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Muslim Self-Expressive Branding and the Rise of Brand Love in Halal Fashion

Mohammad Hamim Sultoni[1*], Moh. Muhlis Anwar[1], Ikhsan Maksum[2]

[1]*Faculty of Economics and Islamic Business, Universitas Islam Negeri Madura, Indonesia*
[2]*Faculty of Economics, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia*
*Corresponding author: msultoni@iainmadura.ac.id
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Abstract

This study aims to explore the dynamics of Muslim consumer-brand relationships within the halal fashion industry, focusing on the influence of brand experience, self-expressive branding, brand love, brand addiction, and brand loyalty. A questionnaire-based methodology was employed to collect data from 450 participants selected using judgmental and snowball sampling techniques. Structural equation modelling, specifically Partial Least Squares Structural Equation Modeling (PLS-SEM), was utilised to analyse the proposed hypotheses. The results show significant positive impact between brand experience, self-expressive branding (both private and social), and brand love within the halal fashion context. Additionally, brand love was found to significantly influence both brand addiction and brand loyalty, emphasising its pivotal role in driving consumer behaviour and brand outcomes.The insights from this study offer practical implications for halal fashion brands, highlighting the importance of creating immersive brand experiences, aligning brand messaging with consumer identities, and promoting ethical marketing practices to foster brand loyalty while safeguarding consumer well-being.The current research adds to the body of knowledge by analyzing consumer-brand interactions in the halal fashion sector, offering insights into the interplay between brand experience, self-expressive branding, brand love, brand addiction, and brand loyalty. The findings provide valuable implications for marketers and practitioners operating in culturally sensitive markets.

Keywords: halal fashion, consumer-brand relationships, brand experience, self-expressive branding, brand love, brand addiction, brand loyalty.

1.0 Introduction

The realm of branding within the dynamic landscape of marketing is a captivating domain that garners significant attention and investment, particularly in fast-paced industries (Guttman, 2017). As

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businesses strive to differentiate themselves in crowded markets and capture the hearts and minds of consumers, branding plays a pivotal role in shaping perceptions, building loyalty, and driving purchase decisions. This intersection between consumers and brands is a rich and complex space, characterized by evolving preferences, shifting trends, and cultural nuances (Noel Albert & Merunka, 2013). Over the years, scholars and practitioners have delved deep into the intricacies of consumer-brand relationships, giving rise to a plethora of concepts and theories in branding studies. From consumer-based brand equity to brand commitment, brand passion, and beyond, these concepts serve as lenses through which researchers explore the multifaceted nature of brand-consumer interactions (Fetscherin & Heinrich, 2015). Across diverse sectors such as tourism, hospitality, healthcare, and telecommunications, studies have dissected these relationships, shedding light on the factors that influence brand perceptions, loyalty, and advocacy (Huang, 2017; Kemp et al., 2014; Khan & Azam, 2016; R. Kim et al., 2015)

In recent years, Islamic marketing, with its focus on halal branding, has emerged as a noteworthy area of interest for marketers and scholars alike (Khan et al., 2021). Halal brands, certified to meet Shariah principles, cater primarily to Muslim consumers but have also found resonance among non-Muslims, who consider halal certification to be a sign of excellence and pureness (Haque et al., 2015; Wilson & Liu, 2010). This intersection of religion, culture, and commerce presents unique opportunities and challenges for brands seeking to establish a presence in global markets. Despite the promising prospects of Islamic marketing, there remains a notable gap in the literature, particularly concerning the branding dimension. While existing research often focuses on consumer intentions and adoption of halal-certified products, the deeper nuances of branding in this context have received limited attention (Ahmad, 2015; Ali et al., 2017). Scholars argue that halal products have the potential to build robust brands, yet empirical investigations into this phenomenon are scarce (Wilson & Liu, 2010).

Moreover, the concepts of brand experience and brand love have emerged as critical drivers of consumer behaviour and brand loyalty (Noël Albert et al., 2008; Noel Albert & Merunka, 2013; Carroll et al., 2006; Hussein, 2018; Lan et al., 2016; Langner et al., 2016; Wallace et al., 2014, 2020). Brand love, in particular, has been identified as a pivotal emotional construct, influencing trust,

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behavioural intentions, and ultimately, brand loyalty Junaid et al., 2019; Marmat, 2023; Olanipekun & Adelekan, 2022;). This study seeks to extend the understanding of brand love by examining its synergistic relationship with brand addiction, an emerging area of interest in marketing literature. By elucidating how brand love and addiction interact to reinforce brand loyalty, the study aims to contribute to theoretical advancements in consumer-brand relationships. Additionally, it endeavours to identify the drivers of brand love and explore its practical implications for marketers, particularly in the context of fostering brand-consumer connections (AbuRaya et al., 2023; I. J. Ismail, 2022; Patel et al., 2023). Recently, brand addiction has emerged as a topic of interest, with scholars exploring its impact on consumer behaviour and psychological well-being (I. J. Ismail, 2022; Meijani et al., 2023; Mrad et al., 2020; Reimann et al., 2012). However, despite the growing body of literature on brand addiction, there remains a dearth of empirical research examining its relationship with brand love and loyalty. By examining the mediating function of brand love between brand experience, addiction, and loyalty, this study seeks to close this knowledge gap and advance a more thorough comprehension of consumer-brand interactions.

