

Analysis of the Effectiveness of Brand Cross-border Collaboration Strategy from the Perspective of Middle-aged and Young Consumers: Taking Luckin JiangXiang Latte as an Example

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Abstract: In today's increasingly diversified consumer concept, with the rapid development of the market economy and the increasing diversification of consumer demands, cross-border brand collaboration has become one of the important strategies for enterprises to seek differentiated competitive advantages and expand market share. As an important force in the consumer market, the behavioral characteristics and consumption preferences of middle-aged and young consumers have a significant impact on the formulation of brand strategies. From the perspective of young and middle-aged consumers, this paper discusses the effectiveness of cross-border brand co branding strategy, and takes Luckin Coffee and Kweichow Moutai cross-border co branded "JiangXiang Latte" as an example to conduct in-depth analysis. This study adopts a questionnaire survey, through the questionnaire survey of 130 consumers, combined with the behavioral characteristics and consumption trends of young and middle-aged consumers, analyzes the potential effects of brand cross-border co-branding strategy in attracting the attention of young and middle-aged people, enhancing brand image and product value, and stimulating the willingness to buy and loyalty, and uses this as a hand to objectively assess the impact of cross-border co-branding strategy on the behavior of young and middle-aged consumers, to provide data support and theoretical basis for the development of future marketing strategy of the brand. This will provide data support and theoretical basis for the brand's future marketing strategy.

Keywords: cross-border co-branding, young and middle-aged consumers, brand marketing.

1. Introduction

In today's highly competitive market environment, brand cooperation and cross-border co-branding have become one of the important strategies for enterprises to seek differentiated competitive advantages and expand market share. Brand cross-border joint name, that is, two or more unrelated brands through cooperation, jointly launch new products or services, in order to achieve resource sharing, complementary advantages, so as to attract a wider range of consumer groups. In recent years, with the increasing diversification and personalization of consumer demands, cross-border brand collaboration has gradually gained popularity among major enterprises as an innovative marketing

method and has had a significant impact on various consumer groups. Taking "Luckin Coffee" as an example, according to statistics, in 2023, the brand of "Luckin Coffee" will be co branded 24 times, and the co branded "JiangXiangi Latte" jointly launched with "Kweichow Moutai" will be phenomenally popular. One day after the launch of the JiangXiang Latte, it will break the single product record, and its first day sales will break 5.42 million cups, with sales exceeding 100 million yuan [1].

As an important component of the consumer market, the middle-aged and young population has unique consumption characteristics and demands. They pursue fashion, trends, and personalization, and are curious and passionate about new things, making them an important target for brand cross-border joint marketing. However, despite the widespread impact of cross-border brand collaborations on the middle-aged and young population, there is still a lack of specific research on their marketing effects on this group. Based on these shortcomings, this study explores the effectiveness of cross-border collaboration strategies from the perspective of middle-aged and young people, and collects data through questionnaire surveys to ensure the accuracy and reliability of the research results.

Previous research in the field of brand cross-border collaboration has mainly focused on the motivation and effectiveness evaluation of brand cross-border collaboration, as well as the impact of brand cross-border collaboration on consumer behavior. The motivation and effectiveness evaluation of brand cross-border collaboration mainly explore the motivation, implementation process, and impact on brand effectiveness of brand cross-border collaboration. The impact of brand cross-border collaboration on consumer behavior mainly analyzes how it affects consumer purchasing decisions, consumer experience, and brand loyalty [2]. However, most of these studies focus on the common phenomenon and general rules of cross-border brand collaborations, lacking in-depth research on specific consumer groups, especially middle-aged and young people.

Therefore, this study aims to fill this research gap by taking the cross-border collaboration between Luckin Coffee and Kweichow Moutai to launch the "JiangXiang Latte" as an example, and deeply exploring the impact of brand cross-border collaboration on the marketing effectiveness of middle-aged and young people. In order to better analyze the middle-aged and young population, this study will combine questionnaire survey methods to deeply analyze their cognition, attitude, and behavior towards JiangXiang latte, as well as how brand cross-border collaborations meet their consumption needs and psychological expectations. At the same time, this study will also explore the communication mechanism and effectiveness evaluation of cross-border brand collaborations among middle-aged and young people, providing useful references for enterprises to formulate more accurate marketing strategies.

