

# Brand Fidelity Gen Z Generation on Halal Brand Through Brand Image, Brand Commitment and Brand Love

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**Abstract** - Recently, the halal concept has gained increasing attention worldwide. Therefore, halal cosmetics industry players must build consumer loyalty and commitment to the brands they offer. The purpose of this study to empirically evaluate complex consumer emotions represented by brand fidelity, brand love, brand image, and brand commitment, using halal cosmetics as a stimulus. The conceptual model and associated hypotheses were tested with a sample of 140 halal cosmetics consumers. Data collection was carried out by distributing online questionnaires to Generation Z in Central Java. Data were analyzed through partial least squares structural equation modeling. All the proposed hypotheses were positively significant, thus confirming that brand commitment is significantly affected by brand image and brand love. Furthermore, brand love acts as a significant determinant in shaping brand fidelity.

**Keywords:** Brand Commitment, Brand Fidelity, Brand Image, Brand Love, Halal Cosmetics

## I. INTRODUCTION

In recent years, the concept of halal has gained significant global attention. Consequently, marketers have shown increasing interest in developing religion-based branding strategies to appeal to specific consumer segments [1]. The term halal (حلال), derived from the Qur'an, denotes that which is lawful or permissible. Halal labeling has now expanded into the cosmetics industry. Halal cosmetics are defined by their compliance with Islamic principles, particularly the exclusion of alcohol and harmful chemicals [2]. This sector has experienced remarkable growth, driven by demographic expansion and increased awareness among Muslim consumers about sharia-compliant products.

Consumption patterns of Muslim consumers [3]. Halal-related logos, labels, and other identity symbols serve not only to indicate certification but also play a key role in shaping consumer behavior toward halal products (Mursid et al., 2024). Thus, halal cosmetic brands must foster both consumer loyalty and commitment to sustain their market presence.

To cultivate strong brand-consumer relationships, essential elements such as durability, stability, and exclusivity must be considered [4]. In this context [5] introduced the concept of brand fidelity—defined as the consumer's enduring commitment to a brand partner, demonstrated through behaviors (e.g., forgiveness for performance or price issues) and cognitions (e.g., alternative resistance and cognitive interdependence) that maintain the relationship's stability (Grace et al., 2018). In the halal context, brand fidelity often transcends rational considerations such as price and quality, embodying the ethical and religious values upheld by the brand. Brand fidelity is a vital indicator of brand sustainability, as loyal consumers are less susceptible to negative publicity and provide stable revenue streams [7]. The cost of maintaining loyal customers is much lower than the cost of attracting new customers and they are more willing to pay higher prices and make more frequent purchases than disloyal customers.

Recent studies have identified brand love as a pivotal construct in consumer–brand relationships [3]. Brand love signifies a deep emotional attachment that goes beyond mere brand liking. Among Muslim consumers, love for a halal cosmetics brand reinforces brand fidelity, as it aligns with their religious identity. Strong brand love fosters emotional satisfaction and continued usage and prior studies have confirmed its positive influence on brand fidelity [8], [9], [10].

Another frequently explored concept in marketing literature is brand image, defined as the total perception of a brand formed through cognitive, affective, and evaluative processes in the consumer's mind [11]. In the halal market, brand image plays a significant role in shaping consumer decisions [12]. For halal cosmetics, brand image encompasses not only functional attributes like quality and effectiveness but also symbolic and religious values such as halalness, ethical production, and sharia compliance [13].

Studies have consistently shown that a positive brand image enhances brand love [3], [14], [15]. The connection between brand image and brand love plays a vital role in influencing how consumers perceive a brand and develop emotional bonds with it. Brand love represents a deep emotional attachment experienced by satisfied consumers toward a specific brand, which includes a sense of need for the brand, commitment to it, favorable assessments, positive emotional reactions, and affectionate feelings toward the brand [16]. The emotional and cognitive aspects of brand love—such as passion, attachment, and positive evaluation—are closely related to the brand image perceived by consumers [17].

