



How does co-branding between luxury fashion brands and sportswear brands influence the purchase intention of Gen Z?

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Dissertation written under the supervision of
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Dissertation submitted in partial fulfilment of requirements for the
MSc in Business, at the Universidade Católica Portuguesa, 6th of
January 2024

ABSTRACT

In the context of a competitive and rapidly evolving fashion industry, co-branding between luxury fashion and sportswear brands has emerged as a strategic method of leveraging distinct brand equities and appealing to diverse consumer bases. This study investigates the influence of such co-brandings on the purchase intentions of Generation Z (Gen Z), a consumer cohort characterized by their digital fluency, emphasis on authenticity, preference for innovative designs, and strong alignment with their personal and aspirational identities.

The study employed a combination of qualitative and quantitative methods. Semi-structured interviews with Gen Z consumers, industry professionals, and a brand manager provided in-depth qualitative insights, while a survey targeting Gen Z consumers offered quantitative data by examining key variables and their influence on purchase intention.

The study's results demonstrate that product design and brand fit have a significant impact on the purchase intention of Gen Z consumers, while product quality and product innovation show interrelated influences moderated by gender differences, as males indicated a higher appreciation for product innovation. Authenticity was identified as a critical factor, particularly among participants with a high level of familiarity with co-branding, underscoring the importance of partnerships perceived as genuine rather than profit-driven. Younger Gen Z participants place greater emphasis on product exclusivity and value for money, thus highlighting the presence of nuanced preferences within the demographic. While brand reputation has been shown to have a significant impact on purchase intention, environmental and social sustainability efforts are secondary considerations for most Gen Z consumers.

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Keywords: Co-branding, luxury fashion, sportswear, Gen Z, purchase intention

SUMÁRIO

No cenário competitivo e dinâmico da moda, o co-branding entre marcas de luxo e desporto tem emergido como uma estratégia para unir valores distintos e atrair bases de consumidores diversas. Este estudo examina como tais parcerias influenciam as intenções de compra da Geração Z (Gen Z), caracterizada pela fluência digital, autenticidade, preferência por designs inovadores e alinhamento com identidades pessoais.

Utilizou-se uma abordagem mista, combinando entrevistas qualitativas com consumidores da Gen Z, funcionários da indústria e gestores de marcas, além de uma análise quantitativa de inquéritos para avaliar variáveis-chave relacionadas à intenção de compra.

Os resultados mostram que design de produto e adequação entre marcas impactam significativamente as intenções de compra da Gen Z, enquanto qualidade e inovação apresentam influências interligadas, moderadas pelo género – homens valorizam mais a inovação. Autenticidade destacou-se como um fator crítico, especialmente para participantes familiarizados com as parcerias, evidenciando a necessidade de associações genuínas. Jovens da Gen Z priorizam exclusividade e relação qualidade/preço, revelando preferências diversas no grupo. Apesar do impacto significativo da reputação da marca, esforços de sustentabilidade são secundários para a maioria.

Este estudo contribui para a compreensão do impacto do co-branding nas decisões de consumo da Gen Z, fornecendo insights valiosos para marcas que buscam maximizar sua eficácia no mercado.

Título: Como é que o co-branding entre marcas de moda de luxo e de vestuário desportivo influencia a intenção de compra da Geração Z?

Autor: Moritz Gerhard Mollenkopf

Palavras-chave: Co-branding, moda de luxo, vestuário de desporto, Geração Z, intenção de compra

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1. INTRODUCTION

In the context of the contemporary fashion market, which is characterized by intense competition and rapid change, co-branding has emerged as a strategic approach that allows companies to leverage the combined brand equity of two entities, thereby enhancing their image, increasing consumer awareness, and differentiating themselves in saturated markets (Oeppen & Jamal, 2014). Recent co-brandings between luxury fashion and sportswear brands, such as Nike x Off-White or Gucci x Adidas, have demonstrated the potential to blend heritage, design, and functionality, tapping into cultural moments that resonate deeply with modern consumers and therefore appealing to a diverse and discerning consumer base (Shin, 2023). These co-brandings are not merely examples of creative endeavors; they are also a reflection of the changing values of consumers, particularly those belonging to Gen Z, which places increasing importance on authenticity and product quality (Smith, 2019).

While previous studies have explored co-branding between luxury and fast fashion brands, or luxury and streetwear brands, there is a noticeable gap in understanding how co-branding between luxury fashion and sportswear brands influences Gen Z's purchase intentions. This niche is particularly compelling as it combines two seemingly opposing forces: the emphasis of luxury fashion on status, craftsmanship, and exclusivity, with the focus of sportswear on innovation, performance, and accessibility. The limited research on this topic provides an opportunity to contribute valuable insights for brand managers utilizing co-branding as a way to increase brand equity and expand market reach (Yu et al., 2021).

This study addresses this gap, by ascertaining whether co-brandings between luxury fashion and sportswear brands effectively resonate with the values and preferences of Gen Z, which factors motivate Gen Z to purchase those, and how these factors influence their purchase intentions.

In order to explore this, the study is guided by the following research question:

“How does co-branding between luxury fashion brands and sportswear brands influence the purchase intentions of Gen Z consumers?”

To address this question, the research examines several critical factors that are hypothesized to influence the purchase intentions of Gen Z, including product quality, product design, product innovation, product exclusivity, value for money, brand fit, brand reputation, and the environmental and social efforts of the brands.

This study is particularly relevant for brand managers and strategists operating in the luxury fashion and sportswear industry, seeking to employ co-branding as a strategy to appeal to the Gen Z market. By identifying the factors that most significantly drive Gen Z's purchase intentions, this research provides valuable insights for the development and positioning of co-branded products that resonate with this discerning consumer group.

The study employs a mixed-methods approach to do this, integrating quantitative survey data with qualitative interviews to obtain a comprehensive understanding of the elements influencing Gen Z's purchase intentions. This method ensures robust findings that address the inquiry by facilitating the extraction of both in-depth insights and thorough statistical confirmation.

The dissertation begins with a literature review building the theoretical framework, defining concepts such as a brand, co-branding, luxury, sportswear as well as the purchasing behavior of Gen Z. Furthermore, this chapter highlights deficiencies in the existing literature and establishes a basis for comprehending the strategic function of co-branding in the fashion industry. The methodology chapter introduces the mixed-methods approach used in this study, which is based on a combination of qualitative interviews and a quantitative survey. This allows both in-depth analysis and a generalization of the results, as well as linking the theoretical literature with the empirical study. The following chapter presents the analysis of the primary data, which includes interviews with stakeholders, employees of luxury fashion and sportswear brands, and a brand manager, as well as quantitative survey results. The findings offer a nuanced understanding of the influence of co-branding on Gen Z purchase intentions and support for answering the main research question. The conclusion summarizes the main findings of the research before the limitations, which acknowledges study limitations and suggests future research directions. Each chapter strategically builds on the previous one, establishing a cohesive narrative that combines theoretical knowledge with empirical data.

2. LITERATURE REVIEW

2.1 What is a Brand?

The concept of a brand is often misconstrued and oversimplified as a name, logo, or symbol used to distinguish a company or its products from those of its competitors (Kapferer, 2012), which merely represents the superficial aspect of a much more intricate and multifaceted construct. Although these components act as visual markers, a brand also consists of a variety of intangible attributes shaping consumer perceptions, emotional connections, and expectations. Aaker (1996) posits that a brand can be conceptualized as a strategic asset, a repository of meaning and value that extends beyond the confines of its logo, as it encompasses the associations and experiences that consumers have with a product. These connections create emotional bonds between consumers and brands, fostering a sense of belonging and familiarity, potentially transforming a mere product into a treasured aspect of the consumers' life (de Chernatony & Dall'Olmo Riley, 1998).

From a strategic perspective, brands are considered a valuable asset and pivotal driver of competitive advantage for a company due to their interplay of tangible and intangible factors, which are difficult to imitate (Kapferer, 2012). Brand awareness – defined as the public's ability to recall and identify a brand – is vital for market value and resilience against price or feature-based competition (Adiwijaya et al., 2021).

Consumer psychology scholars are highlighting that the alignment between the brand image – defined as “brand associations in consumer memory” (Keller, 1993, p. 3) – and a consumer's self-concept is crucial for enhancing the consumer's preference for the brand, ultimately increasing loyalty and customer satisfaction (Escalas, 2003). Consumers often select brands that reflect their personal identity, values, or aspirations, using these brands as a means of self-expression and status representation (Keller, 2003). Brand strategists, being aware of this, cultivate or preserve unique brand associations through messaging to shape perceptions and influence consumer behavior (Aaker, 1996).

From the perspective of marketing science, a brand is a collection of perceptions differentiating it from competitors by building emotional connections with consumers (Keller, 1993). A clear marketing strategy provides brand stakeholders with clarity about the company's mission, which can increase consumer awareness and loyalty, and ultimately lead to long-term success (Aaker, 1991).

2.2 Co-Branding

2.2.1 The Concept of Co-Branding

Co-branding refers to a strategic partnership between two or more brands collaborating to form a unique and separate product capitalizing on the strengths of each brand while maintaining their brand names. Co-branding, which is typically medium- to long-term in duration, seeks to create mutual value without the establishment of a new brand or legal entity (Blackett & Russell, 2000).

Two primary co-branding strategies can be identified in the literature: Ingredient branding and composite branding (Helmig et al., 2008). Ingredient branding involves one brand as a functional component of another brand, which differentiates the product attributes of its ingredients, thereby enhancing brand equity. On the other hand, composite branding combines complementary brands to develop a product that reflects their shared strengths, heritage, and identity, resulting in the creation of a new product (Desai et al., 2014). The term co-branding is used throughout this dissertation referring to the concept of composite branding.

Co-branding offers several benefits for brands, such as expanding the consumer base and fostering new client relationships through mutual access to each other's audiences (Desai & Keller, 2002), as positive characteristics of one brand can enhance the image of the other (Simonin & Ruth, 1998). Furthermore, co-branding can enhance brand equity by leveraging each partner's brand reputation, often resulting in elevated purchase intentions when consumers perceive the alliance as a sign of superior quality (Blackett & Boad, 1999). Additionally, successful co-brandings can provide a competitive edge by creating differentiated products that capitalize on the strengths of both brands, distinguishing a brand from its competitors and capturing the attention of consumers (Geylani et al., 2008).

Nevertheless, co-brandings entail risks, as negative associations with one brand can have a detrimental long-term impact on the consumers' attitudes toward the other brand, a phenomenon known as the spillover effect (Simonin & Ruth, 1998).

2.2.2 Co-Branding in the Fashion Industry

Co-branding has emerged as an effective strategy in the fashion industry, driving innovation and enabling brands to maintain a competitive edge in a rapidly transforming market (Wigley & Provelengioui, 2011).

In its early stages, partnerships between luxury fashion and mass-market retailers were particularly popular such as the pioneering partnership between Lagerfeld and H&M in 2004 (Okonkwo, 2007). Prior to this partnership, co-branding was perceived as a potentially risky strategy by luxury fashion brands due to the possibility of negatively impacting the exclusive and prestige-associated status of luxury brands (Jackson, 2004). However, the evolving luxury market (Tsai, 2005) and the phenomenon of the "democratization of luxury" has contributed to a shift in attitudes, leading to increased acceptance and a significant rise in brand collaborations (Okonkwo, 2007).

Co-brandings between luxury fashion and sportswear brands have gained significant traction with Nike x Off-White or Adidas x Gucci exemplifying how co-branding can blend design and functionality to attract diverse audiences. Luxury fashion brands benefit by accessing the mass market and thereby increasing their reach (Quamina et al., 2023), while sportswear brands leverage luxury brand associations due to category stimuli, allowing the brands to influence consumer attitudes (Meyers-Levy & Tybout, 1989).

2.3 Defining Luxury: Concepts, Products, and Brands

Historically, luxury has been closely tied to social hierarchies and conspicuous consumption, serving as a symbol of power and wealth (Cristini et al., 2017). Over time, economic democratization and the rise of the bourgeoisie shifted the perception of luxury from an aristocratic privilege to a broader societal aspiration (McCants, 2007).

Defining the term "luxury" remains complex and often contested among scholars. While some argue that certain "codes of luxury" persist across disciplines and time (Maman Larrauffie & Kourdoughli, 2014), perceptions of luxury continue to evolve, presenting ongoing challenges (Cristini et al., 2017).

According to Kapferer (1997), luxury products are distinguished by their psychological rather than functional advantages, providing customers with increased enjoyment and multisensory involvement.

