



The Influence Of Brand Ambassadors On College Students' Electronics Choices In Bengaluru

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ABSTRACT

This study examines the role of brand ambassadors in influencing the electronics purchasing decisions of college students in Bengaluru. It assesses the effectiveness of endorsements in shaping brand preferences and investigates the relationship between ambassador attributes and consumer trust. Key findings show that 35.48% of students are influenced by brand ambassadors in their purchase decisions, with 40.32% favoring well-known brands endorsed by celebrities. However, relatability and credibility play crucial roles, as 29.03% of students are more inclined to try new brands when endorsed by relatable figures. The rise of micro-influencers also indicates a shift toward authentic, personalized endorsements. With 93.5% of students active on social media, digital platforms have become a key channel for reaching this demographic. Brands must balance between celebrity endorsements and relatable micro-influencers to build trust and maintain engagement.

Keywords: Brand Ambassadors, College Students, Electronics Market, Micro-Influencers, Purchasing Decisions, Social Media Marketing.

INTRODUCTION

In today's digitally driven world, college students represent a crucial consumer segment for electronic devices. As digital natives, they are highly engaged with technology, making them particularly receptive to marketing influences. Among these influences, brand ambassadors play a pivotal role in shaping purchasing decisions. These individuals, often perceived as influential figures or relatable peers, wield significant sway over consumer preferences.

Brand ambassadors play a crucial role in shaping perceptions of electronic products, from smart phones and laptops to accessories. They act as relatable figures who can influence their peers' choices through endorsement, authenticity, and personal experiences. In a city like Bengaluru, which is not only a hub for education but also a vibrant center for technology and innovation, the impact of these ambassadors can be particularly pronounced. The allure of celebrity endorsements and influencer marketing often resonates deeply with college students, who may prioritize brand loyalty based on the personalities they admire.

This article aims to explore the influence of brand ambassadors on the electronics choices of college students in Bengaluru. By conducting a survey among students, we will examine how brand endorsements affect their purchasing decisions, what brands are most impactful, and the underlying reasons for their preferences. Through this research, we hope to gain insights into the dynamic interplay between brand ambassadors and consumer behavior in the ever-evolving electronics landscape. Ultimately, understanding these influences can help brands tailor their strategies to better engage this critical audience segment.

IMPORTANCE OF BRAND AMBASSADORS IN MARKETING

Brand ambassadors are crucial in contemporary marketing strategies, particularly for reaching younger consumers. Their unique ability to foster trust and authenticity sets them apart from traditional advertising methods. According to a study by the American Marketing Association, consumers are more likely to engage with brands that utilize relatable figures as ambassadors, as these individuals often represent the values and lifestyles that resonate with target audiences (American Marketing Association, 2020). This personal connection can significantly enhance brand loyalty, particularly among college students who prioritize peer recommendations over conventional ads.

Furthermore, brand ambassadors effectively leverage social media platforms to amplify their reach. Their posts and endorsements can create a sense of urgency and excitement around products, making them more appealing to followers. A report by Nielsen found that 92% of consumers trust recommendations from individuals over brands, highlighting the effectiveness of word-of-mouth marketing facilitated by ambassadors (Nielsen, 2019). This is especially relevant in the electronics market, where trends and innovations are frequently discussed and shared online. In addition to building brand awareness, brand ambassadors help shape consumer perceptions and drive purchasing decisions. By embodying a brand's identity and values, they create a more engaging and relatable marketing experience, which is essential in today's competitive landscape. As brands increasingly recognize this potential, the role of brand ambassadors is likely to expand, further solidifying their importance in marketing strategies.

PURPOSE OF THE ARTICLE

The purpose of this article is to explore the impact of brand ambassadors on college students' purchasing decisions, specifically within the context of Bengaluru. By conducting a survey among students, we aim to uncover how these influencers affect their choices when it comes to electronic products. We will investigate the specific brands that are most influenced by ambassadors, the types of electronics that students prioritize, and the factors that contribute to their decisions. This exploration will provide valuable insights into the evolving landscape of marketing and consumer behavior, helping brands better understand how to effectively engage this critical demographic. Through this analysis, we hope to highlight the significance of brand ambassadors in shaping preferences and driving sales among college students in a rapidly changing market.

