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The Mechanisms of Influencing Consumer Perceived Value in New-Style Tea Beverages from a Brand Alliance Perspective

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ABSTRACT

Brand co-branding has become an increasingly important marketing strategy in the fast-moving consumer goods (FMCG) sector, particularly in experiential product categories such as new-style tea beverages. Despite its widespread adoption, limited research has systematically examined how multiple dimensions of consumer perceived value contribute to overall value perceptions in co-branded FMCG products. Therefore, this study aimed to (1) describe the demographic characteristics of consumers and examine differences in perceived value across demographic groups, (2) investigate the effects of functional, emotional, and social value on overall consumer perceived value, and (3) examine the value formation mechanism underlying these three value dimensions in co-branded new-style tea beverages, with particular attention to their antecedent factors. A quantitative research design was employed using a structured questionnaire administered to 502 consumers who had prior experience purchasing co-branded new-style tea beverages. The questionnaire served as the primary research instrument. Data were analyzed using descriptive statistics to summarize demographic characteristics, confirmatory factor analysis (CFA) to validate the measurement model, and structural equation modeling (SEM) to test the hypothesized relationships among constructs.

The findings revealed that functional value, emotional value, and social value all exert significant positive effects on consumer perceived value. Functional value emerged as the strongest determinant, serving as the primary basis for consumer evaluation, while emotional and social value provided complementary contributions that enhanced overall value perceptions. These findings enrich the literature on co-branding and consumption values by clarifying the distinct roles of multiple value dimensions in FMCG brand alliances and provide practical guidance for developing effective co-branding strategies that integrate functional quality, emotional


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engagement, and social appeal in experiential consumption markets.

Introduction

Brand co-branding has emerged as a widely adopted strategic marketing approach that enables firms to combine complementary brand assets to enhance product differentiation and strengthen consumer appeal (Rao & Ruekert, 1994; Park et al., 1996). By leveraging the equity and symbolic associations of partner brands, co-branding can improve consumers' perceptions of product quality, increase trial intentions, and generate synergistic value beyond what individual brands can achieve independently (Simonin & Ruth, 1998; Washburn, Till, & Priluck, 2000; Desai & Keller, 2002). Consequently, co-branding has become an important mechanism for enhancing competitive advantage in increasingly saturated consumer markets. The strategic importance of co-branding is particularly evident in fast-moving consumer goods (FMCG) markets, where rapid product innovation, short product life cycles, and limited functional differentiation intensify market competition. In experiential FMCG categories, such as new-style tea beverages in China, consumers evaluate products not only on functional performance but also on emotional enjoyment and social interaction. These experiential characteristics suggest that consumers' overall evaluations are largely determined by the value they perceive during the consumption process rather than by product attributes alone. Understanding how co-branding influences consumer perceived value is therefore critical for developing effective branding strategies in this context. Consumer perceived value has long been recognized as a fundamental construct in marketing research, representing consumers' overall assessment of the benefits received relative to the sacrifices incurred (Sheth et al., 1991). Previous studies conceptualize perceived value as a multidimensional construct comprising functional, emotional, and social value, each reflecting different aspects of consumers' consumption experiences (Holbrook, 1999; Sweeney & Soutar, 2001). Functional value relates to the utility and performance of products, emotional value reflects affective responses generated during consumption, and social value captures the extent to which consumption enhances social identity and interpersonal relationships. Collectively, these dimensions provide a comprehensive framework for understanding consumer evaluations.

Despite the extensive literature on co-branding and perceived value, several important research gaps remain. First, existing co-branding research has predominantly focused on downstream outcomes, including brand attitude, brand equity, purchase intention, and consumer loyalty, while comparatively limited attention has been paid to the underlying mechanisms through which co-branding creates consumer value (Helmig, Huber, & Leeflang, 2008; Besharat, 2010; Pinelli et al., 2022). Second, studies examining perceived value frequently investigate functional, emotional, or social value independently rather than considering their integrated effects on consumers' overall value perceptions. Consequently, the relative contributions of these value dimensions and their combined influence on overall perceived value remain insufficiently understood. Third, empirical evidence from experiential FMCG markets, particularly China's rapidly growing new-style tea beverage industry where co-branding has become a common marketing practice, remains limited. This contextual gap restricts the generalizability of existing theoretical findings and highlights the need for context-specific investigation.

