Lovely tupperware:
The role of brand love in mediating brand loyalty

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Abstract

This research aims to determine the effect of brand personality and emotional brand attachment on brand love and brand loyalty in Tupperware products in the city of Jember. Respondents in this research amounted to 170 with the purposive sampling method carried out using a hybrid—analysis using SEM-PLS with data processing using SmartPLS version 3. The results showed that brand personality has a significant effect on brand love and also brand loyalty. Likewise, emotional brand attachment has a significant effect on brand love and brand loyalty. Related to the mediation function, brand love is successful and critical in building brand loyalty. The managerial implication in this study is to make brand love a proxy in the company's brand strategy as well as a bridge to maintaining loyalty

Keywords: *brand personality, emotional brand attachment, brand love, brand loyalty.*

1. Introduction

Product household equipment at this time has developed such appearance, along with the changes in pattern life and improvement in public income and better education. Change pattern life and improvement income public cause consumption will product household equipment experience development. Household equipment experience modification by aiming segment hedonic compared utilitarian segment because according to its function, in general, household appliances do not experience change significant functionality; however, regarding form, differentiation product, as well as the ingredients and prestige that make household products, are often regarded as a unique product.

Household equipment manufacturers design their products to target a broader segment with various product lines (Larasati & Purwono, 2021). It is considered that the primary market for household equipment is women (Dai et al., 2019). Women play a significant role as users and primary decision-makers regarding household equipment and children (Davis et al., 2022; Lewis, 2021). Household equipment manufacturers design products with a feminine and stylish appearance. For instance, Tupperware has developed a product line with a more feminine design, using pastel colors or motifs that appeal to consumer tastes. This makes the product functional, aesthetic, and suitable for modern lifestyles. To cater to career women, Tupperware creates products with multiple functions, such as food containers that can also be used as stylish work lunch bags. In addition, consumers also consider food quality and environmental friendliness when making purchasing decisions (Humairoh & Elfani, 2020).

The connection between consumers and products is crucial for building relationships (Burmann et al., 2009; Roy et al., 2016). It fulfills the first aspect of the transaction, which is meeting needs. The next step involves building a sense of belonging and trust related to emotions and personality (Su & Reynolds, 2017). Consistency of quality, effective communication, and viewing consumers as partners are essential for building strategic relationships between producers and consumers (Nugraha, 2022a).

A loyalty brand can be triggered by many one of which is brand personality (Coelho & Bairrada, 2019; Davies et al., 2018; Wahyuni, 2015). Brand personality illustrates a person who can be associated with something brand specific. Successful brands building a personality that is different from other brands will make consumers see the personality of such brands and will form strong relationships with them (Davies et al., 2018; Garanti & Kissi, 2019). This refers to how the brand interacts with consumers and how consumers perceive the brand itself. Brand personality is an attribute or characteristic consumers give to a brand, reflecting the brand's identity, values, and vision. Brand Personality can also help build a connection emotional between brands and consumers so consumers feel more connected to the brand and feel loyal to it. A strong Brand Personality can help the brand to be more accessible, remembered, and recognized by consumers, as well as help the brand Strengthen its image brand and strengthen its brand on the market.

Apart from brand personality, loyalty brand can be measured by emotional brand attachment (Ghorbanzadeh & Rahehagh, 2021; Hwang et al., 2019; So et al., 2013). Emotional brand attachment is an essential construct in the marketing literature because it describes the strength bonded have with consumers' brands. This bond then influences their behavior and, in turn, pushes the company's profitability and values the customer's lifetime life. Construction-based reflecting relationship bond emotional connection individual with entity consumption such as goods, brands, places, etc. Bonding this emotion is generated from accumulated experiences over time and various interactions between consumers and brands (Nugraha, 2022b).

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Attachment psychologically to the brand, particularly as shown in ownership and emotional significance, can be an important determinant of consumer behavior, such as repeated brand purchases, and will For use up source Power to acquire the brand, ultimately leading to loyalty brand.

