

GREEN MARKETING AS AN ANTECEDENT OF WILLINGNESS TO PAY: THE MEDIATING ROLE OF BRAND COOLNESS AND PRO-ENVIRONMENTAL BEHAVIOR

Miguel Maria De Abreu Duarte

Dissertation submitted as partial requirement for the conferral of Master in Marketing

Supervisor:

Prof. João Guerreiro, Assistant Professor, ISCTE-IUL Business School, Department of
Marketing, Operation and General Management.

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Abstract

The impact of climate change and the environmental crisis has been noticeable. The scientific community has made big efforts in warning the population about the need for change, on a corporate level and on a governmental and personal level.

The general public has become more aware of this crisis and has adopted different behaviors that contribute to a more sustainable world. Given this individual change, companies are redirecting their efforts into becoming “greener”, the so call “Greening of firms”. The entire business world seems to be following this pattern.

Despite this, with this dissertation, I propose to study the relationship between brand coolness, Pro-environmental behavior and green marketing. It focuses on 3 main points: 1) If green marketing can be an antecedent of Brand Coolness. 2) If Brand Coolness can increase PEB and 3) Do green companies have a stronger impact on these relationships.

This report aims to describe the importance of this topic and offer additional research in these fields. The research object of this study focuses on the answers of 272 consumers and utilizes partial least squares structural equation modelling to undertake an empirical study. The results show that there's a strong positive relationship between Green Marketing and Brand Coolness, and that the type of company influences these relationships. This research also complements previous literature on brand coolness, especially in regard to one of its consequences: WTP. The type of company also changes some of these impacts and relationships.

KEYWORDS: Green Marketing; Green Communication; Brand Coolness; Willingness to pay; Pro-environmental behavior; Greenwashing; Gender; Type of company.

JEL CLASSIFICATION SYSTEM: Marketing (M31); Environment and Growth (O44).

Resumo (Sumário)

O impacto das alterações climáticas e a crise ambiental tem ganho cada vez mais notoriedade. A comunidade científica tem feito um grande esforço para tentar sensibilizar a população para a necessidade de haver uma mudança, a nível corporativo, político e pessoal.

O público em geral está cada vez mais ciente da crise ambiental e tem alterado muito dos seus comportamentos, com o objetivo de sustentabilidade. Apercebendo-se desta mudança, as empresas têm se focado em tornarem-se mais “Verdes”, o chamado “Greening of firms”.

Contudo, esta dissertação pretende estudar a relação, entre Brand Coolness, green marketing e Pro-environmental behavior. Esta dissertação toca em dois pontos chaves. 1) Se Green Marketing tem um impacto positivo em Brand Coolness, podendo ser considerado um antecedente. 2) Se Brand Coolness tem um impacto no PEB dos consumidores e se promove um “Call-to-action” e 3) será que as empresas “Verdes” têm um impacto mais forte nestas relações.

Esta dissertação tem como objectivo salientar a importância deste tópico, assim como oferecer conclusões complementares a algumas destas matérias. O objecto de investigação desta pesquisa foca-se nas respostas de 272 consumidores e utiliza modelação de equações estruturais com *partial least squares* para realizar um estudo empírico. Os resultados mostram que existe uma relação positiva e forte entre Brand Coolness e Green marketing, e que o tipo de empresa influencia esta relação. Esta dissertação também complementa estudos anteriores relativos a estas matérias, especialmente Brand coolness, e a sua relação com WTP.

Palavras-Chave: Marketing verde; Comunicação Verde; *Brand Coolness*; Vontade de pagar; Comportamentos pro-ambientais; *Greenwashing*; Género; Tipo de empresa.

JEL Sistema de Classificação: Marketing (M31); Ambientalismo e crescimento (O44).

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This dissertation is the product of hard-work and determination. Even though there were several moments filled with setbacks, the motivation I carried helped me to continue on this journey. The fact that the topic was one that I was so curious and passionate about also contributed for this dissertation. Nevertheless, this final product was only possible with the support of many people around me that helped me and pushed me further.

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1. Introduction

The environmental crisis affects us all. Global warming is threatening life on earth, by increasing extreme weather changes, which are and will lead to severe consequences on the natural life (IPCC, 2013). Aware of this problem, governments are adopting and investing in green innovations and technology (Zhang, Liu, et al., 2017). Social media is playing an increasingly bigger role on climate change awareness (Ashley, 2017). It's proving to be an effective weapon since social media is growing and becoming part of everyone's lifestyle. For example, 62% of Americans get their news from social media sources (Gottfried & Shearer, 2016). It's an effective platform for green advertising, creating buzz for serious matters like the plastic island in the pacific, bringing issues that couldn't reach that many people in such a short time (Brettelet al., 2015). Despite this, given the easy access to everyone's opinion, it's also becoming a source of fake news and misinformation, which is now becoming a booster for the anti-science movement (Filippo M. & Hills T., 2020).

It's not just the levels of awareness, that are increasing. Consumers are changing their lifestyles taking into consideration their impact on the environment. A good example of that is vegetarianism. The number of vegetarians has been increasing (Leahy E. et al. 2010). The number of people recycling is increasing as well (EAA, 2017). Despite all this individual and collective efforts, it hasn't been near enough to prevent a climate disaster.

Around 68% of the world population believes climate change is a major threat (Global Attitudes survey, 2018). Despite the number being high, it appears the population isn't either motivated or doesn't know how it can contribute to help the cause (S. J. Khan et al., 2021). For example, in the USA, 70% of Americans accept that climate change is happening. But only 6% of Americans truly believe that nations can and will successfully combat climate change (Survey Yale program on climate change communication, 2018). Lack of motivation, innovation and simplicity are some of the reasons why recycling rates are so low and why plastic usage continues to be high (Coca N., 2016; Chow C., 2020).

Marketing can be a key to solve some of the issues surrounding climate change. It can change perceptions and therefore behaviors. If the communication is done efficiently it can have a global impact on Mankind's perception of this crisis (Umit A. & Cengiz Y., 2012).

1.1 Relevance of the topic

Earth is warming. Given the increase of carbon emissions, the planet is getting warmer which puts Mankind and the natural environment in danger (UN Climate Change report, 2021). Adding to this, the limited resources on this planet are also being over explored, causing a need for a more sustainable management. There has been an increase in awareness, as well as a growing interest in green products (Ottman, 2011). Companies are growing competitive advantages by making eco-friendly products for example, or by having some sort of green communication (Zhang, Li, Cao, & Huang, 2018). So, there has been an increase in the number of companies that are directing their attention to go “green” (Ottman, 2011).

Companies are focusing on making more green investments. Companies are starting to understand the economic benefits of these investments (Nelo M., 2021). A measure of the green investment are green bonds. Green bonds are bonds which the proceedings go to environmental projects. In Europe, the green bonds were valued at 47.4 billion dollars, in 2019. This number has been increasing year after year (Statistica, 2020).

Despite the numbers, it still hasn’t been impactful on consumer behavior. The communication is still very inefficient. Even though some progress has been made, there is still room for improvement (Zhang & Dong, 2020). Green advertisements are not being effective and often have confusing and ambiguous messages. There’s often a lack of information or even worse, an exaggeration of it, originating the concept of **Greenwashing**. It can be defined as “*communication that misleads people regarding environmental performance/benefits by disclosing negative information and disseminating positive information about an organization, service, or product*”. (Tateishi, 2018 Pg.4).

It’s not just up for companies or governments to have this focus on the environment, it’s also up for the general public to change their individual behaviors and make some sacrifices (Peattie & Peattie, 2009).

All these aspects reinforce the importance of the object of the dissertation, it highlights the need to address a better green communication and urgency for the change to a more sustainable mindset for the general public.

1.2 Problem statement

Existing literature has already studied the many definitions of cool, and its meaning for communication and marketing. It was only recently that a concept surrounding coolness and branding started to be created: Brand coolness. The consequences of this construct have been studied as well. Studies have shown positive impacts on brand love, Willingness to pay or even Word of mouth (Warren et al. 2019). Given the novelty of the topic, it's still not fully explored yet. There are quite a few challenges in communicating climate change. Not only is it a complex and uncertain topic, but it's also going to depend on the target audience (Martha M. et al. 2018). The difficulty of communicating a scientific phenomenon is tricky. It requires a knowledgeable audience. It's even harder to communicate catastrophic scenarios, that haven't happened yet (C. Howarth, 2020). So, communication needs to be well-constructed and appealing to a wide audience (Martha M. et al. 2018). The "Cool" factor is known to drive trends and it can add a symbolic value to the brand or idea (Warren & Campbell, 2014). These research and studies point out that coolness might help to "Smooth" communication on climate change, and it could also be more impactful on the audience. Even though, there has been some research done on coolness and its relationship with social marketing S. Bird & A. Tapp (2008), there hasn't been proven a possible relationship between brand coolness and environmentalism. When it comes to the necessary change of behavior that people need to make, research shows that it's very important to have emotions on communicating climate change (D. Schwartz, G. Loewenstein, 2017). Coolness could have an impact and effects on the behavioral changes needed to solve climate change. In 2004, hundreds of people were surveyed after watching the film "The day after tomorrow", a science fiction film about the devastating consequences of climate change, and the majority were willing to change their actions and behaviors immediately, to help prevent climate change (Leiserowitz, 2004). Coolness could be a more effective way of communicating this problem. The audience felt more engaged and motivated to change, proving to be more effective than an educational film on the topic (Leiserowitz, 2004). What is the impact of Brand Coolness on Pro-environmental behavior? Does it have any consequences on this matter?

Even though, there has been some research done on coolness and its relationship with social marketing (S. Bird, A. Tapp, 2008), the topic of Brand Coolness and its framework have not been

studied yet. In regard to Green Marketing, there have been several studies about how to optimize the construct (Cherian & Jacob, 2012; Nilashi et al., 2020). Despite this, there hasn't been any research done, regarding if the coolness of the company has any impact on the effectiveness of Green Marketing. Lastly, taking into consideration Pro-environmental behavior, the research has also been quite vast. Regardless, it has not been studied the impacts of Brand Coolness on those behavioral changes. This research explores the need for a change in lifestyles, and if the use of coolness can somehow enhance that importance, even if it's in a subtle way.

1.3 Research purpose/Objectives

The purpose of this study focuses on exploring if Green Marketing impacts brand coolness and if that impact is assessed in the pro-environmental behavior. This study proposes an integrated research model and the mediating role of Willingness to pay. This research intends to help to contribute to both the green marketing and brand coolness literature. It proposes a relationship never studied so far. This research could shed light into some important and relevant aspects of way to communicate environmentalism and the need for companies to do it. It also takes into consideration the possible relationship between brand coolness and Pro-environmental behavior and explores if the "cool" effect can influence people to change their behaviors. Lastly, it aims to understand if the type of company imposes differences on the relationships previously mentioned. So, if a company is a green company, does it change the impact between constructs?

1.4 Research Questions

1. Can Green Marketing be an antecedent of Brand coolness?
2. Can Brand coolness have a positive impact on consumer's Pro-environmental behavior?
3. How do green companies moderate the relationships between green marketing, Brand coolness and Pro-environmental behavior?

1.5 Research Outline

This master thesis is structured in 5 different chapters.

The first chapter identifies the topic of the thesis as well as its urgency. It also identifies the thesis purpose, the research questions, and its overall structure.

The second chapter is dedicated to the literature review, exploring the concepts of green marketing, Brand Coolness, Pro-environmental behavior and green communication. The research hypotheses are developed and explained, and the research model is presented, all in this chapter as well.

The third chapter explains the research methodology, the approach, methods of data collection and the structure of the questionnaire. It includes information as well about the sample and the methods used for data measurement.

The fourth chapter presents the results of the research, their discussion, and the assessment of the validity of the research hypothesis.

In the last chapter, the main conclusions are discussed. Theoretical and practical implications are assessed as well. The research limitations are presented as well.

2. Literature Review and hypothesis Development

2.1 Green marketing

The consumption and demand for products that decrease the environmental impacts have been increasing for the past years. This led to the creation of Green Marketing. This concept can be defined as “*marketing activities which attempt to reduce the negative social and environmental impacts of existing products and production systems, and which promote fewer damaging products and services*”. (Peattie, 2001, pg. 2). This type of marketing was created in 70’s, due to rise of the “Hippie” movement (Peattie and Charter, 2003; Boztepe, 2012). According to Pettie et (2001), this concept can be divided into 3 distinctive phases. It was initial called “ecological” green marketing. It began when some authors started to express their concerns with the limited resources, we all depend upon. This first era focused more on air pollution, oil spills and DDT. It’s important to state that during this phase, environmental regulation started to appear, changing the image of some companies (Omar et al., 2017). In late 80’s the second era took place. “Environmental” green marketing. There was a change in green marketing, due to the exposure of a lot of incidents being more reported in the news. Discoveries, like the hole in the ozone layer, also shed light to the consequences of climate change (S. Solomon, 2019). In this era, the number of protests and actions increased drastically (The boycott of aerosols is an example of that). Sustainability was a term that started to appear in this era, as well as clean technology and the “green consumer”. (Premi et al., 2021). It was also during this phase, that it was understood that good environmental performance could lead to a competitive advantage (R. Dangelico, 2016). The third era, “sustainability” green marketing, is more focused on environmental costs and a better understanding of the marketing environment, where all companies analyze the environmental consequences of almost every action (Pettie et 2001).

The growth of this concept as well as green consumer, is one of the biggest opportunities for corporations and innovation that the industrial world has ever seen. (J. Cherian, J. Jacob, 2012). This increase led to a new concept called corporate environmentalism (Hay and Lichter 2000). There’s no doubt that there has been a growing number of consumers focused on this matter, but it does not reflect the actions and changes in their lifestyles, necessary for the cause.