This study endeavours to advance theoretical knowledge in the field of branding by exploring the intricate dynamics of consumer-brand relationships, particularly within the context of Islamic marketing. By shedding light on the interplay between brand love, addiction, and loyalty, the study seeks to provide valuable insights for marketers striving to build enduring connections with consumers in an increasingly competitive marketplace. The realm of halal branding has expanded beyond traditional sectors like food and beverages to encompass industries such as fashion. Halal fashion, characterized by clothing that adheres to Islamic principles of modesty and ethical sourcing, has gained traction among Muslim consumers worldwide (Alserhan & Alserhan, 2012). This burgeoning market segment presents both opportunities and challenges for brands seeking to tap into the growing demand for halal-certified products. With the global Muslim population projected to continue growing, the market potential for halal fashion brands is substantial (Pew Research Forum, 2018). However, navigating the cultural sensitivities and diverse preferences within this market requires a nuanced understanding of consumer attitudes towards halal fashion, as well as the role of branding in shaping perceptions and fostering brand loyalty. In order to identify the

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variables influencing consumer behavior and brand interactions in this changing environment, this study broadens its scope to investigate the branding dynamics within the context of halal fashion.

2.0 Literature Review

2.1 Brand Love

Intimacy, passion, and commitment are the three primary components of brand love, according to Sternberg's (1986) triangle theory of love. Building on Shimp & Madden (1988), consumer-object connection theory, Ahuvia et al. (2022) demonstrated how customers might grow to love things like brands. Subsequently, Fournier (1998) suggested that customers could see brands as relational partners, similar to their relationships with people. Fournier's (1998) typology of consumer-brand interactions states that committed partnerships entail a strong bond between customers and brands. Ahuvia (2005) further expanded on prior research by demonstrating how cherished objects influence consumers' self-concept, particularly in identity conflicts. The concept of brand love was initially defined by Carroll et al. (2006) as "the extent of passionate emotional attachment a satisfied consumer feels toward a specific brand." Since then, extensive research has been conducted on brand love (Noël Albert et al., 2008; Amegbe et al., 2021; Batra et al., 2012; Chauhan et al., 2021; Fetscherin & Heinrich, 2015; Javed & Khan, 2022; Junaid et al., 2019, 2023; Loureiro et al., 2017), examining either its precursors (Albert et al., 2008).

Brand love generates diverse consumer reactions, including brand loyalty (Bae & Kim, 2023), word-of-mouth, commitment, persistent affection (Carroll et al., 2006), self-brand integration, resistance to changes, and functions as a mediating mechanism for brand loyalty (Drennan et al., 2015). Brand loyalty may be developed using both cognitive and emotional components (Huang, 2017). Sarkar & S (2014) demonstrated that while brand love alone may not predict purchase intentions, loyalty, and subsequent inspiration, it does facilitate various outcomes such as word-of-mouth, brand loyalty, and brand satisfaction (Ghorbanzadeh & Rahehagh, 2020). This indicates that the transition from brand love to brand loyalty requires strategic marketing and brand positioning (Bae & Kim, 2023).

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2.2 Brand Experience and Brand Love

Previously, marketers focused mostly on functional and/or emotional techniques to influence customers. However, today's consumers prioritize experiential consumption. Beyond product attributes, they seek holistic brand experiences (Chaudhuri & Holbrook, 2001; Holbrook & Hirschman, 1982; Khan et al., 2021; Santos & Schlesinger, 2021; Schmitt, 1999). Consumers value brands that offer emotional experiences and sensory engagement (Batra et al., 2012; Brakus et al., 2009; Carroll et al., 2006). Therefore, to compete for and secure consumer loyalty, marketers must integrate remarkable experiential elements into their strategies (A. Ismail et al., 2011; Khan et al., 2021; Rodrigues & Brandão, 2021). Brand experience encompasses affective, sensory, intellectual, and behavioural responses triggered by brand stimuli (Anwar et al., 2024; Brakus et al., 2009; Fredrickson, 2001; Fu & Wang, 2021; Schmitt, 1999). Affective responses involve emotions that foster strong emotional bonds with brands (Abdul Aziz et al., 2023; Li & Zhang, 2023). Sensory responses engage all five senses through brand stimuli (Chang & Cheng, 2023). Intellectual responses stimulate curiosity and reasoning, while behavioural responses encompass physical experiences, lifestyle, and brand interactions (Brakus et al., 2009). Over time, consumers accumulate experiences with brands, leading to increased satisfaction and loyalty (Cai et al., 2024; Cankül et al., 2024) . Consumers that have positive brand experiences value brands emotionally and intellectually, resulting in strong brand ties. Previous research indicates that customer joy, largely sensory and effective, can come before brand love. Consumer pleasure is the state of excitement and surprise felt by customers. As the emotional part of customer happiness evolves over time, so does brand love. According to this example, it is logical to believe that brand experience adds to brand love among customers.

H1. Brand experience positively influences brand love.

2.3 Self-Expression and Brand Love

Self-expressive brands shape customers' identities by portraying them as representations of personal accomplishment, self-worth, distinctiveness, and life milestones (Khalid et al., 2024; Ruane & Wallace, 2015; Wallace et al., 2014, 2020). When a brand reflects traits that assist the consumer's outward expression, it has a high level

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of alignment with their social selves. For example, a former basketball player may consistently pick Nike because he identifies them with his team's championship victory. Attachment theory (Boateng et al., 2020) explains consumer expression through brands by emphasizing consumers' emotional connections to their possessions as extensions of self, as well as the important role that well-known brands play in enhancing customers' self-worth, identity, and social and private selves (Le, 2021). Emotional attachment to brands allows customers to empower, satisfy, and improve themselves (Ahmadi & Ataei, 2024; Barreda et al., 2020).

Consumers develop affection for brands they believe mirror their lifestyle or personality and remain loyal to them (Anwar, 2025a; Khalid et al., 2024; Ruane & Wallace, 2015). According to Belk (2014), customers' relationships with self-expressive brands evolve into a specific type of emotional attachment as they become a reflection of their self-identity. Consumers may feel nervous and uncomfortable without the brand, but satisfied and confident in their private and social identities once they have it, similar to human love (Khalid et al., 2024; Ruane & Wallace, 2015). When a brand's product matches the consumer's self-image, it strengthens brand outcomes such as trust, loyalty, and emotional connection. Furthermore, there is a positive relationship between brand love and self-expressive brands because consumers have stronger emotional ties with brands that help them evolve and improve their sense of self (Carroll et al., 2006; Khalid et al., 2024; Wallace et al., 2014).