Brand love is a factor that must be considered in growing loyal customers (Nugraha, 2022b). The concept of Brand Love was developed from an emotional connection between a customer with a brand that occurs as a response to the suitability of needs that can lead to loyalty to a customer for the brand (Lumba, 2019). According to Carroll & Ahuvia (2006), Brand Love is a level of interest and emotional arousal owned by consumers where these consumers feel satisfied with a brand. Consumers who feel they already love something a brand can then form a strong relationship with it (Kaufmann et al., 2014; Yohanna & Ruslim, 2021). The more tall love consumer at one brand, the more it will raise the loyalty brand.

Aaker (2011) confirm that Brand loyalty is a measure of the relationship between customers and a brand that can provide an overview of the possibility of a customer switching to another brand from a competitor, especially if there is a change in the brand, both regarding price and other attributes. Aaker's research is plentifully validated by subsequent researchers researching brand loyalty (Arani & Shafiizadeh, 2019; Cuong et al., 2020).

Tupperware is a company engaged in household equipment, with the main products being canisters, tumblers, mugs, glasses, plates, serving bowls, and various other equipment (https://www.tupperware.co.id). Although Tupperware has received many awards, such as Corporate Image Award, Digital Marketing Award, Home Preferred Brand, Top Brand Award, etc.(https://www.tupperware.co.id/penghargaan), according to the release of https://www.topbrand-award.com, brand performance Tupperware has experienced a decline starting in 2020, where in 2020 the Tupperware brand index was at 33.6% and currently in 2023 the Tupperware brand index is at 22.5% or down 0.5% from the 2022 index (https://www.topbrand-award.com). The big-name Tupperware has experienced many shocks, especially in the aftermath of Covid-19. However, despite experiencing shocks, Tupperware is still a brand that consumers, especially the female segment, widely remember; besides that, consumers who are loyal to Tupperware can also be said to be militant. Brand loyalty is one of the answers to improving company performance (Oliver, 2015). Some researchers even say that although loyalty is a long road, it is worth pursuing and fighting for because it has a significant impact on company profitability while increasing consumer equity (Bairrada et al., 2018; Cuong et al., 2020; W. Kim et al., 2020; Singla & Gupta, 2019).

Tupperware has a large number of competitors, and the price of its products is also relatively high, but many consumers still come to the outlet to buy the products offered. This indicates the existence of consumer loyalty to Tupperware. Brand loyalty is formed when consumers have a positive attitude toward a brand marked by a promise or commitment from the brand, which then plans to decide to repurchase in the future. One of the characteristics of consumers who have an attitude of loyalty is that these consumers will always make purchases repeatedly and continuously. Consumers who have used a brand and have trusted it as an object that represents themselves will have the potential to create a feeling of love for the brand. According to Albert et al. (2013), love for a brand is an emotional level and a person's desire and attitude toward a particular brand. Brand love can also be interpreted as a desire and emotional feeling resulting from consumer satisfaction with a particular brand. If consumers already own Brand Love, then when the brand creates new products that are considered attractive, consumers will want to buy products that that brand has just released. When Tupperware releases a new

product, consumers who use the product will naturally want to buy the latest product from Tupperware. This desire will indirectly make these consumers loyal to Tupperware products.

Viewing a brand as a living organism is crucial to understanding its behavior, evolution, and impact. Brands must offer unique experiences that resonate with consumers' individuality and aspirations, fostering meaningful connections. Research in brand management often neglects the influence of emotional brand attachment and brand personality on brand loyalty and the pivotal role of brand love. This study addresses this gap by examining the impact of emotional brand attachment and brand personality on brand loyalty, with brand love meditating. It aims to uncover how brand love can mediate and determine its significance in this context.

2. Literature Review

Brand Personalities

Brand Personality plays a crucial role in shaping a brand's identity. According to Azoulay (2003), for a brand to stand out, it must possess a distinct and compelling personality. This is essential as consumers choose brands that resonate with their personalities (Y. K. Kim & Sullivan, 2019). The consistency of brand personality is vital in forming a powerful brand image, which influences consumers' perceptions and experiences (Freling et al., 2005). When brand personality aligns with brand image, it fosters consumer trust and loyalty. Moreover, brand personality gives a brand an emotional identity, evoking strong consumer responses (Pandey, 2012). Without a distinct personality, the brand may struggle to make a lasting impression on consumers (Bambang et al., 2017; Zainudin et al., 2020). As it is a personality human, the brand also has a very complex personality. Brand personality, so to speak, attributes or characteristics given by consumers to a brand reflect the brand's identity, values, and vision. Brand personality can also help build an emotional connection between brands and consumers so consumers feel more connected to the brand and loyal to it. A strong brand personality can help the brand to be more accessible, remembered, and recognized by consumers, as well as help the brand Strengthen its image brand and strengthen the brand on the market.

