

ANALYZING THE IMPACT OF GREEN PACKAGING, GREEN PRODUCTS, AND GREEN ADVERTISING ON BRAND LOVE: THE CASE STUDY OF AQUA LIFE

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Abstract - Global warming that has occurred lately is still an issue that is often heard by the public. Company's awareness of the importance of social responsibility and attention to the environment has become an important topic to be studied. The gap between high consumer awareness and the popularity of green products towards actual purchasing interest and behavior becomes an interesting research topic. Many previous studies have identified the reasons for this phenomenon due to the lack of comfort, lack of knowledge, lack of trust, and various risk perceptions. Therefore, the aim for this research is to understand and uncover the relationship between Green Marketing (Green Product, Green Packaging, and Green Advertising) with Brand Love by using Aqua Life product as the object of this research. Data collection used in this research is questionnaire as primary data, and the internet and journal articles related to the research title for additional data and references. The population used in this study is consumers who have purchased AQUA Life products in DKI Jakarta, Bogor, Tangerang, and Bekasi. The sample size is 176 where all of the samples are consumers of Aqua Life. In conclusion, out of the three independent variables (Green Product, Green Advertisement, Green Packaging), Green Advertisement and Green Packaging proved to have significant relationship with Brand Love and Green Product has no significant relationship on Brand Love. Furthermore, it is known from his research that Green Advertisement has a greater influence on Brand Love compared to Green Packaging. This study provides new insights from previous research that showed that green marketing and green packaging can increase brand love, but not all green marketing strategies are equally effective, and the findings help marketers and business enterprises to better understand customer behavior towards Green Products attitude and to create better marketing strategy.

Keywords: Brand Love; Green Advertising; Green Packaging; Green Products; Sustainable Marketing

1. INTRODUCTION

1.1. Background

Global warming has always been a critical issue that has been discussed and talked about over time. According to (Kotler, 2012) described global warming itself as, “A phenomenon in which the average global temperature rises caused by the increase of carbon dioxide and methane gas in the earth's atmosphere.”

Scientists and environmentalists have shown multiple proofs such as the decaying of ozone layers which directly increase the risk of skin cancer and potentially contribute to extreme climate. Aside from that, the danger of acid rain, greenhouse effect, critical level of air and water pollution, forest fire and deforestation have become huge problems for every country. Furthermore, the amount of non-degradable garbage has posed a huge problem as well (Wibowo, 2002). Based on the data from the Ministry of Environment and Forestry, the amount of garbage has reached up to 187.2 tons each year (Pikiran Rakyat, 2017).

The term go green has been a new jargon since it is realized that the ignorance of humans towards the environment will impose fatal consequences towards life sustainable on earth (Purnama, 2014). As global warming issues continue to develop, AQUA, the largest packaged drinking water producer in Indonesia in terms of market share, has also started to contribute to the environment, especially in the problem of plastic bottles, by launching AQUA Life product in 2018 in Bali. As reported on the AQUA Life homepage (sehataqua, 2022), it has a tagline of "Bijak Berplastik" or "Smart with Plastic," and 100% of the AQUA Life packaging uses recycled materials and can be bio-degraded in the soil.

The choice of green packaging has also been proven to influence the purchasing interest of young consumers who are influenced by their level of environmental awareness (Tuwanku, Rohman, & Rofiq, 2018). Green packaging itself is the use of environmentally friendly manufacturing methods and materials that have minimal impact on the environment (Mohamed, 2016). The use of green packaging also has a positive impact on brand image and brand reputation (Maziriri, 2020) as well as providing operational, economic, social, and environmental benefits. Packaging itself is a very useful tool for clarifying the product inside. By using this concept, green packaging can interpret that the product being sold is a green product, a product that is perceived as healthy and environmentally friendly.

Green products themselves are perceived as a healthy and environmentally friendly product, and are also generally perceived as products that have great benefits and usefulness (in terms of health). Although consumers are aware of the various benefits offered by green products, they still tend not to buy them (Zhang and Zhou, 2019). This also explains that consumers have seen or even purchased green packaging and green products but there is still no brand love or affection towards the brand or product. The success of a company and the development of brand love also cannot be separated from the use of advertising.

