

The Role of Perceived Fit, Attitude, and Need for Uniqueness on Intention to Purchase Co-Branded Product in Indonesia

Romeyna Willim¹ Keni Keni^{1*} Ai Ping Teoh²

¹*Faculty of Economics and Business, Universitas Tarumanagara, Jakarta 11470, Indonesia*

²*Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia*

**Corresponding author. Email: keni@fe.untar.ac.id*

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ABSTRACT

This research was conducted to empirically examine the role of perceived fit, attitude, and need for uniqueness to increase intention to purchase co-branded product in Jakarta. A total of 202 respondents were collected with non-probability convenience sampling technique, but only 150 data were usable as samples. An online questionnaire was distributed using Google Form with 5-point Likert scale for each indicator. All data were analyzed using PLS-SEM method. The results showed that perceived fit does not positively and significantly impact intention to purchase co-branded product. In addition, attitude and need for uniqueness can positively and significantly impact intention to purchase co-branded product. The results of this study contribute to get a better understanding of co-branding and to help the marketers formulate better co-branding strategies.

Keywords: *Perceived Fit, Attitude, Need for Uniqueness, Intention to Purchase, Co-branding*

1. INTRODUCTION

Globalization has now become a challenge for businesses to expand their market and create a competitive advantage to be a market leader. To be able to endure and win the competition between firms, companies need a marketing strategy that could differentiate themselves from competitors. Recent years, co-branding strategy has become popular between global companies. The co-branding concept is defined as combining two or more brand's logos and features to create a new product [1]. This brand collaboration was commonly done with hopes to penetrate new market and increase sales. The strategy was not only implemented in developed countries but also in developing countries such as Indonesia.

Previous studies found that co-branding have some advantages and furthermore could increase consumer's intention to purchase [2]. Co-branding strategy itself was implemented by multiple brands to create potential market's purchase interest and to expand the market of the brands. Intention to purchase was explained as how an individual have a consciousness to plan and gain a brand/product through purchasing it [3]. Thus, marketers need to understand what factors can drives consumer's intention to purchase a co-branded product to ensure the effectiveness of this strategy.

Prior research studying the co-branding conditions found that consumer's intention to purchase can be increased with their attitude towards brands and alliance also with their perceived fit towards brands and co-branded products [4]. In Mazodier and Merunka [5] study which was focusing on symbolic co-branded product founds that intention to purchase co-branded product can be influenced by perceived fit, attitude, and need for uniqueness.

Prior study argues that consumers perceive the fit of co-branding through product fit and brand fit [1]. The perceived fit was found to be able to influence consumer's intention to purchase co-branded product [1]. With higher perceived fit, consumers will have higher intention to purchase. This study researched on symbolic co-branded product which belongs to functional product category. The

household goods brand collaborated with an entertainment company which then raise questions about the fitness of both brands in the co-branded product.

Positive attitude could also increase intention to purchase [7]. This attitude can be formed by their experience towards brands and products [5]. Empirical studies found that consumers who have positive attitude towards co-branding will have higher intention to purchase the co-branded products [7]. Hence, the intention to purchase will increase if customer's attitude towards co-branding is positive.

In co-branding, a unique product will be created since it combines two brand's identity. Thus, the product could fulfil consumer's need for uniqueness. Consumer's need for uniqueness can be fulfilled by having a product that reflects their personality and differentiate themselves from other individuals [8]. Not only that, a product can be considered unique with scarcity approach which only several individuals are able to purchase it [5]. Based on previous literatures, this study contributes to the knowledge of co-branding by examining factors influencing consumer's intention to purchase co-branded products.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Perceived Fit

Aaker and Keller [9] defined perceived fit as *"fit between the original and extension product classes"*. The degree of perceived fit can be often found in co-branding strategy. According to Helmig et al. [10] *"the term 'fit' refers to customers' perceptions of the compatibility or similarity of the two product categories of the partner brands and their brand concepts."* Hence, the term perceived fit can be explained as the degree of consumer's fit perception between products and brands collaboration. In this study, perceived fit can be measured with brand fit and product fit [1] which involve how consumers perceived the fitness of the image of each brand and the product categories with the co-branding concept.

