

Research on the Influence of Time-honored Cross-border Product Market Matching Degree on Purchase Intention

Xu Yang*, Li Zhang

Thailand Bangkok, Siam university, Thailand

* Corresponding author: Yang Xu (Email: yangxu05361@163.com)

Abstract: With the development of society, the old brand face more consumer diversification demand and fierce market competition leads to the trend of product homogeneity, in order to ensure their products or service advantage, bring new added value, then began the "crossover" mode, use this way to bring consumers three-dimensional experience and demand, to enhance consumer brand awareness. This paper mainly uses the way of combining theory with empirical evidence to conduct analysis and research. The sorting and induction of cross-border products, market matching degree, brand recognition and purchase intention of old brands are made, the model research structure is determined, and the relationship between the cross-border market matching degree of time-honored brands and the purchase intention of the cross-border product is constructed. The intermediary variable introduces brand cognition and proposes assumptions. Then, a reasonable scale was developed based on other literature and the characteristics of the research object, and a questionnaire survey was used for data collection. Finally, the study used SPSS22.0, AMOS and other software to verify the proposed hypotheses, draw conclusions, and make relevant suggestions.

Keywords: Time-honored cross-border products, Market matching degree, Brand recognition, Purchase intention.

1. Foreword

As the industry leader of the time-honored brand, consumers have already recognized their brand. After entering the era of high homogenization, facing the high-intensity of market share competition and the innovation bottleneck after the continuous target market segmentation, many time-honored brands choose to make use of the existing brand assets and enterprise advantages to cooperate with other brands to launch cross-border products to broaden the target market. Although crossover products for enterprises belong to double low cost risk better choice, but this way is still a double-edged sword, from the perspective of consumers, if the old brand choice of partners and way, is likely to reduce consumers for the old brand good brand cognition, influence the purchase intention. Therefore, this study is of practical significance for Chinese time-honored brands to use their own brand cognitive advantages to reduce the risk of reducing users' purchase intention caused by the mismatch, so that

cross-border products can quickly stand firm in the market.

2. Study Design

2.1. Composition and measurement of the independent variable and dependent variable scale

2.1.1. Measurement of market matching degree

This paper measures the matching degree of the crossover market of time-honored brands, that is, the measurement of the target market. Based on the previous empirical research on the degree of matching, this paper will refer to Zhang Hao(2014) and Zhao Xiuping(2016) for the market matching degree measurement items, combined with the selected old brand —— white rabbit brand characteristics, from the target consumer groups of commonality, at the same time, consumption place consistency and compatibility of consumption behavior habits to determine the item. Details are shown in Table 1 below.

Table 1. Measurement items of target market matching degree of old brands

measured variable	number	Measurement index	literature reference
market house Matching degree (MF)	MF1	I think the big white rabbit has a common consumer group with the smell library	Zhang Hao(2014) Zhao Xiu ping(2016)
	MF2	I might consume both the White Rabbit along with the smell library	
	MF3	I don't think the white rabbit and the smell library violate consistent in the consumption place	
	MF4	I don't think the white rabbit spending together with the smell library goes against my consumption habits	

2.1.2. Measurement of brand recognition

Most scholars suggest to study the brand perception from a consumer perception perspective by dividing it into two

dimensions. Therefore, the measurement of brand cognition in this paper will refer to the research of Chunling et al.(2007) and Low et al. (2000), respectively measuring its two

dimensions: brand awareness and brand image, as shown in Table 2 below.

Table 2. Consumer brand recognition measurement items of crossover products

measured variable	number	Measurement index	literature reference
Brand cognition (PQ)	BA	brand awareness	Yu Chun ling et al.(2007)
	BA1	The Big White Rabbit brand is very famous	
	BA2	The White Rabbit brand is a household name	
	BA3	The White Rabbit brand is very impressive	
	BI	brand image	Low et al. (2000)
	BI1	The White Rabbit brand feels very good overall	
	BI2	The White Rabbit brand is very good	
BI3	The White Rabbit brand has a strong influence		

2.1.3. Measurement of Purchase Intention

Consumers can only purchase a product or service. The purchase intention is the personal idea of customers adopting a specific product or service. In the case of information asymmetry, only familiar brands can let users have brand recognition. In choosing similar products, this article believes

that consumers are more likely to buy brands or products that have become recognized in their hearts. This paper mainly refers to the scales of Dodds(1991)and Petrick Dubinsky(2002), and determines the study scales combined with the specific characteristics of the study subjects, as shown in Table 3.

