



A Study on Differential Brand Effects in the Era of Co-Branding Marketing—The Influence Path of Brand Fit on Reinterpretation and Psychological Resonance

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Abstract. With market competition becoming increasingly fierce, co-branding marketing has continued to develop. Co-branding has shifted from simple brand cooperation to an important marketing strategy that integrates brand image, influences culture and emotional value. At the same time, differentiated co-branding, due to its contrast, breaks through the traditional co-branding model and brings higher attention and emotional reactions. Based on this, this study focuses on the core issue of "reinterpretation of brand differences" and adopts questionnaire surveys and statistical methods to investigate different co-branding scenarios from four parts: brand fit perception, brand reinterpretation, psychological resonance, and purchase intention. The results indicate that low-fit co-branding have a facilitating effect on brand reinterpretation, psychological resonance, and purchase intention, which can stimulate consumers' further cognitive and emotional reactions towards the brand; High-fit co-branding significantly increases consumers' willingness to purchase due to the extension of their brand impression; Medium-fit co-branding shows relatively limited advantages and does not have a significant impact on purchase intention. This study breaks through the previous research perspective that focus on high-fit co-branding, reveals the positive effects of differentiated co-branding, and constructs a mechanism model of the effect of brand-fit on co-branding outcomes , which provides practical insights for future co-branding marketing strategies.

Keywords: Co-branding; Brand fit; Brand reinterpretation.

1 Introduction

In the market environment with fierce competition and rising emotional value, brands no longer sustain their market competitiveness solely through single products or linear marketing strategies. The role of cross-border co-branding has also changed from a form of simple brand cooperation to a new marketing method that integrates brand image, reinforces brand identity and stimulates consumers' emotional value. Co-branding has gradually become an important tool for attracting consumers. From fast-moving consumer goods, cosmetics, clothing, to the catering industry, co-branded products have frequently attracted widespread attention on social media.

With the deepening of co-branding strategy in various industries, consumers' cognition of brands is also changing. For consumers, the evaluation of co-branding is influenced not only by brand awareness but also by a combination of factors such as brand fit, cultural meaning, and the symbolic expression of identity in consumption. It is also the recreation process of brand image shaping in co-branding activities.

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Existing research generally emphasizes the view that "the higher brand fit leads to more favorable evaluations". However, some contrast-based co-branding with great differences in style and fit disparities are more likely to cause cognitive shock. Through the forms of contrast, cultural mix and match or symbol conflict, such co-branding not only generates public attention but also more effectively stimulate consumers' curiosity, surprise and other emotional reactions, and form a stronger psychological resonance in the process of discussion and sharing, forming a unique communication effect. Therefore, this study takes "reinterpretation of brand differences" as the starting point and focuses on how consumers re-understand brand image across varying levels of brand fit, and how to generate emotional and self-related psychological resonance in different matching situations.

2 Literature Review

2.1 General Overview

Co-branding has become one of the marketing strategies of various industries. Existing literature has discussed how co-branding affects consumer attitudes and brand image from multiple perspectives.

2.2 Classification and Discussion

From the perspective of brand fit, existing studies emphasize that the fit between brands is an important factor to determine consumer evaluation. Brand matching plays a key role in strategies [1]. In addition, there are differences in popularity among brands, and collaboration will improve the evaluation of the weaker brands.

From the perspective of consumers' purchase intention, the limited number of co-branded products and brand symbols significantly stimulate consumers' purchase decision by strengthening the sense of scarcity and identity. Moreover, the effect of "limit" on purchase intention is particularly prominent, with obvious group participation driving effect [2]. It shows that consumers' purchase intention is not only determined by the matching degree, and the brand value and social value of co-branding are also important sources to drive consumption decisions.

From the perspective of consumers' psychological cognition, in the research on the influence of brand image on the evaluation of co-branded products, the research shows that consumers' cognition is transferable and will act on the judgment of new products. Consumers' existing cognition of brand personality will migrate to co-branded products [3]. The closer brand personality is to consumer self-image, the easier it is to stimulate psychological resonance.

