BIBLIOGRAPHY

- Abror, A., Patrisia, D., Engriani, Y., Hafizh, M. Al, Gaffar, V., Qoriah, Q., Achmad, N., Wusqa, U., & Abdullah, M. S. (2024). Antecedents of tourist citizenship behavior: the role of digital halal literacy and religiosity. *Journal of Islamic Marketing*, 16(1524), 65–81. https://doi.org/10.1108/JIMA-11-2023-0376
- Ahn, H., & Sung, Y. (2012). A two-dimensional approach to between-partner fit in co-branding evaluations. *Journal of Brand Management*, 19(5), 414–424. https://doi.org/10.1057/bm.2011.49
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T
- Ali, H., & Alqudah, O. M. A. (2022). The effects of influencer marketing on overall brand equity through brand awareness and customer brand engagement. *International Journal of Data and Network Science*, 6(3), 651–658. https://doi.org/10.5267/j.ijdns.2022.4.007
- Alpert, F. H., & Kamins, M. A. (1995). An Empirical Investigation of Consumer Memory, Attitude, and Perceptions toward Pioneer and Follower Brands. *Journal of Marketing*, 59(4), 34. https://doi.org/10.2307/1252326
- Andriana, T. (2022). The Effect of UT Collection UNIQLO Collaborative Branding Strategy Towards Customer Repurchase Intention. *Asian Journal of Research in Business and Management*, 4(3), 541–558. https://doi.org/10.55057/ajrbm.2022.4.3.47
- Appiah-Nimo, K., Muthambi, A., & Devey, R. (2023). Consumer-based brand equity of South African luxury fashion brands. *Journal of Fashion Marketing and Management*, 28(4), 775–791. https://doi.org/10.1108/JFMM-10-2021-0277
- Ashraf, S., Ilyas, R., Imtiaz, M., & Tahir, H. M. (2017). Impact of CSR on Customer Loyalty: Putting Customer Trust, Customer Identification, Customer Satisfaction and Customer Commitment into Equation-A study on the Banking Sector of International Journal of Multidisciplinary and Current Research Impact of CSR. J. of Multidisciplinary and Current Research, 5(2004). http://ijmcr.com
- Bakhshizadeh, E., & Aliasghari, H. (2023). Customer-Based Brand Equity and Customer Behavioral Intention: Evidence From Insurance Service. *Revista Brasileira de Marketing*, 22(1), 439–468. https://doi.org/10.5585/REMARK.V22I1.20256
- Banbula, J. (2024). Effects of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on Overall Brand Equity in Sport. A Case Study of an Amateur Football Sports Club. *Physical Culture and Sport, Studies and Research*, 104(1), 36–47. https://doi.org/10.2478/pcssr-2024-0017
- Banerjee, A., & Chaudhury, S. (2010). Statistics without tears: Populations and samples. *Industrial Psychiatry Journal*, 19(1), 60. https://doi.org/10.4103/0972-6748.77642
- Basiya, R., Marlien, M., Kasmari, K., Sutejo, B., & Sudiyatno, B. (2024). The influence of co-branding strategies on repurchase intention: Empirical

- evidence on cosmetics and herbal medicine collaboration product in Indonesia. *Innovative Marketing*, 20(2), 89–99. https://doi.org/10.21511/im.20(2).2024.08
- Baumgarth, C. (2004). Evaluations of co-brands and spill-over effects: Further empirical results. *Journal of Marketing Communications*, 10(2), 115–131. https://doi.org/10.1080/13527260410001693802
- Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. *Journal of Business Research*, 59(1), 46–53. https://doi.org/10.1016/j.jbusres.2005.01.001
- Bergkvist, L., & Taylor, C. R. (2022). Reviving and Improving Brand Awareness As a Construct in Advertising Research. *Journal of Advertising*, 51(3), 294–307. https://doi.org/10.1080/00913367.2022.2039886
- Besharat, A., & Langan, R. (2014). Towards the formation of consensus in the domain of co-branding: Current findings and future priorities. *Journal of Brand Management*, 21(2), 112–132. https://doi.org/10.1057/bm.2013.25