Table 3. Consumer brand recognition measurement items of crossover products

measured variable	number	Measurement index	literature reference
purchase wish (PI)	PI1	If I have demand, I tend to buy crossover products from old brands	Huang W&Petrick Dubinsky(2002)
	PI2	I am willing to recommend the crossover products of the time-honored brands to my relatives and friends	
	PI3	I will pay attention to the relevant information of the crossover products of the time-honored brands	
	PI4	I will consider the greater possibility of buying the crossover products of the brand	Dodds class(1991)

2.2. Study hypotheses

2.2.1. The relationship between market matching degree and brand cognition

Previous studies have studied the relationship between brand similarity and cognition. Generally speaking, the greater the similarity degree will be, the better the cognitive effect of crossover or extended products will be. In the field of brand extension, Aaker(1990) believes that the matching degree of extended brand and the original brand has a positive effect on extended brand evaluation. In the field of brand association, Soo Kyoung et al.(2009) found that when consumers perceive a high joint brand matching degree, users' perception and evaluation of the brand will be more positive. Sun Guohui et al.(2014) used the emotional migration theory when studying this effect to reveal the mechanism by which the brand extension successfully triggered the purchase behavior. Even if the theory of emotional migration was proposed to be applied in the field of brand extension, the theory can also be used in crossover products because of the similarities between brand crossover.

In the past, most scholars have studied the matching degree of brands and products in the matching degree, but less scholars have studied the matching degree of other aspects. Lanseng et al.(2012)proposed that the matching degree has a variety of constituent dimensions. In addition to the common brand and product matching degree, other levels of matching degree may also affect its cognition and evaluation of brands. This paper believes that in addition to the brand, product and other factors, but also includes the target market. Because different industries and consumer markets will have different

types of target groups, these groups have different preferences and behavior habits, accustomed to different consumption situations.

To sum up, this paper believes that consumers' recognition of the original brand will be transferred to the new crossover products. When the matching degree between the time-honored crossover products and the original product market is high, the cognition and trust of the old brand are easier to develop into the cognition of the new brand in the similar target market and consumption habits. Therefore, the consistency of market matching perception has a direct relationship to brand awareness(including brand awareness and brand image). In view of the above, the following assumptions are made:

H1: There is a significant positive relationship between the market matching degree of time-honored cross-boundary products and brand cognition, that is, the higher the market matching degree of time-honored cross-border products, the higher the brand cognition of consumers.

H1a: There is a significant positive relationship between the market matching degree of time-honored cross-boundary products and the perceived brand awareness, that is, the market matching degree of time-honored cross-border products is higher, and consumers feel higher brand awareness.

H1b: There is a significant positive relationship between the market matching degree of time-honored cross-boundary products and the perceived brand image, that is, the higher the market matching degree of time-honored cross-border products, the more positive the brand image that consumers perceive.

2.2.2. Relationship between brand cognition and purchase intention

The impact of brand awareness on the purchase intention has been proved by many scholars. David A. Aaker (1990) and Keller (1993) verify that consumer interests and consumer preferences are influenced by brand awareness and image. Yang Weiwen et al. (2010) and Lin Xiaomin (2017) also directly proved empirically that the current and future purchase behavior will be affected by the brand cognition. Therefore, the purchase intention of cross-border products of time-honored brands mainly refers to the psychological activities and purchasing tendency of consumers before the purchase behavior, which is a probability and possibility of purchase, which will be affected by brand cognition. The purchase intention of cross-border marketing products of time-honored brands is the passive reaction result variable of the influence of customers' brand cognition. In view of the existing theoretical basis to describe the causal relationship, this paper tries to explore the empirical perspective of the following assumptions:

H2: Consumers' brand recognition of time-honored cross-border products plays a significant positive role in the purchase intention.

H2a: Consumers' brand awareness of old-honored cross-border products plays a significant positive role in the purchase intention.

H2b: Consumers' perception of brand-border products plays a significant positive role in the purchase intention.

2.2.3. Relationship between market matching degree and purchase intention

As mentioned above, the direct relationship of matching degree and purchase intention in the field of brand extension has been demonstrated. Paul & Stephen (2001) believes that when a new product is in high similarity to the original product, consumers can shift their association of old brands to extended products, including the willingness to buy. Later, from the perspective of consumer perception, Desai et al. (2002) found that from the perspective of consumers, using an original product combination can improve consumers' recognition of the product or brand, so that the consumer market can accept this product. Jennifer Gregan (1997) explains the pan-learning behavior of consumer knowledge transfer with the similarity reinforcement theory, which shows that when the market consistency between brands is high, customers' consumption scenarios and consumption behavior habits change less, making it is easier to transfer customers' cognition of the original brand. Combined with the learning generalization theory in Strategic Brand Management, in the field of crossover brand studied in this paper, it can be considered that the more similar the crossover brand and the original brand are, the easier it is for consumers to make similar reactions.