2.3 Analysis and Commentary

In summary, the co-branding mechanism is affected by brand fit, cognition and other aspects. However, most of the existing studies focus on the fast-moving consumer goods industry, and there is limited attention given to consumer identity. In addition, the study focused on brand fit, ignoring the discussion of co-branding between dissimilar brands and attracting new customers. Therefore, future research should focus

on the significance of culture and brand image, and from the core issue of "how brand differences are reinterpreted by consumers", analyze the deep mechanism behind different matching degrees of co-branding to stimulate consumers' psychological resonance.

3 Problem Statement

3.1 Research Background

In the highly competitive market environment, joint marketing between brands is gradually developing, whether in fast-moving consumer goods industry, clothing, or the catering industry. Co-branding has shifted from pure product cooperation to a marketing strategy that integrates cultural and emotional values. The effect of co-branding is no longer only determined by brand awareness. Consumers' understanding of brand fit and its cultural significance, such as the identity symbol, aesthetic style and values conveyed by the brand, also has a profound impact on the evaluation of co-branded products.

Existing studies have explained the influence mechanism of co-branding from the perspective of brand fit and cognitive extension. Current research mostly focuses on the framework of "the higher brand fit leads to the better consumer evaluation", and mainly focuses on the fast-moving consumer goods industry, lacking systematic analysis of differential or low-fit co-branding products.

3.2 Research Questions

The purpose of this study is to explore how co-branding affects consumers' reinterpretation and psychological resonance of brand image in different levels of brand fit. It will focus on the following issues: how consumers reinterpret the brand image under different levels of brand fit; How to stimulate consumers' psychological resonance through cultural symbols; How do brand differences and consumers' self-concept affect their purchase intention and emotional response.

3.3 Research Contributions

Breaking through the previous research perspective that only emphasizes brand fit, paying attention to how consumers form new psychological resonance in brand and cultural differences, can supplement the theory of brand difference interpretation.

At the same time, by discussing the identity between brand personality and consumer self-image, it can provide an operable basis for brands to formulate cross-border joint marketing strategies.

With the "reinterpretation of brand differences" as the core perspective and the analysis of consumer perception and behavior data as the support, it has significant innovation and research value.

4 Theoretical Foundation

4.1 Brand Extension Theory

The brand extension theory is to apply the existing cognition, attitude and emotion of the established brand (parent brand) to the strategy of new product categories and markets, reduce consumers' perceived risk, to enhance brand trust and acceptance, strengthen brand equity, and improve the success rate of new products. Through this theory, the existing brand image is "transferred" to new products, and consumers are more willing to try new products, thus affecting the evaluation of new or co-branded products. Enterprises implement brand growth strategy while controlling the cost of new product development.

(1) Parent brand equity and expansion fit have a positive impact on the success of expansion. Moreover, the comprehensive results based on multiple effect sizes, this study further shows that the success of brand extension is affected by two key factors:

① Parent brand assets.

② The "extension fit" between the brand and the extended product, refers to the consistency of the brand and the extended product in the overall image, stylistic characteristics and cultural attributes [4].

(2) Halo effect is a psychological phenomenon that leads to cognitive bias due to generalization. It is the classic theoretical foundation in the field of brand research and can well explain the mechanism of brand extension [5]. The evaluation process of brand extension is often affected by the "halo effect", which causes consumers to make some biased judgments in the evaluation. This shows that consumers' positive impression of the parent brand will often be transferred to extended products through this effect, shaping their evaluations.

(3) The higher the brand fit, the easier it is for consumers to carry out the "categorization process" and incorporate it into the existing cognitive frameworks more quickly, to reduce the difficulty of cognitive processing, reduce the processing cost, and leading to more stable evaluations. Categorization theory suggests that fit improves categorization processes and thereby provides more information for the evaluation of an extension product [4].

4.2 Symbolic Consumption & Cultural Symbolism Theory

Symbolic consumption theory means that people purchase and use products not only for their functions, but also to turn commodities into symbols of identity or social status. Brands are like a symbol system through which individuals project images or reinforce their self-concept. The theory of cultural symbolism is embodied as follows: brand not only conveys meaning to individuals, but also is a key factor in cultural construction, needs to be explained in a specific context, as well as identity and social cohesion. It also embodies cultural symbols such as values. When the two brands cooperate, consumers will reinterpret them based on the new co-branding situation, and these symbols will be recombined to form a new cultural and emotional experience.

