

The Effect Of Co-Branding On Purchase Intention For Cosmetic Products Through Perceived Value And Customer Attitude As Intervening Variables (A Study Of The Somethinc X Bittersweet By Najla Product Collaboration)

Shabrina Ayu Hananta¹, Hadi Sunaryo², Jeni Susyanti³

¹²³Universitas Islam Malang, Indonesia

Email: 22302081044@unisma.ac.id, hadifeunisma@gmail.com, jenisusyanti@unisma.ac.id

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Abstract

This study aims to analyse the effect of co-branding on purchase intention for the Somethinc × Bittersweet by Najla collaborative product, with perceived value and customer attitude as intervening variables. This study employs a quantitative approach using a survey method. The sample was selected using non-probability sampling with a purposive sampling technique, comprising 385 respondents aged 15–45 who were aware of the collaborative product, had never purchased it, and expressed an interest in purchasing it. Data were collected via a questionnaire using a Likert scale and analysed using Structural Equation Modelling–Partial Least Squares (SEM-PLS). The results indicate that co-branding has a positive and significant effect on purchase intention, perceived value, and customer attitude. Perceived value and customer attitude also have a positive and significant effect on purchase intention. Furthermore, co-branding was found to have a positive and significant indirect effect on purchase intention via perceived value and customer attitude. These findings suggest that brand compatibility, the strength of both brands' images, quality, innovation, and the appeal of the collaborative product are capable of enhancing perceived value and fostering positive consumer attitudes, thereby driving purchase intention. The research findings have implications for companies to consider brand compatibility, quality, product benefits, emotional value, and promotional strategies when developing co-branding products to enhance consumers' purchase intention.

INTRODUCTION

The cosmetics industry in Indonesia continues to grow in line with the increasing use of digital marketing and sales strategies. According to data from the Indonesian Food and Drug Authority (BPOM), the number of cosmetics companies rose by 20.6 per cent, from 819 companies in 2021 to 913 companies by July 2022 (Popmana.com, 2022). This growth has led to increasingly fierce competition amongst local cosmetics brands. Local cosmetic products are also becoming increasingly popular due to their good quality, safety and relatively affordable prices (Perkosmi, 2022). This situation is encouraging cosmetic companies to continue innovating and devising marketing strategies capable of capturing consumers' attention.

One local cosmetics brand actively pursuing innovation is Somethinc. In addition to developing skincare and make-up products, Somethinc also implements a co-branding strategy

through collaborations with brands from different categories. In 2024, Somethinc collaborated with Bittersweet by Najla, a food and dessert brand, to launch the Somethinc x Bittersweet by Najla range-transfer-proof lipsticks designed to blend the characteristics of both brands. This cross-category collaboration has become a notable phenomenon as it combines two brands with distinct product characteristics to create a unique offering and enhance consumer appeal.

A co-branding strategy can be one of the ways a company creates added value and enhances a product's appeal. Anjarwati et al. (2019) and Paydas (2021) state that co-branding can have a positive impact on perceived value and customer attitude, which in turn can increase purchase intention. Kania et al. (2021) also demonstrate that the compatibility between cosmetic and food brands in a collaboration can influence consumer attitudes towards the collaborative product and drive purchase intention.

However, previous research findings still show discrepancies. Imamah and Hidayat (2021) found that co-branding has no significant relationship with or influence on consumer purchase intention. These differing results indicate a research gap regarding how co-branding can influence purchase intention. Therefore, research is needed that not only examines the direct influence of co-branding on purchase intention but also considers consumer psychological factors such as perceived value and customer attitude as intervening variables.

Based on developments in the local cosmetics industry, the emergence of the Somethinc x Bittersweet by Najla collaboration, and the discrepancies in previous research findings, this study was conducted to analyse the influence of co-branding on purchase intention for cosmetic products, using perceived value and customer attitude as intervening variables. It is hoped that this study will contribute to an understanding of the effectiveness of co-branding strategies-particularly collaborations between cosmetics and food brands-in shaping perceived value, consumer attitudes and purchase intention towards the collaborative products.