Therefore, this paper believes that the market matching and consistency of consumers on the old brand crossover products and the original products of the old brands will have the potential to have an impact on their corresponding purchasing tendency and decision-making. Therefore, this paper puts forward:

H3: The market matching degree of the time-honored crossover brands and the original brands plays a positive role in the purchase intention.

2.2.4. Inquiry of intermediary effect

Different from previous scholars studying the direct effect model of various variables affecting user purchasing decision,

brand recognition as the intermediary variable of this paper is mainly based on the following considerations:

First, As the three relationships between matching degree affecting brand cognition, brand cognition affecting purchase intention and matching degree affecting purchase intention have been supported by relevant literature and theories from the positive or side, For example, the studies of Aaker (1990) and Sookyoung et al. (2009) have proved that consumer perception of matching degree can affect brand cognition; Yang Weiwen et al. (2010) and Lin Xiaomin (2017) have also directly proved empirically that the brand cognition will affect the current and future purchasing behavior; Paul & Stephen (2001) demonstrated that the higher the similarity between old and new products or brands, Consumers can move their willingness to buy old brands to new products, That is, brand matching can affect the purchase intention.

Second, this paper combines the ABC attitude model in the field of consumer behavior for analysis. With the help of the standard leaning level of one of the three levels, this paper decides to imitate the verified research model of "perception-identity-behavior". First consumers will be under the influence of external conditions to accept information, and even take the initiative to collect information, after collecting the information will first directly in the heart perception, and then the perception will help them to evaluate the product, the evaluation will form some emotion, eventually the emotion may prompt their decision-making behavior. Based on this, this paper constructs the "consumer perception of the old brand cross-border product market matching degree —— brand recognition —— purchase intention".

Finally, according to the relevant assumptions of H1 and H2, we believe that there is a significant correlation between the market matching degree, brand cognition and purchase intention of time-honored crossover products, which is in line with the intermediary judgment logic of Baron (1986). It should assume that user brand cognition (including brand awareness and brand image) plays an intermediary role. Based on the above proposed assumptions:

H4: In the relationship between market matching degree and purchase willingness, brand cognition has an intermediary role.

H4a: Brand awareness plays an intermediary role between the market matching degree and the purchase intention.

H4b: In the relationship between market matching degree and purchase intention, the brand image has an intermediary role.

2.3. Sampling method

In the early stage of the formation of the formal questionnaire, a small range of pre-research will be carried out. The target group is the students in our school. After the preliminary statistical analysis, after verifying the validity and reliability, the items of the questionnaire will be deleted and modified. After the formal questionnaire is generated, a large range of distribution will be issued, which is a combination of offline distribution and online distribution (questionnaire star, wechat, QQ and other channels). In the formal survey stage, 141 questionnaires were distributed online through electronic questionnaires, and 133 valid questionnaires were finally obtained. The reasons for removing some questionnaires were having duplication, missing items, and answering contradictory questions.

2.4. Reliance and validity analysis of the scale

2.4.1. Reliability analysis

Results Table 4 showed that the Cronbach's alpha distribution areas of each variable were 0.752 to 0.875, all greater than 0.7, indicating that the samples had internal consistency. In addition, as shown in the table, if any item is

deleted in the item, the Cronbach's alpha value of the scale will be reduced, indicating that the variable dimension distinction has strong credibility, and any of the items should not be deleted. In addition, the total correlation of the corrected items was greater than 0.5, indicating a high correlation coefficient between factors.

Table 4. The reliability test of the questionnairescale

variable	dimension	Question item	Revised items total correlation CITC	If the item is deleted, Cronbach's α	Cronbach's α
market house Matching degree	Market matching degree (TM)	TM1	0.652	0.871	0.875
		TM2	0.760	0.829	
		TM3	0.723	0.847	
		TM4	0.812	0.807	
Brand cognition	brand awareness (BA)	BA1	0.634	0.695	0.783
		BA2	0.685	0.636	
		BA3	0.553	0.785	
	brand image (BI)	BI1	0.563	0.689	0.752
		BI2	0.602	0.658	
		BI3	0.599	0.656	
willingness to buy	willingness to buy (PI)	PI1	0.687	0.842	0.867
		PI2	0.757	0.813	
		PI3	0.698	0.837	
		PI4	0.728	0.825	

2.4.2. Validity analysis

(1) KMO (Kaiser-Meyer-Olkin) and Bartlett spherical test

The test results indicate that the scale data are available and suitable for factor analysis. the KMO values of the market matching degree, brand recognition, and purchase intention were all greater than 0.7, with 0.812, 0.887, and 0.791, respectively. It also passed the Bartlett spherical significance test and had good correlation and validity.