A successful company with highly demanded products must maintain the success of its marketing system and still maintain environmental sustainability (Saxena & Khandelwal, 2012). Kumar (2013) gave the opinion that “green marketing is an effort made to design, distribute, and promote environmentally friendly products.” Meanwhile, green advertising is "the advertising that usually highlights the overall environmental benefits associated with buying specific products, such as reducing greenhouse gas emissions, reducing water pollution, and facilitating biological interpretation," (Nyilasy, Gangadharbatla, & Paladino, 2014). According to Wu & Chen (2014), the indicators of green advertising are:

- Green advertising increases knowledge about green products.
- Feeling comfortable with green product ads.
- Understanding the message from green advertising.
- Green advertising guides consumers in deciding to buy products.

Green advertising is not only utilized by business entrepreneurs to attract consumers, but it is also expected to cultivate consumers' love for the brand. Brand love is a manifestation of consumer behavior and a relatively new concept regarding the relationship between consumers and brands. Various studies describe brand love as a relationship between consumers and brands at a more emotional and passionate level (Ahuvia et al., 2008). Ahuvia (2008) also defines brand love through three main elements: (1) cognitive brand love (an individual's trust in a brand); (2) affective brand love (an individual's feelings and emotions towards a brand); (3) conative brand love (an individual's willingness to use a product). Brand love itself is a variable that can influence consumer purchasing decisions.

The gap between consumers' high awareness and the popularity of green products towards actual purchase interest and behavior has become an interesting research topic. Many previous studies have identified reasons for this phenomenon, such as lack of comfort (Zhang and Zhou, 2019), lack of knowledge (Galati et al., 2019), lack of trust, and diverse risk perceptions. Therefore, within this study the author conducted a research of "Analysis of the Influence of Green Packaging, Green Product, and Green Advertising towards Brand Love," which aims to examine the relationship between green packaging, green product, and green advertising towards brand love. Within this research both authors use hypothesis testing, this method was chosen because of several advantages, such as: to achieve higher accuracy, to create reliable sample data, and reliability and validity of the outcomes of the research.

The novelty of this research derives from previous research that showed that green marketing can increase brand love, but not all green marketing strategies are equally effective. Previous studies found that when consumers perceive a brand as genuinely committed to sustainability and view its green marketing messages as altruistic, they are more likely to develop a deep emotional attachment to the brand. This brand love not only leads to increased loyalty and repeat purchases, but also inspires consumers to become brand advocates and recommend the brand to others. Therefore, this research narrows down Green Marketing into Green Product, Green Packaging and Green Advertising as the dimensions of Green Marketing.

This study also explains how to grow Brand Love through Green Products within consumers' perception, and how Green Advertising, and Green Packaging can play a significant role in educating and providing knowledge towards customers. This study also aims to help marketers and business enterprises to better understand customer behavior towards Green Products attitude and to develop better marketing strategy through the commercial market advertising.

1.2. Literature Review

1.2.1 Green Product

Green product is described as, "A product that can easily decompose using soil, water, and air without damaging the environment. Green products are also made from natural materials and avoid the use of chemicals, thus minimizing their negative impact on the environment and an individual's health." (Coricelli et al., 2019). Consumers are also willing to pay a premium price for organic food products because they believe that organic food is healthier and safer for daily consumption.

In addition, consumers are also willing to pay more for energy-efficient products (Ginsberg & Bloom, 2004). Many companies operating in Indonesia also places certain labels on their products (such as the halal label) which indicate that their products follow environmentally friendly practices and comply with regulations in Indonesia.

According to Wang, H., et al. (2019) within their research article "How Does Green Product Knowledge Effectively Promote Green Purchase Intention?" mentioned that,

“Consumers more knowledgeable about green products have more confidence regarding the environmental protection attributes and effects of green products, and when purchasing green products, the more knowledge consumers have about green products, the more they believe that using green products can produce positive results for the environment.”

