

The Impact of Cross-border Co-branding on the Stickiness of Brand Loyalty and Users: Take the Co-branding of Daomu

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Abstract. Nowadays, cross-border joint marketing has become an important means for brands to attract new users and enhance brand influence and market share. Its impact on Brand loyalty and user stickiness is a realistic research background. In practice, there are many successful cases of cross-border joint-name marketing. For example, the “Hand in hand teahouse” and the limited product experience set up in Beijing with Fendi, as well as the new products from IP Molly and Zhou Shengsheng, both owned by Bubble Mart, that is a lot of market heat. These cases show that the cross-border joint marketing can effectively attract the attention of young consumers, increase user stickiness, and improve brand image and market share. The core theme of this paper is the effect of cross-border co-branding on Brand loyalty and user stickiness. The process-tracking method in the case study is used to illustrate the effect of co-branding between Bawang Tea Concubine and grave robber’s chronicles. The study concluded that cross-border joint marketing can effectively improve Brand loyalty and user stickiness by taking advantage of brand superiority, maintaining consistency of brand values, and paying attention to user experience and emotional resonance.

Keywords: Cross-border co-marketing, Brand loyalty, user stickiness.

1. Introduction

Cross-border joint name through some brands cross-border cooperation, make use of brand or IP complementary advantages, attract new users, expand market share, and enhance user loyalty and stickiness to the brand. This marketing strategy is promoted through a variety of channels, such as advertising, social media, offline activities, aimed at increasing brand awareness and IP influence. Cross-border joint marketing is not only a means of marketing, but also a brand strategy, through cooperation with other brands or IP, to achieve resource-sharing and complementary advantages, improve marketing results. This form of cooperation broke the traditional marketing model, through innovative forms of cooperation and products, to meet the personalized needs of users, improve brand image and market competitiveness. In addition, cross-border marketing also focus on innovative channels to expand the use of social media and other platforms to promote, expand brand coverage and improve marketing effectiveness. Through these strategies, Bawang Tea Concubine can enhance user’s trust and loyalty to the brand, promote word-of-mouth communication and old and new user recommendations, thus promoting brand value and image [1].

Today, cross-border brand marketing is becoming a hot trend. With the rapid rise of Internet Brand loyalty IP, cross-border brand marketing influence plays an important role in the stickiness between users and users, the current research focuses on the promotion of Brand loyalty, the maintenance of user stickiness and the improvement of brand market share. Cross-border joint marketing refers to the brand through a popular IP cooperation, the use of the image of the IP to jointly build products for marketing. The marketing strategy helps to increase brand awareness and visibility, and cross-border collaboration between different brands can attract attention from consumers in their respective fields, so that many consumers of the IP will learn about the brand or even spend for it. Secondly, cross-border joint products often combine the characteristics and advantages of different brands to bring consumers a brand-new product experience. This novelty can attract consumers to try, and increase their interest in the brand and stickiness. Co-branded products often attract consumers

through common ideas or values, which can trigger emotional resonance. This emotional connection can enhance consumer's brand identity and loyalty [2]. The purpose of this study is to discuss the impact of cross-border co-marketing on Brand loyalty and user stickiness through a case study methodology, the differences between Brand loyalty and user stickiness, and the differences in the mechanisms by which cross-border co-marketing improves Brand loyalty and user stickiness. This study has important theoretical and practical significance. In theory, cross-border co-branding not only gives brands broader market coverage and more consumer groups, but also stimulates consumer desire and Brand loyalty. This kind of marketing realizes the better connection between the brand and the consumer through the benefit point complementation and the channel sharing, thus expanded the market share. In practice, this study will provide valuable management enlightenment for many enterprises, such as Bawang Tea Concubine and provide reference for enterprises to effectively enhance their Brand loyalty and customer stickiness management strategies.

