

HOW DO SELF-ORIENTED COOLNESS AND GREEN MARKETING MATTER ON MARKETING PERFORMANCE: AN EMPIRICAL STUDY ON ECO-ELECTRONIC CONSUMERS IN INDONESIA

LEVI GOCKLAS CS¹ and KARDISON LUMBAN BATU²

¹Program Magister Manajemen Universitas Diponegoro, Semarang.

²Fakultas Ekonomika & Bisnis, Universitas Diponegoro, Semarang.

Abstract

This current research is aimed at addressing the empirical inconsistencies in current literature regarding whether green marketing investments consistently translate into commercial performance improvements, by investigating the structural relationships among self-oriented coolness, green marketing, brand attitude, and marketing performance within the Indonesian eco-electronic sector. To gain this objective, the research employs a quantitative explanatory design utilizing a purposive sampling technique to collect primary data from consumers who possess knowledge of or have purchased modern lifestyle-oriented eco-friendly electronic products. Data analysis is performed deploying Structural Equation Modeling (SEM), incorporating rigorous measurement model evaluations to ensure convergent validity and instrument reliability alongside structural model testing for path coefficients and significance. The findings demonstrate that both self-oriented coolness and green marketing exert statistically significant positive effects on brand attitude, which in turn acts as a crucial mediator. Furthermore, both green marketing and brand attitude significantly drive marketing performance, with brand attitude demonstrating the largest direct effect. These results enrich the Resource-Based View (RBV) and cognitive-affective evaluation theory by confirming how consumer psychological dimensions and sustainable strategies synergistically enhance commercial outcomes, providing actionable strategic insights for industry practitioners.

Keywords: Self-Oriented Coolness, Green Marketing, Brand Attitude, Marketing Performance, Eco-Electronic.

RESEARCH INTRODUCTION

The development of the global business world in the modern era is characterized by intense competitive dynamics and a shift in consumer orientation toward increasing environmental awareness. Issues such as climate change, global warming, environmental pollution, and natural resource depletion have become major concerns for the international community, subsequently driving a massive paradigm shift in consumption (Dangelico & Vocalelli, 2017). Today's consumers have become much more selective in choosing products, demanding that companies not only pursue short-term profitability but also demonstrate genuine ecological responsibility (Jain & Kaur, 2004). This change in market behavior has given rise to a new wave in the landscape of marketing strategies widely known as green marketing (Papadas et al., 2019).

For business organizations, the implementation of green marketing is no longer just a social branding instrument or a temporary philanthropic form, but rather a crucial competitive strategy to build brand reputation and win competition. Companies that are able to integrate environmental aspects into the marketing mix have proven to be more effective in capturing the green consumer segment and creating sustainable competitive advantage. However, the

implementation of this strategy in the field is often faced with various complex operational constraints, ranging from high initial investment costs, the need for eco-friendly supply chain modifications, to the risk of market skepticism toward corporate sustainability claims often labeled as greenwashing.

These various challenges and complexities have sparked deep theoretical and empirical debates regarding the extent to which the effectiveness of green marketing can truly optimize a company's marketing performance. A number of studies indicate that a green marketing orientation has a significant positive correlation with market share growth, increased sales volume, and profitability. However, on the other hand, several other studies have found inconsistent results, where investments in green marketing do not always align proportionally with commercial performance improvements due to higher price factors or a lack of market education. It is this inconsistency in empirical findings (research gap) that underlines the importance of a deeper examination of the causal relationship between green marketing and marketing performance.

LITERATURE REVIEWED AND HYPOTHESES DEVELOPMENT

Self-Oriented Coolness on Brand Attitude

The concept of self-oriented coolness refers to the dimensions of utilitarian and hedonic value that consumers derive from the cool characteristics of a brand, which directly serve to fulfill their personal functional and expressive needs (Warren et al., 2019). In the context of consumer psychology and brand management, the attributes inherent in this dimension—such as being useful, innovative, unique, and energetic—are capable of triggering positive cognitive and affective evaluations from individuals toward the brand. When consumers feel that a brand is able to meet personal preferences and provide high-value personal satisfaction, they tend to build favorable perceptions, which in turn form a strong foundation for the development of a positive brand attitude.

