Below is the coding spreadsheet you will use along with the three papers and details. Reggie's brand coolness papers to code. The Coding Spreadsheet example" draft attached is what you will use to input the data just like the Excel spreadsheet examples previously used for other papers not on this list. Also, I've attached the Coding Scheme Analysis for you to use to input all of the data for each paper in the spreadsheet.

Papers to code (see descriptions) & attached are the pdfs for each paper below:
Paper 1: Tsaur, Sheng-Hshiung, Teng, Hsiu-Yu, Han, Tien-Cheng, & Tu, Jin-Hua (2023), "Can Perceived Coolness Enhance Memorable Customer Experience? The Role of Customer Engagement," International Journal of Contemporary Hospitality Management, 35 (12), 4468-4485.
See Table 2 (correlation matrix)
Dependent variables to code: Memorable customer experience
Note: Code correlations for all four dimensions of coolness (utility, attractiveness, subcultural appeal, and originality); see Aleem et al. (2022) for example to follow
Paper 2: Niu, Ben, & Mvondo, Gustave Florentin Nkoulou (2024), "I am ChatGPT, the Ultimate AI ChatBot! Investigating the Determinants of Users' Loyalty and Ethical Usage Concerns of ChatGPT, Journal of Retailing & Consumer Services, 76, 1-12.
See Table 3 (correlation matrix)
Dependent variables to code: Satisfaction and loyalty
Paper 3: Stuppy, Anika, Mead, Nicole L., Van Osselaer, Stijn M.J. (2020), "I Am, Therefore I Buy: Low Self-Esteem and the Pursuit of Self-Verifying Consumption," Journal of Consumer Research, 46, 956-973.
Note: Only Study 3 is appropriate for inclusion
Dependent variable to code: Willingness to Patronize Restaurants
See summary statistics to code in paragraph two (Dependent Variable: Willingness to Patronize the Restaurants), p.963; see Budzanowski (2017) for an example to follow (see Study 2)