OBJECTIVES OF THE STUDY

1. To Assess the Effectiveness of Brand Ambassadors in Shaping College Students' Brand Preferences.
2. To Investigate the Relationship Between Brand Ambassador Attributes and Consumer Trust Among College Students.

REVIEW OF LITERATURE

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

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

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

Choudhury and Gupta (2020) examined the role of cultural factors in the effectiveness of brand ambassadors in India. Their study highlights that local influencers resonate more with college students in Bengaluru, influencing their electronics choices. The research indicates that attributes like language and regional relevance enhance the connection between ambassadors and their audience. Additionally, the influence of social norms and collective identity in Indian society plays a significant role in students' brand preferences. The findings suggest that brands should consider cultural nuances when selecting ambassadors to optimize their marketing strategies in diverse markets.

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

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

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

Ghosh and Das (2022) explored the relationship between brand ambassadors and brand loyalty among college students. Their findings suggest that effective ambassadors foster loyalty by creating a sense of community around a brand. The study indicates that students are more likely to remain loyal to brands endorsed by ambassadors they find relatable and trustworthy. Consistent interactions through various channels—such as social media and events—reinforce this loyalty. Moreover, ambassadors who engage actively with their audience contribute to a stronger brand connection. Understanding how ambassadors influence loyalty can help brands design strategies to retain college consumers in the competitive electronics market.

METHODOLOGY

The research methodology for this study targets college students enrolled in various institutions across Bengaluru, chosen for their significant engagement with technology and electronics and their susceptibility to marketing influences from brand ambassadors. A sample size of 62 participants will be utilized, deemed sufficient to capture diverse perspectives on brand ambassador impact in the electronics market while remaining manageable for data collection and analysis. The research method employed is a quantitative approach, utilizing a structured questionnaire to gather data on students' preferences and behaviors. The survey will use a simple random sampling method to ensure equal selection chances for all students, minimizing bias and enhancing representativeness. Distribution will occur through online platforms such as email and social media groups related to the participating colleges, facilitating efficient reach and response collection. The survey will feature structured questions to assess students' awareness of brand ambassadors, their influence on brand preferences, and the attributes that enhance consumer trust.

DATA ANALYSIS AND RESULTS

DEMOGRAPHIC

Table: 1

Gender of respondents		
Factors	No of respondents	Percentage
Male	30	48.4%
Female	28	45.2%
Prefer not to say	4	6.5%

Analysis and Interpretation: The gender distribution reveals a nearly even split between male (48.4%) and female (45.2%) respondents, with a small percentage (6.5%) opting not to disclose their gender. This balanced

representation suggests that both genders are equally engaged in electronics choices influenced by brand ambassadors in Bengaluru.

Table: 2

Age of respondents		
Factors	No of respondents	Percentage
Under 18	10	16.1%
18-20	20	32.3%
21-23	22	35.5%
24-26	8	12.9%
Over 26	2	3.2%

Analysis and Interpretation: The age distribution of respondents indicates a predominance of younger college students, with 67.8% aged between 18 and 23. This demographic is likely to be more influenced by brand ambassadors, reflecting their engagement with electronics and responsiveness to marketing strategies in Bengaluru.

Table: 3

Current level of education of respondents		
Factors	No of respondents	Percentage
Undergraduate	15	24.2 %
Postgraduate	45	72.6%
Others	2	3.2%

Analysis and Interpretation: The education level of respondents shows a significant majority of postgraduate students (72.6%), indicating a higher educational engagement within the sample. This demographic likely possesses a greater understanding of brand influences, suggesting that brand ambassadors may effectively reach and resonate with this educated audience in Bengaluru.