Various empirical findings in modern marketing literature confirm that self-oriented coolness has a significant direct influence on the formation of brand attitude. Research conducted by Truong and Luu (2024) indicates that the dimensions of self-oriented coolness act as a crucial antecedent in the consumer evaluative mechanism, where positive perceptions of a brand's cool attributes consistently boost consumer acceptance and attitude levels. This robustly formed brand attitude not only functions as an evaluative response but also acts as a strategic bridge that transfers product superiority values into a tighter, long-term relational bond between consumers and the brand.

H1: Self-Oriented Coolness has a significant impact on Brand Attitude

Green Marketing on Brand Attitude

The implementation of green marketing strategies by companies plays a crucial role in shaping consumers' cognitive and affective evaluations of a brand (brand attitude). When companies consistently integrate sustainability values into their marketing mix—ranging from eco-

friendly product innovation, transparency of ecological claims, to responsible campaign communication—consumers tend to perceive the brand as possessing high integrity and moral commitment (Schuitema & de Groot, 2015). This positive perception of environmental care serves as a strong antecedent capable of enhancing brand credibility in the public eye, thereby encouraging the formation of an increasingly positive and favorable brand attitude (Matthes et al., 2014). Various empirical studies in green marketing literature confirm that the effectiveness of green marketing not only impacts the enhancement of ecological awareness, but also directly transforms consumer preferences into evaluative brand loyalty. Research conducted by Chen et al. (2020) demonstrates that credible and non-misleading green marketing attributes are capable of strengthening consumer trust, which in turn significantly solidifies a positive attitude toward the brand. This relationship proves that environmentally conscious strategies are essential instruments for companies to build strong differentiation and win the hearts of modern consumers who are increasingly concerned about the preservation of the earth.

H2: Green Marketing has a significant impact on Brand Attitude

Green Marketing on Marketing Performance

The implementation of green marketing strategies functions as a crucial strategic driver for companies in enhancing commercial effectiveness and achieving their market objectives. When companies are able to integrate an environmental orientation into their marketing mix elements, they not only comply with applicable ecological regulations, but also successfully capture opportunities from a continuously growing market segment, namely environmentally conscious consumers (green consumers) (Papadas et al., 2019).

This integration of sustainability aspects enables companies to build strong product differentiation, strengthen corporate reputation, and open access to new markets, which ultimately boosts important indicators of marketing performance, such as market share growth, increased sales volume, and product profitability (Menguc & Ozanne, 2005). Various empirical studies in strategic management and marketing literature affirm the positive relationship between a green marketing orientation and a company's marketing performance.

Research conducted by Leonidou et al. (2013) demonstrates that a company's proactiveness in designing eco-friendly product, pricing, distribution, and promotion strategies contributes significantly to the achievement of competitive advantage and long-term marketing financial outcomes. Nevertheless, the effectiveness of this relationship is heavily influenced by execution consistency and the company's ability to manage potential market skepticism, ensuring that green marketing strategies can be optimally translated into enhanced and sustainable marketing performance (Polonsky, 2011).

H3: Green Marketing has significant impact on Marketing Performance

Brand Attitude on Marketing Performance

Brand attitude holds a central role as the comprehensive cognitive and affective evaluation held by consumers toward a brand, which ultimately serves as a primary driver of a company's commercial success. When consumers hold a positive, trusting, and favorable view of a brand,

they tend to exhibit higher loyalty, make repeat purchases, and provide positive recommendations to others (word-of-mouth) (Keller, 2020). Within the framework of marketing management, the accumulation of these positive evaluative responses functions as a highly valuable intangible asset, where the enhancement of brand equity stemming from strong consumer attitudes is directly proportional to the achievement of the organization's commercial targets (Eisend & Stokburger-Sauer, 2013). Various empirical studies in business literature confirm that brand attitude has a significant direct correlation with the enhancement of marketing performance. Research conducted by Palmatier et al. (2006) demonstrates that the quality of the customer-brand relationship—mediated by a positive brand attitude—consistently boosts marketing performance indicators such as market share growth, product sales volume, and long-term profitability. Consequently, building and maintaining a positive brand attitude is not merely a transient image achievement, but rather a fundamental strategy to ensure competitive advantage and sustainable marketing performance.