(2) Exploratory factor analysis

In the market matching degree of the independent variable, the load coefficient of each factor ranges from 0.793 to 0.870, which is greater than 0.5. The cumulative variance interpretation rate of all factors is 71.17%, and the convergence (convergence) validity is good.

The intermediary variable brand cognition finally acquired two common factors, and each factor had a load coefficient

greater than 0.5. The cumulative variance interpretation rate of all factors was 73.54%, which showed good convergence validity.

The outcome variable purchase intention finally achieved 1 common factor. Each factor load coefficient is greater than 0.5, and the cumulative variance interpretation rate of all factors is 71.47%, which shows a good convergence validity.

(3) Validation factor analysis

This model chi-square test statistics (CMIN) is 135.113, degree of freedom statistics (DF) is 71, the ratio of CMIN to DF is 1.903, less than 2; the approximate root mean square error (RMSEA) is 0.068, less than 0.1, 0.08 approved standard, NFI, CFI, GFI, AGFI are 0.863, 0.928, 0.884, 0.875, more than the 0.85, belongs to the acceptable range. In conclusion, the theoretical model is reasonably designed and well fitted to the practical investigation.

Table 5. Descriptive statistical analysis

characteristic variable	class	Number of samples (individual)	percentage (%)
sex	man	61	45.9%
	woman	72	54.1%
age	Under the age of 18	2	1.5%
	18-23 Years old	112	84.2%
	23-26 Years old	13	9.8%
	Over 26 years old	6	4.5%
record of formal schooling	Junior high school and below	3	2.3%
	High school or vocational high	10	7.5%
	Undergraduate or junior college	107	80.4%
	Master's degree or above	13	9.8%
Average monthly disposable consumption amount	1500 and below	37	27.8%
	1501-2500	63	47.4%
	2501-3500	24	18.0%
	3501, and above	9	6.8%

3. Results of the Study

3.1. Statistical analysis of the descriptive data

In the formal survey stage, 141 questionnaires were distributed online through electronic questionnaires, and 133

valid questionnaires were finally obtained. The reasons for removing some questionnaires were having duplication, missing items, and answering contradictory questions. The results are shown in Table 5 below.

3.2. Correlation analysis

Table 6. Analysis of the mean value, the standard deviation and the correlation among the variables

	average value	standard deviation	Market matching degree	brand awareness	brand image	willingness to buy
Market matching degree	3.174	0.949	1			
brand awareness	4.154	0.723	0.699**	1		
brand image	4.015	0.723	0.775**	0.814**	1	
willingness to buy	3.615	0.897	0.773**	0.801**	0.821**	1
*p <0.05 ** p <0.01, n=133						

In this part, SPSS22.0 statistical software was used to analyze the correlation of the data, and the Pearson coefficient was used as the standard to measure the correlation between the variables. The results showed that the correlation between the variables was significant, all less than 0.01. Among them, the correlation coefficient between market matching degree and brand awareness is $0.699 > 0$, $0.775 > 0$, $p < 0.01$ and $0.773 > 0$ indicating that the correlation coefficient between brand awareness and purchase intention is $0.801 > 0$, and the brand image is $0.821 > 0$, indicating that the correlation coefficient between brand awareness and image has a significant positive relationship on purchase intention.

3.3. Regression analysis

3.3.1. Stepwise multiple regression analysis of the factors influencing the purchase intention

On the basis of the analysis of the above Pearson correlation coefficient, we can initially see that the market matching degree, brand recognition (brand awareness, brand awareness and brand image) and consumers' purchase intention is significantly related, in order to further confirm, this part will further use multiple regression gradually, to verify whether the influence on the user's purchase intention and how the influence degree.