Table: 3

Current level of education of respondents		
Factors	No of respondents	Percentage
Undergraduate	15	24.2 %
Postgraduate	45	72.6%
Others	2	3.2%

Analysis and Interpretation: The current education levels indicate that a substantial majority of respondents are postgraduate students (72.6%), while undergraduates account for 24.2%. This suggests that the study primarily captures the perspectives of a more educated demographic, which may influence their perceptions of brand ambassadors and purchasing decisions in the electronics sector. The small percentage of respondents categorized as "Others" highlights a lack of diversity in educational backgrounds, focusing the findings on the experiences of higher education students in Bengaluru.

Table: 4

Using electronic devices (e.g., Smartphone, Laptops, Tablets, Headphones, Camera, and Electronic Accessories)		
Factors	No of respondents	Percentage
Rarely	2	3.2%
Occasionally	8	12.9%
Frequently	52	83.9%

Analysis and Interpretation: The usage frequency of electronic devices shows that a significant majority of respondents (83.9%) use these devices frequently, indicating strong engagement with technology. In contrast, only a small percentage use them rarely (3.2%) or occasionally (12.9%). This high level of usage suggests that brand ambassadors targeting college students in Bengaluru have a receptive audience, as these consumers are likely to be influenced by endorsements related to their regularly utilized electronic products.

Table: 5

Average monthly expenditure on electronic products		
Factors	No of respondents	Percentage
Less than ₹1,000	45	72.6%
₹1,001 - ₹5,000	11	17.7%
₹5,001 - ₹10,000	4	6.5%
More than ₹10,000	2	3.2%

Analysis and Interpretation: The average monthly expenditure on electronic products reveals that a substantial majority of respondents (72.6%) spend less than ₹1,000, indicating a budget-conscious approach to electronics. Only a small fraction allocates higher amounts, with 17.7% spending between ₹1,001 and ₹5,000, and even fewer (9.7%) exceeding this range. This spending pattern suggests that brand ambassadors should focus on affordable product endorsements to effectively resonate with this cost-sensitive demographic of college students in Bengaluru.

Table: 6

Active on social media		
Factors	No of respondents	Percentage
Yes	58	93.5%
No	4	6.5%

Analysis and Interpretation: The data shows that an overwhelming majority of respondents (93.5%) are active on social media, while only 6.5% are not. This high level of social media engagement suggests that brand ambassadors can effectively reach and influence this demographic through digital platforms. Given the prevalence of social media in students' daily lives, targeted marketing strategies via these channels may enhance brand visibility and impact on their electronics choices in Bengaluru.

Table: 7

Ever purchased an electronic product based on a brand ambassador's recommendation		
Factors	No of respondents	Percentage
Yes	20	48.4%
No	30	32.3%
May be	12	19.4%

Analysis and Interpretation: The data indicates that 48.4% of respondents have purchased an electronic product based on a brand ambassador's recommendation, suggesting a notable influence of endorsements on consumer behavior. Conversely, 32.3% have not made such purchases, while 19.4% are uncertain. This mixed response highlights the potential effectiveness of brand ambassadors in shaping purchasing decisions among college students in Bengaluru, yet also suggests that trust and relatability remain key factors for a substantial portion of the audience.

Table: 8

Effectiveness of Brand Ambassadors in Shaping College Students' Brand Preferences.

Factors		1	2	3	4	5
I often recognize brand ambassadors when they promote electronics brands	5	8.06%	20	32.26%	12	24.19%
Brand ambassadors significantly influence my choice of electronic products.	4	6.45%	22	35.48%	16	19.35%
I prefer brands that use well-known ambassadors in their marketing	3	4.84%	25	40.32%	17	16.13%
I am more likely to purchase electronics that are endorsed by a brand ambassador I like.	2	3.23%	20	32.26%	25	14.52%
The presence of a brand ambassador enhances my perception of the quality of an electronic product.	1	1.61%	21	33.87%	25	16.13%
I feel more inclined to try new electronic brands if they are promoted by relatable ambassadors.	3	4.84%	18	29.03%	26	17.74%

Analysis and Interpretation: The responses reflect varying degrees of recognition and influence of brand ambassadors among college students.

