

## Brand Coolness in Academic Literature: A Bibliometric Exploration of Global Research Trends and Collaborations

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### ABSTRACT

The current study presents a detailed bibliometric examination of the recently evolving concept of brand coolness. The study presents a comprehensive examination of the evolving notion of brand coolness by applying methodologies such as co-authorship analysis, co-citation map analysis, and key word analyses. The study results indicate the growing role of luxury factors, self-brand associations, and sustainability in shaping brand coolness from a consumer perception point of view. The study concludes that the recent brand coolness concepts have attached importance to non-concrete product features. Besides contributing to advancements in brand coolness theories, this study provides a marketer with a detailed insight for integrating brand coolness concepts for unlocking competitive advantages.

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### 1. INTRODUCTION

In contemporary marketing and consumer behavior research, the concept of brand coolness has emerged as a compelling and multidimensional construct that shapes consumer preferences, loyalty, and consumption patterns [1], [2]. Brand coolness refers to the degree to which a brand is perceived as attractive, desirable, innovative, and culturally relevant by consumer segments [3], [4]. With rapid technological evolution, social media proliferation, and shifting generational values, coolness has transcended traditional measures of brand equity to become a strategic priority for global marketers [5], [6]. As brands compete not only on product quality but on meaning and identity, academic interest in understanding what constitutes brand coolness and how it influences market outcomes has grown significantly over the past two decades [2], [4].

The increasing prominence of experiential consumption and identity-based branding has driven researchers to explore brand coolness across diverse industries, from technology and fashion to automotive and entertainment [7], [8]. In this context, coolness operates as a symbolic attribute that reflects cultural capital, social legitimacy, and emotional resonance [9], [10]. Research has shown that brands perceived as cool can command premium pricing, foster robust fan communities, and sustain competitive advantage in saturated markets [4]. However, the pathways through which coolness manifests whether through authenticity, innovation, social media engagement, or celebrity endorsement remain contested among scholars, indicating both richness and complexity in the literature [11], [12].

Despite the burgeoning body of empirical studies on brand coolness, academic

inquiry remains fragmented across theoretical domains, methodological approaches, and geographical contexts [13], [14]. Some scholars have examined coolness through consumer psychology lenses, focusing on cognitive and affective responses [4], [15], while others have investigated cultural and sociological dimensions, emphasizing group norms and subcultural markers [16]. The disciplinary diversification of brand coolness research underscores its interdisciplinary relevance but also complicates efforts to synthesize key developments and theoretical trajectories [17], [18]. Moreover, the rapid rise of digital platforms has introduced new constructs (such as digital coolness and online brand subcultures) which challenge traditional conceptualizations and demand integrated scholarly frameworks [12], [19].

Alongside substantive growth, the literature on brand coolness has also experienced dynamic shifts in research focal points over time [1], [20]. Early investigations tended to prioritize product attributes and consumer demographic correlates [21], whereas more recent work emphasizes symbolic meaning, experiential value, and co-creation processes [22]. Technological drivers including artificial intelligence, augmented reality, and influencer economies have further expanded the boundaries of what it means for a brand to be cool, particularly among digital native generations [23], [24]. Such evolution underscores the need for meta-level analyses that chart not only thematic expansion but also patterns of scholarly influence, collaboration, and knowledge diffusion [25], [26].

Bibliometric analysis has been increasingly utilized in marketing and management research to assess the development of complex constructs [27], [28]. Through tools such as co-citation analysis, co-authorship networks, and keyword co-occurrence mapping, bibliometric studies provide holistic views of scientific progress and research interconnections [29], [30]. However, to date, there has been no comprehensive bibliometric investigation dedicated specifically to brand coolness, despite its rising significance [31]. Such an

analysis can uncover foundational works, reveal influential scholars and institutions, and highlight emerging themes that have shaped, and continue to shape, global research on brand coolness.