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67(2), 76–88. https://doi.org/10.1509/jmkg.67.2.76.18609
- 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
- Broniarczyk, S. M., & Alba, J. W. (1994). The importance of the brand in brand extension. *Journal of Marketing Research*, 31(2), 214–228. https://doi.org/10.2307/3152195
- Chen, X., & Li, Z. (2022). Investigating the consumer evaluation of the co-branding of luxury brands. *International Journal of Research in Business and Social Science* (2147-4478), 11(4), 01–15. https://doi.org/10.20525/ijrbs.v11i4.1808
- Chiu, C. L., Ho, H. C., Xie, Z., Wu, Q., & Yuan, Y. (2024). Culturally mixed cobranding product framing in China: the role of cultural sensitivity, product quality, and purchase probability. *Humanities and Social Sciences Communications*, 11(1). https://doi.org/10.1057/s41599-024-02954-1
- Cordeiro, R. A., Ponchio, M. C., & Mazzon, J. A. (2016). Evaluating co-branded products: the socioeconomic strata effect. *Marketing Intelligence and Planning*, *34*(6), 795–809. https://doi.org/10.1108/MIP-01-2015-0008
- Dean, G. (2022). Adidas expects to lose \$246 million in profit this year after cutting ties with Kanye West. Business Insider. https://www.businessinsider.com/adidas-kanye-west-ye-lose-profit-money-revenue-financial-estimate-2022-10#:~:text=Bloomberg reported that the Yeezy,his estimates of Yeezy's revenues.
- Ding, Y., Tu, R., Xu, Y., & Park, S. K. (2022). Repurchase intentions of new e-commerce users in the COVID-19 context: The mediation role of brand love. Frontiers in Psychology, 13(August), 1–16. https://doi.org/10.3389/fpsyg.2022.968722
- Dolich, I. J. (1969). Congruence Relationships between Self Images and Product

- Brands. *Journal of Marketing Research*, 6(1), 80. https://doi.org/10.2307/3150001
- Duh, H. I., & Pwaka, O. (2023). Grocery retailer's brand performances from brand personalities and marketing offerings. *International Journal of Retail and Distribution Management*, 51(13), 101–122. https://doi.org/10.1108/IJRDM-10-2022-0404
- Ellitan, L. (2023). Increasing Repurchase Intention through Product Quality, Service Quality, and Customer Satisfaction. *Article in International Journal of Research*, *October*. https://doi.org/10.5281/zenodo.8434079
- Farquhar, P. H., Farquhar, A., Fazio, R., Herr, P., & Pratkanis, A. (1989). Marketing research: Managing brand equity. *Marketing Research*, 1(1), 24–33.
- Fatoki, O. (2020). Determinants of Sustainability-Oriented Entrepreneurial Intentions of University Students. *Southern African Business Review*, 24. https://doi.org/10.25159/1998-8125/7795
- Fernandes, T., Guzmán, F., & Mota, M. (2024). Purpose is the new branding: understanding conscientious purpose-driven marketing and its impact on brand outcomes. *Journal of Product and Brand Management*, *33*(6), 761–782. https://doi.org/10.1108/JPBM-08-2023-4667
- Folkes, V. S. (1988). Recent attribution research in consumer behavior: A review and new directions. *Journal of Consumer Research*, 14(4), 548–565. https://doi.org/10.1086/209135
- Foroudi, P., Palazzo, M., & Sultana, A. (2021). Linking brand attitude to word-of-mouth and revisit intentions in the restaurant sector. *British Food Journal*, 123(13), 221–240. https://doi.org/10.1108/BFJ-11-2020-1008
- Ganesan, P., Sridhar, M., & Priyadharsani, S. (2016). Advertisement attitude, brand attitude and purchase intention-reciprocal and mediation effect study. *International Journal of Business Excellence*, 9(4), 488–510.
