sales promotions, advertisements, and sales promotions are things that can influence one's buying intention [17]. While the brand image can trigger consumers to buy the products. This implies that brand image can play a mediating role in the effect of sales promotion on purchase intention. Therefore, the hypotheses that can be proposed are as follows:

**H<sub>8</sub>: Brand image has a mediating role in the effect of sales promotion on purchase intention**

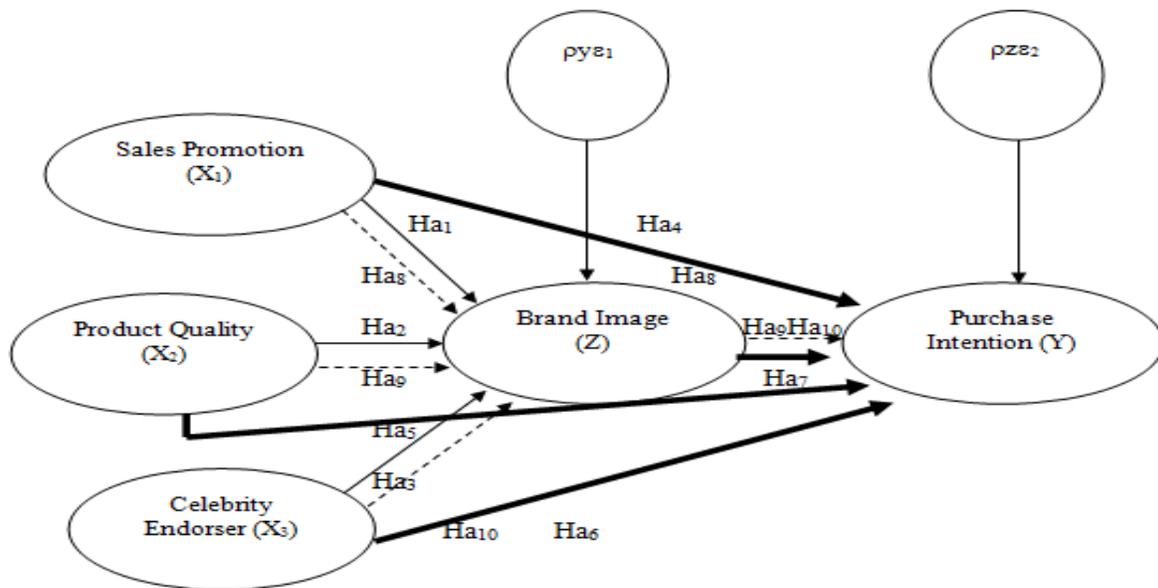
In essence, a person buys goods or services to satisfy a need or desire, not only physically, but also rather the benefits arising from the goods or services purchased. Therefore, the marketers are required to always be creative, dynamic, and broad-minded in offering and delivering the high quality of the products. Marketers who do not pay attention to the quality of the products offered will bear consumer disloyalty so that the sales of their products will tend to decrease. If a product is made following the dimensions of quality, even strengthened by the price offered, it will affect consumer intention in buying the products. Consumers have a positive relationship between price and product quality, then they will compare one product to another and decide so that there is a buying intention toward the products, and also event, the products have a strong brand image value [18]. Thus, the stronger brand image value has, the higher potential consumer will intent to buy the products due to the high-quality offering. Therefore, based on the above discussion the hypotheses that can be put forward are as follows:

**H<sub>9</sub>: Brand Image has a mediating role in the effect of product quality on purchase intention**

No matter whether the appeal or attractive endorser is high, medium, or low, the high attractive *endorser* can result in higher purchase intentions than low attractive endorsers with product compatibility. Moreover, the buying intentions produced by high-attractive endorsers will be higher than those produced by low attractive endorsers, events, the product has a strong brand image value [19]. It implies that the brand image can play a mediating role. Therefore, the hypothesis can be put forward are as follows:

**H<sub>10</sub>: Brand Image has a mediating effect on the effect of celebrity endorser on purchase intention**

All ten hypotheses above can be drawn in Figure 1 below.

**Information:**

Variable eksogen :

 $X_1$  : Sales Promotion $X_2$  : Product Quality $X_3$  : Celebrity endorser

Variable intervening (Z) : Brand image

Variable endogen (Y) : Purchase Intention

**Figure 1. Research Framework****3. Results and Discussion**

In this study, the highest respondent characteristic data was based on gender characteristics, namely the female gender of 190 respondents (95%) because of the tendency of cosmetics to sell more female cosmetics. The highest number of respondents for ages 20 - < 30 years was 90 respondents (39%) because that age followed *trends* the latest beauty in meeting their needs. As for the highest number of respondents with educational characteristics namely the last education of Bachelor's Degree as many as 77 respondents (38.5%) because the mindset of the last education of Bachelor Degree was more concerned with *trends*. While the highest number of respondents by job type was housewives with 91 respondents (45.5%).