2. Methodology

2.1. Questionnaire Design and Survey Questionnaire

This questionnaire contains five dimensions of questions: basic information, cross-border collaboration cognition and attitude, purchasing behavior and intention, brand impression and loyalty, and other opinions. A large-scale online survey was conducted targeting the middle-aged and young consumer group to collect data on consumers' cognition, attitude, purchasing intention, and actual purchasing behavior towards brand cross-border collaboration. The questionnaire will adopt a combination of closed ended and open-ended questions to ensure the richness and diversity of the data.

2.2. Data Collection

During the data collection phase, this study utilized the WenJuanXing platform to release a questionnaire targeting the middle-aged and young population, which was widely disseminated

through various channels such as social media and schools. The Wenjuanxing platform automatically recorded and organized the responses of all participants, generating detailed data reports.

The questionnaire distribution mainly adopts two methods: online survey and offline survey. Online surveys use social media, forums, and other channels to publish questionnaire links, encouraging consumers to participate; Offline surveys are randomly distributed in schools, communities, and other places.

In order to ensure the authenticity and validity of the data, this study rigorously screened and reviewed the collected questionnaires. For questionnaires that were incomplete, illogical, or had obvious errors, this study excluded them. In the end, a total of 130 questionnaires were collected in this study, of which 102 were valid.

2.3. Data Processing and Analysis

In this study, WenJuanXing not only provided convenient questionnaire design and publishing services, but also had powerful data processing and analysis functions, providing solid support for the smooth progress of the research. Using the data analysis function of WenJuanXing, this study conducted descriptive statistical analysis on the questionnaire data.

The data visualization function of the WenJuanXing platform also provides great convenience for researchers. Researchers use charts, graphs, and other forms to visually display the results of data analysis, making the research conclusions clearer and easier to understand.

3. Result

3.1. Brand Cross-border Co-branding Strategy

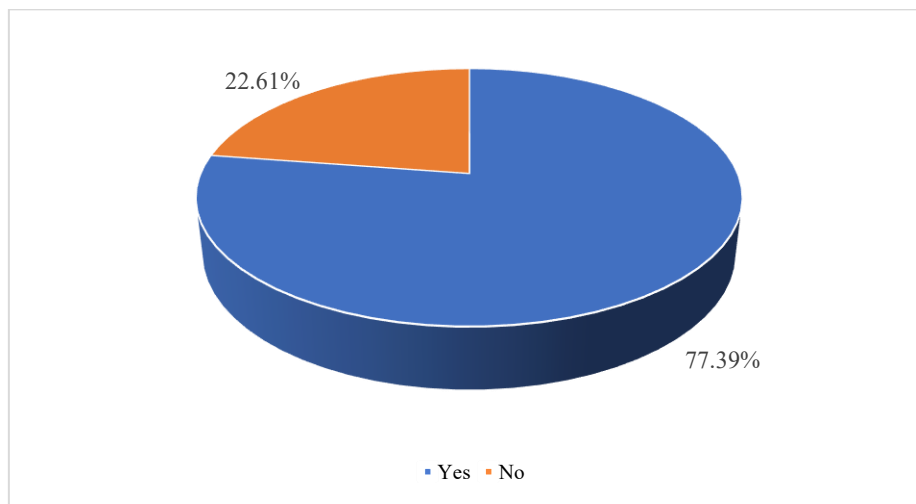


Figure 1: Proportion of understanding of JiangXiang latte products.

Through the questionnaire survey, as shown in Figure 1, more than 70 % of respondents said they had a certain understanding of the joint product of JiangXiang lattes. As an innovative marketing method, cross-border joint name has a significant effect in enhancing brand awareness.

