# The impact of perceived value on repurchase intention of   co- branded products

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**Abstract:**

In recent years, beverage brands have launched co-branded drinks in cooperation with other industries, which are loved by consumers for their unique taste and IP. Under this specific background, this study started from perceived value and selected product value. The three dimensions——product value, emotional value and social value were used to explore the impact mechanism on consumers' repurchase intention, put forward hypotheses and build a model. Furthermore, data was analyzed using SPSS26.0 after gathered using a questionnaire survey. Among them, there is a moderate association between perceived emotional, perceived social value and repurchase intention, and a substantial correlation between perceived product value and repurchase intention. According to the research results, this article proposes countermeasures and recommendations for the growth of the beverage sector and brands from the standpoint of emphasizing product quality and encouraging co-branding innovation.

**Keywords:** perceived values, selected product value, and repurchase intention

## 1. Introduction

When a brand launch co-branded cooperations, it will be one or more „new products" that can arouse curiosity. Whether from the perspective of the product itself or the outer packaging, the co-branded product will definitely be different from the regular sales model and more innovative. This directly aroused people's excitement. In addition to making a fuss about product packaging, the types of co-branded products are also more diverse, ranging from dolls, gift boxes, blind boxes to the most trendy NFT brands at the moment. For example, Luckin Coffee has been a popular co-branding partner in recent years. Brands in many fields, including food and beverages, coffee and tea drinks, and fashion and luxury goods, have co-branded with it. Luckin Coffee alone had as many as 16 co-branded brands in 2023. Its joint product „Maotai Latte" launched with Kweichow Moutai Distillery in September gained great exposure, selling as many as 5.42 million cups in one day, creating sales of more than 100 million yuan. Co-brand marketing has become a widely used marketing method for brands in the new consumption context, and this method has been proven that its difference has a positive effect on consumer inspiration [1] , the study also believe that consumers' need to express themselves drives them to look for brands and products with a personality or image that matches their self [2]. However, after becoming popular, these once popular products gradually went into decline as their popularity decreased. Can these co-branded products survive for a long time and create value for the brand? Are consumers attracted to the product after the first experience and willing to make repeat purchases? Is co-branding as a marketing method just a flash in the pan? Based on this, this article will focus on co-branded products, especially Luckin's Maotai Latte, pay attention to how consumers perceive value will be generated and what are its characteristics., as well as how will it affect consumers' willingness to repurchase, guide or hinder it?

Understanding consumers' intentions and meet consumer needs, a will act consumers' spending power and perceptions of products and brands. This article applies perceived value and repurchase intention to the novel subject, broadens the perspective of research in the field of co-branded products, offers new angle of view, and illustrates the promising development potential. In practice, this article starts from the consumer's perceived value and explores the influencing factors of consumers' repurchase intention of such co-branded products, so as to improve the co-branding strategy for the brand in the future, as well as extend the life cycle of co-branded products, and

achieve more stable and long-term profit growth. Theoretical foundation is also offered to increase collaborative marketing's efficacy.

Based on this, the article frame is organized as: in the second part of the article, the previous literature is reviewed and hypotheses are proposed, and the questionnaire design ideas are shown. In the third part of the article, the sample data is analyzed and the results are obtained. In the fourth and fifth parts, the research of the article is carried out. Summarize, review research deficiencies, and list cited references at the end of the article.

## 2. Research design

### 2.1 Literature review and hypothesis development

Whether it is in the product itself or the launch of unique packaging, co-branded styles and conventional styles have brought consumers different experiences from the senses and feelings, beauty and skin care, clothing, fashion and luxury, many consumer fields have begun to work co-branding.The paper believe that the aim for a brand to launch alliance refers to an important marketing tactics. He deem that it's a particular from in which two or more brands intentionally join together to gather multi-brand resources and market advantages [3], while in related studies, co-branding marketing is considered to be a form of brand alliance in which brands jointly develop new products, which is „co-development" [4]. In the past, scholars defined joint development as requiring two brands to be similar and complementary at the brand or product level [3], but in recent years, some brands with great differences have also achieved success through co-branded marketing, such as co-branded drinks jointly launched by tea brands and film and television animation IPs.

