RESEARCH ON THE INFLUENCE OF TIME-HONORED CROSS-BORDER PRODUCT MARKET MATCHING DEGREE ON PURCHASE INTENTION---A CASE STUDY OF WHITE RABBIT CREAMY CANDY

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RESEARCH ON THE INFLUENCE OF TIME-HONORED CROSS-BORDER PRODUCT MARKET MATCHING DEGREE ON PURCHASE INTENTION---A CASE STUDY OF WHITE RABBIT CREAMY CANDY

Thematic Certificate

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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Title: Research on the Influence of Time-honored Cross-border Product Market Matching Degree on Purchase Intention---A Case Study of White Rabbit Creamy Candy

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ABSTRACT

As society expands, exposore to a world of information is immnent and consumers' demand has become pluralistic and cutthroat competitors led to the tendency of homogenization of products in the market. Time-honored brands began a "cross-border" model in order to ensure their own advantages in products or services and added value to products. This can bring consumers a three-dimensional experience, meet their demands, and enhance their awareness about the time - honored brand.

Many studies on the "cross-border" model have been done by different scholars, but most were case studies on some successful products. The original intention of the "cross-border" products was to enhance users' experience more than the products' functionality, which never directly reflects the possibility of obtaining more profits. Only through consumers' perception about the real value of the time-honored brand may trigger and enhance the willingness to make a purchase.

Theory analysis and the empirical analysis were utilized flexibly in the article. In the early stages of the study and after an extensive reading of relevant theories, reports, and cases, 4 relevant conceptions, were found brand perception, "cross-border" products of the time-honored brand, market fit, and purchase-intention. They were sorted and summarized based on the relationships among these conceptions. The article raised a model and 7 hypotheses. Combined with the characteristics of the study field, a reasonable scale was designed based on other literature and the characteristics of the study object.

This research used SPSS 22.0 and Amos to analyze 2 conclusions: (1) Both "cross-border" market fit and brand perception influence purchase intention significantly and positively; (2) Brand perception which is divided into brand awareness and brand image.

Significant mediating effects between brand market fit and purchase intention were based on the above analysis and conclusions. This research offered the following suggestions for the time-honored enterprises who use "cross-border"model: (1) They should take notice of the degree of market fit in the relationship "cross-border" brand and the original brand; (2) They should make the most of building a favourable brand awareness and brand image; (3) They should intensify the publicity to expand consumer contact with brands; (4) They should provide products that meet the demand of the target market, which favors "nostalgic" and "innovative" feelings.

Keywords: cross-border products, time-honored brand, market fit, brand perception, purchase intent

Declaration

  I, Yang Xu, hereby certify that the work embodied in this independent study entitled "Research on the in.fTuence of time-honored cross-border product market matching degree on purchase intention---Take White Rabbit Creamy Candy For Example" is result of original research and has not been submitted for a higher degree to any other university or institution.

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                        (Yang Xu)

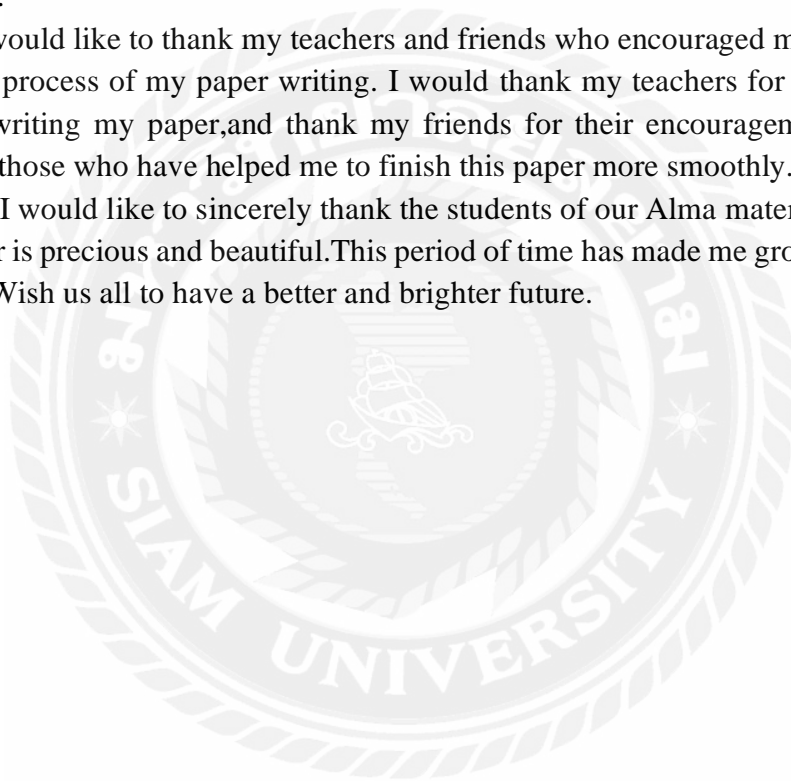   Jan 21, 2023

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Chapter 1 Introduction

1.1 Research background

Due to the intensified market competition and the concept of consumer experience, more and more time-honored brands have overturned the previous traditional business joint model and began to seek "cross-border marriage". One of the more famous cases are: MAC and the glory of the king of cross-border lipstick, Coca-Cola and Baidu AR launched modem new cans, natural hall and Blibli animation launched joint makeup, etc, these companies make their products under the crossover mode of innovation and development, using complementary functions, complementary user experience for old brand image deepened the three-dimensional feeling and depth, enhance the brand awareness and brand influence. Brand added value tends to create strong recognition from consumers, which will affect the increase in consumer likelihood of buying.

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 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 expand 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.

In recent years, the academic circle has conducted a lot of research on the innovative business model of "crossover", especially the indepth analysis of the characteristics and strategic advantages of the crossover model. However, from the perspective of user perception of the crossover brand market matching degree, the influencing factors and degree of the purchase intention of this type of product are rarely explored. In addition, previous papers have less explored the intermediary effect of brand cognition, and most of them have proved its direct impact on users' purchase intention. Brand cognition is less divided into different dimensions starting from the perspective of user perception, while users' brand cognition is diversified；which can be defined and divided according to different bases, so it can be further explored. In addition, previous scholars have chosen the cross-border behavior of emerging enterprises, rather than time-honored brands. However, the time-honored brands effectively combine "inheritance" and "innovation", and have both the established brand cognition and innovative characteristics, which are in line with the model structure of this paper.

Through the CNKI, wan fang data in Chinese database to "old crossover products market matching, brand recognition, purchase intention" as the keyword search, not found completely involving the relationship between the three literature, and almost no old brand crossover products, for example, such relationship research strong correlation references. Therefore, this paper focuses on the old brand crossover products market matching, brand recognition and purchase intention, build three relationship model through the analysis from the perspective of market matching and user cognition, for the old brand enterprises using cross-border marketing model production cross-border products to provide better reference opinions.

1.2 Research questions

In this study, the time-honored Chinese brands take advantage of their own brand cognition 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. The specific problems are as follows:

1. What is the relationship between market matching degree and brand recognition?

2. What is the relationship between brand awareness and purchase intention?

3. What is the relationship between market matching degree and purchase intention?

4. Is there an intermediary effect on brand cognition?

1.3 Study Objectives

This paper focuses on the relationship among market matching, brand recognition and purchase intention of time-honored brands' cross-border products, and constructs a

model of the relationship between the three. Through analysis, it is expected to provide better reference for time-honored brands' enterprises to use cross-border marketing models to produce cross-border products from the perspective of market matching and user cognition. The specific research objectives are as follows:

1. Get the relationship between market matching and brand recognition.
2. Get the relationship between brand awareness and purchase intention.
3. Get the relationship between market matching degree and purchase intention.
4. Determine the intermediary effect of brand cognition.