2. A Cross-border Daomu between the Queen of Tea and the Queen of Tea

2.1. Case Studies

The joint campaign of Tea Queen Ba Wang and Grave Robber's Chronicles is mainly held during the 2023 holidays. Tea Queen Ba Wang aims to attract young consumers, especially loyal fans of grave robber's chronicles, decided to join forces with this popular IP. Grave Robber's chronicles, as the top-ranking domestic novel, has a huge fan base and a strong market influence. Its joint name helps to enhance the brand awareness and market share of the Overlord Tea Queen. The activity site is divided into the national regular stores, flash shops and can punch card joint theme shop, the location of choice is usually a large flow of people, conducive to brand promotion and joint activities. Additionally, online activities were launched across social media, the brand's official website, and other digital channels to achieve extensive publicity and engage more consumer attention and participation. The link of the warm-up phase of the Overlord Tea Queen through the network social platform to take the initiative to shout grave robber's note fans, the start of the whole network to collect artists for its custom-made product packaging activities, has won wide acclaim and expectations. After the event began, the joint brand tea and peripheral products officially listed, including Grave Robber's chronicles joint Main Paper Cup, joint sticker, Polaroid small card and joint main carrier paper bag. Although the joint name caused some negative public opinion because of problems such as the surrounding design and purchase rules, the brand carried out emergency public relations and adjustments in time, and finally increased the visibility of the brand, increased a certain amount of user stickiness.

2.2. Effect Analysis of Cross-border Joint Marketing

The syndication enhances the interaction between brands while interacting with consumers through social media platforms, sharing syndication stories, product information, and encouraging consumer participation in discussions and sharing. Design voting, guessing and other activities, so that consumers participate in the design of joint products or naming, enhancing their sense of participation. By telling moving stories around co-branded brands and products, marketing can enhance consumer's emotional resonance with brands, enhance brand identity, build emotional connections and form deep user stickiness. Catechu offers special offers, discounts or gifts to customers who participate in joint events to enhance Brand loyalty and user stickiness. Through the joint name Rich product line, to meet the needs of different consumers, increase the dependence of users on the brand. Through the above various ways, tea queen can effectively enhance the user stickiness, so that consumers experience cross-border joint name of the unique charm, more dependent on and loyal to the brand.

The impact of cross-border co-marketing on Brand loyalty and user stickiness is mainly reflected in enhancing brand awareness, expanding audience groups, and enhancing the interaction and communication between brands and consumers. Through online and offline channels to interact and

communicate with consumers, to understand and meet their diverse, deep-seated needs, can show enough respect and care for consumers. For example, through a joint campaign with Daomu, Princess Cha Wang shows the positive impact of cross-border co-branding on Brand loyalty and user stickiness. This marketing strategy not only attracted a large number of consumers, but also through co-creation, let consumers participate in the brand activities, thus enhancing the brand loyalty and stickiness of users. However, there are some problems and challenges in cross-border joint marketing. If the products or services offered by the partners are too different or unrelated to the original brand's products or services, it may lead to negative Lenovo or questioning of the original brand by consumers, affecting brand image and loyalty [3].

3. Analysis of the Advantages of Cross-border Joint Names and Examples

3.1. Strengthen Brand Image

Through the joint name with well-known brands, Bawang Tea Concubine can rely on each other's brand influence, enhance their own brand image. This kind of cooperation can let the consumer to have the higher recognition to the brand. At the same time, cross-border co-branding often brings innovative products and unique experiences, helping to shape the brand personality of Tea Queen Overlord and make it more recognizable in the market. For example, through the fashion brand and celebrity co-signings, a large number of celebrities with a fan base to drive consumers, because businesses are well aware of fanatical fans will follow their idol to buy clothing style. Therefore, the fashion brand and the famous person's joint name effectively promotes this brand a step, has strengthened the brand's image, attracts more consumers [4].

3.2. Provide a Fresh Experience

Joint launch of new products will usually have a unique taste or packaging design, to attract consumer interest, increase the desire to buy. At the same time, cross-border co-branding often brings innovative products and unique experiences, helping to shape the brand personality of Tea Queen Overlord and make it more recognizable in the market. Deep commitment to preferred products and services is customer loyalty. Customer loyalty is based on psychological real like and trust. To sum up, co-marketing can realize the value of the product by providing a fresh experience that enables customers to repeat purchases and promote the product to friends and relatives [5].