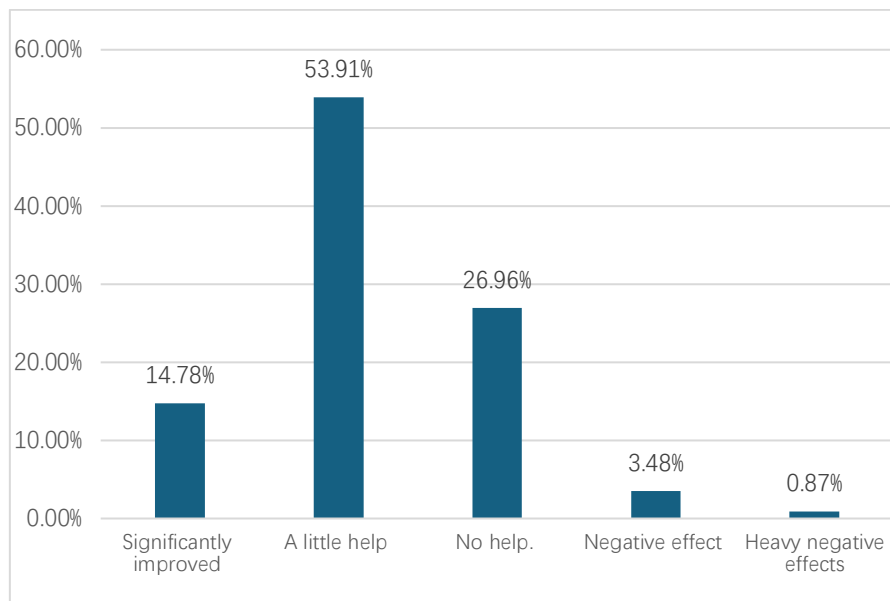


Figure 2: The feedback of brand loyalty.

As shown in Figure 2, nearly 70 % of consumers believe that the co-branding strategy has a positive impact on their brand loyalty, believing that it not only meets the novelty experience, but also meets the aesthetic needs of young consumers. When young and middle-aged people enjoy the unique experience brought by joint products, they also have a deeper sense of identity and belonging to the Luckin brand. This emotional connection makes them more inclined to choose the products of the Luckin brand in the future [3].

3.2. Constitute the Key Factors of the Effectiveness of Brand Cross-border Joint Strategy

After in-depth analysis of the effectiveness of Luckin's cross-border joint strategy, this study found that there are three key factors that constitute this effectiveness.

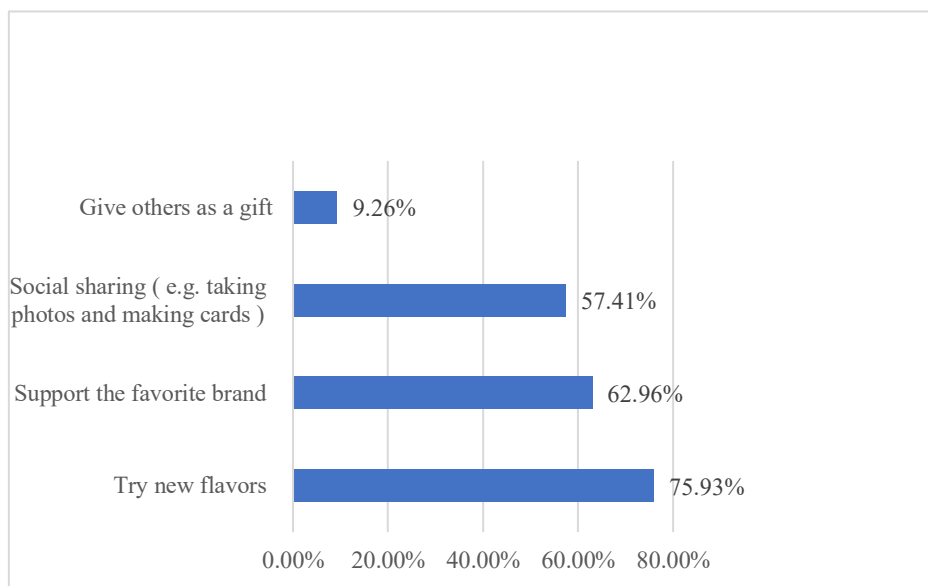


Figure 3: Analysis of consumers ' motivation to buy ' JiangXiang latte

As shown in Figure 3, nearly 76% of middle-aged and young consumers' motivation for choosing to consume this product includes a curiosity to "try new flavors". This curiosity has largely driven the spread and experimentation of JiangXiang latte among middle-aged and young people.