1.4 Study significance

1.4.1 Theoretical Significance

Its main significance lies in the special empirical way to test the present model. First study and prove that the old crossover products market matching degree, brand recognition and purchase intention of the mutual relationship, and then explore the user's different brand cognitive dimension in old brand cross-border products market matching degree to user purchase intention important intermediary role, it will consider the old brand crossover model use and cross-border product market design has greater ref erence value and significance.

1.4.2 Practical Significance

Starting from the crossover of time-honored brands, this paper studies the matching degree of target market, users' brand recognition and purchase intention. Therefore, this paper has practical significance for the "cross-border" mode.

(1) Strengthen the consideration of the consistency of the target market.

The research object of this paper is time-honored brand enterprises, which are characterized by large market share, high brand awareness and good brand image in the industry, but they may not be good at in the cross-border field, and poorly consider the choice of cross-border joint enterprises. Most studies on crossover products focus on the fit of brand or product design, but less on the matching of target market consumer groups. Therefore, this study will use the influence mechanism of brand cognition and users purchase intention to explore whether the consistency of cross-border brand target consumer groups is needed to improve users' purchase intention, and conclude to provide guidance for more time-honored enterprises that want to cross-border alliance.

(2) Improve the enterprise's "customer-driven concept".

Consumer's brand awareness The research on the purchase intention of time-honored cross-border products can help to make "customer thinking" drive enterprises, and enable enterprises to improve consumer brand awareness. In this way, enterprises can provide a scientific decision-making basis in the choice of market matching degree, and even in the product concept, design and development, marketing mode and other operation links. The correct use of the cross-border marketing model and the clearly

improved brand cognition dimension will help to increase consumers' purchase willingness and induce purchase behavior, so as to expand the market share of enterprises and realize their brand advantages.

(3) It helps enterprises to fully understand and correctly use the cross-border marketing model.

The indepth study of the innovative mode of "crossover" is conducive to the time-honored brand enterprises to fully understand the function mechanism of this model so that they can make correct use of it according to the characteristics and expected mode of the enterprise products themselves. Help enterprises to select accurate positioning of target markets and partners from the understanding of brands, and create crossover products that improve consumer experience, so that they can make purchase decisions. This can not only really broaden the market, increase the enterprise profits, but also can start the popularity, strengthen the brand image of the enterprise, increase the brand effect.

1.5 Study limitations

In recent years, domestic relevant experts and scholars about the time-honored brands mainly focus on the "activation strategy". And more research is on experimental research mainly, The research results are relatively scattered Lack of questionnaire survey data collection and verification with a large sample size. The objective and universal derivation of the research results need to be strengthened. Major foreign scholars have conducted research on "brand activation". Most of the qualitative research is (Lehu, 2004; Brown, 2003; Tim&Kelly, 1998; Berry, 1988) Therefore. This paper enriches and improves the research methods. Using quantitative research methods to explore and enrich the connotation and concept of time-honored brand cognition. In combination with the empirical research, In order to provide a useful reference, more objective management inspiration and practical guidance.

1.6 Theoretical application

According to the definition of the Ministry of Commerce of China(2006), it is believed that "China time-honored brand" is a brand that has been widely recognized by the economy and society and formed a good reputation. Therefore, the author will also adopt the concept definition of the Ministry of Commerce, and use "time-honored brand" as the title of this article. This study adopts the definition of Xu Pengfei et al., which means that crossover products are two brand marketing products with similar target groups and common needs, and will be studied from the perspective of target market consistency. The brand recognition division method used by Lin Xiaomin(2017) will be used in this paper. The reason for adopting this theory is based on a large number of reviews and proved with empirical evidence, and it also has a relatively comprehensive and mature scale with good reliability and validity. According to the theory of learning generalization in consumer behavior, it is believed that a similar

stimulus may induce a similar response when a consumer learns to respond to a certain stimulus. In the field of the crossover brand studied in this paper, the higher the similarity between the crossover brand and the original old brand product, the more similar the stimulus is, and the more obvious the reaction is. 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 very likely have an impact on the purchase intention of the crossover products.

Chapter 2 Literature review

2.1 Research on products related to cross-border products of time-honored brands

2.1.1 Definition of time-honored brands

Scholars in various industries and fields will name the time-honored brands according to different needs to facilitate their research Laozihao has a variety of rich meanings and characteristics, want to obtain this tide and selection qualification has quite high brand reputation and history requirements. According to the definition of the Mini stry of Commerce of China (2006), it is believed that "China time-honored brand" is a brand that has been widely recognized by the economy and society and formed a good reputation. Therefore, the author will also adopt the concept definition of the Mini stry of Commerce, and use "time-honored brand " as the title of this article.

2.1.2 Concept definition of cross-boundary products

The emergence and implementation of "crossover" preceded the formal definition of this new concept in academia, because it appeared very early in people's life. After a series of development and evolution of strategic alliance, cooperative marketing, symbiotic marketing and so on, the concept of crossover was finally formed.

Although the research heat of "crossover" is increasing, there is still no consensus on crossover in the academic circles. Starting from the differences of cross-border enterprises. Gan Yong et al.(2010) pointed out that crossover is the channel sharing and terminal display based on the commonalities and contacts between different products, industries and consumers with different preferences. On the basis of Gan Yong, Xu Naizhen et al.(2013) further pointed out that the main purpose of the crossover is to deal with the problem s in the marketing environment through innovative cooperation, so as to achieve a win-win cooperation between both sides. Zhou Dakun et al.(2013).

Starting from the complementary value, believe that crossover is a new cross-industry complementary marketing model. Zhang Jie(2014), from the perspective of user needs, pointed out that we should be effective crossover and good at starting from the perspective of the public, have a deep understanding of consumers' attitude towards life and aesthetic standards, and raise the product value to a certain height. Yu Kui(2016) from the perspective of communication believes that cross-border marketing is an effective market communication and penetration of the cooperation between the two. According to the definition of Deng Yong(2007), it is believed that the core of cross-border operation is the comprehensive consumption experience of homogeneous users, which is not a simple complementary functional value, but the complementary consumer perceived value.

Crossover products are innovative products launched under the enterprise model of cross-border alliance, but the cognition and division methods of cross-border products are also different. Yang Pan(2009) defined the product crossover as the purpose combination between different categories, and the purpose is to colli si on out the pain points and highlights that stimulate customers. From the perspective of crossover product formation, Yang Yu(2018) believes that crossover products can have two forms. The first is the change of product value attribute without other brands or enterprises, that is, increase and strengthen other attributes or expand the market in different fields, the second is the cooperation of different brands to develop new products to complement each other and meet the complex needs of users. The latter is more novel in today's market, with numbers on the rise. From the perspective of marketing.Xu Pengfei et al.(2015) on crossover products are generated by brands in different industries (without direct competition) due to similar target markets and company needs.

Since this study aims at the market matching degree of crossover products, this study adopts the definition of Xu Pengfei et al., that is, that crossover products are two brand marketing products with similar target groups and common needs, and will be studied from the perspective of target market consistency.

