

The Impact of Co-branding under New Media Marketing on Consumer Purchase Intentions

Yihao Shi

Junan No.1 Middle School of Shandong, Linyi, China

Abstract: In the context of new media marketing, co-branding has a positive impact on consumer purchase intentions. Through new media platforms, co-branding activities are widely disseminated, increasing consumer awareness of products and making co-branded products a hot topic. Consumer trust in co-branded brands is strengthened, and through collaboration with other brands, consumers are more confident in the quality and reputation of co-branded products. Compared to other activities, co-branding aligns with brand market positioning. By collaborating with brands from different fields, co-branding achieves resource sharing and complementary advantages, enhances brand image, and creates uniquely charming co-branded products through partnerships with other well-known brands, strengthening consumer recognition and trust in the brands. Fully leveraging the advantages of new media marketing provides consumers with a diversified shopping experience, making the shopping process more interesting and enriching through personalized recommendations. Currently, WeChat public account marketing, social media marketing, and live streaming marketing are the main forms of new media marketing. By regularly posting content and interacting with fans, brands achieve precise marketing and attract user attention. In the future, brands should fully utilize the advantages of new media marketing, combined with co-branding strategies, to achieve more precise and efficient market promotion.

Keywords: New Media Marketing, Co-branding, Consumer Purchase Intentions.

1. Introduction

In the context of new media marketing, co-branding as an innovative marketing strategy is increasingly favored by more brands. Co-branding refers to the collaboration between two or more brands to launch co-operative products. By leveraging each other's strengths and sharing resources, co-branding maximizes brand value. It enhances brand awareness and influence and offers consumers a unique and creative product experience [1-3]. The diverse forms of new media marketing, such as WeChat public account marketing, social media marketing, and live streaming marketing, provide a broad stage for co-branding. The connection between co-branding and new media marketing lies in their joint creation of a mutually reinforcing marketing ecosystem. Through the dissemination channels of new media marketing, co-branding can rapidly expand its influence and attract the attention of more potential consumers. Co-branding also provides more interesting and substantial content for new media marketing, enriching marketing methods and enhancing marketing effectiveness. In this context, studying the impact of co-branding under new media marketing on consumer purchase intentions is significant. By deeply understanding consumer psychology and behavioral changes, brands can better grasp market trends, develop more effective marketing strategies, and drive sales growth and market expansion.

2. Main Forms of New Media Marketing

2.1. WeChat Public Account Marketing

With the widespread use of smartphones and the rapid development of mobile internet, WeChat has become an indispensable part of people's daily lives. In this context, the WeChat public platform emerged, providing businesses with

a new platform for marketing and brand building. By posting content on the WeChat public platform, businesses can timely transmit brand information, product updates, and market activities, attracting user attention and participation. Well-planned content, such as interesting stories, practical knowledge, and unique perspectives, can resonate with users and increase brand exposure. At the same time, the WeChat public platform also offers rich forms of interaction between brands and fans. Businesses can interact with fans in real time by replying to comments, initiating topic discussions, and hosting online events, understanding their needs and feedback, thereby continuously optimizing products and services. Such interaction enhances user stickiness, making brands closer to consumers, enhancing brand affinity and influence.

2.2. Social Media Marketing

With the popularity of social media, users are increasingly inclined to obtain information and share their lives on social media platforms. Weibo, with its fast-paced characteristics, has become the preferred platform for brands to post news and event information. Short video platforms like TikTok and Kuaishou attract a large number of young users with their vivid and visual content. In this context, using social media platforms to post content and conduct activities is crucial for enhancing brand awareness and user stickiness, as shown in Table 1. Brands can attract user attention and participation by posting interesting and substantial content. Additionally, by hosting online events and initiating topic challenges, brands can stimulate user participation enthusiasm [4-6], promoting interaction between the brand and users. This interaction further increases brand exposure, enhances recognition, and deepens user understanding and trust in the brand. Through the sharing and dissemination on social media, brand information can spread rapidly, attracting more potential users' attention and enhancing brand influence and market competitiveness.

