HEALTH CONSCIOUSNESS AND ENVIRONMENTAL CONCERN : THE ELUCIDATING OF GREEN BRAND LOVE

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Abstract

This study discusses the effect of health consciousness and environmental concern on brand love which is mediated by a green attitude. Quantitative research methods are used in this study. The data source is primarily by collecting data using a questionnaire that has been distributed. The research population is the Indonesian people who use Tolak Angin brand products. The sample amounted to 156 respondents. Sampling using purposive sampling, namely Indonesian people, aged more than 17 years, using Tolak Angin products. The data analysis used is SmartPLS 3.0. The data results obtained show that (1) Health consciousness has a negative and insignificant effect on brand love, (2) Environmental concern has a negative and insignificant effect on brand love, (3) a Green attitude has a significant positive effect on brand love, (4) Health consciousness has a negative and insignificant effect on brand green attitude, and green attitude mediates between health consciousness and brand love (5) Environmental concerns have a significant positive impact on green attitudes, and green attitudes do not mediate between environmental concerns and brand preference.

Keywords: Health Consciousness, Environmental Concern, Green Attitude, Brand Love

INTRODUCTION

Humans have an important role in determining the sustainability of the natural environment because humans are creatures that control life on earth (Ratnasari & Chodijah, 2020). Humans will generally take the resources or raw materials they need from the environment to meet their daily needs. Not only clothing materials but humans also need resources to fulfill their food. However, what needs to be considered is that humans take materials from nature and will eventually dispose of the remaining unused materials back into nature. Then it will result in health problems and environmental sustainability. Indonesian society towards health problems is still very minimal awareness, there are still many people who ignore health problems that should be important for them to apply (LPPM Stikes Hang Tuah Pekanbaru, 2012). According to research by Pu et al., (2020) that people who have high health awareness will set healthy living goals, which will ultimately make them control their daily behavior. In addition, there are still many food or beverage products that use chemicals in their contents, which makes it difficult for people to sort out whether to use chemical products or products that use natural ingredients. From October 2021 to August 2022, it was found that many traditional medicines, cosmetics, and health supplements contained chemicals (Pom, 2022). To be able to know how to maintain personal health, knowledge is needed to consume products made from natural ingredients.

Natural ingredients have many benefits for the health of the body because natural ingredients are obtained directly from nature and the manufacturing process is not mixed with chemicals. Likewise with the ingredients of a Tolak Angin brand product. Tolak Angin is a herbal product that is useful for treating various kinds of cold symptoms. Currently, Tolak Angin is one of the market leaders in the category of herbal drink products made from healthy natural ingredients. Tolak Angin is a herbal product made from natural ingredients and can be categorized as a green product.

Green products are products that are designed or the way they are produced is designed so that the product can be recycled and toxin-free, and the impact will not damage the environment (Durif et al., 2022). Tolak Angin, is a product that contains natural ingredients without chemicals used and does not cause damage to the surrounding environment. Therefore Tolak Angin products can be categorized as green products. There are so many benefits that are felt when we consume natural ingredients, including strengthening endurance, maintaining digestive health, and reducing the impact of environmental damage.

If the appreciation of a product occurs through the attitude of the consumer himself, this appreciation will manifest itself. Attitudes towards brands positively impact customers' ability to form long-term relationships with them (Chaudhuri & Holbrook, 2001). It is important to conduct research that correlates with forming consumers' taste for a brand. Because consumers can act as brand advocates, it's important to understand what motivates consumers to do things that show their love for a brand (Ferdiansyah, 2017). Especially for consumers who consume green products in the aspect of environmental awareness and health awareness, it is hoped that the formation of love for brands in consumers will have a positive impact on the environment and individual health. Therefore, when people have a love for a product from Tolak Angin, it is hoped that the community can become one of the pioneers for environmental awareness and health awareness. According to research, Sreen et al., (2021) show that health awareness has a significant positive relationship with Brand Love. Health awareness is important to research to be able to find out what aspects will make individuals feel the desire to make themselves healthy. Having a healthy body can prevent the body from easily avoiding disease. Research conducted by Tang et al., (2014) shows that it turns out that environmental concern is very influential on people's attitudes or behavior. Environmental concerns are important to research because currently many individuals use products without seeing the impact they have on the surrounding environment.