2.1.3 Current situation of crossover products of time-honored brands

As a new mode of cooperation and innovation, the cross-border behavior of time-honored brands can not only better inherit the time-honored brands, but also bring more diversity to the market development, so it can indeed change the current situation of single enterprise products. It not only has good brand awareness and image, good reputation and loyal customer base, but also uses cross-border cooperative enterprises and e-commerce platform to produce cross-border products integrating "nostalgia" and "creating" innovation while exploring innovative development, while continuously developing its brand effect; and develops other consumer markets and potential consumer demand on the basis of retaining loyal customers.

There are too many time-honored brands, among which the more successful is the well-known Chinese candy brand White Rabbit. In the case of low candy consumption, it chooses to frequently cross the border involving the cosmetics industry, clothing industry, perfume industry and other fields. Initially, the white Rabbit milk candy lipstick developed in conjunction with Mejiajing attracted the attention and interest of users. Then, it also joined hands with Taiping Bird, Lotte Town and other clothing brands to launch a clear brand logo and red, white and blue characteristic color of the big white rabbit series of clothing, which was widely praised. In particular, the white Rabbit brand and odor library launched a childhood fragrance series, arouse consumer memories and hot sales.

Such a hot marketing scene has been hotly discussed. The Social Investigation Center of China Youth News(2009) found that nearly 80% of the respondents have bought time-honored crossover products. 60% think they are creative and ftrn, and 60% of the respondents think that since they are time-honored brands, they should focus more on product quality rather than blindly popularity. In addition, some consumers believe that the attraction of such products lies in the reputation of the old brands, and said that if the old and new brands are particularly in consistent, it will cause the buying experience discomfort. Many famous scholars have also expressed their views on the cross-border innovation practices of time-honored brands. Yang Yueming, a professor at Beijing Normal University, believes that in order to embrace the new era of consumers, innovation should be built on the basis of maintaining the quality, and we should firmly grasp the additional characteristics of " high cultural added value + high creativity. Zhang Ying thought in an interview that the two brand temperament of cross-border cooperation should be consistent.

According to the above concept definition and the analysis of the case, this study believes that the successful old brand crossover marketing is to fit the brand products and crossover products of all aspects, advantage sharing, formed the extension of the brand effect and the complementarity of customer experience, help consumers to the old brand cognition and purchase tendency.

2.2 Related research on market matching degree

Matching degree plays an important role in the field of marketing research. Tauber proposed the theory of brand extension in 1979, which triggered a hot discussion and follow-up research in the marketing community. Later, Edward Tauber (1988) proposed that the matching degree is the common characteristic of the extended mother and child brands, and the degree to which consumers accept the extended products. Since this paper studies the crossover products of time-honored brands, the concept definition of crossover products tends to Xu Pengfei et al. (2015), that is, that crossover products are the products of brands in different industries (without direct competition) due to similar target markets and company needs. Related to this definition is Zhang Hao (2014)'s three-dimensional classification of market matching degree, which is divided into similar target groups, close consumer market, and in line with consumer behavior habits. Zhao Xiuping (2016) added on the basis of Zhang Hao's theory that this is a degree of correlation of a cooperative brand in the consumer psychology, behavior, habits and other aspects of the target groups, markets and target groups.

According to the definition of the above scholars, the market matching degree of the time-honored crossover products is defined in this paper as the correlation degree between the time-honored brand and the original brand in the target market and the consumption behavior of the target customers.

2.3 Related research on brand cognition

2.3.1 Definition of brand cognition

Brand cognition mainly refers to the perception of consumers and their own stored brand memory. But there are still differences in the specific definition of users' brand perception. Brand recognition has originated in David A. Aaker 's book, Managing Brand Assets(1991), is an important part of brand assets and one of the four processes of brand building. He believes that brand cognition is a long-term users gradually formed the understanding of the brand, is the brand understanding and depth of experience. However, Keller(1993) is defined in contact time with David A. Aaker, differently, believes that when consumers are exposed to corporate marketing campaigns, they recognize that consumers get all the brand-related information and the resulting personal comments and attitudes.

2.3.2 Classification of brand cognition

Leading theoretical research leader in related fields, David A. In 1991. Aaker divided the brand cognition into brand awareness and brand Lenovo through theoretical discussion, and subdivided the brand Lenovo again. Keller (1993) analyzes the dimensions of brand

Lenovo and summarizes them as brand image. Later many scholars have proved the main dimensions of brand cognition through empirical analysis. Fan Xiucheng et al. (2002) to verify that the brand image is through the consumer Lenovo's overall perception and view of the brand. Zhao Zhanbo (2005) has verified the difference between brand awareness and brand Lenovo through the research of mobile phone brands in two articles Lin Xiaomin (2017) divides brand cognition into brand awareness and brand image in the field ofbrand extension.

In general, different scholars have differences in the basis and way of brand cognition. The brand recognition division method used by Lin Xiaomin (2017) will be used in this paper. The reason for adopting this theory is based on a large number of reviews and proved with empirical evidence, and it also has a relatively comprehensive and mature scale with good reliability and validity.

2.3.3 Related research on market matching degree and brand cognition

Many scholars have validated the relationship between matching degree and brand cognition. In the field of brand extension, Aaker(1990) believes that the matching degree of the extension brand and the original brand has a positive effect on the evaluation of the extended brand by consumer，Sun Guohui et al.(2014) used the emotional migration theory when studying this effect to reveal the mechanism by which brand extension successfully causes purchase behavior, the combination of external stimulation and needs affects the cognitive process and empathy process of consumers, and then affects consumers' evaluation and purchase decisions In the field of brand association, SooKyoung 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. Lanseng et al. (2012) proposed that the matching degree of brands can be studied from various dimensions, and many different levels of matching degree may affect consumers' cognition and evaluation of brands. Therefore, based on the above research, if consumers perceive a high degree of consistency between the crossover brand and the original brand the cognition of the crossover brand is likely to be affected by the original brand cognition due to the role of emotional transfer.

2.4 Related research on purchase intention

2.4.1 Definition of purchase intention

At present, the concept of purchase intention is not the same,and no consensus has been reached. Scholars Leavitt C and Robertson T S. (1972) believe that consumers will have decisive psychological activities on purchasing decisions before they occur. Fishbein M(1975) proposed the term "intention" when studying the motivation of human behavior, which refers to the subjective cognition of individuals and the resulting subjective tendency of things, and the "purchase intention" was thus cited. Loinberger (2010) believes that

purchase intention is the behavioral intensity of consumers when stimulated. Kotler and Keller (2012) and Jiao Guan (2018) believe that the purchase intention is the possibility that consumers will decide to buy after weighing the pros and cons of the product. Shang Xiaohang (2017) believes that customers' purchase intention can detect their key purchase behavior. Combined with the above definition, this study believes that purchase intention refers to the possibility that consumers can decide to buy after weighing the pros and cons of the product, and consumers have higher recognition of crossover products or services, and are more likely to have purchase intention.

2.4.2 Research on market matching degree and purchase intention

Match degree is also called similarity, and the direct relationship between matching degree and purchase intention has been proved in the field of brand extension. When Paul & Stephen (2001) proves that when a new product is in high similarity to the original product, consumers can transfer Lenovo to the new product, including the willingness to buy.

After further research by scholars, they began to explore from the perspective of consumers, because the purchase decision is a consumer behavior, so the matching degree should also be the degree of consistency of consumers' own perception. From this perspective, Desai et al. (2002) found that enterprises can use a certain element of the original product portfolio to improve consumer recognition of the product so that the market can adopt the product.

In addition, according to the learning generalization theory in consumer behavior, it is believed that when a similar stimulus learns to make a response to a certain stimulus, it may also cause a similar response. In the field of the crossover brand studied in this paper, the higher the similarity between the crossover brand and the original old brand product, the more similar the stimulus is, and the more obvious the reaction is. 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 very likely have an impact on the purchase intention of the crossover products.