Empirically, brand personality is not formed spontaneously but must be carefully designed and managed by due management characteristics complex and cross-sectoral (Argyris et al., 2002; Villagra et al., 2021). To develop a successful brand personality, a brand must have a clear understanding of the values of the brand and how the brand wants to be seen by consumers. Then, brands can build a suitable branding strategy to create a brand personality that matches the brand's desired image.

> Hypothesis 1: Brand personality has a positive and significant effect on brand love

> Hypothesis 2: Brand personality has a positive and significant effect on brand loyalty

Emotional Brand Attachments

Emotional brand attachment is related to how consumers feel emotionally connected with the brand and perceive the brand as part of their identity. Malär et al. (2011) define emotional brand attachment as a result of emotional positivity from the solid relationship between consumers and brands. Several studies have shown that attachment brands catch emotional and cognitive bonds, reflecting brands and connections (Ghorbanzadeh & Rahehagh, 2021). Emotional brand attachment can influence preference brand, loyalty, and intention purchase consumer. For example, consumers with a solid emotional brand attachment to the brand specific tend to be more inclined To buy a product from the brand than another brand, even If the product is more expensive. Various factors, including previous experience with the brand, perception brand,

and brand identity, influence emotional brand attachment. These factors can form a solid emotional bond between consumers and brands, so consumers feel closer and connected to the brand.

The emphasis in the concept of emotional brand attachment is not only on the product or service offered by the brand but also on the image brand, brand message, and interaction with consumers (So et al., 2013). In this case, a brand must build trust, consistency, and positive interaction with consumers to create a strong and lasting emotional brand attachment. In this study, attachment emotional is a construction-based reflecting relationship bond emotional connection between an individual with entity consumption. Bonding this emotion is generated from accumulated experience from time to time and various interactions between consumers and brands.

> Hypothesis 3: Emotional brand attachment has a positive and significant effect on brand love

> Hypothesis 4: Emotional brand attachment has a positive and significant effect on brand loyalty

Brand Love

Brand love is a level of emotional arousal interest possessed by consumers who feel satisfied with a brand mouth (Ahuvia & Rauschnabel, 2021; Carroll & Ahuvia, 2006). Brand love is an essential element in marketing because brand love can indicate a desire to repurchase a product, a willingness to pay for a product at a higher price, and resistance to information or negative things about a product (Batra et al., 2012). There is brand love in the minds of consumers towards a brand. Consumers are expected to be loyal to a brand. Hurriyati (2005) revealed that customer loyalty consists of three stages, namely, first: The Courtship; at this stage, the relationship that exists between the company and the customer is limited to transactions; the customer is still considering the product and price. If the product offerings and prices made by competitors are better, they will move. Second, The Relationship; at this stage, a close relationship is created between the company and the customer. The loyalty formed is no longer based on price and product considerations, although there is no guarantee that consumers will see competitors' products. In addition, at this stage, there is a mutually beneficial relationship for both parties. Third, The Marriage has created a long-term relationship at this stage, and the two cannot be separated. Customers will be personally involved with the company, and loyalty is created, satisfaction with the company, and customer dependency.

Brand love has also been shown to have a positive relationship with brand loyalty and word of mouth (Coelho & Bairrada, 2019; Roy et al., 2016). Bond strong emotion and commitment period long to a brand with satisfied consumers and feelings Love brand cause consumer For more loyal to the brand as well as faith consumers to a brand formed from bond an emotion brand.