(1) The brand not only provides functional value but also undertakes the function of meeting the identity symbol and emotional needs of consumers. Research shows that, products and brands meet the consumer needs that require high-level expressions and provide emotional and symbolic benefits [6].

(2) In the construction of cultural symbols, co-branding will be reintegrated the visual and symbolic elements of the brand in the process of cooperation, to form a new

expression of cultural significance. Cross-industry co-branding strategy can effectively use visual performance innovation to enhance brand image and expand target market [7].

4.3 Expectation Congruity Theory & Contrast Effect

Expectation congruity theory and contrast effect theory are widely applied in social psychology and consumer behavior. Expectation congruity theory describes the evaluation of new information according to existing expectations to judge whether the brand is reasonable; Contrast effect refers to that when the brand deviates from the existing expectations, it will amplify or stimulate attention and emotional reactions and make consumers re-perceive or re-evaluate. In terms of consumers' attention and emotional response, low-fit co-branding may cause strong emotional reactions such as surprise and curiosity due to the violation of expectations, resulting in stronger contrast appeal.

(1) Consumers' judgment of brands is often based on the matching degree of existing expectations and self-concept. Expectation consistency plays a key role in the process of consumer choice. Consumers strongly prefer brands that resonate with their own self-concepts [8]. It indicates that when brand meets the expectation, it will produce positive effects; When brand deviates from expectations, consumers will re-evaluate the brand, leading to more significant cognition, and find the fit with emotion and their own image.

(2) Inconsistency and contrasts may trigger stronger responses. Schema congruity influenced a consumer's ability to process information, evaluate the product quality, or determine the effectiveness of an advertisement [9]. Therefore, when the brand image does not match the things or situations that consumers are familiar with, the resulting "inconsistency" will affect its information processing process, carry out more in-depth cognitive processing, and change its evaluation method. Such brand inconsistency does not bring negative effects but may lead to stronger emotional phenomenon of consumers due to violation of expectations. The study also pointed out that, contrast effects arise when stimuli deviate from expectations, enhancing attention and emotional arousal [10].

4.4 The Role of Theoretical Foundations in This Study

Brand extension theory emphasizes that the degree of fit between brands affects consumers' evaluation and acceptance of co-branding activities; The theory of symbolic consumption and cultural symbolism shows that co-branding makes the original brand symbols recombine, and promotes consumers to have a new interpretation on the level of self-identity, emotion and cultural significance; Expectation congruity theory and contrast effect reflect that low-fit co-branding may also lead to higher attention, interest and emotional response because of breaking established expectations. Therefore, consumers' evaluations of co-branding are not only determined solely by the commodity itself, but also comes from the mechanism of brand cognition, cultural symbolism and expectation.

These three theoretical foundations constitute the core pathway of this study.

5 Research Methodology and Design

5.1 Research Methods

Brand fit is an important factor affecting consumers' purchase intention, and its level determines consumers' overall cognition and response to co-branding portfolio. According to co-brand theory, the brand fit essentially refers to the consistency of two brands in their brand positioning, cultural symbolism, product categories, image styles and values. High brand fit means that the brand has similar market positioning, target customers segments, functional attributes, etc., and consumers are more likely to feel the natural expected response; In contrast, low brand fit refers to the obvious differences between brands, which are reflected in the differences in style, culture or symbolic meaning, so that consumers need to make additional explanations to explain the meaning of co-branding relationship, and therefore may produce contrast and freshness.

Based on the above theory, in terms of operation, the brand fit is measured by three indicators. They are the consistency of "product attributes", "brand style" and "brand values". The five-point scale was used to score according to the three indicators in the survey. According to the average value of the three scores, the matching degree was divided into three different types of co-branding situations: high, medium and low. This study analyzes the differences in consumer cognition and emotional responses based on these three co-branding scenarios.

