

Benefits of Selecting Suitable Global Ambassadors for Luxury Brands

Case collaboration: Jisoo and Dior

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Abstract

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Title of the thesis Benefits of Selecting Suitable Global Ambassadors for Luxury Brands Case collaboration: Jisoo and Dior		
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Abstract <p>The goal of the study was to examine the advantages of using a suitable marketing strategy when hiring Global Ambassadors for premium brands. The study aimed to address the following question: "What benefits can a luxury brand gain from choosing a suitable Global Ambassador?" Jisoo was selected as the Global Ambassador for the premium brand Dior, and the study was conducted as a case study for them.</p> <p>The theoretical framework explained the following areas: the definition of luxury brands and Global Ambassadors, related terms and measurement data, the criteria for selecting a Global Ambassador, the definition of influencer marketing, the 8 P's of luxury brand marketing, and consumer behavior towards the use of Global Ambassador. The research approach was mainly quantitative. The survey was administered to adults aged 22 years old or over. A total of 50 responses were received.</p> <p>The study results indicated that the use of Global Ambassador in luxury brands did have a positive impact on customer purchasing behavioral intention. Hence, further research was suggested to analyze separate groups of people in order to obtain more objective results for the benefits of luxury brands.</p>		
Keywords Global Ambassador, Jisoo, Dior, influencer marketing, EMV, purchase decisions, customer behavior		

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1 Introduction

1.1 Research background

With the fashion industry continuously evolving, it is indispensable for luxury brands to choose promotional strategies for their products and brand image. Competitors are believed to constantly update each other's situation to make their brand develop better. Especially in the era of global technology and a few years after COVID-19, using images to catch customer attention and raise the brand's awareness for those not part of the loyal customer group is essential. A common strategy that can be used here is the use of Global Ambassadors and collaborations with celebrities.

According to Gupta (2007), when a celebrity endorses a brand, the target audience feels more confident about the brand, especially the new products. A brand could also be developed with a unique personality. For example, when consumers watch an advertisement promoted by a celebrity, their perception of that particular brand tends to shift because they admire the celebrity. If a celebrity endorses sustainable behavior, for instance, a consumer may view the brand as sustainable as the celebrity does, which could alter their opinion of the brand (Cuomo et al. 2019, 6791). This explains why celebrity endorsement marketing strategy is put into practice by not only normal brands but also high-end brands. As mentioned above, people might have thought that some products were guaranteed for their qualities if they saw celebrities promoting them. However, according to Proctor & Kitchen (2019, 378), it is critical to align the celebrity's values with the company's equivalent; in other words, find the appropriate ambassador to promote the correct brand. As a result of the endorsement by a reliable authority, buyers believe the brand to be of higher quality. However, the message being communicated with the authenticity of the message deliverer, also known as the ambassador, is equally crucial.

The most well-known example of this marketing strategy is the collaboration between Michael Jordan and Nike. The basketball icon's partnership motivated a generation of players and sneakerheads with the company, which did more than merely boost sales. Many people continue to find the Jordan sneaker product pleasant up to this point. However, this type of endorsement takes time to see the result. In other words, the audience needs time to process and find the correlation between the brand and the celebrity. (Kealy 2023.) In addition, the case study partnership for the thesis topic is Dior and Jisoo. Dior's situation recently is also quite positive; according to Beauloye (2024), Dior was the most popular luxury brand online in 2023. Dior also witnessed a growth of 14 percent in organic revenue

in the first nine months of 2023 (Dior website 2023). This might be considered the result of having many Global Ambassadors in both fashion and beauty aspects.

In Vietnam, Dior's fashion and beauty products have consistently been one of the top choices for customers. After having experienced Dior's products personally, the question of why some people go to Dior when there are various luxury brands with the same category of products came up. What kind of factors and how many factors do people need to consider to decide whether to purchase a product from a specific category among different brands? With the purpose of diving deeper into the marketing strategy of luxury brands in general and Dior in particular, some minor research was done. The result was Dior has several Global Ambassadors and has launched a lot of campaigns with these ambassadors. That is how the Dior and Jisoo collaboration has been decided to be brought to the thesis as a case study. As a disclaimer, Dior and Jisoo are not the thesis partners, and instead, the partnership between Dior and Jisoo will be mentioned as an example to clarify the research question and problem.

1.2 Thesis objectives, research questions, and limitations

The main goal of the study is to demonstrate the beneficial effects that a high-end fashion brand may obtain by using a promotional strategy. The mentioned strategy is about having global brand ambassadors endorse the brand in general and specific products in particular. Image advertising methods are becoming more common in the rapidly evolving digital age, which is why many brands focus mainly on advertising through celebrity endorsements. Although not all companies invest in owning high-quality Global Ambassadors, those that do have made notable improvements in brand image, popularity, and sales revenue. The research analyzes how important is choosing a Global Ambassador for a luxury brand and how it can have a positive/negative consequence for the brand. Therefore, the main research question is:

- What benefits can a luxury brand gain from choosing a suitable Global Ambassador?

Hence, the sub-questions will be:

- What makes a luxury brand stand out from its competitors?
- What kind of marketing strategy is used when using Global Ambassadors?
- What factors should be considered when deciding on Global Ambassadors?

To begin with, the reason for choosing these sub-questions is that many brands are considered luxury brands, so the elements that determine how one brand can stand out from the others in the market need to be covered. Additionally, some luxury fashion brands

are seen to not own any Global Ambassadors or only have a few of them; on the other hand, some brands of the same class have many Global Ambassadors of different ages, genders, and nationalities. Furthermore, if their ambassador has a bad reputation or an unexpected scandal happens, will it affect the brand's sales, and do luxury brands prepare any solutions beforehand to prevent this situation? or do they tend to use what kind of solution to solve these problems?

The limitation is the focus on the celebrity endorsement strategy of one particular Global Ambassador, Jisoo, and the luxury brand Dior. Although Dior has various Global Ambassadors, the thesis would be much more logical if it concentrates on analyzing one particular Global Ambassador. Two or three other luxury brands can also be mentioned with the purpose of providing evidence for arguments and ideas. Analyzing all of the Global Ambassadors of Dior can make the study content ramble, which is why the main research question gave a clear vision of the scope of the research. The target audience for the survey is people aged 22 and over because this is the age group with the ability to spend money independently. Many individuals under the age of 22 have been buying items from luxury brands; however, there is a high chance that the guardians of these individuals are responsible for spending and making decisions. Therefore, the 22-year-old milestone is set because the spending decisions and abilities must be completely independent of oneself.

1.3 Theoretical framework and research method

For readers to have a thorough understanding of the theories mentioned, the theoretical framework in the thesis is created as follows: first is the general theoretical knowledge about a fashion brand and according to what criteria it will be considered high-end, followed by related terms that need to be covered in this research such as Global Ambassadors, earned media value (EMV) after that will be a chapter explaining the concept of the marketing strategy used in the Global Ambassador approach, which is the influencer marketing strategy. This chapter also includes the benefits and shortcomings of this marketing strategy type and the consumer behavior related to it. Additionally, there would be a chapter to apply those theories to analyze the case study for this thesis, which is Dior and Jisoo. The next chapter covers the empirical research and the analysis of the conducted results. After that will be the conclusions chapter for the evaluation and suggestions for possible further research. The last chapter is the summary.

The study uses qualitative and quantitative research methods. The survey used in the thesis would have open questions and multiple-choice questions as the goal is to see people's purchasing decision trends. The thought of having only open questions came up, but it might be too much work since people's open opinions are unlimited. Having multiple-choice

questions and open questions can make it easier to analyze people's buying and spending trends. There will be more multiple-choice questions than open ones. The survey will be conducted to figure out whether brand ambassadors influence customers' purchasing decisions or not. The research aims to analyze how a luxury brand can earn through the partnership between them and celebrities as their Global Ambassadors.

1.4 Thesis structure

The thesis structure is illustrated in Figure 1. To provide a clear and cohesive thesis. The report is divided into six chapters and begins with an introduction to clarify the purpose of the study, the limitations posed, and the research questions drawn along with the theoretical basis.

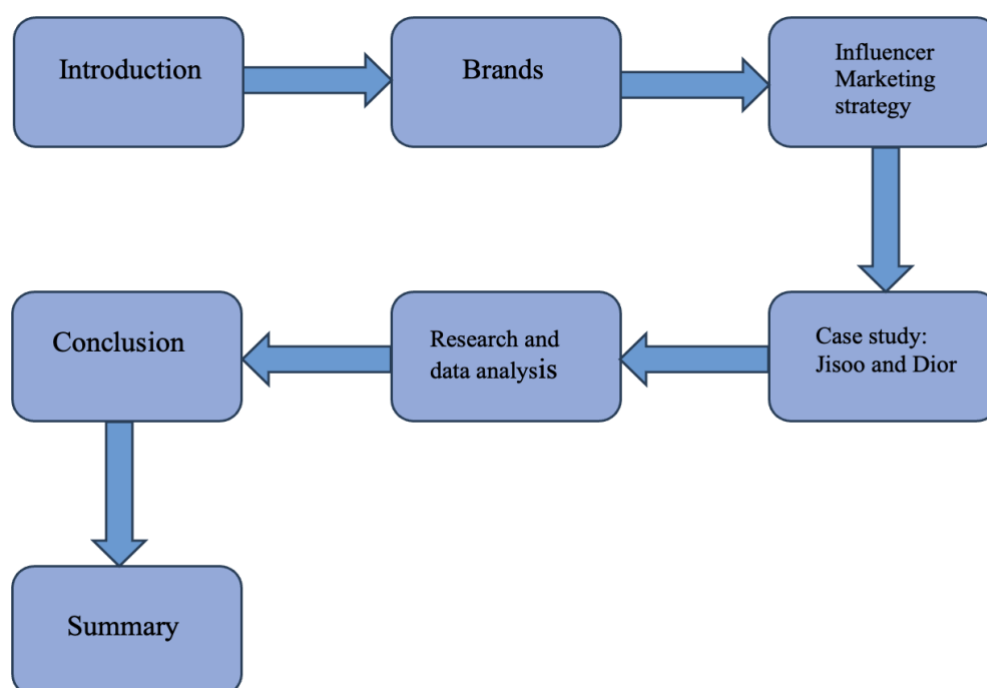


Figure 1. Thesis structure

The literature review is essential because it includes all the explanations of all the basic necessary terms for a clear understanding and thus builds a solid foundation on which subsequent findings can be based. The theory part is fully explained in chapters 2 and 3. These two chapters mention related terms and definitions that can help analyze and answer the main research question, followed by a chapter to apply the theories mentioned to analyze the case study, which is Dior and Jisoo. The study methodology, the chosen data,

and the data analysis are covered in Chapter 5. Chapter 6 is the evaluation of the conducted study based on the findings and suggestions for further research if needed. Last but not least, the summary chapter summarizes what has been found and whether the purpose of this thesis has been achieved successfully or not.

2 Brand

2.1 Factors determine a brand's status as a luxury brand

The fashion industry is evolving continuously, and the rise of luxury fashion empires is witnessed. Therefore, it is critical to comprehend the explanation behind some of the company's luxury labeling and the reasons behind its better placement. The word "luxury brand" lacks an official definition, and there are no standards by which a brand may be acknowledged to be of a luxury class. (Ko et al. 2019, 405–406.) It is hard to form a concept for luxury brands for the general public at once because, as Bian & Forsythe (2012) point out, luxury is an abstract concept that varies by different people. This is especially true for clothing and personal goods. (Phau & Prendergast 2000, 123.) Therefore, definitions from various sources were researched, and the result is there are commonalities in factors that determine whether a brand is a luxury.

