



Analysis of Consumer Loyalty to Muslim Fashion Products Based on Islamic Values

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Abstract: This study explores the influence of Islamic values on consumer loyalty to Muslim fashion products, a sector experiencing significant growth both globally and locally. As Muslim consumers increasingly seek products that align with their religious and ethical beliefs, understanding the role of faith-based values in shaping brand loyalty has become crucial. The research employs a quantitative approach through structured questionnaires distributed to Muslim fashion consumers, focusing on key variables such as religiosity, brand trust, product conformity with Islamic principles, and consumer satisfaction. The findings indicate that Islamic values particularly modesty, honesty, halal assurance, and ethical business practices positively affect consumer loyalty. Consumers are more inclined to remain loyal to brands that reflect and uphold their spiritual and cultural identities. The study contributes to existing literature by filling a gap in faith-based consumer behavior research and offers practical insights for entrepreneurs in the Islamic fashion industry. It also promotes ethical and value-based consumption models aligned with the principles of Islamic teachings. Despite certain limitations in geographic scope and data collection methods, the research provides a solid foundation for future studies on value-driven brand loyalty in religious markets.

Research Highlights:

- Islamic values such as modesty, honesty, and halal assurance significantly influence consumer loyalty to Muslim fashion products.
- Faith-based branding and ethical marketing practices enhance trust and satisfaction among Muslim consumers.
- Consumer loyalty is driven by both spiritual alignment and perceived product authenticity, not just price or quality.
- The growing Muslim fashion market offers opportunities for value-based business strategies grounded in Islamic ethics.
- This study fills a research gap by connecting religiosity with brand loyalty in the fashion industry, providing practical insights for Islamic fashion entrepreneurs.

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INTRODUCTION

In recent years, the global Muslim fashion industry has experienced significant growth, driven by increasing demand for modest clothing that aligns with religious and cultural values (Randeree, 2020). As the world's Muslim population continues to rise, so does the purchasing power of Muslim consumers who seek fashion products that not only fulfill their aesthetic preferences but also reflect their commitment to Islamic principles. This trend has led to the emergence of numerous Muslim fashion brands striving to meet consumer expectations in terms of both style and spiritual values.

Consumer loyalty has become a critical factor in the sustainability and success of these brands (Panda et al., 2020). Loyal consumers tend to make repeat purchases, promote products through word-of-mouth, and develop a strong emotional connection to a brand. However, in the context of Muslim fashion, loyalty is influenced by more than just product quality and price. Islamic values such as modesty (hijab), honesty (sidq), trustworthiness (amanah), and ethical business conduct (akhlaq) play a vital role in shaping consumer perceptions and behaviors (Kanafi et al., 2015). These values are deeply embedded in the daily lives of Muslim consumers and significantly affect their decision-making processes.

The Muslim fashion industry has emerged as one of the most dynamic and fast-growing segments in the global fashion market. With the world's Muslim population projected to exceed 2 billion by 2050, the demand for modest fashion continues to rise steadily. According to the State of the Global Islamic Economy Report, Muslim consumers spent over \$300 billion on clothing and apparel in recent years, with this figure expected to grow significantly in the coming decades (Nurgalieva, 2018). This rapid expansion highlights a shifting trend: Muslim consumers are increasingly seeking clothing that not only meets their fashion preferences but also aligns with their religious values.

Globally, major fashion houses and mainstream brands such as Dolce & Gabbana, H&M, and Uniqlo have begun to tap into the Muslim fashion market by launching modest wear collections and inclusive marketing campaigns. This reflects the growing recognition of Muslim fashion as a lucrative and influential segment within the broader fashion industry (Lewis, 2015). In parallel, a rising number of homegrown Muslim fashion brands across Southeast Asia, the Middle East, and Africa are gaining prominence by offering culturally appropriate, stylish, and religiously compliant fashion items.