Although individual empirical studies have advanced understanding of brand coolness in specific contexts, the field lacks a systematic bibliometric synthesis that articulates the intellectual architecture of this domain. Without a consolidated review of publication patterns, citation dynamics, thematic clusters, and collaborative networks, researchers and practitioners risk overlooking key trends, redundancies, and gaps in the literature. Furthermore, the absence of a global perspective masks regional differences in research emphasis for example, whether brand coolness is studied differently in Western versus Asian contexts and limits the ability to identify cross-disciplinary linkages that could catalyze future innovation [32]. This fragmentation impedes theoretical integration and strategic application, underscoring the need for a rigorous meta-level inquiry that transcends isolated empirical contributions. In response to these gaps, this study aims to conduct a comprehensive bibliometric exploration of global research trends and collaborations in the field of brand coolness.

## 2. METHOD

This study adopts a bibliometric research design to systematically examine the intellectual structure, thematic evolution, and collaborative patterns of academic literature on brand coolness. Bibliometric analysis is particularly suitable for synthesizing large volumes of scientific publications and identifying trends, influential contributors, and knowledge networks within a research field [29]. By employing quantitative techniques such as citation analysis, co-citation analysis, co-authorship mapping, and keyword co-occurrence analysis, this approach enables a comprehensive and objective assessment of the development of brand coolness research across time, disciplines, and geographical regions.

The data set for this study was retrieved from Scopus Database. Peer-reviewed journal articles published in English were selected to ensure academic rigor and consistency. The search strategy employed a combination of relevant keywords such as "brand coolness," "cool brands," and "brand cool" appearing in titles, abstracts, or author keywords. The time frame was not restricted initially to capture the full historical development of the topic. Following data extraction, records were screened to remove duplicates and irrelevant publications, resulting in a refined corpus suitable for bibliometric examination [29].

For analytical procedures, VOSviewer were utilized to visualize and

interpret the relationships among publications, authors, institutions, and countries. Co-authorship analysis was conducted to explore collaboration networks and international research partnerships, while co-citation and bibliographic coupling analyses were applied to identify influential studies and intellectual foundations of the field [33]. Keyword co-occurrence analysis was further employed to detect dominant research themes and emerging topics related to brand coolness.

### 3. RESULT AND DISCUSSION

#### 3.1 Co-Authorship Analysis

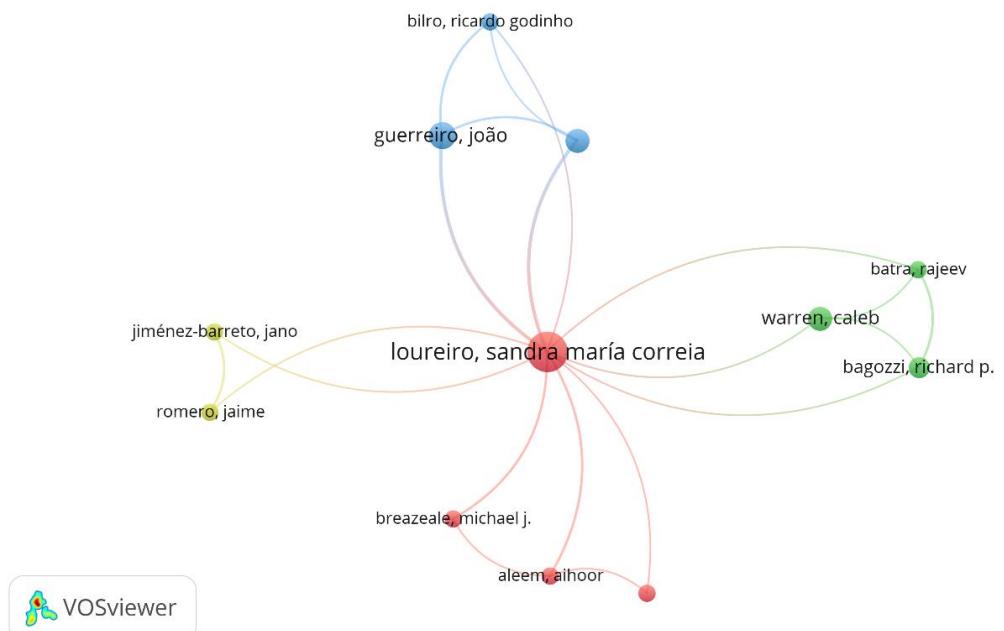


Figure 1. Author Visualization

Source: Data Analysis

Figure 1 above showcases a bibliometric network map produced using the VOSviewer tool to demonstrate the co-authorship ties in the study of Brand Coolness by various authors. The major author in the study is portrayed by the red node in the middle of the network map, which represents Sandra María Loureiro. The authors surrounding the main author include João Guerreiro, Ricardo Godinho Bilro, and Michael J. Breazeale, who demonstrate co-