Keller (2009, 290–301) argues that ten qualities distinguish luxury brands. These attributes are rather detailed and specific to understand what factors need to be considered to decide whether a brand is a luxury. They are: maintaining a high-end image; building indistinguishable brand associations; matching quality; logos, symbols, and packaging power brand ownership; third-party connections from related individuals, occasions, nations, and other organizations; distribution under control; valuable pricing strategy; thoroughly brand architecture management; broadly defined competition; and labels are shielded legally.

Heine (2012, 43–45) further highlights the correlation between consumer views of luxury brands and high cost, quality, exclusivity, extraordinary qualities, and non-functional associations. A key characteristic that could determine whether a brand is luxury or not is its products. A product is considered a luxury when it meets all of the following attributes: high-value and quality material/components; reasonable construction and function; complete perfection in craftsmanship; and a strict zero-tolerance policy for mistakes; appropriate features and the size of the product; the last is providing excellent service for the customer's purchase experience (Heine 2012, 75–77). Tynan et al. (2010, 1156–1163) claim that luxury brands are characterized by their pricey, superior, unnecessary products and services that provide the impression of being uncommon, prestigious, authentic, unique and that provide significant amounts of representation and emotional/indulgent values via client experiences. The common point between these concepts is that they all mention the quality, price, and service factors regarding luxury products.

Regarding the cost of the goods, it is understandable that if the material and the production process are guaranteed to be of outstanding craftsmanship, the price cannot be cheap. As for the service, more than one might think, an excellent service experiment influences customers' decisions to purchase. (Heine 2012, 76.) On the other hand, Arora (2011, 4) indicates that the price approach used by luxury brands has recently been under closer examination, not only because of the current economic situation but also because consumers are becoming more sophisticated and aware, demanding more, and they believe that premium pricing alone does not equate to luxury. Therefore, different elements need to be taken into consideration to decide if a brand's status is qualified to be luxury.

Just like the fashion industry dividing brands into luxury brands and non-luxury brands, luxury brands are also categorized into many different levels, or it could be called the luxury brand hierarchy. HSBC managing director Rambourg created a brand pyramidal structure to show where well-known companies vary in availability from everyday pleasures to overpriced luxuries. (Williet 2017.) The mentioned hierarchy of luxury brands is shown in Figure 2.

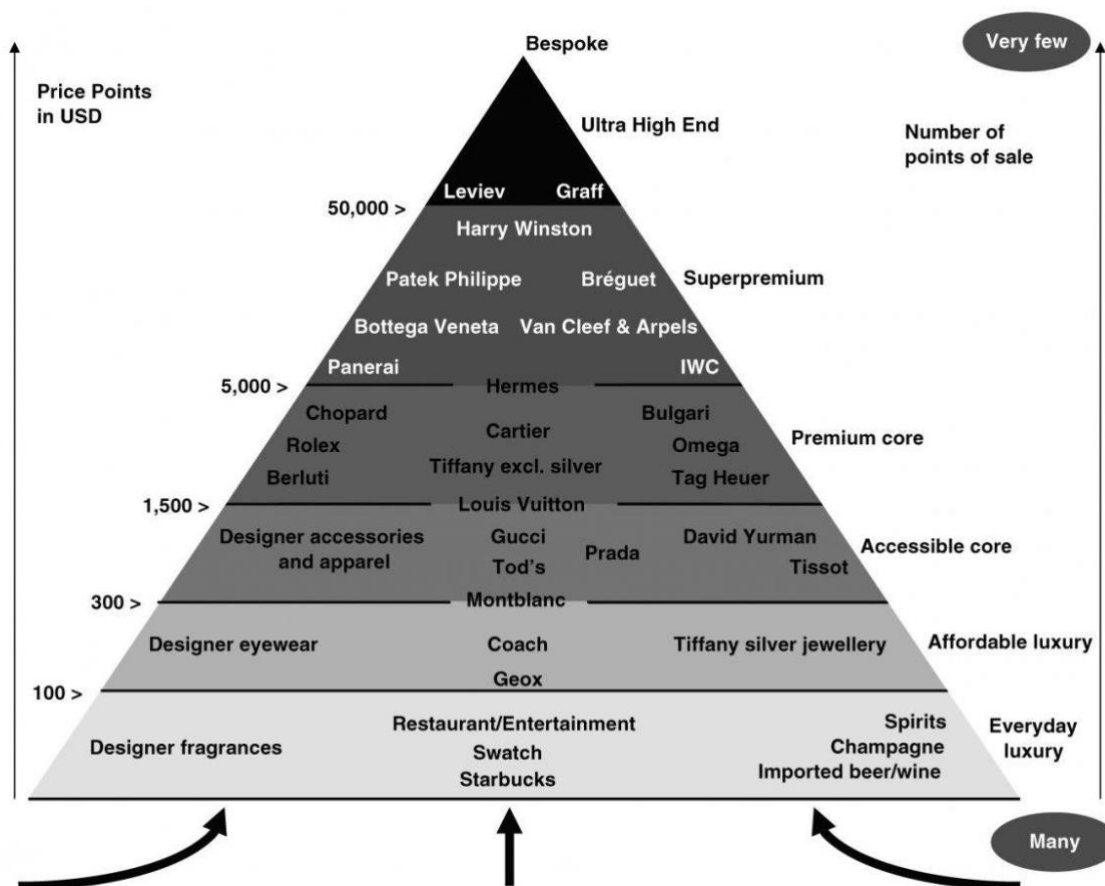


Figure 2. The hierarchy of luxury brands (Williet 2017)

The pyramid's ranks include Ultra high-end, Super premium, Premium core, Accessible core, Affordable luxury, and Everyday luxury. The value and sales volume of the brands determines the pyramid's rank order. Hence, the division in the class of the term luxury is witnessed. For example, Ultra-luxury brands at the top of the hierarchy pyramid generally are at the top of the luxury market, providing the most valued and rare products, and have a long history and legacy that extends several decades or even centuries. The mentioned brand in the same class in the pyramid is Graff. The Financial Times indicates that Graff has been creating stunning jewels featuring an abundance of precious stones for more than 50 years. The company has gained recognition for its craftsmanship skills and the exceptional beauty of its gems. Additionally, its creations can be seen all around the world, from Tokyo to London. Global wealth growth can be advantageous for brands and items related to luxury in any form. Even still, extremely wealthy consumers find businesses that are too approachable to be less enticing. (Williet 2017.)

Depending on each person's financial ability, they will have the lifestyle and spending method that best suits their situation. Tochtermann & Dauriz's (2012) study says that for premium brands, lifestyle offers significant and bright potential for growth. While most people have their own definitions of luxury, it is more challenging to define lifestyle and even more so for brands to do so. However, there are significant benefits to doing so. Luxury and lifestyle go hand in hand since consumers and the media see lifestyle as a part of luxury.

2.2 The impact of luxury brands on consumers

Among the earliest theories in this field is the assumption that people purchase luxury brands to convey their social standing. Over time, scholars have also shown that consumers who make a purchase of luxury products can express many facets of their identities, including their ideals, apart from their social standing. (Ko et al. 2019, 406.) Keller's (2009, 296–297) research claims that six significant categories of feelings strengthen a brand: affection, happiness, excitement, safety, respect for oneself, and social acceptance. The last two factors seem to be the most aligned with luxury brands. This is because the social approval factor means that customers might feel that other people are responding positively to them, which makes them feel good about their behavior, looks, and other characteristics. In other words, customers might think that other people might acknowledge them for using a particular brand's product. Hermes is a considerable example of this factor. Additionally, self-respect means customers who use the brand experience feelings of pride, fulfillment, or success about themselves. Kim & Joung (2016, 12) imply that emotional attachment directly influenced the believed amount of investment invested in the luxury brand even though there was no correlation between it and repurchase intentions; hence; customers

who demonstrated a deep emotional bond with a luxury brand invested a significant amount of money in the luxury brand. Atkinson & Kang's (2022, 384) study argues that self-directed pleasure and self-esteem are strongly correlated, suggesting that genuinely motivated people buy luxury things for internal reasons. In other words, investing in upscale products might boost one's self-esteem.

In the twenty-first century, establishing trusting bonds and relationships with customers through a brand has become crucial for many businesses (Kim & Joung 2016, 5). In the marketing literature, customer emotional attachment is a perception that characterizes the degree of the customer's bond with the company (Theng So et al. 2013, 407). Since luxury goods are utilized by people worldwide to demonstrate their status, their desire to purchase luxury brands is triggered when they feel pressured to prove their wealth or respect. The marketing methods employed by luxury merchants may involve persuading consumers of the brand's premium social image or appealing to those with high social-function attitudes by using their unique image and limited product availability. (Bian & Forsythe 2012, 1450.)

Customers are split into four distinct categories: wealthy individuals who don't need to consume prestige merchandise, those with high incomes who do, people with low incomes who do, and the working class who have low incomes but don't need to consume prestige goods. Status psychology is claimed to be a primary motivation behind the need for luxury products. (Ko et al. 2019, 409.) It is possible to conclude that the brand's social identity benefits from the recognized social worth of premium buyers (Xi et al. 2022, 1002275). Dubois et al. (2021, 83) indicate that people value luxury because it allows them to stand out substantially from other members of the ranks of society and support their views regarding the legitimacy of that system. Based on the findings above, the author concludes that a factor that luxury brands can take advantage of is consumers' desire for recognition.

The correlation between purchasing a favorite item and a positive mood response is verified by neuroscience research by Knutson et al. in 2001. Knutson et al.'s (2001, 3687) study emphasizes that cognitive and subcortical reward circuitry components may be more likely to be recruited in response to increased cognitive processing. The research result shows that when predicted rewards were not received, evidence of reward circuit deactivation is found. This also means that if a person gets to purchase the item they always wanted, their brain will send signals to the reward system, resulting in a pleasurable experience.

Customers take a liking for luxury goods within traditional brand offerings in ways that speak to what luxury consumption represents and offers to the specific customer. This indicates that professionals who have the financial ability and more experience with purchasing luxury brand products want to distance themselves from the majority, and non-experts crave to be

associated with wealthier and more seasoned groups. (Dubois et al. 2021, 83–84.) Tynan et al. (2010, 1160) indicate that in the luxury industry, relationships are complicated and diverse, involving more than mere communication between the company and the client. In other words, the luxury market frequently involves contacts with other owners of luxury brands, public figures, the knowledgeable and politicized brand community, and the owners, staff, and clients of other non-competing luxury companies. Consequently, customers could have exclusive access to information in these privileged events. Vigneron & Johnson's (2004, 490) research points out that products with restricted availability or scarcity increase consumers' affection towards a particular brand. Moreover, their study argues that individuals may attempt to blend symbolic meaning into their existences, but they may also utilize luxury goods as a means of categorizing or setting themselves apart from relevant others. Fournier & Lee (2009, 3) confirm that the community's brand expands out of a desire to fulfill the unique needs of its members rather than a need to define a common identity. Their article emphasizes that people are frequently less interested in brands themselves than when they are in the social connections that result from brand associations. They become part of communities to form new bonds. In these cases, brand loyalty serves as a reward rather than as the catalyst for the formation of a community by satisfying people's demands for the community.

