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**ANTECEDENTS OF PURCHASE INTENTION OF CO-BRANDED  
AEROSTREET PRODUCTS: AN EMPIRICAL APPROACH TOWARDS  
CONSUMERS IN SURAKARTA**

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**Abstract**

This study aims to investigate the antecedents of purchase intention for Aerostreet co-branded products: an empirical approach targeting consumers in Surakarta. The study focuses on consumers who reside in Surakarta, are familiar with Aerostreet products, and are aged 17-30 years. A non-probability sampling technique was employed, with a sample size of 180 respondents. The research employs a quantitative approach, utilizing a structured questionnaire and observations as data collection methods. Data analysis was conducted using Structural Equation Modeling (SEM) with PLS 3.0. The results show that Product Fit has a significant effect on Brand Fit, Product Fit has a significant effect on co-branded Attitude, Brand Fit positively and significantly influences co-branded Attitude, and co-branded Attitude impacts Purchase Intention. Furthermore, co-branded Attitude mediates the relationship between both Product Fit and Purchase Intention, as well as Brand Fit and Purchase Intention.

**Keywords:** Co-Branded, Product Fit, Brand Fit, Attitude Buying, Intention to Buy



## INTRODUCTION

The increasing intensity of business competition drives companies to innovate and adopt strategic approaches like brand alliances, where two established brands collaborate to enhance product appeal. A notable example is the 2023 partnership between Aerostreet and Khong Guan during the Eid celebration, which resulted in the sale of 5,000 pairs of co-branded shoes with unique designs and packaging (Samosir Lestari, Sry, 2023; Wardani et al., 2023). Surakarta, with approximately 40% of its population under 30 (BPS Surakarta, 2023), presents a promising market for local fashion brands. The youth in Surakarta are trend-conscious and receptive to creative brand collaborations, making Aerostreet, a popular brand among them, well-positioned to gain valuable insights into the factors influencing their purchase decisions for co-branded products.

However, co-branding also involves risks, particularly brand mismatch, where differing brand images and consumer perceptions can confuse the target audience (Ho, Lado, & Rivera-Torres, 2017). Brand fit refers to the compatibility between the partnering brands in terms of image, values, and consumer expectations. In contrast, product fit focuses on how well the co-branded product meets the target demographic's needs and preferences. For Aerostreet and Khong Guan, there is a concern about brand mismatch due to their distinct identities—Aerostreet is youth-oriented and fashion-forward, while Khong Guan is traditionally known for biscuits. This study examines the influence of brand fit and product fit on consumer attitudes toward their co-branded products in Surakarta, providing valuable insights for designing effective co-branding strategies tailored to young, trend-sensitive consumers.



## LITERATURE REVIEW

### Co Branding and Its Key Success Factors

Co-branding, also known as brand alliance, is a collaborative marketing strategy where two or more brands join forces to create a product or service that delivers greater impact and value than what each brand could achieve individually (Newmeyer et al., 2018; Ahn et al., 2020). The success of co-branding relies heavily on two main factors: brand fit and product fit.

Brand fit refers to the alignment between the partnering brands, such as shared brand values, target market compatibility, consumer perceptions, and aesthetic coherence. The degree of fit influences how well the brands complement each other, enhancing consumer appeal and fostering loyalty (Kania, Sukoyo, & Wibisono, 2021). In contrast, product fit pertains to how well the co-branded product meets market needs, functional compatibility, and consumer expectations. Product fit is a key determinant of consumer evaluations and purchase intentions (Lee, Kroncke, & Johnson, 2012; Wang et al., 2012).

However, it is not only the individual attributes of brand and product fit that matter, but also their combined synergy, which can significantly influence consumer attitudes and purchasing decisions (Ho et al., 2019a). Studies indicate that consumers' perceptions of the collaboration's value often stem from the perceived coherence and functionality of both the brands and the co-branded product, ultimately shaping their loyalty and purchasing behavior (Wardani et al., 2023; Ihsan & Budi, 2023).



