

THE INFLUENCE OF BRAND PERSONALITY AND BRAND LOVE ON BRAND LOYALTY: EVIDENCE FROM FAST-FASHION BRANDS (UNIQLO AND H&M)

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Abstract: The fast-fashion industry continues to grow rapidly, with brands such as Uniqlo and H&M becoming highly popular among younger consumers. Despite their global success, limited research has examined how brand personality and brand love contribute to brand loyalty, particularly in the Indonesian market. This study aims to analyze the influence of brand personality and brand love on brand loyalty using a quantitative approach. Data were obtained from 100 respondents familiar with Uniqlo and H&M and processed using SPSS Statistics 26. The analysis included descriptive statistics, classical assumption testing (normality, heteroscedasticity, and multicollinearity), and multiple linear regression with F-tests, t-tests, and the coefficient of determination. The results show that both brand personality and brand love significantly and positively affect brand loyalty, with brand love emerging as the stronger predictor. Together, the two variables explain 41.5% of the variance in loyalty. These findings support previous studies emphasizing the importance of both cognitive and emotional factors in shaping loyalty while providing new insights from the Indonesian fast-fashion context. The study concludes that strengthening brand personality and fostering emotional attachment are essential strategies for building sustainable consumer loyalty in competitive fashion markets.

Keywords: brand personality, brand love, brand loyalty, fast-fashion, consumer behavior

1. Introduction

The fast-fashion industry has become one of the fastest-growing retail sectors globally over the past few decades. Its business model, which relies on rapid production, continuous trend updates, and relatively affordable prices, has made fast fashion highly popular, particularly among young consumers. However, this competitive market also poses serious challenges, as consumers can easily switch brands when they find new trends, more attractive prices, or more enjoyable shopping experiences. Therefore, building and maintaining brand loyalty is a critical strategy for fast-fashion companies to sustain competitiveness and long-term business performance.

In modern marketing, consumer loyalty is not only shaped by functional aspects such as product quality or shopping satisfaction but also by deeper emotional factors. A central determinant is brand love, conceptualized as a powerful emotional bond linking consumers to a brand. Empirical studies show that individuals who form such an attachment are more likely to remain loyal, to repurchase repeatedly, and to promote the brand to others (Albert, Merunka, & Valette-Florence, 2008). Therefore, brand love plays a pivotal role in cultivating enduring loyalty, especially in intensely competitive sectors like fast fashion.

Beyond brand love, brand personality constitutes a significant predictor of consumer behavior. Aaker (1997) conceptualizes brand personality as a cluster of human-like traits attributed to a brand, which allows consumers to view brands as entities possessing identifiable characteristics rather than mere commodities. Consequently, consumers tend to favor brands whose perceived

personalities correspond with their own self-concept and life aspirations (Aaker, 1997). Consequently, brand personality not only influences initial perceptions but also fosters stronger emotional bonds through brand love, which ultimately enhances brand loyalty (Bairrada, Coelho, & Lizanets, 2019).

Several prior studies support these relationships. For instance, Bairrada et al. (2019) demonstrated that brand personality exerts a positive effect on brand love, which subsequently enhances consumer loyalty. In line with this, a study conducted in Indonesia confirmed that brand love serves as a significant mediating variable in the relationship between brand personality and brand loyalty, particularly within the context of local fashion brands (Sari & Widodo, 2021). Nevertheless, despite extensive exploration of these variables, there remains a research gap concerning the global fast-fashion context, especially among brands with strong market presence in Indonesia.

Uniqlo and H&M represent highly relevant research objects in this regard. Both brands are major players in the global fast-fashion industry and have established a strong presence in Indonesia. Uniqlo is recognized for its minimalist, functional, and timeless brand image, while H&M is perceived as youthful, trendy, and expressive. These distinct brand personalities allow them to capture wide consumer bases. Investigating how brand personality and brand love influence brand loyalty among Uniqlo and H&M consumers can therefore provide meaningful insights for both theoretical development and marketing practice.

Based on this rationale, the present study aims to analyze the influence of brand personality on brand loyalty, while considering the role of brand love as a key factor in strengthening consumer–brand emotional relationships. The findings are expected to enrich the literature on consumer–brand relationships and provide practical contributions for branding strategies in the fast-fashion industry, particularly for Uniqlo and H&M in sustaining consumer loyalty in an increasingly competitive environment.