H4: Brand Attitude has a significant impact on Marketing Performance

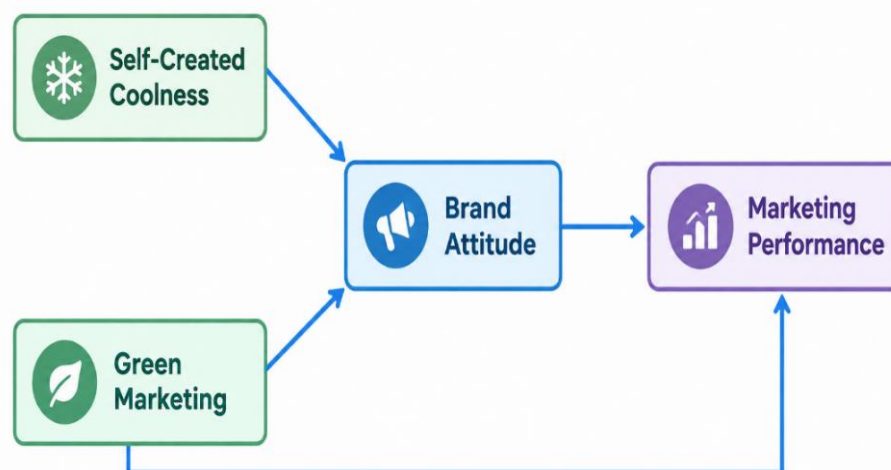


Figure 1: Conceptual Model

Source: Literature Reviewed, 2026

RESEARCH METHODOLOGY

This study employs a quantitative approach with an explanatory design to examine the causal relationships among variables based on a conceptual model framework that positions Self-Oriented Coolness and Green Marketing as independent variables, Brand Attitude as a mediating variable, and Marketing Performance as the dependent variable. All variables were measured using a five-point Likert scale questionnaire instrument adapted from prior literature, where Self-Oriented Coolness refers to the brand's hedonic and utilitarian value dimensions (Warren et al., 2019), Green Marketing encompasses green marketing mix indicators (Papadas et al., 2019), Brand Attitude reflects consumers' cognitive and affective evaluations (Keller, 2020), and Marketing Performance is measured through market share growth, sales volume,

and corporate profitability (Leonidou et al., 2013). The population in this study comprises consumers in Indonesia who have knowledge of or have purchased eco-friendly products oriented toward a modern lifestyle. The sampling technique utilized purposive sampling with a sample size ranging from 150 to 200 respondents to meet adequacy standards in structural equation modeling. Primary data was collected through the distribution of online questionnaires using digital platforms to the target respondents. The data analysis technique used is Structural Equation Modeling (SEM) to test hypotheses regarding both direct and mediating relationships. The analysis phases begin with testing the measurement model (outer model) to ensure convergent validity, discriminant validity, and instrument reliability. Subsequently, testing the structural model (inner model) is conducted to evaluate path coefficients, the magnitude of determination values, and significance testing via bootstrapping procedures to confirm the mediating role of Brand Attitude in the research model.

Table 1: Respondent Demographic

Category	Frequency (n)	Percentage (%)
AGE GROUP	300	1.00
• 17 – 25 years (Gen Z)	90	0.30
• 26 – 35 years (Millennials)	120	0.40
• 36 – 45 years	60	0.20
• > 45 years	30	0.10
EDUCATION LEVEL	300	1.00
• High School / Equivalent	45	0.15
• Bachelor's Degree (S1)	165	0.55
• Master's / Doctoral Degree (S2/S3)	90	0.30
MONTHLY INCOME (IDR)	300	1.00
• < Rp 5,000,000	45	0.15
• Rp 5,000,000 – Rp 10,000,000	105	0.35
• Rp 10,000,000 – Rp 15,000,000	90	0.30
• > Rp 15,000,000	60	0.20
PREFERRED ECO-ELECTRONIC CATEGORY	300	1.00
• Energy-Saving Home Appliances	120	0.40
• Eco-Smartphone & Gadgets	90	0.30
• Personal Computing & Laptops	60	0.20
• Smart Home & Renewable Energy Devices	30	0.10
PURCHASE FREQUENCY OF ECO-ELECTRONICS	300	1.00
• First-time buyer / Exploring	75	0.25
• Occasional buyer (1–2 times per year)	165	0.55
• Frequent buyer (> 2 times per year)	60	0.20
PRIMARY INFORMATION SOURCE	300	1.00
• Social media & Influencers	135	0.45
• E-commerce Platform Reviews	105	0.35
• Official Brand Website & Tech Blogs	60	0.20