> Hypothesis 5: Brand love has a positive and significant effect on brand loyalty

> Hypothesis 6a: Brand love mediates brand personality on brand loyalty

> Hypothesis 6b: Brand love mediates emotional brand attachment towards brand loyalty

Brand Loyalty

Oliver (2015) emphassizes loyalty, namely a commitment that is deeply held by consumers to buy a particular product or service in the future, even though there are situational influences that have the potential to cause a change in a consumer's behavior. Meanwhile, according to Schiffman & Wisenblit (2015), brand loyalty is the preference of a consumer who consistently purchases the same brand as a particular product. This definition explains that loyalty refers more to the behavioral manifestations of decision-making units to make continuous purchases of the goods or services of a selected company. The concept of brand loyalty in the extreme also refers to the level of loyalty and inclination of consumers To buy a product or service from a particular brand repeatedly and refuse other brands though these products have the same or even better quality (Coelho & Bairrada, 2019; Cuong et al., 2020). This can happen Because consumers feel satisfied with the experience of using a product or service from the brand or because consumers have a strong relationship emotion with the brand. Brand loyalty is a preference for a consumer who consistently purchases the same brand with a particular product Loyalty refers more to the behavioral manifestations of decision-making units to make continuous purchases of the goods or services of a selected company.

To increase brand loyalty, a brand must pay attention to product or service quality, experience customers, satisfaction with customers, interactions with consumers, and the image brand as a whole. Brands should, too, Keep going, innovate, and adapt to market changes (Keller, 2013; Likoum et al., 2020) and consumers' preferences. To maintain relevance brand is the eye of the consumer. Besides, a brand must build strong emotional connections with consumers through an appropriate marketing strategy.

3. Research Methods

Based on the background and formulation of the problem, this research can be categorized as research purposeful explanatory For explaining the causal connection between variables through testing the hypothesis. This research aims To analyze the role of mediation brand love on brand loyalty, which is influenced by brand personality and emotional brand attachment to the product Tupperware in Jember.

The population used in this study is the whole consumer of Tupperware in Jember Regency. The sampling method used was purposive sampling with the following criteria :
    a. Respondents are active consumers who purchased Tupperware products in the past year
    b. Respondents are actively involved in the community lottery (arisan) club Tupperware products
    c. Respondents take precedence domiciled in Jember City (Kaliwates District, Sumbersari District, and Patrang District) because it is the center rotation economy and is generally domiciled in Jember Regency.

The number of samples used in this study used the approach taken by Hair (2010), which stated that the number of samples was at least 5 to 10 times the number of indicators. The total indicators in this study are 17 indicators, so the number of respondents is in the range of 85 to 170 respondents. The research was conducted from August 2022 to February 2023. Questionnaires were distributed through hybrid modes, namely online and offline, but preferably offline by moving through the Tupperware community and Tupperware buyers who have collections of more than 3 (three) types of products. The data scale uses a Likert scale from 1 (one), which states strongly disagree, to 5 (five), which means strongly agree.

The research uses a structural equation model (SEM-PLS) to correct measurement errors by including the effect of interactions in the model (Ghozali, 2014) with the SMARTPLS 03 software. SEM-PLS is used to test the estimation and significance of the Resampling (Bootstrap) method. The use of SEM-PLS is selected because SEM-PLS allows the researcher To combine construct formative and reflective in the same model, is more focused on prediction rather than confirming the hypothesis, and enables the researcher To combine constructs with a different number of indicators, as well combines linear and non-linear models in one structure (Ghozali, 2014).

4. Results

Here presented an analysis of descriptive respondent

Table 1. Description Respondents

Type Sex	Amount	Percentage
Man	0	0%
Woman	170	100%
Total	170	100%
Work		
Housewife	47	28%
Self-employed	24	14%
Employee Private	45	26%
civil servant	54	32%
Total	170	100%
Age		
18 - 25 years	10	6%
26 - 33 years	45	26%
36 - 41 years	43	25%
42 - 49 years	35	21%
50 - 57 years	29	17%
≥ 58 years	8	5%
Total	170	100%
Income		
≤ IDR 5,000,000	34	20%
IDR 5,000,001 - IDR 10,000,000	105	62%
IDR 10,000,001 - IDR 15,000,000	21	12%
≥ IDR 15,000,001	10	6%
Total	170	100%