Most developed countries are more aware and conscious of green products, as well as green marketing, due to the increase in both public and private investments in innovation (Li et al., 2021). Consumers in developing countries, are now becoming more environmentally conscious because they are suffering the impacts, firsthand of the production of non-green products. (M. M. Zahid et al., 2018). The general public growing interest in green marketing and products, is motivated by the consumer's perception of the broader picture of the general consequences of the type of production of non-green products (Ramayah et al. 2010). Consumers can also feel emotionally attached to the cause, which makes them act in a more responsible way, sometimes, even changing their lifestyles (N. Onel, 2017).

A very important tool of marketing is advertisement. The main goal of advertising is the conversion funnel, this referring to the process of converting customers (Abraham Bagherjeiran, Andrew Hatch, Adwait Ratnaparkhi, 2010). In this case, it's important to analyze the green product purchase intention. Fishbein and Ajzen (1975) defined intention as *'the subjective probability to perform a specific behavior'*. (M. M. Zahid et al., 2018), stated that the green consumers, were simply consumers with the intention to change their purchase and consumption behavior to decrease the environmental impact.

However, it's important to refer those environmental actions do not just consist of buying green products. It also consists of changes on the personal lifestyle, like using reusable bags, saving water or even recycling (Corraliza and Berenguer, 2000). So, Green marketing isn't a direct translation to decrease consumption, mostly because most firms would go bankrupt. Then, the idea is to persuade consumers to purchase green and eco-friendly products, allowing a corporate competition among green companies (Leonidou et al 2013). But a marketing plan is still necessary. (Peattie, 1995) was one of the first scholars to define the marketing mix of a successful green marketing plan. He called it the four "S" criteria. These are the consumer's needs satisfaction, the safety of the products and of the production, the social acceptability of the products and the sustainability of the production. Despite this, M. M. Zahid et al (2018), created a research model that showed that the concern for the environmental consequences, has antecedents. Supporting environmental protection, the drive for environmental responsibility, the experience the green product does, the environmental friendliness of companies and the social appeal all are considered. Obviously, the concern for the environment is the key for the intention of buying green products,

but all of the previously mentioned also have an impact on both intention as well as publicity on social media. The latter is extremely important given that it has an impact on word-of-mouth, especially electronic word-of-mouth, which has been to be persuasive when the sender of information has no commercial implications (Andreassen & Streukens 2009).

- Consequences of Green Marketing

Green marketing has many consequences. Many scholars believe it can bring more profitability if companies take a continuous improvement towards a sustainable production (Porter & Kramer, 2006). Despite this, Polonsky & Wymer (2015), have created a model in which they have stated that companies, in some areas of production, by reducing waste and choosing renewable energies sources can reach higher levels of profitability. However, the same authors, referred that if a company uses a fully sustainable production, then it would be unprofitable (Porter & Van der Linde, 1995), have conducted some studies that show that if a company adopts a green marketing strategy, helps to reduce costs, also because if the company violates any environmental regulations, it will pay additional costs and will decrease its competitiveness. Many scholars believe that customers, given the increase in environmental awareness, are having higher levels of involvement with companies that adopt green marketing strategies. Yazdanifard (2014), stated that companies that communicate their green product in their advertisement or their package increase the level of customer retention and can gain new customers. Green marketing also helps the company to achieve social acceptance, improving its relationship with the current customers, as well as gaining new customers in the future (Abdullah, 2015). Linet al. (2013) concluded that companies that use environmentally friendly tech reached zero customer complaints, as well as a change in the sales volume. According to Abdullah (2015), green marketing improves the organization's reputation, not just at a consumer level, but also on a employee level, given that green awareness and practices are having a higher positive correlation. Miles and Cavin (2000) have studied a set of principles to which companies have to adopt in order to achieve a good reputation. The principle of trust, credibility, dependency are among the list as well as the principle of environmental responsibility. Ottman (1998), has pointed out that green marketing plays a major role in achieving a competitive advantage. The same author also pointed out that due to the increase in the environmental issues, and the awareness of it, has led to the decrease of customer loyalty and consumers will start to purchase eco-friendly products and choosing green companies. This is a huge opportunity for

companies to increase their market share. According to (Kumar, 2016), green marketing brings innovation, strategic alliances, credibility and improved public relations. The customer's willingness to pay for green products is actually lower, than the Willingness to pay for non-sustainable products. The higher costs of this products are a barrier for many customers (Gupta and Ogden, 2009). Despite this, these studies are not a representation of the overall green market. In some cases, customers are willing to pay more. It depends on type of product and the cost difference between the green product and the non-green product (Narula & Desore, 2016).

Choosing to go green also leads to some benefits like government subsidies. Some governments support the consumer's costs in acquiring a particular green product. Some governments also help companies that are producing green products. Government subsidies also play an important role in helping consumers make decisions regarding purchase, as they remove price-related barriers (Lin and Huang, 2012). Thus, going green is sometimes purported to be a win-win situation - business and the environment benefit (Gordon, Carrigan, & Hastings, 2011).

2.2 Green communication

Companies choosing to use environmentally friendly and ecological approaches is not just fashionable nowadays. It's mandatory if companies want to maintain customer loyalty and positive image. If not, companies can undergo unnecessary costs and negative word-of-mouth (A. Lewandowska, 2017). Green communication has been changing over time. In the first era of green marketing, referred above, green communication was more focused on global warming, but now, the communication is changing. Marketeers are aware that consumers view the climate crisis as a challenge to the survival of the human race. Consumers are worried about the future of the upcoming generations, and even their own (Ottman, 2011).

An effective green marketing strategy and communication affects the purchase decision of green products. Top management should make improvements in their product strategy by increasing promotion, prices discounts or even customer education activities, all with the intent to increase customer's awareness of the products benefits to environmental causes (Agus Supandi Soegoto, Frederik G. Worang and Regina Saerang, 2017).

Given the interest of the general public for environmental causes, companies have been competing in having the most efficient green communication. Because of this, green communication is being

pointed out for having negative outcomes. The first one is called “green fatigue”, which happens when consumers are over-flooded and bombarded with information and data on green information, making them become tired of it. The second outcome is green washing. (Ottman, 2011).

The term “Greenwashing” was first coined in 1986, when environmentalist Jay Westervelt, conducted a study of reusage of towels in the hospitality industry. The concept has had many different definitions throughout the years, with many scholars conducting deep analyzes on the matter. (S. V. De Freitas Netto et al., 2020) Despite this, greenwashing happens when firms promote and communicate environmental claims that happen to be not true. It’s when companies promise more then what they do (Delmas & Burbano, 2011).

All these situations lead to a decrease in the purchase of green products as well as the trust in this companies. So, green communication should be honest and transparent, but it should be informative, to instruct consumers on the benefits of their purchases. It’s also relevant to point out that consumers with higher incomes are more likely to purchase green products (A. Lewandowska e et. 2017). Communication can help to give brands a meaning or a purpose (Escalas & Bettman, 2005). It can also help people to act and take action. The main goal of all communication is to change behaviors. With some people it could take more time for that change to occur, but ultimately that behavioral change does occur (Harrison, K. 2020). In order to be as effective as possible, it must follow the rule of the 4 C’s. Communication has to be comprehensive, needs to have a connection, needs to be credible and contagious (Kaushik R., 2011). With the world facing one of the worst threats of its existence, climate change, a change in behavior is needed, specially at an individual level. Therefore, communication is incredibly relevant to make people behave in manner that helps to solve this issue, the so called: Pro-environmental behavior (Farrow et al., 2017).

2.3 Pro-environmental behavior

Pro-environmental behavior is a concept that’s being under scrutiny in many fields, such as psychology, sociology, and neuroscience (A. Donmez-Turan, I.E. Kiliclar, 2021). The concept of environmental behavior created a lot of confusion given that all human behavior could be called environmental behavior. This term would include activities like running, or walking the dog or even breathing, because every action we do, has a direct or indirect impact on the environment.

So, there had to be an existing term to define this particular type of behavior. (Jan Krajhanzl 2010). So, Pro-environmental behavior is *“such behavior which is generally (or according to knowledge of environmental science) judged in the context of the considered society as a protective way of environmental behavior or a tribute to the healthy environment”* (Jan Krajhanzl 2010, pg. 3).

The level of consideration of individuals to protect the environment is closely related to the level of environmental knowledge they have (Matteson, 2012). If individuals are aware of the outcomes for the environment their actions produce, as well as the current problems the world faces (global warming, climate change) then individuals will have a tendency to act in a more responsible way (A. Donmez-Turan, I.E. Kiliclar, 2021). Despite this, there are 3 set of factors that have an impact over PEB. The first one is external factors. Culture and social factors have a big importance. The values, beliefs and even religious systems could define our environmental behavior. The physical surroundings the individual is embodied in and its economic conditions all play a major role in it. The second factor influencing this type of behavior is the individual's personality. And finally, the third factor is the relationship, the individual has with the environment.

- Antecedents of Pro-Environmental behavior

The level of consideration of individuals to protect the environment is closely related to the level of environmental knowledge they have (Matteson, 2012). If individuals are aware of the outcomes for the environment their actions produce, as well as the current problems the world faces (global warming, climate change) then individuals will have a tendency to act in a more responsible way (A. Donmez-Turan, I.E. Kiliclar, 2021). However, it's not just about the environmental knowledge. Consumers need to know more about their action's strategies, so, that they can know which actions have a better impact on the environment. A person also needs to receive positive feedback if he or she wants to continue with that behavior. It can be intrinsic, in which the person feels satisfaction, because of doing the “right thing”, but it can also be extrinsic. In the latter, the person does a certain behavior because its socially acceptable. There can also be an economic incentive to it (Fietkau & Kessel, 1981). Blake (1999), has created a model with 3 barriers between the environmental concerns and the actions. The first is the individuality, in which a person's laziness and lack of interest can build constraints to act environmental. The second is responsibility. It comes with the lack of trust in the organizations, but also with our strong desires and needs. If a person has family in another country, it will travel by plane to visit them even

though it knows the environmental impact of airplanes. The last barrier pointed out is practicality, in which the consumer's lack of time, interest or money serves as an obstacle to pro-environmental behavior. Gender and years of education are key demographic factors affecting pro-environmental behavior (Fliegenschnee & Schelakovsky, 1998; Lehmann, 1999). These scholars have concluded that women are more emotionally attached to the environmental cause and the knowledge of environmental causes increases the higher the level of education. Despite this, the latter does not translate to an increase in pro-environmental behavior. Kollmuss, J. Agyeman (2002), stated that institutional factors are also taken as an antecedent of PEB, given that some PEB behaviors can only be done when there are some infrastructures, for example recycling. The lack of public transportation is a barrier, forcing the general public to use their own cars, polluting much more (Preuss, 1991).

A Kollmuss and J. Agyeman (2002), have stated that economic factors have a very important role in the pro-environmental behavior. A good example of this is vegetarianism, in which the costs are much higher with that type of behavior. It's also important to refer that the economic incentives given to green products and services can also have an impact on people's PEB (Von Weizaecker & Jesinghaus, 1992). Another antecedent of PEB are attitudes. Attitudes shape our every behavior. Diekmann & Preisendörfer (2003), have created a model in which they stated that people choose the PEB's that have lower cost. Cost doesn't necessarily mean the economic cost of the word, but also in a psychological way. People that care for the environment can recycle or consume green products, but don't avoid travelling by plane or car, due to inconvenience or lack of choices. (Diekmann & Preisendörfer, 2003). Pro-environmental behavior has a lot of barriers. It's not only the fact that green products are, in general, more expensive. These sorts of behaviors require a change in people's lifestyles (Kollmuss & Agyeman, 2002). People are generally averse to change, and it's complicated to make them act differently (Kanter R. , 2012). One of the drivers for this change could be coolness. It's known that coolness has the power to motivate and change behaviors (Gerber & Geiman, 2012).

2.4 Brand coolness

The word cool is one of the most used adjectives in the English language. The origin of the word goes back to the 1920's in the world of Jazz. The word is coined by the legendary tenor saxophonists of all time, Lester Young. The word gained its power in the African American

community, using words that could only be understood by someone else in their community. The word disseminated through society during segregation and the Vietnam war (Pountain and Robins 2000). The word has been associated with many landmarks of African American culture such as Hip-Hop, Blues, Jazz or Basketball. In the 1960's, marketers realized the word could be used to have better and innovative advertisings. Brands started to create cool products (S. Bird, A. Tapp, 2008).

The concept of brand coolness is relatively recent. Even though there was this struggle for brands to be cool, research had not yet found, the characteristics and definition of it. A brand is cool if it's *extraordinary, aesthetically appealing, energetic, original, authentic, rebellious, high status, subcultural, iconic, and popular*. (Warren e et. 2019). The same authors also reached the conclusion that uncool brands, firstly become *niche cool* being perceived as *Rebellious, Original, Authentic, Subcultural Extraordinary, Aesthetically appealing, Energetic and High status*. Then these brands start to become visible to a broader range of consumers. They become *mass cool*. These brands are *Energetic*, have a *High status*, are *popular, Iconic*, and still *moderately extraordinary, aesthetically appealing, original, authentic, rebellious, and subcultural*.

Antecedents of Brand Coolness

Brand personality is the combination of human attributes associated with the brand. It has five core dimensions: *sophistication, competence, ruggedness, excitement and sincerity* (Aaker 1997). These perceptions also have an impact on whether a brand is cool or not. However, there are also antecedents of brand coolness such as marketing and socio-cultural elements. These must also be considered into the perceived coolness of a brand. So, it makes it difficult to sometimes analyze which of the dimensions is affecting the perception of coolness.