Specifically, the average score of more than 4 points indicates that consumers show a clear tendency of identification on the whole, and the customers believe that there is a high level of consistency between the two brands, which is defined as "high brand fit"; Between 3 and 4 points, it reflects that consumers' attitude towards co-branding situation is moderate or mild, indicating that although there are certain similarities and correlations between brands, the overall is not salient, which is defined as "medium brand fit"; A score below 3 indicates that consumers tend to disagree with the co-branding behavior and believe that there are clear differences in product attributes, styles and values represented by the brand, which is defined as "low brand fit".

This study collected consumers' brand cognition and psychological reactions under different levels of brand degrees by online questionnaires survey, using a random sampling and a five-point Likert scale, and screened effective questionnaires for final analysis. The questionnaire consisted of four parts: the basic information of respondents, brand fit perception, brand reinterpretation and psychological resonance, and purchase intention. Three groups of co-branded examples were designed to represent high-fit, medium-fit and low-fit situations respectively, and respondents were asked to evaluate and answer their brand attitude and emotional response according to each group of examples.

5.2 Research Design

First, in terms of brand reinterpretation, the research is mainly divided into three aspects: perceived brand personality change, brand differentiation and the cultural meaning of brand. These dimensions respectively examine whether consumers believe that co-branding makes a new style and characteristics to the original brands, whether it makes a difference and a feel of freshness to the brand, and the degree of

understanding of the new styles, cultural symbols and deeper meaning of co-branding. Secondly, in terms of psychological resonance, it mainly focuses on consumers' emotional perception, self-consistency and social resonance in the context of co-branding, that includes whether co-branding makes consumers interested and attracted, the degree of correlation with consumers' own personality and ideal self-image, and whether it promotes consumers to participate in discussion and sharing behavior.

This study particularly focuses on the difference and lower levels of branding fit. In addition, systematically collect data on consumers' emotional reactions and cognitive changes under different degrees of brand fit, and how brand differences are reinterpreted, ultimately reflecting the relationship between them and purchase intention. Accordingly, the statistical models are used to analyze and display the results.

5.3 Research Framework

This study constructs the mechanism model illustrating the effect of brand fit on co-branding outcomes. The model reflects that consumers' perception of the brand fit between co-branding partners mainly depends on the evaluations of the product attributes, style and values of the brand; Secondly, on this basis, it further influences the process of brand reinterpretation, which consist of, perceived brand personality change, differentiation and reconstructed cultural meaning; Moreover, through the brand reinterpretation, the psychological resonance effects of consumers' emotional perception, self-consistency and social resonance in this process are triggered; Finally, it has a direct impact on the purchase intention. In this way, the model reveals the overall mechanism of "brand fit→ brand reinterpretation→ psychological resonance→purchase intention"(see Figure 1).

Based on the above path, this study studies how consumers re-evaluate the brand image and form psychological resonance in different levels of brand fit, especially in the low-fit co-branding, and affect their consumption decisions. In addition, this paper analyzes and compares the data differences in the context of high-fit, medium-fit and low-fit co-branding scenarios, investigates whether brand differences can more strongly stimulate the purchase effect and reveals the critical role of contrast-based co-branding in the construction of brand meaning.

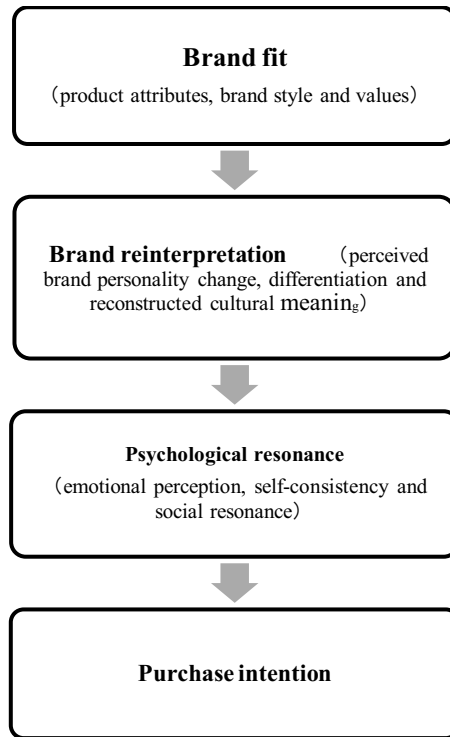


Fig.1. A Model of the Effects of Brand Fit on Brand Reinterpretation, Psychological Resonance and Purchase Intention

6 Results

6.1 Sample Statistics

A total of 50 valid questionnaires were collected in this study.