Furthermore, luxury products are defined as those, “whose ratio of functionality to price is low, while the ratio of intangible and situational utility to price is high” (Nueno & Quelch, 1998, p. 61). Contemporary perspectives view luxury brands as commercial entities offering superior quality, emotional resonance, and aspirational value that connects with consumers psychologically (Hagtvedt & Patrick, 2009).

Luxury brands and their products are characterized by certain attributes that distinguish them from non-luxury brands; however, whether a brand is considered luxury largely depends on consumer perception. Product quality and craftsmanship are tangible attributes of luxury that reinforce the perception of luxury goods as the epitome of excellence, contributing to the high prices (Ko et al., 2019). Product exclusivity is a fundamental aspect of luxury (Cristini et al., 2017; Dubois & Paternault, 1995), as it generates a sense of uniqueness and elevates desirability by fostering scarcity and creating a sense of belonging among owners (Amaldoss & Jain, 2008). However, in a digital age with less rigid boundaries, luxury brands face the challenge of balancing exclusivity with increasing the market reach (Kastanakis & Balabanis, 2012). Heritage and tradition are deeply embedded within luxury products conveying an unspoken promise of trust and timelessness (Kapferer & Bastien, 2009). However, heritage can be a double-edged sword as it strengthens a brand’s authenticity but also carries the risk of appearing outdated without innovation (Cristini et al., 2017).

Beyond the aforementioned attributes, luxury consumption often shares a common emphasis on psychological and social motivators. Veblen’s (1917) theory of conspicuous consumption highlights the role of luxury goods as social instruments for conveying superior status and power. The social comparison theory adds another dimension by positing that individuals consume luxury brands to align with the expectations of their social groups (Wiedmann et al., 2009) and enhance conformity (Mandel et al., 2006). Although social dynamics are a significant motivator, the self-concept theory shifts the focus on how luxury goods can serve as an extension of one’s identity, stating that individuals consume luxury products to boost their self-image (Gil et al., 2012), satisfying the intrinsic need for self-affirmation and personal gratification (Shukla & Purani, 2012). Furthermore, the theory of uniqueness, developed by Snyder and Fromkin (1977), explores the psychological need to stand out in a social context through the consumption of unique and exclusive products (Tian et al., 2001).

The idea of luxury has changed significantly in recent years. The modern definition of "new luxury" blends desirability with increased accessibility (Kapferer & Bastien, 2017), replacing the conventional idea of "old luxury", which was characterized by exclusivity and unachievable prestige (Silverstein et al., 2008). This shift has been propelled by digitalization, which enables brands to engage with a wider audience but creates the challenge of maintaining the exclusive image while addressing a wider audience (Bazi et al., 2020).

2.4 Key Insights into the Luxury Fashion Industry

With total sales of USD 386 billion in 2024, the luxury personal goods industry – including clothing, accessories, and beauty products – declined by 2% year-on-year, marking its first decline since the 2008-09 financial crisis, excluding the pandemic period. China, previously a major growth driver, experienced an estimated 20-22% luxury sales drop according to Bain. Moreover, consumer demographics have undergone substantial changes, as the consumer base has contracted by 50 million, bringing down to 350 million consumers globally. Future projections indicate a moderate recovery, with Bain forecasting potential growth between 0% and 4% at constant exchange rates in 2025 (Anzolin, 2024).

However, luxury brands face challenges with many obstacles that go beyond economic fluctuations. According to Federica Levato, a Bain partner specializing in the luxury goods sector, even ultra-high-net-worth customers are becoming disillusioned with luxury products. This shift is attributed to the homogenization of VIP experiences, which diminishes the perceived value. Furthermore, rising price sensitivity has made it difficult for consumers to perceive the alignment between price and value, potentially jeopardizing brand loyalty (Levato & D'Arpizio, 2024).

2.5 What is Sportswear?

The Sporting Goods Manufacturers Association (SGMA) defines sportswear as “a product purchased with the intent that it will be used in active sport” (Newbery, 2016). Sportswear occupies a unique position in the market, balancing between the practical needs of athletes and the aesthetic expectations of consumers for everyday activities (Ko, et al., 2012). Product innovation is a cornerstone of the sportswear industry, as companies focus on technology and design to satisfy changing customer needs and fitness trends (Lau et al., 2006).

The global sportswear market is marked by intense competition, dominated by major brands such as Nike, Adidas, and Rebook. With distinctive branding strategies and amassed loyal followings, these brands exert significant influence over consumers, shaping market trends and securing their continued leadership in this industry (Tong & Hawley, 2009). Over time, sportswear has transitioned from specialized athletic attire to a mainstream fashion staple driven by the rise of "athleisure", a trend that reflects the blending of fitness-inspired apparel with casual wear, making both performance and comfort as integral elements of style (Ko, et al., 2012).

Consumer motivations for purchasing sportswear are diverse, reflecting the wide range of its audience. Many consumers buy sportswear products for traditional purposes such as participation in sporting activities. However, others use sportswear as a medium for self-expression, wearing it beyond athletic settings to convey an active and sporty lifestyle. This broad spectrum of motivations has contributed to the industry's rapid expansion, as brands cater to both athletes and individuals seeking a balance of style, comfort, and functionality (Wu & Chalip, 2013).

2.6 Key Insights into the Sportswear Industry

The global sportswear market, valued at USD 335.92 billion in 2023, is projected to grow at a compound annual growth rate (CAGR) of 9.9% between 2024 and 2030. This means, that by 2030, the global sportswear market is estimated to reach a size of USD 668.64 billion, with the fastest CAGR being the online channel. This expansion reflects the influence of various socio-cultural and market dynamics on reshaping consumer demand (Sportswear Market Size, Share & Trends Analysis Report, 2023).

A primary driving force of the rapid growth is the increasing global awareness of maintaining good health, creating greater participation in fitness activities such as gym, team sports, workouts, and yoga. The shift is not limited to younger demographics; adults across all ages are adopting active lifestyles as a means of enhancing their well-being, widening the industry's customer base, and increasing the demand for functional yet aesthetically pleasing apparel (Sportswear Market Size, Share & Trends Analysis Report, 2023). This demand is further fueled by the athleisure trend, which blends casual fashion with gym wear providing multipurpose products (Lipson et al., 2020).

Sustainability has become a crucial trend within the sportswear industry, driven by growing customer awareness of environmental issues resulting in an increased demand for sustainable companies and products (Gleim et al., 2013). In response, leading brands such as Adidas have adopted sustainable practices, exemplified by their Parley collection, which employs recycled ocean plastic to create eco-friendly products (Adidas, 2020).

2.7 Key Insights into the Fashion Industry

The production and consumption of fashion – including apparel, footwear, accessories, and beauty - have exhibited a consistent upward trajectory over the past few decades, driven by rapid population growth, rising global incomes, and improved living standards (Shirvanimoghaddam et al., 2020).

With more than 300 million people employed across the value chain, the fashion industry can be regarded as a significant contributor to the global economy, with a substantial impact on daily life (Ellen McArthur Foundation, 2019). According to different sources, in 2024 the global revenue of the fashion industry is projected to range between USD 2-2.4 trillion (Eser, 2024), indicating a global top-line expansion of 2% to 4% year-on-year (Balchandani et al., 2024).

However, the sector is responsible for a significant amount of carbon emissions, accounting for an estimated 10% of the global carbon emissions. Especially the fast fashion industry has been identified as a significant contributor due to its rapid production cycles and associated waste (Eser, 2024).

2.8 Key Insights into Co-Branding between Sportswear and Luxury Fashion Brands

Co-branding between luxury fashion and sportswear brands has proven to be an effective strategy to combine high-end design and everyday functionality, appealing to a diverse consumer base. The partnership between Louis Vuitton and Nike, which has been thoroughly examined within the context of sneaker culture, is a notable example. Research findings indicate that sneaker expertise and emotional attachment are key drivers. Moreover, consumer attitudes and purchase intentions underscore that the success of this co-branding initiative is contingent upon its optimal product fit, cultural relevance, and exclusivity. Unlike studies that focus on niche communities such as sneakerheads, this research adopts a broader perspective by examining market dynamics through the lens of Gen Z (Shin, 2023).

Another study on luxury co-branding identified four trade-off attributes – brand combinations, price, retail channels, and uniqueness. Findings indicate that co-brandings between luxury fashion and sportswear brands are most desirable among luxury co-brandings due to the blend of style and comfort (Yu et al., 2021), meeting consumer demand for luxury and functionality (Ko, et al., 2012). Consumers preferred co-brandings that occurred once per year, as product exclusivity reinforces the luxury appeal. Pricing closer to non-luxury brands, like Nike, was deemed crucial as affordability significantly influences purchase decisions. Interestingly, retail channels played a negligible role compared to brand identity, exclusivity, and pricing in determining desirability (Yu et al., 2021).

These findings are partially supported by industry reports, which attribute the popularity of these co-brandings to the growing consumer desire for products that seamlessly combine product exclusivity, style, and functionality, thus catering to the popularity of athleisure (Miles, 2024).

Most studies examine the co-brandings between luxury fashion and fast fashion or streetwear brands, demonstrating their capacity to influence consumer behavior or its effect on a single brand's equity. However, the existing research on co-branding between luxury fashion and sportswear brands is limited. By addressing this gap, this study takes a more comprehensive approach by emphasizing Gen Z as a key demographic. Unlike earlier studies that primarily focused on product desirability or general consumer attitudes, this research delves deeper into purchase intentions, by analyzing variables such as product quality, product design, product exclusivity, brand fit, product innovation, brand reputation, brand authenticity, value for money and sustainable and ethical considerations to assess their impact on the purchase intentions.

This novel perspective highlights the potential for reciprocal value creation for luxury fashion and sportswear brands. It provides brand managers with actionable insights to optimize their co-branding strategies and effectively target the Gen Z market.

2.9 Purchase Intention

In marketing and consumer behavior research, "purchase intention" refers to a consumer's deliberate choice to acquire a particular product or service. This intention reflects a self-instructive phase, in which the consumer considers pertinent actions, including evaluation, recommendation, selection, and ultimately, the decision to make a purchase (Percy & Rossiter, 1997). Howard (1994) further emphasizes that purchase intention includes details such as the specific product to be purchased and the desired quantity within a defined timeframe.

While purchase intention is often considered a psychological commitment and a direct precursor to actual purchases, it is not a definitive predictor of future behavior (Engel et al., 1995). Factors such as time, convenience, and financial constraints (Bagozzi et al., 1990), as well as environmental influences like the availability of resources and unforeseen changes in the consumer's needs, motivations, or access to alternatives, may impact the final decision (Engel et al., 1995)

2.10 Purchase Intention of Gen Z

Gen Z includes individuals born between 1996 and 2010 (Schwieger & Ladwig, 2018), and is characterized by unique traits shaped by factors such as rapid technological advancements, the influence of social media, and heightened global awareness (Dimock, 2019). Often referred to as "digital natives", Gen Z is the first generation to grow up immersed in digital communication and early internet exposure. This immersion has fostered a defining characteristic of digital fluency in a hyper-connected world, where information and trends are instantly accessible. As a result, Gen Z is highly responsive to innovation and authenticity, making these attributes essential for engaging this generation (Smith, 2019).

With immediate access to information and seamless browsing, Gen Z prefers online shopping for its convenience and efficiency over physical stores. The possibility to shop anytime from any location, paired with the flexible ordering and payment options, made digital consumption particularly appealing to Gen Z (Bunea et al., 2024). In addition to their digital-first shopping habits, price sensitivity is another defining characteristic of Gen Z shoppers as they frequently compare prices on different platforms to ensure getting the lowest prices, further emphasizing their pragmatic approach to consumption (Hieu, 2022).

Unlike previous generations, Gen Z exhibits notable fluidity in their brand allegiance, prioritizing novelty and immediacy over loyalty. This presents a significant challenge for companies seeking to cultivate long-term relationships with this cohort (Priporas et al., 2017). Gen Z's engagement with brands is deeply connected to their self-image, favoring brands that reflect their current perception of themselves or their aspirational identity (Ismail et al., 2021).

Furthermore, Gen Z demonstrates a strong intention to purchase products that align with environmental sustainability, largely driven by an elevated level of awareness concerning the adverse effects that specific products and practices have on the environment (Kanchanapibul et al., 2014).

3. METHODOLOGY

This chapter outlines the research approach used to investigate how co-branding between luxury fashion and sportswear brands influences Gen Z's purchase intentions. The chapter starts by defining the research topic and hypotheses, followed by an explanation of the research design and data collection methods, which are divided into qualitative and quantitative approaches.