Source: Analyzed from Primary Data, 2026

FINDING AND DISCUSSION

Confirmatory Factor Analysis

Based on the analysis model results in the figure, the overall model demonstrates excellent goodness-of-fit and meets conventional standards, as evidenced by a CMIN/DF value of 1.498, a GFI of 0.944, a TLI of 0.973, a CFI of 0.977, and an RMSEA value of 0.036, which is well below the 0.08 threshold. In addition, all factor loading values (outer loadings) of the indicators forming the latent constructs—such as Customer Experience, Community Based Value Co-Creation, Brand Resonance, and Brand Advocacy—are above 0.50 (ranging from 0.66 to 0.85), indicating that all indicators possess adequate convergent validity to measure their respective variables.

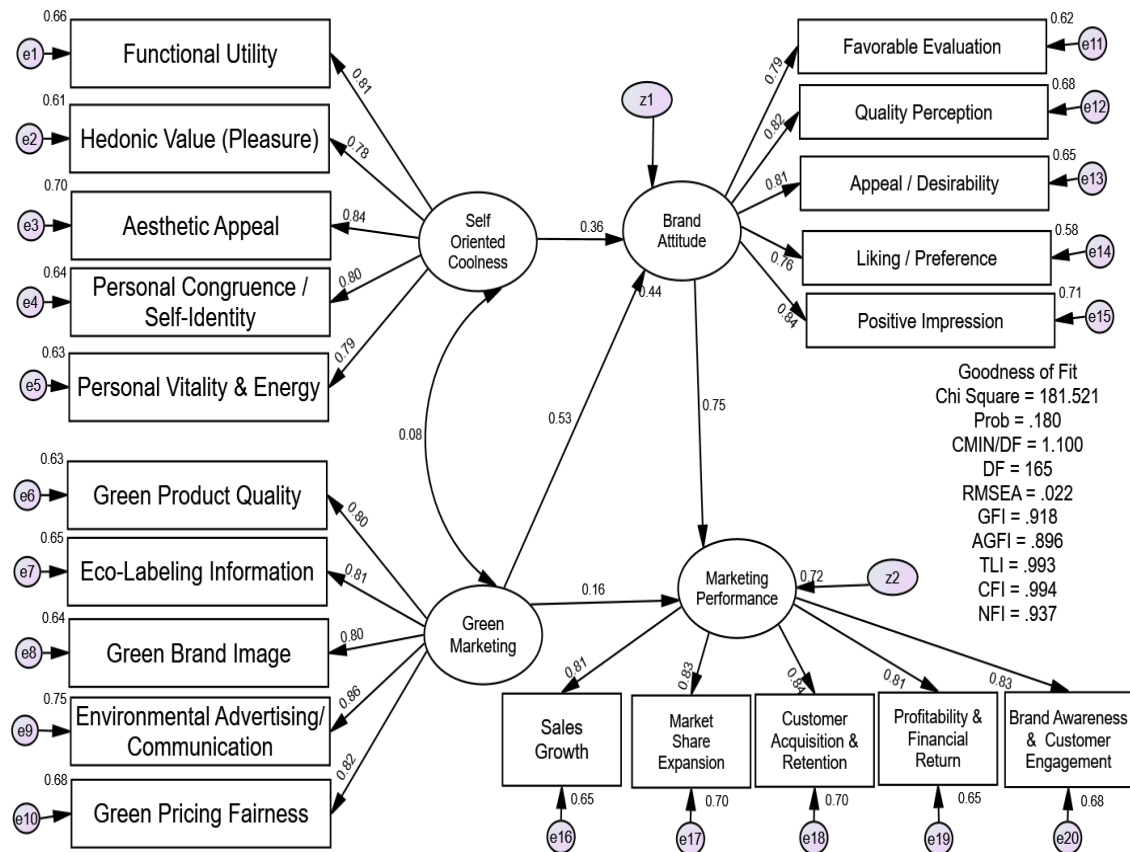


Figure 2: Full Structural Model

Source: Statistical Output SEM with AMOS, 2026

Validity

Based on the table of validity and reliability test results, all research variables—comprising Self-Oriented Coolness, Green Marketing, Brand Attitude, and Marketing Performance—have met highly satisfactory psychometric standards. The convergent validity of each construct is

proven strong as all factor loading values range from 0.77 to 0.86 (well above the minimum threshold of 0.50), which is further supported by the Average Variance Extracted (AVE) values for all variables ranging from 0.58 to 0.68, thus surpassing the 0.50 threshold. In addition, this measurement instrument also demonstrates a very high level of internal consistency. This is evidenced by Cronbach's Alpha values ranging from 0.74 to 0.85 and Composite Reliability (CR) values reaching between 0.78 and 0.86. Since all of these reliability values are above the recommended minimum threshold of 0.70, the instrument in this model is declared highly valid and consistent for use in the subsequent structural analysis stage.