In his dynamic analysis of repurchase intention, Chen Mingliang pointed out that repeat purchase intention refers to the customer's willingness to maintain a trading relationship with a supplier [5]. According to the study, repurchase intention is the likelihood that customers will stick with or purchase the merchant's goods or services in the future based on their needs after judging the company's reputation and its offerings subjectively. This is according to the viewpoint of consumer psychology.[6]. He argue that the willingness to repurchase is the willingness of consumers and sellers to maintain a trading relationship in the future [7]. They summarized it as a willingness to repurchases and a willingness to recommend purchases to others [8], and after applying the above theory to the research object of Luckin Coffee's product Maotai Latte, it is concluded that the term „repurchase intention" in this paper specifically refers to the subjective initiative of consumers to buy again or recommend it to others after purchasing and experiencing the product.

Since the introduction of the notion of perceived value by Western scholars in the eighties of the twentieth century, different scholars have put forward different definitions of this concept, but it is recognized that customer value is determined by customers rather than enterprises, and it focuses on the spontaneous value judgment of external customers on the products or services provided by enterprises, and is the value concept that customers spontaneously choose and deflate, is "customer perceived value". With the elaboration of the connotation of perceived value, the exploration of the influencing factors of perceived value is also constantly emerging and updated. The more recognized theories can be summarized into two parts: one is the comparative theory proposed by scholars such as the paper. In their reserch, the perceived value is analyzed through a comparison of the customer's worth. According to related research, the consumer's overall evaluation of a product's efficacy, based on their perception of gain or loss, or what they take away from the transaction, is the perceived value.[8]; As for the author, perceived value, according to him, is the trade-off between costumer's perceived gains and losses, when the perceived profits rise, the customers' perception of prices tends to be satisfied, and vice versa, they are dissatisfied [9]. The other part is represented by Sweeney and Soutar, who analyze the influencing factors of perceived value from the perspective of factors [10]. From an empirical perspective, the paper split the components of perceived value up four aspects, with the faith in that consumers will not only define product value in terms of product performance, but also in terms of the emotional value they obtain and the social consequences they convey to others. In his book Marketing Management, Philip Kotler (1994) added the definition of perceived value as the value that consumers expect, and decomposed it into personnel value, image value, product value and service value; Exited paper also believe that products bring five dimensions of value to consumers[11]. For a co-branded product, the essence of the Maotai Latte is the common carrier of the two brands of Luckin and Moutai, the image of the IP is one of its major selling points.At the same time, the gimmick made by the manufacturer continues to spread under the influence of the Internet, the co-branded product has been hotly discussed, and the social evaluation can not be ignored, which shows that in addition to the value of the product itself conveyed by the taste of the product, customer emotion and social cognition will be an important factor affecting the perceived value. Furthermore, after analyzing the definition of perceived value at the level of buying or not buying, According to Sweeney and Soutar(2001), customers' perceived value directly precedes their decision to

buy, and their cumulative positive experience will encourage them to do so[10].

Product value refers to whether the utility of the product or service itself can be perceived by costumers, which is the most direct and intuitive feeling that consumers can experience when consuming, and is also the first starting point for consumer decision-making and consumption behavior. Emotional perceived value refers to the emotional satisfaction pursued by consumers in addition to the demand for the solid use of this product, which mostly comes from the judgment of others or society, as well as the personal inner preferences or preferences. Maslov's hierarchical demand theory also shows that when consumers meet low-level needs for the functionality and quality of goods, they will crave a higher level of purchase desire. Under the role of new media, the channel between individuals and society is greatly opened, consumers are very easy to observe the public's attitude towards the product or service, such as public opinion, evaluation, etc., for this reason, the public evaluation has become a major source channel for consumers to understand the product, and the social repercussions caused by the purchase have also become the content of consideration before consumers make decisions. In summary, this paper proposes the following hypotheses:

H1 Product value positively affects consumers' willingness to repurchase

H2 Emotional value positively affects consumers' willingness to repurchase

H3 Social value positively affects consumers' willingness to repurchase

## 2.2 Questionnaire design

As a well-known brand in the domestic coffee industry, Luckin Coffee and Moutai Distillery, a representative of the liquor industry, jointly launched the product Maotai Latte, which integrates the characteristics of two very different brands and has attracted wide attention in the society. In order to obtain the sample information of the buyers of Luckin Coffee's specific product „Maotai Latte" for empirical analysis, this paper will collect the required data by means of a questionnaire. A five-level Likert scale was used to create a research questionnaire on consumers'

perceived willingness to repurchase the product, based on the analysis and research of factors and theories of the purchase intention of co-branded products by scholars domestically and internationally, along with the product characteristics of the product itself. The respondents' attitudes were represented by 1–5 points, which ranged from complete disagreement to complete agreement, and participants were asked to fill it out based on their true feelings. Customers' perceived value both before and after consumption, as well as their propensity to make more purchases, are the primary topics of the questionnaire. There are four items under each of the three independent variables and three items under the dependent variable.