authorship ties through the network links connecting them to the major author. The green nodes demonstrate co-authorship ties with Richard P. Bagozzi and Caleb Warren, while the blue nodes demonstrate ties for João Guerreiro and Ricardo Godinho Bilro. The major author appears to be the focal point of the global network comprising various authors who have made contributions to the brand coolness literature.

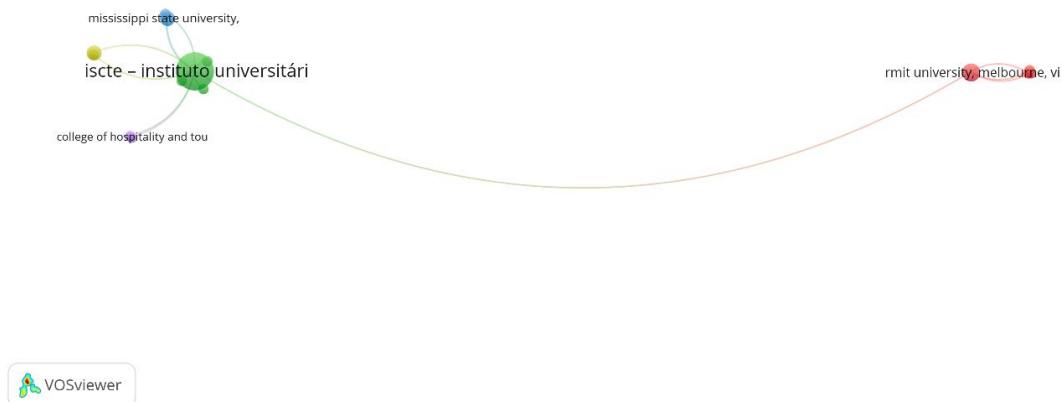


Figure 2. Institution Visualization

Source: Data Analysis

The main hub in the map is the ISCTE – Instituto Universitário, with other institutions surrounding it which have ties with the said hub institution. It can also be observed in the map that the Mississippi State University, the College of Hospitality and Tourism, and RMIT University Melbourne have academic links in terms of the partnerships in the study of these institutions. The different

colors used in the nodes denote the grouping of the different institutions related to the specific subject areas where the said institutions have links in terms of their collaborative study outputs in the said areas, thus signifying how the ISCTE – Instituto Universitário is the hub of the networked institutions in the said study map.

