

## How Does Perceived Value Impact the Continuance Intention of Co-Branded Streetwear Fashion Goods in Indonesia

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### Abstract

This paper aims to provide more insight into the streetwear fashion industry, specifically the effects of perceived value towards co-brand equity, co-brand preference, and continuance intention in Indonesia's streetwear fashion context. This study can serve as a guideline for South East Asian fashion entrepreneurs who plans to use a co-branding strategy in their streetwear business. This research used a purposive random sample of 197 co-branded fashion streetwear consumers was surveyed. Structural Equation Modelling (SEM) was employed to analyze the data through SPSS and SmartPLS software. The result shows that perceived value has significant and positive effects on the continuance intention of co-branded streetwear fashion goods in Indonesia. Co-brand equity and co-brand preference also play a pivotal role in consumers' continuance intention of co-branded streetwear fashion goods in Indonesia. There are currently a low number of studies exploring the streetwear fashion industry.

**Keywords:** Perceived Value, Continuance Intention, Brand Preference, Co-Branding, Brand Alliance, Brand Equity, Fashion Streetwear

## INTRODUCTION

Co-branding is a form of collaboration between two or more brands with significant customer recognition, in which elements of all collaborator brands are retained (Blackett et al., 1999) Over time, co-branding has become an important strategy to increase value and brand equity in the efforts of all collaborator brands (Wang & Farquhar, 2018). The co-branding strategy is very useful for brands that have low brand equity because the co-branding strategy will increase brand evaluation in the eyes of consumers when compared to evaluating these brands separately before carrying out co-branding (Böger et al., 2018). This is in line with research conducted by (Ahn et al., 2020) who found that the collaboration of two or more brands can increase brand equity or specifically perceived quality and perceived value, especially when the host brand needs help from a secondary brand that is trusted and well-known in the eyes of the public. Therefore, perceived value can be stated to be an important variable in a co-branding to generate intention-to-use or even continuance intention in consumers. Perceived value also has a role that can affect co-brand preference and co-brand equity in a co-branding activity. Thus, there is a need for a study that examines the relationship between perceived value, co-brand preference, co-brand equity, and continuance intention in the co-branding strategy.

One of the industries that often uses the co-branding strategy is the fashion industry. One clothing trend that has been on the rise over the last 10 years is the streetwear trend. According to research by Strategy & in collaboration with fashion magazine HYPEBEAST (Chae et al., 2020), this increase was generated by social media effects which encourage consumers to always be the first customers to buy products that are only available exclusively from a brand, online or offline. The limited amount and time to buy this product helps create a very close relationship between consumers and the streetwear brand.

(Chae et al., 2020) defines streetwear as fashionable casual clothing. (Hundreds, 2019) founder of the brand “The Hundreds”, explained that streetwear is not a style that focuses on clothing, but rather a thing that focuses on the lifestyle and culture behind it. Streetwear is the result of the spirit of hard work of young people who are ready to face all challenges in their own way. This culture is full of young men who want their voices to be

heard, to be seen, and to be seen as different from others. This attitude eventually passed down to their dress style which was also a mixture of the relaxed style of the surf community and the egotistical and uncaring style of the punk community. This is in line with the explanation of (Chae et al., 2020), where streetwear is a simple casual clothing style which was a movement against the complicated and elitist fashions of clothing at that time.

(Chae et al., 2020) explained in their research that what makes streetwear different from other clothing streams is that the main power of these streams is in the hands of consumers. Streetwear business actors do not only take style or design directions from the streets and the culture behind them, but also from direct directives from consumers. Therefore, consumers have great power and influence in determining what can be considered “cool” in the industry.

One of the most prominent players in the streetwear industry today is the supreme brand. Starting from making clothes that are of higher quality than other skateboard brands, supreme made a name for themselves by frequently collaborating with top brands in other subcultures. One of the supreme collaborators that had the most impact on them as the host brand was Louis Vuitton in 2017. This collaboration has succeeded in making supreme a top of mind brand in the streetwear industry and demonstrating the flexibility of value and image of the Louis Vuitton brand. This is evident from a survey conducted by (Chae et al., 2020) where 78.29% of respondents said that the supreme brand is the brand that best represents the streetwear style for consumers.