Sometimes, a recognizable brand maintains consumer loyalty. Brand loyalty has been developed by the retail sector to keep customers. It usually costs less to keep an existing customer than to acquire a new one. (Kim & Joung 2016, 12.) According to this study, a person's willingness to repurchase luxury brand goods is significantly influenced by their level of self-congruity with their premium brand. When the image of the premium brand aligns with the way consumers see themselves, they intend to buy products from the same brand again. Vigneron & Johnson's (2004, 501) results provide validity to the presence of latent luxury conceptions that are shaped by individual and group perceptions of the brands. These outcomes provide insight into the essential characteristics of luxury that executives need to set or keep an eye on to build a long-lasting luxury brand. Theng So et al. (2013, 407–408) mention that customers' connection to an item might not be as intense as that created by people's interaction. However, emotional attachment characteristics and behavioral impacts are thought to be similar. An article by Strategic Direction (2013, 31) indicates that loyal consumers will spend more money and purchase more frequently. Additionally, faithful customers intend to tell others about the company's products. For successful brand loyalty, upscale companies must consistently provide better functional and symbolic benefits to consumers to create deeper emotional bonds with their products (Theng So et al. 2013, 416). Furthermore, there is a much smaller chance that these

customers will be lured in by what slick-talking rivals need to offer. Because of this information, several firms now recognize the value of customer interaction and realize that it should be at the core of any modern customer service strategy (Gómez-Suárez et al. 2017, 252). According to McAlexander & Schouten (2002, 51), the positive impacts of creating a brand network for a company are numerous and varied. Clients who are incorporated into the network act as brand ambassadors. For example, helping other associations to hear out the marketing message. Besides, consumers who are engaged deeply with the brand community have a strong emotional connection to the firm and want to see it succeed.

2.3 Global ambassador

Anderson & Ekman (2009, 43) define that a brand ambassador verifies the authenticity of the attributes that differentiate things apart, add to their appeal, and have the power to influence other networks and relationships through verbal recommendation marketing. Employing brand ambassadors is more economical and works better than using further marketing strategies like advertising at the same time. This also means that a Global Ambassador has the ability to do those works on a worldwide scale and not limited to any regional area. According to Dieu Thanh (2022), the complicated order of the ambassador appointment announcement is what draws attention to the title. Based on geographical location, it can be divided into Global Ambassador, Ambassador in North America, Ambassador in Korea, etc. They will represent a fashion line (for men or women, if any), a line of jewelry, cosmetics, perfume, accessories, etc., depending on the brand's product line. And each brand has more specific names and classifications. For example, CHANEL usually only has a House Ambassador and never has a Global Ambassador, and Cartier affectionately calls its ambassador group the Panthère Community. Wang & Hariandja's (2016, 295) research implies that various words sometimes can be used to replace each other with the terms brand ambassador, house ambassador, and celebrity endorser. Their study also emphasizes the distinction between brand ambassadors who are actual consumers of the product and ambassadors who work for the brand is crucial, even though the terms are sometimes used synonymously in the media. Dieu Thanh (2022) mentions that the ambassador's role is to join the sales team, accomplish objectives, and increase revenue for companies.

Furthermore, Goutam (2013, 10) emphasizes that through creating content, offering product feedback, and taking part in brand-promoting events, Ambassadors contribute to the growth and improvement of the brand's popularity and favorable perception among consumers. For example, Dior invited their Global Ambassador - Jisoo - to the Lady Dior Celebration

Exhibition Event in Seoul in 2023. A well-known celebrity endorsing a product is likely to improve brand memory and brand awareness. Individuals also begin to identify their social standing symbol with the brand they use and the figure that approves it. Therefore, the business can profit from celebrity endorsement in a variety of ways. (Goutam 2013, 10.)

The most significant asset of any company is its identity, and using an ambassador to promote the product can increase the brand's equity or worth, which can then be used to drive brand expansion (Wang & Hariandja 2016, 294). Their research also indicates that together with brand ambassadors, celebrity endorsements can deepen the emotional connection between a company and its clients, enhancing the latter's view of the product and influencing their behavior and purchasing decisions. Hence, customers' feelings regarding advertisements and their ability to recall brands are greatly influenced by the credibility of the company and its brand ambassadors. Proctor & Kitchen's (2019, 378) study emphasizes that the possibility of a partnership being successful could be raised by the customer's faith in the legitimacy of the ambassador's abilities to promote a brand, the level to which customers like the celebrity, and how they believe the brand will improve their self-image.

Goutam's (2013, 17) study argues that only commercials can effectively generate brand awareness and brand recall. Moreover, if brand ambassadors have the ability to assist with those, it means that they also indirectly contribute to high levels of brand recall and awareness. Much theoretical research examining physical attractiveness has demonstrated that celebrities who are visually appealing have a beneficial impact on the businesses and products they are affiliated with. This also means that the brand image of the recommended product will gain more from the celebrity's endorsement the more appealing the famous individual is. (Seno & Lukas 2007, 126.) Elegbe & Adesanoye's (2018, 466) research outcome states that a wide range of items and brands can benefit from using celebrities as ambassadors for them, which raises awareness of the product and helps brands increase sales. Also, it is within the power of celebrities to introduce an unknown product to the general audience. They might even shorten a product's shelf life.

Goutam (2013, 9) emphasizes that companies spend an enormous amount of money on advertising in order to hire the perfect celebrity. Customers tend to believe a brand is of higher quality when a trustworthy source has recommended it. Wang & Hariandja's (2016, 303) research results conclude that ambassadors do have an impact on customer purchasing decisions and brand perception. Employing the right brand ambassadors can help a business utilize marketing strategies and boost customer trust, evaluations, and recognition of the brand. Additionally, it has the potential to promote responsiveness and

favorable reactions regarding advertising, which in turn may enhance customer willingness to make purchases on the offered website or application. (Widodo & Maharani 2023, 2.) There are five factors that highly influence customers' purchase intention: brand ambassadors, clients' trust, unity, visual appeal, and authenticity; if the customers are satisfied with their choices, they will likely decide to re-purchase. All of these observations highlight how much brand ambassadors influence consumer behavior. (Suleman et al. 2023, 434; Hong et al. 2023, 2775.) Overall, the ultimate goal of celebrity endorsement is to influence consumers' opinions about the product, brand, and advertising (Majeed 2021, 4).

Marketers must confirm that the ambassadors' persona and image complement the product's characteristics and the target market (Ambroise et al. 2014, 275). One significant variable that affected the perceived backbone of the relativity between the famous figure and the endorsed product is the announcement of a celebrity into the promotion program (Seno & Lukas 2007, 124). Aisyah (2023, 11936) states that to portray its favorable reputation, the company must choose brand ambassadors who are relevant and suitable, possessing an optimistic character, lifestyle, and background. Lea-Greenwood (2012, 77–85) emphasizes that there are various significant elements that a celebrity needs if they want to earn the brand ambassador title. They are transference, captivation, alignment, and recognition. According to the principles of transference, when people see a brand ambassador promoting their brand, they may believe that part of the ambassador's abilities will transfer to them if they decide to buy and use that brand (Lea-Greenwood 2012, 78). The result of the study conducted by Elegbe & Adesanoye (2018, 466) points out that the allure of celebrities draws viewers to the point where they would prefer the advertisement to finish on its own without skipping it. Everything about them, including their voice, demeanor, and charm, draws people in.

Moreover, a celebrity must genuinely believe in a thing before endorsing it, regardless of its financial worth. Lea-Greenwood (2012, 78) indicates that verifying the alignment between the celebrity and the brand is a crucial idea. This is because the consumer needs to find it credible that a celebrity would invest in the brand. If a customer notices a disconnect between the company and the ambassador, it won't take them long to conclude that the famous figure is merely being paid to wear the goods. Although a legal agreement between the brand and the celebrity can help to prevent this kind of situation, paparazzi are constantly urging to expose celebrities due to the insatiable need for celebrity stories. Regarding the ambassador's recognition, Lea-Greenwood's (2012, 85) research mentions that a connected brand will go global when a celebrity enjoys widespread recognition. It can expand into new and growing markets if it is not a worldwide enterprise yet. In other words,

in some situations, the brand might assign a celebrity who already has a global reputation the title of Global Ambassador.

2.4 Earned media value (EMV)

Earned media is a communication channel that refers to your brand, product, or service outside of paid media and owned media. In other words, earned media is a structure of word-of-mouth marketing. So, Earned Media Value (EMV) is simply a way to measure the value of content acquired through public relations (PR) and marketing activities. That is also why it is challenging to calculate EMV and is considered a useless and unusable parameter. (Brands Vietnam 2020.) Advertising Vietnam (2021) emphasizes that the amount of money brands make via influencer content is known as Earned Media Value. It also shows the cost of running a comparable marketing campaign to get the same result. The value of the influencer's shared content, which brings to the business, is determined by EMV.

Brands Vietnam (2020) indicates that there is no officially accepted technique, but several sources provide various computing models. However, while analyzing the EMV outcomes following any communication effort, there is a set of common norms and formulas that need to be aware of. The following formula is the most common one:

$$EMV = impressions \times CPM \times variable\ data \quad (1)$$

- Impressions are the overall number of times that customers see an advertisement or message without having to click.
- The term "cost per mile" (CPM) refers to an impression-based cost often calculated as 1000 impressions.
- Lastly, the variable data is a different metric for tracking and measurement that the PR department chooses depending on the situation needed. (Brands Vietnam 2020.)

Along with EMV, there are various estimation statistics that could measure the value of marketing content. The four current trending estimation data apart from EMV are Audience Reach, Impressions, Engagement, and Conversions. Depending on different situations, marketers will choose the appropriate data to calculate the value that marketing and PR content produce.

Table 1 illustrates the current trending assessment data besides the EMV.

Table 1. Current trending assessment data (adapted from Rose 2020)

Audience Reach	is the greatest possible reach that an influencer's post might have, determined by adding up all of their followers on social media. For example, how many viewers the post has reached? Working with ambassadors and macro influencers will yield the best results if the goal of the brand is to advertise media content to as many people as possible or draw as much attention as feasible. When working with significant public figures, a media campaign will require more funding the more well-known the subject is.
Impressions	this is a measure corresponding to post impressions. Compared to audience reach, impressions is a more straightforward measure to employ in helping businesses make precise calculations since it indicates the precise number of reaches rather than potential reach. Only some of the followers of influencers will notice the post due to prominent social media platforms' display algorithms; not all of them will.
Engagement	is the interaction including comments, likes, and shares of the post on different social media sites. Reshares on X (used to be Twitter) and Pinterest pins are also taken into account when calculating engagement numbers. User engagement indicates a person's interest in particular kinds of content. Consequently, liking a post does not fully reflect users' level of interest; sharing and commenting, on the other hand, indicate a higher level of interest.
Conversions	When influencer followers view a post and act to follow the directions, this data point is uniquely identified based on their interaction behavior. The benefits of direct customer communication, marketing, and revenue growth make this user behavior the most beneficial to the brand. This variable makes it simple for enterprises to calculate the ratio of net profit to total investment costs (Return on Investment index)

Rose (2020) explains that the engagement factor is more familiar to people. When people see the importance of content and desire to share it with their community, sharing is the behavior that receives the highest rating from users. An influencer or an ambassador who receives a high volume of sincere interaction from their followers will be beneficial to the company. Additionally, brands can learn more about the attitudes and feelings of their customers by reading the comments area. (Rose 2020.)

3 Influencer marketing strategy

3.1 Influencer marketing

Businesses need to have a good strategy in place to keep customers involved in the community. Specifically, the social media strategy has to make sense concerning the overall communication approach. Both on and off social media, the brand is basically one reality. Brands engage with social media voluntarily because they feel obligated to do so. Everyone uses social media, which is a new environment. A new means of communication is social media. Considering their own goals, brands use it for various purposes. Businesses are attempting to accomplish the same goals as previously in these new circumstances: creating and sustaining long-term, profitable connections with customers. Brands attempt to connect with customers to develop closeness, listen to them, and meet their expectations by using different strategies for different platforms. Companies assume that customers will engage in the dialogue they wish to start, enabling the development of meaningful connections for both parties. (Coelho et al. 2018, 104.)

