

# **HEALTH CONSCIOUSNESS, ENVIRONMENTAL CONCERNS AND BRAND LOYALTY: THE ROLE OF BRAND LOVE AS MEDIATING VARIABLE**

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## **Abstrak**

Sebagian besar penelitian terbaru terkait loyalitas merek tidak mempertimbangkan pentingnya pengalaman merek dan sikap merek dalam menentukan loyalitas merek. Dengan demikian, terdapat kesenjangan dalam literatur branding tentang hubungan sikap merek dan pengalaman merek terhadap loyalitas merek. Penelitian ini bertujuan untuk menguji: (1) hubungan kesadaran kesehatan dengan kecintaan terhadap merek, (2) hubungan kepedulian lingkungan dengan kecintaan terhadap merek, (3) hubungan kecintaan terhadap merek dengan loyalitas merek, (4) peran mediasi konsumen. kecintaan merek dalam hubungan kesadaran kesehatan dengan loyalitas merek, dan (5) peran mediasi cinta merek dalam hubungan kepedulian lingkungan dengan loyalitas merek. Metode yang digunakan dalam penelitian adalah metode kuantitatif. Penelitian ini merupakan penelitian eksplanatori karena penelitian ini bermaksud menjelaskan hubungan sebab akibat antar variabel melalui pengujian hipotesis. Populasi penelitian ini adalah pelanggan The Body Shop di Solo Square Surakarta. Sampel penelitian berjumlah 384 responden yang dihitung menggunakan rumus Lemeshow. Teknik pengambilan sampel dilakukan dengan menggunakan convenience sampling. Metode pengumpulan data dilakukan dengan menggunakan formulir online Google Form. Teknik analisis data dilakukan dengan menggunakan software Partial Least Squares (PLS) versi 4.0. Berdasarkan analisis, penelitian menyimpulkan bahwa: (1) Kesadaran kesehatan berhubungan positif dengan kecintaan terhadap merek; (2) Kepedulian terhadap lingkungan berhubungan positif dengan kecintaan terhadap merek; (3) Kecintaan merek berhubungan positif dengan loyalitas merek; (4) Kecintaan merek memoderasi hubungan kesadaran kesehatan dengan loyalitas merek; dan (5) Kecintaan merek memoderasi hubungan kepedulian lingkungan dengan loyalitas merek.

**Kata Kunci:** Kecintaan merek, loyalitas merek, kepedulian lingkungan, kesadaran kesehatan

## **Abstract**

Most of the recent studies, related to brand loyalty, did not consider the importance of brand experience and brand attitude in determining brand loyalty. Thus, there is a gap in the branding literature about the relationship of brand attitude and brand experience on brand loyalty. The research is aimed to examine: (1) the association of health consciousness with brand love, (2) the association of environmental concern with brand love, (3) the association of brand love with brand loyalty, (4) the mediating role of brand love in the association of health consciousness with brand loyalty respectively, and (5) the mediating role of brand love in the association of environmental concern with brand loyalty respectively. The method used in the research is the quantitative method. The research is an explanatory research because this study intends to explain the causal relationship between variables through hypothesis testing. The population of the current research were the customers of The Body Shop in Solo Square of Surakarta. The sample of the research consist of 384 respondents calculated using Lemeshow's formula. The sampling technique is done using convenient sampling. The data collecting method was done using online form of Google Form. The data analysis technique is done using Partial Least Squares (PLS) software version 4.0. Based on the analysis, the research concludes that: (1) Health consciousness is positively associated with brand love; (2) Environmental concern is positively associated with brand love; (3) Brand love is positively associated with brand loyalty; (4) Brand love moderates the association of health consciousness with brand loyalty respectively; and (5) Brand love moderates the association of environmental concern with brand

loyalty respectively.

**Keywords:** Brand love, brand loyalty, environmental concern, health consciousness

## **1. INTRODUCTION**

The increased rivalry offers marketers both advantages and disadvantages in acquiring competitive advantages. Marketers are constantly looking for new ways to compete and capture customers' attention in the market. Many classic approaches available in the marketing literature are employed by almost all marketers to acquire competitive advantages, making it difficult to identify a specific product or service from competitors' offerings. According to marketing studies, keeping loyal consumers is one of the most effective strategies to compete while spending less money and effort. Pricing, advertising, product distinction, branding, and other marketing methods all play a role in fostering client loyalty.