- **The impact of Green Marketing on Brand Coolness**

Coolness has been used more and more in social marketing. Bird and Tapp (2008), have stated that coolness can be used in a social marketing context, leading especially young consumers, teenagers and young adults, into better understanding and identifying the social cause that the organization is communicating. There's also a relationship between coolness and the marketing of an innovation in the market. The adoption of the innovative product or service can be impacted on the use of coolness in the communication (Rogers, 2003). Coolness has been gaining a very importance role

in marketing research. The creation of coolhunting agencies, agencies that try to identify cool trends, is a perfect example of that (Gurrieri, 2009). Literature has shown that consumers are in fact motivated by coolness (Gerber & Gaiman, 2012). Also, Warren et al., (2019), have shown that brand coolness is linked with brand love and brand familiarity. It's also known that brand coolness can in fact motivate consumers to purchase luxury items (Loureiro et al., 2020a). Even though literature hasn't focused on a possible relationship between green marketing and brand coolness, there has been research regarding the use of coolness and cuteness on green ads. Under certain conditions, both are efficient when used in green marketing. Consumer's willingness to pay for green products increases, proving that coolness can indeed motivate people to pay a price premium for green products (Lu et al., 2021). So, it's possible to state that there is research that motivates a plausible relationship between green marketing and brand coolness.

Thus, according to this analysis the following hypothesis is proposed:

H1: Green marketing positively influences Brand Coolness

Consequents of Brand Coolness

If the perception that a brand is cool is confirmed, then what are its impacts? (Warren e et. 2019), examined the consequents in some variables such as: SBC (Self-Brand Connections) , brand love, Willingness to pay, Word of mouth, Brand attitudes, brand familiarity, brand exposure, the ability to command a price premium, satisfaction, delight and pride. Consumers find the characteristics of brand coolness as desirable. Desirability is linked to a high level of satisfaction (Oliver 1980). Consumers feel strong brand connections, when a brand is cool, because SBC increases the brand's symbolic characteristics matching the consumer's reference group. SBC is the extent to which consumers have identify the brand with their self-concept. Some individuals might develop more intense connections such as brand love. Brand love is a deep and intense relationship that includes desired and self-identity (Escalas & Bettman 2003). Consumers that own products from brands they perceived to be cool will feel a greater pride from owning them above all others. According to, Batra e et. (2012), if SBC and brand love increases then the willingness to pay will increase as well. Given that cool brands are high status popular and iconic, these brands will feel more familiar to consumers, gaining a higher exposure. Also because of their popularity, cool brands can also dictate a higher price premium, also due to the fact that those brands are often market leaders (Warren e et. 2019). If Brands focused on the set of characteristics that have been referred

(Desirable, autonomous, rebellious, high status, and popular) the perception that individuals have of a brand being cool or not also increases. Given this, the consequents of this model will increase as well, like Willingness to pay and word-of-mouth. It's important for managers to have a clear path and explanation on why some brands have the "mysterious" component that make some brands more notorious than others. (Warren e et. 2019).

Life cycle of coolness

The research made reveals that an uncool brand becomes firstly a niche cool brand, by being adopted by some subculture, creating the perception that a brand is autonomous. Then, niche cool brands start to become Mass cool brands, given the adoption by a broader group of consumers. These mass cool brands, on the other hand, could lose their coolness because consumers start perceiving the brand to be normal and are not able to differentiate the brand from others. However, these brands can again make it to be niche cool brands and start the process all over again, becoming a cycle (Warren e et. 2019). Knowing that the perception of cool can have a positive impact on consumer behavior, given the studies above mentioned, it also has a particular higher importance in young adults and young teenagers (Belk et al., 2010).

- **Impact of Brand Coolness on Pro-environmental behavior**

In respect to the relationship between green marketing and Pro-environmental Behavior, there has been some research surrounding that topic (M. S. Shabbir et al. 2020). There has been some work done studying if green marketing can influence consumer green consumption patterns (J. Pickett-Baker and R. Ozaki, 2008), but, given the novelty of the construct of Brand Coolness, its possible relationship with Pro-environmental behavior hasn't been explored. Many studies have reached several conclusions, like that green marketing can lead consumers to have and maintain environmental behaviors (M. S. Shabbir et al. 2020). However, when it comes to coolness, the relationship hasn't been explored yet. Many psychological studies have been around the topics of coolness and PEB (Bird & Tapp, 2008; Farrow et al., 2017; Loureiro et al., 2020b; Mohiuddin et al., 2016; Reijonen, 2011). For example, it has been researched the relationship between the concept of identities and PEB. There's been studies surrounding the concept of PEB-Identity theory, PEB- social identity theory, PEB Place-identity (Udall, A. et al, 2020). Several scholars have tried to understand the psychological mechanism of Pro-environmental behavior, as a way of trying to solve climate change. Most important variables to take into account are social norms, risk

perception and place attachment (Yu et al., 2019). Social norms are common beliefs that society has deemed acceptable. They are crucial in individual's lifestyles and behaviors (Axsen et al. 2012). Place attachment refers to impact of the social environment on an individual's behaviors, emotions and perceptions (Adger et al. 2011). Place perspective can be associated with PEB, given that a person PEB is going to depend on whether environmental concerns are consistent with the place's character (Kudryavtsev, Krasny, & Stedman, 2012). Social norms play an important mediating role in influencing individual's intention to participate in risky investment that help the environment in the long term. Place attachment is important in individuals that have high levels of concern for the environment because it would benefit other people in the community. In some Pro-environmental behaviors, such as making risky green investments, increasing risk perception is much more effective to increase an individual's PEB than increasing risk perception (Yu et al., 2019). When it comes to the psychological mechanism of coolness it is known that it appeals to the masses (S. Bird & Tapp, 2008). With that in mind, coolness could help to increase place attachment and therefore PEB. It's also known that consumers are motivated by coolness and that motivation can lead to a change in behavior (Gerber & Gaiman, 2012). So, if coolness has the impact on these changes, then it's possible that it can also have the same impact on PEB.

According to this analysis, the following hypothesis is proposed:

H2: Brand coolness positively influences PEB

- Brand Coolness and Willingness to pay

In regard to Willingness to pay, the relationship with green marketing has been explored. Have reached the conclusion that price, and quality are in fact the major antecedents for consumer's willingness to pay a higher price. The price of green products is typically higher than non-green products making it harder for consumers to purchase it. Warren et al. (2019), research has elaborated on this issue, showing that in theory, Brand Coolness does in fact increase consumer's Willingness to pay. So, consumers will pay a price premium if they perceive a brand being cool. So, in theory, if a brand that uses green marketing fits the description of cool, then consumers are willing to pay a price premium for the respective green products.

So, the following hypothesis is proposed:

H3: Brand coolness is positively related with willingness to pay

- Pro-environmental behavior and Willingness to pay

Many authors have studied this relationship and the impact of PEB on Willingness to pay. S I Pratiwi, L A Pratomo (2018), have conducted research to study antecedents of willingness to pay for green products. PEB was one of the main antecedents that drives consumers to pay a price premium for green products. If a consumer has the knowledge and acts environmentally, then the acceptance of a higher price for a green product is acceptable. So, consumers are willing to pay more if they consistently act in an environmental way (Laroche et al. 2001). Yet, it was not clear how the relationship came about. It would depend on different Pro-environmental behaviors and different products. For example, it is true that Consumers that have high levels of PEB are willing to pay higher airfare to protect the environment (Birgelen et al. 2009). But, if cultural factors are taken into consideration, then in China, consumers that have higher levels of PEB, are only willing to pay 4.5% more for environmentally friendly products (Chan, 1999). In India, that percentage increases to 10, and in developed economies, it goes as high as 50% or more (Bowman, 2007). Research has shown that there's a positive relationship between both constructs. The problem is that PEB is influenced by a wide range of factors. Fewer knowledge about climate change consequences and political restrictions on the matter might be a reason why developing economies are willing to spend less for eco-friendly products. Environmental Locus of control also plays an important role in the Willingness to pay for green products. Research showed that marketers should target consumers with high environmental locus of control for green products (Trivedi et al. 2015). So, an important step to increase consumers WTP is to educate the audience by explaining that by making small actions can have a big impact on fighting climate change (Ottman, 1997).

So, the following hypothesis is proposed:

H4: PEB positively relates to Willingness to pay

- The moderating effect of the type of company

Green companies are companies that sell green products. So, companies that use green marketing can be considered green companies (H. Sari, 2012). Green companies will be more profitable than non-green companies in the mid-long term, mainly due to the increase levels of investments and knowledge in society in general (Sebastian K, et al. 2021). Green companies also can lead to higher

levels of customer retention Yazdanifard (2014), company's reputation Abdullah (2015), public and private investments (Kumar, 2016) and employee's satisfaction (H. Sari, 2012). Some studies have even went further and stated that if the company goes fully "green", like greening its supply chain, then it could even bring more profits in a near future (Darnall et al, 2012). The many constructs and relationships between them can be different if different companies are analyzed. Companies in completely different business markets can be seen as completely different. Brand coolness can also differ depending on the type of company. There's a clear distinction between niche and cool brands (Warren et al. 2019). Green companies have a positive impact on PEB not only because of the product/service such companies offer, but also because of the work environment these companies provide (Vincent B. et al, 2015). Taking into consideration that green companies adopt green marketing techniques, then it's possible to state that there is a clear positive impact of green companies on Pro-environmental behavior (Mishal et al., 2017). Despite this, green companies face some barriers. Willingness to pay is one of them. Consumers, in general, are not willing to pay a price premium for products and services that these companies offer (Trivedi et al. 2015). Knowing the concept and consequences of coolness (Warren et al, 2019; Gerber & Gaiman, 2012), there is enough evidence that shows a potential relationship between green companies and the other constructs. That difference can cause changes in the model. If a company is a green company, the hypotheses created could have stronger effects and then if a company is non-green company.

Hence, the following hypothesis is proposed:

H5: Stronger effects will occur in the results of the above hypotheses (H1 – H4) in the case for green companies

Thus, in order to summarize the hypothesis:

H1: Green Marketing positively influences Brand Coolness

H2: Brand coolness positively influences Pro-Environmental behavior

H3: Brand Coolness is positively related with Willingness to pay

H4: PEB positively relates to Willingness to pay

H5: Stronger Effects will occur in the results of the above hypotheses (H1 – H4) in the case for green companies.

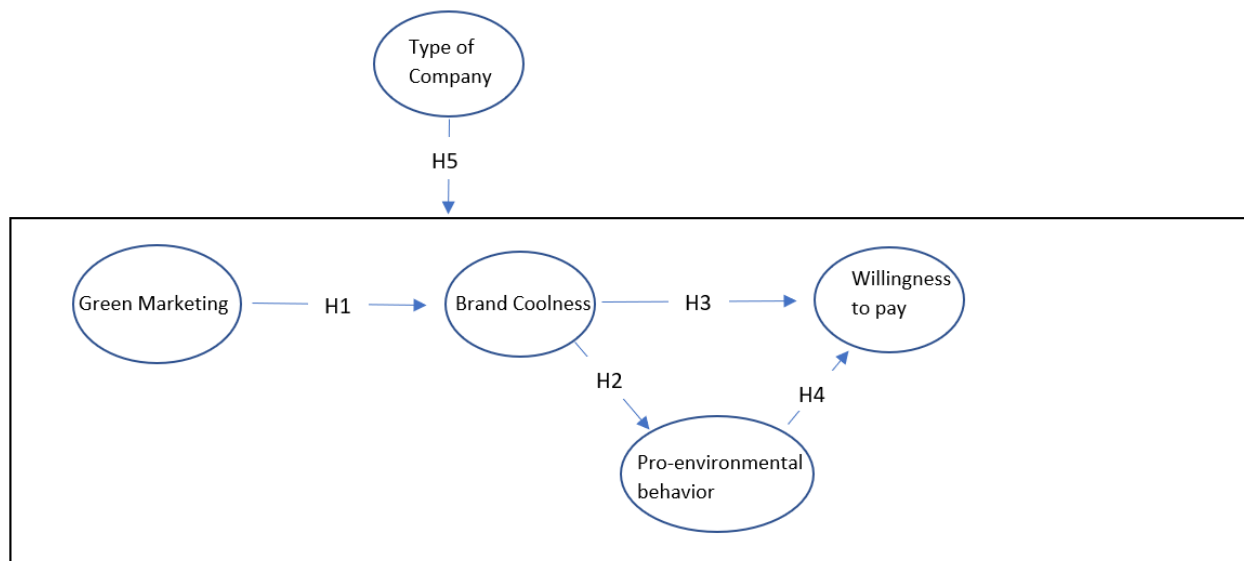


Exhibit 2. 1 Proposed research model

This model intends to show the variables that are mediating and moderating the relationships between green marketing, brand coolness and pro-environmental behavior. With this model, the investigation aims at understanding the impact of green marketing on brand coolness, focusing on, Pro-environmental behavior as mediator, and WTP as a dependent variable of that exchange. This research also takes into account the type of company as moderator of the whole model.

3. Methodology

3.1 Research approach

This investigation aims to understand patterns and create general conclusions by testing the proposed hypothesis based on the literature review. So, quantitative research will be conducted in order to have quantitative data to support the hypothesis.

Since the purpose of this analysis is the consumer and its behavior, the questionnaire survey method was chosen to test the research model.

In this investigation, two companies were used, in order to be able to verify if whether the findings would differ.

3.2 Data collection and sample

3.2.1 Pre-Test

Before the implementation of the questionnaire, a pilot test was conducted. The aim of the test, was to assess if there was a clear, distinct differentiation between companies that are associated with green marketing and those that are not. 4 companies were used in the pre-test: BP, McDonald's, Adidas and L'Oréal. With this test, it was assessed if any revisions or changes were needed concerning the topic of green marketing. Hence, the construct was divided into 3 dimensions: strategic, tactical, and internal. The purpose of this, was to also evaluate the understanding of the questions itself.

