

The Effect of Co Branding Strategy □

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Abstract:

This study investigates the impact of co-branding strategies through the collaboration between the anime franchise Naruto and Crocs. By analyzing data from 400 respondents, the research explores how variables like Prior Attitude toward the Host Brand (PrATHB), Prior Attitude toward the Invited Brand (PrATIB), Brand Fit (BF), Attitude toward the Co-branded Product (ATTCob), and Post Attitude toward the Host Brand (PoATHB) influence Purchase Intention (PI). The findings highlight that positive prior attitudes and brand fit significantly drive purchase intentions, with PrATIB having the strongest influence. However, ATTCob shows a negative relationship with PI, reflecting complexities in consumer perception. This study contributes to the understanding of co-branding effectiveness and offers insights for optimizing collaborative marketing strategies.

Keywords:

Co-branding, Brand Fit, Consumer Attitude, Purchase Intention, Marketing Strategy.