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Research Result Article

Coolness Perception on Samsung Smartphone and How It Create Brand Love

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ABSTRACT

Current technological advancements have changed many of its users' perspectives in choosing any product, including by considering coolness element. An innovative technology makes manufacturers being more competitive by providing the latest features of technology and giving more prestige to its consumers. Not only have to be attractive, but the coolness matter now become one of the main reasons by consumer in choosing smartphone. Therefore, this study analyzes how a perceived coolness of a product will be able to create a feeling of love for the brand itself. In this term, a coolness perception on a technology is seen as an important element and needs to be investigated further. This study uses six dimensions of brand love for technology product features, which are; attractiveness, difference, desire, usability, innovative technology, reliability coolness, and two other variables namely perceived coolness and brand love. Furthermore, a total of 236 valid data from respondents of all ages were collected for this study. The results show that four out of the six dimensions of brand love for technology product features have a positive impact on perceived coolness of a product, and the perceived coolness of a product has a positive impact on the brand love.

Keywords: attractiveness, rebelliousness, desirability, usability, innovative of technology, reliability, perceived coolness, brand love

INTRODUCTION

Recent marketing developments show that the relationship between a brand and its consumer, which was initially transaction-based, has become interdependent and requires one another (Fournier, 1998; Aaker, Brumbaugh and Grier, 2000). This change in relationship provides a new perspective that brand and consumer relationships are not as different as relationships between individuals. Where the brand-consumer relationship is also based on emotion. The concept of brand-consumer relationship which is based on emotion is what then gives rise to the concept of personification to describe how brand-consumer relationships are intertwined. Using the foundation of love and hate in an

interpersonal context and then translating it into the context of a brand-consumer relationship certainly requires caution.

According to Batra, Ahuvia and Bagozzi (2012), The context of love and hate in the context of interpersonal relationships helps explain various phenomena in marketing. For example, explaining how consumers are bound to one brand over a period of time, then transmit it to the people around them. The experience of consumers who are satisfied with the brand, not only leads to loyalty but refers to a more long-term cognitive, emotional and behavioral assessment (Conway Dato-on and Fetscherin, 2013). However, Batra, Ahuvia and Bagozzi (2012) also suggest that care should be taken not to include unnecessary interpersonal theory when conducting brand love research.

This is what underlies that the emergence of positive emotions and negative emotions. In this study, we will focus on positive emotions that build brand and consumer relationships based on brand love. Brand love is then studied from various angles which then provide various meanings, one of which is conveyed by (Carroll and Ahuvia, 2006) that brand love is described from the reactions given by consumers when experiencing this love. Brand love is described as a series of emotional dimensions that consumers can experience over a certain brand. In another statement it was stated that brand love is described from antecedents. love includes many cognitions, emotions, and behaviors that are organized into mental prototypes (Batra, Ahuvia and Bagozzi, 2012).

It is these different points of view in describing brand love which then encourage the need for studies on measuring brand love in various research settings. One of the developments in measuring brand love that has been carried out is the measurement of technological product features (Tiwari, Chakraborty and Maity, 2021). This research develops six dimensions of brand love in technology product features, namely coolness, rebelliousness, desirability, innovativeness of technology, reliability, attractiveness, and usability. This study involved young adults in the early twenty-first century in India. However, according to the recommendations, this measurement still needs to be tested in different cultural settings. In this case, researchers used millennial generation research subjects in Indonesia to test brand love measurements on technology product features.

Millennials are those born in the 1980-2000s. It could be interpreted that millennials are the younger generation aged 17-37 this year. Based on BPS data, it is known that in Indonesia alone there are 81 million people who are millennials from a total of 255 million people who have been recorded (Badan Pusat Statistik, 2022). The millennial generation has different characteristics compared to other generations, where their familiarity with technology is an integral part (Vogels, 2019). They are digital natives who are confusing the marketing world because of their different consumer behavior compared to other generations (Munsch, 2021). The closeness of the use of technology products and the peculiarities of consumer behavior that are different from the previous generation are then considered by researchers to use the millennial generation as research subjects for measuring the features of technology products.