In recent years, marketing practitioners and academics have emphasized the significance of brand loyalty in marketing concepts such as sale promotion, brand differentiation, loyalty, and customer pleasure (Kang, 2015; Morrison and Crane, 2007; Bagozzi and Ahuvia, 2017). More than three decades ago, brand-related literature explored the relationship between health consciousness and environmental concern (Kumar et al, 2021). This strongly suggests that brand attitude as shown in cognitive, emotional, and conative situations influences recurrent patronage. Most recent research on brand loyalty have overlooked the importance of brand experience and brand attitude in determining brand loyalty.

Therefore, there is a gap in the branding. Literature on the impact of brand attitude and experience on brand loyalty.

The similar case is also happens in healthcare products. The consumers tend to consider the products that safe for their health and friendly environment. The consumers getting more aware of the healthcare and friendly environment products in their purchasing behavior.

The current trending awareness of consuming the healthcare and friendly environment products in customers' purchasing behavior had made the consumers buy and purchase products that claims environmental friendly in their products. One of the well-known brands that are well known for being environmentally friendly is The Body Shop. The Body Shop itself, apart from using natural ingredients, recycles the packaging, is also active in campaigning for the importance of protecting the environment and various other CSR activities.

The Body Shop itself was founded in 1976 and started from Anita Roddick's revolutionary principle: that business must be based on a good cause. The Body Shop, in accordance with its slogan "Enrich not Exploit", is committed to enriching, not exploiting in any way, which means empowering humans as well as the planet earth, including natural wealth

and resources. The Body Shop pays farmers at the fair price and helps their community to grow. The product is also not tested on animals. The Body Shop considers that the world is a source of beauty, but now the world is experiencing damage, therefore The Body Shop is actively helping to increase the biological wealth where the natural ingredients of its products come from, one of which is by carrying out various actions and campaigns to preserve and protect the area, which is rich in natural resources on planet earth.

There is no doubt that The Body Shop is one of the environmentally friendly cosmetic brands that is quite in demand today, therefore this study will focus on the factors that influence brand equity among consumers of The Body Shop.

The current research refers to the previous research undertaken by Kumar et al., (2021). However, the current research modify the independent variable and moderating variable. Kumar et al (2021) used Household Size as moderating variable and Brand Love as the independent variable, however, the current research uses Brand Love as the moderating variable and Brand Loyalty as the independent one.

The current research tries to contribute to the understanding of S-O-R theory with the concept of Health Consciousness (HC) and Environmental Concern (EC) and their impact on Brand Loyalty (BL) with the role of Brand Love as moderating variable. The research tries to find out whether the Brand Love plays as moderating role in the correlation of Health Consciousness (HC) and Environmental Concern (EC) and Brand Loyalty of the consumers of The Body Shop.

The researcher attracted to study about the mediating effect of brand love (BL) on the effect of healthcare (HC) and Environmental Care (EC) on brand loyalty. The title of the study will be “Health Consciousness, Environmental Concern and Brand Loyalty: The Role of Brand Love as mediating variable.”

## **2. METHOD**

The research method used by researchers is quantitative research. According to Sugiyono (2019). Quantitative research is defined as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

Researchers use this type of quantitative research, because this research describes a variable, symptom or situation being studied as is and uses numerical data obtained from questionnaires. With this method, it is hoped that we can explain phenomena based on the data

and information obtained.

The population in this research are consumers who are used The Body Shop product In this study, A sample is a subset of the population. It comprises some members selected from it. In other words, some, but not all, elements of the population form the sample (Sekaran and Bougie, 2016: 237). Since the population size of the research is unknown, the researcher uses Lemeshow’s formula to calculate the sample size. The formula used to calculate the sample size with unknown population size is as follows (Sekaran and Bougie, 2016: 262):

The researcher, therefore, uses 384 samples of The Body Shop’s customers. The researcher employs purposive sampling in the research to collect the data. Purposive sampling is defined as “technique for sampling data sources with certain considerations.” (Sekaran & Bougie, 2016: 247). The Criteria is responnetn that was used The Body Shop, Age > 18 years old. By such a technique, the researcher distributes the questioner in an online form of Google Form and asks the customers to fill the form by addressing the link.

### 3. RESULT AND DISCUSSION

#### 3.1 Result

The respondents of the research consist of 384 respondents that used The Body Shop. They are asked to respond the questionnaire through *google form*. Based on the data collection, the respondents can be summarized as the following table.

