Research on the Relationship Model between Ingredient Co-Branding Image and Purchasing Intentions

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Abstract

The thesis develops its argument from two perspectives: "building a relationship model between ingredient co-branding image and consumers' purchasing intentions" and "quantitatively analyses the model using the data of the case". SPSS18.0 and AMOS17.0 software were used to test reliability and validity, factor analysis and the test assume that the relationship of adaptation degree of the research data. And through the model correction, we get the best fit degree relationship model between ingredient co-branding image and consumers' purchasing intentions, and then we can provide evidence for the enterprise to make self-assessment and set the correct industry chain cooperation marketing strategy.

Keyword: Ingredient co-branding, Purchase intention, Structural equation model

1. Introduction

With the rapid development of market economy, product homogeneity is becoming more and more obvious, its physical properties can no longer be as a standard of enterprise implement differentiation, and the implementation of brand strategy has become the main marketing strategy for most enterprise to win though competition and keep sustainable development; With the brand growing competition trends, traditional brand strategy has been difficult to meet the needs of corporate business. In foreign countries, co-branding marketing strategy became popular in the 1990s. As an effective business and brand strategy, co-branding draw more attention to business and scholars. According to the data on a global scale, the product quantity of the enterprise that implementco-branding is increasing at an average annual rate of 40%, Co-branding at home and abroad has become a marketing hot topic in marketing academic fields and business.

2. The Characteristic of Ingredient Co-Branding Strategy

Ingredient co-branding, a branch of co-branding, is a brand which helps one product make the other brand which is the lead in the market and is known for the quality of products as its product components. In ingredient co-branding, one brand is exists as a part of the other brand ,which is a brand strategy which companies want to transfer features of the products and value of information and use the method of composition of products to strengthen the characteristics of products and improve product value and achieve mutual complementary advantages and mutual benefits. A successful case of ingredient co-branding is showed as picture 1. The ingredient brand companies ensure the sales of product and outstand characteristics of its own brand of enterprises as well, but terminal product brand enterprises strengthen their terminal product features and brand image, forming its enterprise components brand strategy's advantages and characteristics.

2.1 Formation of Differentiated and Set Up Barriers to Entry

Ingredient co-branding, its most direct interests would be reflected in the Ingredient products which can provide differentiated attributes for the final product. And it brings to the consumer association though the ingredient products differentiate, indicates that the quality of the final product, builds high market entry barriers to prevent those potential competitors whose enterprises have no ingredient branding. It is especially embodied in these new products and high-tech products which applied in the process of marketing advantage.

2.2 Achieve Resource Sharing, Complementary Advantages

Component of co-branding partners, in some respects, has its own unique strengths and resources to achieve complementary advantages and benefit-sharing through different combinations. For example, ingredient brand with differentiated features can make the terminal product distinct from similar products to avoid the impact of homogenization through various joint. Terminal brand which has a high reputation in the market, can improve the image in the minds of consumers for Ingredient products who just come into the market, thus improve the quantity of product.