This study examines the formation mechanism of consumer perceived value in co-branded new-style tea beverages in the Chinese market. Drawing upon Consumption Values Theory, perceived value is conceptualized as a multidimensional construct comprising functional value, emotional value, and social value. Using survey data analyzed through structural equation modeling (SEM), this study investigates the relative effects of these three value dimensions on consumers' overall perceived value. By revealing how different value dimensions jointly contribute to perceived value formation in an experiential FMCG co-branding context, this research extends the co-branding literature beyond traditional behavioral outcomes and provides practical implications for managers seeking to develop effective co-branding strategies in highly competitive consumer markets.

Literature Review and Theoretical Framework

Perceived Value Theory and Its Multidimensional Structure

Consumer perceived value has long been recognized as a central concept in marketing research, reflecting consumers' overall evaluation of the benefits received relative to the costs incurred during consumption (Zeithaml, 1988). Building on this foundational view, subsequent studies have emphasized the multidimensional nature of perceived value, suggesting that consumers evaluate products and brands through multiple value lenses rather than a single utilitarian criterion (Sheth et al., 1991; Holbrook, 1999). Among these frameworks, consumption values theory provides a widely accepted perspective by conceptualizing perceived value as comprising functional, emotional, and social dimensions, each representing distinct yet interrelated aspects of the consumption experience. Recent empirical studies further suggest that this multidimensional value structure remains robust across cultural contexts and consumption settings, although the internal ordering and relative salience of value dimensions may vary (Croitoru et al., 2024; Zhang, Jiang, & Zhu, 2023; Zhang et al., 2023). In particular, hospitality and service research confirms that functional, emotional, and social values form an interrelated value system rather than isolated dimensions (Rasoolimanesh et al., 2020). While the multidimensional structure of perceived value has been widely examined in general consumption and service contexts, its application to brand co-branding remains relatively fragmented. This research gap has been highlighted in recent review studies, which suggest that prior co-branding research has predominantly focused on attitudinal outcomes and brand equity effects, with limited attention paid to underlying value formation mechanisms in FMCG settings (Pinelli et al., 2022).

Brand Co-branding and Value Formation in FMCG Contexts

In the context of brand co-branding, perceived value formation becomes more complex due to the interaction of multiple brand associations. Prior research indicates that cross-category brand collaborations can enhance consumer evaluations by introducing novelty and perceived uniqueness, thereby mitigating aesthetic fatigue in saturated markets (Wang et al., 2022). A meta-analytic review indicates that co-branding effectiveness is mainly driven by perceived fit, quality signaling, and consumer-brand relationship factors, with novelty exerting a more context-dependent influence on consumer responses (Paydas Turan, 2021). In experiential categories such as new-style tea beverages in the Chinese market, consumer

value judgments increasingly extend beyond basic functional performance to include emotional stimulation and symbolic meaning, as hedonic perception and novelty effects jointly shape consumer engagement in branded offerings (Cai et al., 2023; Deedenkeeratisakul, 2021). Recent studies further suggest that digital and social media environments amplify the value-creation potential of co-branding strategies. Social media engagement encourages symbolic consumption, especially among Chinese Gen Z consumers, for whom co-branded products function as tools for identity expression and social signaling (Li & Chen, 2021; Zhang, Li, & Chen, 2025). Under such conditions, co-branding alliances are not merely product-level collaborations but mechanisms for generating social capital and reinforcing identity-related value perceptions. Empirical evidence also demonstrates that social value derived from brand communities and identity signaling plays a critical role in shaping consumers' overall perceived value (Liu et al., 2022).

Antecedents of Multidimensional Perceived Value

Existing studies suggest that functional value in FMCG contexts is primarily shaped by consumers' assessments of service quality and product quality, which together reflect the reliability and practical utility of co-branded offerings (Parasuraman et al., 1988). While innovation is often proposed as a functional driver, its effect in high-frequency FMCG settings may depend on the degree to which it enhances experiential engagement rather than basic utility (Vargo & Lusch, 2004). Emotional value, by contrast, is associated with affective responses elicited through emotional marketing and human-related factors, which significantly contribute to consumption satisfaction (Oliver, 1999). Social value is largely constructed through social comparison and brand image, as consumers use brands as symbolic resources to express identity and achieve social recognition (Sheth et al., 1991). Despite growing attention to these individual relationships, prior research has rarely integrated these antecedents into a unified analytical framework to explain how different value dimensions jointly shape overall consumer perceived value. Drawing on these theoretical foundations, this study develops a conceptual framework that links antecedent factors to core value dimensions and, subsequently, to overall perceived value. This approach aims to empirically examine the formation mechanism of consumer perceived value in the context of co-branded new-style tea beverages in China.