It was clear, that using 4 companies for the questionnaire would be a burden on the respondent, possibly leading to misleads and dishonest results. Given the conclusion that using 4 companies would not be a viable option in the actual questionnaire, it was decided to just use two companies: L'Oréal and BP. Both these companies had, respectively, the highest and lowest green marketing perception out of the 4. To evaluate if both companies had significantly different levels of green marketing perception an independent t-test was conducted. The mean of BP was 3.25, which means that most of the inquiries have a strong perception that BP has low levels of green marketing, while the mean of L'Oréal was 4.3, which showed the most of the inquiries have a strong perception that

L'Oréal has high levels of green marketing. The t-test revealed that there's a significant difference between both companies, when it comes to green marketing. The level of green marketing was significantly different, in BP ($t= 5.59$; $p< 0.001$) and in L'Oréal ($t=3.25$; $p<0.001$). Given the answers, it was visible that, the questions regarding the internal and strategic dimensions, were difficult and it was needed a much deeper knowledge of the 4 companies. Given that, on the actual questionnaire, all the questions regarding both internal and strategic dimensions were removed, and only the tactical dimension was part of the green marketing questionnaire. So, the tactical dimension was the only one assessed for its reliability. In the pre-test, the questionnaire used for the tactical dimension is presented on exhibit 13 and 17. Using the Cronbach alpha, it was concluded that the tactical dimension was reliable. It had a Cronbach alpha of 0.761. Which confirmed all scales had good levels of internal consistency, with all the values above 0.70 (Hair, et al., 2010). This pre-test was conducted to 23 individuals, which 50% were Female and 50% were male. More than 90% of the respondents were in the age group of 18-25.

3.2.2 Questionnaire Development

The questionnaire was designed, and the data collected in the LimeSurvey software.

Since this investigation has the aim to test the model with two different companies, two questionnaires were designed with the exact same questions. One questionnaire was taking in regard the company L'Oréal (Green company). It is a well-known company, and it was considered one of the 100 most sustainable companies in 2020 (World Economic Forum research, 2020). The other questionnaire was about the company BP – British Petroleum (non-green company). It's a well-known company and it was considered to be one of the most polluting companies in the world (Climate Accountability institute, 2019). Both questionnaires had a small explanation about the company, not elaborative enough, to prevent misleading participants on a certain path. Both questionnaires were in English, and participants would get two different links, each assigned to each survey. The questionnaire was divided into 6 different parts. The first one was about Brand Coolness, the second about green marketing, and the rest was about environmental knowledge, Pro-environmental behavior and WTP. The last group was to have access to socio-demographic data. The first part of the questionnaire starts by presenting the company, either L'Oréal or BP. The information is simplistic in order to not affect judgements. The company's mission and vision, as well as their selling product or service is presented. The first part of the questionnaire is

regarding brand coolness. It was aimed to understand if both companies, being perceived as having different concerns for environmental issue, would have different levels of brand coolness. The second part of the questionnaire was taking into regard Green Marketing. The Pro-environmental behavior of each of the respondents was also assessed, to try to understand, if respondents with different levels of PEB, would have different perceptions of both companies. The Willingness to Pay (Papadas et al., 2017) was also assessed. Lastly, basic demographic information was assessed with age group, gender, and the level of education.

3.2.3 Data measurement and Scales

Variable	Scale's Author	Nº of items
Brand Coolness	Warren et al., 2019	36
Green Marketing	Papadas et al. ; 2017	14
Pro-Environmental Behavior	L. R. Larson et al; 2015	10
Willingness To Pay	S. Wei et al. ; 2018	4

Table 3. 1 **Scales authors and number of items**

The questions in the questionnaire were developed based on scales found in the literature. The scales were used to more efficient and effectively measure each variable. Table 3.1 shows the number of items of each scale and associates each variable with its respective scale's author.

The items on the table 3.1 followed different scales. Brand Coolness (Warren et al. 2019) was measured according to a 5-point Likert scale from: 1 – Strongly Disagree to 5 – Strongly Agree. Green marketing was measured using a 7-point Likert scale. From 1 – Strongly Disagree to 5 – Strongly Agree. Pro-Environmental Behavior was measured using a 5-point scale, from 1 – Never to 5 – Very often. Finally, Willingness to pay was measured using a 7-point Likert Scale, from 1 – Strongly Disagree to 5 – Strongly Agree. Regarding the socio-demographic variables, gender was measured between “Female”, “Male” and “Intersex”. Age was measured and divided into 5 groups (“1” to “5”, denotes 15-17 years old, 18-25 years old, 26-35 years old, 36 to 50 years old and over 50 years old). Education was measured and divided into 5 different groups as well (“1” to “5”, denotes “High School”, “bachelor's degree”, “master's degree”, “Doctorate Degree” and “Other”). All the data collected from both questionnaires was extracted from Lime Survey and uploaded directly to Excel. In that document, a new column had to be done to separate the results

by type of brand. Then, the excel document was converted into a csv document in order to be imported to SmartPLS 3, since the analysis will be done by using a partial least square structural equation modelling (PLS-SEM) in order to test the model. The PLS-SEM enables a more appropriate causal-predictive analysis among all of the constructs in a relatively complex model (Henseler et al., 2009; Hair, et al., 2012). Also, since this research analyses two groups of approximately 150 respondents each, and normal distribution cannot be assured, PLS-SEM has proven to be more suitable to analyze models with these conditions in comparison to the covariance-based SEM (CBSEM) (Henseler et al., 2009).

3.2.4 SAMPLE

The research object of this dissertation does not concentrate on a specific group of consumers; Therefore, the questionnaire was open to every nationality. In this study, links to the online questionnaire were published on every social media channel, using snowball convenience sample. It was registered a total of 309 respondents, with 272 valid answers, which yields an effective response rate of 88%. Among these valid answers, 27,37% of respondents were male and 72,63% were Female. Regarding Age groups, 26-35 was the interval with the highest percentage: 42,65. Almost half of the respondents had a master's degree.

N= 272	Demographic	%
Gender		
	Male	27.37
	Female	72.63
	Intersex	0
Age		
	15-17	0
	18-25	40.8
	26-35	42.65
	36-50	13.61
	50+	2.94
Education		
	High School	1.47
	Bachelor's degree	45.59
	Master's degree	46.69
	Doctorate level	6.62
	Other	0

Table 3. 2 **Demographic information**

4. Results and discussion

The analysis of the results uses a partial least square structural equation modelling (PLS-SEM) with SmartPLS 3 to test the model. This research evaluates the research model in two steps: the outer model (measurement model) and the inner model (structural model) (Henseler, et al., 2015). To test the hypotheses, bootstrapping re-sampling with 5,000 samples was used.

4.1 Measurement model

This research considers three aspects to evaluate the measurement model: convergent validity, internal consistency reliability and discriminant validity. The outer loadings are all above 0.70 (Hair, et al., 2010) varying from 0.747 to 0.954, being all statistically significant ($p < 0.001$). The outer loadings are represented on exhibit A.3, in the annexes. Furthermore, the Cronbach's alpha and composite reliability of the constructs were all well above the recommended levels of 0.70 (Hair, et al., 2010), which indicates that the model is internally reliable. Also, the average variance extracted (AVE) of all constructs was above 0.50, as presented on table 4.1, suggesting that each has convergent validity (Hair, et al., 2010).

Two indicators for the Pro-Environmental behavior construct (PEB1 and PEB10) were deleted from the original model since they were below 0.7 and the removal of its outer loading led to an increase of the Composite reliability. One indicator from the Willingness to pay construct (WTP3) was removed as well, given the removal of its outer loading led to an increase of the Cronbach Alpha. (Hair, et al., 2010).

	Cronbach alpha	CR	AVE
Constructs			
Brand Coolness	0.988	0.988	0.703
Green Marketing	0.979	0.981	0.787
PEB	0.773	0.835	0.604
WTP	0.791	0.875	0.701

Table 4. 1 **Reliability and Validity test for the constructs**

In order to establish discriminant validity, two methods can be used: The Fornell-Larcker criterion and the Heterotrait-Monotrait ratio criterion (HTMT). The first one dictates that the square root of AVE of all constructs needs to be greater than its highest correlation with any other construct (Henseler, et al., 2015). In this research the square root of AVE of all constructs is higher than the correlation with any other construct, which suggests discriminant validity. The second method dictates that the ratios must be lower than 0.850. All ratios are lower than 0.850, (0.034 to 0.545) which indicates satisfactory discriminant validity within the data (Henseler et al., 2015).

Furthermore, this research uses variance inflation factors (VIFs) to identify the multicollinearity in the indicators. According to (Hair et al. 2010) a VIF value < 10 is considered acceptable. In this model, the VIF values are all below 10, ranging from 1.00 (Tactical) to 9.012 (Popular). These values indicate a lack of concern for potential multicollinearity. These values are represented in detail on table N.1.

Complete	BC	GM	TC	PEB	WTP
BC	0.915				
GM	0.910	1.000			
TCOMPANY	0.019	0.053	1.000		
PEB	-0.093	-0.063	-0.017	0.777	
WTP	-0.058	-0.083	-0.051	0.456	1.000

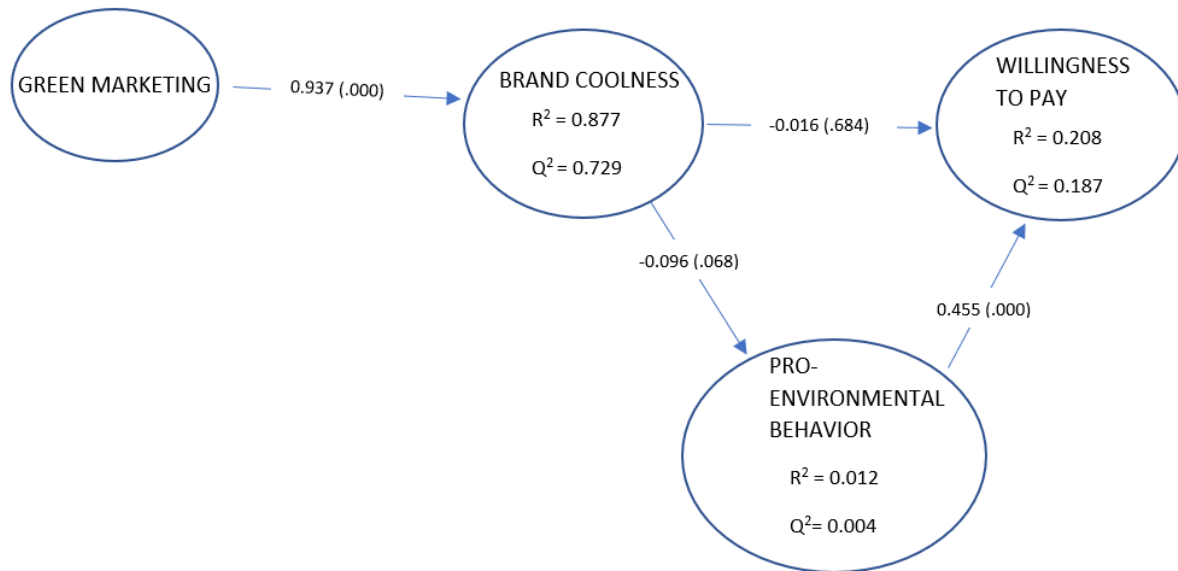
Note: GM – Green marketing; BC – Brand Coolness; TCompany – Type of company; PEB – Pro-environmental behavior; WTP – Willingness to pay

Table 4. 2 **Discriminant validity for the constructs. Fornell-Larcker Criterion**

4.2 Structural model

An analysis of the structural model fit reveals that the proposed model fits the data well (SRMR = 0.054, NFI = 0.886) (Henseler et al, 2015). The evaluations of the structural model examine the R² estimates, Stone-Geisser's Q² value, effect size (f²), path coefficients (β), and p-values, presented in detail in Exhibit 4.1.

Exhibit 4. 1 Research model with PLS-Algorithm and bootstrapping results



NOTE: The values in the arrows correspond to the path coefficients. The parentheses are the p-values.

This model predicts a 87.7% variance in Brand Coolness, 20.8% variance in Willingness to pay and a 1.2% variance in Pro-environmental behavior, which all indicate moderate predictions (Henseler, et al., 2009). Also, the effect size, denoted f^2 , of brand coolness in relation to PEB, suggests a weak effect size at the structural level. The effect size of PEB in relation to WTP suggest a medium effect size at the structural level, whereas the effect size of (Cohen, 1988).

Also, all of the dependent variables' Stone–Geisser's Q^2 are larger than zero (Henseler et al., 2009), and therefore confirm the model's predictive validity. All of the proposed paths are statistically significant, except for the paths of the main effect from brand coolness to PEB ($\beta = -.096$, $p = .068$), even though it's significant for $p < 0.1$. and Brand coolness to Willingness to pay ($\beta = -.016$, $p = .684$). Overall, the analysis supports hypothesis 1 and 4, and doesn't support hypothesis 2 and 3. It's also important to note that this takes into account the general model. A more in-depth explanation will be done in the next chapter, taking into consideration the moderating effect of both companies. Taking into consideration hypothesis 2 (BC - PEB), it is rejected since Brand Coolness does not significantly influence PEB directly ($\beta = -.096$, $p = .068$), contrarily to what was predicted. In Chapter 2 (Literature review), it was stated that there weren't any studies or research done, regarding this possible relationship. However, there were some studies regarding cool and social marketing which could have led to belief that the same conclusions could be drawn

with brand coolness (Bird & Tapp, 2008; Lu et al., 2021). However, the type of company has an impact on this hypothesis. In the multi-group analysis, different conclusions can be drawn, taking into consideration L'Oréal and then BP separately.