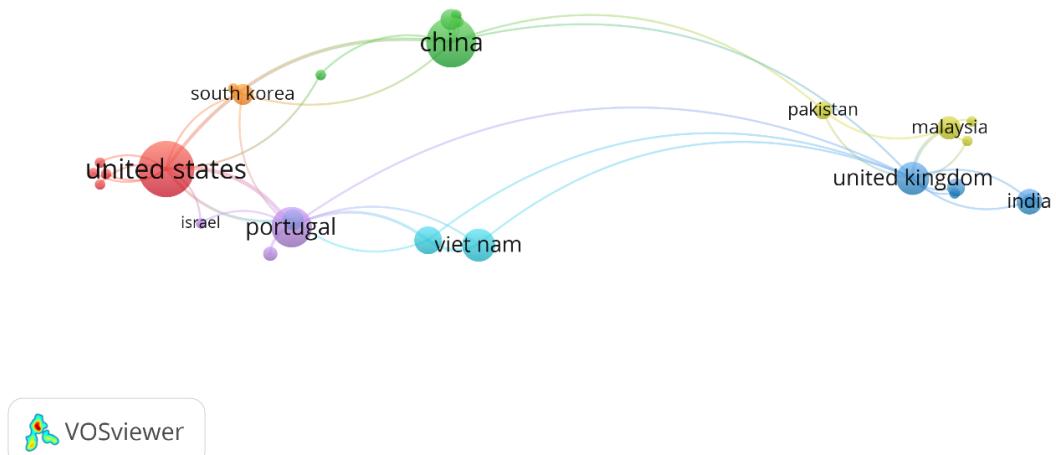


Figure 3. Country Visualization

Source: Data Analysis

Figure 3 shows the global research collaborations for various countries. The central node is for the United States, connected with several other countries; strongly connected are South Korea, China, and Israel in this research collaboration network. Other countries such as Portugal, Vietnam, India, Pakistan, Malaysia, and the United

Kingdom are also involved, their connections colored to show various levels of collaboration. The color-coding herein indicates clear clustering of countries that are connected by academic partnerships; this may suggest that these nations are involved in similar research topics or global academic efforts. The map

depicts the coming together of international research in a specific field.

### 3.2 Co-Citation Analysis (Based on Citation Number)

Table 1. Most Cited Article

Citations	Author and Year	Title
222	[34]	What makes things cool? how autonomy influences perceived coolness
217	[35]	Brand Coolness
117	[36]	I Am ChatGPT, the ultimate AI Chatbot! Investigating the determinants of users' loyalty and ethical usage concerns of ChatGPT
109	[37]	Virtual reality is so cool! How technology innovativeness shapes consumer responses to service preview modes
93	[38]	Making and breaking relationships on social media: the impacts of brand and influencer betrayals
93	[39]	Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands
84	[40]	The marketing of menthol cigarettes in the United States: Population, messages, and channels
74	[20]	Technology product coolness and its implication for brand love
59	[41]	Reconstruction of the relationship between traditional and emerging restaurant brand and customer WOM
58	[42]	I am attracted to my Cool Smart Assistant! Analyzing Attachment-Aversion in AI-Human Relationships

Source: Scopus, 2026

Table 1 identifies the most cited articles in the area of brand coolness, including the authors and number of citations. The article "What makes things cool? How autonomy influences perceived coolness" by C. Warren and M.C. Campbell has the highest citations at 222, showing that it is one of the most significant to date in establishing a notion of brand coolness. A close second is the study "Brand Coolness," written by C. Warren, R. Batra, S.M.C. Loureiro, and R.P. Bagozzi, with 217 citations, placing it at the core of brand coolness in marketing.

Others include the article that investigates user loyalty to ChatGPT by B. Niu and G.F.N. Nkoulou Mvondo, with 117 citations; V. Bogicevic et al., who investigate virtual reality for consumer response, at 109 citations; and the work on luxury fashion and brand coolness by S.M.C. Loureiro and J. Jiménez-Barreto, with 93 citations. The table shows that brand coolness is created on a range of topics, from technological innovations to the psychological understanding of consumer behavior, an interdisciplinary nature of this body of knowledge.