2. Literature Review

Brand Personality

The notion of brand personality was first conceptualized by Aaker (1997), who described it as the attribution of human-like characteristics to a brand. In her framework, five key dimensions were identified: sincerity, excitement, competence, sophistication, and ruggedness, which serve as the basis for evaluating how consumers perceive brands beyond their functional attributes. By humanizing brands, this construct enables consumers to establish more personal and relational connections. Prior research indicates that brand personality plays a pivotal role not only in shaping consumer perceptions but also in influencing outcomes such as satisfaction, trust, and long-term loyalty (Azoulay & Kapferer, 2003; Sung & Kim, 2010).

Within the fast-fashion sector, the relevance of brand personality becomes even more pronounced, as consumer choices frequently extend beyond practical utility to include symbolic expressions of identity and lifestyle. Empirical evidence provided by Bairrada, Coelho, and Lizanets (2019) highlights that brand personality contributes to the development of brand love, which subsequently fosters stronger loyalty. This finding underscores that when a brand's personality resonates with consumer aspirations, it enhances emotional attachment and sustains enduring consumer–brand relationships.

Brand Love

Brand love can be understood as a deep emotional bond or affection that consumers develop toward a particular brand, reflecting feelings of attachment, passion, and commitment that

extend beyond functional product evaluations. Carroll and Ahuvia (2006) define brand love as the degree of affection, passion, and commitment consumers hold for a particular brand. The concept is adapted from interpersonal love theories in psychology (Sternberg, 1986) and applied to marketing.

Empirical research has demonstrated that brand love serves as a critical driver of favorable consumer responses. Consumers who develop strong emotional attachment to a brand are more likely to exhibit enduring loyalty, actively share positive word-of-mouth recommendations, and demonstrate a willingness to pay higher prices in support of the brand (Albert, Merunka, & Valette-Florence, 2008; Bergkvist & Bech-Larsen, 2010). In the dynamic fast-fashion industry, brand love becomes crucial because loyalty based solely on satisfaction may be fragile in the face of rapidly changing trends.

Influencer Marketing and Purchase Intention

Brand loyalty can be understood as a consumer's steadfast intention to repeatedly purchase or continuously use a brand over time, even when numerous alternatives are available (Oliver, 1999). This construct incorporates two key dimensions: behavioral loyalty, which is evident in consistent repurchasing behavior, and attitudinal loyalty, which reflects the emotional and psychological attachment consumers develop toward a brand. As a central objective of brand management, loyalty plays a vital role in minimizing customer acquisition costs while simultaneously fostering long-term profitability and sustainable competitive advantage (Chaudhuri & Holbrook, 2001). Research suggests that loyalty is driven not only by rational factors such as quality and price but also by emotional factors, including brand love (Ismail & Spinelli, 2012).

Relationships among Variables

The interrelationships among brand personality, brand love, and brand loyalty have been extensively examined in marketing literature. Aaker (1997) highlighted that brand personality contributes significantly to the development of consumer-brand attachment by humanizing brands through distinct personality traits. Building on this foundation, Bairrada et al. (2019) demonstrated that brand personality exerts a positive influence on brand love, which subsequently strengthens consumer loyalty. Empirical evidence from the Indonesian context further supports these findings. Sari and Widodo (2021) revealed that brand love serves as a mediating variable in the relationship between brand personality and brand loyalty within the fashion industry, thereby underscoring the pivotal role of emotional attachment in fostering long-term consumer commitment.

In the fast-fashion setting, prior studies on Uniqlo revealed that brand personality and brand love positively affect consumer loyalty (Putra & Rahman, 2022). These results reinforce the importance of examining these relationships, especially among global brands operating in Indonesia such as Uniqlo and H&M.

In sum, the existing literature highlights strong linkages between brand personality, brand love, and brand loyalty. However, research focusing on global fast-fashion brands remains limited, underscoring the need for further empirical investigation.

3. Method

Research Design

This study adopts a quantitative research approach utilizing a survey method. The design is explanatory in nature, as it seeks to investigate the causal relationships among the variables,

with brand personality and brand love serving as the independent variables and brand loyalty as the dependent variable. Data analysis was performed using multiple linear regression, facilitated by the Statistical Package for the Social Sciences (SPSS) version 26.

Population and Sample

The population of this study comprises fast-fashion consumers who have purchased products from Uniqlo and H&M. As the exact population size could not be determined, a non-probability sampling technique was employed, specifically purposive sampling. This method allows for the selection of respondents based on predefined criteria, ensuring that the participants are relevant and aligned with the objectives of the research. The criteria for respondents in this study include:

1. Having purchased Uniqlo or H&M products at least once within the past six months.
2. Being at least 17 years old to ensure adequate decision-making maturity in purchasing behavior.

