

# The Impact of Novelty and Brand Image Interaction on Consumer Decision Making

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**Abstract:** In the competitive market, brand co-branding is a common marketing strategy. However, the impact of novelty, brand image, and multimedia marketing interactions on consumer decision-making in brand co-branding has not yet formed a complete theoretical system. This paper aims to explore the co-branding effect in multimedia marketing, using a case study approach, with the co-branding case of Luckin Coffee and Butter Bear as the research object. By analyzing the product design, marketing design, sales data, and consumer feedback of the co-branding partnership, this study deeply explores the influence mechanisms of relevant factors. The study found that novelty attracts consumers' attention through the perceptual attraction mechanism; brand image enhancement increases consumer trust and loyalty through emotional resonance; multimedia marketing amplifies the impact of novelty and brand image through the communication amplification mechanism, thereby influencing consumer decision-making. The interaction between novelty and brand image in brand co-branding has a significant impact on consumer decision-making, and companies should pay attention to this interaction to develop effective co-branding marketing strategies.

## 1 INTRODUCTION

With the rapid development of China's economy and the continuous improvement of people's living standards, co-branded products have attracted consumers' attention with their beautiful appearance and rich cultural heritage. In marketing, co-branding also plays a very important role (Ting, 2024). In today's highly competitive business environment, brand co-branding has become a marketing method frequently adopted by many enterprises. Brand co-branding cases continue to emerge, from the co-branding of fashion brands and sports brands to the co-branding of catering brands and cultural IPs. These co-brandings often can trigger high attention and even a rush to purchase among consumers. However, in the process of brand co-branding, there are many complex factors that need to be explored in depth. Among them, novelty is a very crucial factor in brand co-branding, which can attract consumers' attention and stimulate their interest. At the same time, brand image will also be affected during the co-branding process. Moreover, in the modern marketing environment, multimedia combination marketing is an indispensable part. It interweaves with the novelty factor and brand image factor in brand co-branding

and jointly affects consumers' decisions. However, how the interaction between the novelty factor in brand co-branding and its impact on brand image, and multimedia combination marketing affects consumers' decisions is an issue that enterprises urgently need to solve in marketing practice.

Current theoretical research has not yet formed a complete system regarding how novelty in brand co-branding interacts with brand image. This study helps to fill the gap in current theoretical research on the interaction between novelty in brand co-branding and brand image; by adopting case study method and literature analysis method, relevant materials and literatures are searched for and read, and in-depth analysis is conducted from three dimensions to explore how novelty attracts consumers, how the improvement of brand image influences consumers' decisions, and how multimedia combined marketing promotes the entire process. Through theoretical refinement, the short-term and long-term strategic goals in brand co-branding are summarized, and the conclusions related to the research topic are further elaborated. This study mainly focuses on the brand co-branding effect in multimedia combined marketing and focuses on exploring the impact of the interaction between novelty and brand image on

consumers' decisions. Through in-depth analysis of this topic, it aims to reveal the hidden consumer decision-making mechanism behind brand co-branding, provide theoretical basis and practical guidance for enterprises' marketing practices, help enterprises optimize brand co-branding marketing strategies, improve marketing effects, and enhance brand competitiveness.

## 2 LITERATURE REVIEW

In the field of brand marketing, numerous studies have focused on the impact of brand co-branding, novelty, and multimedia marketing on consumer decision making.