As shown in figure2, in terms of age, the majority of respondents were 18–25 years old. The age structure of the overall sample is mainly composed of young people, which is consistent with the core audience and consumer group of co-branded products in the market, providing a high level of representativeness for the survey results of the perception under different co-branding scenarios (see Figure 2).

In terms of gender, the survey included 18 males (36.0%) and 32 females (64.0%). The proportion of women is relatively high, which indicates a high level of participation in current co-branding activities and engagement in female consumer groups.

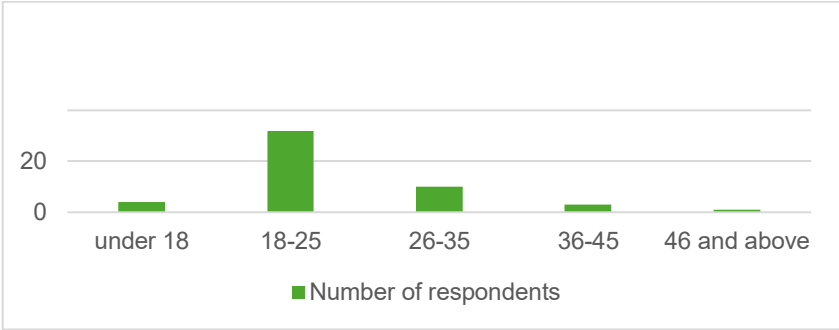


Fig. 2. Age distribution of respondents

6.2 Brand Fit

The questionnaire listed the following three co-branding situations:

- A: Uniqlo × Pokémon
- B: Keep × Chinese National Geographic
- C: Fendi × Heytea

The respondents were asked to score based on the three aspects of "product attributes", "brand style" and "brand values". The conclusions are as follows Figure:

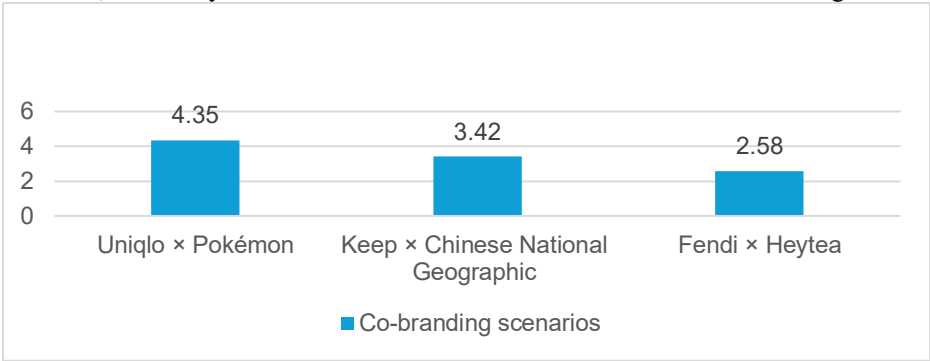


Fig. 3. Mean Scores of Brands Fit Under Different Co-Branding Scenarios

The results presented in the figure 3 indicate that UNIQLO × Pokémon has the highest mean score of brand fit(A=4.35); Keep × China National Geographic is at the medium level (B=3.42); The mean matching degree of Fendi × Heytea was the lowest average score(C=2.58). According to the brand fit classification criteria designed in the questionnaire (the mean value ≥ 4 is high brand fit, 3 – 4 is medium brand fit, and ≤ 3 is low brand fit), it is concluded that A is high-fit co-branding, B is medium-fit co-branding, and C is low-fit branding(see Figure 3).