### 3.3 Keyword Co-Occurrence Analysis

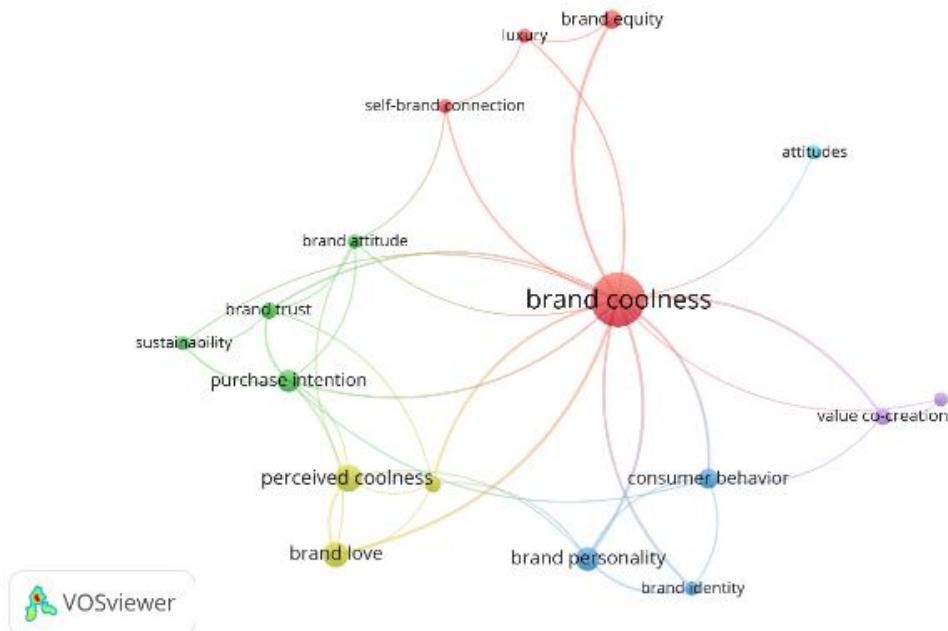


Figure 4. Network Visualization  
Source: Data Analysis

Figure 4: Illustration of key themes and concepts related to brand coolness. The main concept, "brand coolness," is connected to other ideas in this figure, showing how these ideas relate to the concept of brand coolness in academic studies. From this figure, it can be seen that there are many subjects of research that relate to this topic of brand coolness, each of which has its own area in this map of ideas, colored differently. The top right corner of this figure includes ideas of luxury, brand equity, and self-brand association. These notions imply a rather strong link between this topic of brand coolness and ideas of luxury brands' perception. From this study, it's proposed that this topic of brand coolness might be of high importance to the relationship of consumers with brands, particularly high-end or luxury brands.

At the bottom, there is a cluster of terms such as brand attitude, brand trust, brand love, and purchase intention, all

suggesting that how consumers feel about a brand may be associated with their loyalty, trust, and intentions to buy. As seen here, brand coolness has a positive effect on these issues because consumers are more likely to buy brands they perceive as cool. This cluster forces appreciation of how brand coolness crosses over with consumer behavior. It seems that emotional attachment to brands can drive purchase intentions and, therefore, overall brand loyalty. The bottom left cluster contains perceived coolness and sustainability, indicating a growing interest in the influence of sustainability on brand coolness. As consumers become more ecologically aware, perceptions of a brand as cool may be associated with perceived coolness. Sustainability and perceived coolness are associated such that brands with strong sustainability initiatives are increasingly considered desirable and socially responsible, thus appealing to consumers.