On the other hand, the use of technological product features is due to fierce competition so that there are almost no prominent differences between brands in this category. This is demonstrated by the growth of Indonesia's market for technology products which continues to experience growth of 28 percent year over year (YoY) and grew 22 percent from the previous quarter. The technology product market has survived despite being hit by Covid 19 (Pertiwi, 2021).

LITERATURE REVIEW AND HYPOTHESIS

Theoritical Basis

Definition of Brand Love

Various understandings are described regarding brand love. Among them is according to Hwang and Kandampully (2012) who explain that the notion of brand love is a very strong emotional experience both in terms of interpersonal relationships and the relationship between consumers and brands. Albert and Merunka (2013), defines brand love as the level of emotional attachment and desire that a person has for a brand, namely the attitude that a person has towards a particular brand, which involves a tendency to think, feel, and behave in a certain way towards that brand.

Richins (1997) found that love is a distinctive emotion associated with consumers and often has a strong relationship with self-concept and individual identity. Added by Ortiz and Harrison (2015) that this form of strong relationship between self-concept and individual identity forms an emotional attachment to the brand and describes their feelings towards the brand by using the term love. The same thing was described by Albert and Merunka (2013) that the attachment that arises in love for a brand will involve a tendency to think, feel, and behave in a certain way towards the brand.

Implication of Brand Love

Fournier (1998) asserts that 'feelings of love' can give consumers an increased positive perception of the brand, which in turn can lead to brand advocacy behaviour, and thus not only help brands by providing positive information, but also by reducing the harmful implications that may be associated with negative information. In other words, brand love is closely related to consumer attachment behavior (Shimp and Madden, 1988; Albert, Merunka and Valette-Florence, 2008). This understanding underlies the notion of brand love, namely as a level of emotional attachment that is full of passion and satisfaction (Carroll and Ahuvia, 2006).

Millennial Generation

Until now, there are 3 generations active in the world of work, they are the Baby Boomer Generation who have a birth range of 1943-1960, Generation X who have a birth range of 1961-1981 and the Millennial Generation who have a birth range of 1982-2000 (Strauss, Strauss and Howe, 1991; Howe and Strauss, 2000). Even though the Baby Boomer generation is still considered to be in the active workforce at this time, in reality the Baby Boomer generation has entered retirement age, so that the most interaction that occurs in the world of work is between generation X and Millennial generation and in a few years Generation Z will start to enter the world of work actively. The name "Millennial" for the designation of the generation born in the birth range of 1982-2000 (Strauss, Strauss and Howe, 1991; Howe and Strauss, 2000) was first coined by Neil Howe and William Strauss in their 1991 book entitled "Generations: The History of America's Future 1584-2026".

Prior Relevant Research

Tiwari, Chakraborty and Maity (2021) study investigates the coolness of technology products through in-depth interviews and an application of the critical incident technique (CIT). Thereafter, the findings of the qualitative study are empirically validated by

collecting data through survey methodology and analyzing it by using structural equation modeling technique. Six dimensions of perceived coolness, viz., rebelliousness, desirability, innovativeness of technology, reliability, attractiveness, and usability are identified and empirically validated. The impact of coolness on brand love (which is a brand-related outcome of coolness), an under-researched construct, is studied and the relationship is found to be positive. Ashfaq *et al.* (2020) study aims to explore the effects of perceived coolness on consumers' attitudes toward smart speakers through perceived values (i.e., functional, hedonic, economic, and social value). Data were collected from the current smart speaker users in the US using an online questionnaire. The study employed partial least squares structural equation modeling (PLS-SEM) approach on 307 validated responses. The SEM analysis showed that perceived coolness, which consisted of four dimensions: perceived functionality, attractiveness, subcultural appeal, and originality, had a positive effect on the functional, hedonic, economic, and social value. The findings further revealed that consumers' attitude toward smart speakers was influenced by functional, hedonic, and economic value, but not by social value. Additionally, the attitude was found to be a strong predictor of continuance intention. This study is one of the early attempts to explore the current smart speaker users' attitudes and their intentions to continue using AI-based voice assistants' devices.