Seeing the success of his collaboration with supreme, Louis Vuitton decided to appoint an owner of the off-white streetwear brand named Virgil Abloh to become creative director. (Friedman, 2018) describes that by appointing Virgil Abloh as creative director, Louis Vuitton opened the door to work on a new consumer demographic through streetwear-essential designs on bucket hats, sneakers, and satchel bags (Moreno, 2020). Not only the Louis Vuitton brand, but until now many luxury fashion brands have applied designs, product functionality and marketing systems that are similar or even exactly the same as streetwear fashion so that the differences are increasingly immeasurable (Moreno, 2020).

The phenomenon of collaboration between Louis Vuitton and Virgil Abloh has a domino effect on collaboration trends between brands in the Indonesian streetwear fashion industry. The collaboration trend in the streetwear industry started in 2019 where a local shoe brand called Sepatu Compass collaborated with an influencer named Brian Notohhidarjo (known as Bryant Brian). They collaborated to issue a shoe called Compass Bravo with the design in Figure 1.5, which only 100 pairs were produced and sold out in 90 minutes (Cahya, 2019). This opened the eyes of Indonesian industry players that collaboration with other brands and influencers is an effective strategy. However, in contrast to influencer marketing, the co-branding referred to in this study is when two entities work together to create a new product or service where there are elements of all collaborator brands maintained (Blackett et al., 1999). Since then, various streetwear brands in Indonesia have routinely collaborated not only with other local brands but also with foreign brands such as Public Culture with Little Sunny Bite from Japan and Elhaus with Maple Co from Canada.

Seeing the co-branding phenomenon that has been successfully carried out by various streetwear brands internationally, starting from collaborations between brands to influencers or creative people along with their effects on the streetwear industry in Indonesia, the researchers want to find out the effect of perceived value on co-brand equity, co-brand preference, and continuance intention from the fashion streetwear brand in the eyes of Indonesian consumers.

## **REVIEW OF LITERATURE**

### **Branding**

According to (Holloway et al., 2017), branding is the name or symbol of a company that indicates a level or guarantee of the expectations of a product or service. Branding can be used as a competitive advantage because the name of a company can convince consumers of the overall quality of the product portfolio and services offered by the company. This is in line with the explanation of (Blank, 2020) which defines branding as a process of providing products and services with the same power as a brand. This strength is what creates the difference between the products of a brand and other brands. Branding

activities introduce the brand to consumers through names and various other elements to attract consumer attention to what the product does.

Apart from a company, (Holloway et al., 2017) added that branding can also be applied to individuals. Examples are public figures such as athletes. The name of an athlete has its own impact on their fans, not even a few athletes who patented their name or nickname. These names and nicknames are patented to maintain their authenticity and branding similarities when used for merchandising or advertising activities. This is supported by research done by (Knop, 2022) which shows how branding can be used as an external communication instrument to improve a company's image or reputation along with increasing profit margins.

### **Co-Branding**

According to (Rao et al., 1999) and (Washburn et al., 2000), the co-branding method can be interpreted as a collaborative activity in terms of branding involving two or more brands that lasts for the short or long term and produces a separate, unique product (Wang & Farquhar, 2018). (Blackett & Russell, 1999) said that there are several types of co-branding, namely (1) to increase brand awareness through partner consumer segmentation, (2) emphasize endorsement values to increase consumer perceived value, (3) material co-branding, where the brand which is a market leader helps supply materials to co-branding partners and (4) complementary competence co-branding where brands collaborate to create a product that is greater than the sum of its parts.

In discussing the quality of the relationship between host brand and secondary brand in a co-branding strategy, (Rao et al., 1999) stated that this strategy can increase the perceived quality (brand equity) of two or more brands, especially host brands that need help from secondary brands. well-known and trusted by consumers. (Washburn et al., 2000) added that this often occurs between a private brand collaborating with a national level brand to increase brand evaluation in the eyes of consumers.

### **Perceived Value**

The perceived value variable has a positive relationship that can strengthen co-brand equity which also influences consumer continuance (Wang & Farquhar, 2018). This is because consumers who know the value of these products tend to use these products. In

the fashion industry, the variable perceived value also has a positive relationship to the functional and social needs of consumers, such as status, wealth, and self-image (Lloyd & Luk, 2010). This study uses the extended model of retail perceived value written by (Lloyd & Luk, 2010) where the research integrates conventional dimensions such as product quality, service quality, and price, as well as emotional dimensions, namely perceived risk, and effort. The shop environment variable was not applied to research because this research was targeted to a sample of respondents who had shopped for streetwear fashion products in collaboration online. Therefore, the researchers propose the following hypothesis:

**H1:** There is a positive influence of perceived value on co-brand equity in the fashion streetwear industry in Indonesia.