This study aims to analyze and determine the effects of health consciousness, environmental concerns and green attitudes on brand love. As well as analyzing and understanding the influence of green attitudes in mediating health awareness and environmental concerns on brand appreciation.In this study, it was found that a green attitude can be a mediator between environmental concern and brand love. However, a green attitude cannot be a mediator between health consciousness and brand love. The results of this study are expected to make a theoretical contribution to the development of science regarding scientific studies on how the Effect of Health Consciousness and Environmental Concern on Brand Love is Mediated by a Green Attitude. And it is expected to be useful and able to be used as a source of reference and input, especially for researchers, and can provide knowledge about how much influence health consciousness, environmental concern, and green attitude towards

brand love. For the community, it is hoped that it can be used as a reference to find out how health awareness, environmental concern, and green behavior will have an impact on the love of green products. And for researchers afterward, it can be used as a reference and also a reference for making research afterward.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

LITERATURE REVIEW

BRT theory

BRT theory (Behavioral Reasoning Theory) is a theory that as a whole explains human behavior (Westaby, 2005). Theory of reasoning behavior (BRT) states that reason functions as important connection between people's beliefs, global motives (attitudes, subjective norms, and control perceptions, intentions, and behavior). BRT theory has four components, namely: values, reasons, attitudes, and intentions/behavior. BRT characterization is based on the following assumptions reason as an important determinant of consumer intention and behavior, attitudes predict intention and behavior, traditional beliefs predict attitudes and reasons, reasons and attitudes as mediating variables in the model.

Health consciousness

Health Consciousness is something that can be said to have a positive effect on healthy living behavior and can be said to be negatively related to unhealthy living behavior (Gould, 1990). Health consciousness is a form of assessment of a person's health condition and how the individual takes part in maintaining his health by doing various ways to implement healthy living behavior in his daily life (Sadida, 2018). A form of effort to prevent disease when individuals already know knowledge and information about health is one form of health awareness (Hong, 2009). Research that has been conducted by Marsall et al., (2021)stated that people who have health awareness are said to be more self-aware and vigilant about their health.

Environmental Concerns

Environmental concern can be defined as a person's awareness or view that the state of nature is threatened by the excessive use of natural resources and pollution caused by human activities (Kalafatis et al., 1999). Diamantopoulos et al.,(2003) explains that public concern for the environment consists of three dimensions: environmental knowledge, environmental awareness, and environmental sensitivity. The issue of traditional environmental concern as a measuring tool for the concept of treatment phases from low to high concern is measured from a new environmental point of view (Milfont & Duckitt, 2004).

Consumer concern for the environment increases along with the increasing consumer behavior causing environmentally sensitive goods and services, which then consumers change their purchasing behavior to be more environmentally friendly (Kilbourne & Pickett, 2008). when someone has a high sense of concern for a product, that person also has high trust in green products (Lestari et al., 2020).

Green Attitude

Environmentally friendly behavior is contributing or paying special attention to the environment in daily life. This behavior can be continuous or interrupted when maintaining natural resources, reducing energy sources, recycling products, and nurturing life (Saegert, 2004). Environmentally friendly behavior is shown by people who are willing to sacrifice money to buy environmentally friendly products (Wulandari et al., 2022). Consumers' desire to buy or consume environmentally friendly products depends on their cognitive, affective, and personal norm attitudes (Jati Waskito, 2016).