1.2.2 Green Packaging

The meaning of green packaging itself (Mohamed, 2016) is, “A packaging in which the process and main materials of the packaging have minimal impact on the environment and also have low energy consumption.” Green packaging is useful as a tool to protect the environment for future generations. Green packaging is the use of materials and manufacturing processes in product packaging that have minimal impact on both energy consumption and the environment around it.

With green packaging, consumers and producers can reduce packaging that damages the atmosphere, land, and oceans (Jerda & Sahayaselvi, 2021). Green packaging can help companies manage and optimize their resources, materials, and waste to achieve sustainable goals in terms of economics, environment, and society (Maziriri, 2018).

1.2.3 Green Advertising

According to Fowler and Close (2012), green advertising is defined as, “A type of advertisement that explicitly or implicitly promotes awareness of environmental issues and/or suggests behaviour that is beneficial in minimizing or improving environmental problems.” Chang (2011), also defined green advertising as, “An advertisement that claims that the advertised product is environmentally friendly or that its production process conserves resources or energy.”

1.2.4 Brand Love

As previously stated by the author, brand love itself is a result that is difficult to explain in consumer behaviour. Brand love is believed to play a role in connecting products and consumers (Wardhana & Yulia, 2021). Although several researches state that advertising and brand image affect purchase intention significantly (Sander & Velice, 2022) there are gaps on what variables or factors affect brand love significantly.

Brand love is believed to provide an emotional behaviour towards the brand and become an important factor in influencing brand choice and consumer loyalty towards a brand (Song, et al., 2019). Other studies also discuss brand love as a long-term relationship between the brand and the consumer and can provide a very strong level of satisfaction towards the brand or product.

Although there are not many studies that discuss the impact of green products on brand love, there are some studies that explain that consumer behavior towards green products can be an important preliminary to see its impact on brand love (Batra et al., 2012; Sarkar, 2014). Hegner et al. (2017) also showed that consumer behavior towards a particular product has a significant impact on brand love. Wardhana and Terah (2020) also state that brand commitment, brand passion, and brand intimacy provide a significant relationship to brand love.

Although consumer perception of a product has been proven to create a strong relationship between the brand and the consumer, there are very few studies that examine the relationship between product perception and brand love. Sarkar (2014) also explains that, “consumers love products that have environmental and social benefits.” The essence of green products as products that maintain the health of individuals and the environment is certainly

attractive to consumers (Kumar et al., 2021). Positive consumer behavior towards green products will certainly increase consumer satisfaction, create value for consumers, and ultimately create a stronger relationship with a brand.

Similar results related with Green Brand benefits according to Bashir, Khwaja, et al. (2020) with the research title of “Green Brand Benefits and Brand Outcomes: The Mediating Role of Green Brand Image,” the results shows that, “the role of green brand image as a mediator exists between consumers’ perceived benefits and their green brand preferences, trust, loyalty, and corporate image. Based on these findings, the managers can devise green branding strategies for their hotels, and show how green campaigns can highlight ecological concerns among green hotel consumers.”

Referring to the literature review, here is the following framework:

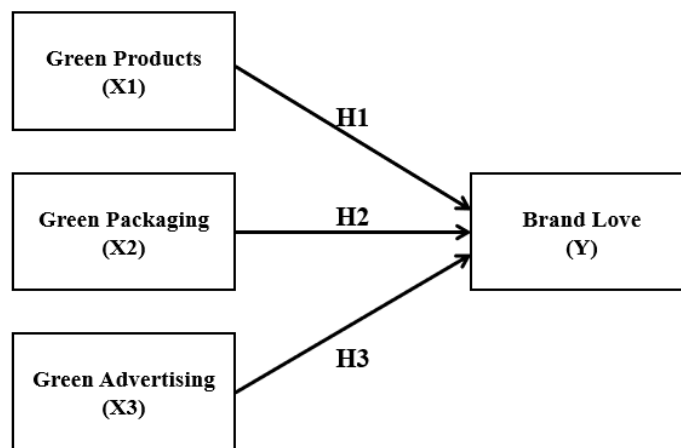


Figure 1. Research Framework

1.3. Hypothesis Development

Several research findings also show that green marketing mix (green product, green price, green place, and green promotion) have a positive and significant impact on consumers' attitudes and purchase intentions. When a company provides a strong green marketing mix in terms of environmental aspects and commitment to protecting the environment, it will create positive behaviour in various aspects (cognitive, affective, and behavioural) in the minds of consumers (Kartawinata et al., 2020). When consumers themselves have positive behavior, they tend to create brand love for a product.