Brand commitment is one of the key indicators of a brand's success in retaining customers. Brand commitment reflects a consumer's psychological attachment and emotional dedication to maintaining a valued relationship with a brand [18]. In today's tech-driven market, building such commitment is increasingly challenging [19]. Consumers with strong emotional ties to a brand are more likely to maintain long-term loyalty. Brand commitment has been conceptualized as a psychological state demonstrating a consumer's positive attitude toward a brand and their willingness to engage in a continuous relationship [20].

According to Sternberg's Triangular Theory of Love [21] commitment represents the motivational component to maintain a relationship. Brand love reinforces trust through passion, intimacy, and commitment [22]. In the context of halal cosmetics, brand commitment is crucial as consumers tend to remain loyal to brands that reflect their personal values and religious beliefs. Thus, their commitment is not only utilitarian but also affective and ideological. Prior research has demonstrated the significant impact of brand love on brand commitment [20], [23].

Consumers seeking halal cosmetic brands are likely to prefer products with a strong brand image, which in turn increases satisfaction and the likelihood of repeat purchases [24]. According to [12], [25] halal branding can be a powerful asset, as Muslim consumers often base their purchase decisions on halal perception. Consumers tend to choose and remain committed to brands that not only fulfill their functional needs but also reflect the values and beliefs they hold. Previous studies have shown that brand image influences brand commitment [18], [26].

Research findings indicate that "halal" has not yet become the primary criterion for Muslim women in Indonesia when choosing cosmetics [1]. Therefore, the key question is whether consumers are truly interested in maintaining their relationship with a brand. In response, this study proposes a conceptual framework to empirically evaluate the complex emotions of consumers, represented by brand fidelity, brand love, brand image, and brand commitment, using halal cosmetics as the stimulus. To the best of the author's knowledge, no prior literature has examined these four variables simultaneously in the context of halal cosmetics in Indonesia.

This research focuses on Generation Z users of halal cosmetics. Gen Z poses a major challenge for brands, as they seek high-quality products at affordable prices and are less likely to experiment with unfamiliar brands [19]. The findings will provide valuable insights for marketers to develop more effective and efficient strategies tailored to Gen Z's behavior and perceptions.



In contrast to traditional brand loyalty, brand fidelity reflects a deeper connection, marked by the consumer's readiness to overlook a brand's faults or deficiencies [27]. According to [6] brand fidelity serves as a cognitive framework that helps explain consumer behavior when they are highly committed to and in love with a brand. Previous studies have also demonstrated that brand love positively influences brand fidelity [4], [9], [10], [28].

H1: Brand love has a positive influence on brand fidelity.

Within the halal cosmetics sector, a brand image that embodies halal integrity, safety, trustworthiness, and alignment with Islamic principles can nurture a sense of emotional closeness among consumers [28]. The link between brand image and brand love is particularly significant in this context, as it shapes both consumer perceptions and emotional connections with the brand [17]. Building a strong brand image in halal cosmetics is critical for fostering brand love, as it integrates elements such as perceived quality, satisfaction, and trust—key determinants in the halal market. Favorable perceptions regarding halal compliance, product excellence, and brand ethics are likely to strengthen consumers' emotional attachment to the brand. Previous studies have consistently shown that brand image has a substantial impact on brand love [3], [14], [15].

H2: Brand image has a positive influence on brand love.

Brand commitment is defined as a relationship between the brand and the customer, characterized by attitudinal and behavioral elements, as well as strength, durability, and resistance to change [29]. In the halal cosmetics context, brand commitment becomes particularly important, as consumers are more inclined to maintain relationships with brands that align with their personal values and religious beliefs. Brand image plays a critical role in consumers' decision-making processes. A strong brand image typically indicates that a product's quality exceeds expectations, whereas a poor or absent brand image may signal a lack of consumer trust. Previous research has also shown that brand image has a significant effect on brand commitment [18], [26].