### **Product Quality**

By definition explained by (Baker et al., 2002), product quality is a perception that is positively correlated with the value of a merchandise or product (Lloyd & Luk, 2010). (Kapferer, 1997) also explained that high overall quality and superior craftsmanship can be sources of utilitarian benefits values that can increase consumer perceptions of product quality (Lloyd & Luk, 2010).

### **Service Quality**

In the Fashion industry, especially Luxury Fashion, Dabholkar, (Dabholkar et al., 1996); (Hartline & Ferrell, 1996)(Lloyd & Luk, 2010) explained that the quality of interaction between consumers and employees has an important role in creating perceived value. This is because the quality of the interaction can provide insight into the brand's lifestyle. The theory regarding service quality in the fashion industry was further deepened by (Fionda & Moore, 2009) Ahmad, S. S., & Omar, M. W. (2019). The influence of cognitive factors on customer satisfaction. *International Journal of Modern Trends in Business Research*, 2, 47-56. where they proved that consumers have expectations of a high level of service quality because it has a significant role in the experience dimension when shopping (Lloyd & Luk, 2010). In the online shopping experience, service quality, e-trust (virtual trust), and sustainability have a strong relationship (Miao et al., 2021). This is proven (Miao et al., 2021) where they found that service quality and e-trust have a positive reciprocal relationship (Miao et al., 2021). Virtual service quality or E-Service Quality

itself is defined (Dhingra et al., 2020) as consumer assessment and evaluation of the services offered while promoting profitability, retention, and consumer behavioral intentions for products or services (Miao et al., 2021). This makes (Miao et al., 2021) very confident that E-Service Quality has a significant role in building consumer trust (Miao et al., 2021).

### **Perceived Risk**

(Fazal-e-Hasan et al., 2020) explains that every consumer transaction will create a fear of loss, therefore doubts and negative perceptions of an activity or transaction can be categorized under perceived risk, both financial and product (Miao et al., 2021). This is in line with the explanation of Stone and (Stone & Grønhaug, 1993) where perceived risk is the consumer's subjective expectation of the risk of loss, where the higher the possibility of loss, the higher the Perceived (Lloyd & Luk, 2010). (Fionda & Moore, 2009) this is an important aspect of the luxury fashion industry due to its premium prices which make luxury products a big financial risk for consumers (Lloyd & Luk, 2010). Coupled with consumers who do not have sufficient experience and knowledge to distinguish between genuine and counterfeit luxury products, (Nueno & Quelch, 1998) found that many costumers buy from well-known and reputable brands to stay away from it (Lloyd & Luk, 2010). (Fazal-e-Hasan et al., 2020) also explained the relationship between perceived value and perceived risk where when the risks and benefits received by consumers are inversely proportional, the value of the product will be directly proportional to the benefits. In other words, when consumers believe that they will get low perceived risk and large profits, the perceived value of the product will be large so that consumers will feel satisfied and make positive buying behavior (Miao et al., 2021).

### **Price**

The most commonly adopted definition of consumer perception of price is the definition elaborated by (Pananond & Zeithaml, 1998) where the consumer's perspective on price is the sacrifice they make to obtain a product or service (Miao et al., 2021). Therefore, Monroe (1990) concluded that the price of a product can be symbolic evidence of the level of quality of a product or service and has an important role in perceived value (Lloyd & Luk, 2010). Thus, providing a fair price is an important thing that can affect a

consumer's purchase intention. (Gligor & Bozkurt, 2020) add that price fairness comes from consumers' judgments and emotions regarding the difference in the price given by the seller and the price compared to other parties (Miao et al., 2021). (Nasution & Mavondo, 2008) found that customers make price monetary evaluation) as a comparison of the quality of a product or service where if they think this quality has good value for money, then the transaction is categorized as a good category or good bargain (Lloyd & Luk, 2010). Therefore, (Rodríguez-Bermúdez et al., 2020) concluded that if the consumers believe that the price provided by the seller is unfair, then the perception of value (perceived value) and purchase intention (purchase intention) will decrease (Miao et al., 2021).