H1: Green Product has a positive and significant effect on Brand Love.

Many previous studies have shown that the color of packaging plays an important role in the evaluation of a product (Mead & Richerson, 2018; Seo & Scammon, 2017). The increasing number of products on the market makes the appearance of product packaging significantly important in building consumers' perceptions and actual experiences.

Packaging with aesthetic appearance and emotional appeal can significantly influence the success of the product. Consumer buying interest also begins to use packaging that increases their nostalgia. Packaging that leans towards nostalgia can create a longing for the past and increase their tendency to buy the product.

Although there are still few studies that prove a significant and positive relationship between green packaging and brand love, many previous researchers have explained that

packaging on a product affects the evaluation of the product. Aesthetic packaging also has a significant impact on the success of the product.

H2: Green Packaging has a positive and significant effect on Brand Love.

Research on the influence of green advertising on brand love is still limited. However, there are some studies that have found several benefits of green advertising. According to Alamsyah et al. (2020), “exposure to green ads can help increase consumers' green awareness, which can lead to an increase in their intention to purchase environmentally friendly products.” Bailey, Mishra, & Tiarniyu (2016) also stated that, “when consumers are exposed to green ads, their feelings and judgments are formed, which influences their attitudes towards the green ads themselves and their trust in green brands or products.”

Meijers, Noordewier, Verleigh, Willems, and Smith (2019) examined the impact of post-purchase effects of advertised products on further environmentally friendly behaviour. In the case of consumers with weak environmental identities, weaker intentions to participate in future environmentally friendly behaviors were shown, while consumers with strong environmental identities showed higher intentions to continue behaving similarly.

Thus, from the several findings above, we can conclude that consumer exposure to green advertising can foster purchase interest in environmentally friendly products, provide environmentally friendly behavioral effects after purchase, and that feelings and judgments of consumers will also form effects on their behavior towards green brands, it is also expected that through this research, we want to see the development of brand love or consumer affection towards the brand as a result of green advertising.

H3: Green Advertising has a positive and significant effect on Brand Love

2. RESEARCH METHODOLOGY

The research method used in this study is a quantitative method. Data collection is done using a questionnaire as primary data, and internet and journal articles related to the research topic as additional secondary data. The population used in this research is consumers who have purchased AQUA Life products in DKI Jakarta, Bogor, Tangerang, and Bekasi. The reason behind choosing this sample is to avoid bias. Good sample selection criteria can help reduce bias in research. Bias can arise when the sample is not randomly or adequately representative of the population. Bias can lead to errors in drawing conclusions and diminish the validity of research findings. By using appropriate sample selection criteria, we can reduce the likelihood of potential bias. Furthermore, the sample used is non-probability sampling, and the author uses purposive and random sampling techniques to select the sample. To anticipate errors in this study, the researcher added a 5% margin of error. Aside from reducing bias, the reason behind choosing this particular sampling method was to increase research efficiency. Good sample selection can also enhance research efficiency. By choosing a relevant sample that aligns with the research objectives, we can optimize the utilization of available resources such as time, effort, and cost. An efficient sample can yield robust and reliable research outcomes while working within limited resources.

According to Hair et al. (2010), the sample size should be 5-10 times the number of variables studied. In this study, the Green Product variable has 4 questionnaire items, the Green Advertising variable has 4 items, the Green Packaging variable has 4 items, and the Brand Love variable has 4 items. There are 176 total respondents for this research, in which all of the data are gathered through digital technology such as online surveys and social media posts. To analyze the research data and test the reliability, validity and normality tests, the author used

the SPSS 22 data processing program. Each question for every variable and their reference are as stated in Table 1.

