

Antecedents of Customers' Green Brand Love: Mediating Role of Emotional and Behavioral Benefit Advantages: An Empirical Study on Indonesia Customer's Behavior Based on a Triangular Theory of Love

Kardison Lumban Batu

Fakultas Ekonomi dan Bisnis, Universitas Diponegoro

Email: kardisonlumbanbatu@lecturer.undip.ac.id

Abstract

Triangular Theory of Love has been long well known, however this study revealed that the love within this theory can not be claimed as the love existed in a certain brand. Current research is investigating what triggering green brand love. Proposed two mediating variable, emotional and behavioral benefits advantages, and personal, memorable, adventurous brand experiences as the antecedents respectively. Questionnaires collected and returned within 3 months, valid questionnaires are reviewed and analyzed in order to see reliability, validity, and normality. The confirmatory factor analysis test also conducted, for further statistical analysis, Structural Equation Modelling. SEM with AMOS is used to assess and analyze data. Purposed sampling with non-purposive sampling technique deployed due to the large sample required, where female and male customer as the population. Current research sampling is taken from the Indonesian customers. All the Goodness of Fit measurements meet the rule of thumb as well as λ , α , ε , AVE, regression weight, CR, absolute, incremental and parsimony. Research findings reveal that all proposed hypotheses accepted. Personal, memorable and adventurous brand experiences are the determinant factors of green brand love. Emotional and behavioral benefits advantages have a strong function as mediating variables to improve green brand love performance.

Keywords personal brand experience, memorable brand experience, adventurous brand experiences, emotional benefit advantages, behavioral benefit advantages, green brand love.

1. Introduction

During tough competition in fashion industries, tourism brand destination especially local products against international brands, the best strategies is required for each industry to achieve their higher market performance. Refers in to fashion industries and brand destination in Indonesia, it expected that local brands or services should be able to win the competition regarding on love value creation for customers which is as strong as brand personality and brand image.

There were many studies concerned on brand, worth to mention, such as the moment consumers love their brands: Exploring the concept and its dimensions (Noël Albert, Dwight Merunka, & Pierre Valette-Florence, 2008), Determinant Factors Affecting Brand Love (Sevtap Unal & Ayd, 2013), Brand Love – Moving Beyond Loyalty (Kang, 2015), Effects of Brand Love, Personality and Image (Anggraenia & Rachmanita, 2015), brand love on brand loyalty (Drennan et al.,

2015), Brand loyalties (Bin Shena, Choi, & Chow, 2017), Brand community coping (Weijoa, Bean, & Rintamäki, 2017), brand loyalty on traditional and online (Jiska Eelen, Peren Özturan, & Verlegh, 2017), loveable anthropomorphized brand (Delgado-Ballester, Palazón, & Pelaez-Muñoz, 2017).

In order to be more customized, industries have to be able to offer and bring value creation for their customers. The study on building a human brand (Portal, Abratt, & Bendixen, 2018), brand awareness, perceived quality, brand image, brand loyalty (Seongseop (Sam) Kim, Choe, & Petrick, 2018), destination brand love (Aro, Suomi, & Saraniemi, 2018), Brand addiction (Cui, Mona Mrad, & Hogg, 2018), How Brand Disclosure Timing and Brand Prominence (Choi, Bang, Wojdyski, Lee, & Keib, 2018), Consumer-brand relationships and brand loyalty (N., Giovanisa, & Athanasopoulou, 2018), Nations as brands (Gupta, Foroudi, Väättänen, Gupta, & Wright, 2018), consumer-brand identification, brand community, and brand loyalty (Coelho, Ritaa, & Santos, 2018), Place branding (Kotsi, Balakrishnan, Michael, & Ramsøy, 2018), brand-post congruence (S. S. Wang, Lin, & Liang, 2018), Power distance belief and brand personality (X. Wang, Wang, Fang, & Jiang, 2018), Territorial brand management (Melewar & Skinner, 2018), brand authenticity on building brand love (Manthiou, Kang, Hyun, & Fu, 2018).