6.3 The Enhancing Effect of Contrast-Based Co-Branding on Brand Reinterpretation

It can be seen from the figure 4 that low-fit(contrast-based) co-branding has the highest score (mean: 4.12) on the three indicators of brand reinterpretation (perceived brand personality change, brand differentiation and the cultural meaning) and is significantly higher than high-fit and medium-fit co-branding. The proportion of "(perceived brand personality change " and "difference" is significantly higher than that of high-fit and medium-fit co-branding situations. (see Figure 4)

This phenomenon can be explained by cultural symbolism theory. When consumers encounter the co-branding behavior with great contrast, they tend to take the initiative to reintegrate the cultural symbol system of the two brands, to build a new cognitive and emotional identity for the brand and discover new layers of brand personality value and culture meaning. The low-fit co-branding with large differences between brands has broken through the previous styles, characteristics and modes of the brand, makes the original independent stylistic traits and cultural symbols form new expressions in the cross-border combination and promote the brand image to obtain higher value. It provides consumers with an opportunity to construct new brand cognition system, improves their attention and preference to the brand, and takes the initiative to interpret the brand. In addition, the experimental results reflect the contrast effect. Contrast-based co-branding will obviously deviate from the existing expectations of consumers, bring a higher sense of freshness and attention, and produce a contrast attraction, which will make consumers have more thinking and interpretation, and endow the brand with new cultural connotation or identity symbolic significance.

Therefore, it can be explained that the differences between co-branded partners will not hinder the formation of brand image development. Instead, they will make consumers re-understand and re-perceive the brand value and significance, strengthening the effect of brand reinterpretation.

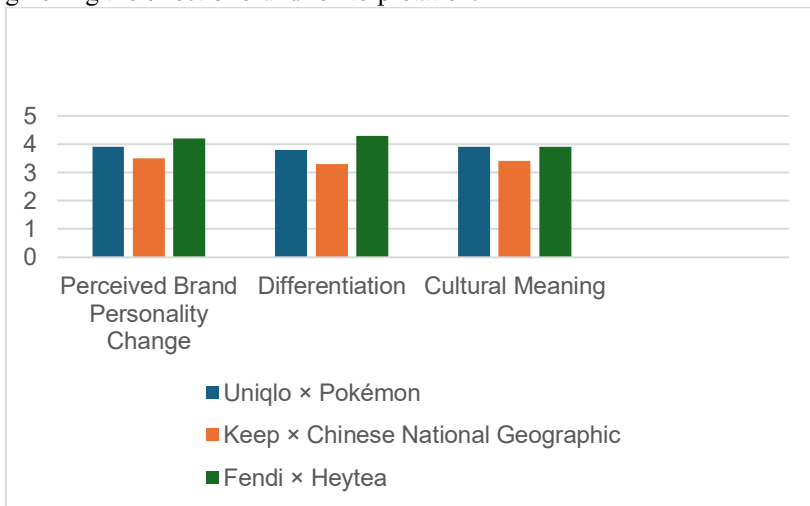


Fig.4. Mean Scores of Brand Reinterpretation Under Different Co-Branding Scenarios

(The mean scores for the three scenarios: A = 3.88, B = 3.41, C = 4.12)

6.4 The Facilitating Effect of Low-Fit Co-Branding on Psychological Resonance

It can be seen from the figure 5 that low-fit co-branding achieved the highest score in the three dimensions of psychological resonance (emotional perception, self-consistency and social resonance). (see Figure 5)

The choice of co-branded products reflects not only consumers' pursuit of functionality but also represents a kind of psychological and social identity. The uniqueness and scarcity of differential co-branding make commodities form new brand personality and cultural symbols and enable consumers to further generate emotional perception from curiosity, which is consistent with their own image, to produce psychological resonance, and have a stronger willingness to participate in sharing and discussion in real life or social media. From a reverse perspective, the reason why low-fit co-branding is outstanding in psychological resonance is that it does not rely on brand extension theory. High matching co-branding usually comes from the "transfer" of the existing brand image by relying on the parent brand and extending the degree of fit, making it easy to categorize and cognitively process, to obtain a relatively stable positive evaluation from consumers based on the existing cognition. On the contrary, the low-fit co-branding does not have a high degree of fit, which makes consumers no longer rely on the existing impression of a single brand, breaks the logical framework and understands it based on the new co-branded cooperation. It has further promoted the deep resonance phenomenon between psychology and society.