Attiq *et al.* (2021) study while integrating stimulus organism response (SOR) model with brand attribution theory has conducted quantitative study to test the outcomes of brand coolness in young users of smart gadgets in Pakistan. A total of 578 respondents participated in this survey study. Data collected through purposive sampling technique was analyzed through structural equation modelling. Results of the study found that brand coolness (stimulus) has a positive impact on brand love (organism). Brand love also mediate the relationship between brand coolness and brand engagement (response). Conclusion of the current study offers very unique theoretical and practical implications by assessing untapped links of brand coolness and its likely outcomes. This study also contributes to consumer wellbeing literature supporting the recent stream of research that is interested in knowing the impact of marketing strategies on consumer's engagement. Moreover, integration of SOR model with brand attribution theory is another theoretical contribution of this study. Main limitation of the study is its crosssectional research design and non-random sampling technique. Future research must explore these links in a longitudinal study. This study has also offered some practical implication for marketers and practitioners such that increasing brand coolness not only stimulates emotion (love with brand) among consumers, but it also fosters consumer responses in terms of brand engagement.

Hypothesis

H_1: Analyze the effect of Desirability on Perceived Coolness.

H_2: Analyze the effect of Innovatives of Technology on Perceived Coolness.

H_3: Analyze the effect of Attractiveness on Perceived Coolness.

H_4: Analyze the effect of Rebelliousness on Perceived Coolness.

H_5: Analyze the effect of Usability on Perceived Coolness.

H_6: Analyze the effect of Reliability on Perceived Coolness.

H_7: Analyze the effect of Perceived Coolness on Brand Love.

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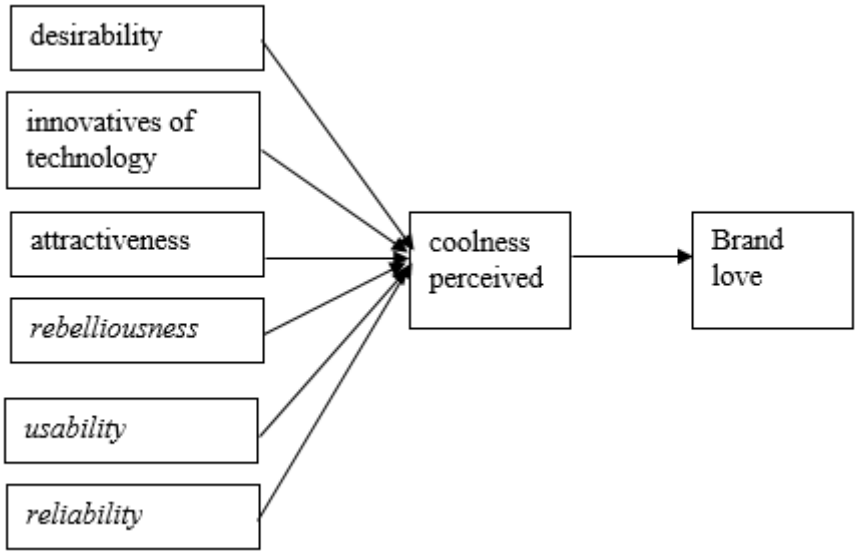

Figure 1. Research Framework

METHOD

This study uses the Least Square-Structural Equation Model (PLS-SEM) partial analysis to test the hypothesis. Each hypothesis was analyzed using smartPLS 3.0 software to test the relationship between variables. Partial Least Square (PLS) is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables. PLS is a variant-based SEM statistical method designed to solve multiple regression when specific problems occur in the data, such as small study sample sizes, missing data and multicollinearity.

The choice of the PLS-SEM method was based on the consideration that in this study there were latent/exogenous variables formed by reflective and formative indicators and formed a moderating effect. The reflective model assumes that the construct or latent variable affects the indicator, where the direction of the causal relationship is from the construct to the indicator or manifest. The formative model assumes that the indicators influence the construct, where the direction of the causal relationship is from the indicator to the construct (Ghozali and Latan, 2015). The PLS approach is based on a shift in analysis from measuring model parameter estimates to measuring relevant predictions, so the focus of analysis shifts from only estimation and interpretation of significant parameters to the validity and accuracy of predictions.