3.1 Research Topic and Hypotheses

This study explores the influence of co-branding between luxury fashion and sportswear brands on the purchase intentions of Gen Z consumers. The primary research question guiding this study is:

“How does co-branding between luxury fashion brands and sportswear brands influence the purchase intentions of Gen Z consumers?”.

To answer this question, research hypotheses were developed based on theoretical and practical considerations from the literature review and qualitative interviews. They will be tested with the quantitative approach employing an online survey.

The research hypotheses are as follows:

- **H1:** Gen Z's purchase intention for co-branded products between luxury fashion and sportswear brands is positively influenced when the product design reflects a strong brand fit
- **H2:** Product quality and product innovation are positively interconnected and have a significant positive impact on Gen Z's purchase intention of co-branded products, with gender moderating the influence of product innovation
- **H3:** The influence of product exclusivity and value for money on the purchase intention of co-branded products decreases significantly as Gen Z consumers age
- **H4:** Gen Z's purchase intention for co-branded products between luxury fashion and sportswear brands increases significantly if the products and the brand fit are perceived as authentic
- **H5:** The purchase intention of Gen Z individuals who are very familiar with co-branding between luxury fashion and streetwear brands is significantly impacted by the brands' environmental & social sustainability efforts and their brand reputation

To effectively address the research question and test the hypotheses, this study identifies a dependent and several independent variables (Table 1).

Dependent variable:

- Purchase intention

Independent variables:

- Product design
- Product quality
- Product innovation
- Product authenticity
- Product exclusivity
- Value for money
- Social and environmental sustainability efforts
- Brand fit

3.2 Research Design

This study employs a two-phase research design to comprehensively explore the subject matter. The first phase involved conducting semi-structured in-depth interviews to gain qualitative insights on the topic. The second phase used these findings to design a structured survey that collected quantitative data on the research variables.

The mixed-methods approach enhances the study's validity by combining the depth of qualitative insights with the generalizability of quantitative analysis. This integration provides a nuanced understanding of the variables influencing Gen Z's purchase intentions, offering both behavioral insights and statistically relevant findings.

3.3 Primary Data Collection

3.3.1 In-depth Interviews - Qualitative Method

1) Nature of Research

In-depth interviews were conducted with Gen Z consumers, employees of luxury fashion and sportswear brands, and a brand manager based on the secondary data gathered from the literature review (8.1 Appendix). The interviews aimed to uncover nuanced perspectives on emotional and behavioral responses to co-branding, identify the most significant independent variables influencing purchase intention, and deepen understanding of a co-branding's meaning and value.

2) Data collection method

To gather qualitative data, semi-structured interviews with 13 open-ended questions (8.1 Appendix) were conducted both online and in-person. This method provided a balance between flexibility—allowing for the exploration of participants' insights—and consistency, ensuring that key topics were uniformly addressed. This approach enabled a comprehensive analysis of co-branding's influence on purchase intention across different stakeholder groups.

3) Sample and Population

The interviews were conducted with 20 purposively selected participants representing diverse stakeholder groups. This sampling approach ensured that participants possessed particular expertise, experience, or perspectives on the research topic. Fifteen participants were selected based on their belonging to the Gen Z cohort, aged 19-28 years old, deliberately excluding younger individuals (12-17 years) considering their limited purchasing power. Additionally, two employees of sportswear brands, two employees of luxury fashion brands, and one brand manager of a sportswear brand were interviewed.

4) Method of Analysis

The interviews were analyzed using content analysis, a systematic method for examining responses to each question. This approach facilitated the identification of patterns and concluded the participants' answers.

3.3.2 Online Survey - Quantitative Method

1) Nature of Research

The quantitative research for this study consisted of an online survey, created based on the insights from the interviews and conducted using the Qualtrics platform (8.2 Appendix). The survey aimed to evaluate the impact of independent variables on Gen Z's purchase intention for co-branded products between luxury fashion and sportswear brands. Crafted in English, the survey was distributed via social media platforms, including WhatsApp, LinkedIn, Instagram, and Facebook. A mandatory response format was incorporated for all questions to ensure completeness and prevent missing data. The survey was structured into six sections, beginning with demographic questions and co-branding familiarity, followed by sections examining the independent variables. A sliding scale ranging from zero to ten was used for most questions, capturing nuanced responses and providing detailed insights about the independent variables influencing purchase intention.

2) Sample Characterization

A total of N = 133 responses were collected between November 13, 2024, and December 7, 2024. However, only N = 96 participants completed the survey, representing a dropout rate of 27.8%. Regarding gender distribution, 52.1% (n=50) identified as male, 47.9% (n=46) identified as female, and 0% (n=0) selected non-binary/third gender or preferred not to say (Table 2).

Age distribution showed that 16.7% (n=16) of the participants are between 18-21 years old, 43.8% (n=42) fall within the age range of 22-25 years old and 30.2% (n=29) are 26-29 years old. Since the study focuses on Gen Z, responses from participants aged 30 or older (9.4%, n=9) were excluded, reducing the applicable sample size to N = 87 (Table 3).

Next to that, participants were asked about their country of residence to understand the geographic distribution of the sample. The sample showed, that 47.1% (n=41) of the respondents belonging to the Gen Z cohort were from Germany, followed by Portugal with 11.5% (n=10), Austria with 10.3% (n=9), and Switzerland with 9.2% (n=8). A smaller proportion of the participants came from other countries, including the Netherlands, the United States, and others, accounting for less than 10% each (Table 4). While the data shows a high concentration of respondents from German-speaking countries, particularly Germany, the geographical distribution was not considered a variable for the analysis. Consequently, no regional differences were taken into account in Chapter 4.

3) Method of Analysis

The survey data was analyzed using the software SPSS to ensure rigorous statistical evaluation. Analytical techniques included descriptive statistics, crosstabulations, correlation tests, t-tests, ANOVA, and regression models.

A numerical scale ranging from 1 to 10 was utilized to facilitate a comparative analysis of the independent variables' impact on purchase intention. Benchmarks were established to interpret the scale:

- 10-8: Excellent impact
- 7-8: Robust impact
- 7-6: Moderate impact
- 6-4: Vulnerable impact
- 4-1: Weak impact

4. RESULTS AND ANALYSIS

This chapter presents the results and analysis of the qualitative and quantitative research conducted for this study. The first part of the chapter deals with insights from in-depth interviews, examining stakeholder perceptions of co-branding between luxury fashion and sportswear brands. A thorough analysis of the online survey data follows, assessing the impact of the independent variables on Gen Z's purchase intention. The goal of this chapter is to synthesize these findings to provide a holistic understanding of the influence of co-brandings on the purchase intentions of Gen Z.

4.1 Qualitative Research – In-depth Interviews

The analysis of the in-depth interviews adopts a unified structure, analyzing the questions sequentially rather than segmenting the responses by stakeholder groups. By applying this approach, the analysis uncovers overarching patterns and trends that contribute to a deeper understanding of stakeholder perceptions regarding co-branding.

General Perception of Luxury Fashion Brands and Sportswear Brands and the Difference between them

The general perception of luxury fashion and sportswear brands, as well as the perceived difference between them, was largely consistent across the stakeholder groups, albeit with varying emphases. Luxury fashion brands are commonly associated with high prices and exclusive products, appealing to affluent and discerning consumers, whereas sportswear brands are perceived as accessible, affordable, and functional, appealing to a broader and more diverse audience. Despite shared values, such as a commitment to quality, their interpretations differ. Sportswear brand employees emphasized functionality and technical features as key indicators for quality, while luxury fashion brand employees highlighted craftsmanship as the defining characteristic of quality.

Opinion on Co-Branding in the Fashion Industry

Stakeholders expressed consistent opinions on co-branding in the fashion industry, perceiving it as a means to foster creativity and innovation by leveraging the strengths of each brand. Gen Z consumers exhibited a highly positive attitude, emphasizing the merging of distinct design aesthetics and the potential to push creative boundaries, thereby contributing innovative perspectives to the fashion industry.

Employees of luxury fashion brands acknowledge co-branding as an opportunity to encourage creativity and innovation but adopt a more cautious stance, as they consider it to be essential that values of luxury fashion brands such as exclusivity, heritage, or craftsmanship are not diluted in the process. Conversely, employees of sportswear brands highlighted product authenticity as a critical factor, expressing skepticism about the overuse of co-branding, which could lead to inauthentic partnerships that diminish the value and impact of co-branding.

The brand manager approached co-branding strategically, perceiving it as an effective tool to increase brand awareness, broaden market reach, and attract new consumers. However, he emphasized that its success depends on aligning the brand's core identities.

a) Reasons why brands do co-branding

The analysis of stakeholder opinions identifies common viewpoints regarding the motives behind co-branding. A key strategic rationale identified is expanding the market reach and enhancing brand awareness. Stakeholders agreed that co-branding enables luxury fashion brands to access the sportswear market and vice versa, allowing both to attract new audiences and broaden their consumer base. Additionally, co-branding was seen as an opportunity to develop innovative products by combining the unique capabilities of both brands.

While the advantages of co-branding are widely acknowledged, Gen Z consumers and the brand manager expressed concerns about the potential risk of poorly executed partnerships. They emphasized that co-brandings primarily driven by financial motives rather than genuine mutual interest and aligned values could harm a brand's image.

b) Examples of successful or unsuccessful co-brandings

Stakeholders frequently cited overlapping examples when discussing successful and unsuccessful co-brandings. The Nike x Off-White co-branding which launched in 2017, was often highlighted as a prime example of success, as its products combined Nike's iconic silhouettes with Off-White's distinctive deconstructed design aesthetic, showcasing innovation by combining the strengths of both brands. Moreover, many interviewees deemed the Adidas x Gucci co-branding successful, praising its cohesive design and strong presence on social media.

Conversely, some Gen Z interviewees felt that the Adidas x Yeezy co-branding final phases were a failure. They attributed this to the abrupt termination following controversial public statements by Kanye West (founder of Yeezy), which led to reputational damage and financial losses for Adidas.

Consumption of luxury fashion products and/or sportswear products

This question aimed to identify the fashion products consumed by the interviewees and their reasons for choosing them. Gen Z respondents predominantly preferred sportswear products due to their affordability but expressed interest in luxury fashion products, though they rarely purchased them. Similarly, employees of sportswear brands favored comfortable and performance-oriented products while appreciating the craftsmanship of luxury fashion products. In contrast, employees of luxury fashion brands predominantly consume luxury fashion products, valuing their sophistication for quality and craftsmanship, though they also incorporate sportswear into their daily activities. The brand manager consumes both product types but expressed a preference for no visible branding.

The impact of co-branding on brand perception and future purchase intentions

The impact of co-branding on brand perception and future purchase intentions evokes a range of opinions among Gen Z consumers. Reactions to adversely perceived co-brandings varied, despite the general agreement that positively perceived co-brandings could improve attitudes toward the companies and raise the likelihood of future purchases. While some participants indicated that poorly executed or solely financially motivated co-brandings could harm their perception of the brand and reduce their willingness to buy, others believed such instances would not have an impact on their opinions or purchasing patterns.

Employees of luxury fashion brands provided more consistent answers, pointing out that poorly executed co-brandings, especially those lacking in product design, product quality, or brand fit could significantly impact consumers' attitudes and diminish the likelihood of future purchases for either brand. By contrast, employees of sportswear brands and brand managers were less affected, unless the co-branding appeared forced or inauthentic, it generally did not alter their perceptions or purchase intentions.

Previous purchases of co-branded products between luxury fashion brand and sportswear brand and their motivations for the purchase

The stakeholders cited product exclusivity, design, and innovation as primary motivating factors for purchasing co-branded products, while high prices emerged as a common barrier. Gen Z participants expressed strong interest in co-branded products, highlighting product exclusivity, scarcity, and product design as key factors driving their purchases. Popular examples included Adidas x Gucci, Adidas x Yeezy, and Nike x Off-White. However, high prices often deterred them from making these purchases more frequently.

Employees of luxury fashion brands shared similar motivations but placed additional emphasis on product innovation and emotional attachment. For this cohort, craftsmanship and emotional value justified their high prices, leading them to more frequent purchases of co-branded products. In contrast, employees of sportswear brands were less inclined to buy co-branded items, as the elevated costs often outweighed the appeal of product design or innovation.

The brand manager identified product innovation and the successful blend of brand identities as primary key factors influencing purchases. Unlike other stakeholders, exclusivity played little role, with greater focus placed on the creative and strategic dimensions of co-branding.

Opinion on motivating factors for Gen Z to purchase co-branded products between luxury fashion and sportswear brands

Product exclusivity, product innovation, and unique product design were consistently identified by all stakeholders as key factors driving Gen Z consumers to purchase co-branded products between luxury fashion and sportswear brands. Gen Z respondents emphasized that co-branded products offer an opportunity to own luxury designs at lower price points. Employees of luxury fashion brands added that the "hype" surrounding such co-brandings further enhances their desirability.