## Hypothesis Development

### **The Influence of Product Fit on Brand Fit**

Consumers sometimes experience confusion about how well two brands align in a co-branding partnership (Ho et al., 2019b). The compatibility of the brands involved in a co-branding alliance is critical to its success. Brand fit is a measure of how well the two brands can synergize and create a cohesive product offering. Higher brand fit enhances the overall consumer perception of the co-branded product (Norman, 2016). This relationship suggests that the clearer the product alignment, the greater the likelihood of consumer engagement and favorable evaluations:

**H1:** Brand fit has a significant effect on product fit.

### **The Influence of Brand Fit on Attitude Toward Buying Co-Branded Products**

The strong alignment between brands in a co-branding partnership positively influences consumer attitudes. When consumers perceive a clear connection between the brands, their attitude toward the co-branded product is more favorable, thus increasing their purchase intentions. Research shows that strong brand equity positively influences consumer perceptions, enhancing the likelihood of purchase (Kania et al., 2021):

**H2:** Brand fit has a significant positive influence on consumers' attitudes toward buying co-branded products.

### **The Influence of Product Fit on Attitude Toward Buying Co-Branded Products**

Product fit refers to how well the products within the co-branding alliance complement each other. When both products are functional and enhance each other's value, consumers are more likely to develop positive attitudes toward the co-branded offering (Sumantri et al., 2024). The stronger the product fit, the more



consumers trust and perceive the product as credible, thus increasing the likelihood of purchase:

**H3:** Product fit has a significant positive effect on attitudes toward buying co-branded products.

### **The Influence of Attitude Toward Buying Co-Branded Products on Intention to Buy**

A positive attitude toward a co-branded product plays a vital role in shaping consumers' purchase intentions. When the combined image of the collaborating brands is strong, consumers are more likely to purchase the resulting product. Prior studies show that consumer attitude significantly impacts intention to buy co-branded products (Putu et al., 2017). Attitude toward the co-branded product acts as a key predictor of purchase decisions (Raisy et al., 2024). Hence, the following hypothesis is proposed:

**H4:** Attitude toward buying co-branded products significantly influences intention to buy.

### **The Influence of Brand Fit on Intention to Buy Through Attitude Toward Buying Co-Branded Products**

Brand fit creates a sense of harmony between the collaborating brands, which fosters a positive attitude that ultimately affects consumers' purchase intentions. When consumers perceive strong brand compatibility, they tend to develop favorable attitudes toward the product, leading to increased intention to buy (Kania et al., 2021). Therefore, the proposed hypothesis is:

**H5:** Brand fit positively influences intention to buy through attitudes toward buying co-branded products.



## **The Influence of Product Fit on Intention to Buy Through Attitude Toward Buying Co-Branded Products**

Product fit reflects the degree to which consumers view the products as complementary within the co-branding alliance. When both products demonstrate high relevance and compatibility, consumers are more inclined to form positive attitudes, which in turn foster purchase intentions (Charry & Demoulin, 2014). Hence, the proposed hypothesis is:

**H6:** Product fit positively influences intention to buy indirectly through attitudes toward buying co-branded products.

### **RESEARCH METHOD**

This study adopts a quantitative approach to examine the influence of product fit and brand fit on intention to buy, mediated by attitude toward buying co-branded products. Primary data were collected through questionnaires distributed to Surakarta residents aged 20–30 who are familiar with the Aerostreet brand, using purposive sampling to select respondents based on their brand familiarity and age. While purposive sampling helps target individuals with relevant insights, it may introduce biases, such as overrepresentation of those with positive attitudes toward the brand, potentially limiting the generalizability of the results. To address this, the sample size of at least 180 respondents was calculated using Fraenkel and Wallen's formula (Widayat, 2004), and the data collection involved both online and in-person distribution to ensure broader accessibility. However, online distribution may have excluded tech-averse individuals. Data analysis employed Partial Least Squares (PLS), suitable for small samples and non-normal distributions, with validity and



reliability assessed through convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha. Hypothesis testing was conducted using t-statistics and p-values.

## **RESULTS AND DISCUSSION**

### **Research Object**

Aerostreet, established by Adhitya Caesarico under PT Adco Pakis Mas in 2015 in Klaten, Central Java, is a local fashion brand that initially specialized in men's footwear. Over time, the brand has expanded its product range to include t-shirts, pants, jackets, and shoes. Aerostreet has gained recognition for its creative collaborations with distinctive brands such as Khong Guan. Leveraging digital sales platforms, the brand has successfully penetrated international markets and currently employs approximately 3,000 workers. Regular brand collaborations have helped Aerostreet maintain its status as an exclusive fashion label in Indonesia.