- Geylani, T., Inman, J. J., & Hofstede, F. Ter. (2008). Image reinforcement or impairment: The effects of co-branding on attribute uncertainty. *Marketing Science*, 27(4), 730–744. https://doi.org/10.1287/mksc.1070.0326
- Ginting, P. ., & Dellyana, D. (2023). *DETERMINANT INFLUENCING FACTORS FOR CUSTOMER PREFERENCES IN LOCAL FRAGRANCE PRODUCT (CASE STUDY: MULTITUDE FRAGRANCE)*. Journal of Economics and Business UBS. https://jurnal.ubs-usg.ac.id/index.php/joeb/article/view/109/257
- Grubb, E. (1968). Perception Selection Stereotypes , and. *Journal of Marketing*, 5(1), 58–63. http://www.jstor.org/stable/3149794
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339–364. https://doi.org/10.1108/JRME-07-2020-0097
- Hao, A. W., Hu, M. Y., Bruning, E. R., & Liu, X. (2013). The impact of congruity and country image on global brand alliance evaluation. *Journal of International Consumer Marketing*, 25(2), 107–123. https://doi.org/10.1080/08961530.2013.759045

- Helmig, B., Huber, J.-A., & Leeflang, P. (2007). Explaining behavioural intentions toward co-branded products. *Journal of Marketing Management*, 23(3–4), 285–304. https://doi.org/10.1362/026725707x196387
- Ho, H. T., Nguyen, T. K. A., Olsen, S. O., & Vassdal, T. (2010). Explaining Repurchase Intention Towards in Vietnam: the Extension of the Theory of Planned Behavior. *IIFET 2010 Montpellier Proceedings*, 1–12.
- Ho, S. P. S., & Chow, M. Y. C. (2024). The role of artificial intelligence in consumers' brand preference for retail banks in Hong Kong. *Journal of Financial Services Marketing*, 29(2), 292–305. https://doi.org/10.1057/s41264-022-00207-3
- Hogg, M. K., Banister, E. N., & Stephenson, C. A. (2009). Mapping symbolic (anti-) consumption. *Journal of Business Research*, 62(2), 148–159. https://doi.org/10.1016/j.jbusres.2008.01.022
- Holt, D. B. (1995). How Consumers Consume: A Typology of Consumption Practices. *Journal of Consumer Research*, 22(1), 1. https://doi.org/10.1086/209431
- Homburg, C., Klarmann, M., & Schmitt, J. (2010). Brand awareness in business markets: When is it related to firm performance? *International Journal of Research in Marketing*, 27(3), 201–212. https://doi.org/10.1016/j.ijresmar.2010.03.004
- Huang, C.-C., & Chen, T.-H. (2015). Moral Norm and the Two-Component Theory of Planned Behavior Model in Predicting Knowledge Sharing Intention: A Role of Mediator Desire. *Psychology*, *06*(13), 1685–1699. https://doi.org/10.4236/psych.2015.613165
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. https://doi.org/10.1016/j.jbusres.2011.02.003
- Huang, Y. C., & Liu, C. H. (2022). Creating the customer-based brand equity through the viewpoints of technology inspiration and functional attitude theory. *Journal of Destination Marketing and Management*, 25(415), 100720. https://doi.org/10.1016/j.jdmm.2022.100720
- Hussain, K., Fayyaz, M. S., Shamim, A., Abbasi, A. Z., Malik, S. J., & Abid, M. F. (2024). Attitude, repurchase intention and brand loyalty toward halal cosmetics. *Journal of Islamic Marketing*, *15*(2), 293–313. https://doi.org/10.1108/JIMA-08-2022-0210
- Islam, M. A., Saidin, Z. H., Ayub, M. A., & Islam, M. S. (2022). Modelling behavioural intention to buy apartments in Bangladesh: An extended theory of planned behaviour (TPB). *Heliyon*, 8(9), e10519. https://doi.org/10.1016/j.heliyon.2022.e10519
- Kang, Y., & Feng, Q. (2024). Impact of Brand and IP Co-branding on Retention Intention: Consumer Perception Perspective. *Procedia Computer Science*, 242, 243–248. https://doi.org/10.1016/j.procs.2024.08.249
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. https://doi.org/10.2307/1252054
- Kim, S. (2012). J.1540-6210.2012.02572.X. xx. https://doi.org/10.111/j.1540-

- 6210.2012.02572.x.Does