Numerous studies have indicated that brand love is a key predictor of brand commitment. [16] assert that brand love enhances consumers' desire to maintain long-term relationships with a brand and reduces the likelihood of switching behavior. Consumers who love a brand tend to use it over an extended period, integrate it into their lives, and develop a sense of long-term commitment [30] The positive relationship between brand love and brand commitment has been well-established in previous research [20], [23]

H3: Brand image has a positive influence on brand commitment.

H4: Brand love has a positive influence on brand commitment.

## II. METHODOLOGY

This study employed a quantitative method using an online survey questionnaire distributed via Google Forms to test the proposed research hypotheses and examine the suggested model. The first section of the questionnaire was designed to capture respondents' demographic information, while the second section comprised indicator questions for the four research variables. Primary data were obtained through a questionnaire containing the opinions or perceptions of consumers of halal-labeled cosmetics regarding the indicators of the variables under study, using the online survey method. The research population consisted of all elements collectively sharing characteristics or phenomena of interest to the researcher—in this case, Generation Z users of halal cosmetics. Generation Z was chosen because they tend to pay more attention to skin health, often seek beauty-related information through social media and communities, and also engage in self-care practices to relieve stress [31]. The determination of a representative sample size, according to [32] is 5–10 times the number of indicators. Therefore, the sample size for this study was set at 150 respondents (15 indicators  $\times$  10).

A non-probability sampling technique was applied using purposive sampling, in which the respondents selected were individuals who had used halal cosmetic products and were born between 1995 and 2010, corresponding to Generation Z. The questionnaires were distributed in three cities in Central Java—Semarang, Salatiga, and Surakarta. These cities were selected because they can represent the demographic diversity of Generation Z in Indonesia in general. The questionnaire in this study was developed based on a literature review relevant to the research. All variables were measured using a five-point Likert scale, which was employed to indicate respondents' level of agreement or disagreement with the given indicator statements.

Table 1. Conceptual And Operational Definitions

| Variable              | Conceptual Definitions                                                                                                                                                                                                                                                                                                   | Operational Definitions                                                                                                                                                                                                                                                    |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brand Fidelity (BF)   | Brand fidelity refers to consumers' loyalty toward a brand partner, manifested through various behaviors (e.g., accommodation/forgiveness regarding performance and price) and cognitions (e.g., alternative rejection and cognitive interdependence) that maintain the stability and durability of the relationship [5] | BF1: When this halal cosmetic brand increases its price, it can be justified.<br>BF2: I would feel offended if someone said something negative about this halal cosmetic brand.<br>BF3: This halal cosmetic brand is unique, and in my opinion, it has no competitors. [3] |
| Brand Love (BL)       | is a deep and passionate emotional bond that consumers develop toward a brand, which goes beyond mere liking or preference for a product or service [30]                                                                                                                                                                 | BL1: This is an amazing halal cosmetic brand.<br>BL2: I love this halal cosmetic brand.<br>BL3: This halal cosmetic brand makes me feel good.<br>BL4: This halal cosmetic brand is truly wonderful [16]                                                                    |
| Brand Image (BI)      | Brand image is the totality of customer perceptions toward a brand, resulting from the interaction of cognitive, affective, and evaluative processes in the customer's mind [11]                                                                                                                                         | BI1: This halal cosmetic brand has a distinctive image compared to other brands.<br>BI2: This halal cosmetic brand has a clean image.<br>BI3: This halal cosmetic brand is well established [33]                                                                           |
| Brand Commitment (BC) | Brand commitment is the psychological state and emotional attachment of customers to a brand in order to maintain a positively valued relationship [18]                                                                                                                                                                  | BC1: I desire a long-term relationship with this halal cosmetic brand<br>BC2: If this halal cosmetic brand disappoints me once or twice, I will not mind                                                                                                                   |

|  |  |                                                                                                                                                                                                                                                                                    |
|--|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  | BC3: Even if there are offers from competitors, I always purchase this halal cosmetic brand<br>BC4: Even if another halal cosmetic brand is on sale, I will still buy this halal cosmetic brand<br>BC5: I feel personally satisfied when purchasing this halal cosmetic brand [18] |
|--|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