A total of 100 respondents were selected, in line with the minimum recommended sample size for multiple linear regression analysis (Hair et al., 2019). This number is considered sufficient to generate reliable and representative results.

Data Collection Technique

Data for this study were obtained through an online questionnaire distributed to respondents who met the sampling criteria. The research instrument utilized a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), designed to capture respondents' perceptions of the three key constructs: brand personality, brand love, and brand loyalty.

Data Analysis Technique

The collected data were analyzed through the following stages:

1. Descriptive Analysis
Provides an overview of respondents' characteristics (e.g., age, gender, purchasing frequency) and the distribution of responses for each research variable.
2. Classical Assumption Tests
Conducted to ensure the regression model's validity, including:
 - Normality Test (Kolmogorov-Smirnov and P-P Plot) to examine the distribution of residuals.
 - Multicollinearity Test (VIF and Tolerance) to confirm the absence of high correlations among independent variables.
 - Heteroscedasticity Test (scatterplot) to check the equality of residual variances.
3. Multiple Linear Regression Analysis
Used to determine the effect of brand personality (X_1) and brand love (X_2) on brand loyalty (Y). The regression equation applied is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_3 + \varepsilon$$

Where :

- Y = Brand Loyalty
- X_1 = Brand Personality
- X_3 = Brand Love
- β_0 = Constant
- β_1, β_2 = Regression Coefficients

- ε = Error term

4. Hypothesis Testing

The hypothesis testing was conducted using several statistical approaches. First, the F-test was applied to assess the simultaneous influence of the independent variables brand personality and brand love on brand loyalty. Second, the t-test was employed to evaluate the partial effect of each independent variable on the dependent variable. Finally, the coefficient of determination (R^2) was used to measure the proportion of variance in brand loyalty that could be explained by brand personality and brand love.

4. Result and Discussion

Descriptive Analysis

Descriptive analysis was conducted to provide an initial overview of the research variables, namely brand personality, brand love, and brand loyalty among Uniqlo and H&M fast-fashion consumers. The results are presented in Table 1.

Table 1. Result of Descriptive Statistics

Variable	Minimum	Maksimum	Mean	Standard Deviation
Brand Personality	11	20	16.38	2.22
Brand Love	8	15	11.85	1.87
Brand Loyalty	8	20	14.19	2.57

Source : Processed Data, 2025

The findings show that brand personality has a mean score of 16.38, indicating consumers' positive perceptions of the personality traits associated with Uniqlo and H&M. Brand love has a mean score of 11.85, reflecting a relatively strong emotional bond between consumers and both brands. Meanwhile, brand loyalty has a mean score of 14.19, suggesting consumers' tendency to remain committed to these brands.

Overall, the relatively high mean values across the three variables demonstrate that Indonesian fast-fashion consumers hold positive evaluations of Uniqlo and H&M in terms of brand image, emotional attachment, and behavioral loyalty. These findings align with the perspectives of Aaker (1997), Carroll and Ahuvia (2006), and Oliver (1999), who underscore the pivotal role of brand personality and emotional attachment in cultivating enduring consumer loyalty.

Classical Assumption Test

Before hypothesis testing using multiple linear regression, it is necessary to ensure that the regression model meets the classical assumptions. Fulfillment of these assumptions is essential so that the estimation is BLUE (Best Linear Unbiased Estimator), meaning unbiased, consistent, and efficient (Gujarati & Porter, 2009). The classical assumption tests conducted in this study include normality, heteroscedasticity, and multicollinearity tests.

Normality Test

Residual normality was assessed using the One-Sample Kolmogorov–Smirnov (K–S) Test and the Normal P–P Plot. The K–S test yielded a significance value of 0.200 (> 0.05), indicating that the residuals are normally distributed. This result is reinforced by the Normal P–P Plot of Regression Standardized Residuals, where the data points are clustered around and aligned with the diagonal line, suggesting that the residuals approximate a normal distribution. Therefore, the normality assumption is considered fulfilled. Residual normality is important

because classical linear regression assumes that the error term (ε) follows a normal distribution. Violation of this assumption can invalidate significance tests (t-test and F-test). Therefore, this result ensures that regression analysis can proceed.