Conceptual Framework

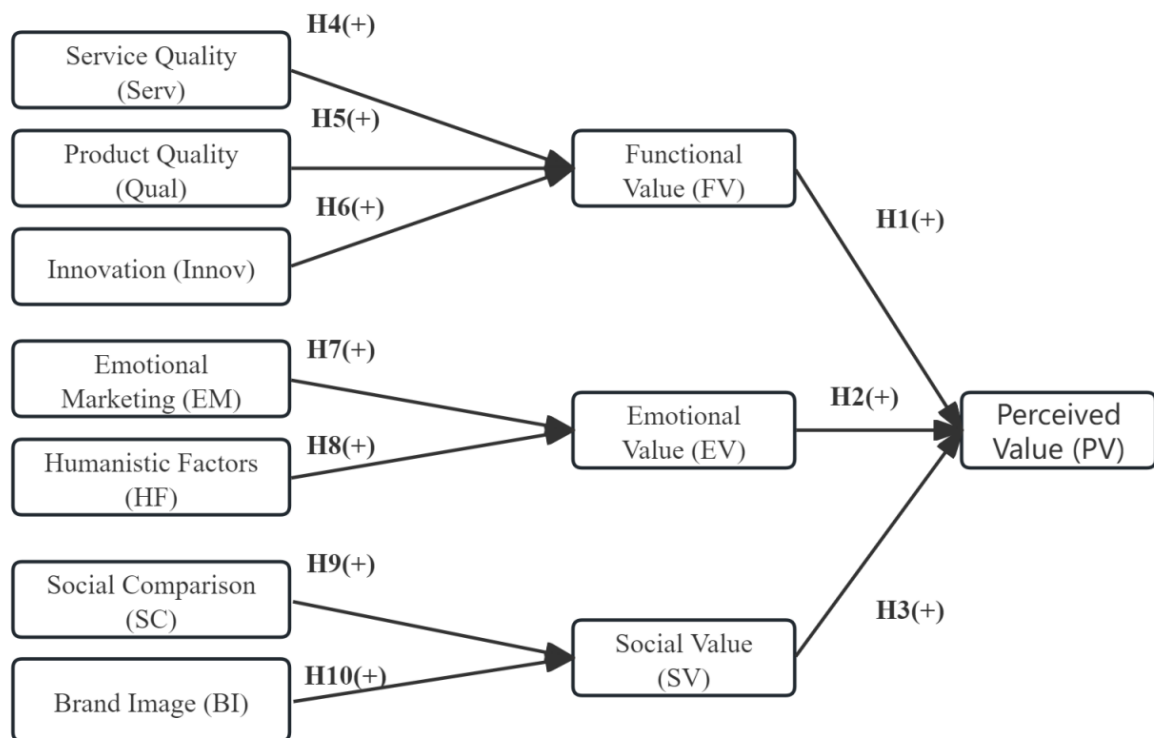


Figure 1 Conceptual Framework

Hypotheses

Drawing on perceived value theory and consumption values theory, this study proposes a set of research hypotheses to examine the formation mechanism of consumer perceived value in the context of brand co-branding within the new-style tea beverage market in China.

Core Value Dimensions and Consumer Perceived Value Prior research indicates that consumers' overall value evaluations are shaped by multiple value dimensions rather than a single utilitarian criterion. Studies across service and digital entertainment contexts show that utilitarian, hedonic, and social values jointly contribute to key outcomes such as satisfaction, loyalty, and continued use (Sweeney & Soutar, 2001; Yum et al., 2024; Croitoru et al., 2024). Building on this line of research, the present study focuses on functional, emotional, and social value as core value dimensions in co-branded FMCG settings.

3.1 Functional value

H1. Functional value has a significant positive effect on consumer perceived value of co-branded new-style tea beverages.

H2. Emotional value has a significant positive effect on consumer perceived value of co-branded new-style tea beverages.

H3. Social value has a significant positive effect on consumer perceived value of co-branded new-style tea beverages.

3.2 Antecedents of Functional Value

H4. Service quality has a significant positive effect on the formation of functional value in co-branded new-style tea beverages.

H5. Product quality has a significant positive effect on the formation of functional value in co-branded new-style tea beverages.