2.3 Reshape the Brand Image, Reduce Marketing Costs

Weak brands can improve its brand awareness though implementing the ingredient brand joint with famous brand, improve enterprise brand image, enhance the brand value and the chance to show. By ingredient branding, final product enterprises can take advantage of the advertising services that ingredient brands made for the end product consumer market to focus their advertising services to other aspects and save marketing costs. Finally, the two sides achieve a brand resource to maximize utilization.
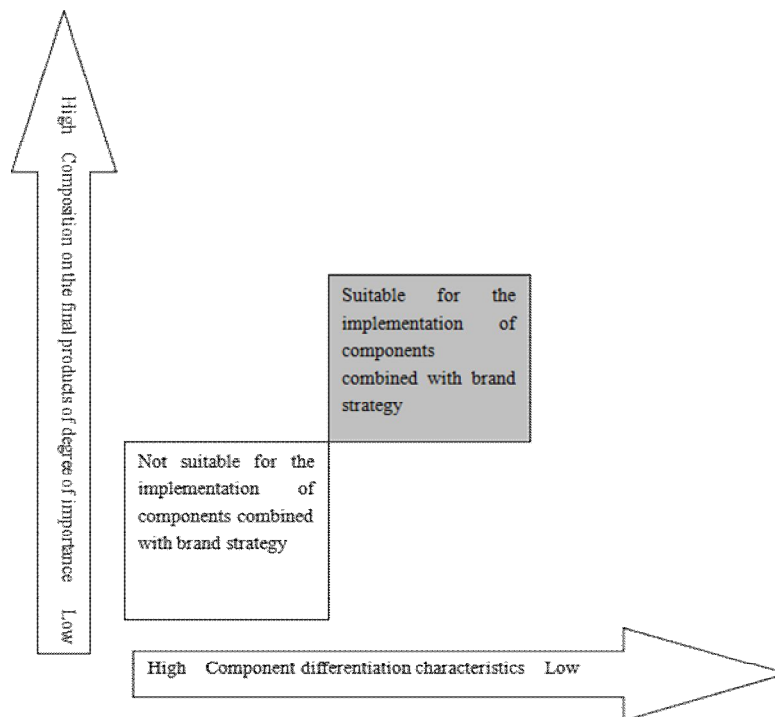

Fig1 Conditions for Success of Ingredient Co-Branding

3. Analysis of the Relationship between Ingredient Co-Branding Image and Purchase Intention

Brand image in consumers' minds is associated with a particular brand of the property collection and the related association, it is the subjective reflection of consumer towards brands. Form the consumer's perspective, the consumption has entered the age of reason, the quality of brand image is the important factor that can attract the consumer, a good brand image can be the first time to attract the attention of consumers, resulting in purchase intention, and can reduce the risk of consumer's shopping, then resulting in high consumer loyalty. Form the enterprise's perspective, a good brand image can make the strong brand asset for the enterprise, which is particular important in brand union, the two brands use a good brand image of the other that can make more added value, to achieve the win-win.

So, building Ingredient Co-Branding Image is an important part of Ingredient Co-Branding management, and it is the premise and foundation to enhance consumer satisfaction and loyalty on Ingredient Co-Branding, to promote the brand assets value. It is the driving component of brand assets.

3.1 The Relationship between Ingredient Co-Branding Image and Purchase Intention

The final purpose of enterprise implement co-branding strategy is to enhance the enterprise product brand awareness in the heart of the target market and cultivate brand loyalty of consumers. Therefore, the relevant of Ingredient Co-Branding image and purchase intention is the key to the success of the strategy.

This study will discuss study variables (or latent variables) of Ingredient Co-Branding image and purchase intention ,and all the variables of the evaluation index system (also called the measurement variables in the study) in the qualitative and quantitative analysis after focusing on the relationship between Ingredient Co-Branding image and purchase intention based on reviewing relevant literatures of the co-branding, combined with the characteristics of Ingredient Co-Branding image and discussion of Biel model, behavior theory, Howard model,in order to more comprehensively and profoundly understand the connotation of Ingredient Co-Branding image and purchase intention, and provide the basis for formulating, implementing and perfecting Ingredient Co-Branding image by the enterprise of garment industry.

(1)Ingredient Co-Branding image measurement dimensions of garment enterprises. Combine the brand image evaluation scale of Biel with the clothing brand image measurement scale which is proposed by Deng Bifang, The formation of the initial measurement scheme comes from the three dimensions of Ingredient Co-Branding image, corporate image and marketing image. After the analysis of the exploratory factor, we can find that the three dimensions cannot be accurately measured and responded to Ingredient Co-Branding image. Finally, combined with the characteristics of brand strategy of garment enterprises, the dimensions of Ingredient Co-Branding image are adjusted to four dimensions of product comfort image, product functional image, corporate image and marketing image .