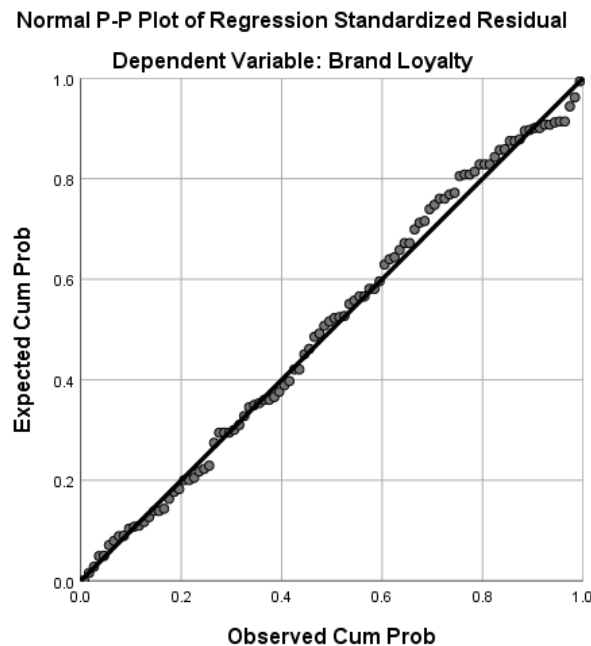


Figure 1: Normal P–P Plot of Regression Standardized Residual
 Source: Processed Data, 2025

Multicollinearity Test

Multicollinearity was tested using Tolerance and Variance Inflation Factor (VIF). The results showed tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity among the independent variables. The results show that the tolerance values for brand personality and brand love are 0.680 (> 0.10), with VIF values of 1.470 (< 10). These values indicate that no multicollinearity exists among the independent variables.

This suggests that brand personality and brand love are not highly linearly correlated, allowing them to be included simultaneously in the regression model without redundancy issues. Severe multicollinearity can make regression coefficients unstable and hard to interpret. In this study, the test results confirm that the multicollinearity assumption is not violated.

Heteroskedasticity Test

Heteroscedasticity was assessed through a scatterplot of Unstandardized Predicted Values against Unstandardized Residuals. The results show that the residual points are randomly distributed above and below the horizontal axis ($Y = 0$) without forming any discernible pattern. This indicates homoscedasticity, or equal variance of residuals.

Since no indication of heteroscedasticity was found, the regression model can be considered unbiased in estimating parameters. Severe heteroscedasticity may result in inefficient estimations and biased standard errors. However, the findings confirm that the model satisfies the assumption of residual variance equality.

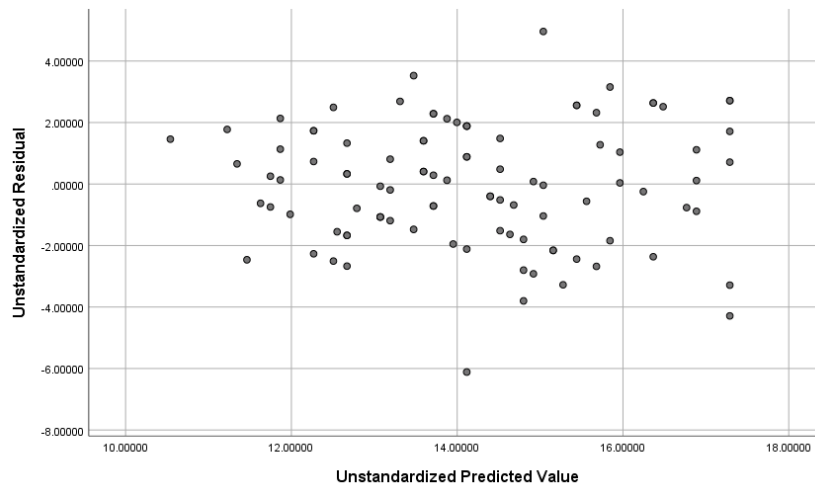


Figure 2: Scatterplot of Unstandardized Residual vs. Predicted Value
 Source: Processed Data, 2025

Multiple Linear Regression Analysis

Once the classical assumptions were met, multiple linear regression was applied to analyze the impact of brand personality and brand love on brand loyalty, using SPSS version 26.

Model Summary

The regression results reveal a multiple correlation coefficient (R) of 0.644, suggesting a moderately strong relationship between brand personality, brand love, and brand loyalty. The coefficient of determination (R^2) is 0.415, indicating that 41.5% of the variation in brand loyalty is explained by the two independent variables, while the remaining 58.5% is influenced by other factors such as satisfaction, trust, service quality, price, and external conditions. The adjusted R^2 of 0.403 confirms the model's robustness with the sample size of 100, reinforcing that brand personality and brand love are significant determinants of brand loyalty.

