

CO-BRANDING AND BRAND LOYALTY: HIGHER EDUCATION INSTITUTIONS PERSPECTIVE

Barbara Mróz-Gorgoń, Wrocław University of Economics, Poland
barbara.mroz-gorgon@ue.wroc.pl

Roman Kozel
Technical University of Ostrava, Czech Republic
rkozel74@gmail.com

Mateusz Grzesiak
University of Dąbrowa Górniczej, Poland

Abstract:

There are various strategies for creating brands. One of the branding strategies, i.e. the strategy of creating a brand in the minds of consumers, is the brand alliance, or co-branding. Co-branding is a kind of marketing agreement established to combine several brands. The aim of the article is to present the issue of co-branding and to determine the relationship between loyalty to the brand and the strategy of co-branding on the example of universities. The article is based on the analysis of the subject literature and presents the results of the authors' original study.

Keywords: co-branding, brand, universities, brand loyalty