Influence of product quality and design on the purchase intention of a co-branded product between a luxury fashion and sportswear brand

All stakeholders concurred that product design and product quality are the most important elements influencing consumer preference for co-branded products. Product design was seen as slightly more influential, with stakeholders emphasizing the importance of innovative and compelling designs that authentically reflect the identities of both brands. Nevertheless, product quality remained crucial, as co-branded products have to meet the high standards set by luxury fashion and sportswear brands.

Influence of product exclusivity on the purchase intention of a co-branded product between a luxury fashion and sportswear brand

Among Gen Z consumers, product exclusivity is considered a moderate factor compared to the greater importance placed on product quality and product design. Respondents emphasized the growing importance of long-term utility, even though they expect a certain degree of scarcity from co-branded products. An emerging trend was identified: the older the Gen Z consumers, the less important product exclusivity becomes in their purchase decision-making.

Employees of luxury fashion brands consider product exclusivity a sought-after characteristic, enhancing the prestige and status of luxury products. Employees of sportswear companies, on the other hand, recognized the allure of product exclusivity but stressed that it should not come at the expense of product quality or functionality. This lies within the nature of sportswear, as one stakeholder pointed out that their products are unique due to their performance not because they are hard to find. The brand manager, meanwhile, did not consider product exclusivity as a factor in the purchase decision-making.

Influence of product innovation on the purchase intention of a co-branded product between a luxury fashion and sportswear brand

Product innovation is a secondary factor for Gen Z in their purchase decision, ranking below product quality and product design. This cohort values product innovation only when it leads to tangible improvements or distinctive design.

In contrast, employees of luxury fashion and sportswear brands place enormous importance on product innovation, especially when it involves advances in materials, design techniques, or functionality. Particularly for employees of sportswear brands, a product innovation that improves performance or practicality can highly boost a product's purchase appeal.

The brand manager perceives product innovation as an essential strategic tool to distinguish brands in a competitive market and meet customer expectations. This might occur through materials, designs, or technologies used.

Influence of product authenticity on the purchase intention of a co-branded product between a luxury fashion and sportswear brand

Product authenticity emerged as a critical factor influencing the purchase intention of co-branded products. All stakeholder groups acknowledged the significance of preserving the distinct identities of both brands, with industry professionals particularly emphasizing the need to avoid superficial and solely financially motivated partnerships. They viewed authentic brand fit as essential for enhancing the product's credibility and long-term value. Although Gen Z consumers demonstrated an awareness of the importance of product authenticity, their opinion was less pronounced compared to the industry experts.

Influence of brand reputation on the purchase intention of a co-branded product between a luxury fashion and sportswear brand

Stakeholders universally agreed on the significant influence of brand reputation on purchase intention. Gen Z consumers posited that while brand reputation had a moderate impact on their purchasing decisions, ethical and political controversies associated with a bad reputation might significantly discourage them from buying. On the other hand, a positive and robust brand reputation enhances the likelihood of buying co-branded products.

Other stakeholders placed even greater emphasis on the importance of brand reputation, unanimously agreeing that a negative reputation could substantially diminish a product's appeal and lead to its rejection, regardless of the product's quality or design.

Influence of product price on the purchase intention of a co-branded product between a luxury fashion and sportswear brand

Product price was consistently ranked by stakeholders as a critical determinant of purchasing intention for co-branded products. Although Gen Z consumers are often drawn to the product design and exclusivity of co-branded products, high prices remain a significant obstacle, particularly for younger individuals with constrained incomes. They emphasized that to justify spending a substantial amount of money on a single product, value for money must be good.

As opposed to this, some employees of luxury fashion brands consider high price points justified if the product possesses key attributes such as innovative design, premium quality, and rarity. For them, price serves as a symbol of perceived worth that is consistent with the brand's luxury philosophy rather than merely representing a cost.

Employees of sportswear brands considered co-branded products as overpriced, attributing the higher prices to the inclusion of luxury brand names. Given their profound comprehension of production processes and the associated profit margins, they seemed to be particularly price-sensitive.

The brand manager offered a balanced perspective, suggesting that elevated prices are acceptable if the product reflects its unique value through innovation, authenticity, and quality, thereby instilling a sense of investment in consumers.

Influence of social and environmental causes on the purchase intention of a co-branded product between a luxury fashion and sportswear brand

Gen Z consumers generally regard social and environmental causes as secondary concerns, ranking them below other variables such as product quality or product design. While they acknowledged the importance of sustainability in other parts of their lives, they described environmentally or socially sustainable items as "nice to have" rather than primary motivators in their purchase decisions of co-branded fashion products.

In contrast, industry professionals place significantly greater importance on ensuring that a product has been manufactured in a socially and environmentally responsible manner and therefore play a significant role in purchasing decisions. These stakeholders are acutely aware of the fashion industry's impact. For these stakeholders, sustainability extends beyond recycled materials to encompass the entire production lifecycle.

Conclusion of the qualitative analysis

The qualitative analysis of the in-depth interviews provided valuable insights about the impact of co-branding between luxury fashion and sportswear brands on the purchase intention of Gen Z, addressing the primary research question: *"How does co-branding between luxury fashion brands and sportswear brands influence the purchase intention of Gen Z consumers"*. Moreover, it established a foundation for the subsequent survey phase which aims to quantify the impact of the independent variables – product design, product quality, product innovation, product exclusivity, product authenticity, value for money, brand fit, brand reputation, and social and environmental sustainability efforts on the dependent variable, purchase intention.

A constituent pattern became apparent – the independent variables of product design, product quality, product innovation, and brand authenticity were cited as Gen Z's key motivators to purchase a co-branded product, whereas the perceptions of the stakeholder groups, including Gen Z consumers, employees of luxury fashion and sportswear brands, and a brand manager, were differing.

It is noteworthy that demographic factors played a nuanced role in shaping these perspectives. Younger participants within Gen Z placed a greater emphasis on product exclusivity or product design, while older participants prioritized the balance between product quality and product innovation. This observation highlighted the necessity for a more systematic exploration of demographic differences in the survey and their influence on the independent variables.

The contributions of industry experts enriched these findings. While employees of luxury fashion brands expressed cautious optimism regarding co-branding, viewing it as an opportunity for product innovation while emphasizing the importance of preserving brand heritage and product exclusivity, professionals in the field of sportswear highlighted the concern that partnerships may result in brand dilution if they feel forced or overly commercialized. The importance of a solid brand fit for co-branding was frequently mentioned by all stakeholders, hence, brand fit was added as an independent variable to further investigate in the survey.

Based on the findings of the qualitative primary research, the decision to focus the survey exclusively on Gen Z consumers was a deliberate and strategic choice. The distinctive role of Gen Z in shaping fashion consumption through their demand for product design, product exclusivity, and product authenticity, among others, makes them a pivotal demographic for this research.

In conclusion, by connecting the independent variables to the dependent variables, the qualitative analysis has laid a solid foundation for the quantitative analysis by identifying the most influential independent variables as well as demographic trends. Therefore, the forthcoming survey analysis will enable a more systematic examination of these variables and allow a clear assessment of their importance for Gen Z's purchasing intentions for co-branded products.

4.2 Quantitative Research – Online Survey

Familiarity and Age

To explore the relationship between age and familiarity level, a cross-tabulation analysis using SPSS was employed. Among the participants aged 18-21 (n=16), 6.3% (n=1) reported no familiarity, 0% (n=0) exhibited slight familiarity, 43.8% (n=7) maintained moderate familiarity, 18.8% (n=3) expressed a high level of familiarity, and 31.3% (n=5) indicated extreme familiarity.

In the age group 22-25, 4.8% (n=2) exhibited no familiarity, 23.8% (n=10), demonstrated slight familiarity, 35.7% (n=15) possessed moderate familiarity, 28.6% (n=12) expressed a high level of familiarity, and 7.1% (n=3) indicated extreme familiarity. For respondents aged 26-29, 6.9% (n=2) were not at all familiar, while 17.2% (n=5) mentioned a slight familiarity, 31.0% (n=9) demonstrated a moderate familiarity, 37.9% (n=11) expressed a high level of familiarity, and 6.9% (n=2) claimed an extreme level of familiarity (Table 5).

Based on this information, a chi-square test, a statistical test employed to determine an existing significant association between two categorical variables, was conducted. The test revealed no statistically significant relationship between the variables age and familiarity with co-branded products ($p = 0.134$) (Table 6).

To ensure data relevance, the sample was refined with the help of the question “How familiar are you with co-branded products between luxury fashion and sportswear brands?” This filtered out participants who had no or slight familiarity with the topic. Among respondents, 5.7% ($n=5$) indicated no familiarity at all with the topic, 17.2% ($n=15$) mentioned a slight familiarity, 35.6% ($n=31$) expressed a moderate familiarity, 29.9% ($n=26$) reported they are very familiar and 11.5% ($n=10$) indicated they are extremely familiar with the topic. Consequently, 23.0% ($n=20$) of the valid Gen Z consumers who participated in the survey cannot be considered relevant for this research, reducing the valid responses to $N = 67$ (Table 7).

H1: Gen Z's purchase intention for co-branded products between luxury fashion and sportswear brands is positively influenced when the product design reflects a strong brand fit.

To facilitate a comparison of independent variables and their respective effects on the dependent variable, benchmarks were established (see Chapter 3.3.2). The survey results revealed that product design and brand fit scored 7.03 out of 10 and 7.01 out of 10 respectively, categorizing them as having a "robust impact" on Gen Z's purchase intention (Table 8).

To assess the impact of product design and brand fit, a two-step approach was adopted, beginning with a correlation analysis followed by linear regression. The correlation analysis was conducted to ensure a robust understanding of the relationship between both variables. The Spearman correlation coefficient ($\rho = 0.671$) indicates a strong positive relationship between both variables, suggesting that as one increases, so does the other. The p -value < 0.001 demonstrates that the relationship between the two variables is statistically significant and not due to random chance (Table 9).

Subsequently, regression analyses were conducted to assess the impact of each independent variable on the dependent variable. For product design, the p -value less than 0.001 ($p < 0.05$) confirms that the relationship between the product design and the purchase intention is statistically significant and not due to random chance. The standardized beta coefficient ($\beta = 0.491$) indicates a moderate to strong effect size.

This posits that for one standard deviation increase in the perceived product design, the purchase intention of Gen Z is predicted to rise by 0.491 standard deviations. The adjusted R^2 is valued at 0.229, indicating that 22.9% of the variance of Gen Z's purchase intention is attributable to the product design, underscoring its considerable impact but leaving other factors accountable for the remaining variance (Table 10).

For brand fit, the linear regression unveiled a p -value < 0.001 , yielding an even stronger positive effect with a standardized beta coefficient of $\beta = 0.553$. Moreover, the brand fit has an even higher adjusted R^2 (0.295), indicating its significant role (Table 11).

Based on these findings, it is hypothesized that Gen Z's purchase intention for co-branded products between luxury fashion and sportswear brands is positively influenced when product design aligns with strong brand fit. Both independent variables significantly affect Gen Z's purchase intention and exhibit a strong correlation ($\rho = 0.671$, $p < 0.001$). However, the relatively low R^2 values indicate that other variables contribute to purchase intention and warrant further investigation

H2: Product quality and product innovation are positively interconnected and have a significant positive impact on Gen Z's purchase intention of co-branded products, with gender moderating the influence of product innovation.

Survey results indicated that the product quality of a co-branded product is a critical factor for Gen Z's purchase decisions, scoring 8.79/10, categorized as having an "excellent impact" in line with the benchmarks. Participants also agreed that innovative features such as newly developed fabrics or smart technology, enhance their perception quality, with a mean score of 7.22/10, categorized as having a "robust impact" (Table 12).

To test the relationship between product quality and product innovation in co-branded products, a Spearman's Rank Correlation test was conducted, as this method does not assume a linear relationship or normal distribution, thereby ensuring robustness concerning this type of data. The results displayed a Spearman's $\rho = 0.322$ and a p -value of $0.008 < 0.01$, indicating that individuals who value product quality are more likely to value product innovation, supporting the hypothesis that both are interconnected (Table 13).

Analyzing the results of the question "How important is product innovation to you when deciding whether to buy a co-branded product" reveals a big difference between the genders, as the mean of male participants was 7.71/10, whereas females only ranked it 6.73/10 (Table 14).