Table 2. Result of Correlation and Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	0.644	0.415	0.403

Source : Processed Data, 2025

F-test (Simultaneous)

The ANOVA results indicate an F-value of 34.422 with a significance level of $p = 0.000$ (< 0.05). This demonstrates that the regression model is statistically valid, confirming that brand personality and brand love together have a significant influence on brand loyalty.

This finding reinforces Oliver's (1999) theory, which states that brand loyalty is formed through the interaction of cognitive, affective, and conative factors. In this context, brand personality contributes to the cognitive aspect (consumer-perceived brand image), while brand love relates to the affective aspect (emotional attachment). Together, they build stronger brand loyalty.

Table 3. Result of ANOVA Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	373.182	2	186.591	122.074	0
Residual	142.151	93	1.529		
Total	515.333	95			

Source : Processed Data, 2025

t-test (Partial)

The partial test results are as follows:

- Brand Personality → Brand Loyalty
The regression analysis yields a coefficient of 0.402 with $t = 3.692$ and $p = 0.000$ (< 0.05). This result confirms that brand personality exerts a positive and significant influence on brand loyalty, implying that a stronger perceived brand personality leads to higher levels of consumer loyalty. This aligns with Aaker (1997) and Sung & Kim (2010), who emphasized that consumers' perception of brand personality fosters psychological closeness that leads to loyalty.
- Brand Love → Brand Loyalty
The regression coefficient of 0.521 with $t = 4.040$ and $p = 0.000$ (< 0.05) demonstrates that brand love significantly and positively influences brand loyalty. This suggests that the stronger the emotional attachment consumers develop toward a brand, the greater their tendency to remain loyal. These findings align with Carroll and Ahuvia (2006) as well as Bairrada et al. (2019), who emphasize brand love as a critical factor in fostering long-term loyalty.

Table 4. Result of t-test

	Model	t	Sig.
	(Constant)	0.904	0.368
1	Brand Personality	3.692	0.000
	Brand Love	4.040	0.000

Source : Processed Data, 2025

Regression Model

The estimated multiple linear regression model is expressed as:

$$Y = 1.422 + 0.402X_1 + 0.521X_2 + \varepsilon$$

Where :

- Y = Brand Loyalty
- X_1 = Brand Personality
- X_3 = Brand Love
- ε = Error term

Interpretation:

- The constant value of 1.422 indicates that even if brand personality and brand love are equal to zero, brand loyalty has a baseline value of 1.422.
- The regression coefficient of brand personality (0.402) means that each one-unit increase in perceived brand personality raises brand loyalty by 0.402 units, assuming other variables remain constant.
- The regression coefficient of brand love (0.521) means that each one-unit increase in brand love increases brand loyalty by 0.521 units, assuming other variables remain constant.

Between the two independent variables, brand love has the larger coefficient, suggesting that consumers' emotional attachment to a brand (brand love) plays a more dominant role in enhancing brand loyalty compared to their perception of brand personality.

Table 5. Regression Coefficients

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1.422	1.574
	Brand Personality	0.402	0.109
	Brand Love	0.521	0.129

Source : Processed Data, 2025

Discussion

The results highlight that consumers' perceptions of brand personality and their emotional attachment, or brand love, both play a crucial role in enhancing brand loyalty toward fast-fashion brands such as Uniqlo and H&M. These results provide an important contribution to marketing literature, particularly within the fast-fashion context, which is characterized by intense competition, short product life cycles, and highly critical consumers (Joy et al., 2012).

The Effect of Brand Personality on Brand Loyalty

The analysis reveals that brand personality has a positive and significant effect on brand loyalty, as indicated by a regression coefficient of 0.402. This means that the more favorable consumers' evaluations of a brand's personality, the stronger their inclination to remain loyal. This outcome is consistent with Aaker's (1997) Brand Personality Framework, which posits that brands, similar to individuals, can be characterized by distinct traits such as sincerity, excitement, competence, sophistication, and ruggedness. Based on self-congruence theory, consumers tend to exhibit greater loyalty toward brands whose personalities align with their self-concept or social identity. Put differently, when consumers feel that a brand symbolizes their personal values or identity, they are more likely to maintain loyalty to that brand. Prior studies reinforce this finding; for instance, Sung and Kim (2010) demonstrated that brand personality plays a crucial role in fostering both brand trust and brand loyalty. Similarly, Ramaseshan and Stein (2014) argue that brand personality not only creates differentiation in competitive markets but also strengthens consumers' emotional ties to the brand. In the fast-fashion context, Uniqlo often perceived as "simple, functional, and modern" and H&M associated with being "trendy, fashionable, and dynamic" successfully establish strong brand personalities in consumers' minds.

