Journal of Innovative and Creativity
Journal Homepage: https://joecy.org/index.php/joecy
e-mail: journaljoecy@gmail.com

Faculty of Education
University of Pahlawan Tuanku Tambusai
ISSN 2775-771X (Online)
ISSN 2962-570X **(Printed)**
5 (3) 2025, Page 14236-14242

The Influence of Eco-Friendly Packaging, Emotional Branding, and Digital Customer Experience on Brand Preference of Health Products

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Published: Desember, 2025

ABSTRAK

Tujuan utama penelitian ini adalah untuk menentukan dampak kemasan ramah lingkungan, branding emosional, dan pengalaman pelanggan digital terhadap pemilihan merek produk kesehatan. Alasan utama penelitian ini adalah permintaan akan produk ramah lingkungan, keterikatan emosional terhadap merek, dan migrasi konsumen dari offline ke online untuk mendapatkan informasi dan melakukan pembelian. Penelitian ini menggunakan desain eksplorasi kuantitatif dengan 200 konsumen produk kesehatan sebagai populasi sampel, yang telah berinteraksi secara online dengan merek tersebut dan dipilih melalui pengambilan sampel bertujuan. Instrumen penelitian awalnya dievaluasi validitas dan reliabilitasnya, kemudian menjalani pengujian asumsi klasik sebelum menerapkan analisis regresi linier berganda. Masing-masing dari tiga variabel independen ditemukan memiliki dampak positif yang besar terhadap preferensi merek. Nilai koefisien determinasi menunjukkan bahwa model tersebut mampu menjelaskan variasi dalam preferensi merek. Studi ini, jika mempertimbangkan implikasi teoritisnya, menambah pemahaman yang ada tentang topik perilaku konsumen dan strategi pemasaran modern di sektor perawatan kesehatan. Selain itu, temuan studi ini memberikan peta jalan bagi perusahaan untuk mendapatkan keunggulan kompetitif dengan menggabungkan kemasan ramah lingkungan, meningkatkan branding emosional, dan mendigitalisasi pengalaman untuk memfasilitasi penciptaan preferensi merek secara lebih efektif.

Kata kunci: kemasan ramah lingkungan, branding emosional, pengalaman pelanggan digital, preferensi merek

ABSTRACT

The core goal of the research is to determine the impact of green packaging, emotional branding, and digital customer experience on the selection of health products' brands. The main reasons for this study are the demand for green products, emotional connection with brands, and the migration of consumers from offline to online for information and purchases. The research employed a quantitative explanatory design with health product consumers being the sample population of 200 participants, who had online interaction with the brands and were selected through purposive sampling. The instrument of the study was initially evaluated for validity and reliability and then underwent classical assumption tests prior to the application of multiple linear regression analysis. Each of the three independent variables was found to have a major beneficial impact on brand preference. The coefficient of determination value shows that the model is capable of explaining the variations in brand preference. This study, when considering its theoretical implications, adds to the existing understanding of the topic of consumer behavior and modern marketing strategies in the health care sector. Additionally, the findings of the study provide a roadmap for companies to gain competitive advantage by incorporating eco-friendly packaging, upgrading emotional branding, and digitalizing experiences to facilitate brand preference creation more effectively.

Keywords: eco-friendly packaging, emotional branding, digital customer experience, brand preference

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INTRODUCTION

The past two years have truly transformed the market for health products in an extraordinary way. The transformation was predominantly due to the increasing public interest in the health consciousness, the safety of products and the eco-friendliness of the practices used (Susanto et al., 2023). Besides that, consumers have become very selective thus brand loyalty has turned out to be a significant factor in the choice of products as people now depend on their health requirements which could be best satisfied by the brand they trust (Gai et al., 2024). The extent of health products category comprising of the likes of supplements, vitamins, OTC medications and even healthcare products has to contend with not only the efficacy of the active ingredients but also the emotional appeal, the sustainability image and the digital experiences provided by the respective companies (Suradi et al., 2024). The competition is getting fiercer in the market thus the companies that have mastered the skill of building brand loyalty will not only retain that loyalty but also take a bigger slice of the market (Entia et al., 2024). A very strong brand preference gives the firm a place where it can reap all the advantages of not only having repeat customers but also being secured through customer loyalty and having a strong brand presence in the health sector (Riyanti et al., 2024). The pandemic has been the most significant factor in changing consumer behavior and this change is the reason why the study has shifted its focus to hygienic, eco-friendly packaging and ease of digital interaction with the brands (Riyanti et al., 2025). Hence, it is very crucial to identify the factors that affect the preference for health products to be able to keep pace with the ever-evolving market demands.