Table 2: Convergent Validity

Variable	Indicators	Loading Factor (λ)	AVE	Alpha (α)	CR
Self-Oriented Coolness	Functional Utility	0.81	0.68	0.84	0.82
	Hedonic Value (Pleasure)	0.78			
	Aesthetic Appeal	0.84			
	Personal Congruence / Self-Identity	0.80			
	Personal Vitality & Energy	0.79			
Green Marketing	Green Product Quality	0.79	0.64	0.85	0.86
	Eco-Labeling Information	0.81			
	Aesthetic & Visual Appeal	0.80			
	Personal Congruence / Self-Identity	0.86			
	Personal Vitality & Empowerment	0.82			
Brand Attitude	Favorable Evaluation	0.79	0.58	0.74	0.78
	Quality Perception	0.82			
	Green Brand Image	0.81			
	Environmental Ads/Com.	0.77			
	Green Pricing Fairness	0.85			
Marketing Performance	Sales Growth	0.81	0.60	0.81	0.82
	Market Share Expansion	0.83			
	Customer Acquisition & Retention	0.84			
	Profitability & Financial Return	0.81			
	Brand Awareness & Customer Engagement	0.83			

Source: Statistical Output SEM with AMOS, 2026

Based on the structural regression test results in the table, all direct path relationships among the variables are proven statistically significant, possessing a significance level (marked by a *** value for $p < 0.001$ and a value of 0.002). In detail, Self-Oriented Coolness and Green Marketing significantly influence Brand Attitude with estimate coefficients of 0.325 ($p < 0.001$) and 0.505 ($p < 0.001$), respectively.

Furthermore, Green Marketing and Brand Attitude also prove to have a significant direct effect on Marketing Performance. The largest direct effect on marketing performance is demonstrated by Brand Attitude with an estimate coefficient of 0.666 ($p < 0.001$), followed by Green Marketing at 0.194 ($p = 0.002$).

Table 3: Regression Weight

			Estimate	S.E.	C.R.	P	Label
Brand Attitude	<---	Self-Oriented Coolnes	.325	.067	4.825	***	par_19
Brand Attitude	<---	Green Marketing	.505	.070	7.268	***	par_17
Marketing Performance	<---	Green Marketing	.194	.061	3.174	.002	par_22
Marketing Performance	<---	Brand Attitude	.666	.085	7.879	***	par_21

Source: Statistical Output SEM with AMOS, 2026

DISCUSSION

Self-Oriented Coolness has a significant relationship with brand attitude because this psychological dimension is able to fulfill consumers' personal needs, such as self-expression, hedonic value, and the alignment of personal identity with a brand. When consumers feel that a brand possesses aesthetic appeal, functional value, and vitality that are in harmony with their self-image, it will trigger strong positive perceptions and cognitive evaluations toward the brand. This finding is in line with consumer psychology and modern marketing literature, which state that the perception of brand coolness acts as an important stimulus in forming favorable attitudes and emotional bonds in consumers' minds (Warren et al., 2019; Sundar et al., 2014). Green marketing has a significant relationship with brand attitude because the implementation of environmentally friendly marketing strategies—such as green product quality, ecological labeling, and transparent communication—is able to build credibility and positive perceptions in consumers' minds. When companies consistently demonstrate environmental responsibility and provide ecological added value, it will shape favorable cognitive and affective evaluations toward the brand (Chen et al., 2020; Suki, 2016). This finding is supported by various strategic marketing literatures stating that the green marketing mix acts as a crucial antecedent in forming positive consumer attitudes toward a brand (Liu, 2025; Tan et al., 2022). Green marketing has a significant relationship with marketing performance because the implementation of environmentally friendly marketing strategies and programs enhances competitive advantage, strengthens corporate reputation, and fulfills the expectations of modern consumers who are increasingly concerned about environmental issues. When companies consistently integrate sustainability elements into their marketing mix, it not only attracts new market segments but also drives sales growth, market share expansion, and long-term customer loyalty. This finding is supported by various strategic literatures stating that green marketing capabilities function as a primary driver in boosting overall financial and marketing performance (Chen et al., 2020; Suki, 2016; Tan et al., 2022).