Some literature points out that brand co-branding is an effective marketing strategy that can integrate the resources of both brands. It combines the elements of different brands through cooperation to create a unique product or service experience. For example, the co-branding of tea beverage brands and wine brands attracts consumers from two different fields. Liu Na conducted an in-depth analysis of the marketing strategy of Luckin Coffee through brand co-branding activities in "Analysis of the Marketing Strategy of Luckin Coffee's Brand Co-Branding" and explored the key factors for its success. The research indicates that the cooperation model of brand co-branding breaks the traditional marketing thinking, brings freshness and surprises to consumers, can quickly gain a lot of attention, and effectively increase the brand's exposure (Rui, 2024). Luckin Coffee is very precise in the selection of co-branding partners, which can stimulate consumers' curiosity and expectations. At the same time, it uses the multiple attributes of its products, a good fan base, and innovative interaction strategies to increase exposure and promote sales. In addition, the article also emphasizes the importance of strategic layout in co-branding activities, such as the importance of the links of preheating promotion, official announcement of the co-branding content, and subsequent marketing. However, the article does not discuss in depth the specific implementation details of the co-branding activities, consumer feedback, and long-term impact. This article will start from these aspects, conduct an in-depth analysis of the specific operation process of the co-branding activities, the actual feedback from consumers, and the impact of co-branding on the long-term value of the brand, etc., to supplement the deficiencies of existing research and provide more practical guidance for the co-branding activities of other enterprises.

In the article "The Communication Logic and Practical Exploration of Brand Co-branding", Yu Jing deeply discusses the motivation, strategy and the importance of execution of brand co-branding, and analyzes the success factors of brand co-branding through cases. The article pointed out that in the current market environment of "everything can be co-branded", brand co-branding can create freshness through cross-border cooperation, stimulate consumers' curiosity and purchase desire, thus enhancing brand awareness and market influence. In the information age of data explosion, under the influence of consumption factors and communication technology, successful brand co-branding can often make a brand stand out in the same kind of track. At the same time, novel co-branding products can also cater to the current young people's consumer psychology in freshness, novelty, fashion and other aspects, so that the brand has a higher topic (Yu, 2024). Taking the cooperation between Luckin Coffee and Moutai as an example, the author analyzes how such cross-border cooperation can achieve user sharing, break the inherent user circle, and enhance brand recognition through new product development. In addition, the article also emphasizes the importance of clarifying the purpose of co-branding and sticking to the brand positioning, pointing out that co-branding activities should be closely integrated with the core values and cultural connotations of the brand to achieve long-term development goals. The article may not fully explore the application of brand co-branding in different cultures, markets and target groups and the challenges of diversification. Moreover, it may not discuss in detail how to balance short-term goals with long-term strategy in brand co-branding. This paper will analyze brand co-branding strategies and their effects under different cultural backgrounds in order to better understand brand interaction in the global market. Secondly, this paper will discuss how to balance the relationship between short-term market hot spots and long-term brand building in brand co-branding.

In the aspect of multimedia combination marketing, different media channels have different communication effects. Social media enables precision marketing and word of mouth, with a wider reach through major media. In the New Media Communication Practice and Thinking of Brand Co-branding Based on 4I Theory, Di Jiahui analyzes the new media communication practice of brand co-branding based on 4I theory (principle of interest, principle of interaction, principle of personalization). By consulting domestic and foreign materials, understanding existing

research status, and combining 4I theory, the paper studies and analyzes the communication characteristics of five typical cases of brand co-branding on Wechat, Douyin and other new media platforms. The purpose of this study is to explore the factors influencing the effect of brand co-branded new media communication, and to provide prospects and suggestions for the future development of brand co-branded new media communication. In the part of research and analysis, this paper discusses in detail how to use the new media marketing strategy guided by 4I theory, analyzes the factors influencing the communication power of different co-branding cases on new media platforms, such as content creation, user interaction and personalized marketing, and reveals the specific impact of these factors on the brand co-branding communication effect through data analysis. In terms of research gaps, the paper may not fully cover all the potential variables that affect the communication effect of brand co-branding in new media, such as the specific impact of user-generated content (UGC) and the effect of algorithmic recommendations of social networks on the communication effect.

### 3 CASE RECOVERY

Luckin Coffee is a Chinese coffee chain company founded in 2017 and headquartered in Beijing, China. The company's mission is to become the leading coffee brand in China, providing high-quality coffee and a convenient coffee experience. The company has attracted consumers, especially young people, by opening stores in China's first- and second-tier cities, as well as offering online ordering and delivery services (Huang, 2024). Luckin Coffee, the largest coffee chain brand in China, is committed to providing customers with high-quality, cost-effective and convenient products through a new retail model that makes full use of mobile Internet and big data technology. In recent years, Luckin Coffee has actively carried out brand co-branding activities and constantly explored cooperation opportunities with different types of brands or IP. Butter Bear is a rapidly popular IP in the field of emojis, its image is simple and straightforward, with strong emotional appeal, and has a high popularity and affinity among young consumer groups. The joint cooperation between Luckin Coffee and Butter Bear aims to attract young consumers and further expand market share.