A positive attitude towards the environment will be formed in a person when awareness of the environment is embedded in that person (Paramita Sani et al., 2021). Attitude is a readiness or willingness that tends to act on behavioral attitudes. Attitude consists of various levels which are indicators in the dimensions of acceptance, response, respect, and obligation (Sugiarto & Gabriella, 2020)

Brand Love
Brand love is a concept that makes consumers fall in love with passion and satisfaction for a particular brand of product or service (Kadarusman et al., 2019). Brand love is how consumers use brands to express themselves or to reflect how they want to be seen by others, which then creates a feeling of love for a particular brand (Batra et al., 2012). brand love is different from liking a brand because love for a brand is connected to the personality of a consumer who will have a long-term relationship with a brand (Clara, 2019)

HYPOTHESIS DEVELOPMENT
Health Consciousness
Research that has been conducted by Grewal et al., (2017) found results about regarding health consciousness having positive results for consumers to consume green products. Dewulf et al., (2015) also suggested that health consciousness has a positive effect on green behavior factors for consuming green products. Findings conducted by Shanawi Abdulsahib et al., (2019) state that health concsiousness has a significant positive effect on product purchasing attitudes.
H1: Health consciousness have positive affects on green attitude

Environmental Concerns
Research conducted by Yuzliza et al., (2020) shows that the involvement of environmental concern has a significant positive effect on green behavior. Previous research by Kim & Ha, (2022) stated that green attitude has a significant positive effect on green concern. Shanawi Abdulsahib et al., (2019) found results that environmental awareness concern has a positive and significant effect on attitudes towards buying green products. The results of research conducted by (Mulati & Kuswati, 2022) show that environmental concern has a positive effect on green attitude. Atha 'ammar & Kuswati, (2022) found that the results of perceptions of environmental risk actually have an influence on green attitude. Nabif et al., (2023), it shows that environmental values have a positive influence on green attitude.
H2: Environmental concern have positive affects on green attitude

Green Attitude

The results of research conducted by Salehzadeh et al., (2021) revealed that green brand behavior has a positive and significant effect on green brand love. Research conducted by Voester et al., (2017) states that consumer behavior attitudes can influence how consumers behave, explaining that consumer attitudes have a significant positive effect on brand love.

H3: Green attitude have positive affects on brand love

Health Consciousness towards Brand Love
Research that has been conducted by Kumar et al., (2021) states that health consciousness has a significant positive effect on brand love which has been mediated by barrier usage and natural content.

H4: Health consciousness have positive affects on brand love

Environmental Concern for Brand Love
Research that has been conducted by Kumar et al., (2021) also states that environmental concern has a significant positive effect on brand love which has been mediated by image barriers, usage barriers, and natural content.

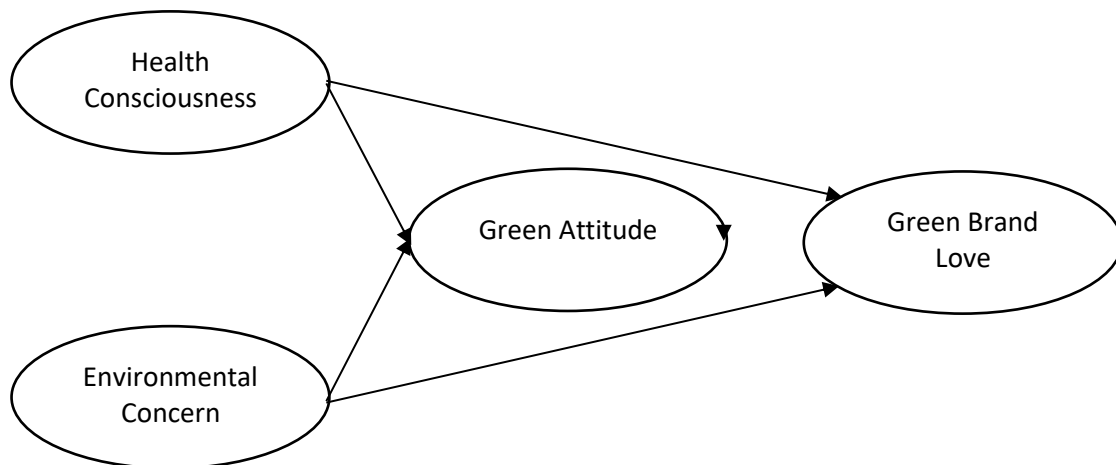**H5: Environmental concern have positive affects on brand love**.