METHODS

This study employs a quantitative approach, specifically an explanatory research design, to analyse the effect of co-branding on purchase intention via perceived value and customer attitude. A quantitative approach was chosen because the research data consists of numerical figures and is analysed statistically to test the hypotheses (Sugiyono, 2019).

The research was conducted online via a Google Forms questionnaire distributed on the social media platforms Instagram and TikTok. The research population comprised consumers who were aware of the Somethinc x Bittersweet by Najla collaboration product and were interested in purchasing it. The sample was determined using non-probability sampling with a purposive sampling technique, based on the criteria that respondents were aged 15–45 years, were aware of the collaboration product, and had not yet purchased it but were interested in doing so. Based on

a sample size calculator with a margin of error of 5 per cent and a confidence level of 95 per cent, a sample size of 385 respondents was determined (Creswell & Creswell, 2018).

The research instrument consisted of a closed-ended questionnaire using a 1–5 Likert scale, where 1 = strongly disagree and 5 = strongly agree. Co-branding indicators included product fit, brand fit, and whether the host brand appeared more attractive following the collaboration. Perceived value comprised price value, functional value, emotional value, and social value, whilst customer attitude and purchase intention were measured using indicators developed from previous research.

The data were analysed using Partial Least Squares–Structural Equation Modelling (PLS-SEM) with the aid of SmartPLS 3.2.9. The analysis included an evaluation of the outer model to test the validity and reliability of the instruments, as well as the inner model to test the relationships between variables. Hypothesis testing was carried out using the bootstrapping method, with significance criteria of a t-statistic > 1.96 and a p-value < 0.05 (Hair et al., 2022).

RESULTS AND DISCUSSION

Statistical Data Analysis

1. Outer Model

The measurement of the outer model begins with a validity test, which is the main focus for verifying the quality of the representation of manifest indicators of latent constructs. The PLS-SEM validity test includes convergent validity and discriminant validity (Hair et al., 2021).

Table 1. Test Results loading Factor

Indicator	Co-branding (X)	Purchase Intention (Y)	Perceived Value (Z1)	Customer Attitude (Z2)	Description
CB1	0,865				Valid
CB2	0,845				Valid
CB3	0,799				Valid
PI.1		0,886			Valid
PI.2		0,889			Valid
PI.3		0,819			Valid
PV.1			0,832		Valid
PV.2			0,854		Valid
PV.3			0,837		Valid
PV.4			0,880		Valid
CA.1				0,908	Valid
CA.2				0,917	Valid
CA.3				0,868	Valid

Source: processed data 2026

Based on the results in Table 1. The factor loadings obtained indicate that the indicators for all variables namely, Co- branding, Purchase Intention, Perceived Value, and Customer Attitude are valid; this is because the factor loadings for each indicator are greater than 0.7.

Table 2. Test Result Average Variance Extracted and Reliability

Variable	AVE	Cronbach's Alpha
Co- branding (X)	0,837	0,786
Purchase Intention (Y)	0,865	0,832
Perceived Value (Z1)	0,851	0,873
Customer Attitude (Z2)	0,898	0,880

Source: processed data 2026

Based on the results of Table 2, it shows that the AVE values for all constructs have met the validity criteria. This refers to AVE values greater than 0.50, which is in accordance with the recommended criteria. Meanwhile, the reliability test shows that the results of the four variables indicate Cronbach's Alpha values greater than 0.70. Therefore, the constructs of this study show reliable results.

2. Inner Model

The R-squared value for the purchase intention variable is 0.674 or 67.4 per cent, indicating that the combined influence of co-branding, perceived value and customer attitudes on purchase intention accounts for 67.4 per cent. The remaining 32.6 per cent is explained by other factors not discussed in this study. Furthermore, the R-squared value for the perceived value variable is 0.594 or 59.4 per cent, indicating that the impact of co-branding on perceived value is 59.4 per cent, whilst 40.6 per cent is explained by other factors. Finally, the R-squared value for the customer attitude variable is 0.559 or 55.9 per cent, indicating that the effect of co-branding on customer attitude is 55.9 per cent, with the remaining 44.1 per cent explained by other factors.