Advertisers should select a celebrity who possesses a charismatic persona, is dependable in the eyes of the public, and upholds an honorable reputation via both personal and public life choices when selecting a celebrity to represent their brands. Therefore, when choosing celebrities, managers and marketing firms should look closely at characteristics related to their public and private lives, such as a healthy lifestyle, a respectable and honorable public identity, and a history of prior endorsements, rather than relying solely on appearance. (Banderjee & Singh 2018, 504–505.) Kudrjashova (2022, 10–11) emphasizes that the development of digital marketing can be attributed to the rise in popularity along with the expansion of social networks. Additionally, influencers (or influencer marketing) have transformed it into a strategy for locating thought leaders who may serve as a natural conduit for a brand's message to reach its target audience. In the same study, Kudrjashova indicates that it is well-known that influencers, whether they are famous or not, have the power to spread the word about businesses, goods, or services on social media and connect with a larger audience. This also means that some brands would prefer to choose celebrities for influencer marketing over normal individuals. This is based on the celebrity's existing popularity; hence, the ability to advertise is somewhat more efficient.

Given the similarities to existing marketing strategies like referrals and buzz advertising, Zietek (2016, 10) argues that influencer marketing is not particularly new. The Internet provides an enormous number of avenues for individuals to rapidly and widely communicate their opinions to a virtually limitless audience, making experts and celebrities more

important than ever in brand marketing. Influencers or ambassadors are viewed and utilized by marketers as an extra avenue for marketing. These individuals are typically given detailed instructions that include information on the campaign's goal, recommended hashtags, the number of postings to make, and frequently, an estimate of costs to work with. (Zietek 2016, 10–11.) Johansen & Guldvik (2017, 15) indicate that because of the recent increasing trend of having collaborations with celebrities, an evolution in social media marketing practices and the need for additional services have led to the recent emergence of new businesses. These businesses compile influencers in various fields into databases. By using this method, companies can search through databases and identify celebrities who are a good fit for their brands, goods, or services. As a result, by making use of these services, companies can accelerate their campaigns on social media by identifying the most appropriate individuals and saving time in the process.

According to Bour (2018), what makes famous figures strong is their capacity to interact with the community (Kudrjashova 2022, 19). The same study states that 74 percent of influential individuals have between 100 and 50,000 followers on social media. Usually, micro-influencers often have ten thousand to fifty thousand followers. (Bour 2018, according to Kudrjashova 2022, 19.) Conversely, macro-influencers have a following of over 50,000 people. They are regarded as social network "stars", for example, Jisoo-an actress and a member of the K-pop group BlackPink-has a total of 77.8 million followers on her Instagram account. As a result, brands find them less economically possible. (Wiltshire 2018, according to Kudrjashova 2022, 20.) However, since macro-influencers have a large number of followers, also known as their fans, the credibility of each promotional post tends to be more than that of micro-influencers.

Zietek (2016, 12) implies that it can be challenging to distinguish between influencers who may have purchased followers and those whose following is rising naturally in the face of exaggerated followers. It's usual practice to evaluate an influencer's quality by looking at their reach and engagement besides their number of followers. The better an influencer is, the more engagement they have. The overall likes and comments need to be totaled up and then split that total by the number of followers to get the engagement rate. In the same study, Zietek (2016, 12) argues that brands find greater meaning in influencer posts with higher levels of engagement because it shows that the endorser's followers - ideally the brand's target audience - are paying attention to and actively participating in the posts. Based on the research found above, the author thinks that both macro-influencers and micro-influencers share benefits with drawbacks; therefore, it is up to the advertising goal of each brand to decide which kind of influencers they would want to engage and establish a partnership.

3.2 8 P's of the luxury brand marketing

The 8 P's of the Luxury brand Marketing model are explained in detail in Table 2.

Table 2. 8 P's of Luxury Marketing (adapted from Arora 2011)

Performance	Performance is the ability of a premium brand to provide exceptional experiences on two distinct levels: first, at the item itself level, and second, at the customer experience level. Heine (2012, 75–77) emphasizes that a brand's products are a crucial factor that could affect whether or not it is considered luxurious.
Pedigree	Numerous high-end businesses possess an exceptional past and legendary lineage that contributes significantly to their brand's allure. This mystery, which is a crucial component of the brand's narrative and identity, is typically based on the extraordinary, historical founding figure of the past. (Arora 2011, 3.)
Paucity	One of the most significant factors defining if a brand is luxury or not is the scarcity or the exclusivity of the brand's product (Heine 2012, 75–77).
Persona	Arora's (2011, 4) study says that a luxury company's identity is mainly formed by two factors: first, its unique image and consistent application across customer interactions; and second, how it communicates through advertisements.
Public Figures	Celebrities and well-known individuals have long been employed as part of the promotional strategy for extravagance brand advertising, and they remain to maintain an impact, credibility, and attention. In addition to conventional forms of advertising, such as print ads in particular forms of entertainment, less obvious methods are used, such as dressing or shining celebrities for red carpet events, placing products in films and television shows, and sending out invitations to exclusive events. (Arora 2011, 4.)
Placement	The selection of the store's location, the series of customer touchpoints, the salesperson's delivery, and the significance of each touchpoint all play a crucial role in crafting a singular indulgent experience. Nevertheless, customers are looking for more experienced, qualified help as well as a dependable, trustworthy partnership to help them manage their status and way of life. (Arora 2011, 4.)
Public Relations	Arora (2011, 4) emphasizes that when it comes to luxury branding, public relations is crucial to the brand's image transmission and covert public opinion management
Pricing	How customers distinguish between different luxury brands is considerably impacted by pricing. Hence, in order to compete while maintaining a higher perceived value, luxury brands must use the interaction of the seven Ps mentioned above to justify their pricing. Luxury marketers also typically take a distinct approach to sales promotions. (Arora 2011, 4.)

While searching for a marketing model that can align with the thesis case study, the 8 P's of the Luxury brand Marketing model of Arora (2011) was chosen, this is because the 8 P's model focuses exclusively on the characteristics of luxury brand marketing approaches instead of wider-ranging marketing characteristics. Therefore, this model might be the most applicable to this study after careful consideration.

Table 2 describes eight factors included in the marketing strategy for luxury brands. Those eight factors are Performance, Pedigree, Paucity, Persona, Public Figures, Placement, Public Relations, and Pricing. The seventh factor which is Public Relations is explained by Arora (2011, 4) as whether through the pedigree factor or by using a public figure that embodies any of the previously mentioned six Ps, Public Relations is also used to express additional encouraging statements and brand characteristics that cannot be clearly portrayed in advertising but are yet crucial to establishing the persona, charm, and emotional values of the brand.

Specifically, the Paucity factor is a noticeable and characteristic element of luxury brands. For example, when customers see a limited product line, they may have the urge to buy it since it's just a limited number and not too popular. Research by Vigneron & Johnson (2004, 490) reveals that products with limited supply or scarcity make consumers more likely to choose a specific brand. Arora (2011, 3) claims that scarcity has three types generally: technologically driven, strategically determined, and natural. Scarce materials like platinum and diamonds or products requiring extraordinary human skill are the causes of natural scarcity. Limited editions and special series are examples of strategically driven scarcity that is more promotional and is used to create exaggerated demand. Additionally, the Persona element needs to be analyzed more closely. Arora's (2011, 4) report emphasizes that while the brand's history matters, maintaining its freshness and current appeal is essential to its continued relevance. Hence, in addition to creating a demand for the seasonal collection, luxury advertising needs to raise the brand's cool factor, which will keep it attractive and aspirational over time. Several premium firms have also utilized social media.

As mentioned in 2.3, a Global Ambassador is a celebrity who has a partnership with certain brands to verify the authenticity of the attributes that differentiate things apart, add to their appeal, and have the power to influence other networks and relationships through verbal recommendation marketing (Anderson & Ekman 2009, 43). This definition coincides with the concept of the Public figures factor, which is Public figures include actors, musicians, athletes, members of royal families, and even the designers themselves. This Global Ambassador strategy certainly has noticeable benefits and drawbacks. Anderson &

Ekman's (2009, 49) study result shows that coordinators view ambassadors as reliable sources of information about the location and its allure, capable of spreading word of mouth to others. Not only is the word-of-mouth effect thought to be economical, but it is also a far more potent instrument than advertising. Another significant outcome is that the ambassador networks are regarded as a resource for development as much as a means of communication. According to the noted developmental impacts, the network's members can be a source of expertise, information, and creativity. The communication effects encompassed both promotion and image-building.

Elegbe & Adesanoye (2018, 460) mention in their research that the popularity of celebrities may shift. This depends on different circumstances when famous figures could commit crimes or pass away, which could cause the campaign to stop working and frequently result in a failure of marketing performance. In addition, unfavorable information about the ambassadors could harm the product and the brand's reputation they are endorsing. Wu (2022, 1094) claims that one of the reasons that having ambassadors promoting brands can also have weaknesses is because a large number of celebrities lack professional knowledge to identify qualified products. Some are merely unconcerned with the legitimacy and quality of the product's source. Some celebrities have the tendency to talk ridiculously in order to increase their commission. Additionally, the fact that customers can obtain quality products is irrelevant to them. This kind of disadvantage might not appear in luxury brands as common as non-luxury brands, because various premium brands are guaranteed by the history and the quality of the brand's images and products. For example, Dior has been in the luxury market for a long time since it was established in 1946 and their product quality has always been confirmed by different fashion experts. Therefore, customers might feel secure when purchasing Dior's products.

3.3 Consumer behavior

According to Wang & Hariandja's (2016, 296) research, buying decisions for different goods and services are the consequence of a lengthy process that may involve a thorough search for information, brand comparisons and evaluations, and other steps. A marketer's ability to sway consumer behavior through purchases depends mostly on their level of behavioral understanding. Moreover, advertisers must understand the precise demands that consumers are trying to fulfill and how those needs relate to variables for making purchases. By presenting the product as a part of the celebrity's life naturally, this approach will improve consumer attitudes, brand value, and buy intention. The Fit-for-Purpose theory model framework proposed by Majeed (2021) emphasizes three significant factors that can affect

customer purchase intention. It is critical to align the celebrity with the attributes of the good highlighted in the advertisement to maintain credibility. The model is illustrated in Figure 3.

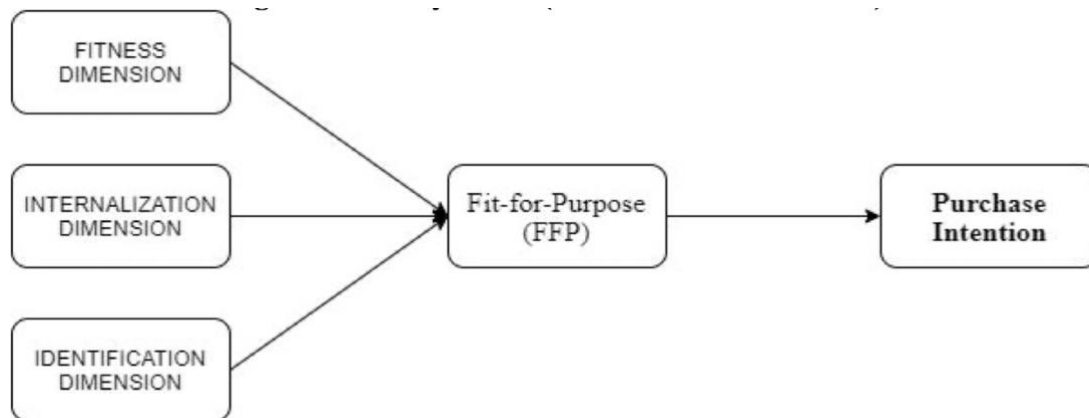


Figure 3. Fit-for-Purpose model (Majeed 2021)

The Fit-for-Purpose Model is based on the idea that successful advertising should align the message about the product with the appearance of the celebrity, with an emphasis on the endorsement brand's relationship with the celebrity. For the Product Fit-for-Purpose Model to be successful, advertisers must make sure that the messages sent by celebrity images and product messaging are consistent. An additional factor in determining if a celebrity and a brand are suitable is how well they are seen to "fit". (Majeed 2021, 7.) Majeed (2021, 8) explains the three factors that can impact buying decisions. The first impact is the fitness dimension, which arises when a buyer recognizes the influence of other buyers or ambassadors. According to Majeed (2021, 8), Friedman et al. 1979 mention the definition of internalization, which suggests that consumers take on the perspectives or actions of others because they internalize the core of the new behavior, this is known as the social factor. Internalization is associated with an ambassador's specialist knowledge, which establishes the ambassador as a trustworthy source for the advertising message. In the same study, it is argued that buyers may impose or display a behavior or attitude they have internalized as a result of a celebrity's support in public or private. The third and last factor is the identity factor when consumers mimic the actions and advice of celebrities because it makes them feel good to believe they are similar to them; hence, customers are drawn to the star. (Majeed 2021, 8.)