Figure 1 Framework Research

RESEARCH METHODS

A population is the whole of a set of elements having many common characteristics, consisting of the domain to be studied, and can also be interpreted as a set of people, events or objects that a researcher is interested in to study (Amirullah, 2015). The population used in this study is all Indonesian people who use Tolak Angin products.

In determining the sample using the formula Ferdinand, (2014) with a minimum sample size of 5 times the number of indicators. (Ferdinand, 2014) The minimum number of samples measured is 5 times the index. This study has 21 indicators, so the sample size drawn is 21 X 5 = 105 respondents. To exceed the minimum sample limit, the researcher added 51 respondents. So the total sample used was 156 respondents.

Purposive sampling is the sampling technique in this study with some considerations, namely Indonesians over the age of 17 and using Tolak Angin products. This study used questionnaires as data collection materials. And using Likert scale criteria 1 to 5 in determining respondents' answers. Partial Least Square (PLS) is used as a quantitative data analysis using SmartPLS 3 to support the analysis in this study. In this study, the authors used Partial Least Square because in this study there are latent variables that can be measured based on their indicators so that they can analyze the calculations clearly and in detail.

RESULTS AND DISCUSSION

RESULTS

This study aims to explain the effect of health consciousness and environmental concern on green brand love which is mediated by a green attitude. The sample in this study amounted to 156 people. Grouping is done to find out about the characteristics of the respondents as the object of this research. from the data obtained, sex was dominated by 83 (53.2%) males, 57 (36.6%) dominated by 22-30 years of age, 85 (54.5%) undergraduate educational status, and work is dominated by students/students as much as 81 (51.95).

Table 1. Respondent Description

Category	Amount	
	Quantity	Percentage
Gender		
Male	83	53.2%
Female	73	46.8%
Total	156	100%
Age		
17-20 years	30	19.2%
22-30 years	57	36.6%
31-50 years	39	25%
>50 years	30	19.2%
Total	156	100%
Education		
Junior High School	1	0.7%
SLTA	51	32.7%
Diploma	6	3.8%

Undergraduate	85	54.5%
Postgraduate	10	6,4
Others	3	1.9%
Total	156	100%
Work		
Student	81	51.9%
PNS	12	7.7%
Private employees	27	17.3%
Entrepreneur	14	9%
Others	22	14.1%
Total	156	100%

Source : Primary data processing , 2023

Validity Test

Discriminant validity is carried out to ensure that each concept in each latent model is distinct from other variables. If the value of the average variance extracted (AVE) is > 0.5, the indicator satisfies the discriminant validity. Composite reliability is used to measure the true value of a construct, while Cronbach's alpha is used to measure the lower bound of the reliability value of a construct. A construct can be said to be reliable if it has a composite reliability value> 0.7. The complete reliability test above can be improved by using Cronbach's alpha value. A variable can be said to be reliable if Cronbach's alpha is > 0.7.

Table 2. Outer Models

Variable	Outer Model Value		
	AVE	Cronbach's Alpha	Composite Reliability
Brand Love	0.727	0.874	0.914
Environmental Concerns	0.565	0.809	0.866
Green Attitude	0.699	0.855	0.902
Health Consciousness	0.685	0.886	0.916

Source : Primary data processing , 2023

Based on Table 2 above, it can be seen that the AVE value for the brand love variable is 0.727, the AVE value for the environmental concern variable is 0.565, the AVE value for the green attitude variable is 0.699, the AVE value for the health consciousness variable is 0.685. This shows that all variables in this study have an AVE value> 0.5 so these variables can be said to be valid.