2.4.3 Research on brand cognition and purchase intention

Scholars have verified that in some cases,consumers' attitudes or perception of a brand will affect their willingness to buy. Dodds (1991) pointed out that the higher the personal subjective recognition of a product or service, the higher the desire, it is likely to trigger a purchase intention. Cobb-Walgren et al. (1995) provided the first empirical evidence that brand preferences promote purchase decisions.Talor et al. (1997) studied that consumers' subjective norms would determine their purchase intention. George L. (2000) found that consumers tend to choose products with high brand awareness in consideration.

Cohen J B et al. (2008) found that the higher the users 'brand cognition in strengthening psychological association, memory and consolidation and guiding behavior, the earlier the brand product will enter the considered purchase range of consumers' brains, and will occupy the main position. The David A, as mentioned above Aaker (1990) And Keller (1993) Both sides verify that brand awareness and brand image will have an impact on consumers' interest and willingness to buy. Yang Weiwen et al. (2010) And Lin Xiaomin (2017) It also empirically proves that the brand recognition will directly or indirectly affect the current and future purchasing behavior.

From these perspectives, consumer brand perception effectively affects their purchasing tendency, which can be understood, on the one hand consumers prefer products with better brand image, such products have less risk perception and produce more brand trust and loyalty, which often trigger the purchase intention; on the other hand, consumers find that individuals need to recall the specific brand products, and the more familiar products to consumers will often be selected, and the products with such association and memory are more well-known products. Therefore, we can find that, even if different individuals have different preferences for brands, the products that make customers have a higher brand awareness will often become more inclined to buy.

2.5 Conceptual architecture diagram

This paper explores the influence of the market matching degree of cross-border products of time-honored brands on consumers purchase intention, as well as the intermediary effect between the market matching degree of time-honored brands and users' purchasing intention. By combing and summarizing the extensive review of the research results and literature, the following model is formed (Figure 2.1):

As shown in the figure, this paper, three variables are involved:

Independent variable: the market matching degree of the cross-border products of the time-honored brands.

Intermediation variable: brand recognition (divided into brand awareness and brand image).

Dependent variable: consumer purchase intention.
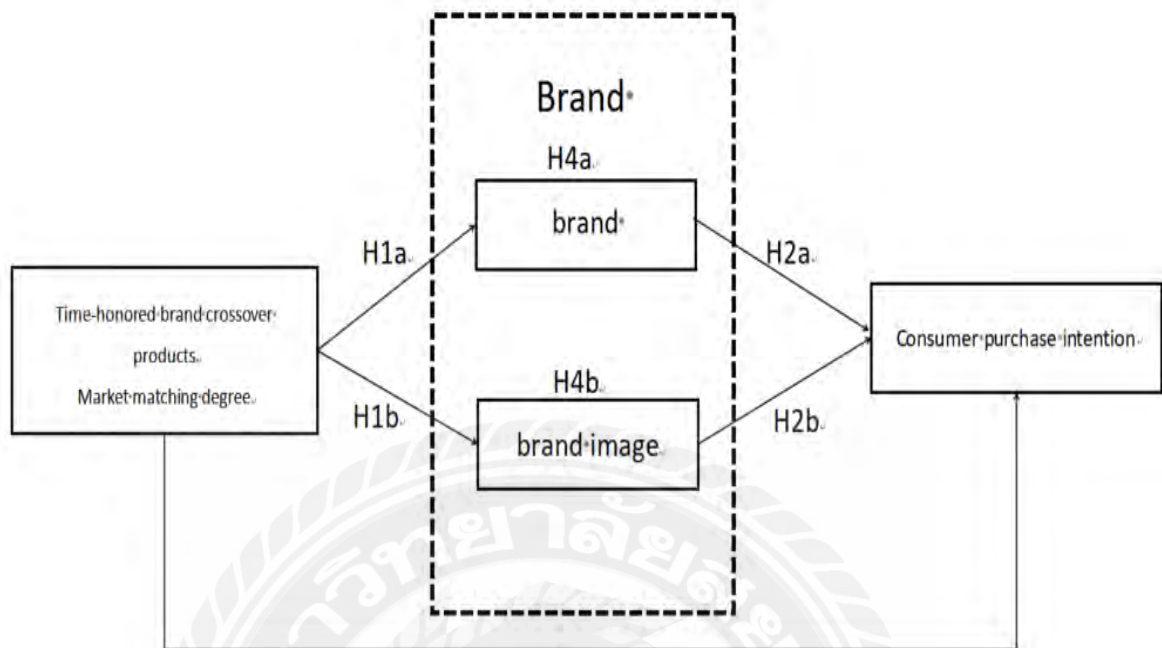
Figure 2.1 Model framework of market matching of time-honored cross-border products on purchase intention purchase intention

2.6 Theoretical basis

2.6.1 Consumer purchase decision theory

Consumer purchase decision includes problem identification, information collection, scheme selection and evaluation, purchase decision implementation, and post purchase evaluation. Its appearance is driven by a specific purchase motivation, realizing their own needs in different purchase plans, and selecting the best plan from them. Scholars at home and abroad believe that at this stage, consumers' purchase intention will be affected by consumers' cognitive level. Theoretical research on consumers' purchase decisions can help enterprises understand and adapt to customers' needs more comprehensively, and can also provide theoretical basis for enterprises to formulate marketing strategies and increase economic benefits. The purchase behavior of consumers is not only to obtain products, but also to get satisfaction when obtaining products.

2.6.2 Rational behavior theory

The theory of rational behavior was put forward by Fishbein and Ajzen (1975). They believed that the premise of rational behavior was individual rationality, and that individual knowledge and understanding had a decisive impact on individual action. Only when individuals had consciousness can they act. At the same time, personal emotion and social

pressure will also affect personal behavior awareness, personal beliefs and personal expected behavior results on their attitudes. The basic connotation of this theory is that individual behavior will be affected by a variety of extemal factors, but these extemal influences will only have an indirect impact on individual behavior, but these external influences will indirectly affect individual behavior, which needs to play an intermediary role in individual action consciousness, and individual behavior consciousness has an obvious direct role in individual behavior. The higher the degree of individual's behavioral awareness, the higher the probability of their actions. Individual's behavioral awareness will also be affected by individual attitudes and codes of conduct. This theory has been widely used in consumers' shopping intentions. Wu Maoguang (2012), from the perspective of corporate responsibility and corporate behavior, concluded that corporate attitudes towards responsibility also affect corporate.

2.6.3 S-O-R theory

includes factors such as the environmental characteristics of shopping websites and the quality of peer consumers. The "organism" is the internal emotional state of consumers, and the user's satisfaction and approaching or avoiding behavior are "responses". In this paper, the theory of S-O-R is applied to the field of brand alliance. It is believed that in the process of consumers' purchase of joint products, the brand information transmitted by the personality of the joint brand will form a stimulus, which can change consumers' cognition and emotion on joint products, stimulate consumers to have corresponding cognition and emotion on products and services, and then make consumers have positive approaching or negative avoidance behavior. Therefore, this paper takes brand personality matching as a stimulus, adds consumer perception of attractiveness as an organism, and consumer purchase intention as a response factor, constructs a stimulus organism response model under the scenario of joint product shopping, and analyzes the psychological and behavioral mechanism of joint product consumers in the purchase decision-making process.