The Q-squared predict value is greater than 0, indicating that the purchase intention variable (0.368), the perceived value variable (0.425) and the customer attitude variable (0.447) have predictive relevance because their Q-squared predict values are greater than 0. Therefore, any change in the co-branding, perceived value and customer attitude variables can predict corresponding changes in the purchase intention variable.

Hypothesis testing shows the results of direct and indirect effects. The details of the hypothesis testing are presented in detail in Table 3.

Table 3. Hypothesis Test Results

Hypothesis	Path Coefficient	P-Values	F-Square	Description
Co-branding -> Purchase Intention	0,164	0,005	0,030	Significant
Co-branding -> Perceived Value	0,771	0,000	1,463	Significant
Perceived Value -> Purchase Intention	0,323	0,000	0,085	Significant
Co-branding -> Customer Attitude	0,748	0,000	1,270	Significant
Customer Attitude -> Purchase Intention	0,394	0,000	0,137	Significant
Co-branding -> Perceived Value -> Purchase Intention	0,249	0,000	-	Significant
Co-branding -> Customer	0,294	0,000	-	Significant

Attitude -> Purchase Intention

Source: processed data 2026

- H1: Co-branding has a significant positive effect on purchase intention for the Somethinc x Bittersweet by Najla collaboration product.
- H2: Co-branding has a significant positive impact on the perceived value of the Somethinc x Bittersweet by Najla collaboration product.
- H3: Co-branding has a significant positive impact on customer attitudes towards the Somethinc x Bittersweet by Najla collaboration product.
- H4: Perceived value has a significant positive effect on purchase intention for the Somethinc x Bittersweet by Najla collaboration product.
- H5: Customer attitude has a significant positive influence on purchase intention for the Somethinc x Bittersweet by Najla collaboration product.
- H6: Co-branding has a significant indirect positive effect on purchase intention via perceived value for the Somethinc x Bittersweet by Najla collaboration product.
- H7: Co-branding has a significant indirect positive effect on purchase intention via customer attitude towards the Somethinc x Bittersweet by Najla collaboration product.

DISCUSSION

The Effect of Co-branding on Purchase Intention

The results of the analysis indicate that co-branding has a positive and significant effect on purchase intention for the Somethinc × Bittersweet by Najla collaborative product; consequently, Hypothesis 1 is accepted. These findings are consistent with the research by Anjarwati et al. (2019) and Raisy et al. (2024), which found that co-branding can increase consumers' purchase intention. A collaboration between two brands with positive images is capable of creating appealing perceptions and experiences for consumers. From the perspective of the Theory of Reasoned Action, purchase intention is influenced by attitudes and subjective norms (Mahyarni, 2013). In the Somethinc × Bittersweet by Najla collaboration, the positive images of both brands, as well as recommendations from social circles, can encourage consumers to form a purchase intention. This is supported by the brand fit indicator, which achieved a high average score, particularly regarding the statements that the collaborative design was appropriate and that the collaboration was considered logical and acceptable. These findings are consistent with those of Kania et al. (2021), who noted that perceptions of brand compatibility play a role in increasing consumer acceptance of co-branded products.

This positive influence is also linked to the characteristics of the respondents, the majority of whom were aged 15–25 years, employed in the private sector, and held a Diploma or Bachelor's degree. Younger consumer groups tend to be open to trends, innovation and unique collaborative products; consequently, the combination of Somethinc's beauty products with Bittersweet by Najla's food products was deemed creative and appealing. Although the results of the path coefficients indicate that the direct influence of co-branding on purchase intention is relatively small, these findings suggest that product compatibility must be accompanied by an increase in consumers' perceived value. In line with the Value-Attitude-Behaviour concept, perceived value can foster a positive attitude which subsequently drives purchase intention (Wijaya et al., 2021). Therefore, Somethinc × Bittersweet by Najla needs to maintain product fit, reinforce perceived benefits and value, and implement consistent, clear and credible promotions to further increase consumers' purchase intention (Chen & Lien, 2018; Huang, 2024).