## 3. Variable measurement

This questionnaire draws on the research results of Sweeney and Soutar (2001) [10] on consumers' perceived value, and divides perceived value into three dimensions. The measurement of the core concepts is based on the existing maturity scales, among which the product vlaue and the emotional value refer to the research of Sheth (1991) [11], and the social value refers to the research of Jin Yuyin (2007) [12]. The consumer repurchase willingness scale refers to the research of Lee (2005) [13] and Dubinsky (2003) [14].

## 3.1 Descriptive Analysis

The questionnaire data was guided by SPSS26.0 for descriptive statistical analysis of the scale, and the standard deviation of each measurement item was in the range of 0.968 to 1.233, and the survey showed that 93% of the respondents had purchased similar brands of drinks, and 64% had purchased Maotai Latte.

## 3.2 Reliability test

The reliability of the questionnaire scale is mainly tested, and the test results are shown in Table 1. From Table 1, it can be observed that the Cronbach's alpha coefficients of four variables were 0.885, 0.793, 0.7337 and 0.930, respectively, which were all higher than 0.6. Total Cronbach's alpha coefficient of the scale was 0.923. Therefore, it can be said that the scale's reliability is good.

### Table 1. Reliability test

| Variable name | Number coefficient | Cronbachs Alpha | Total coefficient |
|---|---|---|---|
| Product value | 4 | 0.885 | 0.923 |
| Emotional value | 2 | 0.793 | |
| Social value | 3 | 0.737 | |
| Repurchase intention | 3 | 0.930 | |

## 3.3 Factor analysis

### 3.3.1 Perceived value factor analysis

Initially, each measuring item of the three independent variables in perceived value—product value, emotional value, and social value—was subjected to an exploratory factor analysis. Table 2 displays the KMO value and the results of the Bartlett's sphericity test. Every measuring item of perceived value is appropriate for factor analysis, as shown by the KMO value of 0.838, which is larger than 0.6, and the Bartlett sphericity test Sig, which is less than 0.001. Factors were extracted concurrently using the principal component analysis approach. Three components in total were retrieved for every perceived value assessment item. The explanation efficiency was good, and the total variation explained was 76.492%.

**Table 2. KMO value and Bartlett sphericity test product value, emotional value, social value**

| KMO sampling suitability quantity | | 0.793 |
|---|---|---|
| Bartlett's test of sphericity | Approximate chi-square | 192.489 |
| | degrees of freedom | 36 |
| | Significance | 0.000 |

Using the maximum variance method, the measurement items for each variable in perceived value were rotated, and the parts that had factor loadings more than 0.5 were the only ones displayed. Table 3 displays each item's factor loadings upon rotation. Table 3 leads to the following conclusion:

Component 1 includes four measurement items: product value 1, product value 2, product value 3, and product value 4. The factor loadings of each measurement item on component 1 are all greater than 0.5, so component 1 can be named product. value

Component 3 includes two measurement items, emotional value 3 and emotional value 4. The factor loadings of each measurement item on component 3 are all greater than 0.5, so component 3 can be named emotional value. Among them, the factor loadings of the test items Emotional Value 1 and Emotional Value 2 are too low, and the test items are invalid.

Component 2 includes three measurement items: social value 1, social value 3, and social value 4. The factor loadings of each measurement item on component 2 are all greater than 0.5, so component 2 can be named social value. Among them, the factor loading of social value 2 of the test item is too low, and the test item is invalid.

**Table 3. Rotated component matrix scale of product value, emotional value, and social value**

| | Element | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| product value1 | 0.841 | | |
| product value2 | 0.869 | | |
| product value3 | 0.895 | | |
| emotion value1 | 0.629 | | |
| emotion value2 | | | 0.654 |
| emotion value3 | | | 0.877 |
| social value 1 | | 0.864 | |
| social value 2 | | 0.710 | |
| social value3 | | 0.761 | |

### 3.1.2 Factor analysis of repurchase intention

The repurchase intention is analyzed, and the results are shown in Table 4. Given that the KMO score is 0.749, larger than 0.6, and the Bartlett's sphericity test Sig is less than 0.001, all of the attitude assessment items are suitable for factor analysis. Simultaneously, components with characteristic roots larger than one were extracted using the principal component analysis approach; the outcomes are displayed in the table. The table shows that each attitude measuring item yielded a total of one component, and the total variance explained was 88.338%, suggesting

good interpretation efficiency.