A Mann-Whitney U test was conducted to assess whether the importance of innovation differs between male and female participants. This non-parametric test, suitable for comparing two independent groups, showed a significant difference: males had a higher mean rank (39.13) than females (28.71), with a U value of 386.5 and a p-value of 0.027, below the 0.05 threshold (Table 15). These results suggest that gender influences perceptions of product innovation, an insight crucial for tailoring product messaging and positioning.

Given the significant correlation between gender and the likelihood of purchasing co-branded products for their innovative features, it was necessary to examine whether this also extended to consumers' willingness to pay a premium. Among males, 58.8% (n=20) were willing to pay a premium, while only 33.3% (n=11) of females expressed the same willingness (Table 16).

As a result of these findings, a Pearson chi-square test was carried out, which revealed a statistically significant difference between the genders ($p = 0.004 < 0.05$). To quantify the strength of the relationship, a Cramer's V test was conducted, which resulted in a value of 0.407 with a p-value of 0.004, suggesting a moderate strength of association between the variables (Table 17).

In conclusion, the results strongly support the hypothesis. Product quality and product innovation are positively interconnected, as demonstrated by Spearman's correlation ($\rho = 0.322$, $p = 0.008$). Gender significantly moderates perceptions of product innovation and willingness to pay a premium, as evidenced by the Mann-Whitney U test and chi-square test.

H3: The influence of product exclusivity and value for money on the purchase intention of co-branded products decreases significantly as Gen Z consumers age

In this section, survey participants were questioned about the importance of value for money in their decision to purchase co-branded products. Results identified value for money as a key factor, scoring 7.46/10 and categorized as having a "robust impact" (Table 18).

An ANOVA test was conducted to examine differences across age groups. This test was appropriate as the value for money is a continuous variable, and the age group is categorical, allowing for comparison of the means between different groups. Age group 18-21 (n=15) emerged as the demographic with the highest mean score of 8.13/10, followed by the age group 22-25 (n=30) with a mean of 7.80/10, and participants aged 26-29 (n=22) with a mean of 6.55 (Table 19). A Levene's test was executed before doing the ANOVA test to confirm the assumption of homogeneous variances. The p-value = 0.066 > 0.05 confirmed equal variances for "value for money" across age groups, making ANOVA test results reliable (Table 20).

The ANOVA test results revealed statistically significant differences between age groups ($F = 4.681, p = 0.013$). To provide a more comprehensive understanding of the ANOVA test results, the effect sizes, in this case, eta-squared (η^2), were measured to classify the magnitude of the effect. The result of $\eta^2 = 0.128$ (Table 21) means that 12.8% of the variance in value for money sensitivity is explained by the age group, which according to Cohen (1988) is a moderate effect, suggesting that the age group accounts for a significant proportion of the observed variance in value for money sensitivity. These findings suggest that value for money becomes less influential as Gen Z consumers age, highlighting a decrease in price sensitivity over time.

The role of product exclusivity in purchase intention was also assessed. Participants rated its importance at 5.30/10, categorized as having a "vulnerable impact" (Table 22). Age-based analysis showed minor variations with the youngest group of 18-21 ($n=15$) scoring the highest mean (5.73/10), followed by 22-25 ($n=30$) with a mean of 5.37/10 and participants aged 26-29 ($n=22$) with a mean of 4.91/10 (Table 23). Similar to the previous test of the variable value for money, Levene's test must be performed before the ANOVA test can be carried. The result of Levene's test was $p = 0.061 > 0.05$, which means that the assumption of homogeneity of variances is fulfilled and the ANOVA results can be interpreted reliably (Table 24). However, the ANOVA test revealed no statistically significant difference across the age groups ($F = 0.591, p = 0.557$). Subsequently, the effect sizes were measured to classify the magnitude of the effect. An eta-squared of 0.018 further reinforced the outcome of the ANOVA test, suggesting that the varying importance of product exclusivity across age groups has limited practical significance in the dataset (Table 25). In summary, product exclusivity has a vulnerable impact on the purchase intention of Gen Z. Although the analysis identifies a trend that product exclusivity has a stronger impact on younger Gen Z consumers, this distinction is not statistically significant.

To further understand the role of product exclusivity, participants were asked about their willingness to pay a premium for a co-branded product due to its exclusivity. The mean score was 2.42/4, meaning in between the answers "yes, somewhat" (2) and "no, not particularly" (3). The age group 18-21 recorded the highest willingness to pay a premium with a mean score of 2.13/4, followed by participants aged 22-25 who displayed a slightly lower propensity to pay a premium, scoring a mean of 2.47/4. Notably, the 26-29 group demonstrated the highest average score of 2.55/4, meaning the lowest willingness to pay a premium (Table 26). This further proves previously detected, but the result of the ANOVA test is $p = 0.298 > 0.05$, meaning that the difference is not statistically significant (Table 27).

To conclude, the hypothesis can only be partially confirmed and is therefore rejected. While value for money's importance decreases significantly with age, as shown by the ANOVA test ($p = 0.013$) and a moderate effect size ($\eta^2 = 0.128$), product exclusivity did not show statistically significant age-related differences ($p = 0.557$) and had a small effect size ($\eta^2 = 0.018$). These findings highlight that younger Gen Z consumers are more price-sensitive, while product exclusivity has a limited impact across all age groups.

H4: Gen Z's purchase intention for co-branded products between luxury fashion and sportswear brands increases significantly if the products and the brand fit are perceived as authentic.

To assess the importance of product authenticity, participants were asked how critical it is for co-branded products to feel authentic rather than profit-driven. Responses were consistent, with a mean score of 8.15/10 and a low standard deviation of 1.85, indicating a "robust impact" (Table 28). The survey also explored whether Gen Z consumers' propensity to buy would rise if luxury fashion and sportswear brands were an authentic match. According to findings from interviews, participants working in the fashion or sportswear industry are more familiar with the idea of co-branding and place a high value on the genuineness of co-branding and its products.

To validate this, descriptive statistics, crosstabulation, a statistical significance test with the t-test, and effect sizes were conducted. Firstly, participants were divided into two groups.

- Group 1 ("High Familiarity Group"): Included participants who are very ($n=26$) or extremely familiar ($n=10$) with co-branding, according to the survey. These groups were combined to avoid smaller sample sizes, which could reduce the statistical power of the t-test
- Group 2 ("Moderate Familiarity Group"): Consisted of participants who indicated a moderate familiarity ($n=31$) with the concept of co-branding (Table 29).

When asked if an authentic brand fit would make the participant more likely to buy the product, 41.8% ($n=28$) of the participants indicated "Yes, definitely", with 75% ($n=21$) of these belonging to Group 1. 37.3% ($n=25$) replied "Yes, somewhat" with a more balanced distribution between Group 1 (56%) and Group 2 (44%). Responses of "No, not particularly" and "No, not at all" were predominantly or exclusively from Group 2 (Table 30).

Descriptive statistics indicated that Group 1 exhibited a mean score of 1.55, compared to a higher mean score of 2.28 in Group 2. This suggests, that individuals with greater familiarity with co-branding attribute significantly more importance to the authenticity of these partnerships (Table 31).

An independent t-test confirmed a statistically significant difference between the groups ($p = 0.001 < 0.05$), with a mean difference of -0.723 and 95% confidence intervals ranging from -1.143 to -0.304. Since zero is not contained in the confidence interval, it is confirmed that the difference is not due to chance (Table 32).

To further quantify the magnitude of the difference, Cohen's d effect size test was conducted, yielding a value of 0.852. This large effect size indicates that the difference between Group 1 and Group 2 is not only statistically significant but also practically meaningful (Table 33).

In conclusion, the findings support the hypothesis, confirming that product authenticity has a very robust impact on Gen Z's purchase intention for co-branded products between luxury fashion and sportswear brands. The results display a statistically significant difference among familiarity levels ($p = 0.001$), whereby individuals with high familiarity place more value on an authentic brand fit than those with lower familiarity levels. The substantial effect size of 0.852, which supports the practical relevance of this link, lends support to this work. The meaning for this in the greater sense of this dissertation is that if co-brandings demonstrate an authentic brand alignment and are not perceived as profit-driven, they have an apposite effect on Gen Z's purchase intentions.

H5: The purchase intention of Gen Z individuals who are very familiar with co-branding between luxury fashion and streetwear brands is significantly impacted by the brands' environmental & social sustainability efforts and their brand reputation

Survey results indicated, that environmental and social sustainability had a "vulnerable impact" on the purchase intention of Gen Z, scoring 6.10/10 and 6.34/10 respectively, while brand reputation was perceived as more important, scoring 7.01/10, categorized as "robust impact" (Table 34).

The qualitative interviews revealed a remarkable trend: individuals working in the fashion or sportswear industry are more familiar with co-branding and have a differentiated perspective on ecological and social sustainability as well as on the brand reputation of the brands involved, forming the basis for this hypothesis.

To validate these observations quantitatively, descriptive statistics and independent samples t-test, and effect sizes were conducted in SPSS to ascertain a possible discrepancy between the means of the two groups used in H4.

Group 1, the "high familiarity group", rated the importance of both brands supporting environmental causes higher, with a mean of 6.53/10 (SD = 2.74), compared to Group 2, the "moderate familiarity group", whose mean score was 5.55/10 (SD = 2.50), resulting in a difference of 0.98. Similarly, Group 1 rated the importance of social sustainability on Gen Z's purchase intention higher, with a mean of 6.76/10 (SD = 2.79), while Group 2 scored 5.79/10 (SD = 2.46), resulting in a difference of 0.97. Lastly, for the importance of brand reputation, Group 1 scored a mean of 7.34/10 (SD = 1.79), compared to Group 2's mean of 6.59/10 (SD = 1.76), showing a difference of 0.75. These results indicate that participants with higher familiarity consistently exhibited higher ratings across all three variables relative to those with moderate familiarity (Table 35).

To statistically prove the difference between Group 1 and Group 2, an independent t-test was conducted, revealing that brand reputation had the lowest p-value ($p = 0.090$), showing a strong trend yet being slightly above the threshold for statistical significance ($p = 0.05$). In the context of a potential purchase, survey participants belonging to Group 1 tend to accord greater significance to a brand's reputation. With p-values of 0.139 and 0.143, respectively, environmental and social sustainability followed the previous trend, implying that individuals of Group 1 are more likely to consider sustainability efforts and social initiatives as crucial determinants in their purchase decisions. Although these results are not statistically significant, the consistent pattern of outcomes supports the hypothesis (Table 36).

To provide further substantiation and quantify the magnitude of the discrepancy between both groups, the effect size of each variable was measured to provide an indication of practical significance, even when the statistical significance was not achieved.

The Cohen's d effect size for brand reputation was the largest (0.425), suggesting a moderate magnitude. This supports the trend that individuals of Group 1 are more likely to perceive brand reputation as a significant factor influencing their purchase intention. The environmental and social sustainability had effect sizes of 0.369 and 0.366, respectively, suggesting a small to moderate magnitude and therefore a practical relevance (Table 37).

To summarize, the results of the tests support the hypothesis that high familiarity with co-branded concepts is linked with the enhanced influence of environmental and social initiatives and brand reputation in the purchase decision. Nevertheless, the hypothesis cannot be fully validated due to a lack of statistical significance, although the results of the tests indicate an unambiguous trend, resulting in a rejection. This merits further investigation with a larger sample size.

Conclusion of the quantitative analysis

The quantitative analysis of the survey data provided robust evidence to evaluate the hypotheses established in this research, using statistical methods such as correlation analysis, t-tests, ANOVA, and regression models to gain meaningful insights.

The survey results confirmed the first hypothesis: “Gen Z’s purchase intention for co-branded products between luxury fashion and sportswear brands is positively influenced when the product design reflects a strong brand fit”. Product design and brand fit both demonstrated a robust impact on purchase intention, as evidenced by their mean scores of 7.03/10 and 7.01/10, respectively. This was further supported by the regression analysis, with standardized β coefficients of 0.491 and 0.553, respectively. The correlation analysis revealed a strong positive relationship between both independent variables, suggesting that as brand fit strengthens, the perceived importance of product design increases.

The second hypothesis that “product quality and product innovation are positively interconnected and significantly impact Gen Z’s purchase intention, with gender moderating the influence of product innovation” was also confirmed. The study revealed a robust impact of product quality (mean = 8.79/10), accompanied by a significant effect of product innovation (mean = 7.22/10). A moderate positive correlation was observed between the two variables ($\rho = 0.322$, $p = 0.008$). The analysis showed a significant moderating effect of gender, with males rating innovation higher (mean = 7.71/10) than females (mean = 6.73/10, $p = 0.027$) and demonstrating a greater propensity to pay for innovative features ($p = 0.004$, Cramer’s $V = 0.407$). These findings underscore the interconnected nature of product quality and product innovation while highlighting gender disparities in innovation valuation.