2.2. Attitude

The definition of attitude according to Fishbein and Ajzen [11] is *"a predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object."* In the marketing context, Spears and Singh [12] stated that *"attitude toward the brand is a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behaviour."* In this study, attitude is defined as an individual's reaction towards something that originated from their experiences and perceptions towards it. A positive attitude can be formed when a customer has interacted with the product/brand. If consumers gain a pleasant experience with the product/brand it will creates positive attitude towards the respective object and vice versa.

2.3. Need for Uniqueness

Consumer's need for uniqueness according to Tian et al [13] can be described as *"an individual's pursuit of differentness relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity."* In co-branding, the term "need for uniqueness" from Mazodier and Merunka [5] can be defined as *"an individual trait that might favor the purchase of cobranded products, given their relative scarcity."* Hence, it can be concluded that the need for uniqueness is an individual's motives to obtain, own, and buy product that can describe his personality and differentiate himself with the others.

2.4. Intention to Purchase Co-Branded Product

According to Fandos and Flavian [14], intention to purchase is *"buying intention reflects consumer's foreseeable behaviour in short-term future buying decisions."* In addition, Kotler and Keller [15] defined intention to purchase as *"moving consumers to decide to purchase the brand or take*

purchase-related action”. In regard of co-branding, the term intention to purchase co-branded product is an individual’s probability to obtain co-branded product by purchasing it in the future.

2.5. The Impact of Perceived Fit on Intention to Purchase Co-Branded Product

In co-branding, consumers will perceive the fitness of collaborated brands and its product. The co-branded product needs to be perceived as fit with brands and also to the product categories involving the co-branding concept. In symbolic co-branded product, primary brand will use the secondary brand’s characteristic to produce a new product [5]. Consumers tend to perceive this fit as the fit between brand images and its product fit. When the extension products have high fitness with the brand, the consumer intention to purchase will be affected significantly [17]. Ashton and Scott [16] state that perceived fit have a significant and positive relationship with intention to purchase. When consumer perceived fit is high, the probability of purchasing it will also be higher. Thus, when consumers have higher perception of fit towards the brands and the products, the intention to purchase the co-branded product will also be higher.

H1: Perceived fit has a positive impact on intention to purchase co-branded product

2.6. The Impact of Attitude on Intention to Purchase Co-Branded Product

Consumer’s attitude has become an important factor to increase intention to purchase [18]. Thus, when consumer’s attitude is positive it will create positive reactions towards product/brands which eventually drives the intention to purchase. This statement is supported by the research of Charry and Demoulin [7] which stated that intention to purchase co-branded product will be significantly affected by their attitude. Furthermore, Liu et al. [19] also found that attitude has a positive and significant relationship with intention to use co-branded product in China. Hence, when consumer’s attitude towards co-branding is positive, it will increase their intention to purchase the co-branded product.

H2: Attitude has a positive impact on intention to purchase co-branded product

2.7. The Impact of Need for Uniqueness on Intention to Purchase Co-Branded Product

Co-branded products will create a unique product since it combines two or more brand identities into one product. In symbolic co-branded product, need for uniqueness have a positive impact towards co-branded product purchase probability [5]. Usually, need for uniqueness can drives intention to purchase towards unique product that could reflects the user’s personality. Supporting this, Soh et al. [8] also stated that need for uniqueness can influence intention to purchase in the fashion industry. Thus, if a co-branded product is able to reflects its user’s characteristics, the intention to purchase the products will be higher.

H3: Need for uniqueness has a positive impact on intention to purchase co-branded product

On the basis of existing literatures, this study proposes a model that could be seen in Figure 1 below. There are three independent variables which are perceived fit, attitude, and need for uniqueness that are hypothesized to have a positive impact on the dependent variable which is intention to purchase co-branded product.