RESULTS AND DISCUSSION

Measurement Model Testing (Outer Model)

This study was measured by testing the validity and reliability of each variable namely religiosity, Attractiveness image, Brand Love, Desirability, Innovatives of Technology, Perceived Coolness, Rebelliousness, Reliability and Usability. The process of testing the validity and reliability of all these variables was processed using SmartPLS with 170 respondents.

Validity Testing

There are two types of validity tests, namely convergent validity tests and discriminant validity tests. A convergent validity test is needed in order to see the results of a study, which can be declared convergently valid or not.

Two things need to be considered when conducting convergent validity tests, that is outer loading and average variance extracted (AVE). According to (F. Hair Jr *et al.*, 2014) The research results will be said to be valid if the average variance extracted (AVE) score obtains a minimum result of 0,50. The results of outer loading can be seen in table 1. as follows:

Table 1. Outer Loading

	Attractiveness	Brand Love	Desirability	Innovatives of Technology	Perceived Coolness	Rebelliousness	Reliability	Usability
ATT1	0,806							
ATT2	0,722							
ATT3	0,775							
ATT4	0,660							
BL1		0,559						
BL2		0,673						
BL3		0,765						
BL4		0,759						
BL5		0,739						
DS1			0,626					
DS2			0,745					
DS3			0,723					
DS4			0,778					
IT1				0,664				
IT2				0,585				
IT3				0,764				
IT4				0,658				
PC1					0,609			
PC2					0,561			
PC3					0,668			
PC4					0,730			
PC5					0,765			
PC6					0,676			
PC7					0,693			
PC8					0,598			
RB1						0,694		
RB2						0,568		
RB3						0,693		
RB4						0,762		
RE1							0,691	
RE2							0,741	
RE3							0,768	
RE4							0,663	

	Attractiveness	Brand Love	Desirability	Innovatives of Technology	Perceived Coolness	Rebelliousness	Reliability	Usability
US1								0,670
US2								0,779
US3								0,710

Source: Processed data (2022)

It can be concluded from table 4 that all items have outer loading values that meet the criteria (> 0,50).

Table 2. Average Variance Extracted

	Average Variance Extracted (AVE)
Attractiveness	0,552
Brand Love	0,495
Desirability	0,519
Innovatives of Technology	0,450
Perceived Coolness	0,443
Rebelliousness	0,466
Reliability	0,514
Usability	0,520

Source: Processed data (2022)

In table 2. the average variance extracted (AVE) above has an average greater than 0,40. As for the discriminant validity test is done by analyzing the values of all variable items. The recommended minimum AVE value is 0,5 but 0,4 is acceptable because if the AVE is less than 0,5, the composite reliability is higher than 0,6, and convergent validity meets the requirements (Jansen, 2019). The following review of the results of discriminant validity can be seen in table 3:

Table 3. Discriminant Validity Results

	Attractiveness	Brand Love	Desirability	Innovatives of Technology	Perceived Coolness	Rebelliousness	Reliability	Usability
Attractiveness	0,743							
Brand Love	0,506	0,703						
Desirability	0,490	0,517	0,720					
Innovatives of Technology	0,458	0,667	0,544	0,671				
Perceived Coolness	0,552	0,749	0,539	0,698	0,666			
Rebelliousness	0,331	0,533	0,461	0,515	0,466	0,683		
Reliability	0,501	0,708	0,570	0,623	0,685	0,529	0,717	
Usability	0,484	0,562	0,537	0,616	0,623	0,508	0,581	0,721

Source: Processed data (2022)

In the table of discriminant validity results, it can be seen that the results of each variable item have a majority value that is greater than the variable below it. For example, the value of the Reliability item (0,717) is greater than the value of the usability item which is exactly in the bottom row (0,581). The results of the discriminant validity test can be seen that this research variable can be said to be discriminant validity whose results are good/good.