The healthcare industry is increasingly adopting green packaging as a key factor and one of the primary reasons is environmental consumer concern (Koagouw et al., 2022). A business can take advantage of the eco-friendly packaging by using it to enhance its image among the customers, besides protecting the product, which eventually creates a positive perception of the brand among consumers (Solehati et al., 2022). One of the methods that the healthcare products may use to their advantage in the market of responsible and ethical products is by making the switch to recyclable or single-use packaging materials and implementing waste-minimizing techniques (Sudirjo et al., 2023). If the consumers' emotions are involved, they will most likely give the brand a better score and even refer it to others. The healthcare industry can support a very powerful emotional branding strategy by communicating through sustainability, healthy living, family protection along with the messages of compassion and care (Sunarwia et al., 2023). Hence, one can state that emotional branding is highly significant for the creation of brand loyalty, particularly when one can instill the right emotional values in the consumers. With the growing inclination of consumers to rely on digital channels for searching information, buying products, and communicating with companies, the digital customer experience has become a major determinant for consumers to pick healthcare items (Suradi et al., 2024). An excellent digital customer journey encompasses easy access to product information, intelligent website or app navigation, and swift

customer service along with high-quality educational content that is the main contributor. Patients or customers in healthcare sectors prefer digital experiences that are accurate, reliable, and user-friendly to guide them in making intelligent purchases (Safitri et al., 2025). A brand that combines both efficient and emotional digital experience will create positive customer perceptions which will eventually contribute to the brand preference increase (Suyoto & Tannady, 2022).

The main objective of this research is to analyze how eco-friendly packaging, emotional branding, and the digital customer experience together influence consumers' choices of medication. Theoretically, this study is expected to make a contribution to the scientific literature regarding consumer behavior in the health-care product sector, which is highly influenced by environmental concerns, emotional value, and digital interactions. In addition to that, the current research marks a major step towards the development of a marketing theory of the future that considers eco-friendly packaging, emotionality, and digital experiences as the primary factors determining consumer preference. Healthcare industry on the other hand, by doing so, will directly benefit from the research as it can plan its marketing strategies that are not only effective but also flexible to the consumer behavior change. The companies, moreover, can draw upon the insights from this research as a guide for their activities such as launching sustainable packaging, telling engaging brand stories, and improving digital experience in order to secure their market position. The results from this study are expected to assist marketing professionals in identifying the most influential brand preference drivers so that they can then make better and more data-driven strategic decisions.

RESEARCH METHOD

The connections between eco-friendly packaging, emotional branding, and digital customer experience were studied using a quantitative explanatory method. The method of primary data collection involved the provision of questionnaires with a five-point Likert scale to the respondents who met the purposive sampling criteria, namely, consumers who were 18-55 years old and had purchased health products in the last six months and had digital interaction with the brands. The study sample consisted of 200 respondents from whom data was collected online in the main cities of Indonesia. The research instrument was validated using a t-test (item-total correlation) with a minimum correlation limit set at 0.30 and a significance level of 0.05; in addition, a reliability check using Cronbach's Alpha was performed with a result that alpha values above 0.70 are considered reliable. The data were first subjected to classical assumption tests normality test (Kolmogorov-Smirnov), multicollinearity testing (VIF values <10 and tolerance>0.10) and heteroscedasticity testing (Glejser test) before regression analysis was performed. Multiple linear regression was the analysis method in which the researcher was able to identify both partial and total effects of each independent variable on brand preference. The entire data processing was

conducted using statistical software such as SPSS which not only guarantees scientifically valid results but also provides support for the objective testing of research hypotheses.