Table 1. Media social platforms

Social media platforms	Publish Content	Carry out activities
Microblog	Release brand news and event information	Organize online events and discussion topics
Tiktok	Publish short video content to show product features	Launch short video challenges and creation competitions
Quick hand	Post short videos that are life-like and interesting	Hold short video collection activities and live broadcast online

2.3. Live Streaming Marketing

The significance of live streaming marketing lies in integrating product display, brand dissemination, and consumer education through real-time interaction, enhancing brand awareness and user stickiness. Vinona, as a leading domestic skincare brand, has achieved significant success in live streaming marketing in recent years. Through live streaming, Vinona successfully showcased product features, introduced usage methods, and interacted with users in real time, greatly enhancing consumer purchase intentions. In one live streaming event, Vinona's host carefully selected several popular products, displaying and introducing each one. The host not only detailed the ingredients, effects, and usage methods of the products but also demonstrated how to apply and massage them properly, allowing viewers to understand the product effects visually. This intuitive display method sparked intense interest in the consumers, many of whom expressed a desire to try the products. Through this live streaming event, Vinona successfully attracted the attention of a large number of potential consumers and enhanced their purchase intentions. The number of viewers in the live stream continuously rose, with likes and comments also increasing steadily. Through live streaming, brands can more vividly showcase product features, introduce usage methods, and interact with users in real time, thereby enhancing consumers' confidence to make purchases.

3. The Connection between Co-branding and New Media Marketing

3.1. Alignment with Market Positioning

As market competition intensifies, co-branding has become an important means for businesses to expand market share and enhance brand influence. Co-branding typically involves multiple brands, each possibly having unique target audiences and market positioning. Through co-branding collaboration, businesses can fully utilize the strengths of each brand, achieving resource complementarity and sharing, thereby expanding the brand's audience range and attracting more potential consumers. Simultaneously, the rapid rise of new media marketing provides businesses with more efficient and precise marketing methods. New media marketing, with its strong data analysis capability, can accurately target audiences and achieve personalized marketing. Through new media platforms, businesses can deeply understand consumer needs, preferences, and behaviors, developing more precise marketing strategies and improving marketing effectiveness. The combination of co-branding and new media marketing makes business promotion and dissemination more efficient and precise. Through new media platforms, businesses can rapidly spread co-branding information, expanding the

influence of co-branding activities. By precisely targeting the audience, businesses can push co-branded products to the most interested consumers, enhancing purchase intentions and conversion rates, meeting the current market positioning.

3.2. Enhancing Brand Image

The combination of co-branding and new media marketing injects new vitality into shaping brand image and enhancing reputation. Co-branding cooperation is not just a simple superposition of two or more brands but a concentrated display of brand innovation capabilities and cooperative spirit [7-8]. Through co-branding, brands can demonstrate their willingness to try and innovate, attracting more consumers who seek novelty and unique experiences. Simultaneously, new media marketing, with its unique dissemination methods and interactive forms, provides strong support for shaping the brand image. Through carefully planned high-quality content, brands can showcase their unique values, product features, and brand culture on new media platforms, thereby creating a deeply ingrained brand image. Precise promotional strategies can convey brand information to the target audience, further enhancing brand recognition and influence. This combination also helps strengthen consumer trust and recognition in the brand. New media marketing can collect user feedback and opinions in real time, allowing brands to adjust strategies timely, optimize products and services, and thereby enhance consumer satisfaction and loyalty.