Chapter 3 Research methods

3.1 Introduction

This article is a method of quantitative research, this study starts with enterprise management, sociology, consumer psychology and other multidisciplinary theories, refers to domestic and foreign literature, summarizes the existing conclusions, qualitatively describes the action mechanism of user brand recognition, market matching degree and purchase intention, and provides a theoretical basis for model construction. At the same time, by querying the relevant information, the characteristics of the time-honored brand cross-border products are further perceived and summarized, which provides the practical value for the model construction. Therefore, on this basis, we can find out the unsolved problems and the research breakthrough point, find out the shortcomings, clarify the direction of the paper, and put forward the research hypothesis.

The main body of this paper is college students. College students, as a new generation of consumers, can better feel new things, and their evaluation of time-honored cross-border products will be more objective and true, which is conducive to the research of this paper.

The study questionnaire was designed according to the conceptual model constructed in the present paper and the developed operability scale under the guidance of the tutor. Through a small-range pre-survey, the large-range online and offline questionnaires were distributed and recovered to obtain first-hand demand data.

The statistical analysis tools use software like SPSS 22.0. Amos and so on. The analysis process is to first conduct reliability and validity analysis of the scale, determine the stability and correctness of the scale, then conduct pearson correlation analysis and regression analysis, and finally test the proposed hypothesis.

3.2 Composition and measurement of the independent variable and dependent variable scales

The constructed model of this study includes an independent variable of market matching degree, two intermediary variables of brand awareness and brand image, and an outcome variable of consumers' purchase intention. The above four variables are based on the mature scale of domestic and foreign researchers and combined with the characteristics of crossover products. The questionnaire will be measured by Likert5-pointscale. from 1 (very disagree) to 5 (very agree) to match what the respondents are perceived. Then, on the basis of establishing the initial measurement, a formal measurement scale and questionnaire are formed through necessary corrections.

3.2.1 Measurement of market matching degree

This paper measures the matching degree of the cross-border market of time-honored brands, that is, the measurement of the target market matching degree. 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 3.1 below.

Table 3.1 Measurement of time-honored brands

measured variable	number	Measurement index	literature reference
market house Matching degree (MF)	MFI	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	

3.2.2 Measurement of brand recognition

Most scholars suggest dividing the brand perception 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 3.2 below.

Table 3.2 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 ven⁻ 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	

3.2.3 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 3.3.

Table 3.3 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) Dodds class(1991)
	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	

3.3 Study hypotheses

3.3.1 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, SooKyoung 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 be havior. 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 sumup, 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:

Hl: 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.

Hla: 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.

Hlb: 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.

3.2.2 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) Verifying consumer interest and consumer appetite is influenced by brand awareness and image. Yang Weiwen et al. (2010) And Lin Xiaomin (2017). It also directly proves empirically that the current and future purchase behavior will be affected by the brand recognition. 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 asignificant positive role in the purchase intention.

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

3.3.3 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 from the perspective of consumers that using an element of the original product for 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, thus making it easier to transfer customers' cognition of the original brand. Combined with the theory of learning and generalization in Strategic Brand Management. In the field of crossover brands studied in this paper, it can be considered that the more similar crossover brands are to the original brand, the easier consumers are 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.

3.3.4 Exploration of the 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 of all, relevant literature and theories affecting brand recognition, brand awareness and purchase intention have supported them, such as Aaker (1990) and SooKyoung et al. (2009) have shown that consumer perceived matching affects brand recognition, It also

directly proves that brand recognition will affect current and future purchasing behavior. Paul & Stephen(2001) proves that the higher the old products or brand similarity, consumers can transfer their willingness to buy old brands to new products, namely, brand matching can affect the purchase intention.

Second, this paper combines the ABC attitude model in the field of consumer behavior for analysis. This paper analyzes one of the three standard learning levels, and decides to imitate the verified research model of "perception-recognition-behavior" to build the model of this paper. 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 Hl 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). We 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.

3.4 Overall Population and Sampling

After analysis, college students are more likely to be attracted by joint innovative products such as cross-border products, because college students in the Internet era have the pursuit of the trend ike a strong sense of impact, and are easy to accept innovative things. Secondly, the consumption ability of college students is also enhanced due to the enhancement of family consumption power, and there is room for them to choose to buy products independently. In addition, the university stage about the brand concept and consumption of the understanding of strong plasticity. It will affect the life and consumption habits after entering the society, so college students have become the potential consumer group of many enterprises. Based on the above knowledge, college students (including

undergraduate, graduate and doctoral students) became the research subjects of this study.

The main purpose of this study is to explore the purchase intention of the old brand cross-border products as the entry point to prove the intermediary effect of brand cognition in the two relationship. However, due to the limited cognition of the professional concept of Trans boundary products, the questionnaire design needs to specify the object. Because the test object is college students, after repeated consideration and selection, I chose the cuirent popular and widely known "White Rabbit X smell Library" childhood series fragrance. The author believes that this product can represent the time-honored brand crossover products, which is reasonable and operable.

3.5 Sampling method

In the early stage of the formation of the formal questionnaire, a small pre-survey will be carried out. The target group is the students in our school. After the preliminary statistical analysis, namely, the validity and reliability verification, 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).

3.6 Sample size

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.

3.7 Data collection

This paper collected the data by online questionnaire survey for the students in our school. The collected questionnaires were summarized and classified by statistical methods to obtain the measured raw data.

3.8 Data analysis method and its index significance

Loinberger (2010) the KMO (Kaiser-Meyer-Olkin) test and the Bartlett spherical test of the questionnaire were performed to meet the prerequisite requirements of the factor analysis. It is generally believed that when the KMO is above 0.6 and the Bartlett spherical test is significant (p <0.05), the criteria for the factor analysis are met.

Using the method of data reliability analysis, we can test whether the design variable and the questionnaire are stable, so as to reduce the accidental influence of the sample on the experimental results. This part will analyze the core --- variable reliability of probability theory and mathematical statistics. For the analysis of reliability, SPSS 22.0 statistical software and Cronbach 's alpha will be used to measure the market matching degree, brand awareness, brand image and the purchase intention of crossover products. Generally, when the value is greater than 0.7, the reliability meets the research requirements.

3.9 Reliability and validity analysis of the scale

3.9.1 Reliability analysis

Using the method of data reliability analysis, we can test whether the design variable and the questionnaire are stable, so as to reduce the accidental influence of the sample on the

experimental results. This part will analyze the core --- variable reliability of probability theory and mathematical statistics. Keller (1993) for the analysis of reliability, SPSS 22.0 statistical software and Cronbach's alpha will be used to measure the market matching degree, brand awareness, brand image and the purchase intention of crossover products. Generally, when the value is greater than 0.7. the reliability meets the research requirements.

The results (Table 3.4) showed that the Cronbach's alpha distribution areas of each variable were from 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, the Cronbach's alpha value of the scale will be reduced indicating that the variable dimension distinction has strong credibility, and any item 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 3.4 Test of the reliability of the questionnaire scale

variable	dimension	Question item	Revised items total correlation CITC	If the item is deleted, Cronbachs'α	Cronbach's α
market house Matching degree	Market matching degree (TM)	TMl	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	

3.9.2 Validity analysis

Only the construction validity of the measurement scale can help the researchers get the results they want to verify. Therefore, the factor analysis methods must be used to conduct the content and structure validity analysis separately before other analysis. Among them, the factor analysis methods include exploratory factor analysis and confirmatory factor analysis. First, the KMO (Kaiser-Meyer-Olkin) and the Bartlett spherical test were selected to meet

the prerequisite requirements of the factor analysis. Exploratory factor analysis was used to determine factor structure, and finally confirmatory factor analysis was used to test convergence and differential validity.