Table 7. Stepwise multiple regression results of the effect of each factor on purchase intention

model	Enter the order	Non-standardized coefficients		Standardization coefficient	t	P	adjust R ²	F	tolerance	VIF
		β	standard error	β						
1	(constant)	-0.516	0.336	-	-1.536	.128	0.638	156.030**	-	-
	brand awareness	0.994	0.08	0.801	12.491	.000**	-	-	1	1
2	(constant)	-0.908	0.305	-	-2.975	.004**	0.719	113.847**	-	-
	brand awareness	0.490	0.121	0.395	4.058	.000**	-	-	.336	2.97
	brand image	0.620	0.121	0.499	5.128	.000**	-	-	.336	2.97
3	(constant)	-0.598	0.303	-	-1.973	.052	0.758	88.56**	-	-
	Market matching degree	0.271	0.081	0.287	3.338	.001**	-	-	.386	2.588
	brand awareness	0.418	0.116	0.337	3.599	.001**	-	-	.325	3.075
	brand image	0.402	0.132	0.324	3.059	.003**	-	-	.254	3.934
D-W value for model 3: 1.672										
Dependent variable: purchase intention										
*p <0.05 **p <0.01, n=133										

From Table 7 above, the gradual regression analysis takes brand awareness, brand image, market matching degree as independent variable and purchase intention as dependent variable. The results show that the VIF value of each model is between 1 and 3.9, far below 10, and the tolerance is above 0.1, so there is no multiple collinearity. Moreover, the D-W value detected in model 3 was 1.672, which was located

between 1.5 and 2.5, indicating that the sample has good independence. In addition, the R square value in model 3 is 0.758, meaning that these three variables can explain 75.8% of the change in purchase intention.

Furthermore, Model 3 has an F test value of 88.56, $p=0.000 < 0.01$, indicating that the model is valid at the confidence level of 0.01; the constant term can be saved because its

significance is $0.052 > 0.05$, indicating no significant difference from 0. So the model regression equation is:

$$\text{Purchase intention} = 0.337 \times \text{brand awareness} + 0.324 \times \text{brand image} + 0.287 \times \text{market matching degree}$$

From the above results, brand awareness, brand image and market matching degree have a significant, positive and direct effect on the purchase intention of cross-border products of

time-honored brands. Therefore, the assumptions of H2a, H2b and H3 hold.

3.3.2. Regression analysis of brand recognition and market matching degree

(1) Regression analysis of brand awareness and market matching degree

Table 8. Results of the regression analysis

	Non-standardized coefficients		Standardization coefficient	t	p	R ² eggplant was adjusted	F	tolerance	VIF
	β	Standard error	β					nee	
Enter the regression model									
(constant)	2.464	0.193		12.74	.020	0.482	82.966**		
Market matching degree	0.532	0.058	0.699	9.109	.000**			1	1

In this study the model market matching degree was used as the independent variable and brand awareness was analyzed as the dependent variable. In addition, the R square value in the model is 0.482, which means that the market matching degree explains 48.2% of the change in brand awareness. Moreover, the model passed the F test, with a value of 82.966, $p=0.000 < 0.05$, indicating that the whole

model was effective. The regression coefficient value of the market matching degree is $0.532 > 0$, that is, the market matching degree will have a significant positive impact on the brand awareness.

(2) Regression analysis of brand image and market matching degree

Table 9. Results of the regression analysis

	Non-standardized coefficients		Standardization coefficient	t	P	R ² eggplant was adjusted	F	tolerancenee	VIF
	β	standard error	β						
Enter the regression model									
(constant)	2.143	0.171	-	12.531	.000**	0.600	130.423**	-	
Market matching degree	0.59	0.052	0.775	11.42	.000**			1	1

In this paper, the market matching degree is used as the independent variable, and the brand image is analyzed as the dependent variable. In addition, the R square value in the model is 0.600, which means that the market matching degree can explain 60.0% of the change in the brand image. Moreover, the model passed the F test ($F=130.423$) and $p < 0.05$, indicating the overall effectiveness. The regression coefficient value of the market matching degree is $0.775 > 0$, that is the market matching degree will have a significant

positive impact on the brand image.

3.4. Inquiry of intermediary effect

In the previous theoretical research and regression analysis, the significant effect of brand recognition on purchase intention has been preliminarily verified. To verify the intermediary effect of brand awareness and brand image in this research model, it is necessary to verify the intermediary effect of brand awareness and brand image respectively with bootstrap sampling test. The specific results are as follows.