H6. Innovation has a significant effect on the formation of functional value in co-branded new-style tea beverages.

3.3 Antecedents of Emotional Value

H7. Emotional marketing has a significant positive effect on the formation of emotional value in co-branded new-style tea beverages.

H8. Humanistic factors have a significant positive effect on the formation of emotional value in co-branded new-style tea beverages.

3.4 Antecedents of Social Value

H9. Social comparison has a significant positive effect on the formation of social value in co-branded new-style tea beverages.

H10. Brand image has a significant positive effect on the formation of social value in co-branded new-style tea beverages.

Objectives

1. To describe the demographic characteristics of the research sample and examine potential differences in consumer perceived value across key demographic groups.

2. To investigate the effects of functional, emotional, and social value on overall consumer perceived value in brand co-branding contexts.

3. To examine the value of formation mechanism underlying functional, emotional, and social value in co-branded new-style tea beverages, with particular attention to their respective antecedent factors.

Methodology

This study adopts a quantitative research design to examine the formation mechanism of consumer perceived value in the context of co-branded new-style tea beverages in China. Following a hypothesis-driven approach, the study develops and empirically tests a conceptual model grounded in perceived value theory and consumption values theory. Survey-based data were collected and analyzed using structural equation modeling (SEM) to validate the proposed relationships among antecedent factors, core value dimensions, and overall consumer perceived value. The target population of this study consists of consumers who have prior consumption experience with co-branded new-style tea beverages in China. The adequacy of the sample size was assessed using Cochran's (1977) guideline, where the required sample size is given by

$$n = \frac{Z^2 P(1-P)}{E^2}$$

Where Z represents the confidence level, P denotes the estimated population proportion, and E indicates the acceptable margin of error. Assuming a 95% confidence level ($Z = 1.96$), $P =$



0.5, and an error margin of $\pm 5\%$, the minimum required sample size is 385. To ensure sufficient statistical power and data quality, a total of 524 questionnaires were distributed through an online survey platform. After data screening, questionnaires with excessively short response times, inconsistent answers, or failure to pass screening questions were removed. As a result, 502 valid questionnaires were retained for analysis, yielding a valid response rate of approximately 95.8%.

Research Instruments

Data were collected using a structured questionnaire composed of two sections. The first section captured respondents' demographic characteristics, while the second section measured the key constructs of the research model, including functional value (FV), emotional value (EV), social value (SV), and overall consumer perceived value (PV), as well as their antecedent variables. All measurement items were adapted from well-established scales in the perceived value and marketing literature and modified to fit the context of co-branded new-style tea beverages. Responses were recorded using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Prior to the main survey, the questionnaire was reviewed for clarity and contextual relevance to ensure content validity.

Data Analysis Techniques

The collected data were analyzed using SPSS and AMOS software. First, SPSS was employed to conduct descriptive statistical analysis and reliability testing. Cronbach's alpha coefficients for all constructs exceeded the recommended threshold of 0.70, indicating satisfactory internal consistency. Second, confirmatory factor analysis (CFA) was performed using AMOS to assess the measurement model in terms of convergent and discriminant validity. Model fit indices, standardized factor loadings, composite reliability (CR), and average variance extracted (AVE) were examined to ensure acceptable measurement quality, following common guidelines for SEM-based measurement models (Hair et al., 2010; Kline, 2016). Finally, structural equation modeling (SEM) was applied to test the hypothesized relationships among constructs. The overall model fit was evaluated using multiple goodness-of-fit indices, and the significance of structural paths was assessed to verify the proposed hypotheses regarding the effects of functional, emotional, and social value on overall consumer perceived value.

Common Method Bias Control

As all constructs were measured using a self-reported questionnaire, potential common method bias (CMB) was considered. Several procedural remedies were implemented during questionnaire design, including ensuring respondent anonymity and reducing evaluation apprehension through neutral item wording. In addition, Harman's single-factor test was conducted as an ex-post diagnostic. The results indicate that the first unrotated factor accounted for 45.14% of the total variance, which is below the commonly accepted threshold of 50%. Therefore, common method bias is unlikely to be a serious concern in this study (Podsakoff et al., 2003; Jakobsen & Jensen, 2015; Kock et al., 2021).