Most commonly customers have their own favorite, such as brand (Batra, Ahuvia, & Bagozzi, 2012). Love brand, the opposite of hate brand (Zarantonello, Romani, Grappi, & Bagozzi, 2016), was considered as a relative new concept discussed among scientist and brought the hints regarding on the shifting between customer relationship with brands. The research finding demonstrated that brand love has predicted a significant loyalty instead of related traditional model with perceived brand quality (Rauschnabel & Ahuvia, 2014).

Moreover, love brand trigger others beneficial consequences for brands, such as Words of Mouth and it resistance advantages over asymmetric information (Batra et al., 2012)). Yet, brand love is rarely being considered to attract more customers. This domain is clearly relevant for further research due to the increase of competition in tourism visitors, funding and the stakeholders support. The relationship between place brand and destination (Mili_cevi_c, K., & Sever, 2016), this study focused on visitors and place which is more specific than previously, due to the intense of destination competition. The relationship between visitors and place is well studied in its correlation with place bonding (Cheng & Kuo, 2015) as well as place attachment (Tsai, 2012). Yet, there are still lack of studies between visitors-place or destination.

Though the scarce studies among customer love towards destination/place, yet there were studies conducted on relationship between visitors-place, emotional bounding between visitors and place (Cheng & Kuo, 2015). Besides, there were some studies related with love brand ad physical goods (Batra et al., 2012) and services (Long-Tolbert & Gammoh, 2012), but there were only two focused on love brand and brand destination (Swanson, 2017) which is firstly conducted and developed (Swanson, 2015), and (Lee & Hyun, 2016) a study conducted right after environment disaster.

A study concerned on destination after natural disaster would not be able to conclude and

generalize in to the others natural destination. Thus, the concept understanding is still limited among constructs, the antecedents and consequences. To conceptualize this phenomenon is need further research. The emerged research which highlighted the potential differences between distinguished culture as the consequences of love brand and he terminologies deployed with the concept (N. Albert, D. Merunka, & P. Valette-Florence, 2008). Previous study concerned on love brand was conducted in USA (Batra et al., 2012) and destination brand love in USA and Japan (Swanson, 2017), the studies demonstrated the further studies in different locations in others countries. The current study is going to explore what triggers customer green brand love mediated with emotional and behavioral benefits advantage (male and female customers who experienced and visited shopping and the store as destination love brand). This study is different from previous study which concerned on the antecedents of consequences of destination brand love The study conducted on the general services and products.

2. Literature Review

2.1. Personal Brand Experiences

Various studies have conducted and demonstrated the findings that destination brand could enhance the existence of brand love. To increase the level of brand love is somehow gained from the first visits. (Cheng & Kuo, 2015) had observed that place emotional bonding could be gained from the first visit, though the research was mainly showed the development of bonding with place for long term relationship. In this research, brand experiences had a high positive performance, and proved the satisfaction was the antecedents of destination love brand and brand experiences was positively toward destination brand love. Moreover, based on the study conducted on service brand love (Long-Tolbert & Gammoh, 2012) had proven that the collaboration with services providers was believed as the determinant factors of destination brand love. The finding is also sure commended that pleasant visitors were collaborated and associated with destination brand, both pleasant visitors and destination brand aligned to shape the brand love (Swanson, 2017).

The popularity of hedonistic enjoyment was widely discussed, thus it is suggested to have a good perceived on the brand (Swanson, 2017) and hedonistic could increase the formation of destination brand love, besides, the attachment on destination was appeared, so this is to conclude that the attachment on a certain destination was considered as the key factors from destination brand love which have not reported from the previous research finding. The finding also supported the idea of identification was strongly related with brand love concept aligning with brand destination (Swanson, 2017). The identification itself was persuaded through customers experiences on values and personal brand suited with customer personality (Rauschnabel & Ahuvia, 2014). The other finding is also strongly suggested that destination brand love that anthropomorphism could enhance the formation of destination brand love.

