



How Does Affective Brand Experience Customer Loyalty to A Brand of Menstruation Medicine?

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Abstract

In developing countries, women at all levels of society (i.e. upper, middle and lower classes) are not sufficiently aware of menstrual hygiene management. The aim of the research is to determine the factors that can influence attitudinal loyalty and behavioral loyalty by encouraging brand love and brand trust through affective brand experience. The data in this study used a survey method with a questionnaire conducted online, respondents used a purposive sampling method in the Jakarta area, with the sample criteria being women aged 20 to 43 years who were Softex customers. For analysis using factor analysis and structural equation modeling (SEM) with the Lisrel application. The results of this study show that there is a positive relationship between affective brand experience and brand love and brand trust and influences attitudinal loyalty and behavioral loyalty. The managerial implication is that in increasing loyalty, attitudes and behavior, marketers need to pay attention to customer trust in a brand because it has been proven that trust has the most significant influence on the encouragement of customer experience in using Softex brand sanitary napkins.

Keywords: Attitude Loyalty; Behavioural Loyalt; Brand Love; Brand Trust; Affective Brand Experience

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INTRODUCTION

Menstruation is a natural female function that occurs every 21–28 days with a duration of five days in one menstrual cycle and plays an important role in the female reproductive system (Crofts, 2012; Woeller & Hochwalt, 2015). Women usually experience menstrual periods between the ages of 11 and 50 years, and regular menstrual periods are usually 3–7 days, with an average menstrual blood loss of 35 milliliters (ml) where blood loss (10–80) ml is considered normal (Nyoni et al., 2014). An important aspect in a woman's life is her menstruation, when a girl approaches puberty, her body experiences changes that can affect her entire life, including a woman's personality can be shaped or destroyed by these changes (Critchley et al., 2020). According to a Grand View Research report, the global market for sales of menstrual pads is estimated to reach USD 1.1 billion in 2020, and is expected to increase at a compound annual growth rate (CAGR) of 4.2% from 2021 to 2028 (Sommer et al., 2021). The report also states that this market is growing along with increasing consumer awareness of menstrual products that can help women in using menstrual pads (Deb & Jain, 2023).

In developing countries, women at all levels of society (i.e. upper, middle and lower classes) are not sufficiently aware of menstrual hygiene management, resulting in school absenteeism, infections and various diseases in women's health,



shame and barriers to work in women leading to low productivity (Bharadwaj & Patkar, 2004). Health-conscious women today adhere to many products including sanitary napkins, tampons, panty liners, and menstrual cloth pads with three main layers: a top layer, an absorbent core, and a leak barrier layer (Yadav et al., 2016). Sales of women's menstrual sanitary products will increase, especially at the beginning of menstruation, the numbers will be higher, but the numbers will decrease slowly starting from the second day of the cycle until the last few days (Nyoni et al., 2014).

Therefore, in modern business governance, the continuous increase in competition has encouraged many companies to realize the importance of retaining customers in order to maintain the continuity of their business (Dandis & Eid, 2022). Then in today's competitive business environment, business success is highly dependent on efforts to build and maintain strong relationships between brands and customers and cultivating and retaining loyal clients is considered the main factor that spurs a company's long-term success, because this reduces marketing costs. , increase competitiveness, enlarge market share, create positive recommendations, and open more expansion opportunities (Na *et al.*, 2023).

Recent studies have examined the influence between affective brand experience, brand love and brand trust and their influence on customer loyalty (Dandis & Eid, 2022; Ferreira & Rodrigues, 2019; Junaid et al., 2019; Maduretno & Junaedi, 2022; Ridhwan et al., 2021; Safeer et al., 2020). Research conducted on coffee consumers explains the influence of brand experience on customer loyalty in achieving competitive advantage for modern marketing strategies (Maduretno & Junaedi, 2022). Other research also explains that online brand experience is mediated by brand trust and brand love, which influences customer loyalty, which data increases consumers the higher their brand love (Ridhwan *et al.*, 2021). Then the influence of brand love on brand loyalty is also proven in halal brand products. Apart from that, several studies have confirmed the significant influence of brand trust and brand image on brand love.