Reliability Testing

In a study, of course, it is not only necessary to carry out convergent and discriminant validity tests, but also to carry out reliability tests that can be measured using cronbach's alpha and composite reliability. a variable is considered reliable if it has a cronbach's alpha value and a composite reliability value of more than 0,50. in table 4. it is found that the cronbach's alpha value of each variable is reliable because each variable has fulfilled it. as in attractiveness (0,729), desirability (0,689), and perceived coolness (0,818). for details, it can be seen in the table below as follows:

Table 4. Cronbach's Alpha & Composite Reliability

	Cronbach's Alpha	Composite Reliability
Attractiveness	0,729	0,830
Brand Love	0,745	0,829
Desirability	0,689	0,811
Innovatives of Technology	0,598	0,764
Perceived Coolness	0,818	0,863
Rebelliousness	0,632	0,776
Reliability	0,683	0,808
Usability	0,540	0,764

Source: Processed data (2022)

Collinearity Testing

The collinearity test is an approach to testing the structural model, which examines the relationship between latent variables. In the PLS-SEM context, the tolerance value is 0,20 or lower than the VIF value of 5. If it is higher, respectively, it indicates a potential collinearity problem. When the collinearity level is very high or the VIF value is 5 or more, then you should consider removing one of the appropriate indicators (F. Hair Jr *et al.*, 2014). As for this study, the relationship between islamic image variables and behavioral intentions has a value of 1,944, the variables of attractiveness and perceived coolness are worth 1,530. The following are more detailed results which can be seen in table 5:

Table 5. Colinearity Testing

	Attractiveness	Brand Love	Desirability	Innovatives of Technology	Perceived Coolness	Rebelliousness	Reliability	Usability
Attractiveness					1,530			
Brand Love								
Desirability					1,804			
Innovatives of Technology					2,090			
Perceived Coolness		1,000						
Rebelliousness					1,597			
Reliability					2,136			
Usability					2,002			

Source: Processed data (2022)

Coefficient of Determination (R-Square)

R-square is a measure that is most commonly used to evaluate and test the extent to which exogenous variables describe endogenous variables. This coefficient is a measure of the model's predictive power and is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. This coefficient certainly represents the exogenous latent effect of the combined variables on the endogenous latent variable. As for table 6, it shows the R^2 results of each variable as follows:

Table 6. R-Square Result

	R Square	R Square Adjusted
Brand Love	0,561	0,560
Perceived Coolness	0,634	0,624

Source: Processed data (2022)

It can be seen from table 6. that brand love is described by the antecedent variable of 56%. this means that there are still 44% other variables outside the brand love variable. then, perceived coolness is described by the antecedent variable of 62.4% and 37.6% remains for other variables outside the trust variable.

Table 7. Q-Square Result

	SSO	SSE	Q^2 (=1-SSE/SSO)
Attractiveness	944,000	944,000	
Brand Love	1180,000	862,196	0,269
Desirability	944,000	944,000	
Innovatives of Technology	944,000	944,000	
Perceived Coolness	1888,000	1376,153	0,271
Rebelliousness	944,000	944,000	
Reliability	944,000	944,000	
Usability	708,000	708,000	

Source: Processed data (2022)

It can be seen in table 7 that the brand love variable has a Q-square value of 0,269, and perceived coolness of 0,271. As for the behavioral intention variable, it has a value of 0,179, while Q-square religiosity has a value of 0. Although the remaining other variables have a value of 0, these results are normal because the reputation variable is an independent variable.

Path Coefficient (Hypothesis Testing)

The path coefficient is a step to test the results of the hypothesis, which is calculated using the SmartPLS application using bootstrapping techniques. in table 4. that as many as six of the eight hypotheses are supported. the results that are not supported are h1 and h4.

This means that desirability does not significantly affect perceived coolness (h1), as well as rebelliousness which does not significantly affect perceived coolness. This is because it is in line with the principle of (F. Hair Jr *et al.*, 2014), who said that the T-statistics value must be more than 1.96 and the value of the P-value must be less than 0.05.