3.3. Provide Unique Value

Cross-border syndication is not only a combination of products, but also can provide unique services or experiences, such as exclusive activities and member benefits. In addition, through the joint name, tea queen can enrich the product line, provide more diversified choices, meet the needs of different consumers, and then improve loyalty. Customer loyalty is based on psychological real like and trust. To sum up, co-marketing can realize the value of the product by providing unique value to customers by making repeated purchases and promoting the product to friends and relatives. This approach has the same effect as providing a fresh experience [5].

4. Analysis of Problems and Risks in Cross-border Joint Marketing Strategies

4.1. Problem Analysis

The disaccord of brand image leads to consumers' confusion of brand cognition indirectly Second, when the brand image or values do not match, consumers may feel confused or disappointed, and thus reduce trust in the brand. This loss of trust can lead to a loss of consumers [6]. For example, the Gucci X Balenciaga, a collection of two luxury brands, has sparked a debate about "High fashion", some consumers think that this brand is the commercialization and superficial of the luxury culture. As a result, some loyal consumers question the artistic value and design intention of the brand,

resulting in a decline in trust in the brand. This is the brand image does not conform to the brand caused by cognitive confusion.

4.2. Risk Analysis

The biggest risk for co-marketing is brand risk. If co-branded products fail, it may have a negative impact on the image of the participating brands, thus affecting consumer trust [7]. For example, in the Pepsi X Kendall Jenner campaign, Pepsi ran an ad inviting Kendall Jenner to participate in an attempt to connect the brand to a social movement. However, advertising was seen as a superficial exploitation of the protest movement and quickly sparked public anger. Kendall Jenner was directly implicated in the incident. At the same time, there was a massive advertising boycott, Pepsi was forced to withdraw its ads and apologize, and the brand suffered serious damage.

4.3. Coping Strategies

In view of this, the first need is to do accurate market research. Before the cooperation to conduct adequate market research to ensure that the target audience and brand image fit. High degree of fit can promote the long-term relationship between the brand and consumers, so that the brand can better predict consumer needs and trends, thus achieving sustainable development. The second is to improve market competitiveness. Target audience recognition can make brands stand out in the market, especially in competitive industries. A well-matched brand image can help a brand establish a unique market position. For example, McDonald's X Travis Scott's co-branded marketing campaign, in which McDonald's works with rapper Travis Scott to create a limited-edition package that includes his favorite foods by targeting the target audience. The partnership has not only attracted Travis fans, but also sparked a social media craze that has benefited McDonald's and Travis Scott.

5. Theory

5.1. Cross-border Joint Marketing Effectiveness Model

Cross-border joint marketing has many advantages. Cross-border joint marketing can bring brand effects, increase user stickiness, expand sales channels, and increase brand awareness and sales [1]. The first step is to keep the brand values consistent. Cross-border marketing brand Brand loyalty has an important effect on brand identity. The cross-border cooperation between non-competitive brands fuses different elements to highlight the sharp lifestyle and aesthetic way of living, which can win the favor of target consumers. This is followed by an emphasis on user experience and emotional resonance. The joint name should pay attention to user experience and emotional resonance. Through the joint name, writer can build a fascinating story to attract consumers' emotional resonance and enhance Brand loyalty. Effective joint marketing can increase the attractiveness of products or services. Cross-border syndication can create new products or services that increase consumer goodwill and willingness to buy from both partners. For example, Starbucks co-branded gift card with Spotify increases the appeal of the product by giving consumers access to quality coffee as well as music. Cross-border joint marketing is beneficial to expand market share and improve brand awareness. By working with other brands to launch new products or services, can attract more consumer attention, thus improving brand awareness and influence. For example, sports brand Nike and luxury brand Louis Vuitton jointly launched shoes, attracted a large number of fashion lovers and sports fans attention, has successfully expanded the market share of both sides [2].

In summary, cross-border joint-brand marketing can effectively improve brand awareness by taking advantage of brand advantages, maintaining the consistency of brand values, and paying attention to user experience and emotional resonance, market share and make products more attractive.

5.2. Influencing Factors and Key Drivers

It is very important to know the influential factors and key drivers of cross-border joint marketing. First of all, joint marketing should pay attention to brand matching. Joint brands need to have a certain degree of matching, including brand tonality, target customer groups, in order to form a complementary effect, expand brand influence. Second, joint marketing needs product innovation. Cross-border joint products need to be innovative, able to attract the attention of consumers to meet their psychological needs for novelty. For example, launch a joint product with meaning based on ingredients and taste. Finally, the two sides should have cultural resonance. Co-marketing needs to tap into the common cultural core between brands in order to resonate with consumers and enhance Brand loyalty.