Recognition of Brand Ambassadors: A substantial 32.26% of respondents often recognize brand ambassadors, while 24.19% strongly agree that they do. This indicates a significant awareness of brand endorsements in the electronics market. **Influence on Purchase Decisions:** About 35.48% agree that brand ambassadors significantly influence their choices, highlighting their persuasive power. However, a notable 19.35% are neutral, suggesting that while many are influenced, there remains a segment that is less swayed. **Preference for Well-Known Brands:** The data shows 40.32% prefer brands with recognized ambassadors, which underscores the importance of celebrity endorsements in shaping brand loyalty among students. **Likelihood of Purchase:** The responses indicate that students are inclined to purchase electronics endorsed by ambassadors they like, with 32.26% agreeing. However, a notable portion (32.26%) remains neutral, revealing potential opportunities for brands to enhance relatability. **Perception of Quality:** The presence of a brand ambassador enhances the perceived quality of products for 33.87% of respondents, suggesting that endorsements can improve brand image and consumer confidence. **Openness to New Brands:** Finally, 29.03% feel more inclined to try new brands promoted by relatable ambassadors, indicating that relatability is a key factor for influencing new product trials.

Overall, these insights suggest that brand ambassadors play a significant role in shaping perceptions and purchasing behaviors among college students in Bengaluru, although there is room for brands to engage with and convert the more indifferent segments of this audience.

Table: 9

Relationship between Brand Ambassador Attributes and Consumer Trust among College Students

Factors	1		2		3		4		5	
I trust electronic brands more when they are endorsed by credible brand ambassadors.	5	8.06%	12	19.35%	20	19.35%	15	24.19%	10	19.35%
The attributes of a brand ambassador (e.g., expertise, charisma) influence my trust in their recommendations.	4	6.45%	16	25.81%	22	25.81%	12	19.35%	8	25.81%
I am more likely to purchase from a brand if the ambassador shares personal experiences with the product.	3	4.84%	17	27.42%	25	27.42%	10	16.13%	7	27.42%
I believe that a brand ambassador's trustworthiness affects my overall trust in the brand.	6	9.68%	19	30.65%	20	30.65%	9	14.52%	6	30.65%
Seeing a brand ambassador I admire increases my confidence in the electronics brand they represent.	1	1.61%	25	40.32%	21	40.32%	10	16.13%	5	40.32%
I tend to trust product endorsements from brand ambassadors more than traditional advertisements.	3	4.84%	26	41.94%	11	41.94%	11	17.74%	4	41.94%

Analysis and Interpretation: The responses reflect varying Relationship between Brand Ambassador Attributes and Consumer Trust among College Students

Trust in Brands Endorsed by Credible Ambassadors: The data shows that 24.19% of respondents agree that they trust electronic brands more when endorsed by credible brand ambassadors, while a significant 19.35% remain neutral. This indicates a substantial reliance on the perceived credibility of ambassadors in shaping brand trust. **Influence of Ambassador Attributes:** A majority (25.81%) feel that the attributes of a brand ambassador, such as expertise and charisma, significantly influence their trust in recommendations. However, the mixed responses reveal a divide, with 25.81% remaining neutral, suggesting opportunities for brands to enhance ambassador profiles. **Personal Experiences:** A strong 27.42% of respondents are more likely to purchase from brands whose ambassadors share personal experiences, reflecting the importance of authenticity in endorsements. This highlights the need for brands to showcase relatable and genuine narratives. **Impact of Trustworthiness:** The belief that a brand ambassador's trustworthiness affects overall brand trust is supported by 30.65% of respondents. This underlines the critical role of integrity in ambassador selection, reinforcing the

necessity for brands to align with credible figures. **Confidence in Admired Ambassadors:** A notable 40.32% of respondents feel that seeing a brand ambassador they admire boosts their confidence in the brand. This demonstrates the emotional connection that can influence consumer behavior and brand loyalty. **Preference for Endorsements over Traditional Ads:** Finally, 41.94% express a preference for trusting endorsements from brand ambassadors over traditional advertisements, suggesting that influencer marketing may be more effective in reaching this demographic.