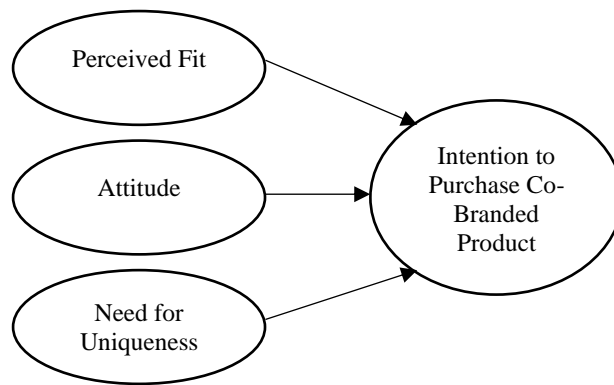


Figure 1. Research Model

3. RESEARCH METHODOLOGY

To study the proposed model, this study uses a descriptive cross-sectional method. The population in this study were consumers of a co-branded products in Jakarta. The samples were collected using non-probability convenience sampling technique. Information was collected using online questionnaire which was distributed in November 2021 to consumers who intent to buy the co-branded product. In total of 202 responses obtained, there are 52 responses that didn't pass the screening questions leaving 150 responses that can be used to conduct the statistical analysis. This study uses perceived fit, attitude, and need for uniqueness as independent variables while intention to purchase co-branded product as dependent variable. The questionnaire consists of 22 indicators to measure each variable that are presented in Table 1. A 5-point Likert Scale was used to measure both independent and dependent variables, with the criterion of 1 as "strongly disagree" and 5 as "strongly agree". This study uses Partial Least Squares - Structural Equation Modeling (PLS-SEM) to find the direct and indirect effect of independent variables towards the dependent variables. PLS-SEM was conducted with the software SmartPLS.

Table 1 Variables and Indicators

Variable	Item	Adapted From
Independent Variable		
1. Perceived Fit	6	Yu et al. [1]; Bhat and Reddy [20]
2. Attitude	4	Lee et al. [2]; Liu et al. [19]
3. Need for Uniqueness	7	Mazodier and Merunka [5]; Tian et al [13]
Dependent Variable		
Intention to Purchase Co-Branded Product	5	Yu et al. [1]; Lee et al. [2]

4. RESULTS & DISCUSSIONS

The samples obtained have the majority of 61.3% women, 56% respondents have their last education in high school, 69.3% have the age between 21 and 25 years, 64.7% are students, 60% live in Jakarta Barat, 36.7% expenses are above Rp1.500.000, and 51.3% chose the co-branded product because of their liking towards the product concept. Convergent validity was measured with AVE and loading factor. The AVE score should be bigger than 0.5 (>0.5) and the loading factor should be bigger than 0.7 (>0.7) [21]. The variables used in this study are also fulfilled the criterion of Heterotrait-Monotrait (HTMT) Ratio which must be below 0.9 (<0.9) that is presented in Table 3. Reliability test was conducted to measure the stability and consistency of the instrument [22]. The reliability in this study was measured using the score of Cronbach' alpha above 0.60 (>0.60) and the composite reliability

above 0.70 (<0.70). Findings from PLS-SEM outer model analysis proved that the variables and indicators used in this study is valid and reliable that are presented in Table 2.

After the outer model analysis has proved that the variables used are valid and reliable, inner model analysis can be conducted to depicts the relationship between independent and dependent variables [21]. After conducting bootstrapping to test the structural model, it is found that the coefficient determination (R^2) of intention to purchase co-branded product has a score of 0.619 which indicate that 61.9% of intention to purchase co-branded product can be explained by perceived fit, attitude, and need for uniqueness. Thus, 38.1% can be explained by other variables that were not counted in this study. Next, a blindfolding procedure was conducted to measure the predictive relevance (Q^2) score. The result stated that the dependent variable is relevant and can explain the proposed model by the score of 0.439 which fulfilled the criterion of bigger than 0 (>0) [21]. Goodness of fit was then assessed to see the fitness of variables and the theory proposed [21]. The statistical results confirmed that GoF in this study has a high fit with the score of 0.722.