Affective brand experience has an important role in forming consumer attitudinal and behavioral loyalty and is able to encourage brand love and brand trust. Safeer *et al.* (2020) noted that sensory and affective experiences have a direct and significant impact on brand image, while intellectual and behavioral experiences do not have a significant impact. Likewise, research conducted by Algharabat (2017) shows that social media marketing activities have a positive effect on self-expressing brand image, which ultimately influences brand love. Furthermore, in the research of Junaid *et al.* (2019) highlighted the impact of affective brand experience on brand love positively and significantly. These findings were confirmed by Ferreira *et al.* (2019) which states that sensory and affective experiences have a positive effect on brand love. Furthermore, Wijekoon & Fernando (2020) confirmed that sensory, affective and intellectual experiences contribute positively to the development of brand love among customers. Attitudinal loyalty and behavioral loyalty are important components of consumer relationships with brands, especially in the context of brand love. Attitudinal loyalty, which includes cognitive elements and psychological attachment, plays a significant role in forming consumers' latent attitudes and positive purchase intentions towards a brand (Saini & Singh, 2020). This psychological attachment,

in turn, influences behavioral loyalty, separating purchases guided by strong attitudes from purchases caused by situational constraints (Jaiswal & Niraj, 2011).

Based on previous research, it has explained the influence of affective brand experience on brand love, brand trust, then the influence of brand love and brand trust on attitudinal loyalty and behavioral loyalty. However, there is not much research that explains the influence of affective brand experience as a variable that is able to create brand love and brand trust so that attitudinal loyalty and behavioral loyalty will arise in consumers of a brand of menstrual pads in Indonesia. Therefore, research was carried out with the aim of finding out the factors that can influence attitudinal loyalty and behavioral loyalty with the encouragement of brand love and brand trust that arises from customers as well as the role of affective brand experience as a variable that has an important role in building this relationship. It is hoped that the results of this research can contribute to the theoretical/scientific level in the field of marketing management and also provide managerial implications that have a positive impact on menstrual sanitary napkin brands, especially the Softex brand in Indonesia, through a description of the affective brand experience studied so as to increase attitudinal loyalty and behavioral loyalty of the brand.

METHOD

Measurements were carried out quantitatively and data collection was carried out using a survey method by distributing questionnaires via Google Form. Data collection uses a survey method by distributing questionnaires online. Measurements were carried out using a Likert scale with a scale of 1 – 5 (1 = strongly disagree and 5 = strongly agree). Respondents for this research were sampled purposively (purposive sampling) in the Jakarta area, Indonesia, with the sample criteria being women aged 20 to 43 years who had used sanitary napkins with the Softex brand. This research only focuses on one type of brand, namely Softex and various types of products studied such as Softex Betel Leaf, Softex Comfort Night, Softex Natural Cool and Softex Menstrual Pants which are customers with a purchase frequency of more than one month, and this study will begin to be implemented in 2023.

The topics that will be analyzed in this research are Affective Brand Experience (ABE), Brand Love (BL), Brand Trust (BT), Attitudinal Loyalty (AL) and Behavioral Loyalty (BL). Next, measurement of each variable was carried out using a questionnaire where the statements for each variable for Affective Brand Experience were four questions adopted from Han *et al.* (2019). The Brand Love variable consists of five questions and the Brand Self Trust variable consists of six questions adopted from (Hafez, 2021). The Attitudinal Loyalty variable consists of three questions adopted from Haverila *et al.* (2022) and the Behavioral Loyalty variable consists of four questions adopted from (Liu et al. 2020). So the total measurement uses 20 questions.

The data collection technique began with distributing an initial questionnaire (pre test) to 30 respondents. The research was carried out quantitatively using the SEM (Structural Equation Model) method, while data processing and analysis used IBM SPSS 24 and Lisrel 8.8 software. During the pre-test, this research carried out factor analysis to test validity and reliability with SPSS 24. The validity test was

carried out by looking at the Kaiser-Meyer-Olkin (KMO) measurement values and the Measure of Sampling Adequacy (MSA). The results of the KMO (0.816 to 0.885) and MSA (0.695 to 0.947) values are greater than 0.500, which means that the factor analysis is appropriate and all statements given to respondents are declared valid. The reliability test uses Cronbach's Alpha measurement where the results are (0.929 to 0.972), because it is closer to 1, the better (Hair *et al.*, 2014). Because it uses SEM (Structural Equation Model) where the number of research samples is determined at least 4 times the number of questions (Hair *et al.*, 2014). So the total sample in this study was 152 people, taking into account reserves if there were discrepancies in filling out the questionnaire.