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

The test results indicate that the scale data are available and suitable for factor analysis. As shown in Tables 3.5, the KMO values for each variable were 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.

Table 3.5 Summary of the KMO (Kaiser-Meyer-Olkin) and Bartlett spherical tests for each scale

market house Matching degree	KMO price		0.812
	The Bartlett Sphelicity Test	Approximate chi square	785.487
		df	6
		p price	0
Brand cognition	KMO price		0.867
	The Bartlett Sphelicity Test	Approximate chi square	855.628
		df	15
		p price	0
willingness to buy	KMO price		0.791
	The Bartlett Sphelicity Test	Approximate chi square	769.151
		df	6
		p price	0

(2) Exploratory factor analysis

After the found factor analysis is feasible and suitable, the exploratory factor analysis is used immediately above. The specific principle is to extract the common factor of the independent variable through the principal component analysis method and adopt the method of "characteristic root is greater than 1", and analyze the factor load and variance interpretation rate. The results are as follows.

Table 3.6 Effectiveness analysis results of independent variables (market matching degree)

factor	name	factor loading	Cumulative variance interpretation rate of% () after rotation
market house Matching degree	Market matching degree 1	0.793	73.17%
	Market matching degree 2	0.870	
	Market matching degree 3	0.847	
	Market matching 4	0.794	

As shown in Table 3.6 above, the independent variable market matching contains 4 items, and 1 common factor was finally obtained. Each factor load coefficient ranges from 0.793 to 0.870, both greater than 0.5, The cumulative variance interpretation rate of all factors is 71.17%, and the convergence (convergence) validity is good.

Table 3.7 Results of the validity analysis of the intermediary variables (brand recognition)

factor	dimension	name	Factor load factor		Cumulative variance interpretation rate of% () after rotation
			factor 1	factor 2	
brand cognition	brand popularity	Brand visibility 1	0.776		44.25%
		Brand visibility 2	0.807		
		Brand visibility 3	0.874		
	brand image	Brand image 1		0.717	73.54%
		Brand image 2		0.652	
		Brand image 3		0.879	

As shown, the results in Table 3.7 above show that the brand cognition of the intermediary variable contains 6 items, and finally 2 common factors were obtained. Each factor load coefficient is greater than 0.5, and the cumulative variance interpretation rate of all factors is 73.54%, indicating a good convergence validity.

Table 3.8 Results of the validity analysis of the outcome variables (purchase intention)

factor	name	Factor load factor	Cumulative variance interpretation rate of% () after rotation
willingness to buy	Purchase willingness 1	0.823	71.47%
	Purchase willingness 2	0.872	
	Purchase willingness 3	0.833	
	Purchase willingness 4	0.854	

As shown in Tables 3.8 above, the outcome variable purchase intention contains 4 items, and 1 common factor was finally obtained. 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

Since the scale of this paper is based on the recognized theory and mature scale, it has certain validity in content. In addition, the construction validity of the scale should also be tested to detect whether the test results of each item can achieve the research purpose. In this paper, AMOS22.0 is used to test the structural validity of the scale, generally using various indicators to judge, and set up different standards.

Table 3.9 Confirmatory factor analysis results

Indicators of fit	desired value	Suggested value
free degree (DF)	71	
Chi-square statistics (CMIN)	135.113	
Ratio of chi-square statistics to degrees of freedom (CMIN/DF)	1.903	Less than 5, less than 2 is even better
p price	0	
Specification Fitting Index (NFI)	0.863	Greater than 0.85, greater than 0.9 is better
A Comparison of the Fit Index (CFI)	0.928	
goodness-of-fit index (GFI)	0.884	
Adjust the goodness of fit index (AGFI)	0.875	
Approximately root mean square error (RMSEA)	0.068	Less than 0.1

As shown in Table 3.9 above, the chi-square test statistics (CMIN) of this study model is 135.113. the degree of freedom statistics (DF) is 71, and the ratio of CMIN to DF is 1.903, less than 2, the (RMSEA) is 0.068 less than 0.1, and smaller with 0.08 recognized standard, and NFL CFL GFL AGFI are 0.863,0.928,0.884,0.875, respectively, greater than the 0.85 standard of domestic scholars, within the acceptable range. In conclusion, the theoretical model is reasonably designed and well fitted to the practical investigation.

Chapter 4 Results of the study

4.1 Introduction

This chapter addresses the independent variables and dependent variables of the research model, conducts deviation test, correlation analysis, regression analysis and intermediary effect exploration, so as to find the relationship between brand awareness and market matching degree, brand image and market matching degree, and the intermediary effect of brand cognition.

4.2 Description of the statistical variables

The independent variables are brand awareness, brand image and market matching degree, the intermediary variable is brand cognition, and the dependent variable is purchase intention.

4.3 Statistical analysis of descricriptive 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 4.1 below.

Table 4.1 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%

4.3.1 Sex ratio and age distribution

As shown in Table 4.1, the sex ratio of the respondents tended to be 1:1, with 45.9% in men and 54.1% in women. From the age distribution of the respondents, the young groups aged between 18 and 26 years old were about 94%, while those under 18 years old and over 26 years old accounted for about 6%. Because this study is mainly for college students, the survey results are more appropriate.

4.3.2 Educational background structure

According to the respondents, 107 respondents have undergraduate and junior college degree, accounting for 80.4% of the total, 13 had 9.8%, 13 respondents have high school education or below, of which 7.5% had high school or vocational high school and 2.3% had junior high school or below.

4.3.3 Monthly verage disposable consumption amount structure

In terms of the average monthly disposable income of the respondents, the largest number of people was 1501～2500 yuan, with 63 people, accounting for 47.4% of the total sample, followed by 1500 yuan or less, totaling 37 people, accounting for 27.8%. However, the number of 2501～3500 yuan and 3501 yuan or above was small, with 24 people and 9 people, respectively, each accounting for 18% and 6.8% of the total sample.

4.4 Common method deviation test

The statistical test and control method of the common method deviation is used to detect the systematic errors arising in the questionnaire survey, which is caused by the same measurement environment, project context and object characteristics. There are often errors in the questionnaire survey method so it is necessary to test the common method deviation of the survey data to ensure the reliability of the subsequent test results. Therefore, in the questionnaire design, this study ensures that the words of the questionnaire are as clear as possible, the case background is as neutral and objective as possible, and it disrupts the order of each variable to avoid the logical guess of the respondents. In addition, in terms of data sources, through the inspection of the IP address, to ensure that the filling of the IP address is not the same source of the respondent to avoid the problem of repeated filling. For theoretical proof this section is measured by principal component factor analysis.

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

The KMO (Kaiser-Meyer-Olkin) test and the Bartlett spherical test of the questionnaire were performed to meet the prerequisite requirements of the factor analysis. It is generally believed that when the KMO is above 0.6 and the Bartlettspherical test is significant (p <0.05), the criteria for the factor analysis are met. The results shown in Table 4.2 below, with the KMO test value of 0.913, and the Bartlett sphericity test is significant, all indicating that the data are available and suitable for factor analysis.

Table 4.2 Tests for the KMO and Bartlett

KMO price		0.913
The Bartlett Sphelicity Test	Approximate califomia	913.787
	df	91
	p price	0

4.4.2 Analysis of the factor extraction condition

For the factor extraction results show that the error is not serious, such as the variance interpretation rate in Table 4.3 shows that the four factors are 77.316%, and the respective interpretation rate is 24.964%, 20.430%, 17535%, and 14.387%. Therefore, the four factors obtained do not have a single factor that can explain the vast majority of the variables, indicating that the error is not serious.