2.2. Memorable Brand Experiences

The interdependency on place was also considered as a crucial factor at the previous finding on destination attachment (Tsai, 2012) destination bonding (Cheng & Kuo, 2015) and research

finding offered that place interdependency was the most crucial antecedent from brand love. Besides, unique and irreplaceable brand destination also found as the indicator. Align with the prior research on brand (N. Albert et al., 2008) and destination attachment (Tsai, 2012). The experiences gained during consuming a certain services and products are planted in customer's mind and became memorable and lead to revisit and experience again. The capability of destination brand to leverage customer self-expression is related with self-identification, further, self-identification with brand enhance love brand. Self-expression was found as crucial factor to form brand love. Research finding suggested that brand self-expression was also as the antecedent of destination brand love as aligned with other findings (Swanson, 2017).

2.3. Adventurous Brand Experiences

Interdependency of destination have been found as crucial factor at the prior research on destination attachment (Tsai, 2012) destination bonding (Cheng & Kuo, 2015) and the research suggested the indication that destination attachment was the most determinant factors of love brand. Besides, unique and irreplaceable found at the prior research on brand love (Albert & Merunka, 2013) and destination attachment (Tsai, 2012). Brand capability is designed to increase customer self-expression which related with identification, identification itself could increase brand love. Comfort customer's experiences on certain brand lead them to have more adventure and explore for brand enjoyment. Various comfort activities related with adventurous brand to form destination brand love as aligned with prior finding (Swanson, 2017).

2.4. Emotional Benefits Advantages

The interesting research findings due to its contradiction with previous finding (Batra et al., 2012) have shown that brand love is different from interpersonal love. This finding has shown that the interest of brand welfare was a consequence of destination brand love. This study claimed as the first to report that the interest on brand welfare was a part of love brand. This was caused by the fact that brand love has not dragged many researchers interest and tend to build the organization with goals, even could increase their willingness to support the goals and showed their attitudinal loyalty (Baldinger & Robinson, 1996). Research finding claimed that, customers have shown their attitudinal loyal and feel distress if they cannot make a visit again as also mentioned in others research on brand destination (Swanson, 2017). A positive attitude toward brand also found apparently and support others finding (Swanson, 2017) concerned on strong and positive attitude, so it could be said that brand love could enhance positive attitude on destination brand. Then, brand love offered protection for destination brand and motivated tolerance on its shortcomings. Some similarities have been found in its relationship with destination brand, though the resistance on negative experiences have not been discussed previously as a consequence of destination love brand but the resistance on asymmetric information (Lee & Hyun, 2016). Emotional benefits advantages such as longing and memories are as a consequence of destination brand love.

2.5. Behavioral Benefits Advantages

Word of mouth is considered as one of the consequences of destination brand love. The

statements of brand love is sometime overlapping with positive WOM. Research finding stated that verbal communication, declare love could be interpreted through purchasing clothes and branded accessories. This finding is aligned with product brands (N. Albert et al., 2008) and suggested that love declaration is one of the consequences of destination brand love. The willingness to fund investment, time, as well as energy. Thus, it is suggested that the willingness to invest as a consequence of destination brand love. The increase of price, continuously traveling, price insensitivity is considered as determinant factors of destination brand love. Besides, loyalist is a behavioral consequence, because it motivated revisiting. Behavioral loyalty (Baldinger & Rubinson, 1996) priority have been positively reported through passionate love, emotional bonding, self-identification brand within destination brand love concept (Lee & Hyun, 2016).

2.6. Green Brand Love

Brand has been studied widely through the measurement of customer's satisfaction and brand loyalty (Oliver, 1999). Focusing on customer's satisfaction is also criticized by (Oliver, 1999), due to the most effective method to increase loyalty has been proposed. Love brand has been identified as the trigger to increase loyalty (Carroll & Ahuvia, 2006). Within brand context (Baldinger & Rubinson, 1996) suggested that loyalty definition which covers attitude and behavior, because loyalty is considered not only as repurchasing but also covers strong attitude on brand. Besides, utilizing love as marketing tools is more general recently. Brand love as a concept is refers to customer emotional bonding on a certain brand. Discussion on emotional bonding and the attachment seemingly more natural compared with love expression on brand. Brand love has been categorizing as one of attachment of dimension thought it is still considered as separated or distinguished concept (Bergkvist & Bech-Larsen, 2010). Brand love could be considered as the connection of deep emotional brand (Long-Tolbert & Gammoh, 2012).