Data Analysis

This section reports the empirical results of the study based on the survey data collected from consumers with prior experience in co-branded new-style tea beverages. The analysis follows a structured procedure to ensure the robustness and clarity of the empirical findings. First, the demographic characteristics of the respondents are presented to provide an overview of the sample composition. Second, the reliability and validity of the measurement model are assessed to confirm the adequacy of the research instruments. Finally, structural equation modeling is employed to examine the hypothesized relationships among antecedent factors, core value dimensions, and overall consumer perceived value. Together, these analyses provide the empirical foundation for interpreting the value formation mechanism proposed in this study.

Results

Demographic Profile of Respondents

The demographic characteristics of the sample are summarized in Table 1. Among the 502 valid respondents, females account for a slightly larger share than males, and most participants are young to middle-aged adults, concentrated in the 25–34 and 35–44 age groups. In terms of education, the majority hold at least an associate or bachelor's degree, indicating a relatively well-educated sample. The distribution of monthly income suggests that respondents are mainly located in the lower- to middle-income segments, which is consistent with the typical consumer profile of new-style tea beverages in urban China.

Table 1 Demographic Profile of Respondents (N = 502)

Variable	Category	n	Percentage (%)
Gender	Male	202	40.24
	Female	300	59.76
Age	18–24	109	21.71
	25–34	189	37.65
	35–44	124	24.70
	45 and above	80	15.94
Education	High school or below	123	24.50
	Associate degree	126	25.10
	Bachelor's degree	151	30.08
	Master's degree	82	16.33
	Doctorate or above	20	3.98
Income (RMB)	3,000–5,000	206	41.04
	5,001–10,000	179	35.66
	10,001–15,000	70	13.94
	15,001 or above	47	9.36



Overall, the demographic distribution indicates that the sample reflects the typical consumer profile of new-style tea beverages, providing an appropriate basis for subsequent measurement and structural analyses.

Measurement Model Assessment

The measurement model was assessed to evaluate the reliability and validity of the constructs used in this study. Confirmatory factor analysis was conducted to examine internal consistency and convergent validity through composite reliability (CR) and average variance extracted (AVE). Descriptive statistics were also reviewed to ensure the stability and appropriateness of the measurement items. The results show that composite reliability (CR) values range from 0.872 to 0.932, exceeding the recommended threshold of 0.70, and average variance extracted (AVE) values range from 0.596 to 0.735, all above the suggested cutoff of 0.50. These findings indicate satisfactory internal consistency and convergent validity (Table 2).

Table 2 Reliability and Validity Analysis of Measurement Constructs (N = 502)

Construct	Mean	Std. Deviation	CR	AVE
Perceived Value (PV)	3.23	1.0	0.903	0.651
Functional Value (FV)	3.31	1.07	0.918	0.693
Service Quality (Serv)	3.21	1.06	0.872	0.634
Product Quality (Qual)	3.33	1.07	0.886	0.722
Innovation (Innov)	3.27	1.01	0.912	0.676
Emotional Value (EV)	3.38	1.05	0.921	0.701
Emotional Marketing (EM)	3.33	1.08	0.889	0.728
Humanistic Factors (HF)	3.24	1.09	0.924	0.709
Social Value (SV)	3.3	1.09	0.932	0.735
Social Comparison (SC)	3.28	1.0	0.881	0.596
Brand Image (BI)	3.29	0.99	0.895	0.633

Note. CR = composite reliability; AVE = average variance extracted.

