The Relationship Between Co-brand Partners Influence on Consumers'

Purchase Intention

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ABSTRACT

Co-branding becomes more and more popular in the competitive market. But in the past literature, limited discussion about how the strategy works in co-branding is found. So, in this research, we want to talk about the detail of co-branding. Besides of products' price or sale promotion, the relationship among the focal brand and partner brands is more important that can have impact on the purchase intention of co-branding. And factors of relationship that can effectively influence the purchase intention of co-branding are the main direction in this research. Therefore, this research wants to prove the importance of the relationship among the focal brand and partner brands, and fuse the practice to help companies selecting the right partner brands. And the relationship in this research can mainly classify as two kinds of part, first is co-branding exclusivity and second is co-branding duration. Then I put five variables, as functional complementarity, hedonic consistency, brand breadth, fitness among images of brands' products and fitness between brands image into the combination of the main relationship and purchase intention in order to understand whether these five variables can enhance the connection between the focal brand and partner brands, promoting to influence consumers' purchase intention. Moreover, this research collects some examples of co-branding, and we use questionnaires to gather authentic consumer opinions about the influence of the relationship. Then this research use SPSS to execute Pearson correlation and linear regression analysis. The

results revealed that, besides the factors which are mentioned by past literature, the

relationship between co-brand partners will also influence the purchase intention.

Keywords: Co-branding Relationship, Purchase Intention, Functional Complementarity, Hedonic Consistency, Brand Breadth, Fitness among Images of Brands' Products, Fitness between Brands Image, Co-branding exclusivity, Co-branding Duration