(2)The mechanism of Ingredient Co-Branding image and purchase intention. The initial conceptual model constructed with Ingredient Co-Branding image and purchase intention which is based on the 4 dimensions (product comfort image, product functional dimensions, corporate image, marketing image) as a variable, consumer purchase intention as dependent variable, and the personal factors as intermediary variable. Through confirmative factor analysis and revised the initial concept model, analysis model is proposed after correction. The model can be used to interpret the Mechanism of the action of Ingredient Co-Branding image of the garment industry on consumer purchase intention and the function of intermediary role caused by personal factors. That is, the promotion of the comfort image of Ingredient Co-Branding image, the product functional of Ingredient Co-Branding image, the corporate image of Ingredient Co-Branding image and the marketing campaign image of Ingredient Co-Branding image will increase consumers' purchase intention. Also, the marketing image promotion will also lead to consumers' personal factors changes, so as to enhance the purchase intention, broaden the vision of the research on the relationship between Ingredient Co-Branding image and the consumers' purchase intention.

3.2 The Model of the Relationship between Ingredient Co-Branding image and Purchase Intention

Based on the specific analysis about the United Brand, brand image and purchase intention, and combining the characteristics of the clothing brand, then put forward the brand image evaluation index system for empirical research on the Ingredient Co-Branding image (including the 4 dimensions with product comfort image, product functional dimensions, corporate image, and marketing image) and the personal factors, the consumer purchase intention evaluation index system. At the same time, based on the theory of structural equation model, the relationship model between Ingredient Co-Branding image and purchase intention has been established.

The causation model of the model structure variables descriptions: As a latent variable of reason that became the exogenous latent variables, take symbol ζ to express; As a latent variable of result that becomes the internal potential variables, take symbol η to express. The interpretation and variation that exogenous latent variables to endogenous latent variables will be affected by other variables, the influence of variables become interference potential variables, take symbol e to express, e is the interference factors or residuals of the structure of the model. This paper establishes structure model based on the above assumptions (See Figure 2).
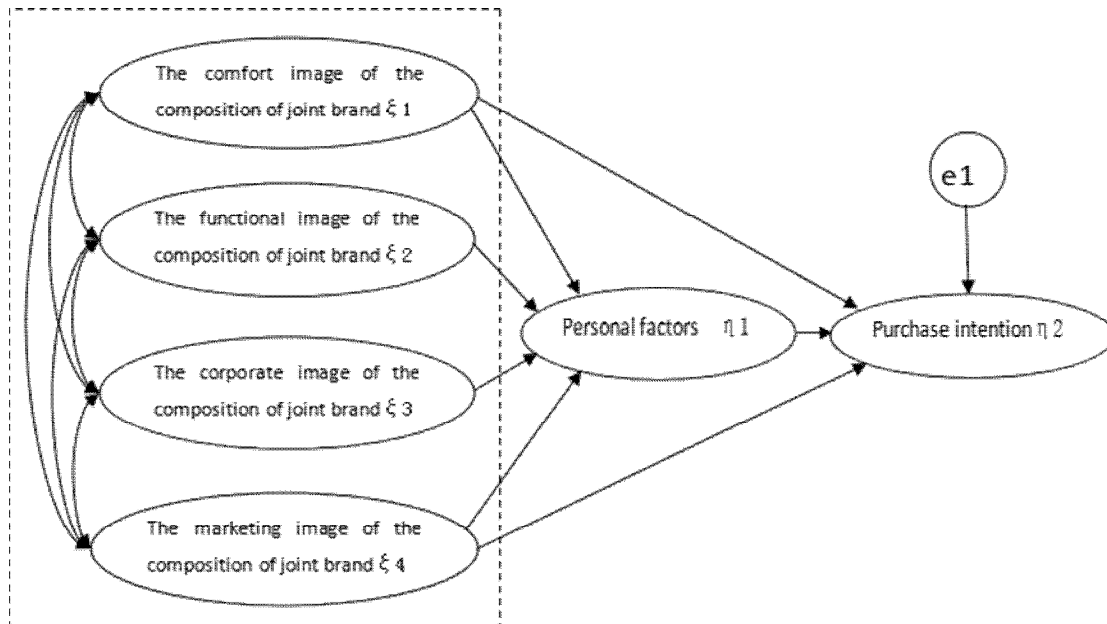
Fig 2: The Structure Model Diagram

4. The Validation of Relationship between Ingredient Co-Branding Image and Purchase Intention and Improvement of the Model

Aiming at the building model of relationship between Ingredient Co-Branding image and purchase intention of each variable, this article will use empirical research methods to make quantitative analysis.