In the product design, this joint cooperation cleverly integrates the beverage characteristics of Luckin Coffee and the image elements of Butter bear.

For example, coffee cup covers with butter bear images were introduced, and the packaging of co-branded coffee drinks was printed with the image of Butter Bear. In terms of marketing design, the theme of "cute appearance level is justice" emphasizes the unique consumption experience. The co-branded coffee drink echoes the image of Butter Bear, introducing coffee with butter flavor, bringing a new taste experience to consumers. Moreover, Luckin Coffee has made full use of multimedia combination marketing to promote. The topic and content of joint cooperation were published on social media (Weibo, Wechat), which triggered discussion and attention from consumers. In addition, Luckin Coffee invited a number of well-known KOLs to test and evaluate the drink and share it on social media, and it quickly spread on the network. At the same time, Luckin Coffee also released a series of interesting short videos on the short video platform, showing the production process and unique taste of co-branded products, further enhancing the spread of novelty.

After the launch of the campaign, social media quickly set off a heated debate. According to statistics, during the joint activity, the sales volume of Luckin Coffee related products increased significantly. Many consumers share photos of their purchases of co-branded products on platforms such as Weibo and Xiaohongshu and express their love for the products' cute packaging and unique tastes. The number of views on the topic reached millions in a short period, and the discussion heated up. The content shared by consumers includes not only the look and taste of the product but also the emotional experience associated with the Butter Bear image. For example, some consumers said that they felt happy when they saw the image of a butter bear, and the emotional value combined with the consumption experience of Luckin Coffee increased the appeal of the product.

### 4 CASE STUDY

#### 4.1 The Attraction of Novelty: Perceptual Attraction Mechanism

Products are the carriers that connect enterprises and customers, and also the carriers that meet the basic needs of customers. Co-branded collaborations often lead to co-branded products that can differentiate themselves through co-branded stunts, generate unique appeal, and ultimately generate more sales. The co-branded products of Luckin Coffee reflect the co-branded characteristics, have a strong attraction,

and have obtained high sales volume (Rui, 2024). Luckin Coffee conducted a total of 16 IP co-branding activities in the first half of 2024, involving 14 brands and 11 stars. These co-signings resulted in significant sales growth, with the average number of monthly trading clients reaching 69.7 million, an increase of 61.8% year-on-year. Luckin Coffee has numerous successful co-branded promotions. Luckin Coffee is very good at grasping current events and holiday heat to promote its products. For example, the "Sad Frog" co-branded for Chinese Valentine's Day in 2022 and the "Line Dog" co-branded for Valentine's Day in 2023 have both brought huge sales to Luckin coffee (Shang, 2023).

In the context of multimedia portfolio marketing, novelty attracts consumers' attention through cross-border collaboration and innovative design. When consumers are exposed to these novel elements, they will have a desire to explore, thus focusing their attention on co-branded products. This kind of perceived attraction is the first step for consumers to interact with the brand, which breaks consumers' conventional cognition of the brand and lays the foundation for the subsequent brand image building and consumption decision. In the joint name of Luckin Coffee and Butter Bear, the novelty is mainly reflected in the unique design and limited edition concept. Unique designs such as the packaging with the butter bear image and the newly formulated coffee drink are in stark contrast to the regular coffee products on the market. Coffee with butter flavor is different from the common coffee taste in the market, and this unique taste experience has stimulated the curiosity of consumers. For consumers who pursue new things and are willing to try new tastes, this novel product feature has a strong appeal. Limited edition because of its scarcity, but also stimulates the desire of consumers to buy. Luckin Coffee launched a buy set get free co-branded campaign, and many consumers bought co-branded coffee multiple times to collect cup sets with different patterns of butter bears.