The third hypothesis that the influence of product exclusivity and value for money on purchase intention decreases as Gen Z consumers age was only partially confirmed. A statistically significant decline in the importance of value for money was observed with increasing age ($p = 0.013$, $\eta^2 = 0.128$). In contrast, product exclusivity exhibited a visible but non-significant trend, with younger participants (18–21) rating product exclusivity more highly (mean = 5.73/10) than older Gen Z consumers (26–29, mean = 4.91/10). These findings imply that, while the importance of value for money diminishes with age, the impact of exclusivity remains less pronounced.

The fourth hypothesis that purchase intention for co-branded products would increase significantly if the products and brand fit were perceived as authentic was strongly supported by the results. Product authenticity scored 8.15/10, highlighting its robust impact. A t-test revealed that participants with a high level of familiarity with co-branding (Group 1) placed significantly greater value on authenticity than those with moderate familiarity (Group 2). Group 1 demonstrated a lower mean score (1.55) compared to Group 2 (2.28, $p = 0.001$). The large effect size (Cohen's $d = 0.852$) further reinforced the practical significance of this difference, emphasizing the crucial role of authenticity in driving purchase intention.

Finally, the fifth hypothesis that purchase intention among participants with a high level of familiarity with co-branding is significantly impacted by brands' environmental and social sustainability efforts, and their reputation was partially supported. Descriptive results showed higher mean scores for environmental sustainability (6.53/10), social sustainability (6.76/10), and brand reputation (7.34/10) in participants with a high level of familiarity. However, the independent t-tests failed to reach statistical significance (p-values: 0.139, 0.143, and 0.090, respectively), although visible trends emerged. The effect size analysis revealed moderate practical significance for brand reputation (Cohen's $d = 0.429$) and smaller but notable effects for environmental (Cohen's $d = 0.369$) and social sustainability (Cohen's $d = 0.366$), suggesting their meaningful, albeit non-significant, influence.

5. CONCLUSIONS

5.1 Main Findings & Conclusions

The main objective of this dissertation is to investigate how co-branding between luxury fashion brands and sportswear brands influences the purchase intention of Gen Z consumers. Guided by this objective, the research analyzed several independent variables that were examined in both quantitative and qualitative research, allowing for the extraction of insights relevant to the management of brands.

While differences in familiarity with the concept of co-branding were observed across various Gen Z age groups, statistical analysis robustly confirmed that familiarity is not age-dependent. This finding reinforces the necessity to focus on the independent variables to understand their influence on Gen Z's purchase intentions.

A particularly notable result highlighted the significant relationship between the independent variables of product design and brand fit and the dependent variable, purchase intention. Statistical analysis demonstrated their robust influence, with scores of 7.03/10 and 7.01/10, respectively. Regression analysis further validated these findings, revealing standardized coefficients β of 0.491 and 0.553. For brand managers, this emphasizes the crucial necessity of attaining a strong product design that aligns authentically with the brands' identities, as this synergy effectively propels purchase intention among Gen Z consumers ($\rho = 0.671$, $p < 0.001$).

The analysis of product quality and product innovation further revealed their pivotal roles in influencing Gen Z's purchase decision. Survey results indicate that the variables have an excellent impact (8.79/10) and robust impact (7.22/10) respectively. A moderate positive correlation ($\rho = 0.322$, $p = 0.008$) between product quality and product innovation indicates interconnectivity, suggesting that individuals who value product quality highly are more likely to appreciate product innovation. Gender emerged as a significant moderating factor with males assigning greater importance to product innovation (mean = 7.71/10) than females (6.73/10, $p = 0.027$), and showing a higher propensity to pay a premium for innovative features ($p = 0.004$, Cramer's $V = 0.407$). These findings underscore the need for brands to highlight high-quality and innovative features while tailoring messaging to gender-based preferences.

Contrary to expectations, product exclusivity had a vulnerable impact (5.30/10) on purchase intention, with younger Gen Z participants (18–21) valuing it slightly more than older participants (26–29).

However, the observed trend was not statistically significant. In contrast, value for money emerged as a significant factor (7.46/10), with younger Gen Z participants rating it highest (mean = 8.13/10). As the value for money's importance decreases with age ($p = 0.013$, $\eta^2 = 0.128$), brands targeting younger Gen Z consumers should prioritize affordability alongside other factors. Consequently, the hypothesis must be rejected, even though product exclusivity decreases with age, this observation is not statistically significant.

In the realm of co-branding between luxury fashion and sportswear brands, product authenticity has proven to be a powerful driver for Gen Z's purchase intention (8.15/10), signaling Gen Z places high value on genuine brand partnerships over those perceived as driven primarily by profit motives. Interestingly, a positive relationship between the level of familiarity with co-branding and the perceived importance of product authenticity was observed in the qualitative research, which was further confirmed by the survey results ($p = 0.001$, Cohen's $d = 0.852$). This demonstrates that those who possess a comprehensive understanding of co-branding are particularly receptive to product authenticity, which underscores the need for brands to avoid partnerships perceived as solely profit-motivated.

Brand reputation has a robust impact (7.01/10) on the purchase intention of Gen Z, whereas environmental and social sustainability showed only a vulnerable impact (6.10/10 and 6.34/10), making it a secondary factor in the decision-making process. Moreover, the survey disclosed the trend that individuals with higher familiarity with co-branding are increasingly influenced by sustainability and the brands' reputation in their purchase decisions (p -values = 0.139, 0.143). As it is only a trend and the results were not statistically significant, the hypothesis was rejected.

In summary, this study provides valuable insights into the factors influencing Gen Z's purchase intentions in the context of co-branding between luxury fashion and sportswear brands. Product design, brand fit, and product quality emerged as key drivers, while product innovation and brand authenticity further amplified this effect. Notably, age and gender were shown to exert a moderating influence on specific variables, such as perceived value for money and product innovation, suggesting that younger consumers tend to prioritize affordability and exclusivity.

To resonate with the Gen Z demographic, co-branded products must balance these critical factors while ensuring alignment between partnering brands. By effectively leveraging these elements, brands can create mutual value and align with the evolving preferences and purchasing behaviors of Gen Z.

5.2 Managerial Implications

This study provides actionable insights for brand managers and strategists operating in the luxury fashion and sportswear sector. From a managerial perspective, the research emphasizes the critical role of perceived authenticity and brand fit in shaping purchase intentions. Gen Z is more inclined to connect with co-branding alliances that authentically combine the unique values and strengths of both luxury and sportswear brands without conveying the feeling of a monetized partnership. For practitioners, this suggests that co-brandings should not only focus on creating distinctive and innovative products but also ensure that the co-branding is in line with the values and aspirations of the target audience. By doing so, brands can develop stronger emotional bonds with customers, increasing brand loyalty and expanding market reach

Product design and product quality emerged as critical drivers of Gen Z's purchase intention. Managers should capitalize on these insights by prioritizing cutting-edge designs and high-quality products. Effective digital marketing campaigns should highlight this, leveraging digital platforms and social media to reach this digitally savvy demographic.

Moreover, product innovation can boost the perceived product quality and therefore influence the purchase behavior of Gen Z consumers. Notably, product innovative features are particularly valued by male Gen Z consumers, suggesting that tailoring innovation-focused messaging to specific subgroups could further enhance the effectiveness of co-branding strategies. Although environmental and social sustainability ranked as a lower impact factor on the purchase intention of Gen Z, managers should be aware of the growing relevance to an increasingly environmentally conscious subset of Gen Z.

6. LIMITATIONS

When conducting this study, several limitations emerged that should be considered. Firstly, the research sample employed for the study may not fully represent the diverse perspectives within the wider population. As a result, the results should be interpreted with caution, and generalization of the outcomes to a broader context may not be appropriate.

Additionally, the research design of this study only captures a snapshot of attitudes and behaviors over a specific time frame which is useful for gaining insights at a specific point in time but constrains the opportunity to trace changes over time or establish causal relationships between the variables.

Although the sample size for this study is sufficient for statistical analysis, it remains relatively small and geographically limited. This can lead to potential bias, as the perceptions and behaviors of Gen Z consumers across different cultural, economic, or regional backgrounds may vary considerably. To enhance the reliability and generalizability of the findings, it would be beneficial to expand the sample size and ensure greater diversity.

Moreover, the study was based on survey responses and interviews which are both inherently subjective. This raises the possibility that the participants' self-reported data on purchase intentions may not align with their actual purchasing behaviors due to factors such as social desirability bias, personal financial situations, or external influences such as peer opinions. The potential bias leads to a certain level of uncertainty in terms of the accuracy and reliability of the study results.

The research focuses on a selection of independent variables - product design, product quality, product innovation, product exclusivity, product authenticity, value for money, brand fit, brand reputation, and sustainability efforts. While these variables were drawn from the literature and qualitative interviews, potential other factors influencing purchase intention, such as the impact of influencers, emotional attachment to the brands, or marketing communication, were not addressed in this study.

While the qualitative study offered valuable insights into consumer perceptions, the depth, insights, and experiences are limited due to the sample of 20 interviewees consisting of a mix of Gen Z consumers and industry stakeholders. Although this approach yielded a diverse range of perspectives, it is possible that the findings may not fully capture the broader perceptions. Therefore, a more extensive set of interviews could facilitate the uncovering of additional nuances.

In the fast-moving fashion and sportswear industry, consumer preferences and market dynamics are particularly fluid and subject to change. Trends and preferences such as exclusivity or sustainability within co-branding might change quickly, thus the results reflect a snapshot in time rather than long-term behavioral patterns.

Lastly, the study did not consider external factors such as economic fluctuations, global events, or brand marketing campaigns which could further influence Gen Z's purchasing intentions.

Acknowledging these limitations is essential for accurately interpreting the study's scope and applicability. Furthermore, it provides a foundation for future research, indicating areas that merit future investigation.

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8. APPENDIX

8.1 In-depth Interview

8.1.1 Interview Questions

1. What is your general perception of luxury fashion brands and sportswear brands? How do they differ in your view?
2. What is your opinion on co-branding within the fashion industry?
 - a. Why do you think brands do co-branding?
 - b. Can you provide examples of co-branding partnerships that you believe were particularly successful or unsuccessful?"
3. Are you consuming luxury fashion products and/or sportswear products?
4. When you see a co-branded product between a luxury fashion and sportswear brand (E.g. Gucci with Adidas), what are your initial thoughts or reactions?
 - a. Do these co-brandings influence your attitudes towards the brands? How so?
 - b. Do co-brandings influence your likelihood to purchase either brand's products in the future? How so?
5. Have you ever purchased a co-branded product between a luxury fashion brand and a sportswear brand? If yes, what motivated you to make that purchase? If not, what held you back?
6. What do you believe are the motivating factors that would encourage a consumer to purchase a co-branded product between a luxury fashion and sportswear brand?
7. When you think about co-branded products between a luxury fashion and sportswear brand, how important are the quality and design of the product in influencing your decision to make a purchase?
 - a. If it's not important, what would be other reasons for making the purchase?
8. How much does the exclusivity of a co-branded product matter to you when deciding whether or not to buy?
9. Would you say that the uniqueness or perceived innovation of a co-branded product makes you more interested in purchasing it? If so, in what way?
10. When considering a co-branded product between a luxury fashion and a sportswear brand, does it matter to you that the product feels genuine or authentic to the brands involved?
11. Does the reputation of either luxury fashion or sportswear brand influence your purchasing intention? If yes, why?

12. To what extent does the price of the co-branded product influence your decision to purchase it?

13. How important are sustainability and ethical considerations to you when purchasing co-branded products between luxury fashion and sportswear brands?