Regarding hypothesis 3 (BC - WTP), it is rejected since ($\beta = -.016$, $p = .684$), contrarily to what was expected. Taking into consideration (Warren et al. 2019) study regarding Brand coolness, it was concluded that Brand Coolness had a positive relationship with Willingness to pay. The data shows otherwise. But once again, in the multi-group analysis it's possible to see that the type of company affects this relationship. An in-depth explanation will be given afterwards on this matter. These conclusion strengths the purpose and relevance of this research regarding the need to analyze and discover relevant mediators and moderators for this relationship. This way, a mediation analysis was conducted, in order to understand what variables fully or partial mediate this relationship.

Hypothesized relationship	Proposed effect	Path coefficient	f^2	Results
GM $\rightarrow$ BC	Positive	0.937	4.799	H1: Supported
BC $\rightarrow$ PEB	Positive	-0.096	0.009	H2: Not Supported
BC $\rightarrow$ WTP	Positive	-0.016		H3: Not Supported
PEB $\rightarrow$ WTP	Positive	0.455	0.259	H4: Supported

Variance Explained: BC ($R^2 = 0.877$), PEB ($R^2 = 0.012$) and WTP ($R^2 = 0.208$).

Predictive validity: BC ($Q^2 = 0.729$), PEB ($Q^2 = 0.004$) and WTP ($Q^2 = 0.187$).

Table 4. 1 **Structural model results**

4.3 Mediation Analysis

Effect	Indirect Effect	CI Indirect		VAF	Result
		2.5%	97.5%		
BC → PEB → WTP	- 0.044	- 0.094	- 0.001	18.7%	No Mediation
GM → BC → PEB	- 0.087	- 0.180	- 0.002	27.01%	Full Mediation
TCompany → PEB → WTP	- 0.006	- 0.057	0.049	6.3%	No Mediation
GM → BC → PEB → WTP	- 0.040	- 0.084	- 0.000*	19.9%	No Mediation
GM → BC → WTP	- 0.014	- 0.078	0.050	8%	Full Mediation
Total Indirect Effect	-0.191	-0.493	0.098	79.91%	

Table 4. 2 Mediation analysis results

This research follows Cepeda-Carrion et al. (2018) for the mediation analysis. The bootstrapping procedure was used to compute 97.5% confidence intervals for the indirect effects.

We can talk about full mediation when the direct effect is not significant, but the indirect effect is significant (Cepeda-Carrion et al., 2018). The direct effect of (BC – WTP) is not significant, however the table above shows all the indirect effects of the relationships in the model, and it's possible to see, that the majority of indirect effects are significant. By analyzing table 4.2, it's possible to see that PEB can't be a mediator of the relationship (BC – WTP). This is true, because both direct and indirect effects are not significant. However, this table takes into consideration both companies. When assessing the companies individually, it's possible to see that PEB can be a mediator for this relationship, given that for both companies, the indirect effects are significant. When looking at the relationship (GM – PEB), we can see that Brand Coolness is a mediator for

the relationship. Despite the direct effect not being significant, the indirect effect is. Looking at the relationship of green marketing and WTP, it's possible to analyze that Brand coolness can act as a mediator of the relationship, but when added with PEB, it can't.

4.4 Multi-Group Analysis

4.4.1 MGA Results

After studying mediation effects, this research intends to test Type of Company moderation effect in the model, in order to test hypothesis 5.

This research uses a permutation test for Multi-group analysis (MGA) in order to detect potential differences in the relationship between constructs with different types of companies, in this case two: L'Oréal and BP. The L'Oréal questionnaire is constituted by 135 participants, and the BP questionnaire is constituted by 137 participants.

The analysis follows the three steps in the MICOM test (Henseler, et al., 2016), in order to measure the invariance of the composites. The MICOM test results supports configured invariance (step 1) and compositional invariance (step 2) for all the constructs. However, in order to establish full invariance, constructs must pass the step 3, by assessing the composites' equality of mean values and variances across the groups (Henseler, et al., 2016). In order to conclude full measurement invariance for the composites, all the constructs must fall within the 95% confidence interval and have permutation p-values greater than 0.05 for both equality of mean and variance (Henseler, et al., 2016). If these criteria are not met, then it's possible to conclude that there is partial measurement invariance. So, the moderating effect of Type of Company, achieves full measurement invariance, ($p_{\text{mean}} = 0.621$, $p_{\text{variance}} = 0.117$). Unlike these constructs, Willingness to pay ($p_{\text{variance}} = 0.641$), Green marketing ($p_{\text{mean}} = 0.03$) and Brand Coolness ($p_{\text{variance}} = 0.495$), reveal partial measurement invariance, since these constructs did not meet the criteria necessary in step 3. Pro-environmental behavior is the only construct that shows no invariance, given that it both its p values for mean and variance do not fill the necessary requirements on step 3. Furthermore, the results of the PLS-MGA test (Table 4.3) show that the paths from Brand Coolness to PEB, Brand Coolness to WTP, the moderating effect of the type of

company to PEB and PEB to WTP are all statistically different between the groups, which partially supports hypothesis 5.

4.4.2 MGA Discussion

Starting with Brand coolness to PEB, the relationship proved to be positive and significant in L'Oréal's case and negative and significant in BP's case. As mentioned previously, given the novelty of the topic, there are no studies regarding the possible effects of Brand Coolness on Pro-environmental behavior. The psychological mechanism behind Brand Coolness and the psychological mechanism behind PEB have already been studied (M. S. Shabbir et al. 2020; Warren et al, 2019; S.Bird & Tapp, 2008). These findings show that Brand coolness does impact consumers PEB, proving that it is a possible consequence of brand coolness. However, that positive impact only occurs in green companies, in this case L'Oréal. Even if both companies are perceived to be cool, a non-green company like BP, will have a negative impact in consumer's PEB. So, only green cool companies have a positive impact on consumer's PEB. The relationship Brand coolness to WTP, proved to be positive and non-significant in the case for L'Oréal and negative and non-significant in the case of BP. These findings partially contradict the research on the relationship between Brand Coolness and WTP. Brand coolness has a positive relationship with WTP (Warren, et al. 2019). This relationship is significantly different, as presented by the p-value on table 4.5. This means that the relationship is different when taking into consideration distinct companies. Even though this is true, it is not possible to state that there is a positive relationship for L'Oréal and a negative relationship for BP. This is because both relationships are not significant. So, in this case, there are no concrete conclusions to draw on this matter.

Regarding Green marketing to Brand coolness, the relationship is not significantly different. In both cases, the relationships are positive and extremely significant. So, regardless of companies being green or not, it does not present a significant difference in the impact of green marketing on brand coolness. So, these findings complement what has been studied so far on green marketing and brand coolness. It complements findings regarding the consequences of green marketing (Ottman 1998; Kumar, 2016), adding coolness has one of them. It also complements research on the antecedents of brand coolness (Warren et al, 2019), by adding green marketing as one of them.

Lastly, taking into consideration PEB to WTP, the relationship is both positive and significant for L'Oréal and BP, being stronger on L'Oréal. These findings show that PEB does have a positive influence on WTP as previously studied, but the significance of that influence is dependent on the type of company, so if it's a green or a non-green company. So, for a company like L'Oréal is more important for consumers to have high levels of PEB than in case for BP.

	β L'Oréal	β BP	Permutation p-value
BC $\rightarrow$ PEB	0.276*	-0.425*	0.000*
BC $\rightarrow$ WTP	0.028	-0.111	0.003
GM $\rightarrow$ BC	0.841*	0.804*	0.065
TC $\rightarrow$ PEB	-0.130	0.160	0.008
PEB $\rightarrow$ WTP	0.540*	0.295*	0.046

Table 4. 3 **MGA results**

Note: p-Values that are bold indicate a significant difference on this path relation. β L'Oréal represents the path coefficients in the L'Oréal group. β BP represent the path coefficients in the BP group. *

- Indicate significant p-value; ** - As stated in SmartPLS. The number is not 0, but very close to it.

5. Conclusions

5.1 Theoretical implications

There is no research surrounding the relationship between green marketing and brand coolness. Given the novelty of the topic (2019), there are a lot of deeper research yet to be done. Studies of a possible link between environmental causes and brand coolness had not yet been done. There have been some papers and studies regarding the effects of cool in a social marketing context (Bird and Tapp, 2008) but on the specific brand coolness framework (Warren et al. 2019), there haven't been. The research explored this relationship and showed that indeed green marketing has a positive and very significant relationship with brand coolness. It was known that using coolness in the communication for a new product would motivate consumers to purchase it (Rogers, 2003). The type of company does not alter that much that link between both constructs. It's safe to say that green marketing should be considered as an antecedent of brand coolness, and therefore this research should complement in part, the study of brand coolness done by Warren et al (2019). It should also complement the findings of Ottman (1998) and Kumar (2016), by adding brand coolness as a possible consequence of green marketing. Given that previous literature states that consumers are indeed motivated by coolness (Gerber & Gaiman, 2012), it could mean that the motivation translates into a change of behaviors. In this case, pro-environmental behaviors. This research also complements the work of Sebastian K, et al. (2021). These findings have concluded that brand coolness does have an impact on PEB, but it's statistically different between both companies used in the questionnaire. So, a cool green company has a positive impact on PEB, but a cool non-green company doesn't. So, even if BP is considered cool in the consumer's eyes, it will have a negative effect in PEB. Once again, this relationship hasn't been studied yet and opens the doors for other possible research to be done, to better understand these findings, and to better justify some of these relationships. The relationship between brand coolness and WTP had been previously studied (Warren et al., 2019). Yet, by looking at the data, it shows that there's no significant relationship in both companies. It's not possible to draw any conclusions from this research on this matter.

When it comes to PEB and its relationship with WTP, there have been already some research regarding it (R.Trivedi, 2015; Alzubaidi, et al. 2019). The major findings point out that PEB has a positive relationship with WTP, regardless of if the company is a green company or not. L'Oréal suffers a bigger impact on WTP than BP, which could mean that green companies are more susceptible and if these companies use unethical techniques such as greenwashing, then the impact on WTP is much bigger than for non-green companies such as BP. However, it's important to take into consideration findings are showing that PEB doesn't have a negative effect on WTP in the case for BP. This could also happen because of the lack of options over the company's main products.

5.2 Managerial Implications

This research clearly justifies the growing importance of the use of Green Marketing. Companies should find a way to use it as much as necessary, because not only it has an impact on the environment, it also has an impact on how consumers perceive the brand. A considerable number of studies have shown the positive impacts of green marketing on different levels (Bekk, M. et al, 2016; Kumar, P. 2016). Regarding brand coolness, it was already assessed that brands should indeed make an effort to become cool on the eyes of the general consumer, and this research has shown that green marketing can be a relevant antecedent of Brand coolness. Even, when taking into consideration different types of companies, from different business models, such as L'Oréal and BP, one can see that the levels of brand coolness increase. Although this is shown, it's important that companies reflect on the consequences of their coolness. One of the consequences taken into consideration in this research was Willingness to pay. Surprisingly, willingness to pay was not the same, even when both companies were considered cool. So, both companies can be considered cool, but only in one will this have a positive impact in WTP: L'Oréal. For a company like BP, associated with products and services that are not environmentally friendly, using green marketing is not enough to stand out. Further research is necessary to understand if greenwashing for example, can be a cause for this different consequence. Taking into consideration the impact of this relationship on the consumer's PEB, the research shows that the impact is also dependent on the type of company, even if both companies are cool. This means that for a company like BP, it would have to change their business model or the way the company is structured, to be able to change the consumers behavior towards the environment. But, when talking about a company such

as L'Oréal, then these findings show that if the company tries to become cool, following the framework previously studied (Warren et al., 2019), then it does have a positive impact on consumer's PEB. So, in a scenario where both companies are perceived as being cool, BP does not cause an impact on consumer's WTP and PEB. Taking into regards the current climate and environmental crisis that Humanity is now facing, then companies such as L'Oréal, should make an effort to become cool and influence consumers into acting in a more environmentally friendly way. It's important the companies like this one, know that being cool is good for the company, but also good for the planet.

5.3 Limitations and future research

Although this research makes a clear contribution on the topic of Brand Coolness, it is also subject to several limitations.

Firstly, the research focused on studying the possible relationship between green marketing and Brand Coolness and the impact of Brand coolness on Pro-environmental behavior. However, there are other possible moderating and mediating effects, for example green trust or green washing (Sharma, et al. 2017; Lyon & Maxwell, 2006). It would also be interesting, in order to have a better analysis, if green communication was used to better understand the relationship between green marketing and Brand coolness. Also, future research could be done taking into consideration the impact of Brand love, green washing, Brand Loyalty and Green WOM in this model. It's also important to state, that this study was conducted using two companies: L'Oréal and BP. In order to have deeper knowledge on the effects of these different types of companies and to be able to draw more trustworthy conclusions, it would be necessary to use more companies and specially in other sectors. It would also be important to use companies that are not that different. Companies that are on the same business sector but differ on the communication would also be interesting to use on this research.

Lastly, the sample is very limited. Almost 300 respondents don't make up to a very large sample, enough to draw big conclusions and make big, impactful statements. The sample also was disproportional in terms of gender. Almost 75% of all respondents were women. It is also relevant to point out the time where the questionnaire was made. During Covid, a lot of the news outlets were referring the environmental impacts of overproduction and the benefits of the global

shutdown on pollution (Lehne, S. 2021). Also, the pandemic had a negative impact on people's psychological well-being, which could have had an effect on the answers (Rahman et al., 2021). A longitudinal study would be necessary to assess if the answers are similar long term. Despite this, the research does not take into account different nationalities. Several different people with different backgrounds have responded to the questionnaires, but the impact of cultural, economic, social and environmental factors were not taken into consideration, and in order to draw more concrete conclusions and remarks, these factors need to be taken into consideration.