RESULT

From the test results it was found that 53.9% of respondents were aged 20 to 27 years, and 46.1% were aged 28 to 43 years. Softex sanitary napkin brand customers are predominantly young, as in the description above, with 53.9%. For brand testing, there were 57.2% users of softex betel leaf, 7.9% users of softex comfort night, 30.3% users of softex natural cool, 0% users of softex menstrual pants, and 4.6% users of others. Softex brand sanitary napkin users predominantly use betel leaf products because these products contain vitamin E, eliminate odors and can reduce humidity.

Even though pretest testing has been carried out, construct reliability testing is carried out again to determine the measure of internal consistency of the indicators of a variable in showing the degree of the variable formed. And the variance extracted test is a measure of how much variance from the indicators is extracted by the variables formed. According to the recommendations of Hair *et al.* (2014) construct validity measurements can be accepted and declared valid, because most of the indicators for each variable have a loading factor of more than 0.50. There are no indicators that have factor loadings below 0.50. From the results of construct reliability (CR) and variable extracted (VE) calculations, it can be said that the overall requirements are met, which is in accordance with Hair *et al.* (2014) that the construct reliability value must meet the reliability requirements with a CR above 0.60 and a VE value above 0.50, namely affective brand experience (CR=0.92; VE=0.75), brand trust (CR=0.89 ; VE=0.69), brand love (CR=0.88; VE=0.66), attitudinal loyalty (CR=0.88; VE=0.67), behavioral loyalty (CR=0.91; VE =0.73).

Based on the suitability test analysis, the majority showed good suitability including $X^2/df = 1.674$; degree of freedom = 141; Chi Square = 244.29; RMSEA = 0.067; ECVI = 2.48; AIC = 374.05; CAIC = 651.69; NFI = 0.98; Critical N = 114.11 and GFI = 0.86. Thus there is an overall fit of the model (Goodness of Fit) even though some are at marginal fit levels, complete data can be seen in Appendix 8 and the results are as depicted in the PATH diagram in Figure 2. and A hypothesis testing model can be presented as in Table 1.

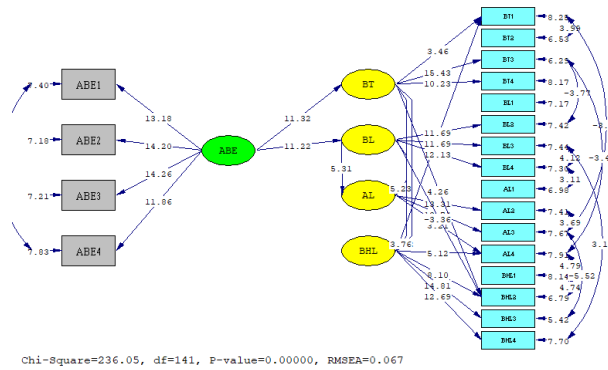


Figure 2. T-Value Path Diagram Results

Based on Figure 2, the results of the t-value path diagram show the results of the relationship between the variables studied, as follows

Hipotesis	Hipotesis tEST	T-value	Remar
H1	<i>Affective brand experience</i> has a positive effect on terhadap <i>brand love</i>	11,22	Data supports the hypothesis
H2	<i>Affective brand experience</i> has a positive effect on <i>brand trust</i>	11,32	Data supports the hypothesis
H3	<i>Brand trust</i> has a positive effect on <i>attitudinal loyalty</i>	5,23	Data supports the hypothesis
H4	<i>Brand trust</i> has a positive effect on <i>behavioural loyalty</i>	4,02	Data supports the hypothesis
H5	<i>Brand love</i> has a positive effect on <i>attitudinal loyalty</i>	5,31	Data supports the hypothesis
H6	<i>Brand love</i> has a positive effect on <i>behavioural loyalty</i>	3,76	Data supports the hypothesis

Source: Lisrel 2024 processed data

sBased on the hypothesis testing table above, it is known that all variables have a T-Value value above 1.96 and thus the data in this study supports all research hypotheses developed. Complete information about SEM analysis using Lisrel.

