

## The Influence of Storytelling Marketing, Brand Ambassadors, and Tagline on Purchase Decisions of a Local Brand's Lip Products

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### ARTICLE INFORMATION

#### Publication information

#### Research article

#### HOW TO CITE

Harjanti, S., & Oktavia, N. W. (2025). The influence of storytelling marketing, brand ambassadors, and tagline on purchase decisions of a local brand's lip products. *Journal of International Conference Proceedings*, 7 (4), 957-966.

#### DOI:

<https://doi.org/10.32535/jicp.v7i4.3580>

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Received: 20 December 2024

Accepted: 10 January 2025

Published: 1 February 2025

### ABSTRACT

This research aims to analyze and determine the effect of storytelling marketing, brand ambassadors, and taglines on purchasing decisions for Wardah lip products for Undergraduate Management Study Program students of UPN "Veteran" Yogyakarta. Questionnaires were distributed using nonprobability purposive sampling techniques, and regression analysis was adopted to test the predetermined hypotheses. The results of this research show are: (1) Storytelling marketing, brand ambassadors, and taglines together have a significant effect on purchasing decisions for Wardah lip products; (2) Storytelling marketing partially has a positive and significant effect on purchasing decisions for Wardah lip products; (3) Brand ambassadors partially have a positive and significant effect on purchasing decisions for Wardah lip products; (4) Tagline partially has a positive and significant effect on purchasing decisions for Wardah lip products. The findings indicate that storytelling marketing, brand ambassadors, and taglines significantly influence purchasing decisions for Wardah lip products, both individually and collectively. These results highlight the importance of strategic marketing communication in shaping consumer preferences and suggest that brands should leverage these elements to enhance their market appeal.

**Keywords:** Brand Ambassadors; Lip Product; Purchase Decisions; Storytelling Marketing; Tagline

## INTRODUCTION

In the face of this fierce competition, companies are trying to win consumers' hearts to buy products or use their services with various digital marketing strategies that adapt to the sophistication of today's technology so that the brands, products, or services offered can be known and known by the public at large. Some companies also use marketing communications packaged through stories to approach consumers and encourage their purchasing decisions. According to Marlius (2017), a purchase decision is a choice made by an individual for the suitability of a product or service so as to form a sense of wanting to have or use the item.

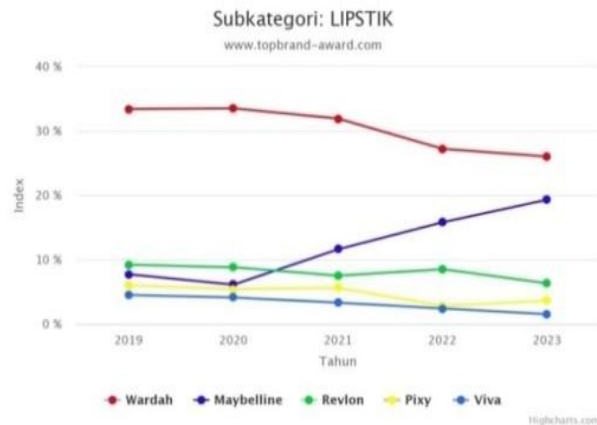
In building brands, companies can create their strategic position using stories with explanations and brand alignment and communications that are sure to reinforce the story (Baker & Boyle, 2009). Storytelling marketing is the use of marketing methods that can shape and awaken emotions (Zainurossalamia et al., 2021). According to Bel Boker in Christon (2022), who is a marketing consultant, thinks that storytelling marketing is a way wrapped in the narrative by brands with the aim of attracting feelings that involve consumers so that consumers can consider purchasing decisions. Based on previous research conducted by Wijayanti (2022), it shows that storytelling marketing has a positive effect on consumer purchasing decisions for a product. However, there are different research results from the research of Mavilinda et al (2023) showing that storytelling marketing indirectly cannot influence purchasing decisions for products offered through social media, namely Instagram.

In addition to self-brand connection, it is necessary to point to the visual character of a brand as a consumer attraction to the brand and even influence consumer purchasing decisions on products. A brand ambassador is a tactic used as a point of attraction in a brand. A brand ambassador is a collaboration with national or international celebrities or comes from a group of well-known micro-influencers to attract consumer attention (Parasari et al., 2023). Shimp (2010) defines brand ambassador as a company strategy to influence purchasing decisions by collaborating with celebrities in introducing new products and providing knowledge to the public through presentation in advertisements. Based on previous research conducted by Fadila et al. (2021) shows that brand ambassadors have a positive and significant effect on product purchasing decisions. The results of this study differ from the results of research by Ummat & Hayuningtias (2022) which shows that brand ambassadors do not influence individual purchasing decision behavior.