To examine the relationships among variables, the Structural Equation Modeling (SEM) approach was employed, as this method enables multivariate analysis techniques that combine factor analysis and path analysis. The relationships between independent and dependent variables can be tested simultaneously with the existing indicators[34]. The research hypotheses were tested using the Partial Least Squares (PLS) software. The primary data collected were analyzed in two stages. First, the outer model was assessed by testing the validity of the questionnaire using convergent validity, discriminant validity, and composite reliability. Reliability was evaluated based on the value of Cronbach's alpha.

### III. RESULT

In this study, the questionnaire was distributed to 150 respondents via a Google Form link. After conducting data analysis, it was found that 140 questionnaires were eligible for further analysis. The characteristics of the respondents are presented in Table 2

Table 2. Respondents Characteristics

| Demography        | Frequency | Percent |
|-------------------|-----------|---------|
| Gender            |           |         |
| Male              | 13        | 9.3%    |
| Female            | 127       | 90.7%   |
| Birth Year        |           |         |
| 1997 - 2000       | 15        | 10.7%   |
| 2001 - 2004       | 79        | 56.4%   |
| 2005 - 2008       | 46        | 32.9%   |
| Domicile          |           |         |
| Boyolali Regency  | 12        | 8.6%    |
| Klaten Regency    | 4         | 2.9%    |
| Magelang Regency  | 2         | 1.4%    |
| Semarang Regency  | 67        | 67%     |
| Sragen Regency    | 2         | 2%      |
| Sukoharjo Regency | 4         | 4%      |
| Wonogiri Regency  | 1         | 1%      |
| Salatiga          | 43        | 43%     |
| Surakarta         | 5         | 5%      |

Source: Processed Data, 2025

Based on Table 2, it is shown that a total of 140 respondents completed the questionnaire. Most respondents were female, accounting for 127 respondents. In terms of year of birth, the largest group of respondents were those born between 2001 and 2004, totaling 79 respondents. Most respondents in this study were members of Generation Z residing in Semarang Regency, totaling 67 respondents.

#### Outer Loading Factor Results

Validation is considered strong if it has an outer loading value above 0.5 for each indicator assessed [32]. Outer loading values on brand fidelity, brand love, brand image and brand commitment can be seen in Table 3. In Table 3, it can

be seen that there are still several indicators showing numbers that are still below 0.5, so it was decided to eliminate these indicators (BC2, BF1 & BF2) to be able to proceed to the validity and reliability test analysis.

Table 3. Outer Loading

|     | <b>Brand Image</b> | <b>Brand Commitment</b> | <b>Brand Love</b> | <b>Brand Fidelity</b> |
|-----|--------------------|-------------------------|-------------------|-----------------------|
| BI1 | 0.820              |                         |                   |                       |
| BI2 | 0.874              |                         |                   |                       |
| B13 | 0.838              |                         |                   |                       |
| BC1 |                    | 0.777                   |                   |                       |
| BC2 |                    | 0.278                   |                   |                       |
| BC3 |                    | 0.715                   |                   |                       |
| BC4 |                    | 0.682                   |                   |                       |
| BC5 |                    | 0.811                   |                   |                       |
| BL1 |                    |                         | 0.801             |                       |
| BL2 |                    |                         | 0.818             |                       |
| BL3 |                    |                         | 0.804             |                       |
| BL4 |                    |                         | 0.808             |                       |
| BF1 |                    |                         |                   | 0.464                 |
| BF2 |                    |                         |                   | 0.372                 |
| BF3 |                    |                         |                   | 0.657                 |
| BF4 |                    |                         |                   | 0.772                 |
| BF5 |                    |                         |                   | 0.773                 |
| BF6 |                    |                         |                   | 0.714                 |