### **Co-Brand Equity**

According to (Aaker et al., 1993), brand equity can be defined as assets and liabilities connected to a brand, the name and symbol of the brand, which add or reduce the value of the product or service offered by the brand to other brands or consumers. Positive brand equity can also provide added value to consumers and increase consumer confidence in making purchasing decisions (Chien et al., 2014). (Keller, 1993) also adds that brand equity occurs when consumers already feel familiar with the brand, causing interest, and strong and unique brand associations in their memory (Bottomley & Doyle, 1996). For a brand to be categorized as a brand that has a strong brand equity, (Swait et al., 1993) said that brand equity will communicate a quality picture of the brand and can influence consumer behavior (Bottomley & Doyle, 1996).

(Wang & Farquhar, 2018) found that the co-brand equity variable has a significant positive relationship to brand preference. This is because increasing the co-brand equity of a collaboration will increase consumer preferences compared to other collaborations in the same industry. Therefore, the researchers propose the following hypothesis:

**H2:** Co-brand equity positively influences brand preference in the fashion streetwear industry in Indonesia.

**H3:** Co-brand equity positively influences consumer continuance intention towards collaboration between two or more brands in the fashion streetwear industry in Indonesia.

### **Co-Brand Preference**

According to (O’Cass & Lim, 2002), brand preference can be interpreted as a preference or overall value given by consumers to a brand if the brand is compared to other brands (Wang & Farquhar, 2018). With this brand preference, Chang and Liu (2009) that consumers will tend to be biased towards the brand they like compared to other brands (Wang & Farquhar, 2018). This brand preference variable is influenced by the evaluation of functional and symbolic factors of a brand (Tian et al., 2022) (Miao et al., 2021). (Miao et al., 2021) state consumers are generally motivated to maintain long-term relationships or be loyal to a brand that can express themselves (Tian et al., 2022). Therefore, Hellier et al (2003) conducted a study and found that there is a strong relationship between brand preference and a consumer’s repeat purchase (Wang & Farquhar, 2018). With the existence of self-image congruity (level of match between brand image and consumer self-image), a brand can predict consumers’ affective responses and their preferred behavior (Tian et al., 2022).

According to ((Sharma et al., 2007); (Phau & Lau, 2001); (Wee, 2004)), the key to the success of a brand to be successful is that they must create perceived values (attributes) that are consistent with the characteristics of the target consumer (Mulyanegara & Tsarenko, 2009). This is also supported by (Allen & Wilburn, 2002) where the value continuity displayed by a brand is with the value trusted by a consumer (Mulyanegara & Tsarenko, 2009). Therefore, the researchers propose the following hypothesis:

- H4:** There is a positive influence of perceived value on co-brand preference in the fashion streetwear industry in Indonesia.
- H5:** Co-brand preference positively influences consumer continuance intention towards collaboration between two or more brands in the fashion streetwear industry in Indonesia.

### **Continuance Intention**

According to (Ajzen, 1991), an individual’s intention is the main factor in the theory of planned behavior because intention is a collection of motivational factors that can influence a behavior. Intention is an indicator of how hard an individual wants to try something, how much effort they plan to give to perform a behavior. (Ajzen, 1991) also added that the stronger a person’s intention to engage in a behavior, the more likely the behavior will occur. In the context of this study, the intention studied is continuance

intention or a person's intention to use a product or service which is the result of a collaboration of two or more fashion streetwear brands.

In the context of this study, the continuance intention studied is the continuance intention or intention-to-repurchase of consumers for one or all of the collaborator brands after they buy and use a product or service that is the result of a collaboration of two or more of the fashion streetwear brands. Several previous studies ((Ahn & Kwon, 2022); Park, 2019; (Peng & Chen, 2019); and (El-Adly, 2019)) found that perceived value mediation such as hedonic, price, quality, and has a significant relationship with continuance intention and satisfaction in the context of the hotel industry (Zhang et al., 2021). This is supported by research by (Wang & Farquhar, 2018) who found that when consumers know and understand the perceived value (benefits) of a product, they tend to use it. Therefore, here are the following hypothesis:

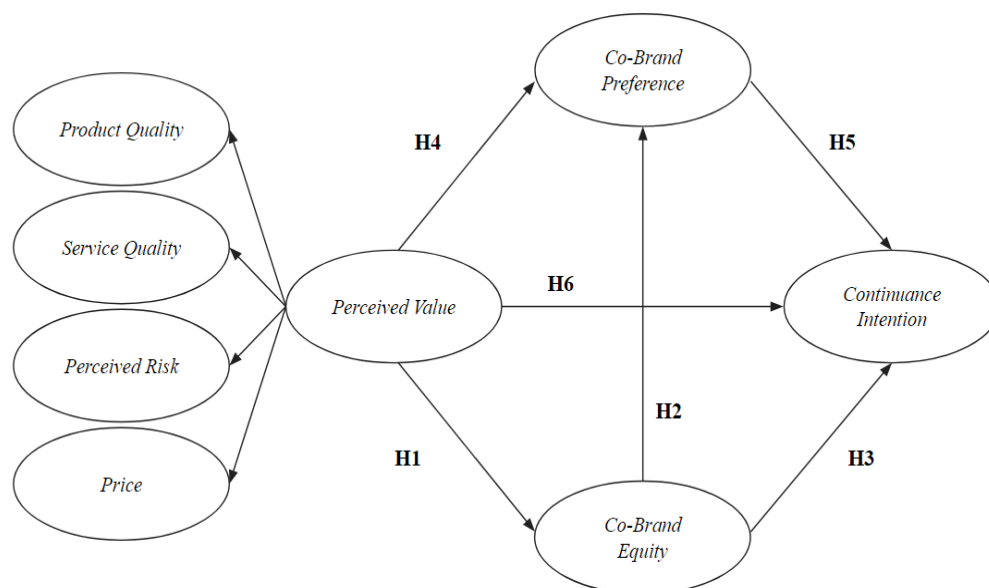
**H6:** There is a positive influence from perceived value on continuance intention of consumers towards collaboration between two or more brands in the fashion streetwear industry in Indonesia.

## **RESEARCH METHOD**

This research was conducted by applying a descriptive type conclusive research design with a quantitative approach. According to (Rwegoshora, 2016), this type of conclusive research requires a process of data collection, data processing, and quantitative analysis to draw a conclusion, a descriptive type conclusive research design with a quantitative approach. The research will also use Partial Least Square SEM (PLS-SEM). The types of data used in this research are primary data and secondary data. Primary data collection is carried out through questionnaires used is the Google Form. The measurement scale used in the questionnaire uses a Likert scale of 1-5 (1 = strongly disagree to 5 = strongly agree). Meanwhile, the secondary data used in this study were obtained through literature studies from books, scientific journals, news, magazines, and internet search results. The technique of selecting subjects as samples used in this study is non-probability sampling combined with purposive sampling and convenience sampling. A total of

311 responses were obtained, but only 197 are valid based on the respondent criteria.

The research model used on this research is based on the combination of (Wang & Farquhar, 2018), (Lloyd & Luk, 2010) and (Chi & Kilduff, 2011) previous studies with context adjustments to the streetwear fashion industry. The research model is as shown on Figure 1.



**Figure 1**  
**Conceptual Framework**

Source: (Chi & Kilduff, 2011; Lloyd & Luk, 2010; Wang & Farquhar, 2018)

## RESULTS AND DISCUSSION

### Reliability and Validity

A construct will be declared valid if it has a KMO value  $\geq 0.5$ , a Bartlett's Test of Sphericity value  $\leq 0.05$ , and a Factor Loading value  $\geq 0.5$  for each indicator. On the other hand, reliability is a tool to measure the construct and variables in a questionnaire to determine the consistency of data. A construct can be declared reliable if the value on Cronbach's Alpha scale is  $> 0.6$ .

The results of the validity and reliability test is shown on Table 1 and Table 2 where the Pre-Test show that all variables have indicators that have valid values. This is evident

from the results of the KMO value  $\geq 0.5$ , the Anti-Image value  $> 0.5$ , the Bartlett's Test of Sphericity value  $\leq 0.05$  for each statement item. After passing the validity testing stage, each variable and indicator will be tested again at the reliability testing stage. The results of the reliability test on the five variables used in this study show that all variables produce Cronbach's Alpha values  $> 0.6$ . With that, it can be said that all the variables used in the questionnaire are reliable. The validity and reliability tests prove that the model that has been made is valid and reliable and ready to be used in the next stage, namely the Main Test where the questionnaire will be distributed to the target respondents widely.