The Effect of Co-branding on Perceived Value

The results of the analysis show that co-branding has a positive and significant effect on the perceived value of the Somethinc × Bittersweet by Najla collaborative product; therefore, Hypothesis 2 is accepted. This finding is consistent with the research by Anjarwati et al. (2019) and Simanjuntak & Keni (2022), which showed that a collaboration between two brands can create unique products and enhance the value perceived by consumers. The Somethinc × Bittersweet by Najla collaboration, through its 'Lipstok' range of lipsticks and biscuits, offers distinct benefits and experiences to consumers. The majority of respondents agreed with the promotional appeal, benefits, quality and positive impressions of the product, indicating that the collaboration is able to provide added value through innovation and quality. This is also supported by the characteristics of the respondents, the majority of whom were aged 15–25, female, employed in the private sector and holding a Diploma or Bachelor's degree, who tend to be interested in innovative and unique products.

This influence can be explained through the concept of consumer imagery, namely consumers' perceptions of the products, services, brands and quality on offer (Putri Nugraha et al., 2021). Somethinc and Bittersweet by Najla possess complementary images and strengths, thereby creating symbolic value and a more engaging experience for consumers. The combination of the two brands' strengths-such as the lipstick scent tailored to the character of Bittersweet by Najla's products-further reinforces consumers' positive perceptions. The relatively high path coefficients indicate that co-branding is capable of significantly enhancing perceived value. These findings are consistent with those of Solakis et al. (2022), Kania et al. (2021), and Huang (2024), who suggest that brand strength and the compatibility of elements within co-branding can enhance positive perceptions and the value perceived by consumers.

The Effect of Co-branding on Customer Attitudes

The results of the analysis show that co-branding has a positive and significant effect on customer attitude towards the Somethinc × Bittersweet by Najla collaborative product; consequently, Hypothesis 3 is accepted. This finding is consistent with Chen & Lien (2018), who explain that brand fit in co-branding can enhance consumers' positive attitudes towards collaborative products. From the perspective of the Theory of Reasoned Action, consumer attitudes are influenced by perceptions of a behaviour and subjective norms (Mahyarni, 2013). The collaboration between Somethinc and Bittersweet by Najla was able to capitalise on the positive reputations of both brands: Somethinc, with its image as a provider of high-quality beauty products, and Bittersweet by Najla, with its image as a provider of sweet food products. The combination of these two images creates the perception that the collaborative product possesses attractive value, quality and innovation, thereby fostering positive consumer attitudes. This is in line with Kwon & Namkung (2022), who state that collaborations between brands with good reputations can enhance perceived value and foster positive consumer attitudes towards the product.

The compatibility between the two brands is also a key factor in shaping customer attitude. The majority of respondents stated that the Somethinc × Bittersweet by Najla collaboration effectively combines the strengths of both brands and reinforces the product image, leading consumers to display a positive attitude towards the brands, the products, and their promotions. These findings are consistent with those of Kania et al. (2021) and Ho et al. (2017),

who noted that the success of co-branding-particularly between brands from different categories-is influenced by brand compatibility as well as consumer attitudes both before and after the collaboration. The characteristics of the respondents-the majority of whom were aged 15–25, employed in the private sector, and holding a Diploma or Bachelor's degree-also support these findings, as this group tends to follow trends, is active on social media, and pays greater attention to product quality and uniqueness. Consequently, the Somethinc × Bittersweet by Najla co-branding initiative not only enhances the products' appeal but also fosters a more positive consumer attitude towards the brands and the collaborative products.