Therefore H3 and H4 are not supported. The following table 8 explains in detail the path coefficient test:

Table 8. Path Coefficient Results

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1	Desirability -> Perceived Coolness	0,031	0,04	0,052	0,599	0,55
H2	Innovative of Technology -> Perceived Coolness	0,332	0,334	0,065	5,103	0
H3	Attractiveness -> Perceived Coolness	0,167	0,165	0,067	2,475	0,014
H4	Rebelliousness -> Perceived Coolness	-0,008	0	0,049	0,165	0,869
H5	Usability -> Perceived Coolness	0,156	0,148	0,058	2,673	0,008
H6	Reliability -> Perceived Coolness	0,291	0,29	0,07	4,185	0
H7	Perceived Coolness -> Brand Love	0,749	0,753	0,037	20,342	0

Source: Processed data (2022)

Discussion

Effect of Desirability on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Desirability had a positive and insignificant effect on Perceived Coolness. This means that H1 is rejected. This result is in line with the results of the study Dar-Nimrod, Ganesan and MacCann (2018) where the findings largely replicate the two-factor structure of Cachet and Contrarian Coolness. The Cachet factor and Contrarian Coolness gradually predicted self-perception of coolness above and beyond the Big Five personality dimensions, action orientation, implicit self-esteem, age, and gender in hierarchical regression. Cachet Coolness was the strongest predictor of perceived self-coolness, with explicit self-esteem and Contrarian Coolness also significantly predicting self-perceived coolness. Coolness has been seen as a desirable feature for brands, so the present study perceives coolness as a feature that is also desirable for social media influencers in that it attracts not only followers but also brands that wish to be associated with cool influencers (Reinikainen *et al.*, 2021).

Influence of Innovative of Technology on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Innovatives of Technology had a positive and significant effect on Perceived Coolness. This means that H2 is accepted. These results are in line with research Liu and Mattila (2019) where is the result that technology innovations such as Apple Pay will offer psychological benefits to the consumer by signaling "coolness". More specifically, we argue that the use of Apple Pay will increase a sense of coolness. Peng, Zhao and Teo (2016) emphasize the importance of coolness in innovation adoption, and this paper gives guidelines to IT practitioners about how involve coolness into their products or devices from quality perspective. Also, our future empirical analysis may also confirm that IT designers also

should consider how to reflect subcultural features into their IT design to target users with different cultural interests.

Effect of Attractiveness on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Attractiveness has a positive and significant effect on Perceived Coolness. This means that H3 is accepted. These results are not in line with research Nan *et al.* (2022) where The key findings were as follows: First, among the components of coolness theory, individuals' attitude toward consoles was significantly related to subcultural appeal and originality, but not to attractiveness. Second, originality positively influenced subcultural appeal significantly. Overall, this study implied that the novel coolness theory is effective for exploring user experience regarding of specific devices and services. According to Ridhani and Roostika (2020) an important strategy to attract tourists to visit a destination is by understanding their emotions and creating differences. The feeling of "cool" has become one of the tourism issues, where traveling is one of the ways to be perceived as "cool". The advancement of information technology supports the effect of traveling to increase the cool emotional aspect of travelers.

The Effect of Rebelliousness on Perceived Coolness

Based on the results of the path coefficient analysis it was found that rebelliousness has a positive and insignificant effect on perceived coolness. This means that H4 is rejected. Based on the idea that inferences of rebelliousness drive coolness, it is hypothesized that nonconformity rather than conformity leads to enhanced inferences of coolness in the eyes of consumers (Budzanowski, 2017). But in fact, the results of research Glöckl, Matovina and Zhikhareva (2021) shows that rebellious marketing campaigns do indeed increase an individual's perception of brand coolness, however, our study does not manage to show this in all cases. Rebellious campaigns do not necessarily impact the individual's buying behaviour but do contribute positively to WOM.

Effect of Usability on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Usability has a positive and significant effect on Perceived Coolness. This means that H5 is accepted. The results of this study are in line with research Kim and Park (2019) where in this study introduces an adoption model for IWDs, and investigates whether the coolness of IWDs, which is organized by attractiveness, utility, originality, and subcultural appeal, along with perceived usability, contributes to the adoption of IWDs. The structural results from 1138 respondents indicated that attractiveness and originality have positive effects on users' hedonic values, whereas utilitarian values are enhanced by perceived usability, utility, and attractiveness. Both potential future research areas and implications are presented.