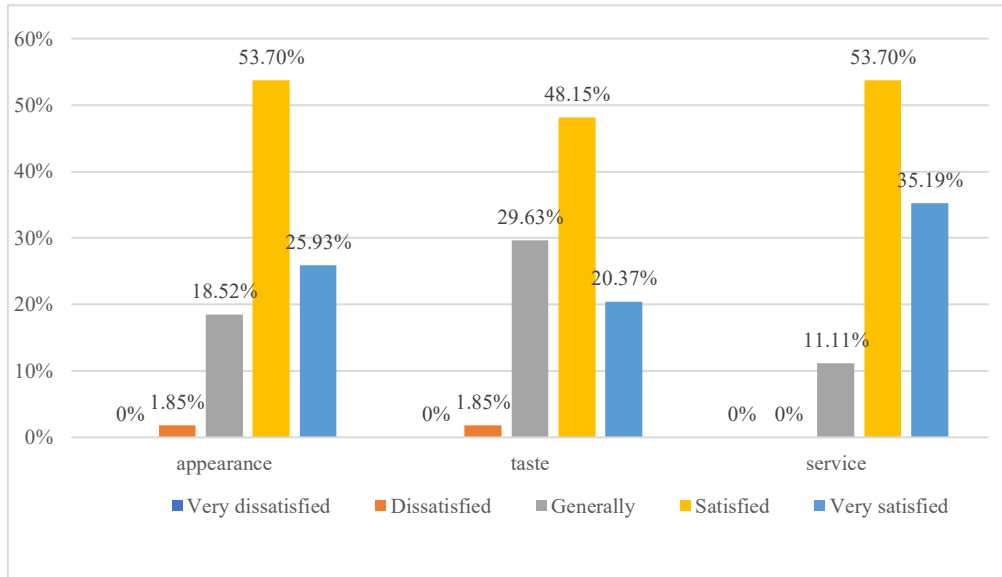


Figure 4: Review of "JiangXiang Latte"

As shown in Figure 4, compared to other co branded products under Luckin Coffee, more than 70% of respondents gave satisfactory evaluations on the appearance, taste, and service of the JiangXiang latte product. This innovative taste and pairing method have made JiangXiang latte stand out in the market, attracting the attention and purchase of a large number of middle-aged and young consumers [4].