Table 2 Convergent Validity and Reliability Test Results

Variable	Denotations	AVE	Factor Loadings	Composite Reliability	Cronbach's Alpha
Perceived Fit	PF01	0.648	0.765	0.728	0.846
	PF02		0.837		
	PF03		0.811		
	PF04	0.667	0.793	0.750	0.857
	PF05		0.835		
	PF06		0.821		
Attitude	A01	0.656	0.823	0.825	0.884
	A02		0.813		
	A03		0.796		
	A04		0.808		
Need for Uniqueness	NU01	0.639	0.710	0.906	0.925
	NU02		0.822		
	NU03		0.755		
	NU04		0.849		
	NU05		0.775		
	NU06		0.819		
	NU07		0.854		
Intention to Purchase Co-branded Product	PI01	0.731	0.858	0.908	0.931
	PI02		0.835		
	PI03		0.844		
	PI04		0.862		
	PI05		0.875		

Finally, hypotheses testing was conducted with confidence interval of 95%. Hypothesis can be supported if the p-value ranges below 0.05. Thus, if the score is higher than 0.05, the hypothesis will not be supported. The results are summarized in Table 4. According to structural model analysis, it is found that perceived fit does not have a significant impact on intention to purchase co-branded product. The finding does not support previous literatures that found significant and positive impact of perceived fit on intention to purchase [1][2][16]. Prior study stated that higher perceived fit will be able to impact intention to purchase positively when it involves luxury brands [5]. In regards of functional co-branded products, consumers will consider the functionality rather than the fitness of the co-branding even though consumers have high perceived fit towards the co-branding. Hence, consumer will accentuate functionality factor when the co-branded product category is a functional product. Thus, hypothesis 1 (H1) is rejected.

This result does not follow a study from Mazodier and Merunka [5] which researched on the concept of self-congruity towards symbolic co-branded product. It could be argued that perceived fit

will be an important factor to influence intention to purchase when the co-branding involves a higher brand equity or a collaboration with luxury brand. However, this study follows Papadimitriou et al. [23] study about sport-event sponsorship that suggest that a higher perceived fit does not have significant influence on intention to purchase. Nevertheless, the study conveys that when there's direct connection between consumers and brand/product that can make consumers understand about the benefit of the brand/product, perceived fit can be considered to have an impact on intention to purchase. Furthermore, Helene et al. [4] suggest that perceived fit does not predicts intention to purchase because of the product category. Thus, it can be concluded that the product category of the co-branding which were not a luxury brand can explain why perceived fit does not have a positive and significant impact on intention to purchase co-branded product.

Pertaining on hypothesis 2 (H2), attitude has a significant and positive impact on intention to purchase co-branded product. This result follows previous literatures which also found the same relationship between attitude and intention to purchase [7][2][16]. Hence, it is concluded that H2 is supported. A positive attitude can be formed by a positive consumer's experiences towards brands and products. When brand/product able to give pleasant experiences to consumers, a positive attitude will be formed thus drives consumers to have a greater intention to purchase. This finding follows Liu et al. study which also found the same relationship between attitude and intention to purchase. The more positive consumer's attitude is towards brand/product, the more it drives consumers to purchase the product. This positive attitude can be increased by giving a pleasant experience with the brand/product which then increase consumers perception of brand/product value. Supporting this, Liu et al. [19] stated that attitude and intention to purchase most likely influenced by cognitive and affective factor simultaneously. Thus, if consumers knew about both brands and have positive attitude towards two brands that collaborated, consumers will have positive attitude towards the co-branding.