Brand ambassadors as brand spokespersons must reflect the product as well as the message or tagline owned by a brand to consumers. This is in order to build the impression and relationship of the brand to consumers emotionally. This brand message is often known as a tagline. Taglines are short and meaningful sentences that are easy to remember (Abiromo & Wibowo, 2014). Some companies are still meticulous about creating their brand taglines to provide information and the purpose of creating their brands and products for consumers and influencing purchasing decisions in order to get high and stable sales levels. Companies can change the tagline according to the campaign carried out by the brand to give a new impression and new communication so as to influence consumer purchasing decisions. Based on previous research conducted by Parasari (2023) in her research, taglines have a positive effect on purchasing decisions. Meanwhile, Osak and Yusepaldo's research (2020) produced different results, namely that taglines have no effect on purchasing decisions.

The use of lip products increased by 19 percent in one year from the results of the Jakpat survey in 2021 used by the public as much as 97% of usage which is not much different from the percentage value of the use of other cosmetic products such as face products, eye products, and eyebrow & eyelash products. The discrepancy between the expected conditions and the reality in the field occurs in the 2019-2023 lip product Wardah sales chart which is decreasing with the 2023 lip product competition comparison even though Wardah is still in the first position which can be seen in Figure 1 and Figure 2 below.

**Figure 1.** Sales Chart of Lip Products by Top Brand Index 2023



Source: Top Brand Index 2023

**Figure 2.** Lip Products Brand Competition Ranking (Top Brand Index 2023)

LIPSTIK (Fase 1)		
Brand	TBI	
Wardah	26.00%	TOP
Maybelline	19.30%	TOP
Revlon	6.30%	
Pixy	3.60%	
Viva	1.50%	
Sumber: Top Brand Award (www.topbrand-award.com)		

Source: Top Brand Index 2023

Wardah applies a storytelling marketing strategy using a simple story in a circle of friends with various activities and challenges in Wardah Colorfit Lip Paint. In the storytelling video, there is a visual character from one of the sparkling brand ambassadors who came into the film industry with values that inspire Indonesian women, namely Amanda Rawles. Wardah's famous and inherent tagline in each of its products, namely inspiring beauty, then in 2021, it changed to #BeautyMovesYou. Aiming to emit messages through beauty as a modern woman can provide a movement of change, move the rights of others for the world, move future steps, and move courage with Wardah products to uphold women's emancipation. Tight business competition in the cosmetics industry is encouraged.

## LITERATURE REVIEW

### **Purchase Decisions**

Companies use marketing to fulfill a sense of satisfaction, meet the needs, and fulfill the desires of target customers. Schiffman and Kanuk (2008) stated that when consumers can select and choose from two or more options it is called a purchasing decision. Kotler and Armstrong's (2014) opinion regarding purchasing decisions is the final stage reaction by individuals when actually purchasing a product as a last resort. According to Marlius (2017), a purchasing decision is a choice made by an individual that forms the desire to own and use based on suitability for the product or service. The purchasing decision becomes a final process and choice after facing considerations in determining the purchase of an item. Kurnia et al in Yasin et al. (2023) stated purchase decision refers to the mental processes and actions in which consumers choose to buy a product or service from various available options. Purchase decisions involve a series of steps taken by consumers, starting from recognition of needs or desires, search for information, and evaluation of alternatives, up to taking the decision end. According to Sangadi and Sopiah in Sembiring et al (2021), in purchasing decisions to buy consumer goods there are more than two parties involved in the exchange or purchase process. Purchase decision activities include; choice of product, brand, supplier, timing of purchase, and purchase amount. Bangun in Fahmi and Permana (2021) stated for everybody, the dynamic cycle in purchasing is fundamentally something similar. It is the age, pay, way of life, and character qualities of every customer that separates them. Buyers will do a combination process that joins the information it has, to assess at least two elective practices and pick one of them.