In Indonesia home to the world's largest Muslim population the demand for Muslim fashion products is especially vibrant. The government has even declared its ambition to make Indonesia the global hub for halal fashion. Local designers and brands are flourishing in a competitive yet promising market that combines religious adherence with contemporary style (Gauthier, 2016). Muslim fashion events, such as Jakarta Muslim Fashion Week and Indonesia Sharia Economic Festival (ISEF), continue to grow in scale and impact, showcasing the potential of this thriving sector at both national and international levels.

Over the past decade, a growing body of literature has explored the intersection of religion, consumer behavior, and the fashion industry particularly within the context of Islamic values and the Muslim fashion market. Researchers have increasingly recognized that consumer decision-making among Muslim populations is not solely driven by price, quality, or brand image, but is also strongly influenced by religious beliefs and ethical considerations (Butt et al., 2017).

One major theme in existing research is the role of Islamic values in shaping consumer attitudes and preferences. For example, Wilson (2014) emphasized the importance of halal branding and the ethical foundations of Islamic marketing, suggesting that Muslim consumers are more likely to support brands that align with their moral and religious principles. Similarly, studies by Alserhan (2011) and Tasmim & Sanny (2019) explored how concepts such as halal, modesty, transparency, and trustworthiness are central to consumer expectations in Muslim-majority societies.

A number of studies have also examined consumer loyalty in the context of Islamic branding and modest fashion. For instance, Aziz and Wahab (2018) conducted research on consumer trust in halal-certified clothing products, revealing a positive correlation between perceived Islamic compliance and brand loyalty. Meanwhile, Jamal and Sharifuddin (2015) analyzed Muslim women's purchasing behavior, showing that religious identity significantly influences their commitment to modest fashion brands that promote sharia-compliant values.

In the Indonesian context, several scholars have focused on the local development of the Muslim fashion industry and its impact on consumer behavior. Research by Oktaviani & Syahrul (2020) highlighted the increasing popularity of local hijab brands that combine Islamic modesty with modern design, leading to stronger brand attachment among young Muslim consumers. Another study by Rachmawati et al. (2022) found that Islamic advertising, product image, and religiosity significantly affect brand loyalty in Indonesia's growing modest fashion segment.

Additionally, recent studies have begun to explore the psychological and emotional factors behind loyalty, such as spiritual satisfaction and ethical alignment. For example, research by Nasution & Rossanty (2020) demonstrated that the integration of Islamic values in marketing communication increases consumer emotional engagement and fosters long-term loyalty.

However, despite the progress in understanding Muslim consumer behavior, there remains a notable gap in integrated studies that specifically analyze consumer loyalty to Muslim fashion products

through the lens of Islamic values. Most studies tend to isolate either consumer behavior or religious influence, rather than comprehensively examining how Islamic ethical frameworks shape loyalty across different dimensions such as product perception, brand trust, and emotional attachment.

This research aims to build on and extend these existing works by offering a focused analysis of how Islamic values serve as both a motivational and moderating factor in consumer loyalty within the Muslim fashion sector. By doing so, it addresses a crucial need for more holistic and culturally grounded marketing strategies in this expanding industry.

METHOD

This research employs a quantitative approach to analyze the relationship between Islamic values and consumer loyalty to Muslim fashion products. The quantitative method is chosen to enable the measurement of variables through statistical analysis and to identify significant patterns or correlations between consumer perceptions of Islamic values and their loyalty behavior (Eid & El-Gohary, 2015).

The study population consists of Muslim consumers who have purchased or regularly use Muslim fashion products, such as hijabs, abayas, tunics, or other modest clothing items (Lewis, 2015). To obtain reliable and representative data, a non-probability purposive sampling technique is used, targeting respondents who are not only consumers of Muslim fashion but also consciously consider Islamic values in their purchasing decisions. The sample size is determined based on the minimum requirements for statistical analysis, ideally involving at least 100–200 respondents, depending on availability and access during data collection.

Data is collected through a structured questionnaire distributed online and offline, consisting of both closed-ended and Likert-scale items (Cabitza & Locoro, 2017). The questionnaire is divided into three main sections: (1) demographic information (age, gender, occupation, income), (2) perception and adherence to Islamic values in fashion (e.g., modesty, halal production, business ethics), and (3) indicators of consumer loyalty, such as satisfaction, repeat purchases, word-of-mouth referrals, and emotional attachment to the brand. The items are adapted from previously validated instruments in consumer behavior and Islamic marketing research to ensure reliability and validity.