Table 1. Research Indicators

Research Variables	Indicators	Reference
Green Product	<ul style="list-style-type: none"> - The Aqua Life product is not contaminated with harmful chemicals. - Aqua Life has thin packaging that minimizes the use of environmentally hazardous plastics. - Aqua Life has recyclable packaging. - Green products are beneficial for the environment. 	Setiaji, D. & Ekawati, R. (2020)
Green Advertising	<ul style="list-style-type: none"> - Green advertising increases awareness of green products. - Messages conveyed through green advertising are easily understood. - The information on eco-labels is easily comprehensible. - The appearance on eco-labels is accurate. 	Kusumawati, E. (2019); Wu & Chen (2014)
Green Packaging	<ul style="list-style-type: none"> - Packaging of Aqua Life can be recycled. - Packaging of Aqua Life can be reused. - Packaging of Aqua Life is made from recycled materials. - Packaging of Aqua Life does not use harmful substances. 	Rokka & Uusitalo (2008); Rundh (2009); Draskovic et al. (2009)
Brand Love	<ul style="list-style-type: none"> - Aqua Life product makes me feel good. - Aqua Life product is truly amazing. - I love Aqua Life product. - I am passionate when discussing Aqua Life product. 	Sreen et al., 2021

The research begins by administering questionnaires to a sample of 30 participants for the purpose of conducting a pretest. Once the pretest is completed and the validity and reliability of the indicators are ensured, the researcher proceeds to distribute the questionnaire to a minimum of 90 to 160 participants, resulting in a total sample size of 176. All the collected data is then processed using SPSS 22 software. The researcher subsequently analyzes and discusses the data outcomes obtained from SPSS 22, transforming them into easily comprehensible information.

3. RESULT AND DISCUSSION

3.1 Demographic Data Analysis

Table 2. Demographic Data

Variable		Frequency	Percentage
Gender	Male	72	40.9%
	Female	104	59.1%
Age	15 - 19 years old	70	41.5%
	20 - 24 years old	73	39.8%
	25 - 29 years old	15	8.5%
	30 - 34 years old	9	5.1%
	> 34 years old	9	5.1%

Education			
	Highschool	48	27.3%
	Diploma	3	1.7%
	Bachelor's Degree	96	54.5
	Master's Degree	29	16.5%
Income			
	< IDR 4,000,000	128	72.7%
	IDR 4,000,000 - IDR 7,000,000	17	9.7%
	> IDR 7,000,000	31	17.6%

Source: SPSS Data

As can be seen on Table 2, 59.1% of sample size are female and 40.9% are male. Some studies state that women tend to show a higher interest and preference for environmentally friendly products compared to men. This can be attributed to differences in values, socialization, and personal beliefs related to sustainability. Gender can also influence the underlying motivations for engaging with green marketing. Women, for instance, may be more motivated by values related to altruism, care for the environment, and future generations. Men, on the other hand, may be motivated by factors such as performance, efficiency, or cost-effectiveness. These differences in motivations can impact the effectiveness of green marketing messages targeted towards specific gender segments.

Table 2 also shows that the majority of the sample owns a Bachelor's degree, in which they are more environmentally conscious, and tend to show a higher preference for products that utilize environmentally friendly or sustainable packaging. Consumers who have a Bachelor's degree, through education and exposure to environmental issues, are often more aware of the environmental impact of packaging materials. They understand that traditional packaging, such as single-use plastics or excessive packaging, contributes to waste and pollution. As a result, they are more likely to seek out products with sustainable packaging options.

3.2 Validity and Reliability Test

The feasibility of the research instrument was tested through validity and reliability tests. The validity test in this study indicates that all questionnaire items are valid, as seen from all sig. values less than 0.05, which means that all items in all variables are valid.

On the other hand, the reliability test shown from Table 3 below shows Cronbach's Alpha value for each variable. The value for green product variable is 0.727, green advertising variable is 0.861, green packaging variable is 0.773, and finally the value for brand love variable shows a figure of 0.893. From these results, each variable shows a Cronbach's Alpha value is greater than 0.6. Therefore, it can be stated that all variables in this study are reliable and have met the requirements for data reliability.