### **Storytelling Marketing**

The meaning of life will be meaningful by telling stories (Greene, 1996). Stories have a big influence in ensuring that a relationship is important and enjoyable by feeling the value of an experience that arises from the power of one's imagination from the story (Mittelstadt, 2003). Storytelling marketing is implemented in a wide range of various scientific disciplines and is taken from Transportation Theory (Lee & Jeong, 2017), this theory explains that media focuses on narrative and forms real mental images in their minds regarding the events presented in the story, creating strong emotions, and feel carried away until they are immersed in the story (Green & Brock, 2000). Wang and Calder (2009) identified and explained transportation theory in the marketing aspect of the process of combining communication and information technology into a story narrative that shapes human involvement and consumer purchasing decision behavior into an effective invitation strategy.

Storytelling marketing is used as a marketing method that can shape and awaken emotions (Zainurossalamia et al, 2021). According to Bel Boker in Christon (2022), who is a marketing consultant, he believes that storytelling marketing is a way of wrapping it in a narrative by brands with the aim of appealing to the feelings involved in consumers so that consumers can consider it in purchasing decisions. With a story structure in narrative form, it is packaged in a temporal format such as beginning-middle-end in related episodes (Escalas, 2004). Building a self-brand connection through storytelling marketing creates a process that matches the story with the consumer's experience so that it can have a positive influence on the brand or company and influence purchasing decisions.

According to Alexander (2011), storytelling marketing is a speaking medium for promoting products presented in narratives or stories with supporting components. This storytelling marketing is applied to the social media ads, video reels, video feeds, and story features available on digital platforms, especially Instagram which are components and supporting elements. Digital platforms in the form of social media as storytelling marketing media and product sales promotions wrapped and presented through stories

with language that suits the target consumer will be more easily accepted, easier to understand, and influence the thoughts and behavior of consumer purchasing decisions. The storytelling marketing strategy is used for the purpose of increasing knowledge, selling products, and maintaining brand image, and will influence consumer behavior based on purchasing decisions that can be created through long-term platforms (Frog et al, 2010).

### **Brand Ambassador**

According to Shimp (2010), a brand ambassador is a company strategy to influence purchasing decisions by collaborating with celebrities in introducing new products and providing knowledge to the public through presentations in advertisements. Apart from being a brand visual, he becomes a brand ambassador liaison between consumers and brands as a spokespersons regarding the products or services offered by the brand. A brand ambassador is someone who represents a brand or company as an ambassador or spokesperson for its product (Goutam, 2013). Royan (2004) defines a brand ambassador as a way of promoting products by showing results of use (testimonials), encouraging (endorsement), and playing the main role of a representative as a company spokesperson (advertisement) by well-known people. According to Lea-Greenwood (2012), a brand Ambassador is a tool used by companies to communicate and connect with the public, regarding how they actually enhance sales.

Brand ambassadors are used as a means of connecting companies to communicate with consumers in order to increase sales. Apart from that, brand ambassadors become a bridge between companies and consumers by building emotional chemistry (Wang Calder, 2009). According to Lawu (2012), a brand ambassador is an individual who has passion or interest in the brand, wants to introduce the brand, and sincerely informs about the brand. Shimp in Sagia and Situmorang (2018) explain that selecting a brand ambassador for a brand must consider several things based on the order of interests, namely credibility, the attractiveness of the celebrity, and the suitability of the celebrity with the face of the brand. Brand ambassadors who have a high credibility value reflect consumers' trust and positive perceptions of a celebrity's abilities and knowledge of the product being advertised (Sumarwan in Supit et al., 2023). To provide confidence in consumer purchasing decisions, brands must match the brand ambassadors they choose to the products they offer. Choose brand ambassadors from public figures who have visual beauty and value from various achievements tailored to the product and message conveyed by the brand.

### **Tagline**

According to Kotler and Amstrong (2014), promotion is an activity to persuasively appealing consumers make purchase product or else services by convincing customers. One form of promotion is advertisements for consumers as a form of marketing communication. Advertising marketing communication media can be applied through taglines.

A tagline is a short and meaningful sentence that is easy to remember (Abiromo & Wibowo, 2014). A tagline is a brand phrase used to market products in advertising channels (Welan & Himmawati, 2016). Chiaravalle and Schenck (2015) define a tagline as an interesting phrase or motto that adds the brand name for the sake of brand positioning. According to Sawitri and Basalamah (2019), a tagline is a motto or introductory logo for digital marketing so that it is easy for consumers to remember. Surjaatmaja (2008) stated that a tagline is a slogan made up of several words strung together into a short sentence which is used as a communication medium for brand information messages. According to Rustan (2009), a tagline is a character on a label or identity containing words that display the essence, personality, and brand positioning.