Therefore, low-fit co-branding can significantly promote the consumers' psychological resonance. This psychological mechanism, with brand difference as the core idea, stimulates consumers' emotional response through novelty and contrast stimulation, and produces resonance. Behind this mechanism is the embodiment of deep-seated behavior based on self-identity and social motivation, which is an indispensable symbolic value in contemporary co-branding marketing.

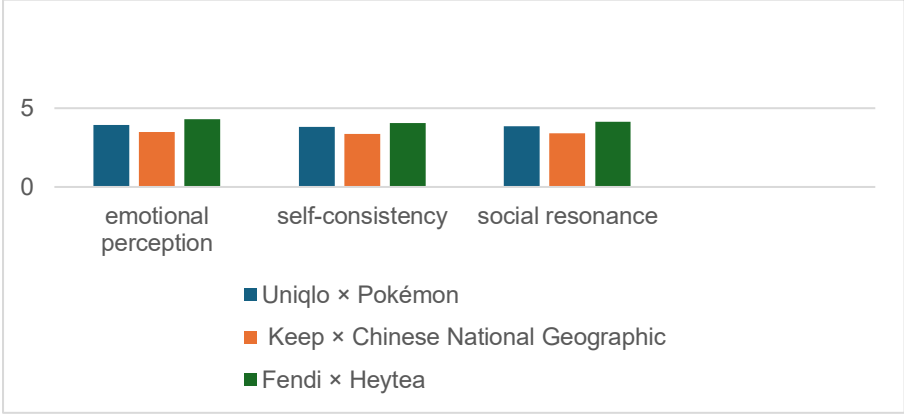


Fig.5. Mean Scores of Psychological Resonance Under Different Co-Branding Scenarios

(The mean scores for the three scenarios: A = 3.87, B = 3.42, C = 4.17)

6.5 The Dual Effects of High-Fit and Low-Fit Co-Branding on Purchase

Intention

It can be seen from the figure 6 that the purchase intention of high-fit and low-fit co-branding is significantly higher than that of medium-fit co-branding. (see Figure 6)

The promotion effect of high-fit co-branding on purchase intention. Theoretically, the promotion effect of high-fit co-branding on purchase intention mainly comes from the brand extension theory. According to the data, the high matching co-branding shows a stable form in the two indicators of "purchase likelihood" and "continuance intention". It shows that consumers tend to transfer the impression of previous brands to new co-branded products and they are willing to accept and purchase such co-branded products based on the existing good impression of the brand. The experimental results reflect the consumers' choice tendency for brands with overall stability. Such co-branding promotes consumers' high acceptance, which significantly improves their purchase intention.

The promotion effect of low-fit co-branding on purchase intention. The research shows that the low-fit of co-branding has a significant trend to promote the purchase intention. In the case examined in this study, there is a strong contrast in the cross-border cooperation between luxury brands and drinks, resulting in a "contrast effect". When the goods deviate from the established cognition and expectation of consumers in the past, it will trigger desire for exploration and emotional feedback. The resulting psychological driving force will make consumers have stronger purchase intention, which is more based on the curiosity of "contrast" and the reinterpretation of brand cultural connotation. At the same time, it is also reconstructing the personality meaning of the brand, transforming it from a single commodity to a hot topic and representative field of consumption.

Medium-fit co-branding shows the weakest effect on purchase intention. In terms of "purchase likelihood" and "continuance intention", the agreement of medium-fit co-branding shows a relatively low tendency. Because co-branding does not have the brand extension advantage of high-fit co-branding, it also lacks the integration of brand personality, cultural collision and emotional perception caused by the contrast effect of low-fit co-branding. Therefore, it is difficult to form high attractiveness in the consumer group, which is specifically reflected in the experimental results that the co-branding effect may have a weak tendency under the medium-fit co-branding.

