## REFERENCES

- Ahn, S. K., Kim, H., & Forney, J. A. (2010). Fashion collaboration or collision?: Examining the match-up effect in co-marketing alliances. *Journal of Fashion Marketing and Management: An International Journal*, 14(1), 6–20. https://doi.org/10.1108/13612021011025401
- Amiri Aghdaie, S. F., Dolatabadi, H. R., & Aliabadi, V. S. (2012). An Analysis of Impact of Brand Credibility and Perceived Quality on Consumers' Evaluations of Brand Alliance. *International Journal of Marketing Studies*, 4(2). https://doi.org/10.5539/ijms.v4n2p93
- Beaudoin, P., Lachance, M. J., & Robitaille, J. (2003). Fashion innovativeness, fashion diffusion and brand sensitivity among adolescents. *Journal of Fashion Marketing and Management*, 7(1), 23–30. https://doi.org/10.1108/13612020310464340
- Bouten, L. M., Snelders, D., & Hultink, E. J. (2011). The impact of fit measures on the consumer evaluation of new co-branded products. *Journal of Product Innovation Management*, 28(4), 455–469. https://doi.org/10.1111/j.1540-5885.2011.00819.x
- Farr, R., & Tuinman, J. J. (1972). The Dependent Variable: Measurement Issues in Reading Research. Source: Reading Research Quarterly (Vol. 7).
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American Customer Satisfaction Index: Nature, Purpose, and Findings. Source: Journal of Marketing (Vol. 60).
- Keller, K. L. (2002). Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research*, 29(4), 595–600. https://doi.org/10.1086/346254
- Kostyra, D. S., & Klapper, D. (2015). Signaling Teamwork: How Brand Prominence in Brand Alliance Communication Can Influence Customer Perception. Source: Marketing: ZFP-Journal of Research and Management, 37(2), 69–78. https://doi.org/10.2307/26426757
- Riley, D., Charlton, N., & Wason, H. (2015). The impact of brand image fit on attitude towards a brand alliance. *Management and Marketing*, 10(4), 270– 283. https://doi.org/10.1515/mmcks-2015-0018

- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. International Journal of Academic Research in Management (IJARM) (Vol. 5). Retrieved from https://ssrn.com/abstract=3205035
- Yu, H. Y., Robinson, G. M., & Lee, D. H. (2021). To partner or not? A study of co-branding partnership and consumers' perceptions of symbolism and functionality toward co-branded sport products. *International Journal of Sports Marketing and Sponsorship*, 22(4), 677–698. https://doi.org/10.1108/IJSMS-02-2020-0018
- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology*, 12. https://doi.org/10.3389/fpsyg.2021.720151