5.3. Practical Advice

First of all, clear target audience and consumer needs. Prior to cross-border syndication, conduct comprehensive market research to understand the needs and preferences of target consumer groups, as well as success stories and lessons learned from similar syndication activities in the market. According to the results of the survey, clear joint objectives. For example, milk tea brands Bawang Tea Concubine, before the joint marketing conducted a comprehensive market research, learned that the target consumer groups mainly between 10-25 years of age, for this joint high expectations, the brand may carry on the corresponding product promotion according to the survey data. Therefore, enterprises can set a unique position for the brand according to the characteristics of the target audience, so as to stand out in the highly competitive market.

Secondly, it is very important to choose the appropriate joint name object. According to the degree of brand compatibility between the two sides, choose the joint-name objects that are consistent with their own brand image and values, to ensure that the two sides have common points in terms of user groups, brand images and to achieve complementary advantages, implement resource sharing. For example, the joint name of a high-end cosmetics brand and a high-end jewelry brand can make full use of the image of both high-end brands and attract more target audiences. This joint name can not only enhance the brand image, it could also increase the attractiveness of the product. Both parties were high-end line brands. Most of the brand audiences were female-oriented, and the brand fit well. Therefore, they could effectively complement each other.

Both sides of the brand should focus on the design of co-branded products. Merchants combine the characteristics and advantages of both brands, design a unique and attractive co-branded products. Product Design should focus on creativity and practicality to meet the needs and expectations of consumers. Joint parties can take the way of limited sale, increase the scarcity of products, thus stimulating consumer desire to buy. For example, the famous Daomu Tea Queen and the Daomu Tea Queen jointly produced the popular characters in the film into a gift of milk tea, the periphery is a form of random distribution so if consumers want to get between the favorite roles, will make multiple purchases, effectively stimulate the consumer's desire to buy.

Both parties shall formulate an effective publicity plan. The use of both brand marketing channels and resources, through online and offline ways to multi-channel publicity. This includes social media, official websites, offline store promotion. Paying attention to the use of emotional marketing, training staff to understand the joint content, the use of role-based interaction to make consumers immersive, and consumers establish emotional resonance, such as the National Museum of China. In 2018, L'oreal teamed up with National Museum of China to launch joint brand lipsticks, a cross-border collaboration that combines L'oreal's brand influence with the cultural values of its National Museum of China, but also in a unique way, letting the elements of traditional culture into modern life and improving the cultural value of the brand and market influence.

6. Conclusion

In a word, the cross-border joint name of tea queen can not only enhance user stickiness effectively, but also make consumers more dependent on and loyal to the brand when they experience the unique charm of the cross-border joint name. Future strategies should be innovative, customer-focused and brand-dynamic, while also enhancing consumer identity, providing unique product experiences and creating opportunities for social sharing, Bawang tea concubine effectively attract and retain consumers for the long-term development of the brand to lay the foundation. The cross-border marketing of Bawang Tea Concubine not only provides a new impetus for its own brand development, but also makes an important contribution to the enrichment and development of brand marketing theory. The study illustrates the effect of cross-border co-branding on Brand loyalty and user stickiness. Cobrand enriching the means and forms of brand marketing and enabling brands to attract consumers in diverse and more innovative ways, thus improve the market share. The research starts from the interaction and communication between brands and users, and enhances the stickiness of users. These contributions not only help the brand in the market competition to gain an advantage, it can also provide new creative ideas and practical experience for the development of brand marketing theory. With the intensification of market competition and diversification of consumer demand, cross-border joint marketing as an effective marketing strategy, will continue to be favored by brands and enterprises. In the future, the brand needs to make full use of the opportunities brought by cross-border co-marketing through continuous innovation and fine management, while effectively responding to the challenges, in-depth analysis insight into the cooperation between cross-industry brands, the enterprise should ensure the successful launch and market recognition of the joint-brand products through careful market research and strict quality management to maximize the brand value.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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