(Carroll & Ahuvia, 2006) defined brand love as marketing concept where wanted behavior post-consumption between satisfied customers could be explained and predicted. They called brand love as the level of desirable emotional bonding owned by satisfied customers for certain brand. Complaints regarding on the existence of love besides the interpersonal form has also been shown (A. C. Ahuvia, Batra, & Bagozzi, 2009), which based on the ideas of love is considered pure. Thus, the usage of love for one object instead on the usage on people is somehow considered as defamation of the love nature itself (A. C. Ahuvia, 1993). Brand as the object love has been triggering the contradictive discussion over a non-human love usage. The love itself seemingly as the physiological process which could be taken place on human, ideas, activities as well as an object (A. C. Ahuvia et al., 2009). Prior research has reported that the object related with nature, landscape, the most visited destination among the object besides human being (A. C. Ahuvia, 1993). Ideas (A. C. Ahuvia, 1993) provided the reason to learn destination brand love as individual phenomenon.

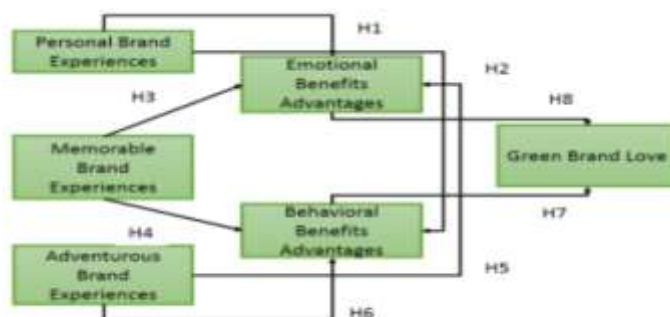
Triangular Theory of Love (Stenberg, 1986), concentrated on interpersonal love, was mostly adopted in the study which related with brand love (Batra et al., 2012). Yet (Batra et al., 2012) demonstrated that brand love could not be directly compared with interpersonal love, due to the

various kind of loves, such as compassionate, romantic, parental love were not being able to apply to learn brand love. (Batra et al., 2012) also found that the respondents involved in the study were truly love certain brand, they still considered it as a different form of love when they expressed it to human beings. The first differences are, brand love is generally described as the less relationship then interpersonal love, secondly, whilst interpersonal love is concluded in altruistic care with beloved person, which is not occurred in brand love. Thirdly, within conducive interpersonal relationship, the love itself is reciprocal relationship.

Some findings also recorded that brand love is what is called one-side (Shimp & Madden, 1988), though the brand considered to respond when it offered the beneficial for customers. The fourth is, it did not mention that unity of beloved person in to the self, whilst the integration was considered crucial in the brand love literatures. Finally, the most conscious selection of an individual to vision the interpersonal relationship as a love that distinguish interpersonal love from brand love (Batra et al., 2012).

Based on the aforementioned literatures reviewed, hence, to propose the following grand theoretical model.

Figure 1. Proposed Model



For more details, current research proposed the following hypotheses.

H1: The Personal Brand Experiences is significantly having the positive impact on Emotional Benefits Advantages.

H2: The Personal Brand Experiences is significantly having the positive impact on Behavioral Benefits Advantages

H3: The Memorable Brand Experiences s is significantly having the positive impact on Emotional Benefits Advantages.

H4: The Memorable Brand Experiences is significantly having the positive impact on Behavioral Benefits Advantages.

H5: The Adventurous Experiences is significantly having the positive impact on Emotional Benefits Advantages.

H6: The Adventurous Experiences is significantly having the positive impact on Behavioral Benefits Advantages.