Regression result shows that Sales Promotion, Product Quality, and Celebrity Endorser significantly influence Brand Image. Whereas based on the regression results in shows that Sales Promotion, Product Quality, Celebrity Endorser, and Brand Image significantly influence consumer purchase intention. Based on the results of the Sobel Test, Brand Image plays a mediating role in sales promotion, product quality, and celebrity endorser effects on purchase intention.

The effect of sales promotion on *brand image* has the highest significant effect than others (product quality and celebrity endorser), as the estimated value of 49.3%. This shows that 49.3% of *brand image*, is determined by sales promotion. Sales promotion can contribute to brand image building [20]. Also, this result supports the research results, finding that online sales promotion has a significant effect on brand image.



Figure 1. Sales Promotion Girl at the Fish Market

The effect of product quality on *brand image* is in the second rank effect, the estimated value of the effect amounted to 22.10%. This shows that 22.10% of brand image value building is determined by product quality. Product Quality has a significant direct effect on Brand Image.

The influence of *celebrity endorsers* on *brand image* shows the lower estimated value by 17.00%. It means that 17% of brand image is determined by celebrity endorsers. Celebrity Endorser is one of the most popular tools of advertising and becomes a trend, and also is perceived as a winning formula to build a strong brand image value. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser. The celebrity endorser has a significant effect on brand image. So, to introduce a product to the public company, you can use celebrity endorsers as a tool to strengthen Brand image value. But the company must also consider the credibility of a celebrity endorser who must have good credibility so the consumers will make a purchase intention decision without doubtful.

If sales promotion, product quality, celebrity endorser, and brand image are regressed based on multiple regression analysis, the highest estimated value effect comes from the product quality effect amounted to 31.40%, then followed by Brand Image (28.60%), Celebrity Endorser (26.30%), Sales Promotion (20.20%) effect on purchase intention. This means that product

quality is the main effect to trigger consumer purchase intention, even though Sales Promotion has the highest effect on Brand Image building. Product Quality is the main factor to determine the products purchased, which also is triggered by Sales Promotion. It can be concluded the consumers are willing to buy the products due to the high quality of the products and supported by the strong brand image, attractive credible celebrity endorser, and intensive sales promotion.

The influence of the celebrity endorser on consumer purchase supports the opinion of who stated that to create a positive brand image and to affect consumer purchase intention, the company should keep implementing the celebrity endorser attributes in consumers' minds. Also, the influence of brand image on consumer purchase intention supports the opinion, stating that brand image positively affects consumer purchase intention.

The most important result is that brand image plays a mediating role based on the Sobel test. Because all the effect of independent variables (Sales Promotion, Product Quality, and Celebrity Endorser) on a mediator variable (Brand Image), and the mediator variable effect (Brand Image) on the dependent variable (Purchase Intention) has a significant effect, the mediating effect of Brand Image plays a partial mediation.

## **Conclusion**

Sales promotion is the main tool to build Strong Brand Image, besides Celebrity Endorser and the product quality that will have an impact on consumer purchase intentions. However, to trigger the purchase intention of the consumers, product quality is the most important strategy of the company and then followed by Brand Equity, Celebrity Endorser, and Sales Promotion. If seen from the mediating role of Brand Image, Brand Image plays an important role in intervening in the effect of sales promotion, product quality, and celebrity endorser on Purchase

Intention. This mediating role in this research is the new finding. It means that the stronger Brand Image, the higher purchase intention of the consumer will be created, due to an effective sales promotion, attractive and credible celebrity endorser, and high product quality.

The managerial implication is to increase sales promotional activities by giving the special sales discount of the prices because a special price is very influential on consumer purchase intention so that customers intent to buy the products offered and then can improve purchasing decisions. Besides, Celebrity Endorser provides detailed information and increases information about product excellent quality, and keeping in mind the consumers that the credibility of the endorser can build the customers' trust in the quality of the products that the endorser shows so that the purchase intention of the consumers will increase. The Brand Image building can be developed by always strengthening the higher-excellent quality of the products and offering the innovative product design related with developing the positioning of the product always to be the excellent leading of the skincare product in the Indonesian cosmetics industry so it can compete with the global brand of the cosmetic industry.

This study has a limitation, especially for the sampling technique used, so further future research can be expanded by extending the various types of industries, not only for manufacturing industries but also for researching in other service industries to get generalizability results.

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