Structural Model Results

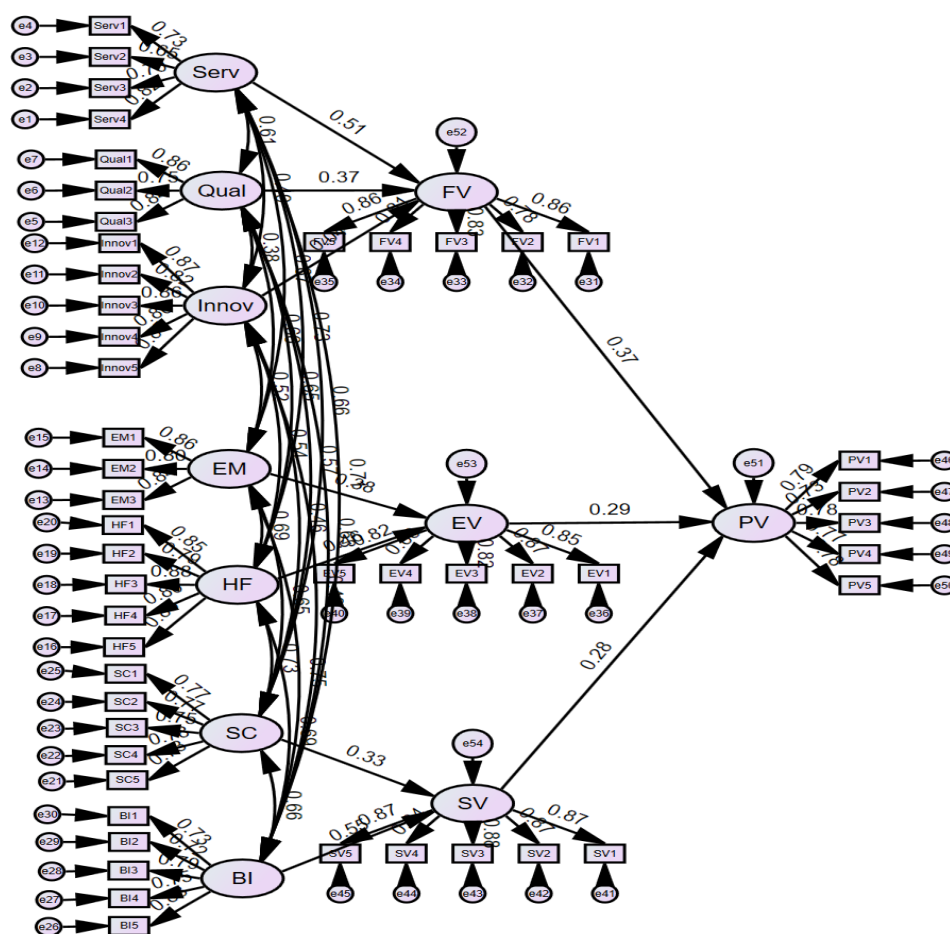
The structural model was used to examine the hypothesized causal relationships among the eleven latent variables. All indices meet or exceed the recommended thresholds, indicating a good fit of the structural model with $\chi^2/df = 1.758$, CFI = 0.954, IFI = 0.955, TLI = 0.951, NFI = 0.901, GFI = 0.871, AGFI = 0.863, RMR = 0.037 and RMSEA = 0.039, (Table 3).



Table 3 Model fit indices

Fit Index	criterion	Obtained Value
χ^2/df	< 3	1.758
CFI	> .90	0.954
IFI	>0.9	0.955
TLI	> .90	0.951
NFI	>0.8	0.901
GFI	>0.8	0.871
AGFI	>0.8	0.863
RMR	< .08	0.037
RMSEA	< .07	0.039

The research results indicated that the structural model demonstrates an adequate fit to the data. The standardized path coefficients and significance levels are subsequently examined to assess the proposed hypotheses. The structural model and its estimated relationships are illustrated in Figure 2.

**Figure 2 – SEM Results**

The results of structural equation modelling indicated that functional value ($\beta = 0.372$, $p < 0.001$), emotional value ($\beta = 0.287$, $p < 0.001$), and social value ($\beta = 0.283$, $p < 0.05$) all had significant positive effects on perceived value. In addition, service quality ($\beta = 0.508$, $p < 0.001$), product quality ($\beta = 0.366$, $p < 0.001$) and innovation ($\beta = 0.045$, $p < 0.001$), all exert significant positive effects on functional value. Emotional marketing ($\beta = 0.381$, $p < 0.001$) and humanistic factors ($\beta = 0.463$, $p < 0.001$) had positive effects on the emotional value. Moreover, social comparison ($\beta = 0.325$, $p < 0.001$) and brand image ($\beta = 0.552$, $p < 0.001$) all had positive effects on social value (Table 4).

Table 4 Standardized path coefficient and hypothesis testing results

Hypothesis	Path	β	p-value
H1	FV $\rightarrow$ PV	0.372	<0.001
H2	EV $\rightarrow$ PV	0.287	<0.001
H3	SV $\rightarrow$ PV	0.283	<0.001
H4	Serv $\rightarrow$ FV	0.508	<0.001
H5	Qual $\rightarrow$ FV	0.366	<0.001
H6	Innov $\rightarrow$ FV	0.045	0.258
H7	EM $\rightarrow$ EV	0.381	<0.001
H8	HF $\rightarrow$ EV	0.463	<0.001
H9	SC $\rightarrow$ SV	0.325	<0.001
H10	BI $\rightarrow$ SV	0.552	<0.001

Note. Standardized path coefficients (β) are reported.