RESULT AND DISCUSSION

The analysis of variance or F-test has indicated that the constructed regression model is not only significant but at the same time, because the F computed is far greater than the F table value and the level of significance is 0.000 which is less than 0.05. Hence, the mixing of eco-friendly packaging, emotional branding, and digital customer experience has a very strong impact on the preference of the brand. The R-squared (R^2) value of 0.68 indicates that these three independent variables, eco-friendly packaging, emotional branding, and digital customer experience, account for 68% of the variation in brand preference, leaving the rest to other factors like brand reputation, product quality, consumer trust, and other marketing strategies. The t-test results highlight that each of the three independent variables has a t value that is greater than the t table value with a significance level of <0.05, thus, it is shown that each variable has a significant positive effect on brand preference. Consequently, the entire set of research hypotheses is valid and the regression model is said to be a good representation of the relationship between the variables.

The findings from the research indicate that among other things, eco-friendly packaging is the number one consumer choice in health products, through which the brand image receives a good boost. Green packaging practice has been recognized as the most eco-friendly and at the same time the most effective marketing tactic, taking into account that consumers prefer eco-friendly brands and that they are even willing to pay extra for such products. The use of sustainability in packaging is perceived by consumers as a reason making their brand loyalty deeper. Packaging comprising of recycled, biodegradable, or recyclable materials gives the company the opportunity to communicate its environmental concern and gain a positive image at the same time. Consumers might perceive the product as not only safe and hygienic, but also of high quality. Therefore, the trust of the brand is easily gained by them. Moreover, the eco-friendly packaging behaves and affects the consumer on the ethical and emotional level, thereby the consumer feeling that he is saving the Earth simply by purchasing the product. The very factors that attract the customers are the minimalist design, the transparent info provided, and the calming color used, which together increase the brand's allure. Therefore, the current research backs up the earlier studies by demonstrating that sustainability is not merely a transient trend but a strategic factor that can impact consumer choice over time.

The research concluded that emotional branding is the primary determinant of brand choice and at the same time the most significant and strongest positive determinant. Health products consumers not only seek practical benefits but also the emotional values that are to be trustworthiness and the brand being part of the consumer. Emotional branding can be very strong in creating the psychological

attachment between the consumer and the brand when the issues of safety, quality of life, and health habits are brought up. The findings indicate that the brand which can elicit a positive emotional reaction will be the one among the many competing brands in the market that the consumers will go for. Storytelling, visual branding consistency, and a friendly communication style are the major factors that contribute to changing consumer perception. Health products are generally associated with very delicate issues, such as personal and family health, so it is very important to give consumers a reason to express their feelings through branding. On the contrary, emotional branding unites the consumer's identity with that of the brand, resulting in feelings of belonging to a community that supports a healthy lifestyle. Moreover, customers who are emotionally attached to a brand are more prone to be loyal to it than to switch to a competitor offering a similar product with the same attributes.

Digital customer experience is, by far, the most influential factor, which, for good, determines patients' brand preference for health products according to research. The modern consumers rely heavily on the internet via the whole cross-channel of their customer journey, so the digital part becomes very significant for them. The digital customer experience covers a lot of factors; like easy-to-use web navigation, fast information access, quality knowledge sharing, customer service team support at perfect times, security of transactions, and even the beauty of the digital displays. If the brands treat their customers as if they are safe, comfortable, and receiving something more in their online transactions, then it will greatly lift the brands' image. The study concludes that the digital experience is not just a simple accessory factor but rather a strategic one indeed the main one that drives brand selection in the digital era. In addition to that a great digital experience is what generates consumer trust and aids in the growing of long-term relationships between the consumers and the brands.

CONCLUSION

Research has shown that the use of environmentally-friendly packaging, emotional branding, and digital customer experience have all contributed significantly to the health product with a preferred brand. It means that today's consumers are very selective and prefer to use brands that not only provide the core benefits but also the values of earth, emotional closeness, and easy interaction through digital means. Using eco-friendly packaging is an indication of the company's dedication to the environment and this, in turn, builds up a favorable image and brings about the moral values that consumers like. Emotional branding as a marketing instrument has been proven to attract customers unconsciously closer to the brand and by doing so, increase trust and partnership which are very important in buying decision. On the other hand, digital customer experience refers to consumer convenience in getting information, making transactions, and being part of digital interactions which all lead to better quality perception of the brand by the consumers. To conclude, the three factors listed above are the key reasons why health

product consumers prefer one brand over another and this illustrates the transformation in consumer behavior caused by the digital age along with the growing concern for the environment.

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