Source: Author's research

Respondents in this study amounted to 170 respondents with a distribution as shown in Table 1. Based on type sex, we got 100% of respondents or several 170 respondents manifold sex woman. This is by the segmentation strategy of targeting Tupperware-type sex women as a leading segment. Based on results observation and interviews with several respondents, although there are Tupperware products for men, the decision to purchase remains in the hands of women, especially married women. From the side jobs, most of which are civil servants as much as 32%, then homemakers by 28%, employees private by 26%, and self-employed 14%. This distribution shows various people, circles, and professions like Tupperware. From the side spread age, the respondent is in the range aged 26 years to 49 years, which dominates more than 60%. Based on the results of general observation and interview buy, because it has been introduced since early and with time, owning a Tupperware product can be a source of pride

and an essential fulfillment function. Next, from side income, most of the respondent's income is in the range of IDR 5,000,000 to IDR 10,000,000, with a percentage of 62%. Spread This income can also be described as income for most Tupperware segments. Simultaneously, utilize the installment program by utilizing several artisan programs by Tupperware Resellers.

Outer Model Testing

Table 2. Convergent Validity and Discriminant Validity Test Results

Variable	Indicator	*Loading Factor*	*AVE*	inf.
Brand Personalities (X_1)	X1.1	0913		Valid
	X1.2	0.871		Valid
	X1.3	0.894	0.809	Valid
	X1.4	0.953		Valid
	X1.5	0.863		Valid
Emotional Brand Attachments (X_2)	X2.1	0.872		Valid
	X2.2	0.848		Valid
	X2.3	0914	0.751	Valid
	X2.4	0.847		Valid
	X2.5	0.851		Valid
Brand Love (Y_1)	Y1.1	0.875		Valid
	Y1.2	0.848	0.743	Valid
	Y1.3	0.862		Valid
Brand Loyalty (Y_2)	Y2.1	0.904		Valid
	Y2.2	0.739	0.675	Valid
	Y2.3	0.833		Valid
	Y2.4	0.802		Valid

Source: Author's research

Table 2 shows that *Convergent Validity* Test results show all mark *loading factor* for every indicator Already fulfill the mark standard *loading factor*, i.e., above 0 . 7 . Then results from the *Discriminant Validity* Test shows all AVE (*Average Variance Extracted)* values in each construct of the value is more significant than 0.5. Based on results from the *Convergent Validity* Test and the *Discriminant Validity Test* shows that the validity of the data in this research model meets the requirements.

Table 3 *Composite Reliability* and *Cronbach's Alpha* Test Results

Variable	*Composite Reliability*	*Cronbach's Alpha*	Information
Brand Personalities (X_1)	0.955	0941	reliable
Emotional Brand Attachments (X_2)	0.938	0917	reliable
Brand Love (Y_1)	0896	0.827	reliable
Brand Loyalty (Y_2)	0892	0.840	reliable

Source: Author's research

Table 3 shows the full mark *Composite Reliability* and value *Cronbach's Alpha* from all variables above 0.7. Thus these results show *internal consistency* from indicators in latent variables in this research model.

Inner Model Testing

R test ^{2}, which tests the structural model, is done by looking at mark R^2, which is the *better-fit model test.* In research this, *the* results of *the Coefficient of Determination* test (R 2) are in Table 4.

Table 4 *Coefficient of Determination* (R 2)

Variable	R Square
Brand Love	0.601
Brand Loyalty	0.789

Source: Author's research

Table 4 shows that Brand Love and Brand Loyalty variables have a mark R^2 strong. On results testing, This explains that Brand Personality and Emotional Brand Attachment have a level potent variant of 0.601 from Brand Love. Furthermore, Brand Personality, Emotional Brand Attachment, and Brand Love have a level potent variant of 0.789 for Brand Loyalty.

Predictive Relevance Test (Q^2)

Next, see mark *Q-square* (*Predictive Relevance*) on testing the inner model. *Q-Square* measures how good value observation is generated by the model and the estimation of the parameters. Magnitude *Q- square* is $0 < Q^2 < 1$, where closer to 1 means the model is improving. A *Q-Square* value greater than 0 (zero) indicates that the model has the mark *of predictive relevance*; meanwhile, a mark *Q-Square* lacking 0 (zero) indicates that the model lacks predictive *relevance* (Ghozali, 2014: 42). *Q-Square* is done by blindfolding the application SmartPLS as shown in Table 5.