- Koo, J. (2022). Antecedents of the attitude toward the athlete celebrities' human brand extensions. *International Journal of Sports Marketing and Sponsorship*, 23(2), 241–258. https://doi.org/10.1108/IJSMS-12-2020-0241
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. Pearson. https://books.google.co.id/books?id=ZW2u5LOmbs4C
- Kumar, K. L., & Devi, S. A. (2024). Beyond Likes and Shares: Unveiling the Sequential Mediation of Brand Equity, Loyalty, Image, and Awareness in Social Media Marketing's Influence on Repurchase Intentions for High-Tech Products. *Qubahan Academic Journal*, 4(2), 23–37. https://doi.org/10.48161/qaj.v4n2a514
- Kumar, V., & Kaushik, A. K. (2022). Engaging customers through brand authenticity perceptions: The moderating role of self-congruence. *Journal of Business Research*, 138(July 2020), 26–37. https://doi.org/10.1016/j.jbusres.2021.08.065
- Lafferty, B. A., Goldsmith, R. E., & Hult, G. T. M. (2004). The impact of the alliance on the partners: A look at cause-brand alliances. *Psychology and Marketing*, 21(7), 509–531. https://doi.org/10.1002/mar.20017
- Leone, R. P., Rao, V. R., Keller, K. L., Luo, A. M., McAlister, L., & Srivastava, R. (2006). Linking brand equity to customer equity. *Journal of Service Research*, 9(2), 125–138. https://doi.org/10.1177/1094670506293563
- Leuthesser, L., Kohli, C., & Suri, R. (2003). 2+2=5? A framework for using cobranding to leverage a brand. *Journal of Brand Management*, 11(1), 35–47. https://doi.org/10.1057/palgrave.bm.2540146
- Loera, B., Murphy, B., Fedi, A., Martini, M., Tecco, N., & Dean, M. (2022). Understanding the purchase intentions for organic vegetables across EU: a proposal to extend the TPB model. *British Food Journal*, *124*(12), 4736–4754. https://doi.org/10.1108/BFJ-08-2021-0875
- Loh, Z., & Hassan, S. H. (2022). Consumers' attitudes, perceived risks and perceived benefits towards repurchase intention of food truck products. *British Food Journal*, 124(4), 1314–1332. https://doi.org/10.1108/BFJ-03-2021-0216
- Lynch, P. D., Kent, R. J., & Srinivasan, S. S. (2001). The global internet shopper: Evidence from shopping tasks in twelve countries. *Journal of Advertising Research*, 41(3), 15–23. https://doi.org/10.2501/JAR-41-3-15-23
- Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Young Consumers*, 25(4), 462–482. https://doi.org/10.1108/YC-05-2023-1749
- MacKenzie, Scott B, Lutz, Richard J, & Belch, George E. (1986). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. *Journal of Marketing Research*, 23(2), 130–143. https://doi.org/10.1177/002224378602300205
- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1). https://doi.org/10.1080/23311975.2022.2028331

- Manohar, S. (2017). The mediating role of the dimensions of attitude towards advertisement and brand attitude on purchase intention. *International Journal of Multivariate Data Analysis*, *1*(2), 140. https://doi.org/10.1504/ijmda.2017.10008560
- Manohar, S., Kumar, R., Saha, R., & Mittal, A. (2023). Examining the effect of emotional branding in building brand equity of social marketing campaigns: a case on Swachh Bharat, India. *Society and Business Review*, *18*(2), 197–218. https://doi.org/10.1108/SBR-09-2021-0159
- Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, 57(January 2020), 102300. https://doi.org/10.1016/j.ijinfomgt.2020.102300
- Mitchell, V. W., & Balabanis, G. (2021). The role of brand strength, type, image and product-category fit in retail brand collaborations. *Journal of Retailing and Consumer Services*, 60(April 2020), 102445. https://doi.org/10.1016/j.jretconser.2021.102445
- Mittal, V., Ross Jr., W. T., & Baldasare, P. M. (1998). The asymmetric impact of negative and positive attribute-level performance on overall satisfaction and repurchase intentions. *Journal of Marketing*, 62(1), 33–47. https://doi.org/10.2307/1251801