The Effect of Brand Love on Brand Loyalty

The regression analysis demonstrates that brand love exerts a positive and significant influence on brand loyalty, with a regression coefficient of 0.521, which surpasses that of brand personality. This suggests that emotional attachment to a brand plays a more dominant role in sustaining consumer loyalty. Such evidence supports the notion of emotional branding, which asserts that enduring consumer-brand relationships are primarily driven by affective connections (Thomson, MacInnis, & Park, 2005). In this context, Carroll and Ahuvia (2006) conceptualize brand love as a deep emotional attachment toward a brand, manifested through feelings of affection, passion, and commitment. Consumers who develop brand love tend to engage in repeat purchases, actively recommend the brand within their social circles, and exhibit tolerance toward minor shortcomings on the part of the brand.

Recent studies further reinforce this view. Bairrada, Coelho, and Lizanets (2019) highlight brand love as a key predictor of brand loyalty across industries, including fashion. In fast fashion, consumers seek not only functional benefits but also an emotional connection with brands that reflect their lifestyle. For instance, Uniqlo is often perceived as a brand that “offers comfort in simplicity,” while H&M is seen as a brand that “brings global trends into everyday life.” Such emotional bonds encourage consumers to remain loyal despite numerous market alternatives.

Research Implications

The results demonstrate that brand loyalty in fast-fashion consumers is shaped not only by rational factors such as price or product quality but also by psychological and emotional factors. Brand personality contributes to differentiation and unique identity, while brand love strengthens consumers’ emotional attachment to the brand.

These findings reinforce the Expectancy-Value Model (Fishbein & Ajzen, 1975), which suggests that consumer behavior is influenced by both rational evaluations and affective responses. Thus, in the dynamic fast-fashion industry, consumer loyalty is more effectively fostered when brands integrate strong personalities with emotional connections through appropriate branding strategies.

Furthermore, the results confirm Oliver’s (1999) theory, which posits that brand loyalty emerges from the interaction of cognitive, affective, and conative dimensions. In this study, brand personality operates within the cognitive domain (rational perceptions of brand traits), while brand love operates within the affective domain (emotional attachment). Together, they interact to create stronger brand loyalty.

Comparison with Previous Studies

Carroll and Ahuvia (2006) highlighted that brand love is essential in stimulating positive word-of-mouth and enhancing loyalty, a conclusion that resonates with the present study. Similarly, Sung and Kim (2010) stressed the critical role of brand personality in fostering consumer trust and loyalty, which is consistent with these findings. In addition, Bergkvist and Bech-Larsen (2010) contended that brand love functions as an emotional link between consumers and brands, thereby supporting long-term loyalty. The outcomes of this research reinforce the applicability of these theoretical perspectives within the fast-fashion industry.

5. Conclusions

This study concludes that brand personality and brand love both exert a positive and significant influence on brand loyalty among fast-fashion consumers, specifically Uniqlo and H&M in Indonesia. The regression analysis reveals that these two independent variables explain 41.5%

of the variance in brand loyalty, with brand love exerting a stronger effect than brand personality. This highlights that in the highly competitive fast-fashion industry, consumer loyalty is not only shaped by strong brand personality but also by deeper emotional connections between consumers and brands. These results support theories and prior studies, such as Aaker (1997), Carroll and Ahuvia (2006), and Oliver (1999), which emphasize the importance of both cognitive and affective aspects in loyalty formation.

Based on these findings, several recommendations can be made. First, for marketing practitioners particularly the management of Uniqlo and H&M it is essential to continuously strengthen brand personality through consistent communication, clear differentiation, and the reinforcement of values relevant to Indonesian youth consumers. Second, companies should cultivate brand love by creating enjoyable emotional experiences through trend-driven product designs, inspiring marketing campaigns, and personalized consumer engagement across digital platforms. Third, future research is encouraged to expand the scope of variables by incorporating factors such as brand trust, customer satisfaction, or perceived quality, thereby offering a more comprehensive understanding of loyalty drivers in the fast-fashion industry.

In this way, the study not only contributes academically to marketing literature but also provides practical implications for brand management strategies in dynamic and competitive markets.

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