Table 5 *Predictive Relevance* (Q^2)

Variable	R Square
Brand Love	0.431
Brand Loyalty	0.509

Source: Author's research

Table 5 shows that this indicates that the model can explain research phenomena by 50.9%.
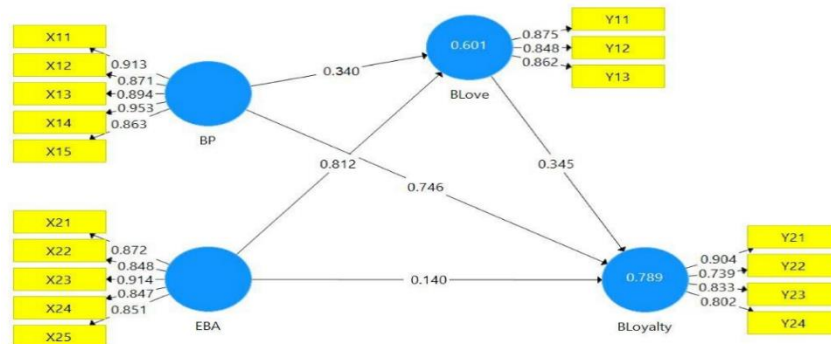

Figure 1. Path Diagram Construction

Source: Author's research

Hypothesis testing was carried out using *the bootstrap resampling* method on SmartPLS. Hypothesis test results are shown in Table 6.

Table 6. Path Coefficient and Hypothesis Testing Results

Variables	Path Coefficient	p-values	Information
BLove →BLoyalty	0.345	0.002	Significant
BP →BLove	0.340	0.000	Significant
BP →BLoyalty	0.746	0.000	Significant
EBA →BLove	0.812	0.000	Significant
EBA →BLoyalty	0.140	0.000	Significant
BP→ BLove → BLoyalty	0.214	0.000	Significant
EBA →BLove → BLoyalty	0.280	0.002	Significant

Source: Author's research

Table 6 shows that brand personality significantly affects brand love, with a value coefficient of 0.340 and a p-value of 0.000. Likewise, brand personality significantly affects brand loyalty with a value coefficient of 0.746 and p-value of 0.000; thus, Hypothesis 1 and 2 are accepted. So are the results testing hypotheses 3 and 4 show that emotional brand attachment has a significant effect on brand love with a coefficient of 0.812 with a significance of 0.000, as well as an emotional brand attachment has a significant effect on brand loyalty with a value coefficient of 0.140 and significance of 0.000. Testing hypothesis Fifth shows that brand love significantly affects brand loyalty with a coefficient of 0.345 and a p-value of 0.002, which means that hypothesis 5 is accepted. Likewise related to indirect effects with brand love as mediation, results testing shows that the value brand personality coefficient on brand loyalty through brand love is 0.214 with a p-value of 0.000. In contrast, emotional brand attachment to brand loyalty through brand love has a value coefficient of 0.280 with a value significance of 0.002.

The Influence of Brand Personality On Brand Love And Brand Loyalty

The relationship shown by the coefficients path is positive. It means the better *the brand personality*, the more *brand love* will increase. The brand is identity (Alnawas & Altarifi, 2015; Keller, 2013). It means the brand is a name, sign, term, symbol, or design used to indicate something different goods or services from One seller with another seller. Several studies have shown a positive connection between brand personality and brand love. This can be explained by the positive association between consumers towards brands that have a personality that is considered by the personality or characteristics desired by the consumer itself.

Kotler & Keller (2016) explain *that brand personality* is an illustration of the characteristic person who can be associated with something brand specific. Azoulay (2003) confirmed that a brand must have a strong personality and characteristics to differentiate from other brands. Someone will choose something brand because the person's personality considers the brand. A personality brand can provide identity and emotions for something brand and push consumers to provide feedback through feelings for something (Davies et al., 2018; Schiffman & Wisenblit, 2015; Wahyuni, 2015). When consumers feel that their personality brand is in line with their personality or the values they believe in, their love for the brand will increase. Brand personalities can help brands build strong and positive relationships with consumers, increasing the brand love level of consumers towards the brand. Research results align with previous research conducted by Aaker (1997), which inspires the development of a brand personality study of brand love. Besides that, the results study by Bambang et al. (2017) shows that *brand personality* has an effect positive and significant on *brand love*. *A brand* with a strong and unique *personality* will indicate a positive love brand from the consumers. The taller consumers who own the personality brand will have the effect of loving the brand. Based on the results

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study, Bairrada et al. (2019); Roy et al. (2016) show that positive and significant *brand personality* influences *brand love*.