The Effect of Perceived Value on Purchase Intention

The results of the analysis show that perceived value has a positive and significant effect on purchase intention for the Somethinc × Bittersweet by Najla collaboration product; therefore, Hypothesis 4 is accepted. This finding is consistent with the research by Simanjuntak & Keni (2022), Eszter (2023), and Pandey & Yadav (2023), which states that perceived value is an important factor in increasing consumer purchase intention. Perceived value is the consumer's evaluation of a product's benefits and utility relative to the cost incurred (Bilal et al., 2023; Peng et al., 2019). From the perspective of the Theory of Consumption Values, functional value is one of the primary considerations for consumers when making purchasing decisions (Nuzula & Wahyudi, 2022). With regard to the Somethinc × Bittersweet by Najla product, consumers consider not only the unique collaborative design but also the product's quality, benefits and suitability to their needs. The majority of respondents who agreed that the promotion was attractive, the quality was acceptable and the product aligned with its benefits indicate that this collaboration was able to create a positive perception of value.

The influence of perceived value on purchase intention is also linked to the characteristics of the respondents, the majority of whom were aged 15–25 years, private-sector employees, female, and holding a Diploma or Bachelor's degree. This group tends to weigh up the balance between price, quality, benefits, as well as aesthetic aspects and product image before making a purchase. Although the results of the path coefficients indicate that the influence of perceived value on purchase intention is relatively small, these findings still suggest that perceived value plays a role in shaping purchase intention. Consumers have given positive assessments of the product's benefits and quality; however, these factors have not yet fully become the primary drivers of purchasing decisions. This is consistent with Kwon & Namkung (2022), who state that the overall perceived value of a brand by consumers can drive purchasing behaviour. Consequently, efforts to enhance functional value, quality, benefits, and the consumer experience must continue so that perceived value plays an increasingly significant role in driving purchase intention.

The Effect of Customer Attitude on Purchase Intention

The results of the analysis show that customer attitude has a positive and significant effect on purchase intention for the Somethinc × Bittersweet by Najla collaboration product; therefore, Hypothesis 5 is accepted. This finding is consistent with Al Mamun et al. (2023), Nuzula & Wahyudi (2022), and Pandey & Yadav (2023), who state that a positive attitude towards a brand can increase purchase intention. From the perspective of the Theory of Reasoned Action, attitudes and subjective norms are factors that influence consumers' purchase intentions (Razak, 2016). In the Somethinc × Bittersweet by Najla collaboration, the good reputations of both

brands can build trust and foster positive attitudes towards the collaborative product. Brand compatibility is also evident in the incorporation of Bittersweet by Najla's attributes into the design, colour, and scent of Somethinc's lipsticks, meaning the two brands are perceived as complementary and capable of transferring brand equity. This aligns with the findings of Kania et al. (2021) and Eszter (2023), who suggest that brand compatibility and consumers' attitudes towards the brands-both before and after the collaboration-can influence purchase intention.

This influence is further supported by the characteristics of the respondents, the majority of whom were aged 15–25 years, private-sector employees, female, and holding a Diploma or Bachelor's degree, who tend to prioritise quality, design, innovation, and brand reputation. Although the results of the path coefficients indicate that the influence of customer attitude on purchase intention is relatively small, a positive attitude still plays a role in driving purchase intention. This indicates that consumers consider not only their attitudes towards each individual brand but also the suitability of the product and the benefits derived from the collaboration (Ho et al., 2019). Somethinc × Bittersweet by Najla successfully combined the strengths of both brands through a unique and appealing product: lipstick and 'Lipstok'-shaped biscuits. In line with Raisy et al. (2024), the selection of a partner with a good reputation, popularity, and products favoured by consumers is a key factor in the success of co-branding. Consequently, the more positive consumers' attitudes are towards the quality, innovation, design, and reputation of the collaborative product, the greater their tendency to have a purchase intention.

The Effect of Co-branding on Purchase Intention via Perceived Value

The results of the analysis show that co-branding has a positive and significant effect on purchase intention via perceived value, and Hypothesis 6 is therefore accepted. These findings indicate that the better the co-branding strategy, the more positive the perceived value among consumers, thereby increasing the intention to purchase the Somethinc × Bittersweet by Najla collaborative product. These results are consistent with Huang (2024), who states that co-branding can increase perceived value, which in turn influences purchase intention. Paydas Turan (2021) also explains that perceived value plays a crucial role as a mediator between product characteristics and purchasing decisions. In the Somethinc × Bittersweet by Najla collaboration, the combination of brand strength, quality, product uniqueness, and attractive promotions has succeeded in creating positive functional and social value for consumers. This is evident from the majority of respondents stating that the promotions were attractive and aligned with the product's benefits, thereby increasing perceived value and driving purchase intention.

