

Brand Alliance on Consumer Brand Attitude of the Short-Term Effect

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Abstract: Brand collaboration, as an effective marketing strategy, has played a significant role in enhancing brand awareness, expanding market share, and strengthening consumer recognition in recent years. The impact of brand collaboration on consumer brand attitudes differs between short-term and long-term effects. In the short term, brand collaboration can quickly attract consumers' attention, enhance brand recognition, and stimulate purchase intent; However, in the long term, consumers' brand attitudes may be influenced by factors such as the compatibility of brand collaborations, consistency of brand imagery, and changes in consumers' own needs, leading to shifts in brand attitudes. Therefore, conducting in-depth research on the short-term effects of brand collaborations on consumers' brand attitudes and exploring their underlying mechanisms is of great significance for businesses in formulating effective brand collaboration strategies.

1. Introduction

Brand collaboration appears to represent a marketing strategy that tends to integrate the resources of two or more brands, seemingly aiming to enhance what might be characterized as brand value and market competitiveness through cooperation. In recent years, within this broader analytical framework of intensifying market competition and diversifying consumer demands, what seems to emerge from these findings is that brand collaboration has increasingly become what appears to be an important means for enterprises to expand their markets and enhance their brand influence. What the evidence appears to reveal is that brand collaboration not only largely expands a brand's market coverage but also seems to maximize brand value through what appears to be resource sharing and complementary advantages. What appears particularly significant about these findings is that the impact of brand collaboration on consumer brand attitudes is not static and tends to vary between short-term and long-term effects. In the short term, brand collaboration appears to quickly attract consumer attention, ostensibly enhance brand awareness, and seemingly stimulate purchase intent; however, given the complexity of these theoretical relationships, in the long term, consumers' brand attitudes may be influenced by factors such as what appears to be the compatibility of brand collaboration, consistency of brand imagery, and changes in consumers' own needs, presumably leading to shifts in brand attitudes. What this pattern seems to suggest, therefore, is that conducting in-depth research on what seems to constitute the short-term effects of brand

collaboration on consumer brand attitudes and exploring what appears to be its underlying mechanisms is of substantial importance for businesses in formulating what tends to indicate effective brand collaboration strategies.

2. The Importance of Brand Collaboration in Marketing

2.1 The Popularization of Brand Collaboration as a Marketing Strategy

As a marketing strategy, what appears to be brand collaboration has gradually evolved from traditional cooperation models into what seems to constitute more diversified business models in recent years. Through collaboration, brands can seemingly jointly face market competition, integrate their respective resources and strengths, and create what tends to suggest more attractive market products. What the evidence appears to reveal is that many companies expand their market share and enhance brand awareness through collaborations with other brands. This strategy is not limited to large enterprises; the majority of small and medium-sized enterprises are also actively exploring this approach. What seems to emerge from these findings is that brand collaboration facilitates substantial market penetration through joint promotional and marketing activities, ostensibly achieving dual effects of brand exposure and market penetration. As consumer demands become increasingly diverse and personalized, what appears particularly significant about these findings is that the forms of brand collaboration are also evolving toward greater diversity. Within this broader analytical framework, cross-industry brand collaborations and innovative collaboration models appear to break the limitations of traditional industries, making the scenarios for brand collaborations predominantly more diverse. What the analysis tends to support is that collaborating brands can typically leverage their unique strengths to complement each other, seemingly meeting consumer needs across multiple dimensions such as quality, price, and service, thereby what appears to represent enhanced market influence^[1].

2.2 The Role of Brand Alliances in Enhancing Market Competitiveness

Brand alliances appear to tend to suggest enhanced market competitiveness of participating brands in what seems to be a variety of ways. What the evidence appears to reveal is that allied brands can share their respective resources, especially what might be characterized as their market influence and customer resources, thereby seemingly enhancing market competitiveness. Through brand alliances, companies can ostensibly enter market areas not covered by the other brand and use what appears to represent the other brand's strengths to apparently expand their market share. What seems particularly significant about these findings is that by jointly launching specific limited-edition products, two brands appear to attract consumer attention and increase what consumers' purchasing intent seems to be toward the joint brand. Such collaborations not only tend to suggest what appears to be enhanced brand market recognition but also seem to help break down what might be characterized as competitive barriers within the industry. What these findings seem to point toward is that brand collaboration can also apparently help brands enter new markets while reducing what appears to be the time and risk associated with market entry. When two brands collaborate to enter a new regional market, given the complexity of these theoretical relationships, leveraging the existing brand recognition of one partner in that region, both parties seemingly gain consumer trust more rapidly. What also appears significant in this context is that brand collaboration tends to indicate effective reduction in marketing costs by enhancing what appears to be the effectiveness of promotional activities through joint campaigns and advertisements, thereby presumably strengthening the brand's competitiveness in the market^[2].