Source: data processed 2025

After removing indicator items with small outer loading values, it can be seen in table 4 that it can be seen that all research indicators used in the study have outer loading values above 0.5 so it can be concluded that they have a reasonably strong validation level. This research model can be seen in the following final path diagram image in Figure 1

Table 4. Final Outer Loading

|     | <b>Brand Image</b> | <b>Brand Commitment</b> | <b>Brand Love</b> | <b>Brand Fidelity</b> |
|-----|--------------------|-------------------------|-------------------|-----------------------|
| BI1 | 0.819              |                         |                   |                       |
| BI2 | 0.874              |                         |                   |                       |
| B13 | 0.838              |                         |                   |                       |
| BC1 |                    | 0.787                   |                   |                       |
| BC3 |                    | 0.708                   |                   |                       |
| BC4 |                    | 0.675                   |                   |                       |
| BC5 |                    | 0.819                   |                   |                       |
| BL1 |                    |                         | 0.799             |                       |
| BL2 |                    |                         | 0.818             |                       |
| BL3 |                    |                         | 0.805             |                       |
| BL4 |                    |                         | 0.808             |                       |
| BF3 |                    |                         |                   | 0.700                 |
| BF4 |                    |                         |                   | 0.792                 |

|     |  |  |  |       |
|-----|--|--|--|-------|
| BF5 |  |  |  | 0.823 |
| BF6 |  |  |  | 0.751 |

Source: data processed 2025

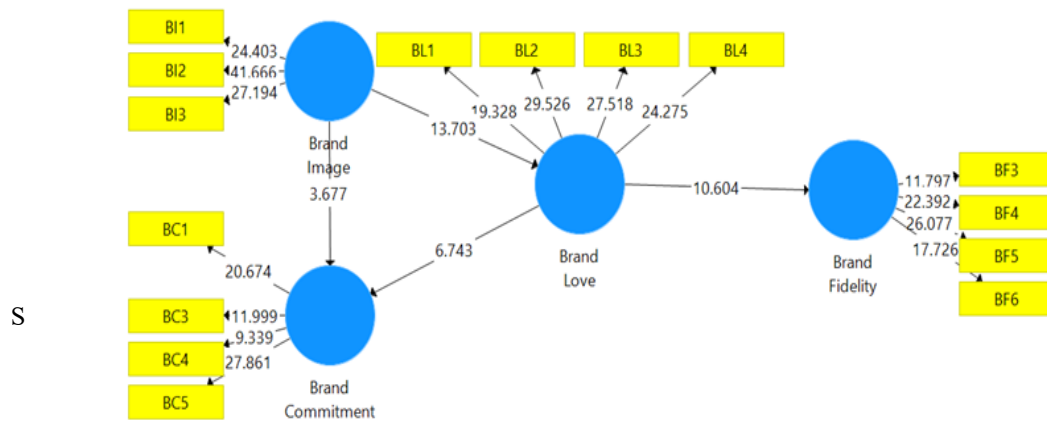


Fig 1. Path Diagram

In this study, reliability uses two criteria, the composite reliability value and Cronbach's alpha. The composite reliability value is used to measure the internal reliability of a construct (latent variable), namely the extent to which the indicators of the construct consistently measure the same concept. Cronbach's alpha assumes that all indicators have equal loadings and is considered reliable when its score is greater than 0.7.