- Moharam, O. M., & Yacout, O. M. (2024). Antecedents to consumer responses to cause-related marketing campaigns: an empirical investigation in a developing country. *Journal of Islamic Marketing*. https://doi.org/10.1108/JIMA-04-2023-0131
- Moon, H., & Sprott, D. E. (2016). Ingredient branding for a luxury brand: The role of brand and product fit. *Journal of Business Research*, 69(12), 5768–5774. https://doi.org/10.1016/j.jbusres.2016.04.173
- Motion, J., Leitch, S., & Brodie, R. J. (2003). Equity in corporate co-branding: The case of adidas and the All Blacks. *European Journal of Marketing*, *37*(7–8), 1080–1094. https://doi.org/10.1108/03090560310477672
- Nambisan, P., & Watt, J. H. (2011). Managing customer experiences in online product communities. *Journal of Business Research*, 64(8), 889–895. https://doi.org/10.1016/j.jbusres.2010.09.006
- Newmeyer, C. E., Venkatesh, R., Ruth, J. A., & Chatterjee, R. (2018). A typology of brand alliances and consumer awareness of brand alliance integration. *Marketing Letters*, 29(3), 275–289. https://doi.org/10.1007/s11002-018-9467-4
- Ngah, A. H., Gabarre, S., Han, H., Rahi, S., Al-Gasawneh, J. A., & Park, S. H. (2021). Intention to purchase halal cosmetics: Do males and females differ? a multigroup analysis. *Cosmetics*, 8(1), 1–14. https://doi.org/10.3390/cosmetics8010019
- Onur, M., & Yazıcıoğlu, I. (2024). Exploring the relationship between gastronomic travel intentions and self-congruity, perceptions of culinary brand equity, and loyalty attitudes. *European Journal of Tourism Research*. https://api.semanticscholar.org/CorpusID:271659610
- Oy Lar Kiki, C., Lau, Y. yip, & Chan, V. C. W. (2023). Exploring international

- brand alliances between local and foreign higher education institutions: an empirical study of sub-degree students. *International Journal of Educational Management*, *37*(1), 186–206. https://doi.org/10.1108/IJEM-06-2022-0221
- Park, C. W., Jun, S. Y., & Shocker, A. D. (1996). Composite Branding Alliances: An Investigation of Extension and Feedback Effects. *Journal of Marketing Research*, *33*(4), 453–466. https://doi.org/10.1177/002224379603300407
- Paydas Turan, C. (2021). Success drivers of co-branding: A meta-analysis. *International Journal of Consumer Studies*, 45(4), 911–936. https://doi.org/10.1111/ijcs.12682
- Permana Budi, A., Antara, M., Wiranatha, A. A. P. A. S., & Sudiarta, I. N. (2022). The influence of personal values on buying and purchasing intentions of Chinese tourists visiting Bali. *International Journal of Tourism Cities*, 8(1), 125–139. https://doi.org/10.1108/IJTC-09-2020-0184
- Prasetya, Y. E., & Sianturi, J. (2019). Customer repurchase intention in service business: a case study of car repair service business. *Management and Entrepreneurship: Trends of Development*, 2(8), 18–34. https://doi.org/10.26661/2522-1566/2019-2/08-02
- Rizwan, S., Al-Malkawi, H. A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*, 13(3), 349–365. https://doi.org/10.1108/IJIF-07-2019-0105
- Romaniuk, J., & Nenycz-Thiel, M. (2013). Behavioral brand loyalty and consumer brand associations. *Journal of Business Research*, 66(1), 67–72. https://doi.org/10.1016/j.jbusres.2011.07.024
- Roosens, B., Dens, N., & Lievens, A. (2019). Effects of partners' communications on consumer perceptions of joint innovation efforts. *International Journal of Innovation Management*, 23(8). https://doi.org/10.1142/S1363919619400085
- Ruangkanjanases, A., You, J. J., Chien, S. W., Ma, Y., Chen, S. C., & Chao, L. C. (2020). Elucidating the Effect of Antecedents on Consumers' Green Purchase Intention: An Extension of the Theory of Planned Behavior. *Frontiers in Psychology*, 11(July). https://doi.org/10.3389/fpsyg.2020.01433