Table 3 Heterotrait-Monotrait (HTMT) Ratio Results

Variable	Attitude	Intention to Purchase Co-Branded Product	Perceived Fit
Intention to Purchase Co-Branded Product	0.853		
Perceived Fit	0.728	0.654	
Need for Uniqueness	0.505	0.581	0.472

Lastly, the results show that need for uniqueness has a significant and positive impact on intention to purchase co-branded product. This shows that hypothesis 3 (H3) is supported. The findings are aligned with previous literatures which also found a positive and significant impact of need for uniqueness on intention to purchase co-branded product [5][8]. The need for uniqueness is different across individuals. Some could be fulfilled by having rare products or products that can reflects its user's characteristics. Co-branded product can fulfil this need, because of the characteristics of the product which could not be found anywhere else. The integration of two brands into one product allows this to happen. Thus, the intention to purchase co-branded product will increase when the product can fulfil consumer's need for uniqueness. Mazodier and Merunka [5] findings emphasize that symbolic co-branded product could fill the need for uniqueness since the products usually marketed with a limited amount. Hence, the scarcity will make consumers try to purchase the product. Soh et al. [8] and Shen et al. [24] also described that the consumers try to find products that can reflects the user's personality especially in fashion goods. Not only that, co-branded product should involve a luxury brand to create uniqueness. Consumers tend to fulfil their need for uniqueness through products that can increase their social status. Thus, when a co-branding involves a luxury brand, it will significantly impact on consumers intention to purchase through fulfilling consumer's need for uniqueness.

Table 4 Path Coefficient and Hypotheses Testing Results

Hypothesis	Path Coefficient	t-Statistics	p-Values	Results	Conclusions
H1: Perceived fit has a positive impact on intention to purchase co-branded product	0.144	1.840	0.063	Not Significant	Hypothesis (H1) was not supported
H2: Attitude has a positive impact on intention to purchase co-branded product	0.552	6.460	0.000	Significant	Hypothesis (H2) was supported
H3: Need for Uniqueness has a positive impact on intention to purchase co-branded product	0.233	2.912	0.003	Significant	Hypothesis (H3) was supported

5. CONCLUSION & IMPLICATION

The purpose of this study was to explore how perceived fit, attitude, and need for uniqueness impacts on intention to purchase co-branded product. The result of this study suggest that perceived fit does not have significant impact on intention to purchase co-branded product. In addition, attitude and need for uniqueness significantly have positive impact on intention to purchase co-branded product. In summary, the findings confirming previous literatures in regard of attitude and need for uniqueness impact on intention to purchase [5][8][16]. The results also found that attitude towards co-branding has the biggest impact on intention to purchase co-branded product. Perceived fit was not able to significantly impacts intention to purchase co-branded product, since it involves a functional and middle-high brands rather than a luxury brand.

Based on the findings in this study, it is recommended for companies to create positive consumers' experience towards its services, products, and brands to create positive attitude which will drives the same attitude towards the co-branding. With pleasant experiences, consumers will tend to trust the brands and products which will increase their intention to purchase.

Co-branding concept must also be carefully thought. The co-branded products should be able to describe both brand's identities without reducing its value. Through a well-thought co-branded product concept, the uniqueness of the product will increase thus able to fulfil consumers' need for uniqueness. It is preferable that in symbolic co-branded product, the products need to be able to describe consumer's preferences. Furthermore, the intention to purchase the products will increase significantly when the co-branding involves luxury brands. Thus, companies are suggested to market the co-branded product in a scarcity approach which limits the quantity to create uniqueness.

6. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This study is not without limitations. First, this study uses only an amount of 150 samples thus it is recommended for future research to use a bigger sample. Second, the variables used in this research are limited only to perceived fit, attitude, and need for uniqueness to predict its impact on intention to purchase co-branded product. Hence, it is recommended to future research on exploring and combine other variables as dependent, independent, mediation, or moderation variable. It is suggested to use self-congruity, evaluation, and functional perception variables to gain a better knowledge of co-branding. Furthermore, attitude can be considered as mediation variable and need for uniqueness can be considered as a moderating variable which might have impact on intention to purchase with the same or even different context. In addition, co-branding can be considered as a relatively new and popular marketing strategy especially in sports industry. The current study involves a symbolic co-branding

which produces functional product. Hence, it is suggested to study different co-branding concept to gain better knowledge about co-branding.

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