**Tabel 1**  
**Validity Test**

Variabels	Indicators	Validity Test				Result	
		KMO	Anti-Image	Bartlett's Test	Factor Loadin g		
Perceived Value	Product Quality	PQ1	0,720	0,794	0,002	0,650	Valid
		PQ2		0,673		0,825	Valid
		PQ3		0,746		0,740	Valid
		PQ4		0,715		0,720	Valid
	Service Quality	SQ1	0,728	0,792	<0,001	0,754	Valid
		SQ2		0,829		0,774	Valid
		SQ3		0,681		0,896	Valid
		SQ4		0,683		0,883	Valid
	Perceived Risk	PR1	0,659	0,643	<0,001	0,895	Valid
		PR2		0,636		0,906	Valid
		PR3		0,814		0,818	Valid
	Price	P1	0,610	0,603	<0,001	0,883	Valid
P2			0,567		0,945	Valid	
P3			0,712		0,788	Valid	
Co-Brand Equity	CBE1	0,549	0,565	<0,001	0,742	Valid	
	CBE2		0,566		0,738	Valid	
	CBE3		0,531		0,899	Valid	
Co-Brand Preference	CBP1	0,713	0,712	0,002	0,736	Valid	
	CBP2		0,747		0,706	Valid	
	CBP3		0,713		0,739	Valid	

	CBP4		0,690		0,780	Valid
Continuance Intention	ITU1	0,590	0,612	<0,001	0,881	Valid
	ITU2		0,640		0,855	Valid
	ITU3		0,617		0,849	Valid

**Tabel 2**  
**Reliability Test**

Variabels		Cronbach's Alpha	Result
Perceived Value	Product	0,706	Reliable
	Quality		
	Service Quality	0,837	Reliable
	Perceived Risk	0,690	Reliable
	Price	0,845	Reliable
Co-Brand Equity		0,685	Reliable
Co-Brand Preference		0,712	Reliable
Continuance Intention		0,724	Reliable

### Demographic Profile

Based on the demographic profile, the majority of respondents were male (160; 81,21%) were domiciled outside of JABODETABEK (184; 43%) and were college students (108; 52,3%). Regarding education level, most respondents had a bachelor's degree (98; 50%). Regarding their shopping behavior, most respondents bought clothing products 1-2 times each month (125; 63,5%) and most of them have a budget allocation of Rp500.000 – Rp1.000.000 for clothes (86; 43,7%). The last collaborative streetwear product most of them bought were graphic t-shirts (81; 41,1%) that were price at more than Rp350,000 – Rp749,999 (68; 34,5%) through E-commerce platform (94; 47,7%). Respondent characteristics are presented in Table 3.

**Table 3**  
**Demographic Profile**

Category	Frequency	
Gender	Men	160
	Women	36
	Prefer not to answer	1
Domicile	Jakarta	70
	Bogor	4

	Depok	11
	Tangerang	21
	Bekasi	7
	Other	84
Job Status	Government employee	4
	Private employee	58
	Entrepreneur	17
	College Student	103
	High School Student	5
	Currently Not Working	3
	Other	7
Education	Highschool	97
	Professional	7
	Degree/Polytechnic Degree (D3)	
	Bachelor's Degree (S1)	92
	Postgraduate (Magister/PhD)	1
Frequency of Shopping for Fashion products each Month	1 - 2 times	125
	3 - 4 times	57
	5 - 6 times	5
	> 6 times	10
Frequency of Shopping for Fashion products each Month	< Rp500.000	76
	Rp500.000 - Rp1.000.000	87
	Rp1.000.001 - Rp1.500.000	17
	Rp1.500.001 - Rp2.000.000	9
	> Rp2.000.000	8
Fees incurred at Last Purchase	Rp200,000 – Rp349,999	50
	Rp350,000 – Rp749,999	68
	Rp750,000 – Rp1,000,000	24
	>Rp1,000,000	55
Collaborative Streetwear Fashion products purchased during Last Purchase	Graphic T-Shirt	81
	Top (Shirt, Polo, Long sleeve Shirt, etc.)	2
	Outerwear (Hoodie, Cardigan, Jacket, etc.)	33
	Pants (Shorts, Jeans, Sweatpants, etc.)	6
	Shoes (Sneakers, Loafers, Sandals, etc.)	66
	Accessories (Tas, Jewelry, Topi, etc.)	9
	Online Platform Used at Last Purchase	Brand's Official Website
	Third-Party Retail Website	26
	E-Commerce	94