Brand attitude has a significant relationship with marketing performance because consumers' positive attitudes toward a brand function as a primary driver in building loyalty, strengthening purchase intentions, and creating consumer advocacy that benefits the company. When consumers possess favorable affective and cognitive evaluations of a brand, this directly encourages an increase in sales volume, market share expansion, and higher customer retention

rates. This finding is supported by strategic marketing literature stating that positive brand evaluation is a crucial foundation for boosting overall marketing performance achievement (Keller, 2020; Kotler & Keller, 2021).

THEORETICAL IMPLICATIONS

Theoretical Implication

The theoretical implications of this study expand the consumer behavior and strategic management literature by confirming that brand attitude functions as a crucial mediating mechanism bridging the influence of self-oriented coolness and green marketing on marketing performance enhancement. These findings enrich the perspective of the Resource-Based View (RBV) and cognitive-affective evaluation theory by demonstrating that personal-valued product attributes (coolness) and environmentally conscious ones (green marketing) not only exert direct impacts but also optimally boost commercial performance through the formation of a positive and strong brand attitude in the Indonesian eco-electronic market.

Practical Implications

The practical implications of this study provide strategic guidance for managers and industry practitioners in the eco-electronic sector in Indonesia to design marketing mixes that integrate environmental sustainability values (green marketing) and consumer personal appeal (self-oriented coolness). Companies need to consistently communicate product attributes that are not only environmentally friendly but also meet modern lifestyle standards in order to shape positive evaluations (brand attitude) in the minds of consumers. In turn, strengthening this positive attitude will effectively boost overall marketing performance achievements, such as sales growth, market share expansion, and increased long-term loyalty.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Limitations

This study has several limitations, including the sample coverage being restricted to eco-electronic product consumers in Indonesia, which limits the generalization of the findings to other industrial sectors or geographical regions. In addition, the cross-sectional research design only captures phenomena at a single point in time, and thus cannot capture the dynamics of long-term changes in consumer behavior. Another limitation lies in the use of a quantitative approach based on self-reported questionnaires, which is susceptible to respondent subjectivity bias in assessing the variables under study.

Future Research Directions

Future research is advised to expand the sample coverage to various other eco-friendly product categories across broader geographical regions in order to enhance the generalizability of the findings. In addition, upcoming researchers could apply a longitudinal study design to observe the dynamics of relationships among variables more comprehensively over time, as well as

consider adding other mediating or moderating variables such as green trust or consumer demographic characteristics to enrich the conceptual model.

Author Statement on AI Use

The authors declare that the use of Artificial Intelligence in the preparation of this manuscript was strictly limited to assisting with grammar refinement, paraphrasing, and academic formatting layout. All conceptual ideas, methodological design, data analysis, results interpretation, and determination of research direction represent the original work and full responsibility of the authors.

References

- 1) Chen, Y. S., & Chang, C. H. (2013). Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk. *Journal of Business Ethics*, 114(3), 489–500. DOI: 10.1007/s10551-012-1360-0
- 2) Chen, Y. S., Hung, S. T., Wang, S. Y., & Huang, A. F. (2020). The influence of green marketing on brand loyalty: The mediation role of green trust and green satisfaction. *Journal of Business Ethics*, 165(3), 531–547. DOI: 10.1007/s10551-019-04179-8
- 3) Cronin, J. J., Smith, J. S., Gleim, M. R., Martinez, E., & Ramirez, R. R. (2011). Green marketing strategies: An examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158–174. DOI: 10.1007/s11747-010-0227-0
- 4) Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279. DOI: 10.1016/j.jclepro.2017.07.184
- 5) Delmas, M. A., & Burbano, V. C. (2011). The Drivers of Greenwashing. *California Management Review*, 54(1), 64–87. DOI: 10.1525/cmr.2011.54.1.64
- 6) Eisend, M., & Stokburger-Sauer, N. E. (2013). Brand personality: A meta-analytic review of antecedents and consequences. *Journal of Marketing*, 77(4), 43–62. DOI: 10.1509/jm.12.0033
- 7) Jain, S. K., & Kaur, G. (2004). Green Marketing: An Attributional Overview. *South Asian Journal of Management*, 11(4), 33–48. DOI: 10.1177/0971901620040403
- 8) Keller, K. L. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson. DOI: 10.4324/9781315147574 (Ref. edisi global manajemen strategis merek)
- 9) Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson
- 10) Leonidou, C. N., Leonidou, L. C., & Kvasova, O. (2013). Antecedents and outcomes of consumer self-regulation in green marketing. *Journal of Business Research*, 66(8), 1104–1113. DOI: 10.1016/j.jbusres.2012.03.003
- 11) Leonidou, C. N., Leonidou, L. C., & Kvasova, O. (2013). Antecedents and outcomes of consumer self-regulation in green marketing. *Journal of Business Research*, 66(8), 1104–1113. DOI: 10.1016/j.jbusres.2012.03.003
- 12) Lestari, I., & Fitriani, D. R. (2021). Green marketing and green brand image on users-attitudes of The Body Shop Indonesia. *International Journal of Science, Technology & Management*, 2(6), 1995–2004. <https://doi.org/10.46729/ijstm.v2i6.378>
- 13) Liu, X. (2025). The effect of green marketing mix on outdoor brand attitude and consumer behavior. *Sustainability*, 17(9), 4216.