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Annexes

Exhibit N. 1 Pre-test structure

Gender

- ☐ Male
- ☐ Female
- ☐ Intersex

Age group

- ☐ 18-24
- ☐ 25- 34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 64>

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Exhibit N. 2 Pre-test structure (BP)

BP - British Petroleum

	Strongly Di...	Disagree	Somewhat...	Neither agr...	Somewhat...	Agree	Strongly A...
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
Among oth...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
Exemplar e...	☐	☐	☐	☐	☐	☐	☐
Environme...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐
The comp...	☐	☐	☐	☐	☐	☐	☐

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Age group

22 respostas

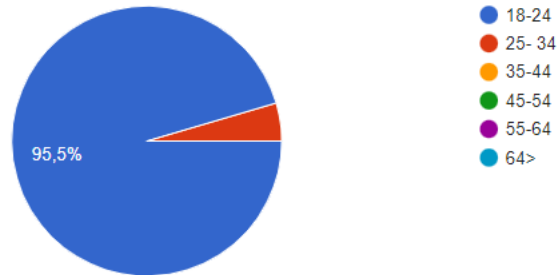


Exhibit N. 3 Age group results

Gender

22 respostas

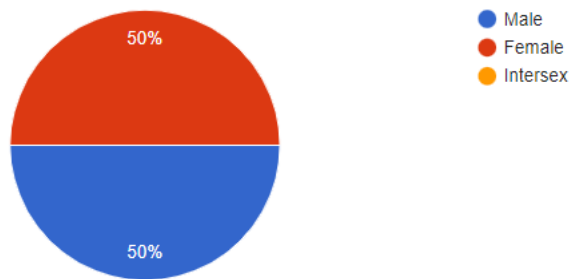


Exhibit N. 4 Gender results

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.925	84

Exhibit N. 5 Reliability statistics

Exhibit N. 6 Mean and Std. Deviation of each question (Pre-test)

Item Statistics

	Mean	Std. Deviation	N
BP - British Petroleum [The company invests in low-carbon technologies for its production processes]	2.58	1.465	19
BP - British Petroleum [The company uses specific environmental policy for selecting its partners]	3.11	1.969	19
BP - British Petroleum [The company invests in R & D programs in order to create environmentally friendly products/services]	3.58	1.677	19
BP - British Petroleum [The company makes efforts to use renewable energy sources for its products/services]	3.37	2.006	19
BP - British Petroleum [The company has created a separate department/unit specializing in environmental issues for its organization]	3.11	1.560	19
BP - British Petroleum [The company participates in environmental business networks]	3.32	1.565	19
BP - British Petroleum [The company engages in dialogue with our stakeholders about environmental aspect of its organization]	3.47	1.611	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

BP - British Petroleum [The company implements market research to detect green needs in the marketplace]	3.05	1.471	19
BP - British Petroleum [Among other target markets, the company also targets to environmentally-conscious consumers]	3.11	1.560	19
BP - British Petroleum [The company encourages the use of e-commerce, because it is more eco-friendly]	2.42	1.539	19
BP - British Petroleum [The company prefers digital communication methods for promoting its products/services, because it is more eco-friendly]	3.11	1.912	19
BP - British Petroleum [The company applies a paperless policy in its procurement where possible]	3.42	1.575	19
BP - British Petroleum [The company uses recycled or reusable materials in its products/services]	3.21	1.475	19
BP - British Petroleum [The company absorbs the extra cost of an environmental product/service]	2.79	1.548	19
BP - British Petroleum [Exemplar environmental behavior is acknowledged and rewarded]	3.42	1.710	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

BP - British Petroleum [Environmental activities by candidates are a bonus in the company's recruitment process]	3.37	1.832	19
BP - British Petroleum [The company has created internal environmental prize competitions that promote eco-friendly behavior]	3.16	1.302	19
BP - British Petroleum [The company forms environmental committees for implementing internal audits of environmental performance]	3.37	1.707	19
BP - British Petroleum [The company organizes presentations for its employees to inform them about its green marketing strategy]	2.84	1.259	19
BP - British Petroleum [The company encourages our employees to use eco-friendly products/services]	2.89	1.370	19
BP - British Petroleum [The company's employees believe in the environmental values of our organization]	3.16	1.068	19
L'óreal [The company invests in low-carbon technologies for its production processes]	5.74	1.240	19
L'óreal [The company uses specific environmental policy for selecting its partners]	5.74	1.593	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

L'óreal [The company invests in R & D programs in order to create environmentally friendly products/services]	5.95	1.079	19
L'óreal [The company makes efforts to use renewable energy sources for its products/services]	5.79	.976	19
L'óreal [The company has created a separate department/unit specializing in environmental issues for its organization]	5.42	1.575	19
L'óreal [The company participates in environmental business networks]	5.74	1.240	19
L'óreal [The company engages in dialogue with our stakeholders about environmental aspect of its organization]	5.89	1.243	19
L'óreal [The company implements market research to detect green needs in the marketplace]	5.79	.713	19
L'óreal [Among other target markets, the company also targets to environmentally-conscious consumers]	5.68	1.108	19
L'óreal [The company encourages the use of e-commerce, because it is more eco-friendly]	5.58	1.216	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

L'óreal [The company prefers digital communication methods for promoting its products/services, because it is more eco-friendly]	5.79	1.084	19
L'óreal [The company applies a paperless policy in its procurement where possible]	5.42	1.261	19
L'óreal [The company uses recycled or reusable materials in its products/services]	5.58	1.261	19
L'óreal [The company absorbs the extra cost of an environmental product/service]	5.21	1.084	19
L'óreal [Exemplar environmental behavior is acknowledged and rewarded]	5.63	1.257	19
L'óreal [Environmental activities by candidates are a bonus in the company's recruitment process]	5.21	1.686	19
L'óreal [The company has created internal environmental prize competitions that promote eco-friendly behavior]	5.32	1.250	19
L'óreal [The company forms environmental committees for implementing internal audits of environmental performance]	5.37	1.065	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

L'óreal [The company organizes presentations for its employees to inform them about its green marketing strategy]	5.53	1.307	19
L'óreal [The company encourages our employees to use eco-friendly products/services]	5.47	1.219	19
L'óreal [The company's employees believe in the environmental values of our organization]	5.58	1.170	19
Mcdonald's [The company invests in low-carbon technologies for its production processes]	2.58	1.465	19
Mcdonald's [The company uses specific environmental policy for selecting its partners]	3.37	2.216	19
Mcdonald's [The company invests in R & D programs in order to create environmentally friendly products/services]	3.63	1.832	19
Mcdonald's [The company makes efforts to use renewable energy sources for its products/services]	3.26	1.939	19
Mcdonald's [The company has created a separate department/unit specializing in environmental issues for its organization]	3.11	1.595	19
Mcdonald's [The company participates in environmental business networks]	3.21	1.584	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Mcdonald's [The company engages in dialogue with our stakeholders about environmental aspect of its organization]	3.11	1.449	19
Mcdonald's [The company implements market research to detect green needs in the marketplace]	2.89	1.629	19
Mcdonald's [Among other target markets, the company also targets to environmentally-conscious consumers]	3.21	1.960	19
Mcdonald's [The company encourages the use of e-commerce, because it is more eco-friendly]	2.89	1.663	19
Mcdonald's [The company prefers digital communication methods for promoting its products/services, because it is more eco-friendly]	3.21	2.250	19
Mcdonald's [The company applies a paperless policy in its procurement where possible]	3.05	1.957	19
Mcdonald's [The company uses recycled or reusable materials in its products/services]	3.95	1.810	19
Mcdonald's [The company absorbs the extra cost of an environmental product/service]	3.05	1.471	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Mcdonald's [Exemplar environmental behavior is acknowledged and rewarded]	2.84	1.425	19
Mcdonald's [Environmental activities by candidates are a bonus in the company's recruitment process]	2.89	1.487	19
Mcdonald's [The company has created internal environmental prize competitions that promote eco-friendly behavior]	3.00	1.599	19
Mcdonald's [The company forms environmental committees for implementing internal audits of environmental performance]	3.16	1.425	19
Mcdonald's [The company organizes presentations for its employees to inform them about its green marketing strategy]	3.11	1.410	19
Mcdonald's [The company encourages our employees to use eco-friendly products/services]	3.05	1.311	19
Mcdonald's [The company's employees believe in the environmental values of our organization]	3.00	1.453	19
Adidas [The company invests in low-carbon technologies for its production processes]	4.79	1.813	19
Adidas [The company uses specific environmental policy for selecting its partners]	5.16	1.573	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Adidas [The company invests in R & D programs in order to create environmentally friendly products/services]	5.53	1.307	19
Adidas [The company makes efforts to use renewable energy sources for its products/services]	5.16	1.214	19
Adidas [The company has created a separate department/unit specializing in environmental issues for its organization]	4.89	1.449	19
Adidas [The company participates in environmental business networks]	5.32	1.455	19
Adidas [The company engages in dialogue with our stakeholders about environmental aspect of its organization]	5.26	1.327	19
Adidas [The company implements market research to detect green needs in the marketplace]	5.26	1.240	19
Adidas [Among other target markets, the company also targets to environmentally-conscious consumers]	5.37	1.342	19
Adidas [The company encourages the use of e-commerce, because it is more eco-friendly]	5.58	1.261	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Adidas [The company prefers digital communication methods for promoting its products/services, because it is more eco-friendly]	5.53	1.389	19
Adidas [The company applies a paperless policy in its procurement where possible]	5.21	1.134	19
Adidas [The company uses recycled or reusable materials in its products/services]	5.58	1.610	19
Adidas [The company absorbs the extra cost of an environmental product/service]	5.21	1.437	19
Adidas [Exemplar environmental behavior is acknowledged and rewarded]	5.26	1.485	19
Adidas [Environmental activities by candidates are a bonus in the company's recruitment process]	4.89	1.663	19
Adidas [The company has created internal environmental prize competitions that promote eco-friendly behavior]	5.26	1.147	19
Adidas [The company forms environmental committees for implementing internal audits of environmental performance]	4.84	1.385	19

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Adidas [The company organizes presentations for its employees to inform them about its green marketing strategy]	5.05	1.268	19
Adidas [The company encourages our employees to use eco-friendly products/services]	5.21	1.475	19
Adidas [The company's employees believe in the environmental values of our organization]	5.26	1.147	19

Exhibit N. 7 Statistics of the tactical dimension

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
85.45	170.471	13.056	20

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.761	.745	20

Case Processing Summary

		N	%
Cases	Valid	20	95.2
	Excluded ^a	1	4.8
	Total	21	100.0

a. Listwise deletion based on all variables in the procedure.

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Exhibit N. 8 T-test (L'Oréal)

One-Sample Test

Test Value = 3.25

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
L'oreal [The company invests in low-carbon technologies for its production processes]	7.636	20	<.001	2.274	1.65	2.89
L'oreal [The company uses specific environmental policy for selecting its partners]	6.526	20	<.001	2.321	1.58	3.06
L'oreal [The company invests in R & D programs in order to create environmentally friendly products/services]	9.429	20	<.001	2.512	1.96	3.07
L'oreal [The company makes efforts to use renewable energy sources for its products/services]	9.719	20	<.001	2.369	1.86	2.88
L'oreal [The company has created a separate department/unit specializing in environmental issues for its organization]	5.883	20	<.001	2.036	1.31	2.76
L'oreal [The company participates in environmental business networks]	7.636	20	<.001	2.274	1.65	2.89
L'oreal [The company engages in dialogue with our stakeholders about environmental aspect of its organization]	7.582	20	<.001	2.417	1.75	3.08
L'oreal [The company implements market research to detect green needs in the marketplace]	15.747	20	<.001	2.464	2.14	2.79
L'oreal [Among other target markets, the company also targets to environmentally-conscious consumers]	10.441	20	<.001	2.560	2.05	3.07
L'oreal [The company encourages the use of e-commerce, because it is more eco-friendly]	9.023	20	<.001	2.369	1.82	2.92
L'oreal [The company prefers digital communication methods for promoting its products/services, because it is more eco-friendly]	11.023	20	<.001	2.512	2.04	2.99
L'oreal [The company applies a paperless policy in its procurement where possible]	7.850	20	<.001	2.131	1.56	2.70
L'oreal [The company uses recycled or reusable materials in its products/services]	8.944	20	<.001	2.417	1.85	2.98
L'oreal [The company absorbs the extra cost of an environmental product/service]	8.466	20	<.001	2.036	1.53	2.54

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Exhibit N. 9 T-test (BP)

One-Sample Test

Test Value = 5.59

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
BP - British Petroleum [The company invests in low-carbon technologies for its production processes]	-8.563	20	<.001	-2.828	-3.52	-2.14
BP - British Petroleum [The company uses specific environmental policy for selecting its partners]	-5.407	20	<.001	-2.304	-3.19	-1.42
BP - British Petroleum [The company invests in R & D programs in order to create environmentally friendly products/services]	-4.927	20	<.001	-1.828	-2.60	-1.05
BP - British Petroleum [The company makes efforts to use renewable energy sources for its products/services]	-4.994	20	<.001	-2.114	-3.00	-1.23
BP - British Petroleum [The company has created a separate department/unit specializing in environmental issues for its organization]	-6.971	20	<.001	-2.352	-3.06	-1.65
BP - British Petroleum [The company participates in environmental business networks]	-6.752	20	<.001	-2.209	-2.89	-1.53
BP - British Petroleum [The company engages in dialogue with our stakeholders about environmental aspect of its organization]	-5.551	20	<.001	-1.971	-2.71	-1.23
BP - British Petroleum [The company implements market research to detect green needs in the marketplace]	-7.479	20	<.001	-2.400	-3.07	-1.73
BP - British Petroleum [Among other target markets, the company also targets to environmentally-conscious consumers]	-6.659	20	<.001	-2.304	-3.03	-1.58
BP - British Petroleum [The company encourages the use of e-commerce, because it is more eco-friendly]	-8.530	20	<.001	-2.971	-3.70	-2.24
BP - British Petroleum [The company prefers digital communication methods for promoting its products/services, because it is more eco-friendly]	-5.769	20	<.001	-2.352	-3.20	-1.50
BP - British Petroleum [The company applies a paperless policy in its procurement where possible]	-6.441	20	<.001	-2.114	-2.80	-1.43
BP - British Petroleum [The company uses recycled or reusable materials in its products/services]	-7.440	20	<.001	-2.304	-2.95	-1.66
BP - British Petroleum [The company absorbs the extra cost of an environmental product/service]	-8.131	20	<.001	-2.685	-3.37	-2.00