As shown in Table 4, most of the proposed hypotheses are supported, indicating that functional, emotional, and social value all play significant roles in shaping overall consumer perceived value, while the effect of innovation on functional value is not statistically significant.

Discussion

Interpretation of Core Findings

The empirical results indicate that functional value, emotional value, and social value all exert significant positive effects on overall consumer perceived value in the context of co-branded new-style tea beverages. This finding reinforces the multidimensional nature of consumer perceived value and suggests that consumers evaluate co-branded FMCG products through a combination of utilitarian performance, affective experience, and social meaning. In experiential consumption settings such as new-style tea beverages, value perception is not driven by a single dominant dimension but emerges from the joint contribution of multiple value components. This pattern is broadly consistent with prior evidence that conceptualizes functional, emotional, and social values as mutually reinforcing components of consumer evaluation (Rasoolimanesh et al., 2020). Among these dimensions, functional value plays a foundational role in shaping overall perceived value. The strong effect of functional value reflects consumers' continued emphasis on pragmatic and economic considerations, including service reliability, product quality, and consistent performance, even in experiential FMCG



categories. Before emotional enjoyment or social symbolism can meaningfully enhance value perceptions, consumers must first be assured that the co-branded product meets basic functional expectations. This finding suggests that functional value operates as a prerequisite condition for higher-order value formation rather than as a parallel evaluative dimension. At the same time, the significant effects of emotional value and social value indicate that experiential and symbolic factors substantially enrich consumer value evaluations once functional expectations are satisfied. Emotional value captures affective responses generated through brand-related experiences and interactions, while social value reflects consumers' desire for social recognition and identity expression through consumption. The coexistence of these effects highlights that co-branded new-style tea beverages create value not only by delivering reliable product performance but also by offering emotionally engaging experiences and socially meaningful signals. Together, these results suggest a layered value evaluation process in which functional value provides the evaluative foundation, and emotional and social value function as complementary mechanisms that amplify overall consumer perceived value. This layered value evaluation pattern extends existing perceived value research by demonstrating how value dimensions are structurally organized rather than merely coexisting in FMCG co-branding contexts.

Discussion of the Non-significant Effect of Innovation

Non-significant effect of innovation on functional value (H6) The rejection of H6, which hypothesized a significant effect of innovation on functional value, suggests that the role of innovation in FMCG co-branding is context-dependent. For high-frequency consumption products such as new-style tea beverages, consumers may already have clear expectations regarding core performance attributes (e.g., taste, consistency, and safety). Under such conditions, incremental innovation in flavors, packaging, or cross-brand themes does not necessarily translate into higher perceived functional utility. This pattern is broadly consistent with prior research on “feature fatigue,” which shows that adding new features or novel elements does not always enhance perceived performance and may even reduce perceived usefulness when consumers prioritize simplicity and reliability (Thompson, Hamilton, & Rust, 2005). Furthermore, studies on food and restaurant services indicate that consumers often anchor their evaluations in basic utilitarian outcomes (e.g., quality, service reliability), while experiential and symbolic elements operate as complementary layers rather than substitutes for core performance (Ryu, Han, & Jang, 2010). This utilitarian anchoring differs from patterns observed in durable goods and technology-oriented categories, where innovation is more strongly associated with functional advancement and performance improvement (Chitturi, Raghunathan, & Mahajan, 2008). The contrast highlights an important contextual boundary: while innovation serves as a primary driver of functional value in infrequent, high-involvement purchases, its functional impact diminishes in everyday FMCG contexts. In the context of co-branded new-style tea beverages, innovation associated with co-branding is therefore more likely to be interpreted as an experiential or symbolic enhancement—contributing to emotional enjoyment or social signaling—rather than as a direct improvement in functional value. This helps explain why innovation did not show a significant direct effect on functional value in this study, despite its prominent role in marketing communication. Such a pattern contrasts with durable goods and technology-oriented categories, where innovation is more closely tied to functional advancement and performance improvement, highlighting the



importance of product category and consumption frequency in shaping innovation-driven value creation.