4 Case collaboration: Jisoo and Dior

4.1 Dior and Jisoo overview

Mr. Christian Dior founded Christian Dior SA, often known as Dior in 1946; at 30 Avenue Montaigne, France. This address is the headquarters up until today. This holding business, which is situated in France, produces and distributes consumer goods. There are six main categories of products: haute couture, wines and beverages, fashion and leather goods, watches and jewelry, and niche commerce. (Christian Dior Finance.) According to the Dior official website, the two principal product lines under the Dior brand are Fashion & Accessories; and Fragrance & Beauty. The Forbes website mentions that Dior company handles its goods in Europe, the US, Japan, and Asia Pacific with the help of stores it owns and authorized distributors. The LVMH website indicates that Dior currently has 245 boutiques worldwide. The global brand value of Dior in 2023 is 9665 million US dollars according to Statista (Smith 2023); on the other hand, in 2017, the brand was esteemed at around 4.6 billion US dollars. This also means that in merely six years, Dior managed to raise the brand value worldwide to more than two times higher. Although the luxury fashion industry is always fiercely competitive, Dior is able to hold the top position in the ranking of the most well-known luxury brands online in 2023 (Beauloye 2024).

Additionally, the Forbes website confirms that Dior ranks 149th in the Global 2000 ranking of the world's largest firms in 2019. The first nine months of 2023 saw a 14 percent increase in organic revenue for Dior. This could be attributed to the fact that there are numerous Global Ambassadors for both beauty and fashion. (Dior Financial Releases 2023.)

Dior has been in the luxury market industry for a long time, so many people have favored several iconic products. Some classic designs are the Lady Dior bag, the Sauvage Eau Toilette perfume, the Dior Lip Glow, etc. Specifically, a Dior bag is an emblem of luxury and status. For a considerable period, handbags from the French Maison have been highly desirable and essential items for fashionistas and experts worldwide. The Lady Dior bag, which bears the name of the late Princess Diana, is among the most famous and timeless pieces. (Vaz 2023.)

Additionally, Dior launched a campaign for the Sauvage perfume with Johnny Depp and it received considerable demand, especially after the trial between Johnny Depp and his ex-wife Amber Heard occurred. According to Nguyen (2022), since the Johnny Depp-Amber Heard trial started a few weeks earlier, there has been a noticeable growth in demand for Dior Sauvage scents. Search results for this perfume rose by 48 percent in a single month. Search volume reached 823,000 in March 2022. In April 2022, that number increased to 1.2

million. Social media views of the French brand's perfume-related promotional projects rose by 63 percent as well. At the time of the legal proceedings, 209 million views were obtained. Several female admirers also expressed that they would purchase men's fragrances to gift to their partners and spouses with the purpose of lending support to Johnny Depp.

Kim Jisoo, known as Jisoo (see the picture on page 24), is a member of a K-pop band named BLACKPINK and an actress. She debuted with BLACKPINK in 2016 and quickly became one of the most remarkable figures in the K-pop industry. From the public's perspective, BLACKPINK is like a miracle of the Korean cultural wave. BLACKPINK is the first Korean girl group to appear on the Coachella stage in the US with other famous artists. Even rapper Cardi B expressed her admiration for them. After several years, each member witnessed personal growth and gained favor with fashion companies. Jisoo is considered a superstar by thousands of people since she radiates confidence in everything she does. (ELLE magazine 2021.) According to Linh Chi (2023), Jisoo has become the third highest-earning celebrity on Instagram, after Beyoncé and Cristiano Ronaldo. In addition, Jisoo is the top-earning user on Korean Instagram in 2022. This amount mostly comes from sponsored Instagram posts, proving the global power that Jisoo holds. After her fellow band member Lisa, the female vocalist is also one of the top ten K-pop superstars to follow on the social media site called Instagram.

Jisoo, with her luxurious and noble image, is currently the Global Ambassador of Dior and Cartier. According to Brands Vietnam (2022), an article by Madame Figaro magazine confirms that Jisoo has received an offer from luxury jewelry brand Cartier to become an ambassador, with a salary double that of Dior. It is well known that Cartier and Dior's head companies are competitors and frequently engage in legal disputes. Despite the two companies being bitter rivals, Jisoo is currently the Global Ambassador for both Cartier Jewelry and the fashion and cosmetics brand Dior. Additionally, Jisoo was able to make both firms collaborate on an advertisement. The ELLE magazine (2021) claims that Jisoo was Dior Beauty's image ambassador in Korea long before becoming Dior's Global Ambassador. Being surrounded by countless beauties from many fields of work and life, Jisoo proposes that the concept that the value of beauty truly represents is knowing how to love and take care of oneself. Moreover, true beauty is not only about accepting yourself but also about accepting and respecting the differences between people. From the beauty field based on Jisoo's values, it is no wonder why Dior and her feel very compatible, it turns out their values are similar.

4.2 The partnership between Jisoo and Dior

Having worked with Dior since 2019, Jisoo began her career as a local Dior Beauty spokesperson and rose fast to become Dior's worldwide Fashion Muse in 2020. The singer appeared in a commercial for the company's Bobby Bag in the summer of 2020. In March 2021, she was appointed and is currently on Dior's lineup of Global Ambassadors for both beauty and fashion aspects. (Twersky 2021.) The announcement post on Instagram is shown in Picture 1.



Picture 1. Dior's announcement of Jisoo becoming their new Global Ambassador for both Fashion and Beauty on their official Instagram account (Dior 2021)

The announcement of Jisoo becoming Dior's Global Ambassador for fashion and beauty aspects was published on Dior's social media platforms, i.e. X and Instagram. That announcement post on Instagram received nearly 850,000 likes while the one on X received around 15000 retweets and almost 33000 likes. (Dior 2021; Dior 2021.) Baker (2021) indicates that the news was made public just before Dior's Autumn/Winter 2021 collection debuted at Paris Fashion Week, embodying the House's dedication to modernity. The Palace of Versailles' Galerie des Glaces served as the venue for the exhibition. The

announcement of the new appointment corresponded with the creative director's admission that Jisoo was his inspiration for the Autumn/Winter 2021 show.

Considering factors such as her global popularity, style influence, and alignment with Dior's brand image, Duong Huong (2023) mentions that Jisoo's role as a Global Ambassador for Dior has refreshed the brand's image in the Korean market by attracting a younger group of consumers who are direct fans of Kpop and BLACKPINK. In the past, Dior was a brand with an older style compared to Chanel and Gucci.

After the public announcement of being appointed as Dior's Global Ambassador, Jisoo proved that the luxury brand had made a wise choice by showing her impact on different occasions, and the most noticeable evidence is the fashion brand witnessed a notable boost in sales. From 3.255 trillion Korean won in 2020 to 9.305 trillion Korean won in 2022, sales statistics exploded. Furthermore, the media impact value (MIV) of a single Dior Instagram post by Jisoo during Paris Fashion Week is \$1.74 million. (Launchmetrics 2022, according to Yoo & Woo 2024.) Her efforts have been crucial in boosting Asian representation during vital fashion weeks. Jisoo is referred to as the "princess of Dior" with adoration because of her remarkable impact. (allkpop website 2023.) With proven achievements, Jisoo is the first Asian Global Dior Ambassador to obtain a custom design from Dior (allkpop website 2023). The custom design first appeared when Jisoo wore it during BLACKPINK's world tour in 2023.

Lefty report (2023) confirms that Jisoo was the lead influencer for 2022. The same article mentions that Jisoo made the greatest significant social media influence in 2022. Her 48 Dior posts generated \$198 million in EMV at an average engagement rate of 9.55 percent throughout 2022. By the end of 2022, Jisoo's Instagram account also witnessed an enormous growth from under 20 million followers in 2020 to 66 million followers. The Lefty magazine indicates that 82 percent of her followers are authentic Instagram users, which proves the reliability of the obtained data and her impact worldwide. Maguire (2024) emphasizes the massive influence of Jisoo on generating EMV for Dior in different events. It is mentioned that Dior maintained its number one position for the Autumn/Winter 2024 season with \$46 million in EMV, mainly thanks to Jisoo of Blackpink, who is the brand's Global Ambassador and was very active on social media. Three posts by Jisoo regarding the Miss Dior-themed show brought in \$11.8 million in EMV for the house, which was 26 percent of the brand's total revenues.

In 2023, Jisoo and her group member BLACKPINK were invited to the South Korean State Banquet at Buckingham Palace. The members wore their interpretations of elegant outfits in honor of the historic event. Especially, Dior's Global Ambassador decided to wear a

notable garment from the Dior Cruise 2024 collection to be appropriate to this solemn ceremony. (Jackson 2023.) On the next day, all of the BLACKPINK's members received the Honorary Members of the Order of the British Empire (MBE). The K-pop artists received recognition for their dedication to spreading awareness of climate change. (Bloom 2023.) By wearing Dior's collection at these remarkable events, Jisoo helps Dior's image elevate and have a more noble and luxurious image.

5 Empirical research and data analysis

5.1 Research method

George (2021) indicates that a research question is addressed using mixed methodologies research, including elements of both quantitative and qualitative study. This is due to the fact that mixed methodologies combine the benefits of both qualitative and quantitative research, giving readers a more complete picture than any approach could. Mixed methods research is widely used in the behavioral, health, and social sciences, particularly in cooperative settings and complex situational or sociological studies.

While collecting and analyzing data, quantitative research deals with statistical facts, whereas qualitative research concentrates on words and their meanings. Both are essential for learning different kinds of knowledge. Quantitative research uses statistics and figures. It is used to confirm or test assumptions and hypotheses. Establishing facts about a subject that may be used broadly is possible. Experiments, numerical reports, and closed-ended survey questions are examples of commonly used quantitative procedures. Qualitative research is expressed verbally. Clearing concepts, emotions, or experiences is beneficial. This type of research may yield a wealth of knowledge regarding previously unknown topics. Typical qualitative approaches include open-ended interview questions, oral descriptions of observations, and in-depth literature reviews that focus on concepts and theories. (Streefkerk 2019.)

The study used mixed methodologies research, in other words, qualitative and quantitative research methods, since it can help to understand deeply the received results from the conducted survey. Specifically, the study used mainly quantitative research method as there were only two open-ended questions, the rest were multiple-choice questions; otherwise, there would be too much work to do in a short amount of time since people's opinions are diverse. The open-ended questions are optional because the author prefers people can voluntarily share their opinions instead of forcing them to do it. As a result, the gathered responses can be more objective. Based on the theory mentioned in the theoretical part, the author created a conceptual framework to use for the study.