Tables 4.3 Table of variance interpretation rates

number	characteristic root			Rate of variance interpretation before rotation			Rate of variance interpretation after rotation		
	characteristic root	Variance interpretation rate%	accumulate%	charade ristic root	Variance interpretation rate%	accumulate%	characte ristic root	Variance interpretation rate%	accumulate %
1	8.375	59.819	59.819	8.375	59.819	59.819	3.495	24.964	24.964
2	1.042	7.44	67.258	1.042	7.44	67.258	2.860	20.430	45.394
3	0.788	5.628	72.886	0.788	5.628	72.886	2.455	17.535	62.929
4	0.62	4.429	77.316	0.620	4.429	77.316	2.014	14.387	77.316
5	0.547	3.907	81.223	-	-	-	-	-	-
6	0.502	3.588	84.811	-	-	-	-	-	-
7	0.41	2.925	87.736	-	-	-	-	-	-
8	0.396	2.825	90.561	-	-	-	-	-	-
9	0.3.9	2.208	92.770	-	-	-	-	-	-
10	0.275	1.961	94.731	-	-	-	-	-	-
11	0.25	1.783	96.513	-	-	-	-	-	-
12	0.198	1.416	97.929	-	-	-	-	-	-
13	0.185	1.32	99.249	-	-	-	-	-	-
14	0.105	0.751	100	-	-	-	-	-	-

4.5 Sample data correlation analysis

Table 4.4 Analysis of mean value, standard deviation and correlation among various

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 bet ween 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, in dieating that the correlation coefficient between brand awareness and image has a significant positive relationship on purchase intention.

4.6 Sample data regression analysis

4.6.1 stepwise multiple regression analysis of purchasing intention influence factors

This study on the basis of the analysis of the above pearson correlation coefficient, we can preliminarily see the market matching degree, brand recognition (brand awareness, brand image) and consumer 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 degree of influence.

Table 4.5 Results of the stepwise multiple regression analysis for the effect of each factor on purchase intention

model	Enter the order	Non-standardizedcoefficients β	standard error	Standardization coefficient β	t	P	adjust R²	F	tolerance	VIF
1	(constant)	-0.516	0.336	-	-1.536	.128	0.638	156.03	-	-
	brand awareness	0.994	0.08	0.801	12.491	.000**	-	-	1	1
2	(constant)	-0.908	0.305	-	-2.975	.004**	0.719	113.84	-	-
	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 fo model 3:1.672
Dependent variable: purchase intention
*p <0.05 **p <0.01, n=133

From table 4.5 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:

Purchase intention = 0.337×brand awareness + 0.324×brand image + 0.287×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.

4.6.2 Regression analysis of brand recognition and market matching degree

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

Table 4.6 Results of the regression analysis

	Non-standardized coefficients		Standardization coefficient	t	p	R² eggplant was adjusted	F	tolerance nee	VIF
Enter the	β	Standard error	β						
regression model									
(constant)	2.464	0.193		12.74	.020	0.482	82.966**		
Market matching	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 4.7 Results of the regression analysis

	Non-standardized coefficients		Standardization coefficient	t	P	R² eggplant was adjusted	F	tolerancene e	VIF
Enter the regression model	β	standard error	β						
(constant)	2.143	0.171	-	12.531	.000**	0.600	130.423**	-	
Market matching	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.

4.7 Exploration on the intermediary effect of brand cognition

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, by bootstrap sampling test. The specific results are as follows.

Table 4.8 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 4.8 above, through the comparison of the effects of each path, it is found that the coefficient of intermediary mediator was 0.271 and 0.731, which showed some improvement. This shows that brand awareness and brand image play a intermediary role in the influence of market matching on the purchase intention.

Table 4.9 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 refersto 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 show in Table 4.9 above. In the impact of market matching degree on purchase in tendon. 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 affect the brand awareness. Then, through brand a wareness, to influence consumers' purchase intention. Thus, when the market matching degree has an impact on the purchase intention. Brand awareness plays an intermediary role, Then to test the intermediary role of 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 a wareness and brand image) exists in the relationship between market matching degree and purchase intention, which verifies the hypothesis of H4a, H4b.

4.8 Summary of hypothesis testing

4.8.1 Summary of the regression analysis tests

Table 4.10 Summary of the analysis and the respective significant levels

order number	Suppose the path	Standardized path coefficient	p price	hypothesis	result
1	Market matching degree of purchase intention	0.296	0.003	H3	support
2	Market matching degree of brand awareness	0.699	0	H1a	support
3	Market matching degree of brand image	0.775	0	H1b	support
4	Brand awareness purchase intention	0348	0	H2a	support
5	Brand image purchase intention	0.334	0	H2b	support
Note: =>Represents a path imp act relationship					

As shown in Tables 4.10 above, the hypothesis of five sub theses in this study is supported:

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

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

consumers will perceive the brand image.

H2a: The brand awareness of time-honored cross-border products has a significant positive relationship with the purchase intention of cross-border products, that is the stronger consumers 'awareness of brand awareness, the higher consumers' willingness to buy.

H2b: There is a significant positive relationship between consumers ' perceived brand image of time-honored trans boundary products and the purchase intention of cross-border products, that is the more positive consumers perceive the brand image, the higher consumers' willingness to buy.

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

4.8.2 Intermediary role test

Table 4.11 Analysis summan with the respective signiflcant levels

Item	p price	hypothesis	result
Market matching degree of brand awareness purchase intention	0	H4a	support
Market matching degree of brand image purchase intention	0.003	H4b	support

According to the above test and shown in Table 4.11 above the brand image and brand awareness have a significant intermediary role in the test of the purchase intention of time-honored trans boundary products, so it is assumed that H4a and H4b are supported. In conclusion, this study is supported:

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, brand and image have an intermediary role.

Chapter 5 Conclusion and discussion

5.1 Introduction

This paper presents a series of theoretical analysis and empirical research on the influencing factors of crossover products. This chapter will first elaborate the empirical analysis results and combine the existing theoretical and relevant studies. In addition, combining the characteristics of crossover products and the main impact factors on user perceived value, the design, marketing and operation of crossover products. Finally, this chapter will analyze the limitations and deficiencies of the whole research and analysis process, and put forward the research outlook.

On the basis of sorting out domestic and foreign literature, this paper takes the cross-border products of time-honored brands as the research object, and puts for word five hypotheses that the matching degree of time-honored cross-border market and brand cognition have a significant impact on the purchase intention. Through investigation and verification, all hypotheses are established.

5.2 Conclusion

5.2.1 Market matching degree has a significant influence on the two dimensions of brand cognition

The standardized regression coefficient of brand awareness is 0.699 and the p-value is $0 < 0.01$; the standardized regression coefficient of brand image is 0.775 and the p-value is $0 < 0.01$. That if consumers as loyal customers of the old products, if customers feel the cross-border brand and recognition of the old brand market matching degree is higher, they may put before the feelings and cognitive for old brand to the feelings of crossover brands and cognition, thus t he evaluation of cross-border brand degree will be higher, more likely to accept such products.

5.2.2 The two dimensions of brand cognition have a significant impact on the purchase intention

Among them, the standardized regression coefficients of brand awareness and brand image in brand recognition are 0.348 and 0.334, which are both positive, and the $p < 0.01$ is significant. Combined with the behavior cognition theory of consumers, it shows that if consumers have a more positive cognition of crossover products, customers will be more willing to buy crossover products, and the crossover strategy of old brands can truly achieve their own goals and realize the final value.