#### **4.2 The Relationship Between Brand Image and Consumer Decision-Making: Emotional Resonance Mechanism**

The improvement of brand image can make consumers have emotional resonance for the brand. When Luckin Coffee enhances its brand image through co-branding, making it more in line with consumers' emotional needs (such as young, fashionable, cute, etc.), consumers will emotionally

connect with the brand. This emotional resonance will increase consumers' trust in the brand, making consumers buy not only because of the function or price of the product, but also based on the emotional identification of the brand.

The cute and positive image connotation of Butter Bear is in line with the target audience of Luckin Coffee, and the brand co-branding makes the image of Luckin Coffee in the eyes of consumers more young, fashionable, and friendly. As an IP with a wide fan base, cute image and affinity, Butter Bear's positive image connotation has been passed on to Luckin Coffee. In the minds of consumers, Luckin Coffee may have been just a coffee chain brand known for rapid expansion and innovative marketing, but after the joint name, it has been given more young, fashionable and friendly image characteristics. The co-branding market could enlarge new age groups of customers. According to the data from Mobtech, from March to August in the year of 2021, Luckin Coffee's consumers aged 18 to 24 accounted for more than 25 percent in both new first-tier and second-tier cities (Zhang, 2023). This enhancement of brand image is conducive to enhancing user stickiness and enhancing user trust for consumers. Consumers will see Luckin Coffee as a brand that constantly innovates, pays attention to consumer preferences, and has vitality, so they are more willing to buy its products. Young consumers who had little interest in Luckin Coffee, because they saw Luckin Coffee's innovative measures in brand co-branding, began to trust it, and they were willing to try to buy its products. The brand image after the joint name is more in line with the emotional needs of consumers, especially the love of young consumer groups for cute and fashionable elements. This kind of emotional resonance makes consumers not only consider rational factors such as product price and function but also be influenced by emotional factors when making purchase decisions. When consumers emotionally connect with a brand, they are more likely to become loyal customers. Some consumers have a preference for Luckin Coffee because of their love for the butter bear image, even in the absence of promotional activities, they will give priority to Luckin Coffee products.

#### **4.3 The Driving Role of Multimedia Portfolio Marketing: Communication Amplification Mechanism**

The success of Luckin Coffee serves as a compelling case study that exemplifies the transformative potential of digitalization in achieving sustainable

growth. The company's adeptness at creating a flourishing digital ecosystem, utilizing technology for store expansion and management, and elevating user engagement underscores the multidimensional advantages of digital strategies (Qing et al., 2024). Multimedia portfolio marketing (social media, short video platforms, etc.) helps brands spread novelty to a wider audience. Through the sharing of social media, the promotion of KOL, and the spread of short videos, the novelty can spread quickly and attract the attention of more potential consumers. At the same time, multimedia combination marketing also helps to strengthen the brand image, so that the brand image in a wider range of dissemination and recognition, and then promote consumer behavior.

Social media platforms play a key role in the entire co-branding process. The announcement information of Weibo, Wechat, and other platforms and the sharing of KOL form a topic effect, quickly attracting consumers' attention. Consumers publish orders and interact to achieve the secondary dissemination of information. For example, after a KOL shared a taste of the co-branded coffee on Weibo, its fans forwarded and commented on it, letting more people know about the co-branded event. The series of short videos on the short video platform further magnifies the influence of novelty and brand image. Through lively and interesting video content, consumers can more intuitively feel the characteristics and charm of co-branded products. The wide spread of these videos on short video platforms has attracted the attention of more potential consumers, helping Luckin Coffee to expand its market coverage and achieve better market results.

## 5 THEORETICAL REFINEMENT

### 5.1 Short-Term and Long-Term Strategy of Brand Image

Increasing product sales is the primary short-term goal. Through the launch of co-branded products, using the Butter bear fan effect and novel product design, attract consumers to buy. Increasing brand awareness is also an important goal. Joint activities can attract the attention of the media and consumers, especially on social media, so that more people know about Luckin Coffee.