On research Bruun *et al.* (2016) based the creation of the questionnaire on literature suggesting that perceived coolness is decomposed to outer cool (the style of a product) and inner cool (the personality characteristics assigned to it). In this paper, we focused on inner cool, and we identified 11 inner cool characteristics. These were used to create an initial pool of question items and 2236 participants were asked to assess 16 mobile devices. By performing exploratory and confirmatory factor analyses, we identified three factors that

can measure the perceived inner coolness of interactive products: desirability, rebelliousness and usability. These factors and their underlying 16 question items comprise the COOL questionnaire.

Effect of Reliability on Perceived Coolness

Based on the results of the path coefficient analysis it was found that Reliability has a positive and significant effect on Perceived Coolness. It means that H6 is accepted. The results of this study are in line with research Loureiro, Jiménez-Barreto and Romero (2020) that indicated that luxury values (including reliable) positively influence brand coolness, and brand coolness positively influences passionate desire. We further confirmed that brand coolness plays a complementary mediating role between luxury values and passionate desire. A final contribution is to invite brand managers to consider how luxury values and brand coolness might be used proactively to drive consumers' passionate desires in the relationships with luxury fashion brands.

The Effect of Perceived Coolness on Brand Love

Based on the results of the path coefficient analysis it was found that Perceived Coolness has a positive and significant effect on Brand Love. It means that H7 is accepted. The results of this study are in line with research Tiwari, Chakraborty and Maity (2021) where the Six dimensions of perceived coolness, viz., rebelliousness, desirability, innovativeness of technology, reliability, attractiveness, and usability are identified and empirically validated. The impact of coolness on brand love (which is a brand-related outcome of coolness), an under-researched construct, is studied and the relationship is found to be positive.

RESEARCH LIMITATIONS

Researcher recognized that this research was not even close from definition of perfect in the making of it. There were several things needed to be concern when the research conducted, as listed below:

1. The sample of this research need to be classified into the millennial generation because those people nowadays are most likely having smartphone and genuinely better at interpreting coolness.
2. The limitation in this study is the quality of the data where the quality of the data is not very good. This is reflected in the AVE value.
3. This research does not guarantee the same result and findings when the framework or model is tested in another different smartphone brand because it has different characteristic of user and prestige.

MANAGERIAL IMPLICATIONS

For the future researchers who tried to present the same field of study, the current researcher suggests them to specify the sample into the millennial generation because these millennials nowadays are most likely having smartphone and genuinely better at interpreting the definition of coolness.

Since the term of coolness raises a tremendous value and price toward a product, future researcher needs to explore extra information about brand loyalty, brand equity, and brand experience. This research concerns on specific technology product only which is smartphone. Future researcher may test the framework in the context of other product categories.

Researcher hopes that this study will prompt more investigations in the context of technology coolness. Recommendations for further research are to influence the effect of perceived coolness, brand love, with other variables with mediation and moderation models.

CONCLUSION

This research was established in order to recognize the effects of coolness perception toward Samsung smartphone and how it creates brand love. In order to acquire the greatest result, the researcher used perceive coolness as mediating variable to measure how does brand love was created. The correlation of these variables was constructed through online questionnaires by google form platform. Moreover, sample in this research involved Indonesian people in all range of age who had Samsung smartphone.

The findings in this research showed that there were significant relationships of several variables which strengthen that the coolness perception of Samsung smartphone be able to create a brand love. However, the findings also indicated that there were two insignificant relationships among six dimensions of brand love for technology product features, which are desirability and rebelliousness. As a result, there were five approved hypotheses and two disapproved hypotheses.

This research discovered that most of Samsung smartphone users were fall in love with the brand itself because it was very easy to use and quality of the product were guaranteed. People were still considering Samsung as the coolest brand compared to others smartphone brand such as Oppo, Xiaomi, Vivo, Realme, and others because it provides a high level of comfort and innovative of technology with the best build quality. However, can be seen on the discussion that statement of "rebelliousness drive coolness" did not fit pretty well with Samsung smartphone users because it was tremendously clear that Samsung smartphone users were love a comfort usability, cool, and elegant meanwhile a rebelliousness were identic with a nonconformity and chaos. Thus, most of people had a cool perception toward Samsung smartphone because it was very easy to use, guaranteed quality, giving an innovative technology, and very attractive to use which leads to a brand love.

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