2.3 The Impact of Brand Collaboration on Consumer Behavior

Brand collaboration appears to tend to substantially alter consumer purchasing behavior in a relatively short period by what seems to generally indicate an enhancement of a brand's market influence and recognition. When selecting products, what consumers seem to consider is not only the apparent influence of individual brands but also what might be characterized as the comprehensive value represented by the collaborative brand. What the evidence appears to reveal is that brand collaboration helps consumers seemingly identify and understand a product's core value—particularly within the broader analytical framework where there appears to be a certain degree of complementarity between brands—as collaborative products are typically perceived as ostensibly superior in quality and predominantly higher in value. What appears particularly significant about these findings is that brand collaborations also seem to play what appears to be a positive guiding role in consumers' purchasing decisions. Through what tends to be carefully designed collaborative activities or brand narratives, what collaborative brands appear to do is evoke what seems to constitute emotional resonance and brand loyalty among consumers. What these findings seem to point toward is that when consumers purchase products from collaborative brands, they are apparently not only drawn to a specific brand but also attracted by what appears to represent the values and ideals embodied by the brand collaboration. Given the complexity of these theoretical relationships, this cross-brand emotional connection tends to suggest what appears to be encouragement for consumers to choose collaborative brands more frequently in the short term, which seems to lend support to what may represent influence on their brand preferences and future purchasing behavior^[3].

3. The Impact of Brand Collaboration on Consumer Brand Attitudes

3.1 Short-term and Long-term Differences in Brand Collaboration Effects

The short-term effects of brand collaboration typically manifest as rapid increases in brand awareness and market penetration. However, these short-term effects may not be sustainable, especially during the initial stages of brand collaboration. Consumers' attention and interest are often drawn to the novelty of the collaborative format and creativity, but this appeal tends to diminish over time. In the short term, brand collaborations achieve rapid exposure through marketing activities, advertising campaigns, and joint promotions, driving sales growth and attracting consumer attention. The short-term effects reflect superficial acceptance of the collaboration and market response, but may not necessarily establish lasting brand loyalty.

The long-term effects of brand collaborations require more time to validate. While joint brands may achieve higher market recognition in the short term, consumers' attitudes and preferences toward joint brands may change over the long term. If brand collaborations fail to maintain consistent quality standards and service levels over the long term, or if there are significant differences in the imagery between joint brands, consumers' brand attitudes may gradually decline. Therefore, the long-term effects of brand collaborations depend more on long-term coordination between brands and sustained brand recognition from consumers. This short-term versus long-term discrepancy in brand collaboration effects reflects the conflict between consumers' immediate reactions to brand collaborations and their long-term perceptions. In the short term, consumers may make purchasing decisions based solely on the marketing hype of the collaboration. However, over time, consumers may begin to conduct a more thorough evaluation of the collaborative brand, focusing on the brand's actual quality, value, and alignment with personal needs, leading to gradual changes in brand attitudes^[4].

3.2 Brand Selection and Pairing Issues in Brand Collaboration

Brand selection and pairing issues in brand collaboration often become key factors influencing brand attitude. If two brands have significant differences in market positioning, target consumer groups, and brand image, consumers may feel confused or even develop negative emotions when encountering the collaborative brand. Certain brand collaborations may result in consumers struggling to understand why the two brands are partnering due to mismatched brand images. Such mismatched collaborations often reduce consumer acceptance of the collaboration and may even impact consumer loyalty toward the joint brand.

Brand selection in collaborations is also influenced by brand market influence. When a well-known brand collaborates with a relatively niche or emerging brand, consumers typically focus more on the influence of the well-known brand and overlook the participation of the other brand. In such cases, consumers' brand attitudes often lean toward the established brand, while the other brand may merely serve as an additional “label” and may not gain consumer recognition. If the brand status gap between the joint brands is too significant, it may lead to consumer misperceptions of the joint brand, affecting their attitude toward it. Brand collaborations also face a more nuanced issue: whether the combined products can achieve functional complementarity to meet consumers' diverse needs. If the collaborating brands cannot effectively integrate their functional and value-added aspects, consumers may question the joint brand, affecting their purchase intent. When brand pairings are too forced, consumers may struggle to discern the value of the collaboration, thereby impacting the market performance of the joint brand and consumers' brand attitudes.