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Exhibit N. 10 Questionnaire Data Brand coolness (BP)

Field summary for 001		
BP is useful		
Answer	Count	Percentage
Strongly Disagree (A1)	37	25.17%
Disagree (A2)	44	29.93%
Neither Agree nor Disagree (A3)	14	9.52%
Agree (A4)	38	25.85%
Strongly Agree (A5)	7	4.76%
No answer	0	0.00%
Not completed or Not displayed	7	4.76%

Field summary for 002		
BP helps people		
Answer	Count	Percentage
Strongly Disagree (A1)	50	34.01%
Disagree (A2)	50	34.01%
Neither Agree nor Disagree (A3)	13	8.84%
Agree (A4)	25	17.01%
Strongly Agree (A5)	2	1.36%
No answer	0	0.00%
Not completed or Not displayed	7	4.76%

Field summary for 003		
BP is valuable		
Answer	Count	Percentage
Strongly Disagree (A1)	43	29.25%
Disagree (A2)	44	29.93%
Neither Agree nor Disagree (A3)	4	2.72%
Agree (A4)	38	25.85%
Strongly Agree (A5)	11	7.48%
No answer	0	0.00%
Not completed or Not displayed	7	4.76%

Field summary for 004		
BP is energetic		
Answer	Count	Percentage
Strongly Disagree (A1)	43	29.25%
Disagree (A2)	37	25.17%
Neither Agree nor Disagree (A3)	12	8.16%
Agree (A4)	42	28.57%
Strongly Agree (A5)	6	4.08%
No answer	0	0.00%
Not completed or Not displayed	7	4.76%

Field summary for 005		
BP is outgoing		
Answer	Count	Percentage
Strongly Disagree (A1)	43	29.25%
Disagree (A2)	64	43.54%
Neither Agree nor Disagree (A3)	17	11.56%
Agree (A4)	15	10.20%
Strongly Agree (A5)	1	0.68%
No answer	0	0.00%
Not completed or Not displayed	7	4.76%

Field summary for 006		
BP is Lively		
Answer	Count	Percentage
Strongly Disagree (A1)	58	39.46%
Disagree (A2)	56	38.10%
Neither Agree nor Disagree (A3)	16	10.88%
Agree (A4)	10	6.80%
Strongly Agree (A5)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	7	4.76%

Field summary for 015		
BP is authentic		
Answer	Count	Percentage
Strongly Disagree (A1)	69	46.94%
Disagree (A2)	48	32.65%
Neither Agree nor Disagree (A3)	12	8.16%
Agree (A4)	10	6.80%
Strongly Agree (A5)	1	0.68%
No answer	0	0.00%
Not completed or Not displayed	7	4.76%

Field summary for 016		
BP is true to its roots		
Answer	Count	Percentage
Strongly Disagree (A1)	63	42.86%
Disagree (A2)	47	31.97%
Neither Agree nor Disagree (A3)	18	12.24%
Agree (A4)	12	8.16%
Strongly Agree (A5)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	7	4.76%

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Exhibit N. 11 Questionnaire Results PEB (BP)

Field summary for 001		
I recycled paper, plastic and metal		
Answer	Count	Percentage
Never (A1)	0	0.00%
Rarely (A2)	2	1.36%
Ocassionally (A3)	9	6.12%
Often (A4)	75	51.02%
Very often (A5)	51	34.69%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 002		
I conserved water or energy in my home		
Answer	Count	Percentage
Never (A1)	0	0.00%
Rarely (A2)	3	2.04%
Ocassionally (A3)	33	22.45%
Often (A4)	67	45.58%
Very often (A5)	34	23.13%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 003		
I bought environmentally friendly and/or energy efficient products		
Answer	Count	Percentage
Never (A1)	1	0.68%
Rarely (A2)	6	4.08%
Ocassionally (A3)	46	31.29%
Often (A4)	58	39.46%
Very often (A5)	26	17.69%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 004		
I talked to others in my community about environmental issues		
Answer	Count	Percentage
Never (A1)	3	2.04%
Rarely (A2)	9	6.12%
Ocassionally (A3)	51	34.69%
Often (A4)	45	30.61%
Very often (A5)	29	19.73%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 005		
I worked with others to address an environmental problem or issue		
Answer	Count	Percentage
Never (A1)	4	2.72%
Rarely (A2)	12	8.16%
Ocassionally (A3)	57	38.78%
Often (A4)	47	31.97%
Very often (A5)	17	11.56%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 006		
I participated as an active member in a local environmental group		
Answer	Count	Percentage
Never (A1)	13	8.84%
Rarely (A2)	18	12.24%
Ocassionally (A3)	48	32.65%
Often (A4)	48	32.65%
Very often (A5)	10	6.80%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 009		
I donated money to support local environmental protection		
Answer	Count	Percentage
Never (A1)	28	19.05%
Rarely (A2)	43	29.25%
Ocassionally (A3)	45	30.61%
Often (A4)	19	12.93%
Very often (A5)	2	1.36%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 010		
I wrote a letter in response to an environmental issue		
Answer	Count	Percentage
Never (A1)	25	17.01%
Rarely (A2)	25	17.01%
Ocassionally (A3)	50	34.01%
Often (A4)	30	20.41%
Very often (A5)	7	4.76%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Exhibit N. 12 Questionnaire results WTP (BP)

Field summary for 001			Field summary for 003		
I would pay more for a custom product that is made from environmentally friendly materials			I believe it is acceptable to pay 25% more for custom products that are made using environmentally friendly materials		
Answer	Count	Percentage	Answer	Count	Percentage
Strongly Disagree (A1)	1	0.68%	Strongly Disagree (A1)	1	0.68%
Disagree (A2)	1	0.68%	Disagree (A2)	13	8.84%
Somewhat Disagree (A3)	3	2.04%	Somewhat Disagree (A3)	32	21.77%
Neither Agree or Disagree (A4)	1	0.68%	Neither Agree or Disagree (A4)	9	6.12%
Somewhat Agree (A5)	66	44.90%	Somewhat Agree (A5)	48	32.65%
Agree (A6)	53	36.05%	Agree (A6)	27	18.37%
Strongly Agree (A7)	12	8.16%	Strongly Agree (A7)	7	4.76%
No answer	0	0.00%	No answer	0	0.00%
Not completed or Not displayed	10	6.80%	Not completed or Not displayed	10	6.80%

Field summary for 002			Field summary for 004		
I am willing to spend more money in order to buy custom products that are environmentally friendly			I believe it is acceptable to spend extra money for products that are made using environmentally friendly materials		
Answer	Count	Percentage	Answer	Count	Percentage
Strongly Disagree (A1)	0	0.00%	Strongly Disagree (A1)	1	0.68%
Disagree (A2)	4	2.72%	Disagree (A2)	2	1.36%
Somewhat Disagree (A3)	6	4.08%	Somewhat Disagree (A3)	6	4.08%
Neither Agree or Disagree (A4)	5	3.40%	Neither Agree or Disagree (A4)	4	2.72%
Somewhat Agree (A5)	48	32.65%	Somewhat Agree (A5)	69	46.94%
Agree (A6)	52	35.37%	Agree (A6)	36	24.49%
Strongly Agree (A7)	22	14.97%	Strongly Agree (A7)	19	12.93%
No answer	0	0.00%	No answer	0	0.00%
Not completed or Not displayed	10	6.80%	Not completed or Not displayed	10	6.80%

Exhibit N. 13 Questionnaire results Green Marketing (BP)

Field summary for 010		
The company encourages the use of e-commerce, because it is more eco-friendly		
Answer	Count	Percentage
Strongly Disagree (A1)	39	26.53%
Disagree (A2)	42	28.57%
Somewhat Disagree (A3)	31	21.09%
Neither Agree or Disagree (A4)	11	7.48%
Somewhat Agree (A5)	9	6.12%
Agree (A6)	5	3.40%
Strongly Agree (A7)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 011		
The company prefers digital communication methods its promoting our products/services, because it is more eco-friendly		
Answer	Count	Percentage
Strongly Disagree (A1)	29	19.73%
Disagree (A2)	37	25.17%
Somewhat Disagree (A3)	20	13.61%
Neither Agree or Disagree (A4)	15	10.20%
Somewhat Agree (A5)	16	10.88%
Agree (A6)	16	10.88%
Strongly Agree (A7)	4	2.72%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 012		
The company applies a paperless policy in our procurement where possible		
Answer	Count	Percentage
Strongly Disagree (A1)	39	26.53%
Disagree (A2)	45	30.61%
Somewhat Disagree (A3)	29	19.73%
Neither Agree or Disagree (A4)	14	9.52%
Somewhat Agree (A5)	7	4.76%
Agree (A6)	3	2.04%
Strongly Agree (A7)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 013		
The company uses recycled or reusable materials in our products/services		
Answer	Count	Percentage
Strongly Disagree (A1)	40	27.21%
Disagree (A2)	37	25.17%
Somewhat Disagree (A3)	38	25.85%
Neither Agree or Disagree (A4)	13	8.84%
Somewhat Agree (A5)	4	2.72%
Agree (A6)	5	3.40%
Strongly Agree (A7)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

Field summary for 014		
The company absorbs the extra cost of an environmental product/service		
Answer	Count	Percentage
Strongly Disagree (A1)	41	27.89%
Disagree (A2)	52	35.37%
Somewhat Disagree (A3)	21	14.29%
Neither Agree or Disagree (A4)	17	11.56%
Somewhat Agree (A5)	1	0.68%
Agree (A6)	5	3.40%
Strongly Agree (A7)	0	0.00%
No answer	0	0.00%
Not completed or Not displayed	10	6.80%

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Exhibit N. 14 Questionnaire Results Brand Coolness (L'Oréal)

Field summary for 0001		
L'oreal is Useful		
Answer	Count	Percentage
Strongly Disagree (A1)	1	0.62%
Disagree (A2)	13	8.02%
Neither Agree nor Disagree (A3)	36	22.22%
Agree (A4)	64	39.51%
Strongly Agree (A5)	29	17.90%
No answer	2	1.23%
Not completed or Not displayed	17	10.49%

Field summary for 0002		
L'oreal helps people		
Answer	Count	Percentage
Strongly Disagree (A1)	6	3.70%
Disagree (A2)	20	12.35%
Neither Agree nor Disagree (A3)	43	26.54%
Agree (A4)	42	25.93%
Strongly Agree (A5)	31	19.14%
No answer	3	1.85%
Not completed or Not displayed	17	10.49%

Field summary for 0003		
L'oreal is Valuable		
Answer	Count	Percentage
Strongly Disagree (A1)	4	2.47%
Disagree (A2)	14	8.64%
Neither Agree nor Disagree (A3)	36	22.22%
Agree (A4)	63	38.89%
Strongly Agree (A5)	26	16.05%
No answer	2	1.23%
Not completed or Not displayed	17	10.49%

Field summary for 0004		
L'oreal is energetic		
Answer	Count	Percentage
Strongly Disagree (A1)	4	2.47%
Disagree (A2)	18	11.11%
Neither Agree nor Disagree (A3)	49	30.25%
Agree (A4)	47	29.01%
Strongly Agree (A5)	25	15.43%
No answer	2	1.23%
Not completed or Not displayed	17	10.49%

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Field summary for 006		
L'óreal is lively		
Answer	Count	Percentage
Strongly Disagree (A1)	3	1.85%
Disagree (A2)	15	9.26%
Neither Agree nor Disagree (A3)	41	25.31%
Agree (A4)	49	30.25%
Strongly Agree (A5)	35	21.60%
No answer	2	1.23%
Not completed or Not displayed	17	10.49%

Field summary for 007		
L'óreal is vigorous		
Answer	Count	Percentage
Strongly Disagree (A1)	2	1.23%
Disagree (A2)	15	9.26%
Neither Agree nor Disagree (A3)	56	34.57%
Agree (A4)	41	25.31%
Strongly Agree (A5)	29	17.90%
No answer	2	1.23%
Not completed or Not displayed	17	10.49%

Field summary for 010		
L'óreal is attractive		
Answer	Count	Percentage
Strongly Disagree (A1)	3	1.85%
Disagree (A2)	7	4.32%
Neither Agree nor Disagree (A3)	27	16.67%
Agree (A4)	78	48.15%
Strongly Agree (A5)	27	16.67%
No answer	3	1.85%
Not completed or Not displayed	17	10.49%

Field summary for 011		
L'óreal has a really nice appearance		
Answer	Count	Percentage
Strongly Disagree (A1)	2	1.23%
Disagree (A2)	6	3.70%
Neither Agree nor Disagree (A3)	24	14.81%
Agree (A4)	79	48.77%
Strongly Agree (A5)	31	19.14%
No answer	3	1.85%
Not completed or Not displayed	17	10.49%

Exhibit N. 15 Questionnaire Results PEB (L'Oréal)

Field summary for 001		
I recycled paper, plastic and metal		
Answer	Count	Percentage
Never (A1)	2	1.23%
Rarely (A2)	3	1.85%
Ocassionally (A3)	19	11.73%
Often (A4)	50	30.86%
Very often (A5)	62	38.27%
No answer	0	0.00%
Not completed or Not displayed	26	16.05%

Field summary for 002		
I conserved water or energy in my home		
Answer	Count	Percentage
Never (A1)	4	2.47%
Rarely (A2)	11	6.79%
Ocassionally (A3)	32	19.75%
Often (A4)	50	30.86%
Very often (A5)	39	24.07%
No answer	0	0.00%
Not completed or Not displayed	26	16.05%