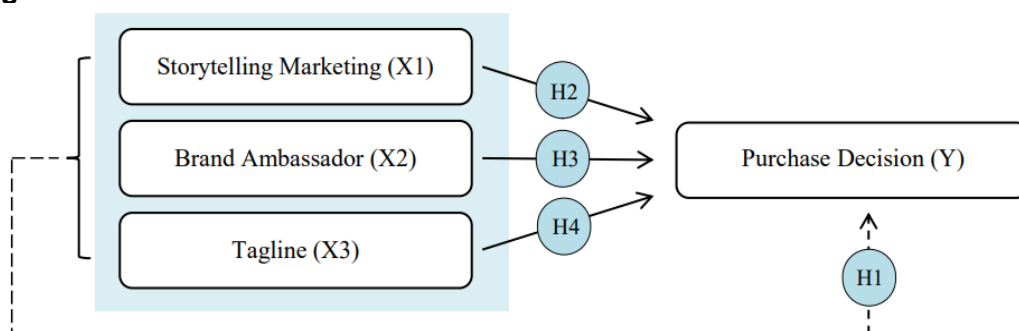
Taglines can change the way consumers think so they are interested in the products offered and in the purchasing decision process which makes the form of advertising unique. Advertising executives will be stronger according to the target market using a tagline, namely persuading consumers to use the product being promoted (Harminingtya, 2013).

An effective tagline must-have criteria including being concise, not difficult to remember, and unique (Aaker, 1991). Taglines with solid criteria are shown with short and simple taglines. A Tagline that is not difficult to remember or easy to remember in terms of meaning or pronunciation. A unique tagline becomes a differentiator from competing brands and stands out. A tagline can be said to be effective when it is able to strengthen the brand through the aim of introducing or increasing consumer brand knowledge to provide consumer affection, cognition, and behavior up to the purchasing decision stage.

### Research Framework

Purchase decision is treated as the dependent variable to be tested against the independent variables, which are classified into three variables, namely: Storytelling Marketing, Brand Ambassador, and Tagline. Regression modeling was adopted to carry out the tests.

**Figure 3.** Research Framework



### RESEARCH METHOD

One of the survey methods to gather data on research is questionnaires, and the population is all Undergraduate Management Study Program students of UPN "Veteran" Yogyakarta who had bought Wardah lip products. The method used in sampling uses a non-probability sampling method with a purpose sampling technique. Purposive sampling is taking samples in certain aspects according to the desired criteria to determine the number of samples to be studied (Sugiyono, 2018). Sample on this research obtained 130 data samples already measured each item statement from all variables to five scales called the Likert scale. As visible in Table 1, processing data uses multiple linear regression for the hypothesis-tested impact of storytelling marketing, brand ambassador, and tagline on the purchase decision.

### RESULTS

One easy way the author used Google form and had 150 respondents but detected amount 20 data respondents were damaged or inappropriate. So there are 130 data respondents to be processed and analyzed further using multiple linear regression analysis to know the size between the independent variable which is storytelling marketing, brand ambassador, tagline, relationship with dependent variable which is purchase decision, and result from data processed with SPSS 23 on Table 1.

**Table 1.** Multiple Linear Regression Results

Model Component	Unstandardized Coefficients		Standardized Coefficients	t-calculated	Significant Level	Remarks
	B	Std. Error	Beta			
Constant	4.342	1.393		3.125	0.001	Significant
Storytelling marketing	0.215	0.076	0.214	2.825	0.005	Significant
Brand Ambassador	0.125	0.071	0.135	1.655	0.003	Significant
Tagline	0.533	0.089	0.477	5.865	0.000	Significant
Dependent Variable: Purchase decision						
Adjusted R Square: 0.515						
R square: 0.679						
F: 28.890						
Sig: 0.000 <sup>b</sup>						

Result of that data, Table 1 can write an equation like this:

$$Y = 4,342 + 0,215X_1 + 0,125X_2 + 0,533X_3 + \varepsilon$$

Above the equation, the regression coefficient type of each variable is positive regression. It means if storytelling marketing grows, the purchase decision of Wardah lip products will grow also and conversely. If a brand ambassador grows, the purchase decision for Wardah lip product is to grow also and conversely. If the tagline is growing, the purchase decision for Wardah lip products is growing also and conversely.