4.1 The Introduction of the Empirical Solution

In this study, Shanghai textile (Group) Co. Ltd. owned Parster fiber company, three shots underwear company "Parster--three shots" ingredient co-branding as the analysis object. Parster fiber is a kind of excellent modified polyester fiber, conforming to the concept of low carbon environmental protection products in the 21st century. "Parster--three shots" ingredient co-branding is to add a Paisite in three shots underwear brand (Parster) fiber brand. Two brands appear in the final product labels, packaging and advertising at the same time.

4.2 Empirical Data Acquisition and Processing

After the establishment of "Parster fiber three shots underwear" brand image and the assessment indicator system of the individual factors and the consumer purchase intention, we need to quantify various indicators and research the scheme of data acquisition to establish a relationship model between all parameters. Because the empirical data relates to the enterprise's internal data, consumers' subjective data and the expert scoring data with experimental data as the reference, therefore, this article adopts three kinds of market survey, including in-depth interview, the combination of experiment and expert scoring and consumer research, and take full advantage of school cooperative relationship, establish a communication relationship with Parster fiber company and three shots underwear Co. Ltd. Conduct site surveys in selected retail stores, complete the experiment data acquisition. And all kinds of data were descriptive statistics analysis, factor analysis and reliability validity analysis. These analyses provide the basis data for structural equation model.

4.3 Model Verification and Improvement Design

In this article, we use statistical analysis software SPSS18.0 and AMOS17.0 for statistical analysis at the obtain data and validate the theoretical model of authenticity and validity. Based on the analytical results of software, we use the chart to make a deep analysis of relevant data. Then corresponding adjustments have been made for the original hypothesis model. We analyzed the confirmatory factor analysis and path mode on this basis. In the end, it is concluded the relationship between potential variables and observed variables and the relationship between latent variables and latent variables in this study. The analysis results are as follows:

(1)Ingredient co-branding product comfort, ingredient co-branding product function, brand image of enterprises, combined component ingredient co-branding marketing image, personal factors, consumer purchase intention model fit index, regression coefficient can reach the standard value. This shows that the measurement variables can be very good response latent variables.

(2)When check six potential variable model of the relationship between internal consistency that ingredient co-branding product comfort, ingredient co-branding product function, ingredient co-branding enterprises image, ingredient co-branding marketing image, personal factors, consumer purchase intention, it is failed to achieve a good fitting effect, and the relations need to be further amended.

