

ABSTRACT

The rapid growth of internet usage in Indonesia, with 221 million social media users (77.8% of the population), has positioned the country as a strategic market for Retail Media Networks (RMN) in Southeast Asia, projected to reach US\$4.7 billion by 2030. In this context, brand coolness emerges as a critical factor in enhancing the appeal of environmentally friendly products. This study analyzes the influence of brand coolness on eco-labelled product purchase intention, focusing on Milo Milk Ready to Drink (RTD) UHT Carton from PT Nestlé Indonesia, which has implemented eco-friendly innovations such as paper straws. According to the Top Brand Index, Milo Milk Ready to Drink (RTD) UHT Carton's market performance fluctuated, with an 8.9% increase in 2022 and an 8.2% decrease in 2023.

The conceptual framework includes self-oriented coolness, other-oriented coolness, source credibility, brand attitude, self-brand connection, brand relationship outcomes, and eco-labelled product purchase intention. Developed based on Advertising Value theory and related studies, the research employed a quantitative approach, collecting data via online surveys. The sample consisted of 211 Milo Milk Ready to Drink (RTD) UHT Carton customers residing in Central Java. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 26 software to examine variable relationships.

The results show that self-oriented coolness and other-oriented coolness significantly influence brand attitude, although only self-oriented coolness significantly impacts self-brand connection. Furthermore, source credibility has a significant effect on brand attitude but not on purchase intention. Brand attitude positively influences brand relationship outcomes and eco-labelled product purchase intention. This study highlights the importance of self-oriented coolness, brand attitude, and self-brand connection in sustainable marketing strategies.

Keywords: *Self-Oriented Coolness, Other-Oriented Coolness, Source Credibility, Brand Attitude, Self-Brand Connection, Brand Relationship Outcomes, Eco-Labelled Product Purchase Intention.*