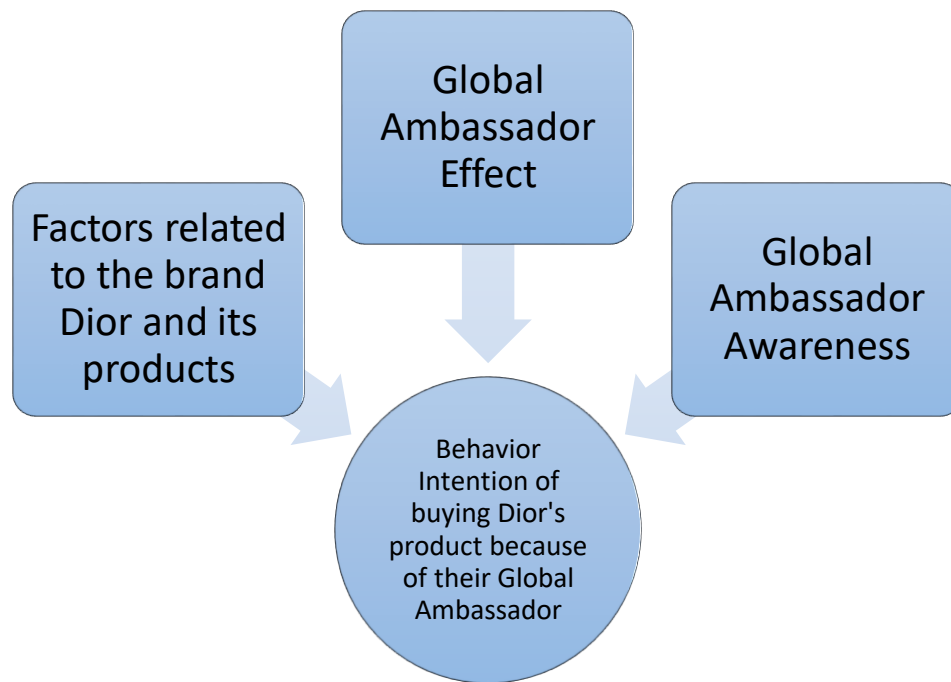


Figure 4. The conceptual framework created for the report

The following tested hypotheses are provided in alignment with the conceptual framework:

- Hypothesis 1 (H1): The higher the awareness of Dior's Global Ambassador - Jisoo, the higher the possibility that Dior has chosen a suitable Global Ambassador.
- Hypothesis 2 (H2): The Global Ambassador's reputation has a positive impact on people's purchase decisions.
- Hypothesis 3 (H3): People's buying decisions greatly depend on factors related to the brand Dior and its products.

5.2 Data collection

Table 3 provides a detailed timeline of the data collection process at each stage. The data collection process proceeded for about half a month, from mid-April to early May 2024.

Table 3. Data collection timeline

Date	Process
21th – 23th April 2024	Drafting the survey form
25th April – 1st May 2024	Publishing the survey form on social media platforms to gather responses
2nd May 2024	Analyzing the survey results

To address the research topic of this study and provide responses to the sub-questions, the author started working on the survey draft and made continuous edits to it. The four hypotheses, the main study question, and the sub-questions guided the survey's implementation. The survey was confidentially gathered through the Google Form system during the final week of April 2024 and spread via social media platforms, including Facebook and Instagram. Because of the popularity of various social media networks, the author decided to post a link to the questionnaire there. Moreover, social media platforms may be used to reach a large number of the survey's targeted participants. After six days of the survey's release, replies were no longer being collected, and 50 responses - exactly what was intended - were registered.

The survey was divided into four parts, they are General information, Global Ambassador awareness, Influence factors, and Behavior intention. The first part included two questions regarding the luxury brand purchasing trends, the frequency, and the reasons for it. The second part had three questions, one of which was an open-ended question. The content of these questions was about the recognition of Global Ambassadors in general and Dior in particular. The Influence factors part consisted of ten multiple-choice questions with the purpose of finding out survey participants' opinions. People's behavioral trends regarding purchasing Dior's products because of its Global Ambassador would be carried out in the last section of the survey. An open-ended question asking other points of view if the participants were willing to share will be the closing sentence of the survey.

5.3 Data analysis

The aim of the conducted survey was to collect the participants' opinions about their purchasing behavior and intention toward the impact of Dior's Global Ambassador - Jisoo. The target participants were expected to have been purchasing luxury products because of the Global Ambassador impact or have thought about it and might do it in the future. All 50 responses were qualified and could be used in analyzing behavioral data. The survey is shown in Appendix 1.

The survey was split into four sections: General information, Global Ambassador awareness, Influence factors, and Behavior intention. The general information part asked about the frequency and the reason that participants decided to purchase luxury products. The three suggested theories in the conceptual framework were analyzed in two sections, the Global Ambassador awareness part and the Influence factors part. The last part was Behavior intention which discussed the tendency to decide to consider purchasing luxury items based on the influence of the brand's Global Ambassador.

5.3.1 General information

The first section included two questions. The first question was about the participant's regularity of spending on luxury brand items. The result is shown in Figure 5.



Figure 5. The frequency of participants buying luxury brand products

Based on Figure 5, the highest frequency recorded was 42 percent of the participants who indicated that they buy luxury brand products less than three times a month. Following was 28 percent of people who claimed that they buy less than three times every three months. The ratio of people who usually purchase high-end products three times or more every three months and more than or equal to three times a month was 18 percent and 12 percent, respectively.

The results showed the financial resources of the participants, consequently, most people who participated in the survey did not tend to buy luxury brand products frequently.

The next question in the General information section was the reason that people decided to purchase extravagant products. The result is displayed in Figure 6.

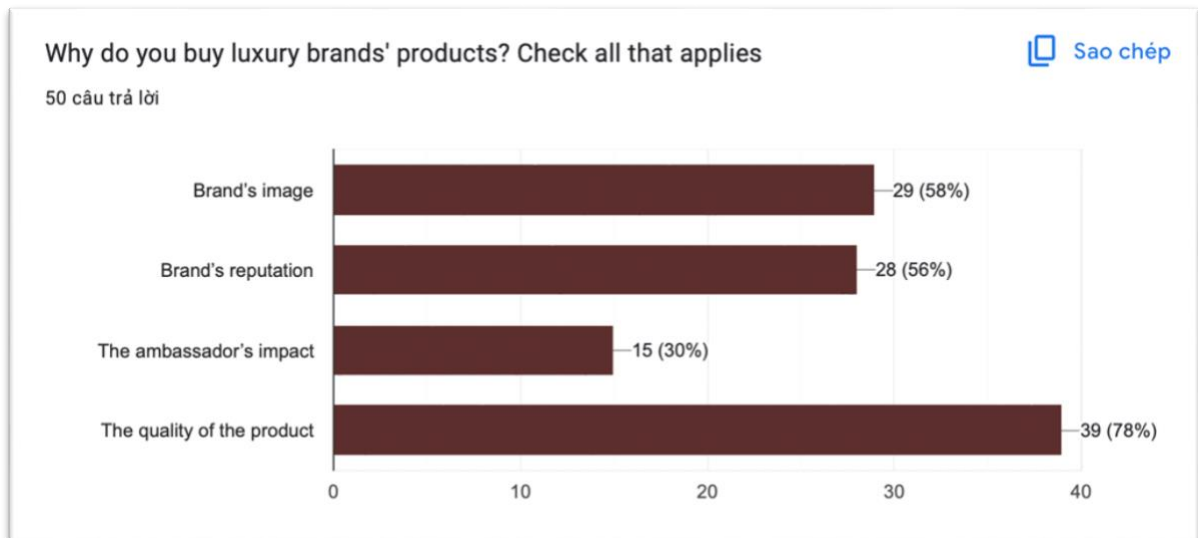


Figure 6. Reasons for purchasing luxury products

The data obtained about the reason participants mostly chose was the quality of the product, which accounted for 78 percent (which means 39 out of 50 respondents). The two factors which were the brand's image and the brand's reputation had a fairly close ratio, accounting for 58 percent and 56 percent (meaning 29 and 28 out of 50 participants) of the amount gathered, respectively. The factor with the least number of people choosing was the impact of the ambassador, the percentage recorded was 30 percent and that means only 15 participants chose this factor out of 50 participants. The outcome indicated that, as expected, the quality of the products was still the most significant factor when considering purchasing luxury brand products. At the same time, it seems that only a small number of participants were willing to spend on the influence of ambassadors.

5.3.2 Global Ambassador awareness

The section concentrated on the awareness of people overall about the Global Ambassador of luxury brands. Additionally, the results gathered from this part would be used to test if the hypothesis is verified or not.

Hypothesis 1: The higher the awareness of Dior's Global Ambassador - Jisoo, the higher the possibility that Dior has chosen a suitable Global Ambassador.

An open-ended question started the section, the question asking whether participants know any Global Ambassadors of any luxury brands. If the participant did not know any, they could skip the question. Out of 50 respondents, 24 people said various Global Ambassadors in different luxury brands, for example, Jennie for Chanel, Ana Taylor Joy and Jisoo for

Dior, Matsuko Nana for Gucci, Rosé for Sulwhasoo, Jungkook for Calvin Klein, etc. Although the responses recorded were very diverse, 12 out of 24 responses mentioned Jisoo of Dior. Surprisingly, most received answers mentioned female Global Ambassadors and only a few of them mentioned male Global Ambassadors. Consequently, it can be concluded that female Global Ambassadors tend to receive more popularity than male Global Ambassadors. However, this does not mean that choosing a female Global Ambassador will always be better than a male Global Ambassador, this depends on many other factors. Based on the result of the open-ended question, it can be concluded that the awareness of Jisoo-Dior's Global Ambassador was quite high. This could also mean that Dior seems to have made a great decision when choosing Jisoo as one of its Global Ambassadors.

The next question in the Global Ambassador Awareness section was the probability of participants' purchasing behavior being affected by Global Ambassador. The outcome is shown in Figure 7.

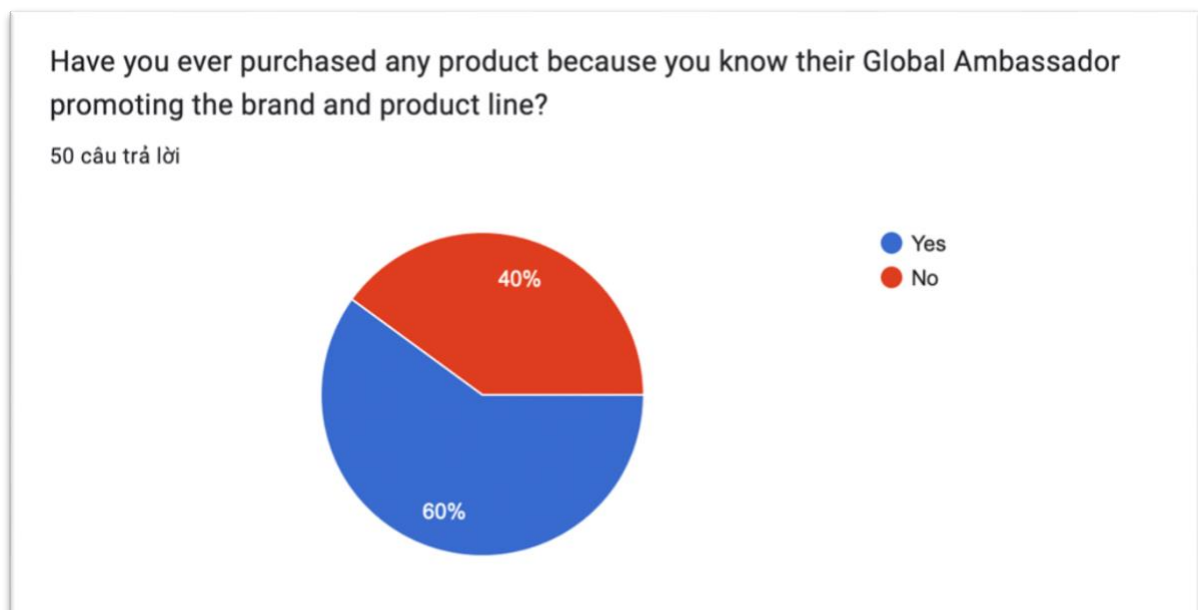


Figure 7. The possibility of participants' spending decisions being influenced by Global Ambassador

The impact of Global Ambassadors for luxury brands on customer purchase behavior is illustrated in this question. Based on Figure 7, 40 percent of the participants said they had never bought luxury goods before, whereas 60 percent said they had done so due to the Global Ambassador's influence. The spending willingness of the participants was displayed in these statistics.