(3)Model correction mainly adopts the method to add or delete the original variable path at the system prompt. After inspection in the joint relationship between brand image and consumer purchase intention in the ingredients of structural equation model complete. We found that ingredient co-branding product comfort, functional products and corporate image can't directly affect the consumer purchase intention by personal factors. That is to say the three index does not have a direct impact on individual factors. The other original assumptions are being established. Finally we can get the best fit model between combined component of brand image and purchase intention (see Figure 3).
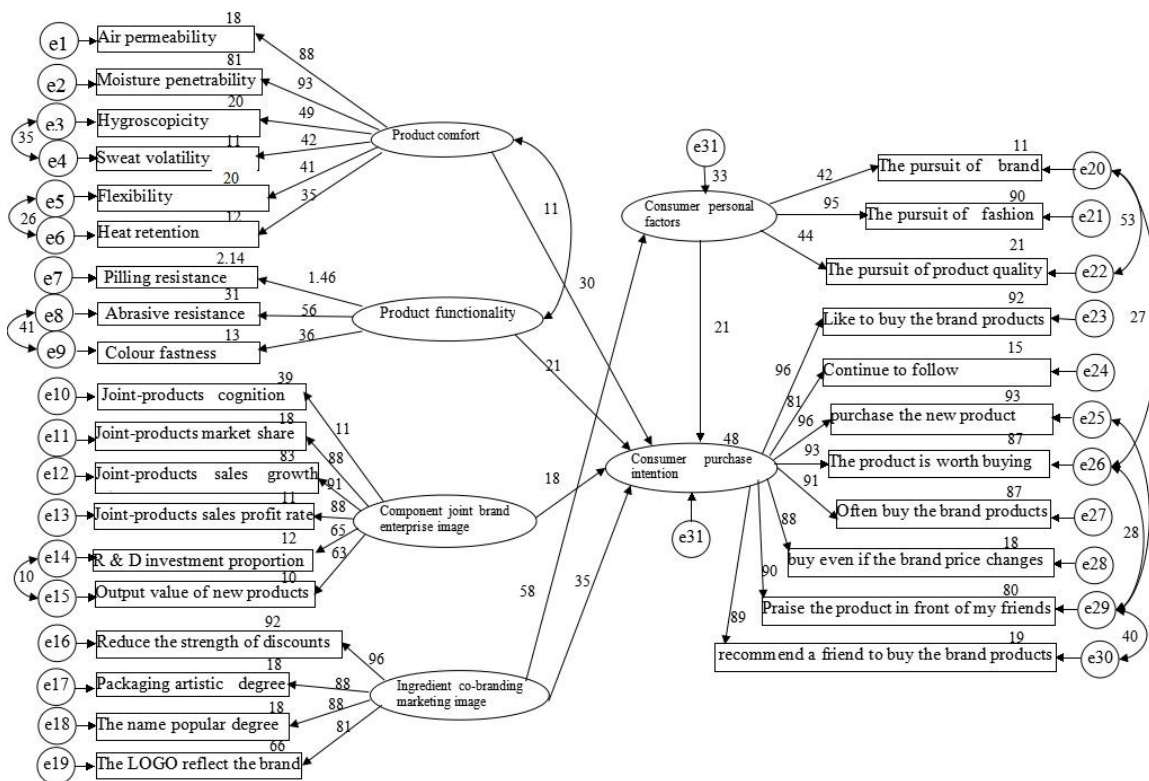

Fig 3 Structural model correction 2

Conclusion

Based on literature review, this paper establishes the Ingredient Co-Branding image and Purchase Intention Evaluation Index System, puts forward the research hypothesis of the relationship among variables and the corresponding model. And through empirical analysis research method, to test the sample data by confirmatory factor analysis and structural equation model, which verified the authenticity of the initial research hypothesis and model, corrected and constructed the initial model. The main applied values of this study are:

(1) The study establishes garment Ingredient Co-Branding image evaluation dimensions to provide the reference for self-evaluation of Ingredient Co-Branding. Clothing enterprises can measure advantages and disadvantages of its existence from four aspects, the "ingredient co-branding product comfort", "ingredient co-branding product function", "ingredient co-branding enterprises image" and "ingredient co-branding marketing image". Compared with the counterparts, to analysis of the status of the brand in the industry at present and the development of the trend and space in the future.

(2) The established concept model and mechanism of Ingredient Co-Branding image and consumers purchase intention provide reference for the enterprise's industry chain cooperation. Especially for the enterprise just for ingredient brand joint, which can formulate product strategy and marketing strategy of ingredients combined brand according to structural equation model proposed in this paper.

(3) Research results have provided the inspiration for the composition of products to create brand, the strategic cooperation of further development of ingredient brand and terminal brand, and the relationship with the consumer purchase willingness, to provide theoretical basis for building component brand.

At present, our country clothing is facing fierce brand competition and international competition. For the Ingredient co-branding, both the ingredient brand and terminal brand should always pay attention to the change of consumption demand. Thus the flexible use of the marketing strategy, improved product image, corporate image and marketing image of ingredient co-branding, to obtain long-term competitive advantage.

The model developed in this study directly for the purpose of enhancing the consumer purchase intention, specified explicitly the influence of each index on consumer purchase intention. The model is easy to understand, and the relationship between variables is simple. Market competition mainly depends on the brand competition in twenty-first Century. However, if you want to make a brand in the competitive, you must enhance the brand image, or form the brand loyalty in the minds of consumers.

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