



Factors contributing to brand alliances success

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Abstract

Co-branding practices have become a viral marketing approach among companies. By creating a brand alliance, firms can gain popularity, increase their sales and even gain expertise in a particular field. It is relevant for managers to carefully consider the factors that lead to a brand alliance's success and implement them.

The current thesis aims to identify the factors that lead to a brand collaboration success by first examining the aspects that incite positive consumer evaluations of the co-branded product, which eventually lead to the success of the collaboration, operationalized by consumers' intention to purchase the co-branded product. An online survey questionnaire was developed with a predetermined stimulus illustrating a co-branded product between Coca-Cola and Tic-Tac, which received a total of 100 responses. The developed hypotheses once were tested in the statistical software Jamovi.

The current research findings indicate that consumers' evaluations of the co-branded product are significantly influenced by the five dimensions of brand equity, perceived fit between the brands and fit between the products of the partnering brands, and the partnering brands' knowledge in the field of co-branding. Additionally, positive consumer evaluations indeed influence the purchase intention of the co-branded product.