Table 3. Reliability Test

Variable	Cronbach's Alpha
Green Product	0.727
Green Advertising	0.861
Green Packaging	0.773
Brand Love	0.893

Source: SPSS Data

Based on the calculation and testing using SPSS, it can be seen that the R square value in this study shows 0.412 or 41.2%, as can be seen in Table 4. A R-squared value of 41.2% indicates that 41.2% of the variance in the dependent variable can be explained by the independent variables in the model. Whether this value is considered good or not depends on various factors such as the nature of the phenomenon being studied, the complexity of the variables involved, and the standards or expectations in the specific research field. In some fields, a R-squared value of 41% might be considered relatively high, indicating a moderate-to-strong relationship between the variables. Older literature states that R-squared values of 0.19, 0.33, and 0.67 could be considered weak, moderate, and strong. Since the R-squared value of this research is 0.412 or 41.2%, then it can be concluded that the R-squared value is moderate.

Table 4. R-Square Analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.650	0.422	0.412	0.65060

Source: SPSS Data

Furthermore, to determine whether the regression model is a good fit for the research, an F-test was conducted. As can be seen in Table 5, the calculated F-value is 42.818 (sig. $0.000 < 0.05$). In this case, it can be said that all the variables (green product, green advertising, green packaging) together have a significant influence on the brand love variable. Cohen's guidelines provide a commonly used interpretation for effect sizes: small ($F^2 = 0.02$), medium ($F^2 = 0.15$), and large ($F^2 = 0.35$). Since the F-value is 42.818 above 0.35, it can be concluded that there is a strong relationship between variables.

Table 5. F Test

Model	Sum of Squares	Mean Squares	F	Sig.
Regression	54.372	18.124	42.818	.0000
Residual	74.497	0.423		
Total	128.869			

Source: SPSS Data

The significance test of coefficients (t-test) is used to see how far the independent variable affects the dependent variable. This can be seen in Table 6 below:

Table 6. T Test

Variable	B	Std. Error	Beta	t	Sig.
Constant	-0.156	0.398		-0.393	0.695
Green Product	-0.012	0.117	-0.008	-0.104	0.917
Green Packaging	0.507	0.092	0.395	5.439	0.000
Green Advertising	0.424	0.101	0.344	4.216	0.000

Source: SPSS Data

As can be seen in Table 6, it can be seen that the calculated T-value < the T-table value, which means the null hypothesis is accepted. The conclusion is that the independent variable does not have a partial effect on the dependent variable.

- Green Product T-value < T-table value (-0.104 < 1.654311), which means H0 is accepted. Green Product has no partial effect on Brand Love.
- Green Packaging T-value > T-table value (4.216 > 1.654311), which means H0 is rejected. Green Packaging has a partial effect on Brand Love.
- Green Advertising T-value > T-table value (5.493 > 1.654311), which means H0 is rejected. Green Advertising has a partial effect on Brand Love.

In conclusion, out of the three variables (Green Product, Green Advertising, Green Packaging), only Green Product has no effect on Brand Love, but Green Advertising has a greater influence on Brand Love compared to Green Packaging. The equation model for simple regression analysis is as follows:

$$Y = BX_1 + BX_2 + BX_3 + C$$

$$\text{Brand Love} = -0,012X_1 + 0,507X_2 + 0,424X_3 + (-156)$$

Since Brand Product does not provide a significant relationship, we are going to discuss this phenomenon. There could be several reasons why a brand's product does not have a significant impact on brand love.

First, brand love is often driven by consumers' emotional connection with a brand. It is possible that the emotional appeal and brand experience, rather than the product itself, are the primary factors influencing brand love. Consumers may develop a strong attachment to a brand based on its values, messaging, brand personality, or overall brand experience, regardless of the specific product offerings.

Second, brand love can be influenced by factors other than the product itself. Consumers may value aspects such as brand reputation, customer service, brand authenticity, or social responsibility. If a brand excels in these areas but the product itself does not stand out in terms of features or quality, consumers may still develop brand love based on these differentiating factors.