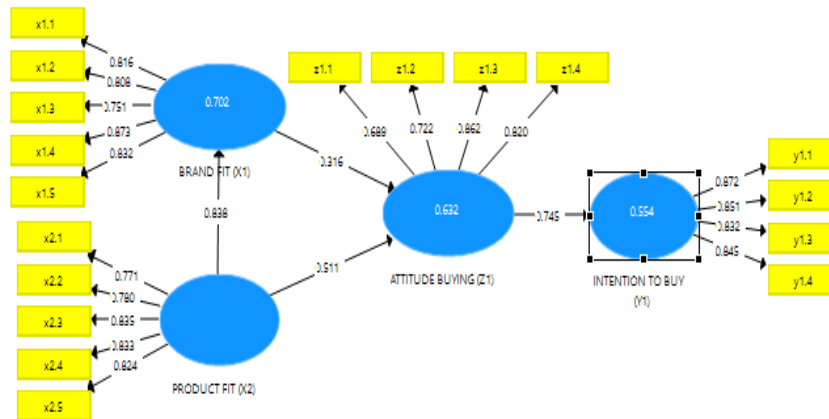
### **Research Subjects**

This study involved individuals aged 17–30 years from Surakarta who were familiar with Aerostreet products. The online questionnaire, distributed between October 8 and November 18, 2024, collected 183 responses, of which 3 were invalid, leaving 180 valid responses for analysis using SmartPLS. The respondent profile included gender, age, education level, occupation, monthly income, and familiarity with Aerostreet products. Demographic data revealed that the majority of respondents were female (56.6%), aged 20–30 years (58.8%), and held a senior high school diploma (81.4%). Most were students (79.2%), with a significant portion earning between Rp 1,000,000 and Rp 3,000,000 monthly

(52.5%). A vast majority (98.9%) were familiar with Aerostreet products, while 1.1% were not.

**Data Analysis Test**

**Data Instrument Test**



**Figure 1.**  
**Partial Least Square (PLS) Model Scheme**

**Outer Model Evaluation.**

**Convergent Validity**

**Table 1.**  
**Results of the Validity Test of the Brand Fit Variable**

Item	Outer Loading	Conclusion
X1.1	0.816	Valid
X1.2	0.808	Valid
X1.3	0.751	Valid
X1.4	0.873	Valid
X1.5	0.832	Valid

The results shown in the table above indicate that all indicators/question items in the brand fit variable are declared valid. This can be seen from the loading factor value of more than 0.7, or in other words, valid research indicators include X1.1, X1.2, X1.3, X1.4, X1.5.



**Table 2.**

**Results of the Product Fit Variable Validity Test**

<b>Item</b>	<b>Outer Loading</b>	<b>Conclusion</b>
X2.1	0.771	Valid
X2.2	0.780	Valid
X2.3	0.835	Valid
X2.4	0.833	Valid
X2.5	0.824	Valid

The results shown in the table above indicate that all indicators/question items in the product fit variable are declared valid. This can be seen from the loading factor value of more than 0.7, or in other words, valid research indicators include X2.1, X2.2, X2.3, X2.4, X2.5.

**Table 3.**

**Results of the Intention To Buy Variable**

<b>Item</b>	<b>Outer Loading</b>	<b>Conclusion</b>
Y1	0.872	Valid
Y2	0.851	Valid
Y3	0.832	Valid
Y4	0.845	Valid

The results shown in the table above indicate that all indicators/question items in the Intention To Buy variable are declared valid. This can be seen from the loading factor value of more than 0.7, or in other words, valid research indicators include Y1, Y2, Y3, and Y4.

**Table 4.**

**Results of the Attitude Buying Co-branded Variable**

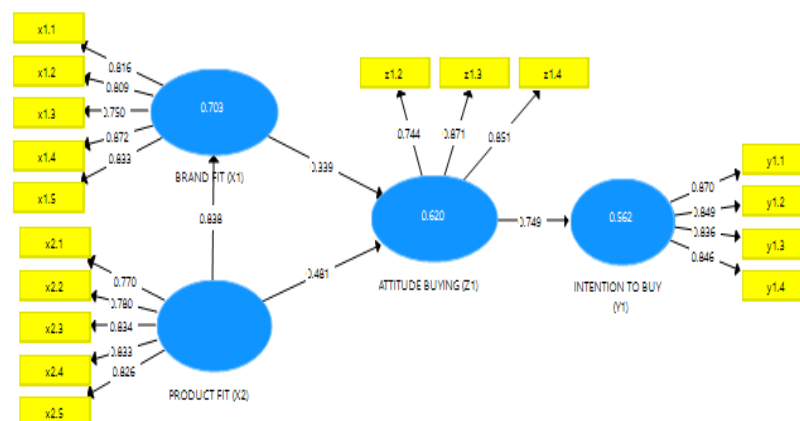
<b>Item</b>	<b>Outer Loading</b>	<b>Conclusion</b>
Z1	0.689	Tidak Valid
Z2	0.722	Valid
Z3	0.820	Valid
Z4	0.862	Valid