An additional question was added in the Global Ambassador awareness section. The question asked if the participants had purchased Dior's products before. The responses are distributed in Figure 8.

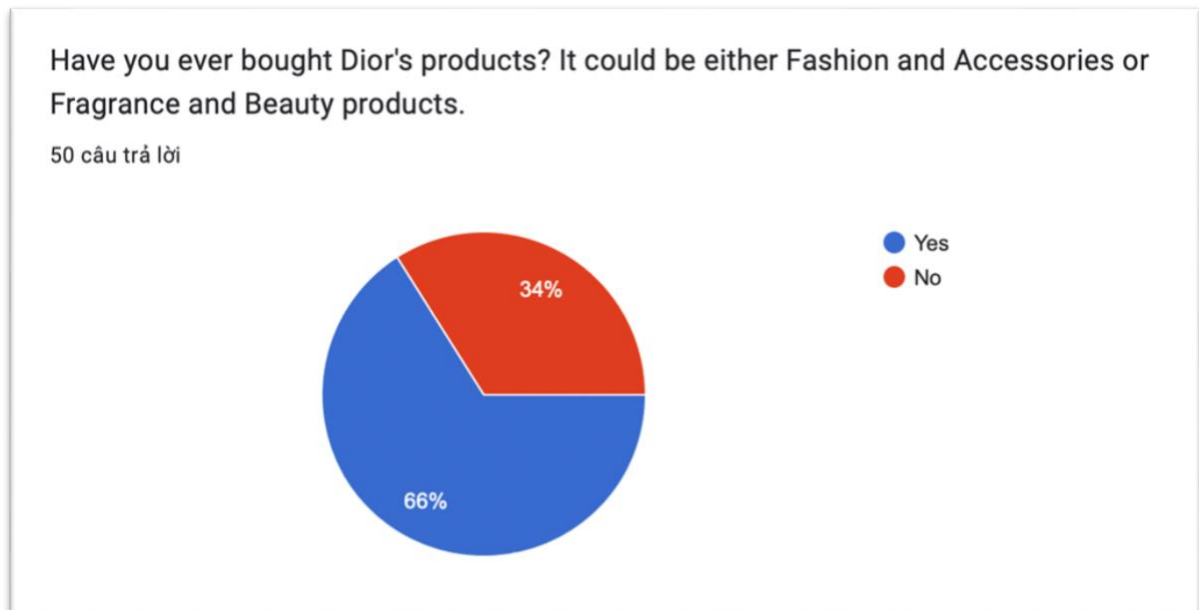


Figure 8. Percentage of participants who purchased Dior products

The ratio of respondents who claimed that they have purchased Dior's products is 66 percent, while that of people who have not purchased any Dior's products before accounted for 34 percent. The question provided information about the ability to consume products of the luxury brand Dior, which was mentioned as the case study of the thesis.

5.3.3 Influence factors

The system of measurement used in the Influence factors part is the Likert scale, with an index of 1 to 5, signifying strongly disagree to strongly agree. The last two adapted hypotheses were going to be tested in this section. The responders were required to evaluate their level of agreement with the arguments that the author included regarding the adapted element.

Hypothesis 2: The Global Ambassador's reputation has a positive impact on people's purchase decisions.

The four statements given in Table 4 have been carefully considered and selected. With the purpose of the results obtained can test the hypothesis given above. The level of influence of the Global Ambassador according to participants' points of view is illustrated in Table 4.

Table 4. Percentage of overall opinion toward the effect of Global Ambassador on different factors (n=50)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Global Ambassador affects your buying intention	12%	12%	26%	42%	8%
Global Ambassador's image affects the brand's reputation	4%	12%	14%	40%	30%
Choosing a suitable Global Ambassador is important to a luxury brand	2%	8%	12%	32%	46%
Jisoo - Dior's Global Ambassador has a good reputation/image	2%	10%	20%	26%	42%

According to Table 4, the statement of people's buying intention is affected by the Global Ambassador received 42 percent of the participants agreed, and 8 percent strongly agreed. While "Strongly Disagree" and "Disagree" had equal proportions, accounting for 12 percent. There was 26 percent of the respondents chose "Neutral" as an option for this argument. The outcome indicated that most people participating in the survey claimed that their purchasing intention was affected by Global Ambassador to an extent.

The second statement argued that the "Global Ambassador's image also affects the brand's reputation". The percentage of participants who chose "Agree" and "Strongly Agree" was rather high, which were 40 percent and 30 percent, respectively. About 14 percent of the respondents stayed neutral about this argument. The ratio of the participants who disagreed was 12 percent while that of the contributors who strongly disagreed only accounted for 4 percent.

As for the third argument, it is apparent that the rate of participants who strongly agreed that "choosing a suitable Global Ambassador is essential to a luxury brand" was the highest compared to other levels of agreement, which is 46 percent. Moreover, 32 percent and 12 percent of the participants chose "Agree" and "Neutral" as their options for the measurement scale, respectively. The option with the lowest percentage was "Strongly Disagree" with only two percent of participants choosing it. The ratio of respondents who disagreed with the

third statement was only eight percent, meaning only six percent higher than the “Strongly Disagree” option. The data presented in Table 4 indicates that a majority of respondents believed that selecting an appropriate global ambassador is crucial for a luxury brand.

The last statement demonstrates the Dior Global Ambassador, Jisoo, having a positive public status/image. The results obtained were in favor of the agreement and there was a relatively small percentage of people who opposed this idea. 42 percent of the participants actively acknowledged, and 26 percent of them agreed with the argument. The “Neutral” option had 20 percent of respondents choosing it. On the other hand, the proportion of people who disagreed was 12 percent, with two percent completely disagreeing and 10 percent disagreeing. Not counting neutral opinions, the ratio of people who agreed was approximately six times greater than that of people who disagreed. The number could be used to indicate the opinion trend of survey participants.

Combined with the previous arguments, it was easy to see that the percentage of people on the agreeing side always overwhelms the opposing side. As a result, it could be concluded that purchase decisions were beneficially affected by the Global Ambassador's reputation.

Hypothesis 3: People’s buying decisions greatly depend on factors related to the brand Dior and its products.

The participants’ level of agreement with the listed statements is distributed in Table 5.

Table 5. Percentage of overall opinion toward the factors that have impacts on purchase decisions (n=50)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The quality of the product	0%	6%	20%	24%	50%
The price of the product	8%	4%	22%	32%	34%
The quantity available of the product	4%	26%	34%	16%	20%
Dior’s reputation	0%	12%	22%	42%	24%
Dior’s image and style align with my preference	0%	8%	26%	34%	32%

I feel guaranteed by their Global Ambassador – Jisoo	8%	20%	28%	26%	18%
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Factors that can potentially influence purchases have been thoroughly researched in the theory chapters above before being included in the survey. The first element was the product's quality. The rate of participants who completely agreed with this element was up to 50 percent, which was also the highest rate of agreement's level compared to others, and 24 percent agreed on this factor. Next was the proportion of people with neutral opinions holding 20 percent, and the remaining six percent were on the disagreement side. In particular, no one completely objected to the product quality factor. The outcome showed that quality when purchasing items is still a prerequisite for the majority of consumers.

The following factor was the price of the product. Once again, the party that disagreed had a much lower choice rate than the party that agreed. With eight percent of people strongly disagreeing and four percent of people disagreeing. Meanwhile, the rates of highly acknowledged and agreed were 34 percent and 32 percent, respectively. Neutral choice accounted for 22 percent. The data obtained partly represented the participants' financial decisions. Most consumers paid attention to the amount they were willing to pay for a luxury item.

The third factor was the amount of products that are accessible. The reason why this element was mentioned is that sometimes, customers might feel the urge to purchase if a product line has a limited quantity. The neutral option was the highest in this case, with 34 percent of people choosing it. The percentage of respondents opposing and disagreeing with the third point was four percent and 26 percent, respectively. On the other hand, the ratio of participants highly acknowledging was 20 percent, and that of participants agreeing was 16 percent. Participants' opinions regarding the third factor did not completely lean toward either side. The selection rate at each level was quite even.

The next element was Dior's reputation. For this factor, the rate of choosing the agreeing side entirely overwhelmed the opposing side. With 42 percent of participants agreeing and strongly agreeing, meanwhile, the disagreement rate was only 12 percent and no one completely opposed. The proportion of respondents with a neutral opinion was 22 percent. This proved that Dior's high reputation as a luxury brand is an advantage as many consumers were influenced by this when making purchasing decisions.

The fifth statement indicated that Dior's aesthetic and style fit in with the references provided by the respondents. Many received answers saying they sided with this statement. With 32 percent and 34 percent of participants choosing the "Strongly Agree" and "Agree" options,

respectively. The rate of holding neutral opinions was 26 percent while only eight percent of people participating in the survey selected the disagree option.

The last argument was participants see Jisoo, the global ambassador for Dior, as a guarantee. The participants' perspectives on the argument were not entirely biased in favor of one side. At every stage, the choosing probability was actually similar. Specifically, neutral choice accounted for 28 percent. The percentage of people choosing the "Agree" and "Strongly Agree" options was 26 percent and 18 percent, respectively. On the other hand, the ratio of participants disagreeing and strongly opposing the statement was 20 percent and 8 percent, respectively.

In conclusion, after summarizing the data results obtained from the survey, it can be concluded that consumers' purchasing decisions are mostly influenced by factors related to the brand Dior and its products.

5.3.4 Behavior intention

Behavioral trend was the last section on the survey form. Participants were asked to choose their current purchasing preferences when it comes to Dior thanks to the influence of the Global Ambassador. The preference choices are shown in Figure 9.

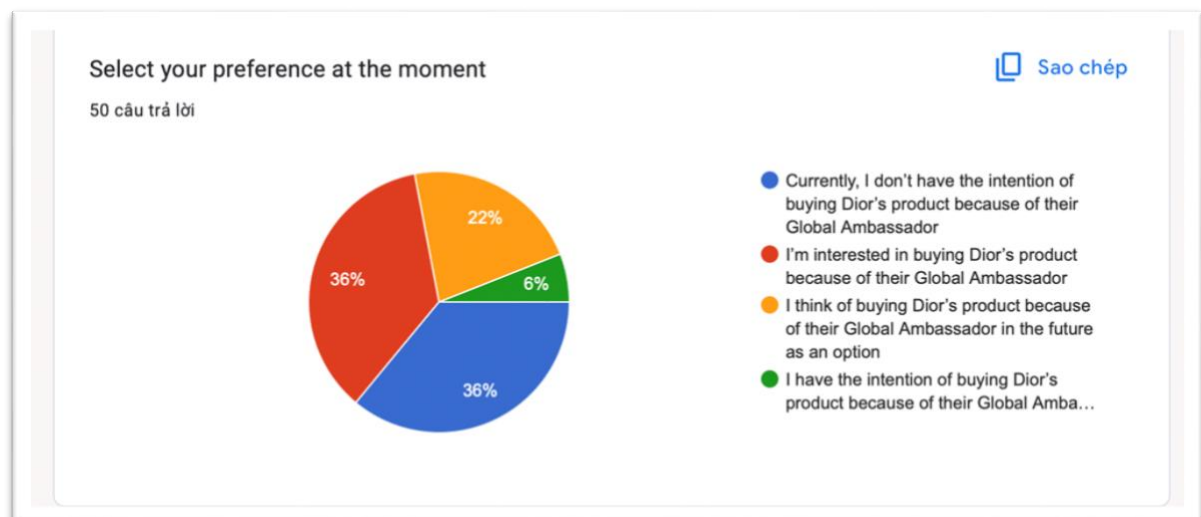


Figure 9. Participants' intention of purchasing Dior products due to the impact of their Global Ambassador

According to Figure 9, The choice rate for intending to buy Dior's product because of their Global Ambassador was the lowest, with only six percent. On the other hand, the percentage of participants who are interested in this idea and that of people who currently

do not have the intention of purchasing was equal, which is 36 percent. The ratio of respondents who think this idea is an option was 22 percent.