3.3. Enriching Marketing Means

In the context of new media marketing, co-branding has introduced more diverse marketing methods, injecting new vitality into the promotion and dissemination of co-branded products, as shown in Table 2. Through social media platforms, brands can publish information, images, and videos related to co-branded products, visually showcasing their unique charm and advantages. Consumers express their affection and support for co-branded products through likes, comments, and shares, creating a word-of-mouth effect, thereby enhancing consumer engagement and strengthening the emotional connection between brands and consumers. The rise of short video and live streaming platforms provides more direct marketing channels for co-branding. Brands can create interesting and creative short videos to display the usage scenarios and effects of co-branded products, attracting user attention and interest. Meanwhile, live streaming allows for real-time display of product details and features, answering user queries, and enhancing consumer awareness and purchase intentions of co-branded products. New media marketing also makes full use of big data analysis and user feedback to help brands more accurately understand consumer needs and market trends. By mining and analyzing user data, brands can gain insights into consumer purchase preferences and behavior patterns, providing strong support for the design and promotion strategies of co-branded products.

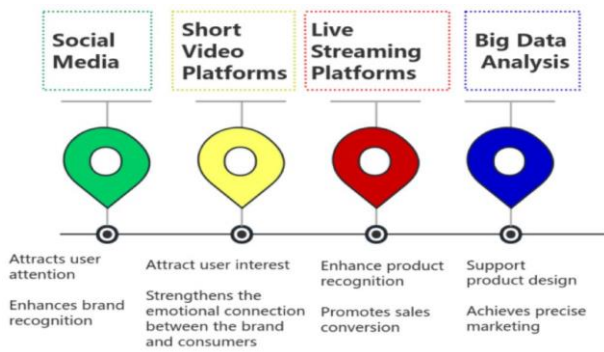


Figure 1. The Application Value of New Media Platforms

4. Impact of Co-branding on Consumer Purchase Intentions under New Media Marketing

4.1. Increasing Consumer Attention

On new media platforms, co-branding activities can quickly attract the attention of a large number of fans and potential consumers by leveraging popular topics and trends. Brands cleverly combine co-branding information with hot events and celebrity effects, making co-branded products a focal point of discussion and sharing among netizens. Additionally, new media marketing can push co-branded products to the most likely interested consumers through precise targeting and personalized promotion strategies. Brands can use big data to analyze user profiles, understanding consumers' interests and purchasing behaviors, thereby formulating more targeted marketing plans. This personalized promotion approach better meets consumer needs, enhancing their interest in and purchase intentions for co-branded products. As consumer attention to co-branded products continually increases, their curiosity and desire to explore are further stimulated, actively learning about the design concepts, functional features, and stories behind co-branded products. This interactive and participatory process enhances consumers' understanding and awareness of the products, also strengthening their identification with and loyalty to the brands [9-10].

4.2. Strengthening Consumer Trust

Co-branding is a clever marketing strategy involving two or more well-known brands launching products or services together. This collaborative approach allows for mutual leveraging, further enhancing consumers' trust in the products. When consumers see products launched jointly by two well-known brands, they often believe these products must have certain quality assurances and reliability, as illustrated in Table 2. For example, in the fashion industry, many well-known brands often launch limited edition apparel or accessories through co-branding. These co-branded products typically blend unique design elements and styles from different brands, providing consumers with a new visual experience. In the cosmetics industry, when two well-known brands jointly launch co-branded cosmetics, consumers tend to be more excited and attentive, as the collaboration between these brands brings superior product effects and user experiences. In the sports brand sector, when two renowned sports brands jointly launch co-branded sneakers, consumers are willing to try and purchase the co-branded product due to their affection for these brands. Thus, co-branding through mutual leveraging and jointly enhancing trust provides

consumers with a more diversified and high-quality shopping experience.