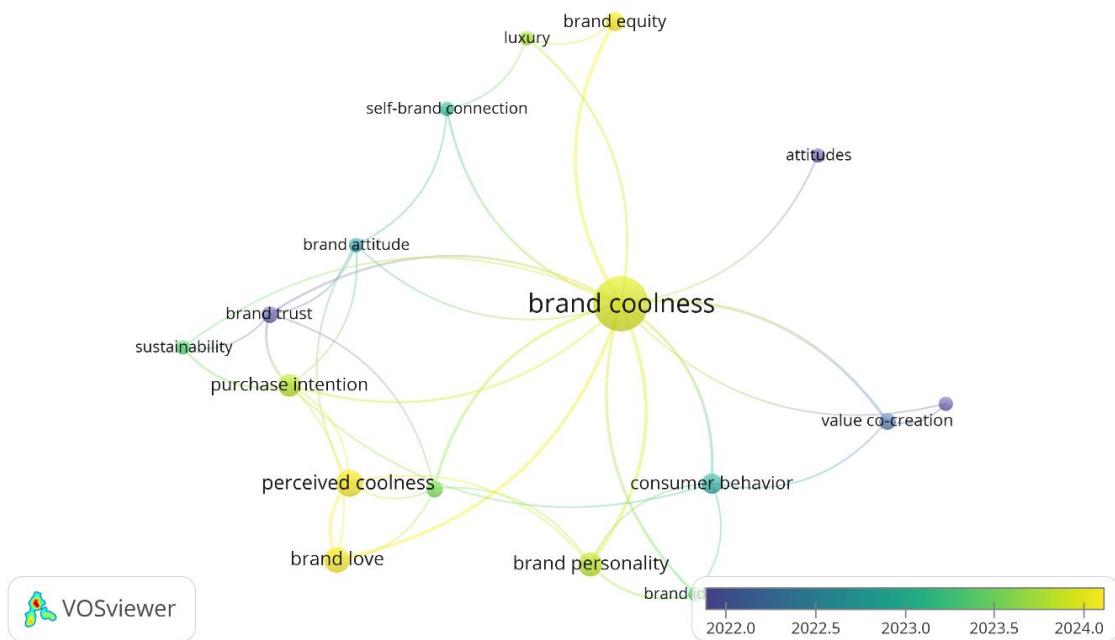


Figure 5. Overlay Visualization

Source: Data Analysis

Figure 5: The temporal bibliometric network map created in VOSviewer for representing the development in topics on brand coolness. The network map highlights how the topic "brand coolness" is interconnected with several other topics. The timeline for this development in topics on brand coolness has been indicated through a color spectrum from blue for 2022 to yellow for 2024. The development and expansion in the related topics appear to indicate that there has been an increasing trend in related publications and scholarly publications toward the topic of brand coolness. The right top section on this network points toward luxury and brand equity and finally toward self-brand connection as topics related to brand coolness. The results suggest that there has been an increasing trend in related publications toward associating the concept of brand coolness and luxury brands and self-identity on those brands

and associating it finally with brand values in recent publications. Topics such as attitude and brand personality appear related to brand coolness and relate to how the brand personality and brand attitude affect brand coolness in the perception of consumers in recent years. The lower part of the map highlights the relationships between brand trust, purchase intention, and perceived coolness, with a strong connection to sustainability. This indicates a growing recognition of the role that trust and sustainability play in shaping how cool a brand is perceived to be, especially in 2023 and beyond. The inclusion of value co-creation in the network further emphasizes the interactive nature of brand-consumer relationships, suggesting that brand coolness is not only influenced by the brand itself but also by consumer participation in shaping brand experiences.