Luckin Coffee's long-term strategy may be to build a coffee brand with a broad consumer base, multicultural connotations and high brand loyalty. The partnership with Butter Bear is part of that long-term strategy. Through joint cooperation with

different types of cultural images, we gradually build an inclusive and creative brand image to adapt to the needs of different consumer groups. The real landing point of brand co-branding should be products with deep content, novel and unique, and can cause consumer consensus, establish a bridge between the brand and consumers, strengthen the brand image, and comprehensively improve the product power and influence of the brand. But this is not a short time to form, may need more investment between brands, spend more time, think about the depth of the content of joint activities, to create content, creative joint products. In the future, brand co-branding may become a long-term battle. Long-term brand co-branding can not only increase brand profits and increase the number of fans, but also directly reflect brand value, improve brand image, brand culture and other potential value of the brand, and leverage for the sustainable development of the brand (Di et al., 2024).

For co-branding, we need to choose a brand or IP that is highly compatible with our tone and values so that both parties' consumer groups will complement one another and fit together, which will help both parties' user bases grow; if the sales networks of both parties are complementary, they can also widen the sales channels; and if the brand image and concept of both parties fit together, which will also help improve the brand image (Chen and Yang, 2022).

### 5.2 Brand Co-Branding New Media Communication Strategy

Social media platforms have certain advantages in communication, and social media platforms such as Weibo and Tiktok have played an important role in the spread of co-branding. The topic of microblog and the fast speed of information dissemination make the joint information spread quickly. After the joint announcement of Luckin Coffee's official Weibo account, the relevant topic quickly became a hot search and attracted the attention of a large number of users. The short video form of Douyin is suitable for displaying the characteristics of joint products. Through creative short videos, it shows the loveliness of butter bear cup sets and the production process of special coffee, attracting users' visual attention and stimulating their desire to buy.

The rhythm and content of communication also affect the effect of communication. Luckin coffee has made a certain warm-up before the joint name and released some mysterious hint information to arouse the curiosity of consumers. When the joint product is officially released, focus on large-scale publicity and

promotion, and then continue to follow up in the following period of time to keep the topic hot. Based on the 4I theory, in the communication of co-branded brands' wechat tweets, the more innovative the title of the tweet and the richer the content, the more interesting the tweet, and the higher people's interest in reading it. The more comments and likes the author has in the comment section of the article, the more people can be attracted to participate in it; The public account opens a video account to publish videos of the interaction between the brand and the co-branded object, that is, the more interactive the articles and videos are, the more they can stimulate people's desire to share (Luo et al., 2024). The choice of release timing is also critical, choosing to release information during the active period of young consumer groups (such as weekends or evenings) can improve the exposure and dissemination of information.

User interaction participation and secondary communication also affect the effect of brand co-branding. Luckin Coffee has designed a series of user interaction activities, such as punching in to share to win the surrounding, user creative solicitation. These interactive activities improve user engagement, so that consumers are not only passively receiving information, but actively participating in the communication process of brand co-branding. If consumers are satisfied with the co-branded product, they will spontaneously carry out secondary transmission and recommend it to friends around them. This kind of secondary communication based on user word-of-mouth is more credible than the enterprise's own publicity and can attract more potential consumers.

## 6 CONCLUSION

Through the case study of joint cooperation between Luckin Coffee and Butter Bear, this study deeply discusses the brand co-branding effect in multimedia combination marketing, especially the influence of novelty and brand image interaction on consumer decision making. It is found that novelty attracts consumers' attention through unique design and limited-edition concept, and the enhancement of brand image can enhance consumers' trust and emotional resonance, while multimedia combination marketing plays an important amplification role in disseminating novelty and brand image. This study not only provides a new idea for the research of brand co-branding and multimedia marketing, that is, explores the decision-making mechanism of consumers from the perspective of the interaction

between novelty and brand image, but also provides practical marketing strategy reference for enterprises. Future research should focus more on enterprises to establish a long-term good brand image, create a sense of novelty direction for in-depth exploration. Enterprises in the brand co-branding, can focus on creating novelty, enhance the brand image, and reasonable use of multimedia marketing to attract consumers, promote product sales and brand development.

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