3.3 The Impact of Brand Collaboration on Consumer Perception

The impact of brand collaboration on consumer perception appears to tend to suggest substantial variation across what might be characterized as different market environments. What seems to emerge from these findings is that one of the core effects of brand collaboration tends to point toward what appears to be the reshaping of consumer perception. Through brand collaboration, consumers' perception of the joint brand may seemingly undergo transformation, particularly when the collaboration presents what appears to represent a novel and unique image. What appears particularly significant about these findings is that this cognitive impact of brand collaboration seems to constitute a double-edged sword within this broader analytical framework. If the image of the joint brand is not sufficiently integrated, what the evidence appears to reveal is that consumers may typically question the value of the brand collaboration, ostensibly leading to cognitive confusion. What also appears significant in this context is that, especially when brand images differ substantially, the cognitive effects of the joint brand appear to provide evidence that may support contradictory outcomes, presumably causing consumers to feel confused about the joint brand and largely unable to clearly define its brand attributes, given the complexity of these theoretical relationships.

The cognitive effects of brand collaboration are also influenced by consumers' pre-existing perceptions of the brands. Consumers' perceptions of brands often exhibit strong inertia, so even if brand collaboration introduces a new brand image, consumers may still evaluate the value of the joint brand based on their existing brand impressions. This cognitive barrier may hinder consumers' acceptance of the joint brand, causing their brand attitudes to remain stuck in past impressions and preventing effective transformation. Brand collaborations may also affect consumers' perceptions of product quality and brand trustworthiness. Consumers often view brand collaborations as a quality guarantee, believing that products launched by multiple brands will have higher quality standards. If consumers find that the quality of the collaborative product does not meet their expectations after experiencing it, the brand collaboration may have a negative impact on their brand trustworthiness.

Trust issues in brand collaborations are particularly important for consumers' brand perceptions, especially when consumers have high expectations for a particular brand. The perception of brand collaborations may be challenged by consumers' overly high expectations. Therefore, the impact of brand collaborations on consumer perceptions is not merely about the surface impression of the collaboration but also about the deep-seated influence on consumers' cognitive systems resulting from the interaction between brands.

4. Optimization Strategies for Brand Collaboration Effects

4.1 Brand Collaboration Matching Strategies

The success of brand collaboration largely depends on the degree of compatibility between collaborating brands. To maximize the effects of brand collaboration, it is crucial to ensure that the market positioning, values, target consumer groups, and brand images of the collaborating brands are highly aligned. Through precise brand positioning and matching strategies, consumers will not experience confusion or negative emotions when encountering the collaborative brand. Brand collaboration requires a comprehensive consideration of the brands' market positions, target audiences, and cultural backgrounds. Collaborations between high-end luxury brands and mass-market brands may result in poor collaboration outcomes due to significant differences in brand values and target consumer groups.

When selecting partner brands, it is recommended to conduct detailed market research and consumer analysis to ensure that the two brands complement rather than compete with each other. For example, one brand may have a strong advantage in innovative technology, while another brand may excel in marketing or distribution channels. Through collaboration, the two can achieve a synergistic combination of technological and marketing strengths. The core of brand matching strategies is to identify common value points and jointly develop products or services based on these shared values, leveraging each other's strengths to enhance the overall competitiveness of the brands. Coordination and collaboration between different brands in a joint venture are also key to the matching strategy. Both parties should maintain consistency in joint promotional activities to avoid conflicting market actions or inconsistent brand messages that could undermine consumer perception of the brand. By establishing clear role divisions and a unified marketing message, the synergistic effects of the joint brand can be effectively enhanced^[5].

4.2 Accurate Analysis of Consumer Brand Attitudes

In order to optimize what appears to be the effectiveness of brand collaborations, it seems generally necessary to conduct what might be characterized as an accurate analysis of consumer brand attitudes to gain what appears to represent a deeper understanding of consumers' apparent feelings and perceptions of the collaborative brand. What the evidence appears to reveal is that through ostensibly precise data collection and analysis, brands can seemingly gain insight into changes in consumer attitudes toward collaborative brands and take what tends to suggest corresponding optimization measures. What seems to emerge from these findings is that feedback on brand collaborations can typically be collected through market research, consumer interviews, and social media data. Within this broader analytical framework, and considering the nuanced nature of these findings, what appears particularly significant is that by leveraging data analysis technologies, what the data seems to suggest is that key metrics such as consumers' sense of identification with the joint brand, preference levels, and purchase intent appear to be indicated, which tends to point toward what seems to help brands develop more precise marketing strategies.