Brand love energizes customers who strive to be their best selves by projecting their current self-identities onto the brand (Batra et al., 2012; Chauhan et al., 2021; Hegner et al., 2017; Joshi & Garg, 2022). Previous study has also found that aligning with consumers' private selves (personalities) and social selves, which reinforces self-image, increases brand love and loyalty (Batra et al., 2012; Khalid et al., 2024; Le, 2021; Ruane & Wallace, 2015; Wallace et al., 2014, 2020). As a result, when a company helps a client express both their social and private identities, they generate a stronger affinity for that brand (Carroll et al., 2006; Khalid et al., 2024). Furthermore, brand love frequently reduces the materialistic features of consumption (Khalid & Qadeer, 2021). Customers are loyal to companies that reflect their sense of self and identity and resonate with them. Therefore, we propose:

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H2. Customer's private self-expression influences brand love.
H3. Customer's social self-expression influences to brand love.

2.4 Brand Love and Brand Addiction

Past research has primarily focused on conceptualizing Brand Addiction (Cui et al., 2018; I. J. Ismail, 2022; Meijani et al., 2023; Mrad et al., 2020; Reimann et al., 2012) and exploring potential measurement approaches (Mrad & Cui, 2017), with limited analysis of its underlying causes. However, understanding the causal relationships behind behaviours, as emphasized by Lukka (2014), is crucial for comprehending phenomena such as Brand Addiction. Brand addiction is a psychological disorder connected to a brand connection, characterized by psychological stability and comfort associated with a certain brand, as well as recurrent cravings to acquire its items or services (Mrad & Cui, 2017; Reimann et al., 2012). Drawing from the theory of Sternberg (1986), which emphasizes intimacy, commitment, and passion as dimensions of loving relationships, it's evident that Brand Love, akin to the relationship between a customer and a brand, can lead into consumer behaviors such as Brand Addiction. Dependence, acquisitiveness, preoccupation, lack of self-control, tenacity, and resistance to replacements are key features of brand addiction (Ismail, 2022; Mrad et al., 2020). Under normal circumstances, consumer-brand connections range from non-intense feelings to passionate affection, with Brand Love representing a strong emotional attachment to a particular brand (Carroll et al., 2006; Cui et al., 2018; Junaid et al., 2022). Brand Love is distinct from satisfaction, as it involves long-term commitment and is associated with self-image and self-concept (Javed & Khan, 2022; Joshi & Garg, 2020). Brand Love can elevate emotional states, potentially leading to Brand Addiction. vidence reveals that Brand Addiction is related with pleasure owing to the addicting activity affected by a consumer-brand loving relationship, implying that Brand Love positively promotes Brand Addiction (Cui et al., 2018; I. J. Ismail, 2022; Junaid et al., 2022; Mrad et al., 2020; Mrad & Cui, 2017). Based on these findings, we hypothesize:

H4. Brand Love significantly influences Brand Addiction.

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2.5 Brand Love and Brand Loyalty

Building brand loyalty is crucial for marketers, as acquiring new customers is often more challenging than retaining existing ones. Consumers who have positive experiences with a brand are likely to develop affection for it (Bazi et al., 2023; Boubker & Naoui, 2022; Drennan et al., 2015; Kang, 2015; Khalid et al., 2024; Robertson et al., 2022). This affection can lead to gratitude towards the brand, resulting in positive word-of-mouth and long-term relationships. Exploiting brand loyalty not only attracts potential customers but also helps establish the firm in the market, potentially leading to a higher market share (Amegbe et al., 2021; Chaudhuri & Holbrook, 2001; Grace et al., 2018; Kang, 2015; Khan et al., 2021; Li & Zhang, 2023). Brand loyalty is essential for sustainable success in the market (Khalid et al., 2024; Verhoef et al., 2009), and it often stems from affection it creates a link of affection with the product or brand (Batra et al., 2012; Carroll et al., 2006). Brand love significantly impacts the loyalty customers develop towards a brand (Boubker & Naoui, 2022; Chauhan et al., 2021). Brand love and loyalty are mutually reinforcing, thus marketing efforts should focus on brand loyalty programs. Deeper brand love leads to stronger brand loyalty (Khan et al., 2021). Research has shown that brand love positively impacts brand loyalty, both directly and indirectly, acting as a mediator (Drennan et al., 2015; Unal & Aydın, 2013). Therefore, we propose the following hypothesis based on the relationships found in the literature:

H5. Brand love has a positive influence on brand loyalty

2.6 Brand Addiction and Brand Loyalty

Brand Addiction and Brand Loyalty are interconnected aspects of consumer-brand relationships, each influencing the other in significant ways. Brand Addiction, defined as a psychological condition characterized by emotional stability, pleasure, and persistent impulses towards a specific brand (Cui et al., 2018; Mrad et al., 2020; Mrad & Cui, 2017), can impact Brand Loyalty through various mechanisms (Anwar et al., 2025). Brand Addiction can foster a sense of dependence and obsession with a brand, leading consumers to repeatedly engage with it and develop a strong bond over time (Anwar, 2025b). This intense emotional connection can contribute to the development of Brand Loyalty, as consumers become committed to the brand and are

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more likely to repeat purchases and advocate for it (I. J. Ismail, 2022). Moreover, Brand Addiction often arises from emotional states associated with Brand Love, which represents a deep emotional attachment to a brand (Carroll et al., 2006; Junaid et al., 2022). As Brand Love positively influences Brand Addiction (I. J. Ismail, 2022), it follows that Brand Love can also lead to increased Brand Loyalty (Anwar, 2024). When consumers feel a strong emotional connection to a brand, they are more inclined to remain loyal to it, even in the face of competing alternatives (Anwar, 2025e). Additionally, the persistence and resistance to substitutes characteristic of Brand Addiction (Boubker & Naoui, 2022; Cui et al., 2018; Mrad et al., 2020) can contribute to sustained Brand Loyalty (Anwar, 2025c). Consumers who are addicted to a brand are less likely to switch to other brands, even if they offer similar products or services. This behaviour reinforces their loyalty to the brand over time, as they continue to patronize it despite external influences.