Table 1. The Summary of Respondents’ Characteristics.

No.	Variable	Category	Total Respondents	Percentage
1.	Gender	Female	281	73.2
		Male	103	26.8
2.	Age	18 – 23	156	40.6
		24 – 29	139	36.2
		30 – 35	66	17.2
		> 35	23	6.0
		Occupation	Housewife	17
3.	Occupation	Students	170	44.3
		Worker	137	35.7
		Entrepreneur	60	15.6
		Information	Friend	126
4.	Information	Influencer	20	5.2
		Advertising	105	27.3
		Brochure/ Shop	33	8.6
		Social Media	100	26.0
		5.	Loyalty Customer	Strongly Disagree
Disagree	21			5.5
Neutral	50			13.0

Agree	153	39.8
Strongly Agree	149	38.8

(Source: Primary Data, 2023)

Based on the data description on Table 1, the respondent viewed from sex are consist of female and male respondent. The female respondents are 281 or equal to 73.2%, whereas male are 103 respondents or equal to 26.8%. Therefore, the majority of respondents are females, namely 73.2%.

Respondents viewed from age are divided into four categories, namely respondents with age of 18-23 years, 24 – 29 years, 30-35 years, and > 35 years. Respondents within 18-23 range of age are 156 respondents or equal to 40.6%. Respondent within 24 – 29 range of age are 139 respondents or equal to 36.2%. Respondent within 30 – 35 range of age are 66 respondents or equal to 17.2%. Respondent within > 35 years of age are 23 respondents or equal to 4.4%. Therefore, the majority of respondents are in the range of age 18-23 years of old, namely 40.6%.

Respondent viewed from occupation can be classified into 4 categories, namely housewife, students, worker, and entrepreneur. The respondent in the category of housewife are 17 respondents or equal to 4.4%. Respondent in the category of students are 170 respondents or equal to 44.3%. Respondents in the category of worker are 137 respondents or equal to 35.7%. Respondents in the category of entrepreneur are 60 respondents or equal to 15.6%. Therefore the majority occupation of the respondents are students, namely 170 respondents or 44.3%.

The respondent viewed from the information' source about The Body Shop where they got can be classified into 5 categories, namely friend, influencer, advertising, brochure/ shop, and social media. The respondents who got information from friends are 126 respondents or equal to 32.8%. Respondents who got information from influencer are 20 respondents or equal to 5.2%. Respondents who got information from advertisement are 105 respondents or equal to 27.3%. Respondents who got information from brochure/ shop are 33 respondents or equal to 8.6%. Respondents who got information from social media are 100 respondents or equal to 26.0%.

The respondent viewed from the eagerness to be The Body Shop's customers can be classified into 5 categories, namely: strongly disagree, disagree, neutral, agree, and strongly agree. Respondents who strongly disagree to be one of the customers in The Body Shop are 11 respondents or equal to 2.9%. Respondents who disagree to be one of the customers in The Body Shop are 21 respondents or equal to 5.5%. Respondents who stated neutral are 50 respondents or equal to 13.0%. Respondents who agree to be one of the customers in The Body

Shop are 153 respondents or equal to 39.8%. Respondents who strongly agree to be one of the customers in The Body Shop are 149 respondents or equal to 38.8%

### **3.2 Discussion**

#### **3.2.1 Health consciousness is positively associated with brand love**

Health consciousness (HC) is a measure that assesses the degree of an individual's readiness to make healthy choices and to maintain them. It relies on self-focusing, which is similar to self-consciousness and supports health alertness, health monitoring, and health involvement.

Brand love, on the other hand, brand love as: "the degree of passionate emotional attachment a satisfied consumer has for a particular trade name" (Carroll & Ahuvia, 2006). In accordance with brand love, consumers with high health consciousness are more likely to prefer natural products that are known to have originated regionally.

The research indicates that health consciousness has significant effect on Brand Love. It is indicated with the t test result of 3.005 and p value of 0.003. The result is in accordance with the previous research undertaken by Molinillo et al., (2020), Mody et al., (2019), Hsu et al. (2016) and Shin and Mattila (2019) found a positive influence of health consciousness on purchase intentions, while Basha and Lal (2019) and Pino et al. (2012) found none.