Overall, these findings indicate that brand ambassadors significantly enhance trust and purchase intent among college students in Bengaluru. Brands can leverage this insight by focusing on credible and relatable ambassadors to strengthen their market presence.

SUMMARY OF KEY FINDINGS

- ❖ **High Usage of Electronic Devices:** 83.9% of respondents frequently use electronic devices, making them a key target audience for brand endorsements.
- ❖ **Budget-Conscious Consumers:** Most respondents (72.6%) spend less than ₹1,000 per month on electronics, indicating that endorsements should focus on affordable products.
- ❖ **Recognition of Brand Ambassadors:** A significant portion of respondents (32.26%) frequently recognize brand ambassadors, showing strong awareness of brand endorsements in the electronics market.
- ❖ **Influence on Purchase Decisions:** 35.48% of respondents agree that brand ambassadors significantly influence their purchasing decisions, although a notable portion (19.35%) remains neutral.
- ❖ **Preference for Well-Known Brands:** 40.32% of students prefer brands associated with recognized ambassadors, reflecting the impact of celebrity endorsements on brand loyalty.
- ❖ **Perception of Quality:** For 33.87% of respondents, the presence of a brand ambassador enhances their perception of product quality, demonstrating the power of endorsements to elevate brand image.
- ❖ **Openness to New Brands:** 29.03% of students are more inclined to try new brands when endorsed by relatable ambassadors, underscoring the importance of relatability in influencing brand trials.
- ❖ **Consumer Trust:** Trust in brands is influenced by the credibility of the ambassador, with 24.19% of respondents agreeing that they trust electronic brands more when endorsed by credible figures.
- ❖ **Importance of Personal Experiences:** Authentic endorsements, where ambassadors share personal experiences, resonate strongly, with 27.42% of respondents more likely to purchase from such brands.
- ❖ **Social Media Engagement:** With 93.5% active on social media, this demographic is highly accessible through digital platforms, making social media a key channel for brand ambassadors.

FUTURE TRENDS IN MARKETING TO COLLEGE STUDENTS

- ✓ **Relatable and Trustworthy Ambassadors:** Brands will focus on choosing ambassadors who are relatable and trusted by college students. These ambassadors will connect authentically with their audience, building trust and boosting engagement.
- ✓ **The Rise of Micro-Influencers:** In addition to big-name celebrities, smaller influencers with dedicated followers (micro-influencers) will become important. These influencers, especially on social media, can have a strong impact on the buying decisions of budget-conscious students.
- ✓ **Personalized and Interactive Marketing:** Since college students value personalized experiences, marketing will shift toward more interactive and engaging content, allowing students to connect directly with both brands and their ambassadors.
- ✓ **Focus on Social Media Marketing:** With most students active on social media, brands will continue to rely on influencer marketing and targeted ads. Ambassadors will use platforms like Instagram, Facebook and YouTube to reach their audience directly and promote brands effectively.

CONCLUSION

Brand ambassadors play a significant yet mixed role in shaping the purchasing decisions and brand perceptions of college students in Bengaluru's electronics market. While many students are influenced by endorsements from well-known figures, particularly in boosting brand loyalty and perceived product quality, the impact is not universal. A segment of students remains neutral, indicating that endorsements alone may not sway all consumers. Relatability and credibility of ambassadors are key factors in building trust and driving brand trials. Celebrity endorsements create brand awareness, but many students now prefer authentic, relatable figures. The growing influence of micro-influencers—who may not be famous but have loyal followings—highlights a shift toward more personalized endorsements. These influencers, especially on platforms like Instagram, YouTube, and Facebook, connect with cost-conscious students by sharing relatable, real-life experiences. To succeed, brands must balance between celebrity and micro-influencers, selecting ambassadors who genuinely resonate with their target audience. By leveraging interactive, social media-driven campaigns, brands can enhance consumer confidence, engage students more effectively, and maintain relevance. Adopting a strategy that caters to both celebrity appeal and the desire for trustworthy, relatable recommendations will ensure a stronger connection with the diverse preferences of college students.

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