5.2.3 Market matching degree has a significant impact on the purchase intention

The standardized regression coefficient of the market matching degree on the purchase intention is 0.296, and the p-value is 0.003 and 0.01. Combined with consumer learning theory, that the original old products loyal consumers, will be in the case of high market matching degree, to the original old brand purchase intention to crossover products purchase intention, that if consumers perceive crossover products very good continuation of some characteristics of the original brand, will higher cognition of crossover products, purchase intention will be more intense.

5.2.4 Brand cognition has a significant intermediary effect

The research of brand matching degree on purchase intention has long existed, but there is almost nothing from the perspective of market matching degree and introducing brand cognition as the intermediary effect. Combined with the model this paper selects the old brand with the more prominent brand effect as the research object, and explores the intermediary effect of the two dimensions of brand cognition from the perspective of consumer perception. After studying and exploring the previous literature construction of theoretical model, this paper verifies the research hypothesis between the three in pairs, and uses regression analysis and bootstrap to test the intermediary role of brand cognition. The conclusion is as follows:

(1) **In the relationship between brand market matching degree and purchase intention, there is an intermediary effect of brand awareness, and the effect is significantly strengthened.** 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.

(2) **In the relationship between brand market matching degree and purchase intention, there is an intermediary effect of brand image, 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.

5.3 Discussion

This paper mainly studies the effect and degree of consumers' willingness to buy time-honored crossover brands affected by market matching and brand understanding. However, due to the research time, limitations of research ability and other errors, there are limitations in various aspects:

5.3.1 About the scope of the study

The selected survey objects are mainly college students, not including all the target consumer groups of all the old brands. With this in mind, the cooperative fragrance of the white rabbit and the odor library was selected as the object to comply with the actual situation of the investigator, but the error has not been completely eliminated. At the same time, this study was only conducted with surveys through online questionnaires and interviews, and the consumption habits and preferences of the survey respondent were not comprehensive enough, therefore, this study sample may lack some accuracy.

5.3.2 About the scale design

The formation of the measurement scale is designed by summarizing, adjusting and improving it, combined with the characteristics of the respondents. However, due to the cultural differences and translation errors at home and abroad, its applicability needs to be considered.

5.3.3 About the research dimension

In the selection of the characteristics of the time-honored cross-border products, this paper only chooses the market matching degree as the research object, but does not exclude that other matching degree or other factors will have an impact on the brand cognition and purchase intention. But limited by the author's ability and time and energy, temporarily did not take into account.

5.3.4 About the applicable industries

The objects selected in this paper are the cross-border products of time-honored brands and time-honored brands, and the white Rabbit brand (belonging to the food industry) using this strategy is more used in the investigation, and there is no cross-border brand research in other industries for the time being, which has industry limitations.

5.4 Suggestions

In recent years, the time-honored brands have encountered strong market competition, facing the embarrassing situation of shrinking market share and insufficient consumer demand, so the enterprise is in urgent need of transformation. There are many ways of brand innovation, but crossover products have become the preferred innovation method of many old brands because of their strong topic and low risk cost. Unfortunately, most of the crossover products exploded the topic, and did not bring better sales, nor did they have the positive effect of expanding the brand.

In the consumer-led market, how to design targeted products in the original brand effect, and let consumers feel the "nostalgia" and "innovation" integration has become a major issue that all time-honored brands need to consider. Therefore, this study conducts empirical research from the perspective of time-honored brand effect and consumer experience, and puts forward the following suggestions according to the research results:

5.4.1 Attach importance to the market matching degree of cross-border products and the original brand

Crossover is a strong combination of the two brands. Compared with separate research and development of products, they not only have cost advantages, but also their respective customer base and brand assets also attract cross-border brands. Secondly, crossover itself is a topic and hot marketing model, with strong communication, thus reducing the marketing cost. But if such a brand recognition is not positive but negative, it is not worth the loss. Therefore, enterprises should pay attention to the matching degree with the original brand image when choosing cross-border cooperation brands and cross-border product design and production. Because for the time-honored brands, the most valuable is its good reputation and sustainable brand effect.

5.4.2 Attach importance to brand awareness and positive brand image

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.

5.4.3 Increase publicity to expand the contact surface between consumers and brands

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.

5.4.4 Provide products that meet the "nostalgic" and "innovative" needs of the target market

With the increasingly diversified consumer demand and the upgrading of the main force, enterprises should learn to identify the product characteristics that can trigger

consumers' nostalgic tendency and fresh experience. To launch cross-border pro ducts, time-honored brands need to organically integrate taste, quality with trend and creativity. By innovating without violating the original consumption habits of consumers, they can inherit the cultural mission of time-honored brands and continue to give full play to the advantages of brand effect.

5.5 Suggestions for future research

Based on the existing research, this paper puts forward the following recommended research directions:

5.5.1 Transforming the research angle

Since the research is the user's perception and matching degree of time-honored cross-border products, the subsequent research can be analyzed from the perspectives of product design, cross-border strategy and communication channel mode of time-honored brands.

5.5.2 Enhance the universal significance

In terms of samples, it is suggested to select samples with more quantity, multiple levels and wider scope to reduce the sample selection error, in terms of research subjects, products from different industries can be selected as the investigation background to draw more universal conclusions.

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Appendix

Exploration on the effect of related factors affecting the purchase intention of cross-border products of time-honored brands

Dear Madam / Sir:

shalom! Thank you very much for participating in this questionnaire survey. This survey is mainly to get your feelings and evaluation of the childhood fragrance series of white Rabbit X odor Library in the shopping process. This questionnaire is filled in anonymously, which will guarantee your personal privacy and security. Answer, please answer according to your most true will, thank you for your support!

1. basic information

1. Your gender:

man B.woman

2. Your age:

A. Under 18 years old: B. Between 18-23 years old C. Between 23-26 years old D. Over 26 years old

3. Your highest education level:

A. Junior high school and below B. High school / vocational high school and below C. Undergraduate / Junior College D. Master's degree or above

4. Your monthly disposable consumption amount (RMB):

A. Under 1500: B.1501-2500 C. More than 2500

2. Market matching degree, brand cognition on the purchase intention of the white rabbit sweet atmosphere impact

Please answer the degree of consent to the questions according to your true wishes:

Number 1-5 Representative: completely disagree; most disagree; general; most agree: fully agree

(1) Brand recognition

With this perfume, I think the White Rabbit brand is very famous

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

6. With this perfume, I think the White Rabbit brand is a household name

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

7. With this perfume, I think the white Rabbit brand is very impressive

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

8. With this perfume, the White Rabbit brand feels very good overall

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

9. With this perfume, the White Rabbit brand is very good

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

10. With this perfume the White Rabbit brand has a strong influence

A. Completely disagree with the B. Most people disagree with the C.same   D. Most people agree that the E.in full agreement

(2) Market matching degree

11.1 think the big white rabbit and the smell library has a common consumer group

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

12,1 might consume both the white rabbit and the smell library

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

13. I don't think the white rabbit and the smell library violate consistent in consumption places

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

14. I don't think the white rabbits spending together with the odor library violates my consumption habits

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

(3) Purchase intention

15.1 am interested in buying the crossover products of the brand

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

16.1 will most likely buy a crossover product from the brand

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

17.1 plan to buy the crossover products of the brand

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

18.1 will consider buying the crossover products of the brand

A. Completely disagree with the B. Most people disagree with the C.same as D. Most people agree that the E.in full agreement

The questionnaire is over. Thank you for your participation!