The role of sentiment analysis in brand attitude analysis is becoming increasingly important. By

conducting a detailed analysis of consumers' emotional attitudes, brands can accurately understand consumers' emotional responses when accepting brand collaborations, thereby adjusting brand imagery and market communication content to enhance brand appeal. Especially in an emotionally driven consumer environment, the success of brand collaborations depends not only on product quality and price but also on consumers' emotional. Therefore, deeply exploring and analyzing consumers' emotional needs is a critical step in optimizing brand collaborations. Precise brand attitude analysis can also help brands identify potential issues. When consumers have low trust in a particular brand, brand collaborations may lead to negative reactions toward the collaborating brands. Therefore, conducting differentiated brand attitude analysis for different consumer groups can assist brands in adjusting their collaboration strategies and strengthening consumers' brand recognition. Through such precise analysis, brands can gain real-time insights into market feedback, promptly optimize the effectiveness of brand collaborations, and enhance their long-term competitiveness.

4.3 Enhancing Consumer Recognition of Brand Partnerships

Enhancing consumer recognition of brand partnerships appears to be an important step in what seems to generally indicate improved effectiveness of brand partnerships. What the evidence tends to suggest is that consumers' recognition of joint brands appears to influence their brand loyalty and purchasing intentions in what might be characterized as substantial ways. To achieve this goal, what seems particularly significant is that brand partnerships must apparently build deep consumer recognition from multiple dimensions, given the complexity of these theoretical relationships. This tends to point toward what appears to be achievable by conveying what seems to constitute a shared brand story or core values to strengthen what consumers presumably recognize about the ideas behind the brand partnership. Within this broader analytical framework, brand collaborations appear to position brands not merely as a collection of products but also as what appears to represent carriers of culture, values, and emotions. What seems to emerge from these findings is that by effectively communicating the stories behind brand collaborations, consumers can ostensibly feel a sense of resonance and consensus between brands, what appears to follow from this analysis is an enhancement of their emotional identification in the majority of cases.

Consumer engagement in brand collaborations is also crucial. By participating in design, production, or customized products, consumers can develop a stronger connection with the brand, thereby enhancing their recognition of the collaborative brand. For example, conducting consumer surveys or offering customized product options through interactive activities not only increases the market visibility of the brand collaboration but also fosters a sense of participation and belonging among consumers during the collaboration process. A brand's sense of social responsibility and cultural identity are also key factors influencing consumer recognition. Brand collaborations should focus on conveying brand values through joint social responsibility projects or charitable activities, enabling consumers to not only identify with the brand's products but also with the social responsibility and cultural values the brand advocates. By actively participating in environmental protection and social welfare initiatives, brand collaborations can enhance consumers' trust and loyalty toward the joint brand.

5. Conclusions

Brand collaboration, as a marketing strategy, appears to generally indicate what might be characterized as a rapid enhancement in brand awareness and market share, seemingly attracting consumer attention. However, what seems especially noteworthy in this analytical context is that its impact on consumer brand attitudes tends to suggest what appears to be different trajectories

between short-term and long-term effects. In the short term, brand collaboration seems to lend support to what may represent quick improvements in brand recognition and what appears to stimulate purchase intent; however, within this broader analytical framework, long-term consumer brand attitudes may be influenced by what tends to emerge as theoretically important factors such as the ostensible compatibility of brand collaborations, the apparent consistency in brand imagery, and what seems to constitute shifts in consumer needs, which appears to lead to changes in brand attitudes. What this pattern seems to suggest, therefore, is that when implementing brand collaboration strategies, companies should focus on what appears to warrant further interpretive consideration regarding the compatibility of brand collaborations, ensuring that partner brands align substantially in terms of market positioning, brand image, and target consumer groups; they should also pay attention to what the evidence appears to reveal about the long-term effects of brand collaborations to avoid predominantly neglecting their long-term impacts due to short-term effects. What seems to emerge from these findings is that by conducting in-depth research on what appears to represent the short-term effects of brand collaborations on consumer brand attitudes, companies can typically develop what seems to be more scientific and effective brand collaboration strategies to enhance what the data seems to suggest about brand value and market competitiveness.

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