Based on the Table above, it can be seen that each variable has a composite reliability value> 0.7. Namely with the brand love variable of 0.914, the environmental concern variable of 0.866, the green attitude variable of 0.902, and the health consciousness variable of 0.916. So each variable in this study can be said to be reliable.

Based on the Table above, it can be seen that each variable has a Cronbach's Alpha value> 0.7. Namely with the brand love variable of 0.874, the environmental concern variable of

0.809, the green attitude variable of 0.855, and the health consciousness variable of 0.886. This shows that the variables in this study can be said to be reliable.

Multicollinearity Test

This test is used to test whether there is a correlation between independent or free variables. An appropriate criterion for multicollinearity testing is VIF < 3.5-5.

Table 3. Multicollinearity Test (VIF)

Variable	VIF value			
	Brand Love	Environmental Concerns	Green Attitude	Health Consciousness
Brand Love				
Environmental Concerns	2,863		2,170	
Green Attitude	1,966			
Health Consciousness	2.207		2,170	

Source : Primary data processing , 2023

Based on the Table above, it can be seen that the value of the environmental concern variable on brand love is 2.863, the value of the green attitude variable on brand love is 1.966, the value of the health consciousness variable on brand love is 2.207, the value of the environmental concern variable on green attitude is 2.170, and the value of the health consciousness variable on green attitude is 2.170. This shows that each variable in this study does not violate the multicollinearity assumption test..

Goodness Test

Table 4. R Square results

Model	R Square value	
	R Square	R Square Adjusted
Brand Love	0.301	0.288
Green Attitude	0.491	0.485

Source : Primary data processing , 2023

The R-squared Table above is used to examine the effect between the independent variables on the dependent variable. According to the results of the data in the Table above, it can be seen that the impact of the health awareness and environmental concern variables on the brand love variables is 0.288, or 28.8%., while the influence of health consciousness and environmental concern variables on green attitude variables is 0.485 or 48.5%

Table 5. Q Square results

Model	Q Square Value
	Q^2

Green Attitude	0.330
Brand Love	0.211

Source : Primary data processing , 2023

The analysis results obtained show that the Q Square value of the green attitude variable is 0.330 and the brand love variable is 0.211. Therefore, the goodness-of-fit models in this study belong to the medium category.

Direct Effect Testing

This path coefficient test will show how much the independent variable affects the dependent variable.

Table 6. Results *Path Coefficient*

Model	Path Coefficient
	P Values
Environmental Concern → Brand Love	0.162
Environmental Concern → Green Attitude	0.000
Green Attitude → Brand Love	0.000
Health Consciousness → Brand Love	0.943
Health Consciousness → Green Attitude	0.099

Source : Primary data processing , 2023

In Table 6, it is known that the greatest influence is shown in the influence of environmental concern variables on green attitudes with a value of 7.963. Then the second largest influence is the influence of green attitude variables on brand love with a value of 3.953. The third largest influence is the influence of health consciousness variables on green attitude with a value of 1.654. The fourth largest influence is the influence of environmental concern variables on brand love with a value of 1.401. And the fifth largest influence is the health consciousness variable on brand love with a value of 0.072. From the results of this description, it can be concluded that the global model has positive path coefficient values in this variable. It can be seen that the larger the value of the path coefficient, the stronger the influence or relationship between the independent variable and the dependent variable.