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-building Approach*. Wiley. https://books.google.co.id/books?id=u73GjwEACAAJ
- Shan, J., Lu, H., & Cui, A. P. (2022). 1 + 1 > 2? Is co-branding an effective way to improve brand masstige? *Journal of Business Research*, 144(January), 556–571. https://doi.org/10.1016/j.jbusres.2022.01.058
- Shi, H., Liu, Y., Kumail, T., & Pan, L. (2022). Tourism destination brand equity, brand authenticity and revisit intention: the mediating role of tourist satisfaction and the moderating role of destination familiarity. *Tourism Review*, 77(3), 751–779. https://doi.org/10.1108/TR-08-2021-0371
- Shimul, A. S., & Phau, I. (2023). The role of brand self-congruence, brand love and brand attachment on brand advocacy: a serial mediation model. *Marketing Intelligence and Planning*, 41(5), 649–666. https://doi.org/10.1108/MIP-10-2022-0443

- Simon, C. J., & Sullivan, M. W. (1993). The measurement and determinants of brand equity a financial approach, in marketing science. *Winter*, 12.
- Simonin, B. L., & Ruth, J. A. (1998a). Is a company known by the company it keeps? Assessing the spillover effects of brand alliances on consumer brand attitudes. *Journal of Marketing Research*, 35(1), 30–42. https://doi.org/10.2307/3151928
- Simonin, B. L., & Ruth, J. A. (1998b). Is a Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes. *Journal of Marketing Research*, *35*(1), 30–42. https://doi.org/10.2307/3151928
- Sirgy, M. J. (1982). Self-Concept in Consumer Behavior: Some Research and Managerial Implications. *Journal of Consumer Research*, 9(December), 287–300. http://www.journals.uchicago.edu/doi/abs/10.1086/208924
- Sirgy, M. J. (2015). Self-Image/Product-Image Congruity and Advertising Strategy. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 129–133. https://doi.org/10.1007/978-3-319-16946-0_31
- Sirgy, M. J., & Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, *38*(4), 340–352. https://doi.org/10.1177/004728750003800402
- Sugiarti, R., Diah Hartanti, N., Setyarini, E., Agustin, K., & Keuangan, M. (2023). The influence of green marketing, product knowledge, and influencers on purchase intention. *International Journal on Social Science, Economics and Art*, 13(3), 202–207.
- Sumantri, D., & Widyatama, U. (2024). PURCHASE INTENTION BEHAVIOR IN CO-BRANDING PRODUCTS WITH. September. https://doi.org/10.26418/jebik.v13i1.72839
- Suzuki, S., & Kanno, S. (2022). The role of brand coolness in the masstige cobranding of luxury and mass brands. *Journal of Business Research*, *149*, 240–249. https://doi.org/10.1016/j.jbusres.2022.04.061
- Tannenbaum, & Osgood, C. E. (1955). The principle of congruity in the prediction of attitude change. *Psychological Review*, 62(1), 42–55. https://psycnet.apa.org/record/1955-08361-001
- Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). EWOM and Brand Awareness Impact on Consumer Purchase Intention: Mediating Role of Brand Image. *Pakistan Administrative Review*, *I*(1), 84–102.
- Thorbjørnsen, H., & Nysveen, H. (2015). This is who I am ": Identity Expressiveness and the Theory of Planned Behavior Forthcoming in Psychology \& Marketing. https://api.semanticscholar.org/CorpusID:53724759
- Torelli, C. J., Ozsomer, A., Carvalho, S. W., Keh, H. T., & Maehle, N. (2012). Brand concepts as representations of human values: Do cultural congruity and compatibility between values matter? *Journal of Marketing*, 76(4), 92–108. https://doi.org/10.1509/jm.10.0400
- Tuan, T. N., & Vinh, T. T. (2016). An exploration in the theory of planned behavior: A case of organic food in Vietnam. *International Journal of Applied Business and Economic Research*, 14(6), 4951–4972.