So are the results testing shows that *brand personality* significantly affects *brand loyalty*. The relationship shown is positive. It means the better the brand personality, the more brand loyalty will increase. Personality is an essential component of a brand because, without a personality brand, the brand will be complex For remembered by consumers (Bambang et al., 2017). Tupperware is a brand that has a substantial and consistent brand personality; this can strengthen its positive impression and trust of consumers Tupperware. Consumers tend to feel more comfortable and have a stronger emotional attachment to the brand, which can increase their brand loyalty. In the long term, p this can help create a loyal brand where the customer keeps choosing the brand and recommending it to others. In this case, brand personality can be a powerful tool in building a long connection with customers and improving loyalty brand. When consumers feel connected to a personality brand and feel that the brand is by the values of consumers, then consumers are more inclined To choose the brand consistently over a more extended period.

This study's results align with previous research (Garanti & Kissi, 2019) states that *brand Personality* is influential and positive toward brand loyalty. Successful *brands* Building a personality that is different from other brands will make consumers see the personality of such brands and form strong relationships with them. S e more tall personality, something brands will significantly affect loyalty brands (Bambang et al., 2017; Lumba, 2019; Villagra et al., 2021; Zainudin et al., 2020).

The Influence of Emotional Brand Attachments Towards Brand Love And Brand Loyalty

The test results show that emotional brand attachment is positive and significant to brand love and loyalty. Emotional brand attachment is a solid emotional bond between consumers and brands, which creates loyalty and positive interaction. This relationship is formed when the consumer feels that the brand reflects their values and identifies their personal, as well as provides benefits important emotional and functional On the other hand, brand love is a feeling intense and emotional experience by consumers towards something brand, which includes affection, attachment, and desire For maintain connection period along with the brand. Emotional brand attachments matter a positive and significant impact on brand love, and brand loyalty can be understood from various aspect, that as suitability, values, and identity; where consumer feel that the brand reflect values and identity personality, they will be more likely to create bond emotions and develop a sense of love for the brand (Hung & Lu, 2018). It will increase loyalty and positive interaction with the brand. Also, keywords emotional hold an essential role because the touch aspect is affective, and consumer feelings give rise to emotional satisfaction. Brands that fulfill consumers' emotional needs would be more likely to create bonds, strong emotions, and love for the brand (Aboulnasr & Tran, 2020). This includes emotional support, entertainment, and social rewards. Facts on the ground also reveal that Tupperware users like unique products and brands. Tupperware is a brand that offers unique and different propositions from its competitors and would be more likely to create strong emotional brand attachment, which will eventually lead to brand love. In addition, Tupperware as a brand has a group-to-group marketing pattern managed to make one community in the neighborhood society. In the community, especially the Tupperware artisan, strong currents of WOM are bound to happen. Stories and recommendations are submitted based on positive personal experience so that the information or news provided is high quality and supported by product quality that functionally fulfills the function. Attached consumers emotionally with a

brand are more likely to stay loyal and carry on buying products or using a service from the brand. This can ultimately increase brand love because consumers feel satisfied and proud to be a part of the community of the brand. Successful brands build attachments emotionally with consumers. They usually provide support emotions, such as empathy, concern, and caring. This can increase brand love because the consumer feels that the brand cares and value them. This research aligns with the results study by Ghorbanzadeh & Rahehagh (2021), which emphasized that emotional brand attachments affect brand love.

Tests show that emotional brand attachment affects *brand loyalty*. Relationships indicated by values coefficient positive It means the more highly emotional brand attachment, the more *brand loyalty* will increase. Emotional brand attachment involves consumers who feel the brand has values and goals matching their own, fulfilling their emotional needs, and feeling intense positive and emotional association with the brand in certain things, such as joy and trust (Gobé, 2005). Loving consumers brand certain tend feel connect with the brand emotionally and feel that the brand meets their needs well. Over time, these feelings can lead to the development of brand loyalty.