The results shown in the table above indicate that the results still show invalid indicators/question items because the loading factor value is less than 0.7, namely Z1, so it is necessary to eliminate the indicators/question items before reprocessing. The third CFA results can be seen in the following table:

**Table 5.**  
**CFA Results of the Attitude Buying Co-branded Variable After the Second Elimination**

Item	Outer Loading	Conclusion
Z2	0.744	Valid
Z3	0.871	Valid
Z4	0.851	Valid

Based on the reprocessed model, the results shown in the table above indicate that all indicators/question items in the Attitude Buying Co-branded variable are declared valid. This can be seen from the loading factor value of more than 0.7, or in other words, valid research indicators include Z2, Z3, Z4. Meanwhile, the results of the validity test that has been carried out at the elimination stage can be shown in the following graphic image:





**Discriminant Validity**

**Table 6.**  
**Discriminant Validity**

	<b>Attitude Buying (Z1)</b>	<b>Brand Fit (X1)</b>	<b>Intention To Buy (Y1)</b>	<b>Product Fit (X2)</b>
x1.1	0,616	0,816	0,584	0,697
x1.2	0,562	0,809	0,670	0,686
x1.3	0,595	0,750	0,491	0,609
x1.4	0,588	0,872	0,639	0,707
x1.5	0,667	0,833	0,673	0,719
x2.1	0,587	0,609	0,555	0,770
x2.2	0,591	0,707	0,673	0,780
x2.3	0,620	0,661	0,626	0,834
x2.4	0,623	0,686	0,573	0,833
x2.5	0,670	0,720	0,630	0,826
y1.1	0,607	0,608	0,870	0,648
y1.2	0,628	0,665	0,849	0,685
y1.3	0,658	0,637	0,836	0,603
y1.4	0,651	0,641	0,846	0,639
z1.2	0,744	0,530	0,530	0,544
z1.3	0,871	0,628	0,647	0,639
z1.4	0,851	0,666	0,664	0,697

Source: Primary Data Processed by the Author

The results of the discriminant validity test show that the loading factor for indicators z1.3-z1.4 has a higher loading factor for the Attitude of Buying Co-Branded construct than the other constructs.

**Composite Reliability**

**Table 7.**  
**Composite Reliability of Each Variable**

<b>Construct Reliability and Validity</b>	<b>Composite Reliability</b>	<b>Description</b>
Attitude Buying Co-branded	0.863	Reliable
Brand Fit	0.909	Reliable
Intention to Buy	0.723	Reliable
Product Fit	0.904	Reliable

Source: Primary Data Processed by the Author



Based on the table above, the Composite Reliability value of the Attitude buying co-branded variable >0.7 is 0.863, Brand Fit >0.7 is 0.909, Intention to buy >0.7 is 0.723, and the last Product fit >0.7 is 0.904. Judging from the Composite Reliability value for each variable, which is >0.7, shows that all are reliable.

**Cronbach’s Alpha**

**Table 8.  
Cronbach’s Alpha Results**

<b>Construct Reliability and Validity</b>	<b>Cronbach’s Alpha</b>	<b>Description</b>
Attitude Buying Co-branded	0.762	Reliable
Brand Fit	0.875	Reliable
Intention to Buy	0.872	Reliable
Product Fit	0.868	Reliable

Based on the table above, the Cronbach's Alpha results of the Attitude buying co-branded variable >0.7 are 0.762, Brand Fit >0.7 are 0.875, Intention to buy >0.7 are 0.872, and the last is Product fit >0.7 are 0.868. These results indicate that each research variable has met the Cronbach's Alpha requirements, so it can be concluded that all variables have a high level of reliability.