Consignment Website	14
tagram Consignment Account	33

Source data processed by researchers

### Collinearity Statistics

Collinearity statistics analysis tests the value of the variance inflation factor (VIF). The relationship between variables can be stated to be correlated if the tolerance value or variance inflation factor (VIF) is between 0.20 to 5.00. In Table 4, it can be seen that the variance inflation factor (VIF) value of all variables is between 0.20 and 5.00 so that all of these variables can be interpreted as not having the potential for collinearity problems.

**Tabel 4**  
**Collinearity Statistics**

Dependent Construct	Independent Construct	Collinearity Statistics (VIF)
Co-Brand Equity		1,000
Co-Brand Preference	Perceived Value	1,463
Continuance Intention		1,772
Co-Brand Preference	Co-Brand Equity	1,463
Continuance Intention		1,737
Continuance Intention	Co-Brand Preference	1,909

### Coefficient of Determination R<sup>2</sup>

The greater the R<sup>2</sup> value resulting from the coefficient of determination R<sup>2</sup> analysis, this shows that the construct can be predicted well. The results of data processing (Table 5) show that the dependent or endogenous variables (co-brand equity, co-brand preference, and continuance intention variables) in the model that has been made can be explained by independent variables (perceived value) as much as 31.7%, 47.6%, and 48.8% and the rest is explained by other variables not observed in this study.

**Tabel 5**  
**Coefficient of Determination R<sup>2</sup>**

Variables	Predictive Relevance (Q <sup>2</sup> )	Result
Co-Brand Equity	0,157	Moderate predictive power
Co-Brand Preference	0,205	Moderate predictive power
Continuance Intention	0,338	Moderate predictive power

### Hypothesis Testing

The hypothesis testing made in this study was carried out using the path analysis method through the bootstrapping algorithm on the SmartPLS application. This hypothesis test looks at the significance of the path coefficient which describes the hypothesized relationship between each variable. These path coefficients test the T Statistics and P Values where the T Statistics criteria must be greater than 1.96 and the P Values must be less than 0.05 so that the reliability of the hypothesis error can reach 5%. The result of calculating the path coefficient is shown in Table 6.

**Table 6**  
**Hypothesis Testing**

	<b>Hypothesis Path</b>	<b>Path Coefficients</b>	<b>T statistics</b>	<b>P Value</b>	<b>Result</b>
H <sub>1</sub>	Perceived Value → Co-Brand Equity	0,563	14,571	0,000	Accepted
H <sub>2</sub>	Co-Brand Equity → Co-Brand Preference	0,378	5,868	0,000	Accepted
H <sub>3</sub>	Co-Brand Equity → Continuance Intention	0,059	0,880	0,380	Rejected
H <sub>4</sub>	Perceived Value → Co-Brand Preference	0,402	6,853	0,000	Accepted
H <sub>5</sub>	Co-Brand Preference → Continuance Intention	0,367	4,768	0,000	Accepted
H <sub>6</sub>	Perceived Value → Continuance Intention	0,366	5,815	0,000	Accepted

Based on the table of path coefficients test results, 5 of the 6 hypotheses can be assessed as having a significant influence relationship. The four hypotheses that are proven to have a significant relationship include: H<sub>1</sub>: There is a positive influence of perceived value on co-brand equity in the streetwear fashion industry in Indonesia; H<sub>2</sub>: Co-brand equity positively influences brand preference in the streetwear fashion industry in Indonesia; H<sub>4</sub>: There is a positive influence from perceived value on co-brand preference in the fashion streetwear industry in Indonesia, H<sub>5</sub>: There is a positive influence from co-brand preference on continuance intention in the fashion streetwear industry in Indonesia, and H<sub>6</sub>: There is a positive influence from perceived value on continuance intention of consumers towards collaboration between two or more brands in the fashion streetwear

industry in Indonesia. These were proven by their P Value below the criteria of 0,05. On the other hand, the P Value of  $H_3 = 0,380$  exceeded the 0,05 criteria which resulted in rejection of hypothesis. This means Co-brand equity had no significant influence on continuance intention in the streetwear fashion industry in Indonesia.