Table 5. Construct Reliability And Validity

| Variable         | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|------------------|------------------|-------|-----------------------|----------------------------------|
| Brand Image      | 0.798            | 0.799 | 0.881                 | 0.712                            |
| Brand Commitment | 0.748            | 0.773 | 0.836                 | 0.561                            |
| Brand Love       | 0.882            | 0.822 | 0.882                 | 0.652                            |
| Brand Fidelity   | 0.767            | 0.775 | 0.851                 | 0.590                            |

Source: Research results , 2025

Table 4 indicates that the composite reliability values for all four research variables exceed 0.70, while the Cronbach's alpha values are above 0.60, demonstrating that all indicators are reliable. The Average Variance Extracted (AVE) values, which assess validity with a threshold above 0.50, also meet the criterion, indicating validity. Discriminant validity was examined by evaluating the correlation between each construct and other constructs. A construct is considered to have good discriminant validity when the square root of its AVE is greater than its correlation with any other construct. As shown in Table 5, all variables satisfy these conditions.

Table 6. Discriminant Validity Value

|                  | Brand Image | Brand Commitment | Brand Love | Brand Fidelity |
|------------------|-------------|------------------|------------|----------------|
| Brand Image      | 0.844       |                  |            |                |
| Brand Commitment | 0.654       | 0.750            |            |                |
| Brand Love       | 0.708       | 0.713            | 0.808      |                |
| Brand Fidelity   | 0.616       | 0.544            | 0.608      | 0.768          |

Source: Research results, 2025

Acceptance or rejection of a hypothesis is used by the Bootstrapping function using SmartPLS 3.0 software. When the significance level is less than 0.05 or the t-value exceeds the critical value [32] the t-statistic value for a significance level of 5% is 1.65.

Table 6. Hypothesis Testing Results

| Variable/ Construct                        | $\beta$ | T Statistics | P Values | Test     |
|--------------------------------------------|---------|--------------|----------|----------|
| Brand Love $\rightarrow$ Brand Fidelity    | 0.608   | 10.604       | 0.000    | Accepted |
| Brand Image $\rightarrow$ Brand Love       | 0.708   | 13.703       | 0.000    | Accepted |
| Brand Image $\rightarrow$ Brand Commitment | 0.298   | 3.677        | 0.000    | Accepted |
| Brand Love $\rightarrow$ Brand Commitment  | 0.502   | 6.743        | 0.000    | Accepted |

Source: Research results, 2025

SmartPLS 3.0 was utilized to examine the research hypotheses. This software estimates the structural path coefficients ( $\beta$ ), and assesses the statistical significance of these path coefficients through the Bootstrap resampling technique, which produces the p-values. This approach enables researchers to evaluate the strength and significance of relationships among variables and the extent to which the model accounts for the variance in the constructs. The findings of Table 6 show that our set of direct hypotheses (H1-H4) is sustained as  $p < 0.05$  or lower in four hypotheses. To start with testing the hypotheses, the current study predicts in H1 that brand love is positively associated with brand fidelity. The findings of the study support this proposition ( $\beta = 0.608$ ,  $p < 0.000$ ). The results of the model testing also provide support for H2 ( $\beta = 0.708$ ,  $p < 0.000$ ) and, therefore, confirm that brand image congruence is positively associated with brand love. In addition, the analysis results have shown that brand image ( $\beta = 0.298$ ,  $p < 0.000$ ) and brand love ( $\beta = 0.502$ ,  $p < 0.000$ ) have a significant effect on brand commitment. At this point, the proposed H3 and H4 hypothesis has been accepted.

The findings of this study confirm that brand image has a significant positive effect on brand love in the halal cosmetics industry. This result aligns with previous research indicating that a favorable brand image enhances consumers' emotional attachment to a brand.

#### IV. DISCUSSION

Similar to the findings in the literature, quantitative research findings indicated that brand love positively related to brand fidelity. Several studies have demonstrated that brand love positively influences brand fidelity, a relationship that is particularly relevant in the context of halal cosmetic brands. Brand love reflects consumers' deep emotional attachment and affection toward a brand, which fosters a sense of closeness and personal connection [30]. For halal cosmetics, this attachment is often reinforced not only by product quality and aesthetics but also by the alignment of the brand with consumers' religious values and ethical beliefs. When consumers experience strong brand love toward a halal cosmetic brand, they are more inclined to maintain a long-term relationship with it and remain committed, even in the presence of competing alternatives that may be equally fashionable or innovative. This enduring emotional bond translates into brand fidelity, characterized by a willingness to forgive occasional shortcomings, such as product stockouts or minor quality variations, and to continue supporting the brand [6], [20].