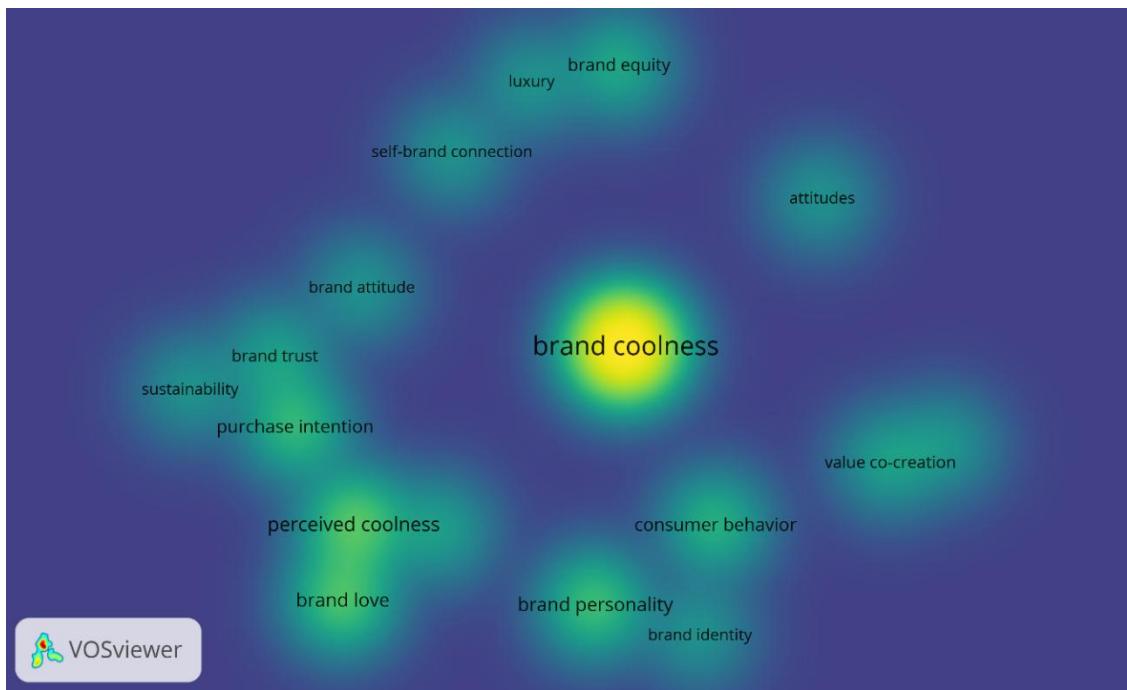


Figure 6. Density Visualization

Source: Data Analysis

This figure depicts a heatmap of the academic study network containing the brand coolness theme, produced through the use of VOSviewer. The network depicts the academic brand coolness theme as the central point, surrounded by different themes that relate to it. This central yellow circle represents the importance of the brand coolness theme, while the intensity of the green and blue colors represents the intensity of the relationship between the brand coolness theme and the different surrounding themes. The themes with the greatest intensity of relationship with the brand coolness theme include luxury, self-brand association, and brand equity, represented by the different circles closely located to the central point, thus being important elements in the definition of brand coolness in academic literature. On the other hand, the surrounding circles, including brand trust, brand attitude, purchase intention, coolness, and brand love, relate to the central brand coolness theme, thus being relevant in the determination of consumer brand appeal perceptions. In this case, the more distant circles, including value co-creation,

consumer behavior, brand identity, and brand personality, seem to relate with a moderate intensity, thus being of importance but secondary in the definition of brand coolness in academic studies.

### 3.4 Discussion

#### a. Practical Implications

These findings hint at two key takeaways for marketing professionals, brand managers, and businesses eager to exploit the concept of coolness in their marketing strategies. Understanding the various drivers of a brand's perceived coolness, such as luxury, equity of the brand, and connection of self and brand, will enable companies to drive consumer engagement and loyalty with focused communications. Moreover, the growing importance of sustainability and perceived coolness also points to possible inclusion in brand positioning. Brands able to align themselves with increasingly valued aspects by consumers, such as sustainability, will have a greater level of perceived coolness, resulting in more favorable emotional

connections and stronger purchase intent. Generally, the practical implications are that brand coolness integrated into marketing campaigns will result in a more interesting and longer-lasting brand appeal.

#### b. Theoretical Contribution

The research makes a contribution to the body of knowledge by adding to the insights related to the concept of brand coolness and its nexus with other well-known constructs like brand equity, brand love, and consumer behavior. The study establishes the relationship between brand coolness and other constructs like self-brand association and perceived coolness, and it allows for a future study to make further forays into the concept and its use as a factor in consumer decision-making. The study makes a theoretical contribution through its examination of fresh fronts of research like sustainability and its association with brand coolness. This research makes a theoretical contribution to the study of brand coolness and its influence on consumer behavior and brand management.

#### c. Limitation of this Study

Despite the insights obtained, the study has some limitations. First, the study is limited to the available academic literature. As such, the study may not obtain a clear understanding of the complexities that surround brand cool. While the study has adopted a bibliometric

method that provides a wider insight into trends, it is possible that the study has overlooked certain qualitative details for a deeper understanding of brand cool. Future research could provide a clear understanding of brand cool by projecting a study across cultures. Also, it would provide a clear understanding of brand cool by designing a study around certain real-life scenario. In this case, it will provide a wider insight into brand cool by attempting to explore emergent trends that are yet unexplored by the literature.

## 4. CONCLUSION

This research demonstrates a holistic analysis of brand coolness and its important function beyond consumer perception and behavior. Through analytical insight into crucial elements of brand equity, luxury, self-brand association, and sustainability, this research illustrates that there is complexity with regard to brand coolness and its effects on consumer loyalty and brand purchasing intentions. The results of this research will contribute to theoretical and applied knowledge of brand coolness. In this way, this research recognizes that there are limitations to this research's objectives. In fact, this research adjusts to previous research studies already available through academic literature. Additionally, further research studies may identify further understandings into brand coolness to realize its complexities within today's marketing practices.

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