DISCUSSION

The affective brand experience variable has a significant effect on brand love, where users of softex brand sanitary napkins prioritize their experience when using them so that, if they have an affective brand experience, it will make brand customers love the product. This research shows that the most dominant experience is the use of betel leaf softex products, this softex has advantages over other products because it has betel leaf extract with vitamin E contained in it, it is also able to eliminate unpleasant odors so customers will tend to choose this product. This is in line with previous studies by Bairrada et al. (2019) and Huang (2017) that

if customers have an affective brand experience on the products they use, they will tend to have various cognitive, affective and behavioral experiences, which will increase brand love. In increasing brand love, there needs to be an opinion from customers that the brand is more successful than and the quality of the brand is better than other brands in accordance with the indicators in the measurement which state the highest aspect of increasing affective brand experience, namely by believing that Softex products are of better quality, this will increase brand love. According to the indicators, what Softex shows to consumers is that consumers will like the product.

The affective brand experience variable has a positive and significant effect on brand trust. Thus, the Softex sanitary napkin brand always fulfills customer needs in accordance with the indicator values in this research. The need for the products presented by the Company answers all customer desires, what they need in using herbal sanitary napkins with betel leaves while also helping maintenance during menstruation has an impact. and will give consumers more brand trust. This is in line with research explained by Khu & Sukesu (2020) that affective experiences will shape consumer trust in the brands they use. In other words, as a result of the encouragement from the usage experience they feel, it will give rise to good trust in the brand.

The level of trust that arises from customers on the basis of a brand that always provides consumer needs will increase attitudinal loyalty with the attitude of customers who clearly feel the benefits provided in accordance with measurements on the indicator that attitudinal loyalty will increase if consumers feel everything that they feel is beneficial for them. This research is in line with the opinion of previous researchers by Chinomona (2016) and Yolanda & Keni (2022) that consumer attitudes will emerge if trust in the brand is built correctly so as to increase attitudinal loyalty.

Brand trust has a positive effect on behavioral loyalty where if consumer trust arises in the Softex sanitary napkin brand then behavioral loyalty will arise so that customers will have behavior that will recommend this Softex brand to other users who have not used this brand. In the demographic of respondents it can be seen that Softex products are sirig has more users than other products, consumers with behavioral loyalty will tell you about the product they use, namely betel leaf softex. In line with previous research by Ali et al. (2018) that brand trust will form a sense of fairness and dependence in consumers, increasing the likelihood of repeat purchases and continued involvement with the brand. This brand trust in brand consistency and quality can have a positive impact on consumers' repurchase habits, ultimately forming behavioral loyalty.

CONCLUSION

All hypotheses in the research have been proven that there is a relationship in each variable. This research recognizes that the main driver is Affective Brand Experience which then becomes a driver of brand love and brand trust which has a positive influence on attitudinal loyalty and behavioral loyalty. A brand that is perceived by customers through their experience will make customers have trust and passion for the brand, which will then give rise to a sense of loyalty both in behavior and attitude which will reflect feelings of the benefits provided as well as

increased commitment to continue to be loyal to the brand, so that customers will continue to be loyal to the brand both in attitude and behavior and be able to provide the same information to new customers so that they have the same behavior. By understanding customer characteristics that originate from their experiences, marketers can implement effective strategies in increasing the loyalty of attitudes and behavior towards the women's sanitary napkin brand, namely Softex.

The limitations contained in this study also show several directions for future improvements in future research, namely first, this research is limited to ages 21-44 years, where this age has the productive end of menstruation, therefore in the future we can test customers It's only when teenagers start to experience menstruation. Second, this research tests various types of products from the Softex brand, then you can test one brand of product to focus more on conducting research on the brands of products that are most dominant or less popular with customers. Third, the model or framework in this research still needs development so that further research can test different frameworks by adding variables such as repurchase intention or resilience to negative information. Finally, further research can use measurements with dimensions so that the results obtained are better.

The findings of this study for marketers have implications regarding strategies in building a brand that has high loyalty, both attitudes and behavior, which are driven on the basis of brand love and brand trust in customer experience. The implication is, in increasing attitude and behavior loyalty, marketers need to pay attention to customer trust in a brand because it has been proven that trust has the most significant influence and is driven by customer experience in using Softex brand sanitary napkins. On this basis, trust can be built with customer needs always being met or the suitability of what they want with what the Company provides.

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