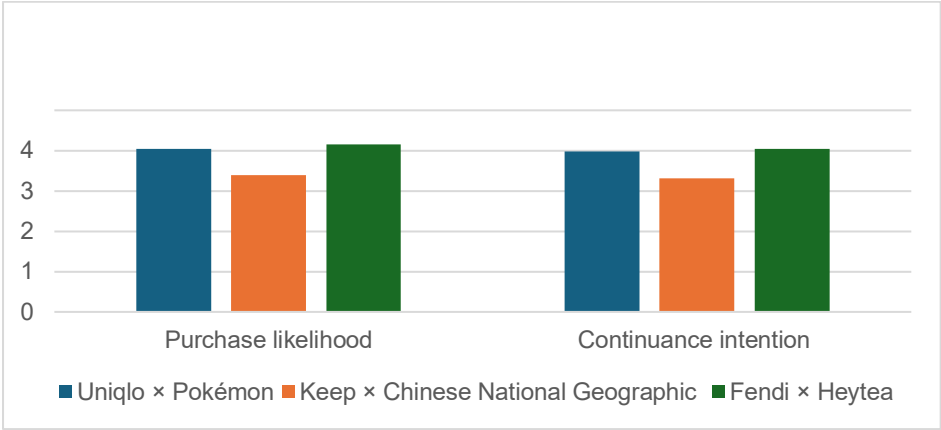


Fig.6. Purchase Intention Under Different Co-Branding Scenarios

(mean scores: A =4.02, B =3.36, C =4.10)

6.6 Integrated Summaries

Overall, this study argues that the formation of consumers' purchase intention is not determined solely by the level of brand fit but also based on the interaction of a path composed of multi-level psychological mechanisms. This mechanism shows that the effectiveness of co-branding marketing cannot be explained and judged only by the degree of fit between partnering brands. On the contrary, the key is how consumers reinterpret the brand personality through co-branding, to stimulate deep-seated psychological reactions and connections such as emotional perception, identity identification, self-image congruence and psychological resonance. The improvement of purchase intention is the result of the joint action of these three factors, reflecting as a multi-level psychological mechanism.

7 Significance

From the core perspective of "the reinterpretation of brand differences", this study analyzes the dynamic relationship among brand reinterpretation, psychological resonance and purchase intention, and makes theoretical and methodological innovations on the existing research on co-branding marketing.

Theoretically, this study breaks through the existing cognitive framework of "the higher brand fit, leads to the better the effect of co-branding outcomes". Through the research, it proves that differentiated co-branding, due to its contrast and cultural diversity, can promote consumers' reinterpretation of brands and psychological resonance, which enhance the purchase intention, and supplement the lack of attention to differentiated co-branding in the past.

Methodologically, this study integrates brand extension theory, symbolic consumption and cultural symbolism theory, expectation congruity theory and contrast effect, and sets and compares the high-fit, medium-fit and low-fit co-branding situations. At the same time, it puts forward the mechanism of " brand fit→ brand

reinterpretation→ psychological resonance →purchase intention ", which provides a new perspective for the future research in the field of co-branding marketing.

In practice, this study focuses on the key role of emotional value and social resonance in co-branding communication and provides practical significance for brands in formulating cross-border co-branding and cultural marketing strategies and in attracting new customers segments.

8 Conclusion

This study takes the brand fit as the variable and analyzes and discusses the reinterpretation of brand image by consumers under different co-branding situations and generate the psychological resonance and purchase intention through the process of brand recognition. The research conclusion shows that the effect of co-branding is not only determined by the degree of brand fit but also driven by the mechanism of "brand reinterpretation" and "psychological resonance". Especially in the low-fit and differentiated co-branding situations, the contrast effect of cultural symbol reorganization makes consumers have a new interpretation of brand personality and psychological resonance, which affects consumption decisions.

However, there are still some deficiencies in this study. First, the number and scale of samples in this study are limited, and respondents mainly focus on young consumers, which may affect the extrapolation of the research results. In the future, research could expand the types of samples and situations by adding respondents of different ages groups and cultural backgrounds to enhance the scientific rigor of the research and results. Secondly, this study only uses the questionnaire survey method, and more professional methods such as emotion measurement can be used in future research to more accurately capture consumers' psychological and emotional reactions. Finally, the follow-up study could further analyze the long-term effect of co-branding from the analysis of specific cases and subsequent brand profits.

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