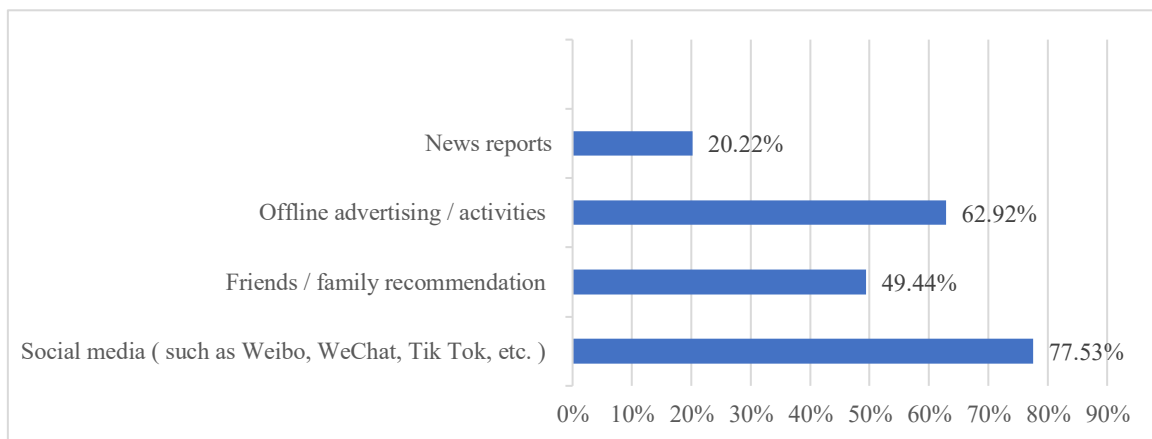


Figure 5: The way consumers understand ' JiangXiang latte

As shown in Figure 5, over 75% of respondents stated that they learned about JiangXiang latte through social media. After the launch of JiangXiang latte, various related topics quickly became hot searches, and consumers shared their purchasing experiences, taste evaluations, and photo check ins on social media, further promoting the spread and popularity of JiangXiang latte [5].

4. Discussion

4.1. Exploration of Success Factors for the Co branding of "JiangXiang Latte"

First, curiosity is an important factor driving young and middle-aged people to try cross-border co-branded products. Curiosity drives consumers to try new things, and they are full of curiosity and expectation for brand cross-border co-branded products. Moutai, as a representative brand of Chinese liquor, has attracted the attention of many young people with its unique taste and deep cultural heritage. As a favorite coffee brand of young people, the cross-border co-branding with Moutai undoubtedly satisfies young people's curiosity and desire for Moutai. This curiosity prompted them to try to buy JiangXiang Latte, thus increasing the product awareness and willingness to buy.

Secondly, the innovative nature of IP co-branding is also a key factor influencing the purchasing decision of young and middle-aged people. With the increasing pressure of life and study at home, young and middle-aged people generally begin to pursue the pleasure of getting slightly drunk after work or school, and the model of "daytime cafe and nighttime wine" is gradually becoming popular. The innovation of JiangXiang latte launched by Luckin coffee has precisely promoted the unity of the two, and the "wine cafe" mode has become a hit. According to the data of Iimedia Consulting, in 2023, among Chinese liquor consumers, those aged 31-40 years old will account for the highest proportion of 49.78%, and those aged 18-30 years old will account for 39.13%, which indicates that the main body of consumption is gradually becoming younger. Analysts from Iimedia Consulting pointed out that young and middle-aged consumers show individualized and diversified consumption concepts and values, a trend that will push the alcohol industry to make adjustments in brand construction, product innovation, value communication, marketing mode, etc., to cater to the needs of post-80s and post-90s consumers [1]. The uniqueness of JiangXiang Latte is that it perfectly combines the aroma of coffee and Kweichow Moutai, abandoning the traditional split market between coffee and alcohol, and carrying out IP co-branding innovation, forming a unique taste of "coffee refreshing + alcohol soothing". This combination not only meets the needs of young and middle-aged people for coffee refreshing, but also satisfies their pursuit of a slightly drunken state, which makes them widely recognized and loved in the market [6].

Finally, social media plays an important role in brand cross-border co-branding marketing. On social media platforms, young and middle-aged consumers can conveniently access various information about JiangXiang Latte, including product introduction, taste evaluation, purchase channels, and so on. Discussions and sharing on social media also create a word-of-mouth effect, further promoting the spread and popularity of JiangXiang Latte among young and middle-aged groups. This high level of discussion and exposure not only enhances product awareness, but also increases consumers' willingness to purchase and loyalty [7].

4.2. Advantages and Challenges of Cross Border Brand Collaboration

This study finds that brand cross-border co-branding has significant advantages in improving product awareness, stimulating purchase intention, improving satisfaction and brand loyalty. This finding is consistent with the previously mentioned brand equity model. By comparing the changes in brand awareness, brand association, brand loyalty and brand perceived quality before and after co-branding, this study finds that co-branded products significantly enhance the overall value of the brand among young and middle-aged groups. In particular, the freshness and topicality of co-branded products have effectively enhanced the brand's popularity and association [8]. The positive brand image and values conveyed by the joint products also promote the improvement of brand loyalty. These findings provide empirical support for the application of brand equity model in the field of brand cross-border co-branding.

