

ABSTRACT

Our study aims to analyze and examine how individuals assess brand alliances in terms of brand credibility and perceived quality. Our study examined the influence of brand credibility and perceived quality on the overall credibility and perceived quality of co-branded products. Additionally, we investigated how brand credibility and perceived quality affect the perceived price and purchase intention of these products.

This study can be classified as an applied research project from a purpose standpoint. In terms of its nature and method, it falls under the category of a descriptive-survey, which involves analyzing correlations.

The study found that the credibility of the constituent brands (brand A and brand B) has a positive effect on the credibility of the co-brand, the perceived pricing of co-branded products, and the intention to purchase. It is evident from the findings that the perceived quality of individual brands significantly influences the perceived quality and pricing of co-branded products. It seems that the author is interested in understanding and evaluating the effects of a brand alliance between Local Products ShiningBright Co. and International License Warner Bros. on consumer behavior and purchase intentions.

Keywords: *Co-branding, E-Marketing, Fashion Industry.*