H6. Brand addiction has a positive influence on brand loyalty

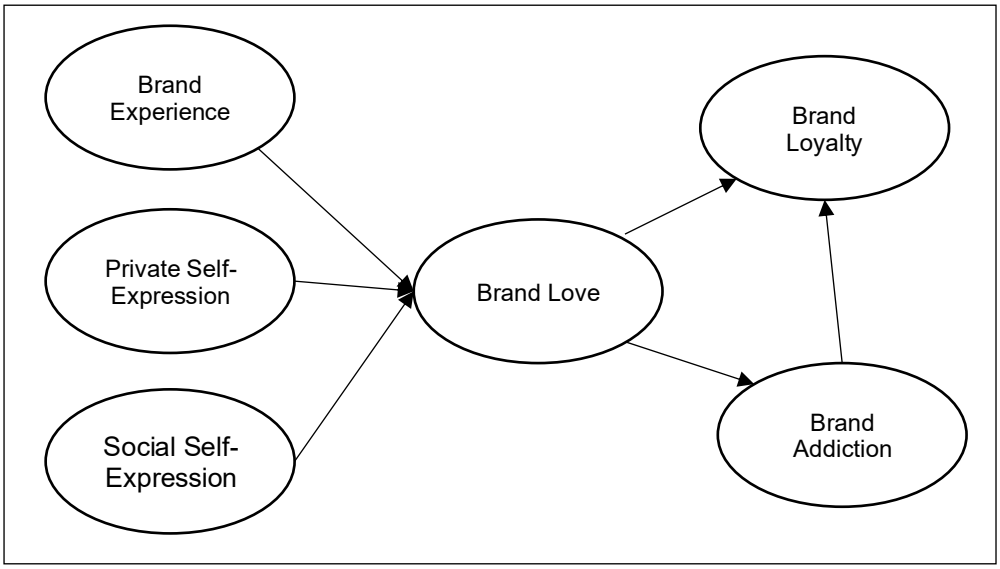


Figure 1 : Conceptual Framework
Source: Authors' own work

3.0 Methodology

The research used a survey-based strategy to collect data, including two portions. The major segment consisted of gathering

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demographic details of respondents, which provided important contextual information for further research. Descriptive information comprised factors such as age, gender, college degree, and level of income, which provided a description of the research sample's different features. The second half of the survey intended to study the impacts of brand experience, customers' private self-expression, and customers' social self-expression on brand love, as well as the influence of brand love on brand addiction and loyalty. To adequately assess these dimensions, the study used multi-item measures modified from existing literature and earlier research investigations. The scales used have been thoughtfully chosen in order to guarantee a full representation of each variable's core aspects. prior to beginning the primary data collecting phase, the questionnaire was thoroughly pilot tested to ensure its clarity, comprehensibility, and dependability. This pilot testing stage enabled essential adjustments, ensuring that the questionnaire properly captured the requested data.

Table 1 shows the adaption and source of the measuring scales used in the questionnaire.

Table 1 : The Adaption and Source of The Measuring Scales Used in the Questionnaire

Constructs	**References**
Brand Experience	Rodrigues & Brandão (2021)
I often have positive emotional reactions when interacting with Halal Fashion Brand.	
Halal Fashion Brand consistently provides me with enjoyable and satisfying experiences.	
I find that my interactions with Halal Fashion Brand fulfil both my functional and emotional needs.	
Private Self-Expression Brand	Khalid et al. (2024)
Halal Fashion Brand reflects my personality and individual style.	
Wearing products from Halal Fashion Brand makes me feel like I am expressing my true self.	
I feel a strong personal connection to Halal Fashion Brand because it aligns with my values and beliefs.	
Social Self-Expression Brand	Khalid et al. (2024)
When others see me wearing Halal Fashion Brand, I feel a sense of belonging to a certain group or community.	
I choose to associate with Halal Fashion Brand because it helps me convey my social identity to others.	

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Constructs	References
Wearing products from Halal Fashion Brand helps me project a certain image to my social circle.	
Brand Love	Amegbe et al. (2021)
I have a strong emotional attachment to Halal Fashion Brand.	
I feel a deep connection with Halal Fashion Brands that goes beyond just liking their products.	
I often think about Halal Fashion Brand and feel happy when wearing their designs.	
Halal Fashion Brand holds a special place in my heart.	
I would feel a sense of loss if I couldn't wear Halal Fashion Brand anymore.	
Brand Addiction	Mrad et al. (2020)
I find it difficult to resist buying products from Halal Fashion Brand.	
I often find myself craving for experiences related to Halal Fashion Brand.	
I feel restless if I haven't engaged with Halal Fashion Brand for a while.	
I spend more money on Halal Fashion Brand products than I originally intended.	
I feel a sense of withdrawal symptoms when I can't access Halal Fashion Brand's products.	
I frequently seek out opportunities to engage with Halal Fashion Brand.	
I prioritize spending time/money on Halal Fashion Brand over other things in my life.	
My thoughts frequently revolve around Halal Fashion Brand and its designs	
Brand Loyalty	Chauhan et al. (2021)
I consistently choose Halal Fashion Brand over other fashion brands.	
I recommend Halal Fashion Brand to friends and family.	
I am committed to remaining a loyal customer of Halal Fashion Brand.	