#### **3.2.2 Environmental concern is positively associated with brand love**

Environmental concern is a collective term used multiple aspects of pro-environmental behavior, such as environmental orientation or actual environment-related behavior. Concern for the environment is also likely to cause consumers to seek and choose products with natural content (Zabkar and Hosta, 2013). In accordance to the Brand Love, consumers explicitly and implicitly purchase the brands they love. Subsequently, this behavior stimulates brand loyalty (Dutton, Dukerich, & Harquail, 1994).

The research shows that environmental concern is positively associated with brand love. Environmental Concern has significant effect on Brand Love. It is indicated with the t test result of 7.472 and p value of 0.000.

The result that environmental concern is positively associated with brand love support the previous researches. The research undertaken by Gentile, Spiller, & Noci (2007) and Drennan et al., (2015) found that brand interaction is significantly associated with brand love.

#### **3.2.3 Brand love is positively associated with brand loyalty**

According to Carroll and Ahuvia (2006), brand love is "the degree of passionate emotional attachment a satisfied consumer has for a particular trade name". It refers to the level of a consumer's passionate and emotional attachment to a specific brand. Brand loyalty, on the other hand, is described as a biased behavioral response exhibited over time by a decision-making

unit in relation to one or more brands from a set of such brands, and is a product of psychological (decision-making assess) processes (Rajumesh, 2020). Brand loyalty refers to a consumer's tendency to buy a specific brand in a product category.

According to the research, brand love is favorably connected with brand loyalty. The t-test result is 20.794, with a p-value of 0.000. The finding that brand love is positively connected with brand loyalty supports earlier studies. Schreane (2020) and Drennan et al. (2015) discovered that brand engagement is strongly associated with brand love.

### 3.2.4 Brand love mediating the association of health consciousness and environmental concern with brand loyalty respectively

Brand loyalty is one of the primary outcomes of brand love (Albert et al., 2009; Aro et al., 2018; Carroll and Ahuvia, 2006). Brand loyalty encompasses both behavioral and attitudinal loyalty. Brand love "adopts brand-loyal customers and turns them into advocates or influencers for your brand" (Schreane, 2020). When consumers fall in love with a brand, they become more devoted to it.

The study found that brand love moderates the effect of environmental concern on brand loyalty. The t statistic is 6.472, with a p-value of 0.000. Brand Love mediates the impact of Health Consciousness on Brand Loyalty. It is suggested with a t-statistic of 3.032 and a p-value of 0.000.

The results are in accordance to the previous researches. Researches undertaken by Carroll and Ahuvia, (2006) and Roy et al., (2013) concluded that there is a significant mediating role of brand love on the association of health consciousness and environmental concern with brand loyalty.

## **4. CLOSING**

### **4.1 Conclusion**

Based on the data analysis and discussion presented in the previous chapter, the research come to the following conclusion. Health consciousness is positively associated with brand love. Environmental concern is positively associated with brand love. Brand love is positively associated with brand loyalty. Brand love mediating the association of health consciousness with brand loyalty respectively. Brand love mediating the association of environmental concern with brand loyalty respectively. Someone who has an integration of health behaviors, health motivation will influence brand loyalty directly or indirectly so that it can influence their brand loyalty. Apart from that, someone who has the characteristics of environmental apathy,

connectedness, emotional affinity, and anthropocentrism will directly or indirectly influence brand loyalty.

## **4.2 Limitations**

There are some limitations faced during the paper thesis accomplishment. The limitations can be described as follows:

- 1) Respondents, during the data collections are asked to respond to the questions regarding the variables studied. Therefore, all the data collected is highly depend on respondents' sincerity in answering the questions.
- 2) The researcher exposed to the limitation of time facet, cost, and energy, so that the research administered that used The Body Shop.

## **4.3 Suggestion**

Based on the conclusion and limitation described in the previous part, the researcher may provide the following suggestions.

### **4.3.1 For Future Research**

- 1) The future researcher is suggested to expand the item in the questionnaire into a more interesting manner so that the respondents would like to respond the questionnaire in a more sincere manner.
- 2) The future researcher is suggested to include a more extensive variables so that the research would result in a more comprehensive conclusion.

### **4.3.2 For Company**

- 1) The Company engages customers in programs that focus on health and the environment, such as fundraising campaigns or volunteer activities.
- 2) The Company build an online community focused on health and environmental concerns, where customers can share experiences and tips.
- 3) The Company develop products and services that are environmentally friendly and support a healthy lifestyle.
- 4) The company carrying out research and development to create high quality products that are still environmentally sustainable.

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