**Table 4. KMO value and Bartlett's sphericity test of repurchase intention**

| KMO sampling suitability quantity | 0.759 | |
|---|---|---|
| Bartlett's test of sphericity | Approximate chi-square | 97.438 |
| | degrees of freedom | 3 |
| | significance | 0.000 |

Using the maximum variance method, each attitude measurement item was rotated, and only the sections with factor loadings greater than 0.5 were shown. Table 5 displays each item's factor loadings upon rotation. Each measurement item has a factor loading larger than 0.5, indicating that it is possible to extract the repurchase intention factor from the measurement items. It can be concluded that component 1 includes three measurement items: repurchase intention 1, repurchase intention 2, and repurchase intention 3. These three measurement items are consistent with the preset attitude measurement items.

**Table 5. Rotated component matrix scale of repurchase intention.**

| | element |
|---|---|
| | 1 |
| repurchase intention1 | 0.953 |
| repurchase intention2 | 0.934 |
| repurchase intention3 | 0.932 |

### 3.4 Regression analysis

Perform a simple linear regression analysis on the data, and observe the model fitting situation. The modified R-square is 0.772, the model fitting degree is excellent, and the model is significant, and the significance is 0.000 less than 0.05. The constant term in the model is -0.783, and the t value is -2.125, and the significance is 0.04; The independent variables' coefficients are, in order, 0.765, 0.209, and 0.261.
, and the t values are 6.554, 1.858, and 2.452 respectively, and the significance is 0.000, 0.071, and 0.019 respectively. We can finally write the following expression of the model

$$R=-0.783+0.765*p+0.209*e+0.261*s \qquad (1)$$

Among them, R represents repurchase intention, p represents product value, e represents emotional value, and s represents social value. It can be observed that product value have most significant impact on repurchase intention(Table 6).

**Table 6. Linear regression scale**

| model | | B | standard error | Beta | t | significance |
|---|---|---|---|---|---|---|
| | (constant number) | -0.783 | 0.369 | | -2.125 | 0.040 |
| | product value | 0.765 | 0.117 | 0.651 | 6.554 | 0.000 |
| | emotion value | 0.209 | 0.113 | 0.189 | 1.858 | 0.071 |
| | social value | 0.261 | 0.106 | 0.206 | 2.452 | 0.019 |

## 4. Conclusion

Through empirical research, this study examines how customers' perceived value affects their inclination to repurchase, specifically looking at Luckin's Maotai Latte. The results show that customers' intentions to repurchase are positively impacted by the product value, emotional value, and social value they place on it; of these, the product value has the greatest influence, while the social and emotional values have a moderate effect. So all the hypotheses are proved. This conclusion has guiding implication for the future marketing practice of this product and the in-

dustry.

The import of perceived value as a variable in this product marketing practice provides ideas for further improvement of such product marketing activities. For brands, it is necessary to realize that the first use of catering products is edible. The Maotai Latte is essentially the carrier of joint marketing between the two brands, and it is understandable to create hot spots and gimmicks to promote products. But its quality and taste are the first part of consumers' perception. The improvement of consumers' perception of the value of their products, that is, to improve consumers' experience of the product itself, such as taste

and price, is the key of how to transition from successfully attracting consumers to buy to successfully retain consumers for repeated purchases; For the beverage industry, in recent years, cross-border co-branding has exploded, and many catering brands have launched popular products through cross-border co-branding. In order to continue the boom of co-branding and the explosion of products, and make good use of the attraction of co-branding, it is necessary to promote the product itself and build a good and sustainable consumer relationship with better and more novel flavors.

This study focuses on a specific product Maotai Latte, and explores the influencing factors of its repurchase intention. Of course, there are still the following shortcomings in the research: (1) Maotai Latte is a cross-border co-branding product of Luckin and Moutai, and the two brands have many differences such as product positioning and audience. In future, the two brand can be studied in depth to conduct further analysis of the co-brand product. (2) In this study, the perceived value was introduced into the marketing practice of the co-branded product for analysis, and other variables could be imported for further research in the future. (3) The popularity of Maotai Latte is only an entry point for co-branded products in the beverage industry. In the future, it is possible to analyze this type of product as a whole and summarize the commonalities, analyze the product characteristics of such products from a macro perspective, to explore the common influencing factors of repurchase intention, in order to provide further guidance for the development of the industry.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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