However, enterprises also face a number of challenges when implementing cross-border co-branding strategies. These challenges include selecting appropriate cooperation targets, formulating effective cooperation strategies, and evaluating the effectiveness of cooperation, all of which require enterprises to conduct in-depth market research and data analysis. In addition, brand crossover co-branding needs to pay attention to cultural differences and brand image consistency to ensure smooth cooperation and maximize marketing effects.

4.3. Marketing Strategy for Cross Border Co Branding of Brands

Enterprises need to give full consideration to the consumption characteristics and needs of young and middle-aged groups when formulating marketing strategies. For example, in terms of brand cross-border co-branding, enterprises can choose to cooperate with the favorite brands or IPs of young and middle-aged people in order to attract their attention and interest. At the same time, enterprises can also interact and communicate with young and middle-aged people through social media and other channels to understand their needs and feedback, so that they can adjust their marketing strategies and optimize their product designs in a timely manner. However, enterprises need careful consideration and thorough planning when implementing cross-border co-branding strategies to ensure smooth cooperation and maximize marketing effects [9].

5. Conclusion

This study indicates that brand cross-border collaboration strategies have significant effectiveness among the middle-aged and young population. From the market response, the JiangXiang latte launched by Luckin Coffee's cross-border cooperation with Kweichow Moutai has attracted high attention and discussion among the middle-aged and young population. Once the product was launched, it quickly spread on social media and became a hot topic among young and middle-aged people, fully demonstrating the powerful role of cross-border collaboration strategies in attracting the attention of young and middle-aged people.

Market demand drives co-branded products. As consumer demand becomes increasingly diversified and personalized, the market is increasingly demanding innovative products that are novel, unique and able to meet the needs of specific consumer groups. The co-branded product of Luckin Coffee and Kweichow Moutai, "JiangXiang Latte", was born in the market demand of "daytime coffee and nighttime wine", which not only attracted a group of loyal consumers of Kweichow Moutai liquor brand, but also significantly enhanced its brand recognition and loyalty among young and middle-aged people, further consolidating its brand position. It has not only attracted a group of loyal consumers of the Kweichow Moutai liquor brand, but also significantly enhanced its brand recognition and loyalty among the young and middle-aged groups, further consolidated its brand position and laid a solid foundation for its future market expansion. Therefore, the successful launch of the co-branded products is not only an accurate capture and fulfillment of the market demand, but also an important manifestation of brand strategy innovation and the construction of competitive advantages in the market.

Cross-border collaborations promote product innovation and expand market boundaries. The cross-border collaboration between Luckin Coffee and Kweichow Moutai 's liquor-flavored coffee not only drives product innovation, meets consumers' demand for novel and unique products, but also expands market boundaries, attracting more potential consumers' attention. Through cross-border collaborations, brands can draw on the best elements from different industries, achieve complementary advantages, and jointly create more competitive products and services.

This study deepens the theoretical basis of brand cross-border collaboration strategy and reveals how cross-border collaboration affects brand awareness, loyalty, and market expansion from the

specific perspective of middle-aged and young people. In practice, this study provides actionable strategic recommendations for brand managers to help them more effectively utilize cross-border collaboration strategies, enhance brand influence and market competitiveness. However, there are still some limitations in this study. This study mainly focuses on the young and middle-aged group, and although this group's response to brand cross-border co-branding strategies is representative, the sample is relatively limited in scope, which may not comprehensively cover all the young and middle-aged segments and geographic variations, and the heterogeneity within the young and middle-aged group may lead to bias in the results of the study. To overcome this limitation, future research should expand the sample scope to include more young and middle-aged people in terms of age, geography, and consumption habits, as well as introduce more diversified data collection methods, such as social media analysis and consumer behavior tracking, to obtain more objective and comprehensive data.

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