To determine whether or not it is significant in Table 5, look at the p value where the analysis results obtained are: t Table value> 1.96. The variable environmental concern for brand love with a t statistic of 1.401 whose p value is 0.162 can be explained by the t statistical value of 1.401 < t Table 1.96 or p value 0.162> 0.05, so Ho is accepted Ha is rejected, meaning that the negative effect is not significant. The variable environmental concern on green attitude with a t statistic of 7.963, whose p value is 0.000, can be explained by the t statistical value of 7.963> t Table 1.96 or p value 0.000 <0.05, so Ho is rejected, Ha is accepted, meaning that it has a significant effect. The green attitude variable on brand love with a t statistic of 3.953, whose p value is 0.000, can be explained by the t statistical value of 3.953> t Table 1.96 or p value 0.000 <0.05, so Ho is rejected, Ha is accepted, meaning that it has a significant positive effect. The variable health consciousness on brand love with a t statistic of 0.072 whose p value is 0.943 can be explained by the t statistical value of 0.072 < t Table 1.96 or p value 0.943> 0.05, so Ho is accepted Ha is rejected, meaning that the negative effect is not significant. The variable health consciousness on green attitude with t statistics 1.654 whose p value is 0.099 can be explained by the t statistical value of 1.654 < t Table 1.96 or p value 0.099 > 0.05, so Ho is accepted Ha is rejected, meaning that the negative effect is not significant.

Testing Indirect Influence
This analysis is to explain the results of significant effects indirectly or using mediation..

Table 7. *Indirect Effect Results*

Model	Invert Effect				
	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Environmental Concern → Green Attitude → Brand Love	0.234	0.235	0.072	3,244	0.001
Health Consciousness → Green Attitude → Brand Love	0.054	0.052	0.035	1,533	0.126

Source : Primary data processing , 2023

The results above show that the statistical t value is 3.244 and the p value is 0.001 and the coefficient is 0.234 on environmental concern for brand love mediated by green attitude. It is proven that the statistical t value is 3.244> t Table 1.96 or p value 0.001 <0.05 and the coefficient shows a positive direction of 0.234, meaning that green attitude can mediate positively and significantly between environmental concern and brand love.

The results show that the statistical t value is 1.533 and the p value is 0.126 and the coefficient is 0.054 on health consciousness on brand love mediated by green attitude. It is proven that the statistical t value of 1.533 < t Table 1.96 or p value 0.126> 0.05 and the coefficient shows a negative direction of 0.54, meaning that green attitude cannot mediate positively and significantly between health consciousness and brand love.

DISCUSSION

The Effect of Health Consciousness on Brand Love

Based on the results, health consciousness has a negative and insignificant effect on brand love.This is following the results of the hypothesis test which shows smaller than the t Table (1.96) which is 0.072 with an effect of -0.011 and P Values <0.05 of 0.943. So it can be concluded that Health Consciousness has a negative and insignificant effect on Brand Love. Therefore, the level of health awareness of customers does not make these customers feel attached to a brand. This is not in accordance with the research of Kumar et al.,(2021) that health awareness has a positive and significant effect on brand love.

Effect of Environmental Concern on Brand Love

Based on the results show that Environmental Concern has a negative and insignificant effect on Brand Love. This is following the results of hypothesis testing which shows smaller than the t Table (1.96) which is 1.401 with an effect of 0.206 and P Values <0.05 of 0.162. So it can be concluded that Environmental Concern has a negative and insignificant effect on Brand Love. Thus the level of environmental concern in customers will not make these customers able to have a sense of love for a brand. This is not in accordance with the research of Kumar et al., (2021) that environmental concern has a positive and significant effect on brand love.

The Effect of Green Attitude on Brand Love

Based on the results show that Green Attitude has a positive and significant effect on Brand Love. This is following the results of hypothesis testing which shows greater than the t Table (1.96) which is 3.593 with an effect of 0.393 and P Values <0.05 of 0.000. So it can be concluded that Green Attitude has a significant positive effect on Brand Love. Thus green behavior or environmentally friendly behavior from customers can result in these customers having a sense of love for a brand. This is in accordance with previous research conducted by Salehzadeh et al., (2021) and Voester et al., (2017)that green attitude has a positive and significant effect on love for green products.