Field summary for 003		
I bought environmentally friendly and/or energy efficient products		
Answer	Count	Percentage
Never (A1)	1	0.62%
Rarely (A2)	8	4.94%
Ocassionally (A3)	36	22.22%
Often (A4)	58	35.80%
Very often (A5)	33	20.37%
No answer	0	0.00%
Not completed or Not displayed	26	16.05%

Field summary for 004		
I talked to others in my community about environmental issues		
Answer	Count	Percentage
Never (A1)	7	4.32%
Rarely (A2)	20	12.35%
Ocassionally (A3)	45	27.78%
Often (A4)	47	29.01%
Very often (A5)	17	10.49%
No answer	0	0.00%
Not completed or Not displayed	26	16.05%

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Exhibit N. 16 Questionnaire Results WTP (L'Oréal)

Field summary for 001		
I would pay more for a certain customized product that is made from environmentally friendly materials		
Answer	Count	Percentage
Strongly Disagree (A1)	2	1.23%
Disagree (A2)	1	0.62%
Somewhat Disagree (A3)	9	5.56%
Neither Agree or Disagree (A4)	9	5.56%
Somewhat Agree (A5)	44	27.16%
Agree (A6)	52	32.10%
Strongly Agree (A7)	19	11.73%
No answer	0	0.00%
Not completed or Not displayed	26	16.05%

Field summary for 002		
I am willing to spend more money in order to buy any customized product that is environmentally friendly		
Answer	Count	Percentage
Strongly Disagree (A1)	4	2.47%
Disagree (A2)	6	3.70%
Somewhat Disagree (A3)	7	4.32%
Neither Agree or Disagree (A4)	6	3.70%
Somewhat Agree (A5)	46	28.40%
Agree (A6)	47	29.01%
Strongly Agree (A7)	20	12.35%
No answer	0	0.00%

Field summary for 003		
I believe it is acceptable to pay 25% more for customized products that are made using environmentally friendly materials		
Answer	Count	Percentage
Strongly Disagree (A1)	4	2.47%
Disagree (A2)	15	9.26%
Somewhat Disagree (A3)	16	9.88%
Neither Agree or Disagree (A4)	16	9.88%
Somewhat Agree (A5)	31	19.14%
Agree (A6)	42	25.93%
Strongly Agree (A7)	12	7.41%
No answer	0	0.00%
Not completed or Not displayed	26	16.05%

Field summary for 004		
I believe it is acceptable to spend extra money for products that are made using environmentally friendly materials		
Answer	Count	Percentage
Strongly Disagree (A1)	4	2.47%
Disagree (A2)	6	3.70%
Somewhat Disagree (A3)	7	4.32%
Neither Agree or Disagree (A4)	13	8.02%
Somewhat Agree (A5)	38	23.46%
Agree (A6)	48	29.63%
Strongly Agree (A7)	20	12.35%
No answer	0	0.00%
Not completed or Not displayed	26	16.05%

Exhibit N. 17 Questionnaire Results Green Marketing (L'oreal)

Field summary for 009		
The company encourages the use of e-commerce, because it is more eco-friendly		
Answer	Count	Percentage
Strongly Disagree (A1)	5	3.09%
Disagree (A2)	12	7.41%
Somewhat Disagree (A3)	17	10.49%
Neither Agree or Disagree (A4)	34	20.99%
Somewhat Agree (A5)	29	17.90%
Agree (A6)	32	19.75%
Strongly Agree (A7)	10	6.17%
No answer	0	0.00%
Not completed or Not displayed	23	14.20%

Field summary for 011		
The company prefers digital communication methods its promoting our products/services, because it is more eco-friendly		
Answer	Count	Percentage
Strongly Disagree (A1)	4	2.47%
Disagree (A2)	9	5.56%
Somewhat Disagree (A3)	14	8.64%
Neither Agree or Disagree (A4)	33	20.37%
Somewhat Agree (A5)	33	20.37%
Agree (A6)	25	15.43%
Strongly Agree (A7)	21	12.96%
No answer	0	0.00%
Not completed or Not displayed	23	14.20%

Field summary for 012		
The company applies a paperless policy in our procurement where possible		
Answer	Count	Percentage
Strongly Disagree (A1)	1	0.62%
Disagree (A2)	7	4.32%
Somewhat Disagree (A3)	7	4.32%
Neither Agree or Disagree (A4)	52	32.10%
Somewhat Agree (A5)	23	14.20%
Agree (A6)	34	20.99%
Strongly Agree (A7)	15	9.26%
No answer	0	0.00%
Not completed or Not displayed	23	14.20%

Field summary for 014		
The company absorbs the extra cost of an environmental product/service		
Answer	Count	Percentage
Strongly Disagree (A1)	4	2.47%
Disagree (A2)	9	5.56%
Somewhat Disagree (A3)	17	10.49%
Neither Agree or Disagree (A4)	44	27.16%
Somewhat Agree (A5)	25	15.43%
Agree (A6)	25	15.43%
Strongly Agree (A7)	15	9.26%
No answer	0	0.00%
Not completed or Not displayed	23	14.20%

Field summary for 013		
The company uses recycled or reusable materials in our products/services		
Answer	Count	Percentage
Strongly Disagree (A1)	5	3.09%
Disagree (A2)	9	5.56%
Somewhat Disagree (A3)	10	6.17%
Neither Agree or Disagree (A4)	37	22.84%
Somewhat Agree (A5)	37	22.84%
Agree (A6)	25	15.43%
Strongly Agree (A7)	16	9.88%
No answer	0	0.00%
Not completed or Not displayed	23	14.20%

Table A. 1 Discriminant validity for the constructs. Fornell-Larcker Criterion (L'Oréal)

L'Oréal	BC	GM	GENDER	TC	PEB	WTP
BC	0.846					
GM	0.841	1.000				
GENDER	-0.011	0.013	1.000			
TYPE OF COMPANY	0.082	0.056	0.011	1.000		
PEB	0.265	0.274	0.062	-0.102	0.811	
WTP	0.115	0.015	-0.002	-0.076	0.532	1.000

Table A. 2 Discriminant validity for the constructs. Fornell-Larcker Criterion (BP)

BP	BC	GM	GENDER	TC	PEB	WTP
BC	0.854					
GM	0.804	1.000				
GENDER	0.091	0.006	1.000			
TYPE OF COMPANY	0.291	0.292	-0.070	1.000		
PEB	-0.371	-0.255	0.082	0.011	0.733	
WTP	-0.220	-0.138	0.091	0.010	0.336	1.000

Table A. 3 Outer loadings and validity/Reliability for the complete data

Constructs	Items	Outer Loadings	α	CR	AVE
Brand Coolness	BC1	0.874	0.988	0.988	0.703
	BC2	0.896			
	BC3	0.882			
	BC4	0.779			
	BC5	0.897			
	BC6	0.901			
	BC7	0.907			
	BC8	0.933			
	BC9	0.944			

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BC10	0.954			
BC11	0.948			
BC12	0.909			
BC13	0.941			
BC14	0.92			
BC15	0.905			
BC16	0.922			
BC17	0.898			
BC18	0.91			
BC19	0.927			
BC20	0.936			
BC21	0.9			
BC22	0.916			
BC23	0.929			
BC24	0.929			
BC25	0.928			
BC26	0.896			
BC27	0.933			
BC28	0.903			
BC29	0.91			
BC30	0.938			
BC31	0.918			
BC32	0.935			
BC33	0.937			
BC34	0.926			
BC35	0.926			
BC36	0.936			
Green Marketing		0.979	0.981	0.787
GM1	0.892			
GM2	0.915			
GM3	0.918			
GM4	0.933			
GM5	0.902			
GM6	0.923			
GM7	0.904			
GM8	0.882			
GM9	0.89			
GM10	0.92			
GM11	0.782			
GM12	0.919			
GM13	0.907			
GM14	0.895			
PEB		0.773	0.835	0.393
PEB2	0.793			
PEB3	0.769			
PEB4	0.773			
PEB5	0.846			
PEB6	0.817			
PEB7	0.772			
PEB8	0.78			
PEB9	0.756			
WTP		0.791	0.875	0.701
WTP1	0.859			

WTP2	0.898
WTP4	0.747

Table A. 4 Multicollinearity statistics (VIF)

Dimensions	VIF
Aesthetically Appealing	8.724
Authentic	8.582
Conservation Lifestyle	1.215
Energetic	6.239
Environmental Knowledge	1
Environmental citizenship	1.375
Extraordinary	3.223
High Status	7.181
Iconic	5.034
Original	7.077
Popular	9.012
Rebellious	7.327
Social environmentalism	1.473
Subcultural	6.02
Tactical	8.779
WTP	1

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Table A. 5 – Questionnaire Form BP

BP is useful						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is helps people						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is valuable						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is Energetic						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is Outgoing						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is lively						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is Vigorous						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP looks good						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is aesthetically appealing						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is attractive						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP has a really nice appearance						

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is innovative						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is original						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Does its own thing						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is authentic						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is true to its root						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP doesn't seem artificial						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP doesn't try to be something it's not						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is rebellious						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is Defiant						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is not afraid to break the rules						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is nonconformist						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		

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BP is Chic						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is glamorous						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is sophisticated						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is ritzy						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is liked by most people						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is in style						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is popular						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Is widely accepted						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP makes people who use it different from other people						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
If I were to use it, it would make me stand apart from others						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP Helps people who use it stand apart from the crowd						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
People who use this brand are unique						

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is a cultural symbol						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
BP is Iconic						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
The company encourages the use of e-commerce, because it is more eco-friendly						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
The company prefers digital communication methods in promoting their products/services, because it is more eco-friendly						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
The company applies a paperless policy in our procurement where possible						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
The company uses recycled or reusable materials in our products/services						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
The company absorbs the extra cost of an environmental product/service						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I Recycled paper, plastic and metal						
Never	Rarely	Occasionally	Often	Very often		
I Conserved water or energy in my home						
Never	Rarely	Occasionally	Often	Very often		
I Bought environmentally friendly and/or energy efficient products						
Never	Rarely	Occasionally	Often	Very often		
I Talked to others in my community about environmental issues						
Never	Rarely	Occasionally	Often	Very often		
I Worked with others to address an environmental problem or issue						
Never	Rarely	Occasionally	Often	Very often		
I Participated as an active member in a local environmental group						
Never	Rarely	Occasionally	Often	Very often		
I voted to support a policy/regulation that affects the local environment						
Never	Rarely	Occasionally	Often	Very often		
Signed a petition about an environmental issue						

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Never	Rarely	Ocassionally	Often	Very often		
I Donated money to support local environmental protection						
Never	Rarely	Ocassionally	Often	Very often		
I Wrote a letter in response to an environmental issue						
Never	Rarely	Ocassionally	Often	Very often		
I would pay more for a custom product that is made from environmentally friendly materials						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I am willing to spend more money in order to buy custom products that are environmentally friendly						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I believe it is acceptable to pay 25% more for custom products that are made using environmentally friendly materials						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I believe it is acceptable to spend extra money for products that are made using environmentally friendly material						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree

Table A. 6 – Questionnaire Form L'Oreál

L'OREÁL is useful						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is helps people						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is valuable						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is Energetic						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is Outgoing						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is lively						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is Vigorous						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL looks good						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is aesthetically appealing						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL Is attractive						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL has a really nice appearance						

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL Is innovative						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL Is original						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL Does its own thing						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL Is authentic						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is true to its root						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL doesn't seem artificial						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL doesn't try to be something it's not						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is rebellious						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL Is Defiant						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is not afraid to break the rules						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL Is nonconformist						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

L'OREÁL is Chic						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is glamorous						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is sophisticated						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is ritzy						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is liked by most people						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is in style						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is popular						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is widely accepted						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL makes people who use it different from other people						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
If I were to use it, it would make me stand apart from others						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL Helps people who use it stand apart from the crowd						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
People who use this brand are unique						

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is a cultural symbol						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
L'OREÁL is Iconic						
Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree		
The company encourages the use of e-commerce, because it is more eco-friendly						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
The company prefers digital communication methods in promoting their products/services, because it is more eco-friendly						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
The company applies a paperless policy in our procurement where possible						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
The company uses recycled or reusable materials in our products/services						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
The company absorbs the extra cost of an environmental product/service						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I Recycled paper, plastic and metal						
Never	Rarely	Occasionally	Often	Very often		
I Conserved water or energy in my home						
Never	Rarely	Occasionally	Often	Very often		
I Bought environmentally friendly and/or energy efficient products						
Never	Rarely	Occasionally	Often	Very often		
I Talked to others in my community about environmental issues						
Never	Rarely	Occasionally	Often	Very often		
I Worked with others to address an environmental problem or issue						
Never	Rarely	Occasionally	Often	Very often		
I Participated as an active member in a local environmental group						
Never	Rarely	Occasionally	Often	Very often		
I voted to support a policy/regulation that affects the local environment						
Never	Rarely	Occasionally	Often	Very often		
Signed a petition about an environmental issue						

GREEN MARKETING AS AN ANTECEDENT OF BRAND COOLNESS

Never	Rarely	Ocassionally	Often	Very often		
I Donated money to support local environmental protection						
Never	Rarely	Ocassionally	Often	Very often		
I Wrote a letter in response to an environmental issue						
Never	Rarely	Ocassionally	Often	Very often		
I would pay more for a custom product that is made from environmentally friendly materials						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I am willing to spend more money in order to buy custom products that are environmentally friendly						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I believe it is acceptable to pay 25% more for custom products that are made using environmentally friendly materials						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree
I believe it is acceptable to spend extra money for products that are made using environmentally friendly material						
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree or Disagree	Somewhat Agree	Agree	Strongly Agree