H7: The Emotional Benefits Advantages is significantly having the positive impact on Green Brand Love

H8: The Behavioral Benefits Advantages is significantly having the positive impact on Green Brand Love

3. Research Method

Data Collection. Current research was conducted and used primary data through google form questionnaires and distributed a self-administered questionnaire. The distribution of questionnaires within 3 months. Response test bias also conducted whether there is a bias between google form questionnaires and distributed a self-administered questionnaire.

Data Analysis. After all questionnaires collected and returned within 3 months, the valid questionnaires are reviewed and analyzed in order to see the reliability, validity, and normality data. The confirmatory factor analysis test also conducted, for further statistical analysis, Structural Equation Modelling (SEM) with AMOS deployed to analyze the data.

In order to avoid the misperception, the following table provided a highlights on variables, indicators and definition.

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Table 1. Variables and Indicators

Variables	Indicators	Definition	Sources
Personal Brand Experience	- shopping to make feel better - shopping is a way to relieve stress - shopping treat myself to something special - Shopping is mood Booster - Shopping is a self-rewards	The personal experiences perceived by an individual through the shopping that enable them to feel better, relive stress, fel something specia, moody booster as well as self rewards.	Bregoli, I. (2013).
Memorable Brand Experiences	- shopping to keep up with the trends' successful - shopping to keep up with the new fashions - shopping to see what new products are available actions - Shopping to keep the existence in fashion world	The experiences gained from consuming a certain brand which leads to memorable though keeping up with trends successful, new fashions, waiting for brands availability and the existence in fashion world.	Ismail, A. R., & Spinelli, G. (2012).
Adventurous Brand Experiences	- shopping is an adventure - Find a shopping as stimulating - Shopping makes my own universe - Shopping is as one my routines.	Having experiences through perceied brand as an adventure, considering brand as stimulating, making own universe and making shopping as routines.	Karjaluoto, Munnukka, J., & Kiuru, K. (2016)
Emotional Benefits Advantages	- shopping with my friends to socialize - shopping with my family to socialize - enjoy socializing with others - Shopping with others is a bonding experience	The benefits experiences in emotional as a consequences of shopping to socialize with friends, families, relatives and shopping as bonding exprience.	Hosany, S., & Gilbert, D. (2010)
Behavioral Benefits Advantages	- Shopping when there are sales - Enjoy looking for discounts - Enjoy hunting for bargains - Waiting for Special event for Sales - Enjoy the offer buy one get two	The benefits experiences gained in behavioural as a consequences of doing shopping when sales is available, discounts, bargain hunting and others type of offers.	Kaufmann, Loureiro, S. M. C., & Manarioti
Green Brand Love	- Willingly to declare that the brand is adorable - Having a great willingness to invest - Willingness to pay with higher cost/price - Willingly to wait when the brand is unavailable.	The green behaviour showed by customers' willingness to adore the brand, invest, higher prices and loyalty.	Karjaluoto, Munnukka, J., & Kiuru, K. (2016)

4. Findings and Discussions

As a fundamental research, this study explores the causality relationship among exogenous and endogenous variables, which is all proposed hypotheses should be analyzed and tested. Personal Brand Experiences (PBE) has proven as the antecedent of Emotional Benefits Advantages and Behavioral Benefits Advantages as H1 and H2 are accepted (CR 4,293; 3,544). When customer perceived that Brand they experienced suited with their personality, they will gain benefit advantage emotionally as well as behaviorally.

Memorable Brand Experiences (MBE) is also claimed as key factors Emotional Benefits Advantages and Behavioral Benefits Advantages as H3 and H4 are accepted (CR 3,752; 3,208). This is to highlight that the memorable experiences perceived by customers will offer the emotional and behavioral benefit advantages.

Furthermore, Adventurous Brand Experiences (ABE) is significantly increase the Emotional Benefits Advantages and Behavioral Benefits Advantages as H5 and H6 are accepted (CR4,263; 5,334). Customer experiences to explore brand will lead to the Emotional Benefits Advantages and Behavioral Benefits Advantages.