**Multicollinearity Test**

**Table 9.  
Colinearity Statistic Results**

<b>Colinearity Statistic (VIF)</b>	<b>Attitude buying co-branded</b>	<b>Brand Fit</b>	<b>Intention to buy</b>	<b>Product Fit</b>
Attitude buying co-branded			1.000	
Brand Fit	3.363			
Intention to buy				
Product Fit	3.363	1000		

Source: Primary Data Processed by Author, 2025

Looking at the inner VIF value. If the VIF value > 5, it can indicate multicollinearity. Some experts use the VIF > 5 limit and to determine the presence



of multicollinearity. Experts also use the VIF value more in determining the presence of multicollinearity in the regression model compared to using other parameters, and if vice versa if the value <5, then there is no multicollinearity. From the table, it can be seen that all variables have VIF values <5, so it can be concluded that there is no multicollinearity.

**Inner Model Evaluation**

**Path Coefficient Test**

Path coefficient evaluation shows how strong the influence of the independent variable is on the dependent. Based on the inner model scheme, the influence of Attitude Buying Co-Branded on Intention to Buy is 0.749, Brand Fit on Attitude Buying Co-Branded is 0.339, Product Fit on Attitude Buying Co-Branded is 0.481, and Product Fit on Brand Fit is 0.838. All path coefficients show positive numbers, indicating that the greater the path coefficient value, the stronger the influence between variables in this model.

**Goodness of Fit Test**

**Table 10.  
R Square Results**

	<b>R square</b>	<b>Adjusted R Square</b>
Attitude buying co-branded	0.620	0.615
Brand Fit	0.703	0.701
Intention to buy	0.562	0.559

Source: Primary Data Processed by the Author, 2025

Goodness of fit model is measured using the dependent variable R-squared, with the same interpretation as regression. R-squared predictive relevance measures how well the model produces observed values and parameter estimates. R-squared value > 0 indicates the model has predictive relevance.

**Hypothesis Testing**



Table 11. Results of Inner Weights Values

	Original Sample	t-Statistic	t-table	Results	P Values	Description
Attitude buying co-branded → Intention to buy	0.749	12.196	1.967	ts > tt	0.000	Positive Significant
Brand Fit → attitude buying co-branded	0.339	3.524	1.967	ts < tt	0.000	Positive Significant
Product Fit → Attitude buying co-branded	0.481	4.704	1.967	ts < tt	0.000	Positive Significant
Product fit → Brand Fit	0.838	22.233	1.967	ts > tt	0.000	Positive Significant

Source: Primary Data Processed by the Author, 2022

Direct Influence Testing

Table 12. Direct Influence Test Results (Path Coefficient)

Path Coefficients	Hypothesis	Direct ion	Big influence	t-Statistic	t-table	P Values	Description
Attitude buying co-branded → Intention to buy	H4	+	0.749	12.196	1.967	0.000	Positive Significant
Brand Fit → attitude buying co-branded	H3	+	0.339	3.524	1.967	0.000	Positive Significant
Product Fit → Attitude	H2	+	0.481	4.704	1.967	0.000	Positive Significant



buying co branded Product fit → Brand Fit	H1	+	0.838	22.233	1.967	0.000	Positive Significant
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Source: Primary Data Processed by the Author, 2025

The test results show significant direct effects of the variables in the model. The effect of product fit on brand fit in the Aerostreet and Khong Guan collaboration shoes is positive and significant, with a value of 0.838 and a P-value of 0.000, thus H1 is accepted. Similarly, product fit significantly affects attitude toward buying co-branded at 0.451 with a P-value of 0.000, supporting H2. Brand fit also positively affects attitude toward buying co-branded with a value of 0.339 and a P-value of 0.000, confirming H3. Lastly, attitude toward buying co-branded significantly affects intention to buy at 0.749 with a P-value of 0.000, supporting H4. All of these effects indicate a positive and significant relationship among consumers of the Aerostreet and Khong Guan collaboration shoes.

### Analysis of Mediating Variables

Table 13.

Results of Analysis of Mediating Variables

Path Coefficients	Hypothesis	Dire ction	Big influence	t- Statistic	t- table	P Values	Description
Brand fit → Attitude buying co- branded branded→ Intention to buy	H5	+	0.254	3.376	1.967	0.001	Positive Significant
Product Fit → attitude buying co- branded	H6	+	0.360	4.052	1.967	0.000	Positive Significant



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branded→  
Intention to  
buy

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Based on the test results shown in the table, the indirect effect of brand fit on intention to buy through attitude buying co-branded is 0.254 with a P-value of 0.001, which means significant. Likewise, the indirect effect of product fit on intention to buy through attitude buying co-branded is 0.360 with a P-value of 0.000, also significant. Thus, it can be concluded that attitude buying co-branded mediates the effect of brand fit and product fit on intention to buy in the community in Surakarta.