Source: Authors' own work

Before beginning data collection, the survey's scale measures and whole research methodology were evaluated to guarantee validity in both content and appearance (Anwar, 2025d). The confirmation of questionnaire items involved soliciting feedback from a focus group of experts and professionals. Some suggestions from the discussion team were used to improve certain items' clarity. Following that, a pilot

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test was given to 50 online fashion consumers to assess the survey items' clarity and comprehensibility. The pilot test feedback helped shape questionnaire modifications.

Data collection was carried out from January to May 2024 across several major cities in Indonesia through both online and in-person channels. Surveys were distributed via email, social media platforms, and directly at halal fashion exhibitions and retail events. Invitations were initially sent to 500 potential participants identified as consumers of halal fashion brands. While the term “randomly selected” refers to the initial broad distribution of invitations without pre-screening, the actual sampling process employed a judgmental–snowball hybrid approach to ensure relevance and depth. Specifically, judgmental sampling was first used to recruit participants who met specific inclusion criteria—namely, individuals aged 18 or older who had purchased or followed halal fashion brands within the previous six months. In the subsequent phase, snowball sampling was applied, in which initial participants referred acquaintances with similar consumption behaviors, thereby expanding the respondent pool within the target segment.

A total of 462 questionnaires were received. Twelve were excluded because they contained incomplete, inconsistent, or patterned responses (e.g., identical ratings across all items). The remaining 450 valid responses formed the final dataset, yielding an effective response rate of 90 per cent (450 out of 500 invitations). This response rate was calculated by dividing the number of usable responses by the total number of distributed invitations, excluding incomplete submissions. The combination of online (approximately 70 per cent) and in-person (30 per cent) data collection methods was designed to capture diverse consumer perspectives, ensuring both reach and contextual relevance to the halal fashion market in Indonesia. Participant characteristics are summarized in Table 2.

Table 2 : Distribution of Respondents According to Demography

Attributes	**Distribution**	**Frequency**	**%**
Gender	Male	148	33
	Female	302	67
Age	25 or Under	120	27
	26-39	254	56
	40 or above	76	17

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Attributes	Distribution	Frequency	%
Income per month	Under IDR 2 million	119	26
	IDR 2 Millions - IDR 4 Millions	121	27
	IDR 4 Millions -IDR 6 Millions	73	16
	IDR 6 million or above	137	30
Qualification	Undergraduate	205	46
	Graduate	234	52
	PhD	11	2

Source: Authors' work

4.0 Findings

To investigate the given hypotheses, the study used the partial least squares structural equation modeling (PLS-SEM) method, which was facilitated by the SmartPLS 4.0 software. Structural equation modeling (SEM) is a statistical technique for analyzing interactions between many variables, with each construct evaluated using one or more indicator variables. SEM provides advantages in dealing with measurement mistakes within indicators while investigating complex model interactions. There are two types of SEM approaches: partial least squares (PLS-SEM) and covariance-based (CB-SEM). While CB-SEM is commonly used for theory validation, PLS-SEM takes a causal-predictive approach, focusing prediction in modeling structures designed to provide causal explanations. The goal of PLS-SEM is to maximize the explained variance of endogenous latent variables using iterative ordinary least squares regression. Researchers like PLS-SEM because it can estimate complex models with multiple constructs, indicator variables, and structural pathways without requiring assumptions about data distribution. It is recognized as a causal-predictive strategy for SEM that emphasizes prediction throughout the statistical modeling phase. As a result, a two-stage Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis was performed for the current study, which included both measurement and structural evaluation models.

4.1 Common Method Bias

Common method bias (CMB) is a recognized concern in survey research when respondents provide data for both predictors and outcomes (Podsakoff et al., 2003). It reflects variance caused by the measurement method rather than the constructs themselves Cohen

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(1988). To minimize this risk, the study followed procedural safeguards recommended by Podsakoff et al. (2003), including clear instructions, respondent anonymity, and encouragement of honest answers. CMB was further assessed using the method proposed by by Liang et al. (2007), which is widely applied in social science research (Shahzad et al., 2020). The results showed an average substantive variance of 0.673 and a method variance of 0.006, with insignificant method factor loadings. These findings confirm that CMB is not a significant concern in this study.

4.2 Evaluation of the Measurement Model

The assessment of the measurement model encompassed a comprehensive examination of various parameters, aligning with guidelines provided by (J. F. Hair et al., 2020). To ascertain reliability, Cronbach's alpha (CA) was employed, revealing that all variables demonstrated values surpassing the recommended threshold of 0.70, thereby affirming their reliability. Convergent validity, essential for establishing the consistency of measurement items, was evaluated using Composite Reliability (CR) and Average Variance Extracted (AVE). Adequate CR values typically exceed 0.70, and in this investigation, satisfactory CR values ranging from 0.88 to 0.94 were observed for the constructs. Similarly, AVE values, ideally exceeding 0.50, ranged between 0.66 and 0.74, providing further support for convergent validity. Additionally, discriminant validity, crucial for distinguishing between different constructs, was meticulously assessed using the heterotrait–monotrait (HTMT) correlation ratio, as recommended by (Hair et al., 2014; Hair et al., 2017; Hair et al., 2020; Sarstedt et al., 2017). HTMT values in this study fell below specified thresholds—0.90 for similar constructs and 0.85 for dissimilar ones—indicating robust discriminant validity across all scenarios. This exhaustive evaluation of the measurement model, detailed in Table 3 for convergent validity and Table 4 for discriminant validity, underscores the reliability and validity of the study's measurement instruments. These findings inspire confidence in the accuracy and reliability of the research outcomes, thereby upholding the integrity of the study's conclusions.