Visible F test with a significance value of  $F \leq 0.05$  that explained storytelling marketing, brand ambassador, and tagline affect together on purchase decision lip product Wardah. Visible on the t-test with the result, storytelling marketing  $t \leq 0.05$  explained the partial effect on purchase decision lip product Wardah, brand ambassador with  $t \leq 0.05$  also explained the partial effect on the purchase decision lip product Wardah, and the last variable is tagline with the result  $t \leq 0.05$  that explained the partial effect on purchase decision lip product Wardah.

## DISCUSSION

The study shows that there is a significant and positive effect of storytelling marketing, brand ambassadors, and taglines together on Wardah lip product purchasing decisions for students program study Management of UPN "Veteran" Yogyakarta. This means that the better the storytelling marketing, brand ambassador, and tagline, the more Wardah's lip product sales will increase due to the encouragement of purchasing decisions by consumers, this will have the opposite effect if Wardah does not pay attention to certain aspects and is wrong in the strategy applied to its marketing program. A Wardah content by paying attention to several aspects of storytelling marketing, the collaboration of well-known, inspiring, and attractive brand ambassadors by Wardah, as well as a unique, inspiring, and meaningful tagline on the change campaign from women for the world from Wardah, can certainly increase consumer purchasing decisions for Wardah lip products. These results are in line with the results of previous research by Wijayanti (2022), Fadila, et al. (2021), and Parasari et al. (2023) which show that storytelling marketing, brand ambassador, and taglines have a significant and positive effect on purchasing decisions.

The second finding shows that there is a positive and significant influence of storytelling marketing on purchasing decisions on Wardah's lip product purchase decisions for students program study Management of UPN "Veteran" Yogyakarta. This means that the more aligned and creative the combined aspects of Wardah's lip product marketing

storytelling content, the more it can encourage consumer purchasing decisions. Wardah's storytelling marketing is formed from the basis of experiential marketing trying to play with consumer emotions by feeling the experience of a product so that it moves the hearts of consumers who watch and receive Wardah's lip product knowledge so that it affects consumer actions such as purchasing decisions. The storytelling marketing strategy is used for purposes such as increasing knowledge, selling products, and maintaining brand image, and will affect consumer behavior based on purchasing decisions that can be created through long-term platforms (Frog et al., 2010). These results are in line with research conducted by Wijayanti (2022) showing that storytelling marketing has a significant effect on decisions.

The third finding shows that there is a positive and significant influence of brand ambassadors on purchasing decisions. This means that the brand ambassador chosen to promote Wardah lip products can attract consumer and brand relationships through emotions built with brand feelings. Brand feelings are consumers' emotional responses and reactions to brands, several forms of consumer emotional feelings towards brands. This brand ambassador can also create a positive brand image so that it can increase purchasing decisions for students' program study management of the UPN "Veteran" Yogyakarta. Based on the respondents' assessment the selected brand ambassador has a positive self-image, is well known, and has an appeal that is able to attract consumers, thus creating a decision to purchase Wardah lip products among students program study Management of UPN "Veteran" Yogyakarta. This study is in line with previous research by Fadila et al (2021) showing that brand ambassadors have a positive and significant influence on purchasing decisions.

The last finding shows that there is a positive and significant effect of taglines on purchasing decisions for Wardah lip products for students program study Management of UPN "Veteran" Yogyakarta. This means that the better the meaning of Wardah's tagline, the more it encourages consumer purchasing decisions. Tagline is the strongest variable that influences purchasing decisions, this explains why respondents pay more attention to taglines to convince their purchasing decisions. Wardah creates taglines effectively with criteria including being concise, not difficult to remember, and unique, namely #BeautyMovesYou, which aims to change the way consumers think so that they are interested in the products offered to the purchasing decision process which is unique in the form of advertising. This study is in line with previous research by Parasari et al. (2023) showing that taglines have a positive and significant effect on purchasing decisions.

## **CONCLUSION**

This study aims to determine the effect of storytelling marketing, brand ambassador, and taglines on purchasing decisions for Wardah lip products for Undergraduate Management Study Program students of UPN "Veteran" Yogyakarta. Based on the results of data processing, it can be concluded that there is a positive and significant effect together from storytelling marketing, brand ambassadors, and taglines on purchasing decisions. Each of them has a positive and significant influence on purchasing decisions partially from storytelling marketing, brand ambassadors, and taglines.

## **ACKNOWLEDGMENT**

N/A

## **DECLARATION OF CONFLICTING INTERESTS**

The authors declared no potential conflicts of interest.



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