This mediating effect can also be explained through the Value-Attitude-Behaviour (VAB) model, which posits that values aligned with consumer preferences—such as quality, innovation and uniqueness-can shape attitudes and purchasing behaviour (Kim & Hall, 2020). The characteristics of the respondents-the majority of whom were women aged 15–25 years with a Diploma or Bachelor's degree-indicate that young consumers tend to pay attention to trends, quality, benefits, and the added value of products. Therefore, co-branding that is capable of creating functional, social, and emotional value in line with consumer needs can strengthen purchase intent. These findings are also consistent with those of Anjarwati et al. (2019), who found that compatibility between the host brand and the invited brand, as well as complementary product attributes, can enhance consumer perceptions and purchase intention. Consequently, perceived value has been shown to be a key mediator in the relationship between co-branding and purchase intention; thus, improvements in quality, product suitability, emotional value and

promotional strategies need to be maintained to strengthen consumers' purchase intentions.

The Effect of Co-branding on Purchase Intention via Customer Attitude

The results of the analysis indicate that co-branding has a positive and significant effect on purchase intention via customer attitude; consequently, Hypothesis 7 is accepted. These findings suggest that the more effective the co-branding strategy, the more positive the resulting consumer attitude, which ultimately increases the intention to purchase the Somethinc × Bittersweet by Najla collaborative product. The compatibility and integration of the two brands' characteristics are key factors in shaping consumers' positive evaluations and attitudes (Kwon & Namkung, 2022; Paydas, 2021). This is consistent with Kania et al. (2021), who explain that brand fit can shape consumers' initial attitudes towards both brands and subsequently influence purchase intention. In this study, the majority of respondents stated that the Somethinc × Bittersweet by Najla collaboration was logical, acceptable, met expectations, featured appropriate design, and effectively combined the strengths of both brands. These assessments were subsequently reflected in customer attitudes, namely that consumers found the Somethinc brand more appealing following the collaboration and appreciated the promotional activities carried out.

This relationship can also be explained through the Value-Attitude-Behaviour (VAB) model, which posits that the values perceived by consumers shape their attitudes and subsequently influence purchasing behaviour (Habib et al., 2023). The cognitive and affective aspects involved in attitude formation also determine how consumers evaluate collaborative products (Ho et al., 2019). Product fit and attractive promotions can enhance consumer acceptance of the collaboration, thereby fostering positive attitudes and driving purchase intention (Chen & Lien, 2018). This is particularly relevant given the characteristics of the respondents, the majority of whom are aged 15–25, private-sector employees, female, and hold a Diploma or Bachelor's degree, and who tend to prioritise quality, innovation, aesthetics, as well as trends and attractive promotions. Consequently, customer attitude has been shown to act as a mediator in the relationship between co-branding and purchase intention; thus, the success of a collaboration in creating brand fit, attractive products and positive experiences can strengthen consumer attitudes and increase purchase intention.

CONCLUSION

Based on the findings of the study on the influence of co-branding on purchase intention for the Somethinc × Bittersweet by Najla collaborative product through perceived value and customer attitude, it can be concluded that all research variables are in good standing. The test results show that co-branding has a positive and significant effect on purchase intention, perceived value and customer attitude. Furthermore, perceived value and customer attitude have a positive and significant effect on purchase intention. Co-branding has also been shown to have an indirect, positive and significant effect on purchase intention via perceived value and customer attitude, indicating that the better the co-branding strategy, the higher the perceived value and the more positive the consumer attitude, thereby ultimately increasing purchase intention for the Somethinc × Bittersweet by Najla collaborative product.

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