The measurement model was evaluated following established guidelines (J. F. Hair et al., 2020). Reliability was confirmed through Cronbach's alpha, with all constructs exceeding the 0.70 threshold. Convergent validity was supported by Composite Reliability (CR)

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values ranging from 0.88 to 0.94 and Average Variance Extracted (AVE) values between 0.66 and 0.74, meeting recommended standards. Discriminant validity was assessed using the heterotrait–monotrait (HTMT) ratio, as advised by Hair et al. (2020). All HTMT values were below the recommended limits of 0.90 for similar constructs and 0.85 for dissimilar constructs, indicating strong discriminant validity. Overall, the results presented in Table 3 and Table 4 confirm that the measurement instruments are both reliable and valid, reinforcing the robustness of the study's findings.

Table 3 : Factor Loadings, Composite Reliability, Cronbach's Alpha and Average Variance Extracted

Brand Addiction	**Loading Factor**	**CA**	**CR**	**AVE**
BAD1	0.821	0.932	0.944	0.679
BAD2	0.833			
BAD3	0.861			
BAD4	0.815			
BAD5	0.888			
BAD6	0.837			
BAD7	0.781			
BAD8	0.746			
Brand Experience		0.818	0.892	0.734
BE1	0.867			
BE2	0.810			
BE3	0.892			
Brand Love		0.876	0.910	0.669
BL1	0.811			
BL2	0.826			
BL3	0.860			
BL4	0.754			
BL5	0.835			
Brand Loyalty		0.806	0.885	0.720
BLY1	0.861			
BLY2	0.870			
BLY3	0.814			
Self Expression Brand (Private)		0.777	0.870	0.691
SEB(P)1	0.821			
SEB(P)2	0.874			
SEB(P)3	0.797			

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Brand Addiction	Loading Factor	CA	CR	AVE
Self Expression Brand (Social)		0.888	0.922	0.748
SEB(S)1	0.864			
SEB(S)2	0.898			
SEB(S)3	0.870			
SEB(S)4	0.826			

Source: Authors' own work

Table 4 : Hetero-trait Mono-trait (HTMT)

	Brand Addiction	Brand Experience	Brand Love	Brand Loyalty	Self Expression Brand (Private)	Self Expression Brand (Social)
Brand Addiction	0.824					
Brand Experience	0.451	0.857				
Brand Love	0.624	0.709	0.818			
Brand Loyalty	0.722	0.425	0.642	0.849		
Self Expression Brand (Private)	0.377	0.662	0.715	0.342	0.831	
Self Expression Brand (Social)	0.668	0.712	0.745	0.542	0.650	0.865

Source: Authors' own work

4.3 Assessment of the Structural Model

Evaluating the structural model is essential in Partial Least Squares Structural Equation Modeling (PLS-SEM), particularly when formative constructs are included. As noted by Hair et al. (2020), assessing formative models requires examining indicator weights, collinearity, and relevance to ensure validity and reliability. In this study, these components were carefully analyzed to confirm the robustness of the structural relationships.

Structural model assessment also involved evaluating model fit, explanatory power, and path significance. The SRMR value of 0.063 met the recommended threshold of below 0.08, indicating satisfactory fit. R square values were interpreted using the guidelines of 0.25, 0.50, and 0.75 for weak, moderate, and strong predictive accuracy,

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respectively. The model's R square exceeded 0.50, demonstrating moderate predictive strength, as shown in Table 5.

Table 5 : SRMR and R Square

Dimension	Result
SRMR	0.063
R2 Brand Loyalty	0.582
R2 Brand Addiction	0.390
R2 Brand Love	0.670

Source: Authors' own work

Table 6 : Q Square

Endogenous Construct	Q^2	Predictive Relevance
Brand Love	0.45	Large
Brand Addiction	0.25	Medium
Brand Loyalty	0.35	Medium–Large

Source: Authors' own work

The Q^2 values obtained through the blindfolding procedure indicate that all endogenous constructs in the model possess satisfactory predictive relevance. As shown in Table 6, Brand Love (Q^2 = 0.45) demonstrates large predictive relevance, suggesting that the exogenous variables have strong predictive power for this construct. Brand Addiction (Q^2 = 0.25) shows medium predictive relevance, while Brand Loyalty (Q^2 = 0.35) indicates medium-to-large predictive relevance. Q^2 values above 0 signify predictive relevance, with thresholds of 0.02, 0.15, and 0.35 representing small, medium, and large effects, respectively. These results confirm that the structural model has good predictive accuracy and can effectively explain variance across the endogenous constructs.

Table 7 : F Square

Relationship	f^2	Effect Size Interpretation
Brand Experience → Brand Love	0.013	Small
Private Self-Expression → Brand Love	0.054	Medium
Social Self-Expression → Brand Love	0.039	Small–Medium
Brand Love → Brand Addiction	0.38	Large
Brand Love → Brand Loyalty	0.020	Small
Brand Addiction → Brand Loyalty	0.070	Medium

Source: Authors' own work

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Table 7 presents the f^2 effect size results, which indicate the magnitude of each exogenous variable's contribution to its corresponding endogenous construct within the model. Based on Cohen's (1988) guidelines, an f^2 value of 0.02, 0.15, and 0.35 represents small, medium, and large effects, respectively. The results show that Brand Love → Brand Addiction exhibits the strongest influence (f^2 = 0.38), categorized as a large effect, highlighting that emotional attachment significantly drives addictive tendencies toward the brand. Meanwhile, Private Self-Expression → Brand Love (f^2 = 0.054) and Brand Addiction → Brand Loyalty (f^2 = 0.070) demonstrate medium effects, suggesting a meaningful but moderate contribution to their target constructs. The relationships Social Self-Expression → Brand Love (f^2 = 0.039) and Brand Love → Brand Loyalty (f^2 = 0.020) indicate small to medium and small effects, respectively, showing more limited but still relevant influence. Lastly, Brand Experience → Brand Love (f^2 = 0.013) has a small effect, implying that while experiential factors matter, they contribute less substantially compared to emotional and self-expressive dimensions. Overall, the findings suggest that emotional and psychological connections, rather than mere experiential factors, play a stronger role in explaining the dynamics of brand love, addiction, and loyalty.

