

# AN EXAMINATION OF THE VALUE ENHANCING ROLE OF CO-BRANDING IN LOGISTICS FROM THE PERSPECTIVE OF END CONSUMERS

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## ABSTRACT

Despite the importance of branding in logistics, few Third Party Logistics service providers (TPLs) incorporate co-branding strategies. The present research aims to understand how and if co-branding strategies between TPLs and their business partners can enhance their value perceptions in the end-consumer markets. Such value perceptions may trigger intentions to partner with TPLs. The research follows an experimental design to assess end-consumers' perceptions of TPL brands. We investigate the likelihood to do business with these companies by manipulating the co-branding alliance between a TPL company and another business (well-known or not well-known). The results help address the possibility of using co-branding strategies in the logistics and supply chain context to understand how service providers can differentiate their brand and gain an advantage in end-consumer markets.

**Keywords:** Co-branding, TPL, Alliance, End-consumer markets