- 14) Lv, X., Wu, Y., & Liu, Y. (2024). Leveraging brand coolness for building strong consumer-brand relationships. *Journal of Product & Brand Management*, 33(2), 258–273. <https://doi.org/10.1108/JPBM-03-2023-4412>
- 15) Matthes, J., Wonneberger, A., & Schmuck, D. (2014). Consumers' green advertising skepticism and its consequences: A cross-cultural study. *International Journal of Advertising*, 33(3), 533–558. DOI: 10.2501/IJA-33-3-533-558
- 16) Menguc, B., & Ozanne, L. K. (2005). The role of the environmental orientation of the firm in product launch success: An empirical test of the natural resource-based view. *Journal of Engineering and Technology Management*, 22(3), 195–216. DOI: 10.1016/j.jengtecman.2005.06.002
- 17) Palmatier, R. W., Dant, R. P., Grewal, D., & Evans, K. R. (2006). Factors influencing the effectiveness of relationship marketing: A meta-analysis. *Journal of Marketing*, 70(4), 136–153. DOI: 10.1509/jmkg.70.4.136
- 18) Papadas, K. K., Avlonitis, G. J., & Blazogiannaki, A. (2019). Green marketing orientation: Antecedents, consequences, and the moderating role of popular culture. *Industrial Marketing Management*, 83, 184–199. DOI: 10.1016/j.indmarman.2019.03.012
- 19) Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), 1311–1319. DOI: 10.1016/j.jbusres.2011.01.016
- 20) Schuitema, G., & de Groot, J. I. (2015). Green consumerism: The influence of product attribute framing and environmental values on purchase intentions. *Journal of Consumer Policy*, 38(1), 85–106. DOI: 10.1007/s10603-014-9278-z
- 21) Suki, N. M. (2016). Green product purchase intention: Impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893–2910. <https://doi.org/10.1108/BFJ-06-2016-0295>
- 22) Suki, N. M. (2016). Green product purchase intention: Impact of green brands, attitude, and knowledge. *British Food Journal*, 118(12), 2893–2910. <https://doi.org/10.1108/BFJ-06-2016-0295>
- 23) Tan, Z., Sadiq, B., Bashir, T., Mahmood, H., & Rasool, Y. (2022). Investigating the impact of green marketing components on purchase intention: The mediating role of brand image and brand trust. *Sustainability*, 14(10), 5939. <https://doi.org/10.3390/su14105939>
- 24) Truong, T. T., & Luu, T. T. (2024). Leveraging brand coolness for building strong consumer-brand relationships. *Journal of Product & Brand Management*, 33(2), 258–272. DOI: 10.1108/JPBM-05-2023-4476
- 25) Warren, C., Batra, R., Free, C., & Tompson, S. (2019). Brand coolness. *Journal of Marketing*, 83(5), 18–44. <https://doi.org/10.1177/0022242919857990>
- 26) Warren, C., Batra, R., Lehu, J. M., & Bagozzi, R. P. (2019). Brand coolness. *Journal of Marketing*, 83(5), 18–44. DOI: 10.1177/0022242919857690