8.1.2 Description of the Interviewees

Interview	No. of Interviewees	Stakeholder	Job	Relevancy
1	1	Gen Z consumer	Calvin Klein - Merchandiser Footwear	Gen Z consumer working in the fashion industry
2	1	Gen Z consumer	Media Designer	Gen Z, consuming predominantly sportswear
3	1	Gen Z consumer	Student	Gen Z, consuming both luxury fashion and sportswear brands
4	1	Gen Z consumer	Student	Gen Z, studied fashion management and worked for G-Star Raw
5	1	Sportswear employee	Adidas - Footwear Development Intern	Employee at Adidas
6	1	Gen Z consumer	Circotext - Color & Finishing Technician	Gen Z consumer working in the fashion industry
7	1	Gen Z consumer	G-Star RAW - Junior Apparel Designer	Gen Z consumer working in the fashion industry
8	1	Sportswear employee	New Balance - Merchandiser	Employee at New Balance
9	1	Gen Z consumer	Student	Gen Z consumer, previously worked for Hugo Boss, Lacoste
10	1	Gen Z consumer	Logistics	Gen Z, consuming both luxury fashion and sportswear brands

11	1	Gen Z consumer	Harro Höfliger	Gen Z, consuming both luxury fashion and sportswear brands
12	1	Gen Z consumer	Donsje Amsterdam - Designer	Gen Z consumer working in the fashion industry
13	2	Gen Z consumer, Luxury fashion brand employee	Student, AVAVAV - Designer	Both Gen Z consumers, one is consuming both luxury fashion and sportswear, the other is employed as a Designer at a luxury fashion label
14	2	Brand manager (sportswear brand), employee at luxury fashion retailer	Scott Sports - Head of Soft Goods, Sales assistant	Brand manager at sportswear brand, sales assistant at luxury fashion retailer
15	4	Gen Z consumer	Student	Gen Z, consuming both luxury fashion and sportswear brands

8.2 Online Survey

8.2.1 Survey Questions

Hello!

Thank you for supporting my Master's thesis at the Católica Lisbon School of Business and Economics.

In this study, I am analyzing **how co-branding partnerships between luxury fashion and sportswear brands impact the purchase intention of Gen Z consumers.**

Completing the survey will take about **5-6 minutes.**

All collected information will remain anonymous and will be used solely for scientific purposes.

There are no right or wrong answers, so please be as honest as possible.

If you have any questions or feedback about the survey, please do not hesitate to contact me via email at s-mmollenkopf@ucp.pt.

Thank you for your participation!

What is your age group?

Under 18

18-21

22-25

26-29

30 and above

Which gender do you identify with?

Male

Female

Non-binary / third gender

Prefer not to say

What is your country of residence?

How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)?

Not familiar at all

Slightly familiar

Moderately familiar

Very familiar

Extremely familiar

How important is the design of co-branded products in your purchase decision?

(1 = not important; 10 = extremely important)

Not important 0 1 2 3 4 5 6 7 8 9 10 Extremely important



How likely are you to purchase a co-branded product between a luxury fashion and sportswear brand?

(1 = not likely at all; 10 = extremely likely)

Not likely at all 0 1 2 3 4 5 6 7 8 9 10 Extremely likely



To what extent does an authentic brand fit make you more likely to buy a co-branded product?

(1 = not at all; 10 = very much)

Not at all 0 1 2 3 4 5 6 7 8 9 10 Very much



How important is product quality to you when deciding whether to buy a co-branded product?
(1 = not important; 10 = extremely important)

Not important 0 1 2 3 4 5 6 7 8 9 10 Extremely important



Would the introduction of a new, innovative feature in a co-branded product make you more likely to purchase it?

Yes

Maybe

No

How important is product innovation to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)

Strongly disagree 0 1 2 3 4 5 6 7 8 9 10 Strongly agree



Would you pay a premium for a co-branded product with innovative features that enhance its functionality? (E.g. advanced fabric technology, modular design)

Yes

Maybe

No

How much does the exclusivity of a co-branded product affect your likelihood of purchasing it?
(1 = no impact; 10 = strong impact)

No impact 0 1 2 3 4 5 6 7 8 9 10 Strong impact



How important is the value for money to you when deciding whether to buy a co-branded product?
(1 = not important; 10 = extremely important)

Not important 0 1 2 3 4 5 6 7 8 9 10 Extremely important



Would you pay a premium for a co-branded product because it's exclusive?

Yes, definitely

Yes, somewhat

No, not particularly

No, not at all

Would an authentic match between luxury fashion and sportswear brands make you more likely to buy their co-branded products?

Yes, definitely

Yes, somewhat

No, not particularly

No, not at all

Would you be more likely to purchase a co-branded product if both brands demonstrated a commitment to positive community impact (e.g., supporting local causes, charitable initiatives)?
(1 = very less likely; 10 = very much more likely)

Very less likely 0 1 2 3 4 5 6 7 8 9 10 Very much more likely



How important is it to you that co-branded products feel authentic rather than profit-driven?

(1 = not important; 10 = extremely important)

Not important 0 1 2 3 4 5 6 7 8 9 10 Extremely important



How important is it to you that both brands in the co-branding support environmental causes?
(1 = not important; 10 = extremely important)

Not important 0 1 2 3 4 5 6 7 8 9 10 Extremely important



To what extent does each brand's individual reputation influence your purchase intention?
(1 = no influence; 10 = big influence)

No influence 0 1 2 3 4 5 6 7 8 9 10 Big influence



8.2.2 Survey Tables

Variable Type	Variable Name
Dependent Variable	Purchase Intention
Independent Variable	Product Design, Product Quality, Product Innovation, Product Exclusivity, Product Authenticity, Brand Fit, Brand Reputation, Value for Money, Social & Environmental Sustainability Efforts

Table 1: Independent and Dependent Variables

Which gender do you identify with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	52.1	52.1	52.1
	Female	46	47.9	47.9	100.0
	Total	96	100.0	100.0	

Table 2: Frequency Table - Gender

What is your age group?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-21	16	16.7	16.7	16.7
	22-25	42	43.8	43.8	60.4
	26-29	29	30.2	30.2	90.6
	30 and above	9	9.4	9.4	100.0
	Total	96	100.0	100.0	

Table 3: Frequency Table – Age

What is your country of residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Australia	1	1.1	1.1	1.1
	Austria	9	10.3	10.3	11.5
	Belgium	1	1.1	1.1	12.6
	France	2	2.3	2.3	14.9
	Germany	41	47.1	47.1	62.1
	Italy	1	1.1	1.1	63.2
	Netherlands	7	8.0	8.0	71.3
	Portugal	10	11.5	11.5	82.8
	South Korea	1	1.1	1.1	83.9
	Sweden	1	1.1	1.1	85.1
	Switzerland	8	9.2	9.2	94.3
	United Arab Emirates	1	1.1	1.1	95.4
	United Kingdom	1	1.1	1.1	96.6
	United States of America	3	3.4	3.4	100.0
	Total	87	100.0	100.0	

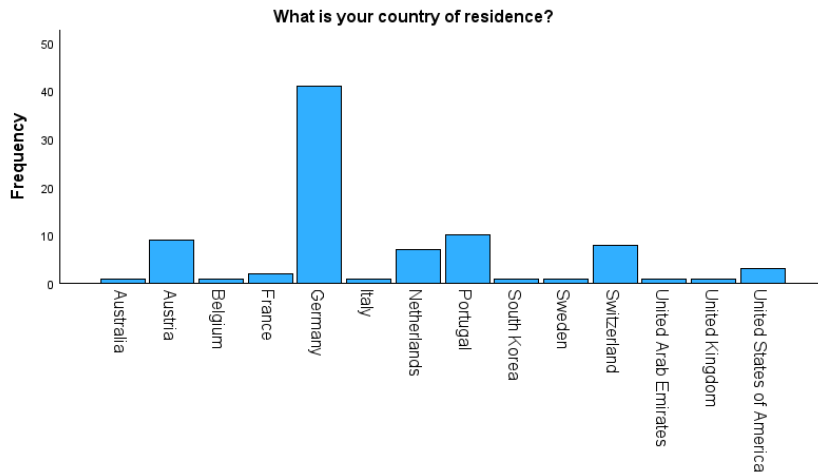


Table 4: Frequency - Country of Residence

What is your age group? * How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)? Crosstabulation

		How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)?					Total	
		Not familiar at all	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar		
What is your age group?	18-21	Count	1	0	7	3	5	16
		% within What is your age group?	6.3%	0.0%	43.8%	18.8%	31.3%	100.0%
		% within How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)?	20.0%	0.0%	22.6%	11.5%	50.0%	18.4%
	22-25	Count	2	10	15	12	3	42
		% within What is your age group?	4.8%	23.8%	35.7%	28.6%	7.1%	100.0%
		% within How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)?	40.0%	66.7%	48.4%	46.2%	30.0%	48.3%
26-29	Count	2	5	9	11	2	29	
		% within What is your age group?	6.9%	17.2%	31.0%	37.9%	6.9%	100.0%
		% within How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)?	40.0%	33.3%	29.0%	42.3%	20.0%	33.3%
Total	Count	5	15	31	26	10	87	
		% within What is your age group?	5.7%	17.2%	35.6%	29.9%	11.5%	100.0%
		% within How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table 5: Crosstabulation - Age * Familiarity

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.397 ^a	8	.134
Likelihood Ratio	13.529	8	.095
Linear-by-Linear Association	1.379	1	.240
N of Valid Cases	87		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .92.

Table 6: Chi-Square Test - Age * Familiarity

What is your age group? * How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)? Crosstabulation

		How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)?					Total	
		Not familiar at all	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar		
What is your age group?	18-21	Count	1	0	7	3	5	16
		% of Total	1.1%	0.0%	8.0%	3.4%	5.7%	18.4%
	22-25	Count	2	10	15	12	3	42
		% of Total	2.3%	11.5%	17.2%	13.8%	3.4%	48.3%
	26-29	Count	2	5	9	11	2	29
		% of Total	2.3%	5.7%	10.3%	12.6%	2.3%	33.3%
Total		Count	5	15	31	26	10	87
		% of Total	5.7%	17.2%	35.6%	29.9%	11.5%	100.0%

Table 7: Crosstabulation – Age Group * Familiarity

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How important is the design of co-branded products in your purchase decision? (1 = not important; 10 = extremely important)	67	.00	10.00	7.0299	2.83896
To what extent does an authentic brand fit make you more likely to buy a co-branded product? (1 = not at all; 10 = very much)	67	1.00	10.00	7.0149	2.27298
Valid N (listwise)	67				

Table 8: Descriptive Statistics - Product Design & Brand Fit

Correlations

			How important is the design of co-branded products in your purchase decision? (1 = not important; 10 = extremely important)	To what extent does an authentic brand fit make you more likely to buy a co-branded product? (1 = not at all; 10 = very much)
Spearman's rho	How important is the design of co-branded products in your purchase decision? (1 = not important; 10 = extremely important)	Correlation Coefficient	1.000	.671**
		Sig. (2-tailed)	.	<.001
		N	67	67
	To what extent does an authentic brand fit make you more likely to buy a co-branded product? (1 = not at all; 10 = very much)	Correlation Coefficient	.671**	1.000
		Sig. (2-tailed)	<.001	.
		N	67	67

** . Correlation is significant at the 0.01 level (2-tailed).

Table 9: Spearman Correlation - Product Design & Brand Fit

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491 ^a	.241	.229	2.21041

a. Predictors: (Constant), How important is the design of co-branded products in your purchase decision? (1 = not important; 10 = extremely important)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.087	.726		4.253	<.001
	How important is the design of co-branded products in your purchase decision? (1 = not important; 10 = extremely important)	.436	.096	.491	4.545	<.001

a. Dependent Variable: How likely are you to purchase a co-branded product between a luxury fashion and sportswear brand

Table 10: Linear Regression Analysis - Purchase Intention * Product Design

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 ^a	.306	.295	2.11438

a. Predictors: (Constant), To what extent does an authentic brand fit make you more likely to buy a co-branded product? (1 = not at all; 10 = very much)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.853	.844		2.196	.032
	To what extent does an authentic brand fit make you more likely to buy a co-branded product? (1 = not at all; 10 = very much)	.612	.115	.553	5.349	<.001

a. Dependent Variable: How likely are you to purchase a co-branded product between a luxury fashion and sportswear brand

Table 11: Linear Regression Analysis - Purchase Intention * Brand Fit

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
How important is product quality to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)	67	5.00	10.00	8.7910	1.34319
How important is product innovation to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)	67	3.00	10.00	7.2239	1.92134
Valid N (listwise)	67				

Table 12: Descriptive Statistics - Product Quality & Product Innovation

Correlations				
		How important is product quality to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)		How important is product innovation to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)
Spearman's rho	How important is product quality to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)	Correlation Coefficient	1.000	.322**
		Sig. (2-tailed)		.008
		N	67	67
	How important is product innovation to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)	Correlation Coefficient	.322**	1.000
		Sig. (2-tailed)	.008	
		N	67	67

** . Correlation is significant at the 0.01 level (2-tailed).

Table 13: Spearman's Rank Correlation Test - Product Quality * Product Innovation

Report			
How important is product innovation to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)			
Which gender do you identify with?	Mean	N	Std. Deviation
Male	7.7059	34	1.83451
Female	6.7273	33	1.90841
Total	7.2239	67	1.92134

Table 14: Mean - Product Innovation by Gender

Mann-Whitney Test

	Ranks			
	Which gender do you identify with?	N	Mean Rank	Sum of Ranks
How important is product innovation to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)	Male	34	39.13	1330.50
	Female	33	28.71	947.50
	Total	67		

Test Statistics^a

	How important is product innovation to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)
Mann-Whitney U	386.500
Wilcoxon W	947.500
Z	-2.215
Asymp. Sig. (2-tailed)	.027

a. Grouping Variable: Which gender do you identify with?