The Effect of Health Consciousness on Green Attitude, and the Role of Green Attitude as a Mediator

Based on the results show that Health Consciousness has a negative and insignificant effect on Green Attitude. This is following the results of hypothesis testing which shows smaller than the t Table (1.96) which is 1.654 with an effect of 0.138 and P Values <0.05 of 0.099. So it can be concluded that Health Consciousness has a negative and insignificant effect on Green Attitude. Thus the level of health awareness in customers does not make these customers have green behavior or environmentally friendly behavior. This is not in accordance with previous research by Grewal et al.,(2017), Dewulf et al., (2015), and Shanawi Abdulsahib et al., (2019) which states that health consciousness has a significant positive effect on green attitude. And the results show that Green Attitude cannot mediate between Health consciousness and Brand Love. This is following the test results of the statistical t value of 1.533 < 1.96 or p value 0.126> 0.05 and the coefficient shows a negative direction of 0.54.

The Effect of Environmental Concern on Green Attitude, and the Role of Green Attitude as a Mediator

Based on the results show that Environmental Concern has a positive and significant effect on Green Attitude. This is following the results of hypothesis testing which shows greater than the t Table (1.96) which is 7.963 with an effect of 0.594 and P Values <0.05 of 0.000. So it can be concluded that Environmental Concern has a significant positive effect on Green Attitude. Thus the level of environmental concern in customers can make these customers have green behavior or environmentally friendly behavior. This is in accordance with previous research conducted by Yusliza et al., (2020), Kim & Ha, (2022), Shanawi Abdulsahib et al., (2019) that environmental concern has a significant positive effect on green attitude. And the results show that Green Attitude can mediate between Environmental Concern and Brand Love. This is following the test results of the statistical t value of 3.244> 1.96 or p value 0.001 <0.05 and the coefficient shows a positive direction of 0.234.

CONCLUSION

Based on the results of research on the impact of health awareness and environmental concerns mediated by green attitudes on brand preference, it can be concluded that the results of the health awareness variables have an impact negative and insignificant on green attitudes, so first hypothesis of the report is considered unsupported. The results of the environmental concern variables have a significant positive impact on green attitudes, so the second hypothesis can be supported. The results of the green attitude variable have a significant positive impact on brand love, so third hypothesis is supported. The results of the health consciousness variable have a negative and insignificant effect on brand love so the fourth hypothesis can be stated as not supported. The results of the environmental concern variable have a negative and insignificant effect on brand love so the fifth hypothesis can be stated as unsupported. The results of the green attitude mediation variable have a positive effect on the relationship between environmental concern and brand love so the green attitude variable can mediate between environmental concern and brand love. The results of the green attitude mediation variable negatively affect the relationship between health consciousness and brand love. So the green attitude variable cannot mediate between health consciousness and brand love.

Limitations

In this study, respondents were obtained for data, namely using a questionnaire by spreading google forms and not being done directly. So that the possibility of the answers given is not following the truth. This study is limited to a sample of only 156 respondents who use Tolak Angin brand products.

Suggestion

To provide better research in the future, this study provides several good suggestions for future companies and researchers. Environmental concern is what has a positive and significant influence on the green attitude of consumers of Tolak Angin products. Therefore, the company of Tolak Angin brand products is expected to be able to further socialize the importance of environmental concern for Tolak Angin consumers. So that consumers can always pay attention to a sense of awareness of environmental awareness and green behavior which can have a positive impact on the environment. Green attitude is a variable that has a positive and significant influence on consumer brand love for Tolak Angin brand products. Therefore, the company is also expected to be able to socialize the importance of green behavior towards green products. So it is hoped that the increase in consumer awareness of green behavior by consuming green products will help increase consumption of wind resist brand products. For further researchers, it is hoped that it can reveal other variable variations that have not been revealed in this study and can use a larger number of samples.

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