Emotional brand attachment involves solid and positive feelings you have in brand consumers. These emotions can include happiness, pride, security, and compassion, which encourages consumers To feel more connected to the brand. Consumers who are emotionally attached to a brand would be more likely to seek information about products or services offered, participate in promotional activities, and participate in loyalty programs. In addition, consumers are more likely to keep buying products or services from such brands, recommend brands to others, show resistance to competitors, and finally build bonds and strong emotional connections with consumers to create unique and complex added value For imitated by competitors. This research aligns with Ghorbanzadeh & Rahehagh (2021) and So et al. (2013). In addition, (Lee & Kim, 2009; Malär et al., 2011) also emphasizes how customers' emotions, especially towards the brand, influence strong brand loyalty.

The Effect of Brand Love On Brand Loyalty

Based on results testing found that brand love is a factor key and important mediator to brand loyalty. Loyalty is a result of Work period length and an essential factor in increasing Consumer equity. Love is a feeling that is tested by various conditions. Likewise, love brand is one expression that results in introduction and experience consumer as well as supported by a variety of information and enthusiasm shown by the environment around consumers. In this research, Tupperware succeeded in building a love brand and has a strong reputation though many competitors are popping up, so on a long-term basis, Tupperware did to change. Ordinary consumers became more militant partners and agents than the employees who worked at Tupperware. An essential point of interest is brand love; consumers have a higher tolerance zone than other brands because of a bond of emotion. From the side satisfaction, consumers feel more satisfied with the products offered. This satisfaction will push them to continue using the product or service, strengthening brand loyalty. The results of this study support the findings of research conducted by Batra et al. (2012); Carroll & Ahuvia (2006); Drennan et al. (2015); Kim et al. (2021); Madeline & Sihombing (2019) which in general states that brand love has a role and influences brand loyalty.

5. Conclusion and Suggestion

Brand personality plays a crucial role in enhancing Brand Love for Tupperware products. From the researched analysis and discussions, it can be concluded that Brand Personality has a significant and positive impact on Brand Love. The better the Brand Personality, the greater

the increase in Brand Love for Tupperware products. Tupperware's brand personality can evoke positive emotions, positioning it as a valuable household product. This brand personality serves as a key factor in distinguishing the brand from competitors and attracting customer attention, building an emotional connection with the brand. This can influence how customers perceive and choose a brand, prompting them to make purchases and recommend the products to others. Similarly, emotional attachment to the brand has a strong, positive impact on brand love and loyalty. The emotional bond that consumers develop with the brand leads to a deeper understanding of the brand's vision and values. This emotional connection can influence customers' love and affection towards the brand, as well as their loyalty and consistent support for the products. Tupperware, with its focus on sustainability and elegance, adds value to household items, presenting them as social assets. Emotional brand attachment is crucial in building long-term connections with customers and fostering brand loyalty, which ultimately contributes to the company's profitability by ensuring a stable customer base and maintaining its position in the market.

Both brand personality and emotional brand attachment significantly contribute to brand loyalty for Tupperware products. The better the brand personality and emotional brand attachment, the higher the brand loyalty for Tupperware products. Tupperware's commitment to environmentally friendly household products encourages customers to continue using Tupperware products consistently. Brand love also plays a significant role in building brand loyalty. Enhanced brand love leads to increased brand loyalty for Tupperware products. Brand love is a vital element in marketing as it reflects the strong desire to repeatedly purchase products from Tupperware.

Future research recommendations include studying how social media and influencers influence brand personality perceptions and cultivate emotional connections with brands. Also, looking into how positive customer experiences can enhance brand personality, emotional connections, and affinity is worthwhile. Other valuable areas for research include examining how cultural and demographic factors impact brand personality perceptions, emotional attachment, and brand affinity, as well as analyzing marketing strategies tailored to different cultures and consumer preferences. From a methodology standpoint, exploring new data analysis methods, such as machine learning or sentiment analysis, would be beneficial to analyze marketing data and consumer behavior effectively. Lastly, developing predictive models or recommendation systems can improve marketing strategies and foster brand loyalty.

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