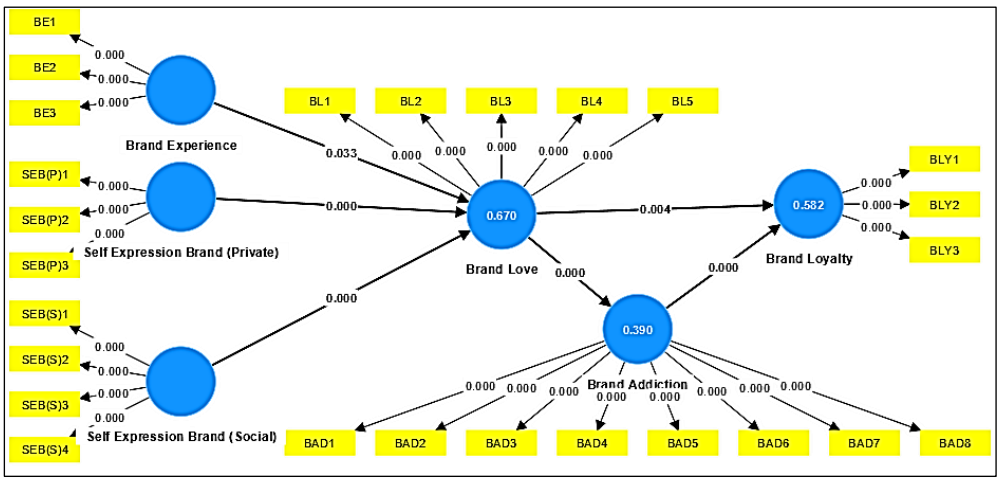


Figure 2 : Path Analysis
Source: Bootstrapping results

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Table 8 : Path Analysis – PLS-SEM Results

Hypothesis	Relationship	β (Path Coefficient)	*t*-Statistics	*p*-Value	Decision
H1	Brand Experience → Brand Love	β_1	2.130	0.033	Supported
H2	Self-Expression Brand (Private) → Brand Love	β_2	4.240	0.000	Supported
H3	Self-Expression Brand (Social) → Brand Love	β_3	3.593	0.000	Supported
H4	Brand Love → Brand Addiction	β_4	9.483	0.000	Supported
H5	Brand Love → Brand Loyalty	β_5	2.907	0.004	Supported
H6	Brand Addiction → Brand Loyalty	β_6	5.368	0.000	Supported

Source: Authors' work

4.4 Bootstrapping Results: Path Coefficient Analysis

In our investigation of the proposed hypotheses and the connections between the constructs, we relied on bootstrapping to calculate path coefficients, along with t values and P values. The detailed findings of these analyses are presented in both Table 8 and Figure 2, offering valuable insights into the hypothesized relationships. The results supported all proposed hypotheses. H1 was confirmed, showing that Brand Experience significantly increased Brand Love ($t = 2.130$, $p < 0.033$). H2 was also supported, with Self-Expressive Brand (Private) exerting a significant positive effect on Brand Love ($t = 4.240$, $p < 0.000$). Similarly, H3 was validated, as Self-Expressive Brand (Social) significantly predicted Brand Love ($t = 3.593$, $p < 0.000$). H4 was confirmed, demonstrating that Brand Love strongly influenced Brand Addiction ($t = 9.483$, $p < 0.000$). H5 was supported, with Brand Love significantly enhancing Brand Loyalty ($t = 2.907$, $p < 0.004$). Finally, H6 was validated, showing that Brand Addiction significantly increased Brand Loyalty ($t = 5.368$, $p < 0.000$). These results collectively highlight the central role of Brand Love and Brand Addiction in shaping Brand Loyalty.

4.5 Discussion

The findings of this study provide valuable insights into the complex interplay of factors influencing consumer-brand relationships within the realm of halal fashion brands. Through the examination of

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various constructs, including brand experience, self-expressive brand (both private and social), brand love, brand addiction, and brand loyalty, a deeper understanding of consumer behaviour and brand dynamics in the halal fashion industry has been achieved. Firstly, the observed positive relationship between Brand Experience and Brand Love resonates with established literature emphasizing the significance of holistic brand experiences in shaping consumer perceptions and fostering emotional connections with brands (Anggara et al., 2023; Brakus et al., 2009; Drennan et al., 2015; Holbrook & Hirschman, 1982; Khan et al., 2021; Santos & Schlesinger, 2021) (Holbrook & Hirschman, 1982; Brakus et al., 2009). Halal fashion brands that offer immersive and meaningful experiences to consumers are more likely to elicit positive emotions and develop lasting relationships with their target audience. These findings underscore the importance of strategic brand experiences in enhancing consumer engagement and loyalty within the halal fashion market. Secondly, the significant influence of Self-Expressive Brand (both Private and Social) on Brand Love highlights the role of brand symbolism and identity in consumer-brand relationships (Carroll et al., 2006; Escalas & Bettman, 2005; Khalid et al., 2024; Wallace et al., 2014). Consumers often associate themselves with brands that reflect their personal values, lifestyles, and social identities. Halal fashion brands that effectively communicate and align with consumers' self-expression and social identity are better positioned to evoke strong emotional responses and cultivate brand love. This suggests that brands should focus on authenticity and resonance with consumers' identities to foster deeper connections and loyalty. Furthermore, the findings regarding the impact of Brand Love on both Brand Addiction and Brand Loyalty underscore the central role of emotional attachment in driving consumer behavior (Batra et al., 2012; Boubker & Naoui, 2022; Carroll et al., 2006; Chauhan et al., 2021; Cui et al., 2018; Kang, 2015). Consumers who develop strong emotional bonds with halal fashion brands are not only more likely to exhibit addictive behaviors but also demonstrate higher levels of loyalty and advocacy. This highlights the importance of building emotional connections and fostering brand love as key strategies for brand success and longevity in the halal fashion market. The observed interplay between Brand Love and Brand Addiction emphasizes the nuanced nature of consumer-brand relationships, wherein intense emotional connections can lead to both positive and potentially detrimental outcomes (Junaid et al., 2022; Meijani et al., 2023; Mrad &