New Knowledges

The Pragmatic–Economic Adoption Mechanism in FMCG Brand Co-Branding

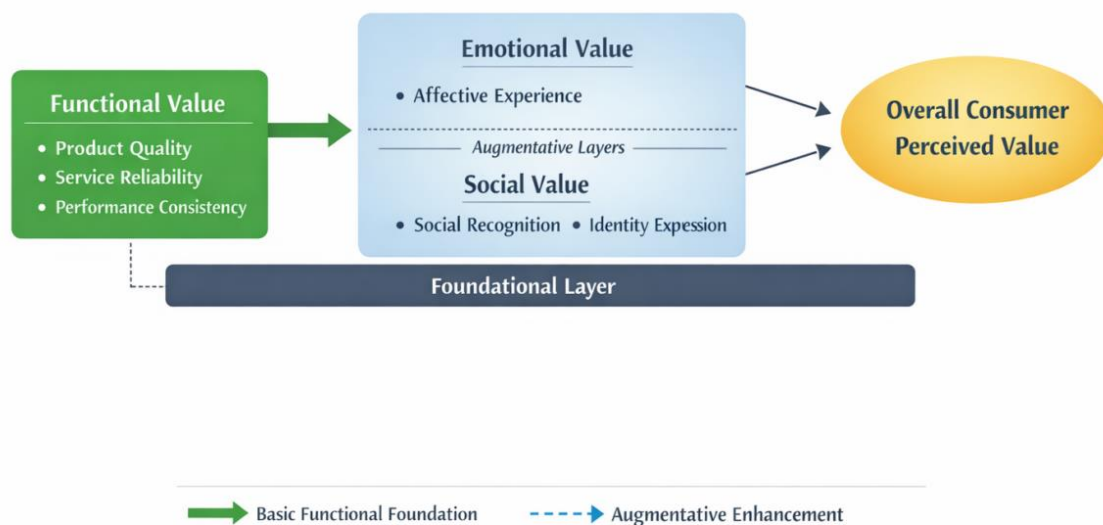


Figure 3 The Pragmatic–Economic Adoption Mechanism in FMCG Brand Co-branding

This figure presents a layered value adoption process in FMCG brand co-branding, where functional value forms the foundation, while emotional and social value enhance overall perceived value.

Theoretical Contributions This study shows that consumer perceived value follows a hierarchical structure: functional value is the primary driver, while emotional and social value play complementary roles. It extends Consumption Values Theory to FMCG co-branding and demonstrates that innovation mainly creates emotional and social value rather than improving functional value in high-frequency consumption.

Managerial Implications Managers should prioritize consistent product quality as the foundation of co-branding, use innovation to enhance emotional experiences, and strengthen social value through branding and social media to increase overall perceived value.

Conclusion

This study achieved its objective of examining the value formation mechanism in the FMCG co-branding context by identifying the relative roles of functional, emotional, and social value in shaping consumer perceptions. The findings indicate that functional value serves as the primary foundation for consumer evaluation, while emotional and social values enhance the overall consumer experience and strengthen perceived value. The satisfactory results of the diagnostic assessments, including full collinearity testing, support the reliability and validity of the proposed model.

The study contributes to the literature by integrating multiple dimensions of consumption value into a unified framework, thereby extending the application of Consumption Values Theory in the context of FMCG co-branding. From a managerial perspective, the findings provide practical insights for tea beverage brands seeking to develop effective co-branding strategies by balancing functional performance with emotional engagement and social appeal. Overall, this research enhances the understanding of consumer value formation and offers a useful reference for both future academic research and strategic brand management.

Recommendations

Based on the findings of this study, several recommendations can be proposed for both practice and future research. First, tea beverage brands and their co-branding partners should prioritize functional value as the foundation of their collaborative offerings while simultaneously incorporating emotional and social value elements to enhance consumer experiences and strengthen brand perceptions. A balanced integration of these value dimensions is likely to improve consumer acceptance and increase the effectiveness of co-branding initiatives in the FMCG sector.

Second, this study contributes to the body of knowledge by extending the application of Consumption Values Theory to the FMCG co-branding context through a multidimensional value formation framework. The findings demonstrate that consumer value is generated not only through functional benefits but also through complementary emotional and social dimensions, offering a more comprehensive understanding of consumer evaluations in innovation-driven brand collaborations.

Finally, future research should examine the proposed framework across different FMCG product categories and cultural contexts to assess its generalizability. Researchers are also encouraged to investigate additional antecedents and moderating variables, such as brand trust, perceived fit, consumer involvement, and sustainability perceptions. Longitudinal and cross-cultural studies may further provide deeper insights into the dynamic nature of consumer value formation and the long-term effectiveness of co-branding strategies.

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