The Emotional Benefits Advantages and Behavioral Benefits Advantages as mediating variable also strengthen their function as the antecedents of Green Brand Love (GBL) with Coefficient Regression 5,446, 6,857. As seen at the following table 2

Table 2. Regression Weight

	Hypotheses	Est.	S.E.	C.R.	P	Label	H
H1	Emotional Benefits Advantages <- Personal Brand Experience	,264	,062	4,293	***	par_24	Y
H2	Behavioral Benefits Advantages <- Personal Brand Experience	,203	,057	3,544	***	par_25	Y
H3	Emotional Benefits Advantages <- Memorable Brand Experience	,251	,067	3,752	***	par_29	Y
H4	Behavioral Benefits Advantages <- Memorable Brand Experience	,200	,062	3,208	,001	par_30	Y
H5	Emotional Benefits Advantages <- Adventurous Brand Experience	,326	,076	4,263	***	par_31	Y
H6	Behavioral Benefits Advantages <- Adventurous Brand Experience	,401	,075	5,334	***	par_32	Y
H7	Green Brand Love <- Behavioral Benefits Advantages	,408	,075	5,446	***	par_22	Y
H8	Green Brand Love <- Emotional Benefits Advantages	,464	,068	6,857	***	par_23	Y

The highest impact of Confusion Regression (CR) as the antecedents of Green Brand love could be seen from is emotional Benefits Advantages. This could be meant that emotional plays the most important factors above all, secondly followed by behavioral benefits advantage. Once the experiences on a certain brand suit with customer behavioral and emotional, those advantages will be keeping them stay loyal. Thirdly, Personal and Adventurous Brand Experiences show crucial factors in leveraging Green Brand Love. Fourth, Memorable Brand Experience and Adventurous Brand Experience are also having a significant impact on GBL respectively. (see Table 2).

Assessing the Good of Fit (GoF) from proposed model which is based on three criterions, Absolute Fit Measures, Incremental Fit Measures and Parsimony Fit Measures. All the

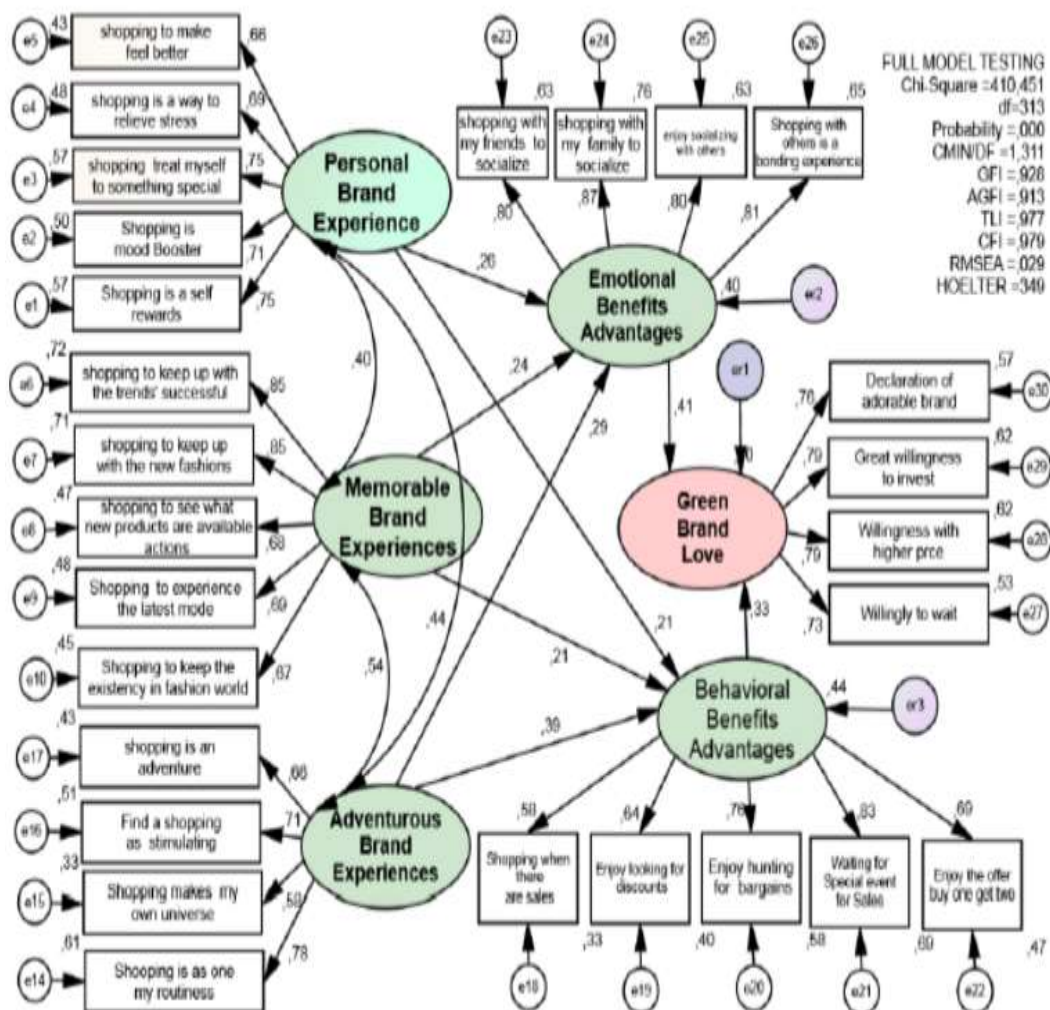
measurements are in accordingly with rule of thumbs. See the Absolute, Incremental, and Parsimony Fit Measurements as follows:

Table 3. Absolute, Incremental, Parsimony Fit Measurements

ABSOLUTE FIT MEASURES	
• CMIN/DF (The Minimum Sample Discrepancy Function Divide With Degree of Freedom)	1,311
• RMSEA (Root Mean Square Error Approximation)	0,029
• GFI (Goodness of Fit Index)	0,928
• Chi-squared (χ^2)	410,451
• P(probability)	0,000
INCREMENTAL FIT MEASURES	
•	
• AGFI (Adjusted Goodness of Fit Index)	0913
• TLI (Tucker Lewis Index)	0,977
• NFI	0,901
• CFI (Comparative Fit Index)	0,979
PARSIMONY FIT MEASURES	
• PNFI (Parsimonious Normal Fit Index)	0,513
• PGFI (Parsimonious Goodness-of Fit Index)	0,715
• Hoelter	349

The next step conducted is having full model testing. This testing conducted to see the GoF, the relationship among hypotheses simultaneously, reliability, and errors. The full model testing could be seen at the fig 2.

Figure 2. Full Model Testing



Based on Fig 2. Standard Loading, α , Error, CR and EVA could be assessed. This step is should be conducted in order to find out whether all the criterion is in accordingly with rules of thumbs.

Table 4. Variables, Standardized Loading, α , Error, CR and EVA

Variables	Variables and indicators	Loading Factors	α	Error	CR	EVA
Personal Brand Experience	Personal Brand Experience (PBE)		.85		0,59	0,86
	• shopping to make feel better	0,66		0,43		
	• shopping is a way to relieve stress	0,69		0,48		
	• shopping treat myself to something special	0,75		0,57		
	• Shopping is mood Booster	0,71		0,50		
	• Shopping is a self-rewards	0,75		0,57		
Memorable Brand Experience	Memorable Brand Experience (MBE)		.84		0,56	0,83
	• shopping to keep up with the trends' successful	0,85		0,72		
	• shopping to keep up with the new fashions	0,86		0,71		
	• shopping to see what new products are available actions	0,68		0,47		
	• Shopping to experience the latest mode	0,69		0,48		
	• Shopping to keep the existence in fashion world	0,67		0,45		
Adventurous Brand Experiences	Adventurous Brand Dependent (ABE)		0,90		0,57	0,79
	• shopping is an adventure	0,66		0,43		
	• Find a shopping as stimulating	0,71		0,51		
	• Shopping makes my own universe	0,58		0,33		
	• Shopping is as one my routines	0,78		0,61		
Emotional Benefit Advantages	Emotional Consequences (EBA)		.78		0,55	0,79
	• shopping with my friends to	0,80		0,63		
	• shopping with my family to	0,87		0,76		
	• enjoy socializing with others	0,80		0,63		
	• Shopping with others is a bonding experience	0,81		0,65		
Behavioral Benefit Advantages	Behavioral Consequences (BBA)		.79		0,56	0,79
	• Shopping when there are sales	0,68		0,33		
	• Enjoy looking for discounts	0,64		0,40		
	• Enjoy hunting for bargains	0,70		0,59		
	• Waiting for Special event for Sales	0,83		0,69		
	• Enjoy the offer buy one get two	0,69		0,47		
Green Brand Love	Green Brand Love (GBL)		.87		0,52	0,80
	• Willingly to declare that the brand is adorable	0,76		0,57		
	• Having a great willingness to invest	0,79		0,62		
	• Willingness to pay with higher cost/price	0,79		0,62		
	• Willingly to wait when the brand is unavailable	0,73		0,53		