#### **The Effect of Product Fit on Brand Fit**

The results of the first hypothesis test indicate that Product Fit positively influences Brand Fit, a finding consistent with prior research by Helmig, Huber, and Leeflang (2007). Aerostreet's focus on aligning products with consumer preferences, including casual models and collaborations with renowned brands, enhances consumer satisfaction. By offering affordable, high-quality products utilizing local technology and efficient materials, Aerostreet creates significant consumer value, which is reinforced through influencer endorsements due to the unique attributes these products offer.

#### **The Effect of Product Fit on Attitude Towards Co-Branded Products**

The second hypothesis test confirms that Product Fit has a positive and significant effect on Attitude Towards Co-Branded Products, in line with the research by Lim, Mohd Radzol, Cheah, & Wong (2017). Aerostreet's collaboration with major brands, such as the legendary Khong Guan, results in unique and appealing products. The combination of local shoes and iconic food creates a



product with strong aesthetic value and branding, attracting consumers who are interested in the fit and value of the product.

### **The Effect of Brand Fit on Attitude Towards Co-Branded Products**

The third hypothesis results show that Brand Fit has a positive and significant effect on Attitude Towards Co-Branded Products, consistent with the studies by Kania et al. (2021) and Helmig, Huber, & Leeflang (2007). Optimal Brand Fit increases consumer interest in the offered product. The collaboration between Aerostreet and popular brands, like Khong Guan with its strong branding, adds value for consumers, encouraging them to purchase products that are seen as exclusive and attractive due to their unique design and mutually beneficial branding value.

### **The Effect of Attitude Towards Co-Branded Products on Intention to Buy**

The fourth hypothesis test demonstrates that Attitude Towards Co-Branded Products significantly influences Intention to Buy, aligning with the findings of Mereu (2022). Consumers tend to show interest in products resulting from the collaboration between Aerostreet and Khong Guan, as both brands have a strong influence in their respective industries. The combination of exclusive and limited branding creates a positive perception, triggering a strong purchase attitude and a strong intention to buy.

### **The Effect of Brand Fit on Intention to Buy through Attitude Towards Co-Branded Products**

The fifth hypothesis shows that Attitude Towards Co-Branded Products mediates the effect of Brand Fit on Intention to Buy significantly. This analysis reveals that the effect of Brand Fit is more effective through a positive attitude towards co-branded products, as suggested by Helmig, Huber, & Leeflang (2007).



Consumer purchase intention develops after a positive attitude is formed, indicating that brand fit plays a role in increasing purchase interest through a positive attitude toward products perceived as exclusive and of high value.

### **The Effect of Product Fit on Intention to Buy through Attitude Towards Co-Branded Products**

Similarly, the sixth hypothesis confirms that Attitude Towards Co-Branded Products mediates the effect of Product Fit on Intention to Buy. This highlights the importance of both Product Fit and the subsequent positive attitude toward co-branded products in shaping consumer purchase intention. While Product Fit is crucial in attracting consumer attention, it is the formation of a positive attitude towards the collaboration that ultimately triggers the intention to purchase. These results support the theoretical notion that both product and brand fit play essential roles in driving consumer behavior, particularly in co-branding contexts (Helmig et al., 2007).

### **CONCLUSION**

Based on the analysis using SmartPLS 3, this study concludes that Product Fit has a positive and significant influence on Brand Fit and Attitude Towards Co-Branded Products, which ultimately drives Intention to Buy. These findings indicate that well-matched product collaborations enhance perceived brand compatibility and foster favorable consumer attitudes, which in turn stimulate purchase intentions. The mediating role of Attitude Towards Co-Branded Products highlights the importance of affective consumer responses in linking cognitive evaluations of fit with actual buying behavior. However, the limited sample size and the focus on a single geographic area—Surakarta—may restrict



the generalizability of the results, as consumer preferences can vary across different regions. Future research should consider expanding the sample size, exploring diverse locations, and incorporating additional variables to improve model robustness. For Aerostreet, it is essential to maintain product quality, ensure strong brand alignment in collaborations, and stay updated with market trends to build a positive image in consumers' minds.

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