Table 15: Mann-Whitney U Test - Product Innovation * Gender

Which gender do you identify with? * Would you pay a premium for a co-branded product with innovative features that enhance its functionality? (E.g. advanced fabric technology, modular design)
Crosstabulation

		Would you pay a premium for a co-branded product with innovative features that enhance its functionality? (E.g. advanced fabric technology, modular design)			Total	
		Yes	Maybe	No		
Which gender do you identify with?	Male	Count	20	12	2	34
		% within Which gender do you identify with?	58.8%	35.3%	5.9%	100.0%
	Female	Count	11	9	13	33
		% within Which gender do you identify with?	33.3%	27.3%	39.4%	100.0%
Total		Count	31	21	15	67
		% within Which gender do you identify with?	46.3%	31.3%	22.4%	100.0%

Table 16: Crosstabulation - Gender * Premium Price for Product Innovation

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.096 ^a	2	.004
Likelihood Ratio	12.080	2	.002
Linear-by-Linear Association	9.122	1	.003
N of Valid Cases	67		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.39.

Symmetric Measures

	Value	Approximate Significance
Nominal by Nominal Phi	.407	.004
Cramer's V	.407	.004
N of Valid Cases	67	

Table 17: Chi-Square Test - Gender * Premium Price for Product Innovation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How important is the value for money to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)	67	2.00	10.00	7.4627	1.84496
Valid N (listwise)	67				

Table 18: Descriptive Statistics - Value for Money

Descriptives

How important is the value for money to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-21	15	8.1333	1.68466	.43498	7.2004	9.0663	4.00	10.00
22-25	30	7.8000	1.37465	.25098	7.2867	8.3133	5.00	10.00
26-29	22	6.5455	2.19799	.46861	5.5709	7.5200	2.00	10.00
Total	67	7.4627	1.84496	.22540	7.0127	7.9127	2.00	10.00

Table 19: Descriptives - Value for Money * Age Group

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
	Based on Median	2.066	2	64	.135
	Based on Median and with adjusted df	2.066	2	53.188	.137
	Based on trimmed mean	2.783	2	64	.069

Table 20: Levene's Test of Homogeneity of Variances - Value for Money

ANOVA

How important is the value for money to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.669	2	14.334	4.681	.013
Within Groups	195.988	64	3.062		
Total	224.657	66			

ANOVA Effect Sizes^{a,b}

	Point Estimate	95% Confidence Interval	
		Lower	Upper
How important is the value for money to you when deciding whether to buy a co-branded product? (1 = not important; 10 = extremely important)	Eta-squared	.128	.006 .268
	Epsilon-squared	.100	-.025 .245
	Omega-squared Fixed-effect	.099	-.024 .242
	Omega-squared Random-effect	.052	-.012 .138

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Table 21: ANOVA - Value for Money * Age Group

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How much does the exclusivity of a co-branded product affect your likelihood of purchasing it? (1 = no impact; 10 = strong impact) - 1	67	1.00	9.00	5.2985	2.29634
Valid N (listwise)	67				

Table 22: Descriptive Statistics - Product Exclusivity

Report

How much does the exclusivity of a co-branded product affect your likelihood of purchasing it? (1 = no impact; 10 = strong impact) - 1

What is your age group?	Mean	N	Std. Deviation
18-21	5.7333	15	1.79151
22-25	5.3667	30	2.47028
26-29	4.9091	22	2.38865
Total	5.2985	67	2.29634

Table 23: Mean - Product Exclusivity by Age Group

Tests of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.	
How much does the exclusivity of a co-branded product affect your likelihood of purchasing it? (1 = no impact; 10 = strong impact) - 1	Based on Mean	2.929	2	64	.061
	Based on Median	2.459	2	64	.094
	Based on Median and with adjusted df	2.459	2	63.279	.094
	Based on trimmed mean	3.066	2	64	.054

Table 24: Levene's Test of Homogeneity of Variances - Product Exclusivity

ANOVA

How much does the exclusivity of a co-branded product affect your likelihood of purchasing it?
(1 = no impact; 10 = strong impact) - 1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.312	2	3.156	.591	.557
Within Groups	341.718	64	5.339		
Total	348.030	66			

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
How much does the exclusivity of a co-branded product affect your likelihood of purchasing it? (1 = no impact; 10 = strong impact) - 1	Eta-squared	.018	.000	.102
	Epsilon-squared	-.013	-.031	.074
	Omega-squared Fixed-effect	-.012	-.031	.072
	Omega-squared Random-effect	-.006	-.015	.038

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Table 25: ANOVA - Product Exclusivity * Age Group

Descriptives

Would you pay a premium for a co-branded product because it's exclusive?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-21	15	2.13	.743	.192	1.72	2.54	1	4
22-25	30	2.47	.730	.133	2.19	2.74	1	4
26-29	22	2.55	.963	.205	2.12	2.97	1	4
Total	67	2.42	.819	.100	2.22	2.62	1	4

Table 26: Descriptives - Premium Price for Exclusivity * Age Group

ANOVA

Would you pay a premium for a co-branded product because it's exclusive?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.644	2	.822	1.233	.298
Within Groups	42.655	64	.666		
Total	44.299	66			

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Would you pay a premium for a co-branded product because it's exclusive?	Eta-squared	.037	.000	.141
	Epsilon-squared	.007	-.031	.115
	Omega-squared Fixed-effect	.007	-.031	.113
	Omega-squared Random-effect	.003	-.015	.060

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Table 27: ANOVA - Premium Price for Exclusivity * Age Group

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
How important is it to you that co-branded products feel authentic rather than profit-driven when making the purchase? (1 = not important; 10 = extremely important)	67	2.00	10.00	8.1493	1.85255
Valid N (listwise)	67				

Table 28: Descriptive Statistics - Product Authenticity

How familiar are you with co-branded products between luxury fashion and sportswear brands (e.g., Adidas x Gucci, Nike x Off-White)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately familiar	31	46.3	46.3	46.3
	Very familiar	26	38.8	38.8	85.1
	Extremely familiar	10	14.9	14.9	100.0
	Total	67	100.0	100.0	

Table 29: Frequency – Familiarity

Level of Familiarity * Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products? Crosstabulation

		Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products?				Total	
		Yes, definitely	Yes, somewhat	No, not particularly	No, not at all		
Level of Familiarity	1.00	Count	21	14	2	1	38
		% within Level of Familiarity	55.3%	36.8%	5.3%	2.6%	100.0%
		% within Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products?	75.0%	56.0%	22.2%	20.0%	56.7%
	2.00	Count	7	11	7	4	29
	% within Level of Familiarity	24.1%	37.9%	24.1%	13.8%	100.0%	
	% within Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products?	25.0%	44.0%	77.8%	80.0%	43.3%	
Total	Count	28	25	9	5	67	
	% within Level of Familiarity	41.8%	37.3%	13.4%	7.5%	100.0%	
	% within Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products?	100.0%	100.0%	100.0%	100.0%	100.0%	

Table 30: Crosstabulation - Level of Familiarity * Authentic Brand Fit

Report

Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products?

Level of Familiarity	Mean	N	Std. Deviation
1.00	1.55	38	.724
2.00	2.28	29	.996
Total	1.87	67	.919

Table 31: Mean - Level of Familiarity * Authentic Brand Fit

Group Statistics					
	Level of Familiarity	N	Mean	Std. Deviation	Std. Error Mean
Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products?	1.00	38	1.55	.724	.117
	2.00	29	2.28	.996	.185

Independent Samples Test											
	Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference		
	F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper	
Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products?	Equal variances assumed	3.706	.059	-3.442	65	<.001	.001	-.723	.210	-1.143	-.304
	Equal variances not assumed			-3.300	49.083	<.001	.002	-.723	.219	-1.164	-.283

Table 32: T-Test - Level of Familiarity * Authentic Brand Fit

Independent Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Would an authentic match between luxury and sportswear brands make you more likely to buy their co-branded products?	Cohen's d	.852	-.849	-1.351	-.341
	Hedges' correction	.862	-.839	-1.335	-.337
	Glass's delta	.996	-.726	-1.239	-.201

- a. The denominator used in estimating the effect sizes. Cohen's d uses the pooled standard deviation. Hedges' correction uses the pooled standard deviation, plus a correction factor. Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Table 33: Effect Size - Level of Familiarity * Authentic Brand Fit

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
How important is it to you that both brands in the co-branding support environmental causes? (1 = not important; 10 = extremely important)	67	1.00	10.00	6.1045	2.66364
Would you be more likely to purchase a co-branded product if both brands demonstrated a commitment to positive community impact (e.g., supporting local causes, charitable initiatives)? (1 = very less likely; 10 = very much more likely)	67	1.00	10.00	6.3433	2.67736
To what extent does each brand's individual reputation influence your purchase intention? (1 = no influence; 10 = big influence)	67	2.00	10.00	7.0149	1.80481
Valid N (listwise)	67				

Table 34: Descriptive Statistics - Environmental and Social Sustainability & Brand Reputation

Report

Level of Familiarity		How important is it to you that both brands in the co-branding support environmental causes? (1 = not important; 10 = extremely important)	Would you be more likely to purchase a co-branded product if both brands demonstrated a commitment to positive community impact (e.g., supporting local causes, charitable initiatives)? (1 = very less likely; 10 = very much more likely)	To what extent does each brand's individual reputation influence your purchase intention? (1 = no influence; 10 = big influence)
1.00	Mean	6.5263	6.7632	7.3421
	N	38	38	38
	Std. Deviation	2.73848	2.79415	1.79001
2.00	Mean	5.5517	5.7931	6.5862
	N	29	29	29
	Std. Deviation	2.50123	2.45501	1.76306
Total	Mean	6.1045	6.3433	7.0149
	N	67	67	67
	Std. Deviation	2.66364	2.67736	1.80481

Table 35: Mean - Environmental and Social Sustainability & Brand Reputation * Level of Familiarity

		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference			
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
How important is it to you that both brands in the co-branding support environmental causes? (1 = not important; 10 = extremely important)	Equal variances assumed	.326	.570	1.498	65	.070	.139	.97459	.65068	-.32491	2.27409
	Equal variances not assumed			1.516	62.855	.067	.134	.97459	.64271	-.30982	2.25901
Would you be more likely to purchase a co-branded product if both brands demonstrated a commitment to positive community impact (e.g., supporting local causes, charitable initiatives)? (1 = very less likely; 10 = very much more likely)	Equal variances assumed	.817	.369	1.483	65	.071	.143	.97005	.65425	-.33658	2.27669
	Equal variances not assumed			1.509	63.650	.068	.136	.97005	.64287	-.31437	2.25448
To what extent does each brand's individual reputation influence your purchase intention? (1 = no influence; 10 = big influence)	Equal variances assumed	.044	.834	1.724	65	.045	.090	.75590	.43852	-.11988	1.63168
	Equal variances not assumed			1.727	60.873	.045	.089	.75590	.43761	-.11920	1.63099

Table 36: T-Test - Environmental and Social Sustainability & Brand Reputation * Level of Familiarity

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
How important is it to you that both brands in the co-branding support environmental causes? (1 = not important; 10 = extremely important)	Cohen's d	2.63890	.369	-.119	.855
	Hedges' correction	2.66984	.365	-.118	.845
	Glass's delta	2.50123	.390	-.108	.880
Would you be more likely to purchase a co-branded product if both brands demonstrated a commitment to positive community impact (e.g., supporting local causes, charitable initiatives)? (1 = very less likely; 10 = very much more likely)	Cohen's d	2.65338	.366	-.123	.852
	Hedges' correction	2.68449	.361	-.122	.842
	Glass's delta	2.45501	.395	-.102	.886
To what extent does each brand's individual reputation influence your purchase intention? (1 = no influence; 10 = big influence)	Cohen's d	1.77845	.425	-.065	.912
	Hedges' correction	1.79930	.420	-.065	.902
	Glass's delta	1.76306	.429	-.071	.921

a. The denominator used in estimating the effect sizes.

Cohen's d uses the pooled standard deviation.

Hedges' correction uses the pooled standard deviation, plus a correction factor.

Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Table 37: Effect Size - Environmental and Social Sustainability & Brand Reputation * Level of Familiarity