Table 2. Examples of Co-branding in Different Fields

Brand joint case	Reasons for Increased Consumer Trust	Reasons for the increase in consumer favorability
Fashion joint clothing	Collaboration between two well-known brands ensures quality.	Unique design elements integration, visual experience is novel
Cosmetics joint series	Co-branding provides dual quality assurance.	Consumers love co-branded brands and have a strong interest in co-branded products
Sports brand joint sports shoes	Collaboration between two sports brands guarantees reliable performance.	Consumer trust in the two brands translates into trust in the co-branded products

4.3. Providing a Diversified Shopping Experience

Co-branded products often cleverly merge the characteristics and styles of different brands, breaking the original brand boundaries and presenting consumers with a new and unique shopping option. From a product perspective, co-branded products usually possess dual or even multiple brand characteristics. This means that when consumers purchase such products, they can experience the essence and advantages of multiple brands at once. This cross-brand fusion enriches the design elements and functional features of the products, offering consumers more personalized choices. Whether it's apparel, cosmetics, or other consumer goods, co-branded products always bring a sense of novelty and surprise to consumers. Besides the richness of the products, co-branding also brings a unique experience at the emotional and cultural levels. Co-branding often involves the cultural backgrounds and brand stories of two or more brands, which are integrated and passed on in co-branded products. When purchasing co-branded products, consumers not only enjoy the practical value of the products themselves but also the emotional resonance and cultural exchange between brands, making the shopping experience more profound and meaningful.

5. Conclusion

In the context of new media marketing, the impact of co-branding on consumer purchase intentions is increasingly significant. Through the widespread dissemination and precise targeting of new media platforms, co-branding activities successfully capture consumer attention and, through unique product designs and creative content, stimulate consumers' desire to purchase. Furthermore, co-branding, with the aid of new media marketing means, provides consumers with a more convenient and interesting shopping experience, further enhancing consumer satisfaction and loyalty. As technology continues to advance and the market evolves, the forms and methods of new media marketing will also continuously innovate and improve. Brands should keep pace with the times, fully leverage the advantages of new media marketing combined with co-branding strategies, to create a distinctive brand image and marketing system, enhancing consumer engagement and

purchase intentions to adapt to fierce market competition.

References

- [1] Fraccastoro, S., Gabrielsson, M., and Pullins, E. B. J. I. B. R. (2021). The integrated use of social media, digital, and traditional communication tools in the B2B sales process of international SMEs. *Int. Busines. Rev.* 30, 101776.
- [2] Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., et al. (2016). Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior. *J. Bus. Res.* 69, 5833–5841.
- [3] Graessley, S., Horak, J., Kovacova, M., Valaskova, K., Poliak, M., and Economics, M. (2019). Consumer attitudes and behaviors in the technology-driven sharing economy: motivations for participating in collaborative consumption. *J. Self Gov. Manage. Econ.* 7, 25–30.
- [4] Hidayanti, I., Herman, L. E., and Farida, N. (2018). Engaging customers through social media to improve industrial product development: the role of customer co-creation value. *J. Relation. Market.* 17, 17–28.
- [5] Hussain, A., Abbasi, A., Hollebeek, L. D., Schultz, C. D., Ting, D. H., and Wilson, B. (2021). Videogames-as-a-service: converting freemium-to paying-users through pop-up advertisement value. *J. Services Market.*
- [6] Ibrahim, N. F., Wang, X., and Bourne, H. (2017). Exploring the effect of user engagement in online brand communities: evidence from Twitter. *Comput. Human Behav.* 72, 321–338.
- [7] Nysveen, H., and Pedersen, P. E. (2014). Influences of cocreation on brand experience. *Int. J. Market Res.* 56, 807–832.
- [8] Orazi, D. C., Bove, L. L., and Lei, J. (2016). Empowering social change through advertising co-creation: the roles of source disclosure, sympathy and personal involvement. *International journal of advertising.* 35, 149–166.
- [9] Ribeiro-Navarrete, S., Saura, J. R., Palacios-Marqués, D. J. T. F., and Change, S. (2021). Towards a new era of mass data collection: assessing pandemic surveillance technologies to preserve user privacy. *Technol. Forecast. Soc. Change* 167:120681.
- [10] Richter, N. F., Schubring, S., Hauff, S., Ringle, C. M., and Sarstedt, M. (2020). When predictors of outcomes are necessary: guidelines for the combined use of PLS-SEM and NCA. *Ind. Manage. Data Systems* 120, 2243–2267.