Third, individual preferences and personal experiences can also influence brand love. Consumers may have specific preferences or loyalty towards a brand based on personal associations, memories, or experiences unrelated to the product. These subjective factors can overshadow the product's impact on brand love.

It's important to note that the relationship between a brand's product and brand love can vary depending on the specific brand, industry, and consumer preferences. Understanding consumer motivations, perceptions, and the overall brand experience can help shed light on why the product may not be the primary driver of brand love in certain cases.

4. CONCLUSION

4.1 Theoretical and Practical Implications

To begin with, this study has several implications for academics and related companies. Through this research, we found that Green Advertisement and Green Packaging are among the factors that significantly impact Brand Love for AQUA Life products, while Green Product does not have a significant impact on Brand Love. Nevertheless, the factor can affect purchasing decisions, which is consistent with the research results of Setiaji and Ekawati (2020) in their study, "The Contribution of Green Product to the Purchasing Decision of ADES

Packaged Drinking Water," which identified that the higher the value of the green product, the higher the consumer's purchasing decision. This research certainly increases understanding of the relationship between Green Product, Green Advertisement, and Green Packaging to Brand Love, which can contribute to the relevant topic.

Second, from the explanation above we can draw a conclusion that Green Advertisement and Green Packaging have a significant impact on Brand Love. This means that AQUA Life products from the AQUA company itself can focus more on Green Packaging and Green Advertisement to increase Brand Love. Marketing managers and AQUA Life marketing activities also need to have a high commitment to focus on Green Advertisement and Green Packaging to increase Brand Love for the AQUA Life brand itself. In addition, marketing managers and companies can also publicize their commitment to environmental care through advertising and packaging used by AQUA Life to increase Brand Love. This is in line with the increasing consumer awareness of the environment and consumer demand for companies to commit to environmental protection.

Previous studies have also stated that Green Advertisement and Green Packaging have a positive impact on business performance in Africa (Maziriri, 2020). The same study also explained that Green Advertisement and Green Packaging provide a positive influence on a company's competitive advantage. Competitive advantage and business performance of a company are also related to consumers' love for a brand, where once a consumer loves a brand, they will buy products from that brand without hesitation and it will be difficult to push them towards other products or brands.

This study also explains that Green Product does not have a significant influence on Brand Love. The reasons for this phenomenon can be caused by several factors such as emotional connection and individual preferences that can be used as a foundation for future research.

4.2 Limitation and Suggestion for Future Research

This research is not without its limitations, and from what we found in this study can be used for further and more comprehensive research. Some of the limitations are as follows:

- The research object studied here is limited to the AQUA Life brand, the use of different research objects can provide different results. The use of different industries can also provide different results.
- The research sample studied here is limited to the DKI Jakarta, Bogor, Tangerang, and Bekasi areas. The use of different research samples opens up opportunities for different results as well.
- Further research could use a qualitative approach to find out in more detail why Green Product itself does not have a significant effect on Brand Love.
- The R square value in this study shows a figure of 0.412 or 41.2%. This indicates that the contribution of independent variables (Green Product, Green Advertisement, Green Packaging) is 41.2% and the rest is influenced by other factors that were not examined. Subsequent researchers could investigate other factors that can explain which factors significantly influence consumers' love for a brand.

Finally, the variables of Green Advertising and Green Packaging are significant factors that influence Brand Love for the AQUA Life product, while Green Product does not have a significant effect on Brand Love. This study provides theoretical and managerial implications and can be used as a reference for marketing theory to examine the influence of Green Marketing on Brand Love. This research can also open discussions on how Green Marketing

can affect consumer behavior, especially their love for a brand. From a practical standpoint, we can see that Green Advertising and Green Packaging can significantly influence Brand Love. Therefore, as previously mentioned, marketing managers or marketing activities and business enterprises can focus on:

- Green Advertising and Green Packaging to encourage consumer love for a brand, and
- Educate customers more on Green Product knowledge.

Because, “consumers more knowledgeable about green products have more confidence regarding the environmental protection attributes and effects of green products.” Wang, H., et al. (2019).

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