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Cui, 2017; Reimann et al., 2012). While brand love fosters loyalty and advocacy, it may also contribute to addictive behaviors, necessitating a balance between emotional engagement and responsible marketing practices. Halal fashion brands must prioritize ethical and sustainable brand practices to ensure that emotional connections with consumers do not lead to harmful addictive behaviors. Moreover, the significant influence of Brand Addiction on Brand Loyalty underscores the long-term implications of addictive brand relationships on consumer loyalty and advocacy (Boubker & Naoui, 2022; Cui et al., 2018; Mrad & Cui, 2017). Halal fashion brands that successfully cultivate addictive tendencies among consumers may benefit from sustained patronage and advocacy, contributing to their market dominance and competitive advantage. However, it is essential for brands to prioritize consumer well-being and ethical considerations in their marketing strategies to avoid potential negative repercussions associated with brand addiction.

5.0 Conclusion and Recommendations

In conclusion, this study provides a comprehensive exploration of consumer-brand relationships within the halal fashion industry, revealing critical factors influencing consumer behavior and brand engagement. Through an examination of constructs like brand experience, self-expressive branding, brand love, addiction, and loyalty, several significant insights have been uncovered. The research underscores the paramount importance of immersive brand experiences in fostering emotional connections with consumers. Brands that prioritize delivering holistic and meaningful experiences are poised to establish stronger bonds with their audience. Additionally, the study highlights the crucial role of brand symbolism and identity alignment in evoking emotional responses and nurturing brand love among consumers. Halal fashion brands that resonate with individuals' personal values and social identities tend to inspire lasting affection and loyalty. Furthermore, the findings underscore the potential risks associated with brand addiction, emphasizing the necessity for ethical marketing practices and prioritizing consumer well-being. By leveraging emotional connections, aligning with consumer identities, and upholding ethical standards, halal fashion brands can effectively navigate consumer behaviour complexities, fostering enduring relationships and driving sustainable growth in the competitive marketplace.

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5.1 Theorical Implication

The theoretical implications of this study significantly advance understanding of consumer–brand relationships within the halal fashion industry. The findings reinforce the pivotal role of brand experience in shaping cognitive, affective, and moral perceptions, showing that brands must transcend functional performance to create value-driven and emotionally resonant interactions. By highlighting the influence of self-expressive branding on brand love, the study refines existing theory by embedding emotional attachment within a spiritually and ethically grounded paradigm. Unlike conventional brand love frameworks that emphasize hedonic gratification or self-congruity in secular markets, this study positions brand love as a faith-informed affective bond rooted in moral congruence, modesty, and authenticity. The integration of ethical and spiritual dimensions as antecedents of brand love thus provides a more context-sensitive theoretical lens, extending branding theory into culturally embedded and value-based consumption domains.

A key theoretical contribution lies in differentiating brand love from brand addiction as conceptually distinct yet interrelated constructs. Brand love represents an affectionate, volitional, and identity-reinforcing attachment that promotes loyalty and well-being, reflecting balanced and purposeful engagement with the brand. In contrast, brand addiction signifies an intensified and compulsive emotional dependency, where positive attachment transforms into excessive consumption behavior that may undermine consumer autonomy. This conceptual distinction introduces an ethical boundary within emotional branding theory, suggesting that attachment intensity can evolve along a continuum from constructive to destructive engagement. By situating brand addiction within the discourse of responsible and ethical consumption, particularly under Islamic principles of moderation (wasatiyyah), honesty (sidq), and social accountability (mas'uliyyah), the study bridges affective, behavioral, and moral dimensions of branding. Collectively, these insights advance theoretical discourse by linking brand love, addiction, and ethical stewardship within the faith-informed ecosystem of halal fashion.

5.2 Practical Implication

The practical implications of this study offer valuable insights for practitioners and marketers operating within the halal fashion industry.

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Firstly, the emphasis on immersive brand experiences highlights the importance of creating meaningful interactions with consumers. Halal fashion brands can enhance customer engagement by designing experiential initiatives that resonate with their values and preferences, thereby fostering stronger emotional connections and brand loyalty. Secondly, the recognition of the significance of self-expressive branding underscores the importance of aligning brand messaging and values with those of the target audience. By understanding and catering to consumers' personal and social identities, halal fashion brands can differentiate themselves in the market and build deeper relationships with their customer base. Furthermore, the identification of brand addiction as a potential risk factor necessitates a focus on ethical marketing practices and consumer well-being. Halal fashion brands should prioritize transparency, authenticity, and responsible advertising to mitigate the negative consequences associated with excessive brand attachment and consumption. The practical implications of this study provide actionable recommendations for halal fashion brands to enhance their marketing strategies, strengthen consumer relationships, and drive sustainable growth. By incorporating insights from this research into their business practices, brands can better meet the evolving needs and preferences of their target audience while maintaining ethical standards and promoting consumer welfare.

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