### **Managerial Implications in The South East Asian Context**

This research maybe very useful for fashion entrepreneurs and South East Asian marketers as it shows how perceived value, co-brand equity, co-brand preference, and continuance intention can impact one another. Here are a few of the managerial implications that can be given based on this study:

**Perceived value** is concluded as a significant and positive factor towards co-brand equity, co-brand preference, and continuance intention of a product from the collaboration of fashion streetwear. One of the things marketers can do to increase perceived value is to convince consumers of the exclusivity of the collaboration products offered. This exclusivity includes product quality, service quality, perceived risk, and price. This is consistent with the findings of Lloyd & Luk's research, (2010) which looked at the relationship between purchase intention and product exclusivity in the luxury fashion industry.

**To increase co-brand preference**, business actors can also increase it by increasing co-brand equity which consists of many variables, some of which are brand loyalty, brand awareness, perceived quality, and brand associations (Parris & Guzmán, 2022). Thus, consumer loyalty programs, marketing campaigns that emphasize quality, and long-term collaborative brand associations can increase co-brand preference. The increase in co-brand preference will also increase consumer continuance intention.

**Co-brand equity** is proven to have no significant impact on the intention to buy and reuse (continuance intention) of the products of the fashion streetwear collaboration. Previously we assumed that co-brand equity has a positive relationship with continuance intention, it has been proven that these two variables have no relationship. With that, it can be concluded that the increase or decrease that occurs in co-brand equity will not affect continuance intention.

Business actors must focus on buying and selling activities not only on the brand's official website, but also providing their products on third-party retail websites and e-commerce to increase sales volume. If the product offered has a price of IDR 200,000 – IDR 749,999, businesses can focus on providing their products on the e-commerce platform. Meanwhile, if the product offered has a price above IDR 1,000,000, businesses can focus on providing their products on the third-party retail website platform.

### **Theoretical Implications**

This study on perceived value, co-brand equity, co-brand preference, and continuance intention contribute to knowledge on consumer behavior, co-branding, and the streetwear fashion industry. The conceptual framework of perceived value that were constructed by product quality, service quality, perceived risk, effort, and price and their impact on co-brand equity, co-brand preference, and continuance intention shows various significant relationships. This study also compliments the previous study of (Wang & Farquhar, 2018), (Lloyd & Luk, 2010), and (Chi & Kilduff, 2011) on the antecedents and consequences perceived value towards co-brand equity, co-brand preference, and continuance intention in the service and luxury fashion industry. From the strategic marketing perspective, co-branding is method that may result in continuance intention. Future studies could empirically examine how perceived value of a collaboration product various streetwear brands can influence continuance intention in the long run.

### **CONCLUSION**

To summarize, this study shows that perceived value has a significantly positive impact on co-brand equity, co-brand preference, and continuance intention on collaborative products developed in the streetwear fashion industry in Indonesia. Therefore, marketers and fashion entrepreneurs must pay a close intention in increasing the perceived value (product quality, service quality, perceived risk, effort, and price) of their upcoming collaboration in the streetwear fashion industry in order to increase co-brand equity, co-brand preference, and continuance intention on the collaborative products.

The study was conducted with best efforts by performing several steps to produce reasonable, realistic result, but there are several limitations that may hinder the results of the study, including: a) In this study, the models and variables studied were not fully in line with the industry being analyzed, namely streetwear fashion. instead, all variables and indicators are contextual adjustments from studies on co-branded credit cards, luxury fashion, and casual sportswear. This is because there are not many journals that discuss the streetwear fashion industry. However, there are studies discussing that streetwear fashion is included in luxury fashion due to the indistinguishable marketing methods and exclusivity values (Moreno, 2020); b) The dimensions contained in perceived value are taken from the perceived value dimensions of the offline luxury fashion shopping process. Meanwhile, the focus of this research is the perceived value of the online shopping process for luxury fashion (streetwear fashion); c) It has been argued in many previous studies that this variable has two characteristics, namely formative and reflective. in this study, the variable perceived value is tested with a reflective nature with four dimensions, namely product quality, service quality, perceived risk, and price; d) This research is limited by the target respondents aged 18-25 years only. It should be understood that if the target research respondents are applied to different generations, the research results obtained may also be different.

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