The findings of this study confirm that brand image has a significant positive effect on brand love in the halal cosmetics industry. This result aligns with previous research indicating that a favorable brand image enhances consumers' emotional attachment to a brand [3], [14], [15]. A strong brand image, characterized by perceptions of product quality, trustworthiness, and alignment with consumers' values, plays a critical role in shaping positive emotional responses. In the case of halal cosmetics, brand image extends beyond functional benefits to include the assurance of halal certification, ethical sourcing, and adherence to Islamic principles, which strengthen consumers' trust and respect toward the brand. Previous studies have emphasized that in markets where religious values are a significant purchase determinant, brand image can act as a bridge between cognitive evaluations and emotional commitment [33]. Thus, a well-crafted halal cosmetic brand image not only differentiates the brand in a competitive market but also nurtures a deep and enduring emotional bond with consumers, ultimately fostering brand love.

The results indicate that brand image significantly influences brand commitment in the halal cosmetics market. This finding supports prior studies which suggest that a positive brand image strengthens consumers' willingness to maintain a long-term relationship with the brand [18], [26]. In the halal cosmetics context, a strong brand image is built not only through consistent product quality and appealing aesthetics but also through the assurance of halal compliance, ethical

sourcing, and alignment with consumers' religious and moral values. These elements enhance trust and credibility, which are essential foundations for commitment. When consumers perceive the brand as both reliable and value-congruent, they are more likely to remain committed, even when confronted with alternative options in the market.

Furthermore, the findings reveal that brand love exerts a positive effect on brand commitment, aligning with previous research that views emotional attachment as a strong predictor of commitment [16], [20]. In halal cosmetics, brand love emerges from both emotional satisfaction such as the enjoyment of product performance and the deeper connection rooted in shared values and identity. This love fosters resilience in the brand consumer relationship, leading consumers to stay loyal despite competitive pressures or occasional shortcomings. As suggested by prior studies, when emotional attachment is coupled with value-based trust, consumers' commitment becomes more enduring and less susceptible to switching behavior [35]. Collectively, these results highlight that in the halal cosmetics sector, brand image and brand love serve as complementary drivers of brand commitment with brand image establishing the cognitive and trust-based foundation, and brand love reinforcing the emotional and relational bonds that secure long-term loyalty.

## V. CONCLUSION

This study confirms that in the halal cosmetics sector, brand image significantly enhances brand love and brand commitment, while brand love positively drives brand fidelity and strengthens commitment. A strong halal brand image—built on product quality, ethical sourcing, and religious value alignment—establishes trust, which in turn fosters emotional attachment and long-term loyalty. These findings suggest that halal cosmetic brands should strategically invest in reinforcing both the cognitive (brand image) and emotional (brand love) dimensions to secure sustainable consumer commitment, particularly among Gen Z, who value authenticity, ethical branding, and brand experiences aligned with their identity.

For future research, it is recommended to explore additional variables such as brand trust, religiosity, and perceived value as mediators or moderators in these relationships. Comparative studies across countries or product categories could enrich the understanding of cultural influences, while longitudinal and qualitative approaches would provide deeper insights into how brand attachment and commitment evolve over time in halal markets.

From a managerial perspective, companies targeting Gen Z should focus on interactive digital engagement, social media storytelling, and transparent communication about halal certification and ethical sourcing. Collaborations with influencers who share Gen Z's values, as well as product innovation that combines halal integrity with trend-driven aesthetics, can deepen emotional connections. Given Gen Z's tendency to be less brand loyal than previous generations, maintaining consistent brand authenticity and offering personalized experiences will be key to sustaining commitment.

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