Table 10. Summary of the effect analysis process

effect	Item	Effect	SE	t	P	LLCI	ULCI
direct effect	Market matching degree of purchase intention	0.271	0.081	3.338	0.001	0.112	0.430
Indirect effect process	Market matching degree of brand awareness	0.532	0.058	9.109	0.000	0.418	0.647
	Market matching degree of brand image	0.590	0.052	11.420	0.000	0.489	0.691
	Brand awareness purchase intention	0.418	0.116	3.599	0.001	0.191	0.646
	Brand image purchase intention	0.402	0.132	3.059	0.003	0.145	0.66
gross effect	Market matching degree of purchase intention	0.731	0.064	11.370	0.000	0.605	0.857

Note: LLCI refers to the lower limit of the estimated 95% interval, and ULCI refers to the upper limit of the estimated 95% interval

As shown in Table 10 above, through the comparison of each path effect, it was found that the coefficient of no

mediation variable was 0.271 and 0.731, which showed some improvement. This shows that brand awareness and brand

image play some intermediary role in the influence of market matching degree on the purchase intention.

Table 11. The Bootstrap-analysis of the mediation effects

Item	Effect	Boot SE	Boot LLCI	Boot ULCI	z	P
TM=>BA=>PI	0.223	0.062	0.105	0.346	3.614	0
TM=>BI=>PI	0.237	0.081	0.081	0.406	2.946	0.003

Note: Boot LLCI refers to the lower limit of 95% interval for Bootstrap sampling, and Boot ULCI refers to the upper limit of 95% interval for Bootstrap sampling.

This paper uses bootstrap sampling test to test the intermediary effect of brand awareness and brand image advancement in brand cognition. Results are shown in Table 11 above: In the impact of market matching degree on purchase intention, Test of the intermediary role of brand awareness, The 95% interval was found not to include the number 0 (95% CI:0.105-0.346),It shows that the market matching degree will first have an impact on the brand awareness, Then through brand awareness to influence consumers' purchase intention, Thus, when the market matching degree has an impact on the purchase intention, Brand awareness has an intermediary role; Then, to test the intermediary role of the brand image, The 95% interval was found to do not include the number 0(95% CI:0.081-0.406),It shows that when the market matching degree has an impact on the purchase intention, Brand image has a significant intermediary role, That is, the market matching degree will first affect the brand image, Then they go to promote consumers' buying decisions. Therefore, the intermediary effect of brand awareness(brand awareness and brand image)in the relationship between market matching degree and purchase intention exists, which verifies the hypothesis of H4a, H4b.

4. Conclusion

The study shows that the standardized regression coefficient of market matching on brand awareness is 0.699 and the p value is $0 < 0.01$;the standardized regression coefficient of market matching on brand image is 0.775 and the p value is $0 < 0.01$.It shows that if consumers are loyal customers of the old products and feel the market matching of crossover brands, they may think of the feelings and cognition of crossover brands, and tend to accept such products. The standardized regression coefficient of brand awareness and brand image is 0.348 and 0.334, both positive, and the $p < 0.01$ is significant. Combined with the cognitive behavior theory of consumers, it shows that if consumers have more positive cognition of crossover products, customers will buy crossover products more, and the crossover strategy of old brands can truly achieve their purpose and realize the final value. The standardized regression coefficient of market matching degree on purchase intention is 0.296,and the p value is $0.003 < 0.01$. Combined with consumer learning theory, it shows that loyal consumers of old products will transfer the purchase intention to the purchase intention of crossover products, indicating that if consumers perceive crossover products, they will have more awareness of crossover products and strengthen the brand awareness has

the intermediary effect, and the effect is significantly enhanced. It shows that when consumers buy cross-border products, they will perceive and judge the market matching degree of cross-border products and the original old-honored brands, so as to perceive the popularity of cross-border products and judge whether to buy the products. In the relationship between the brand market matching degree and the purchase intention, the brand image has an intermediary effect, and the effect is significantly strengthened. It shows that when buying cross-border products, consumers will perceive and judge the market matching degree of cross-border products and the original old-honored brands, so as to perceive the brand image of cross-border products and judge whether to buy the products. This study demonstrates that brand awareness and brand image can have an impact on consumers' willingness to buy. Therefore, the iron also needs to be hard, not limited to the time-honored brands, all brands should pay attention to the popularity and image of their own products in the eyes of consumers, so that after the extension of the brand effect is effective. This study demonstrates the importance of consumer experience and cognitive perspectives on their purchase intentions. In marketing, it is the subjective purchase decision of consumers that can finally achieve corporate profits, and enterprises should pay attention to it. In addition, we should not only pay attention to the quality of products, but also expand the scope of communication, involving more consumer markets, and gaining more loyal customers.

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