- Vera-Martinez, J., & Ornelas, S. (2019). Comparison-based perceived attribute performance as a better antecedent of satisfaction, value and loyalty. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1252–1268. https://doi.org/10.1108/APJML-07-2018-0261
- Walchli, S. B. (2007). The effects of between-partner congruity on consumer evaluation of co-branded products. *Psychology* \& *Marketing*, 24, 947–973. https://api.semanticscholar.org/CorpusID:144822296
- Wang, S. W., & Farquhar, J. (2018). Co-branded services: perceived benefits and involvement of co-branded credit cards. *International Journal of Bank Marketing*, 36(5), 969–987. https://doi.org/10.1108/IJBM-05-2017-0098
- Wang, W., Chen, C. H. S., Nguyen, B., & Shukla, P. (2020). Collaboration between East and West: influence of consumer dialectical self on attitude towards cobrand personality traits. *International Marketing Review*, *37*(6), 1155–1180. https://doi.org/10.1108/IMR-01-2019-0012
- Wang, X., You, X., Xu, Y., & Zheng, J. (2024). Online posting intention: do the social communication and brand equity of esports matter? *International Journal of Sports Marketing and Sponsorship*, 25(1), 161–187. https://doi.org/10.1108/IJSMS-09-2023-0189
- Washburn, J. H., Till, B. D., & Priluck, R. (2000). Co-branding: Brand equity and trial effects. *Journal of Consumer Marketing*, 17(7), 591–602. https://doi.org/10.1108/07363760010357796
- Willim, R., Keni, K., & Teoh, A. P. (2023). The Role of Perceived Fit, Attitude, and Need for Uniqueness on Intention to Purchase Co-Branded Product in Indonesia. *International Journal of Application on Economics and Business*, *I*(1), 1–9. https://doi.org/10.24912/ijaeb.11.1-9
- Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, 67(1), 2768–2776. https://doi.org/10.1016/j.jbusres.2012.09.007
- Wu, W. Y., Do, T. Y., Nguyen, P. T., Anridho, N., & Vu, M. Q. (2020). An integrated framework of customer-based brand equity and theory of planned behavior: A meta-analysis approach. *Journal of Asian Finance, Economics and Business*, 7(8), 371–381. https://doi.org/10.13106/JAFEB.2020.VOL7.NO8.371
- Yan, Q., & Shen, H. J. (2021). When to get it is to eat it—Assessing brand fit-mediated equity of extended restaurants of a high-end automobile vendor. *Journal of Hospitality and Tourism Management*, 47(February), 202–209. https://doi.org/10.1016/j.jhtm.2021.03.017
- Yu, H. Y., Robinson, G. M., & Lee, D. H. (2021). To partner or not? A study of cobranding 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/JJSMS-02-2020-0018
- Zdravkovic, S., Magnusson, P., & Stanley, S. M. (2010). Dimensions of fit between a brand and a social cause and their influence on attitudes. *International Journal of Research in Marketing*, 27(2), 151–160.

- https://doi.org/10.1016/j.ijresmar.2010.01.005
- Zhang, Y., Kim, E., & Xing, Z. (2021). Image congruence between sports event and host city and its impact on attitude and behavior intention. *International Journal of Sports Marketing and Sponsorship*, 22(1), 67–86. https://doi.org/10.1108/IJSMS-03-2020-0040
- Zhang, Y., Li, J., Liu, C. H., Shen, Y., & Li, G. (2020). The effect of novelty on travel intention: the mediating effect of brand equity and travel motivation. *Management Decision*, 59(6), 1271–1290. https://doi.org/10.1108/MD-09-2018-1055
- Zhong, K., Wang, Y., & Wang, H. (2021). Sense hardness: Effect of haptic perception on consumer attitudes towards brand extension. *Journal of Consumer Behaviour*, 20(3), 535–549. https://doi.org/10.1002/cb.18