All items is measured with Ten-point scale, anchored by "Strongly Disagree" and "Strongly Agree"

The table 4 above highlights the Standardized Loading (λ), Alpha (α), (ϵ) Error, CR (Construct Reliability) and AVE (Average Variance Extracted). After examining the Standardized Loading Factors/Lambda (λ), the statistical output demonstrated that all indicators are reflected for each variable. This is proven that the reliability is more than ,6 which is convergence to value of 1. This could be meant that, all the respondents have the similar opinion regarding on the topic given.

The value of Alpha (α) is more than ,7, this is to claim that the questionnaire used for current research is valid. Moreover, the table is also providing the CR (Construct Reliability) above ,5. As well as AVE (Average Variance Extracted). In summary, all the variables and indicators reflect its dimension and fulfill the rule of thumb. Table 5 highlighted the discriminant validity for the all constructs in within. While table 6 also illustrated the HTMT- heterotrait–monotrait to evaluate the discriminant validity. All statistical output confirmed to align with rule of thumb.

Table 5. Discriminant validity

Construct	1	2	3	4	5	6
Personal Brand Experience	0,84					
Memorable Brand Experience		0,82				
Adventurous Brand Experience			0,85			
Emotional Benefits Advantages				0,81		
Behavioral Benefit Advantages					0,86	
Green Brand Love						0,84

Table 6. Discriminant Validity (the HTMT ratio)

Construct	1	2	3	4	5	6
Personal Brand Experience	0,69					
Memorable Brand Experience	0,65	0,75				
Adventurous Brand Experience	0,72	0,82	0,77			
Emotional Benefits Advantages	0,63	0,74	0,82	0,65		
Behavioral Benefit Advantages	0,74	0,72	0,81	0,74	0,76	
Green Brand Love	0,69	0,78	0,82	0,82	0,83	0,72

5. Conclusion

Having investigated and analyzed the five dimensions of Green Brand Love, (Personal Brand Experience, Memorable Brand Experience, Adventurous Brand Experiences, Emotional Benefit Advantages, and Behavioral Benefit Advantages), this is to claim that, green brand love performance could be higher only if supported the antecedents discussed in this research. All the key factors showed the positive significant impact on Green Brand Love. Customers will revisit, repurchase even recommend to others when they have enjoyment experiences, brings benefits, offer advantages and comfort as well. Moreover, emotional and behavioral benefit advantages will be bonding in customers when they have memorable experiences.

The implementation of Triangular Theory of Love (Stenberg, 1986), however could not be generalized as love in the TTL is different with the love perceived by customers on a certain brand. The interpersonal love with person could not be adjust with personal love brand, ultimate love is not similar with favorite brand. Love is reciprocal indeed, love with brand is just a memorable until the new brand launch replace the old ones. To bring theoretical findings in to reality, is somehow the hardest part to implement. Since all variables have been proven as the antecedent of green brand love, we would like to suggest that the stakeholder, service and product providers to improve their services to stimulate customer visiting, to bond emotional, having good memory. It is strongly suggested that for further study is to conduct research with different background such as tourism destination. Green tourism destination as the dependent variable.

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