The last question on the survey form was an open-ended one. Most respondents did not answer this question. However, there are some comments as follows:

This form focuses on strong points of customer's opinion and the questions are interesting (Participant 1).

It's cool (Participant 2).

6 Conclusions

6.1 Discussion of the results

The purpose of the study is to clarify apparent the advantages of employing logical and effective strategies, particularly in selecting a qualified Global Ambassador for high-end brands. The study outcomes indicated that choosing an appropriate Global Ambassador can raise people's awareness and their urge to buy luxury brand products. Based on the results obtained, it can be seen that most participants have a good impression of Jisoo-Dior's Global Ambassador, and there is also a large number of people who said they feel that the image of a Global Ambassador also has a significant influence on luxury fashion brands. The results align well with the theoretical part about Global Ambassadors as Widodo & Maharani (2023, 2) indicated that employing the right brand ambassadors can help a business utilize marketing strategies and boost customer trust, evaluations, and recognition of the brand. Additionally, it has the potential to promote responsiveness and favorable reactions regarding advertising, which in turn may enhance customer willingness to make purchases on the offered website or application.

Previous studies also emphasize five factors that highly influence customers' purchase intention: brand ambassadors, clients' trust, unity, visual appeal, and authenticity; if the customers are satisfied with their choices, they will likely decide to re-purchase. All of these observations highlight how much brand ambassadors influence consumer behavior. (Suleman et al. 2023, 434; Hong et al. 2023, 2775.)

6.2 Answers to research questions

This section seeks to provide answers to the primary research question and three supporting questions following data analysis. Based on the aforementioned data and tables, the author might comprehend the answer to the proposed research questions.

Sub-question 1: What makes a luxury brand stand out from its competitors?

A product that has all of the listing elements: high-value and quality material/components; reasonable construction and function; complete perfection in craftsmanship; and a strict zero-tolerance policy for mistakes; appropriate features and the size of the product; the last is providing excellent service for the customer's purchase experience (Heine 2012, 75–77).

The survey outcomes indicated that they chose to purchase luxury brand products mostly due to their quality, image, and reputation. This also means that luxury brands can add their own exclusive details to these elements, thereby making them stand out from their

competitors in the same industry. Specifically, the case study brand in the thesis was Dior, and participants also claimed that they paid attention to the quality's products and Dior's reputation. An additional factor is the image and style of the brand fit in well with customers' preferences, hence, luxury brands should consider carefully analyzing target customer groups and potential customer groups to create key attractions for these people.

Sub-question 2: What kind of marketing strategy is used when using Global Ambassadors?

The definition of Global Ambassador aligns with the use of influencer marketing as both of them mention the situation where a famous figure endorses a certain brand or product line. Particularly, Zietek (2016, 10-11) emphasizes that with so many ways for people to quickly and extensively share their thoughts with an almost unlimited audience through the Internet, experts and celebrities are becoming more crucial than ever in the world of brand marketing. Marketers see and use influencers and ambassadors as an additional channel for advertising. These people are usually provided with comprehensive instructions that cover the objectives of the campaign, suggested hashtags, the number of posts that must be made, and oftentimes, an approximate pricing range.

Sub-question 3: What factors should be considered when deciding on Global Ambassadors?

Factors that need to be considered when a luxury brand is in the process of deciding on a new Global Ambassador are relevant and suitable, possessing an optimistic character, lifestyle, and background. Furthermore, the Global Ambassador in question also must have their own characteristic charm, alignment with the brand, a positive social image, and the recognition they already possess. (Aisyah 2023, 11936; Lea-Greenwood 2012, 77–85.) In a situation where the Global Ambassador suddenly gets involved in a scandal or has been exposed to have a pessimistic public image, the brand that they are endorsing at the moment therefore can be severely affected. On the other hand, a Global Ambassador with a beautiful image in the eyes of the public can help the brand gain a sympathetic view from the masses. These factors also show that to choose a Global Ambassador, brands need to consider and prepare many things. Additionally, they also need to prepare contingency plans just in case unexpected situations occur.

Main research question: What benefits can a luxury brand gain from choosing a suitable Global Ambassador?

It is clear from the concepts, prior research, hypotheses, and survey findings in the sections above that selecting an appropriate Global Ambassador can assist a luxury brand in

several ways. The listing benefits are brand awareness, sales revenue, and positive improvement in the company's image.

A Global Ambassador can help a brand gain worldwide acknowledgment if the brand has yet to do so. What helps accelerate this process is the ambassador's global recognition. For example, if a person with high global recognition promotes a brand whose coverage is only domestic. International fans around the world are now aware of a completely new label. Thanks to that, the company's coverage has also improved and the sales revenue can also skyrocket. If this Global Ambassador has a stable group of fans and has the financial ability to pay for luxury brand products. That luxury brand now has the ability to attract a new group of both potential and loyal customers.

The reliability of Global Ambassadors helps ensure the quality and image of the luxury brand they represent. Public image is one of the noticeable factors to score points with passersby in general and fans in particular, which is why the Global Ambassador's public image/reputation also significantly affects the brand image. This has been verified through surveys that have been conducted.

Although not accounting for the majority of votes, the survey still shows that having a suitable Global Ambassador can still somewhat influence consumers' purchasing decisions and affect the image of the luxury brand at the same time. The brand's image in this situation is based on the consumer's perspective of the Global Ambassador's reputation and how the company has chosen this specific Global Ambassador to promote. Therefore, in a favorable situation, the sales revenue can be positively improved.

6.3 Evaluation of the study

In the thesis, primary and secondary data sources were studied. Reliable Internet publications, books, reports, and earlier studies by professionals in the field were used as sources for secondary data. Additionally, the author gathered primary data through the text evaluation approach such as a survey asking participants about their opinions and behavioral intentions and, lastly, an open-ended question to double-check their questionnaire responses in addition to gathering additional data from participants about their opinions regarding the effectiveness of luxury businesses employing Global Ambassador. Especially, the answers to the last open-ended question indicated that the survey had uniformity and the participants were also serious when filling out the survey. Hence, the outcome contributed to increasing the credibility of the survey results received.

A variety of approaches were combined to gather primary data that would strengthen the others and provide more solid validation of the outcomes. In addition to providing important

findings, all of the supporting information addressed the research topic and its subquestions, which served as the thesis's goals. As a result, the study might be regarded as trustworthy.

Although the study was only scheduled for a short time and the number of survey participants was not considered to be very large, the research and survey results still provide a certain level of reliability. During the process of preparing questions for the survey, the author also asked for objective advice from acquaintances and advisors with the hope of obtaining necessary and related information regarding the research topic and content.

Keeping survey participant information anonymous also makes people more comfortable expressing their opinions, thereby increasing the reliability of the answers obtained. The

6.4 Suggestion for further research

To get a fuller understanding of the study's findings, future research should use larger sample sizes and invest more in research time.

The author suggests other researchers divide into two groups of customers with larger numbers. Each customer group participated in filling out a separate survey about a specific Global Ambassador and then compared the similarities and differences in the results obtained. One group is fans of the Global Ambassador in question and the other group is not fans, merely passersby. This also contributes to making research results more objective and easier to analyze. On the other hand, other researchers can research and compare two or three different Global Ambassadors in a specific luxury brand. This approach can also bring more logical and clear evidence for arguments and ideas if needed.

7 Summary

For every industry, competition between competitors is indispensable. Therefore, choosing appropriate marketing strategies that are consistent with the general economic situation and trends of the times can help the brand stand out or have a more unique look compared to competitors in the same industry. The report analyzed a specific marketing tactic in the fashion industry in general and luxury in particular.

The study includes combined theoretical and empirical aspects. The theoretical section offers insights from earlier studies as secondary data. Chapter 2 mentions the factors to determine whether a brand is a luxury one or not, the impact of luxury brands on consumer behaviors, and the definitions of Global Ambassador and EMV. Chapter 3 fully explains the concept of influencer marketing strategy, the marketing model which is called the 8 P's of luxury brand marketing and its impact on consumer behavior. Additionally, Chapter 4 analyzes the case collaboration which is Jisoo and Dior, their partnership and their effectiveness are also investigated. The study methodology which is the conducted survey, the chosen data, and the data analysis are covered in Chapter 5. In addition, Chapter 6 responds to the major research question and its additional questions. It also offers recommendations for further research as well as an assessment of the study's credibility and trustworthiness. An overview of the entire thesis study was written in the final chapter.

In summary, the research is conducted with the purpose of helping readers gain more information and better understand the tactics of using global ambassadors of luxury brands. Especially at a time when social networks and media are popular tools to bring information related to many industries to readers. With the aim of clarifying the benefits that can be obtained when using appropriate and correct strategies, the research is hoped to be one of the useful resources for future researchers regarding a similar topic.

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Appendix 1. Questionnaire

Benefits of Selecting Global Ambassadors for Luxury Brands (Jisoo and Dior)

Hi everyone.

I'm Duong Phan, an undergraduate at LAB University of Applied Sciences. I'm conducting this survey to determine whether global brand ambassadors influence customers' purchasing decisions. In addition, the target group age is people who are 22 years old and over.

The survey is a part of my Bachelor's thesis and only takes about 2 minutes to complete. Your personal information will not be gathered, and all responses will remain anonymous.

General Information Questions

How often do you purchase luxury brand products? It can be either the fashion or beauty segment. *

- < 3 times a month
- >= 3 times a month
- < 3 times every 3 months
- >= 3 times every 3 months

Why do you buy luxury brands' products? Check all that applies *

- Brand's image
- Brand's reputation
- The ambassador's impact
- The quality of the product

Global Ambassador Awareness

Do you know any global ambassadors/ambassadors of any luxury brands? If yes, please mention it; If no, you can skip this question.

Câu trả lời của bạn _____

Have you ever purchased any product because you know their Global Ambassador promoting the brand and product line? *

- Yes
- No

Have you ever bought Dior's products? It could be either Fashion and Accessories * or Fragrance and Beauty products.

- Yes
- No

Influence factor questions

Please indicate your opinion about the following statements by using the below assessment

- (1) = Strongly Disagree
- (2) = Disagree
- (3) = Neutral
- (4) = Agree
- (5) = Strongly Agree

Global Ambassador Effect *

	1	2	3	4	5
Global Ambassador affects your buying intention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Global Ambassador's image affects the brand's reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choosing suitable Global Ambassador is important to a luxury brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jisoo-Dior's Global Ambassador has a good reputation/image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Factors that have an impact on your purchase decisions of Dior's products *

	1	2	3	4	5
The quality of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quantity available of the product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dior's reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dior's image and style align with my preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel guaranteed by their global ambassador-Jisoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Behavior Intention question

Select your preference at the moment *

- Currently, I don't have the intention of buying Dior's product because of their Global Ambassador
- I'm interested in buying Dior's product because of their Global Ambassador
- I think of buying Dior's product because of their Global Ambassador in the future as an option
- I have the intention of buying Dior's product because of their Global Ambassador in the future

What else would you like to say on this subject?

Câu trả lời của bạn