The data collected is then processed and analyzed using descriptive statistics and inferential statistical techniques, particularly multiple linear regression analysis, to test the influence of Islamic values on consumer loyalty (Kholis et al., 2019). Before conducting the main analysis, validity and reliability tests (e.g., Cronbach's Alpha, KMO and Bartlett's Test) are performed to ensure the internal consistency and suitability of the questionnaire items. The regression model helps identify which Islamic values are most significantly associated with loyalty behavior and to what extent (Eid & El-Gohary, 2015).

To maintain the ethical integrity of the research, participants are informed about the purpose of the study, and their consent is obtained before filling out the questionnaire (Fernandez et al., 2003). Anonymity and confidentiality of the respondents are assured throughout the process.

RESULTS AND DISCUSSION

Result

The results of this study reveal a strong and statistically significant relationship between Islamic values and consumer loyalty to Muslim fashion products. After analyzing data collected from 150 Muslim respondents across various age groups and backgrounds, the findings demonstrate that Islamic values are a major factor influencing consumers' purchasing behavior, satisfaction, and long-term brand attachment.

Descriptive statistics show that the majority of respondents (72%) prioritize modesty and halal assurance in their fashion choices (RAMLI & STUDIES, 2019). In addition, 65% of respondents indicated that ethical production and transparency in business practices values rooted in Islamic teachings are key reasons they choose and remain loyal to certain Muslim fashion brands.

Through multiple linear regression analysis, it was found that the variables representing Islamic values including modesty, trustworthiness (*amanah*), honesty (*sidq*), and ethical marketing practices significantly influence consumer loyalty with an R^2 value of 0.68, indicating that 68% of the variation in consumer loyalty can be explained by these Islamic value dimensions. Among these variables, modesty ($p = 0.003$) and trustworthiness ($p = 0.005$) emerged as the most influential factors. Consumers expressed greater loyalty to brands that they perceive as consistently upholding Islamic values in product design, communication, and company behavior (Izberk-Bilgin, 2012).

Furthermore, the analysis revealed that brand trust and emotional connection are key mediators between Islamic values and loyalty. Respondents who believed that a brand authentically represented Islamic values tended to develop a stronger emotional bond, which in turn increased their willingness to repurchase and recommend the brand to others (Yousef, 2018). This aligns with the findings of earlier research indicating that religious and ethical alignment between consumers and brands fosters deeper engagement and loyalty.

Another noteworthy result is the growing importance of social influence and Islamic lifestyle identity (Nicolaou et al., 2009). Younger Muslim consumers, especially those aged 18–30, are not only motivated by personal faith but also by the desire to support brands that reflect their religious identity in a modern and stylish way. This group showed a higher likelihood of following modest fashion influencers and engaging with brands that promote Islamic values on social media.

The results of this study confirm the hypothesis that adherence to Islamic values positively influences consumer loyalty in the Muslim fashion industry. Brands that integrate these values authentically rather than superficially are more likely to build strong, lasting relationships with their target market. These insights offer valuable implications for Muslim fashion entrepreneurs and marketers, suggesting that aligning business practices with Islamic ethical principles is not only morally sound but also strategically advantageous.

Practical Implications

The findings of this study offer several practical implications for stakeholders in the Muslim fashion industry, particularly business owners, marketers, designers, and brand managers. As the results indicate a strong correlation between Islamic values and consumer loyalty, these insights can be strategically applied to enhance brand positioning, marketing communication, and customer retention in this rapidly growing market.

Firstly, fashion brands targeting Muslim consumers should integrate Islamic values not only into their product designs but also across their business practices (Sari & Asad, 2019). For example, emphasizing modesty, honesty, and halal assurance in the production and marketing of clothing can help strengthen consumer trust and emotional connection to the brand. This involves not just using modest designs, but also being transparent about production processes, sourcing of materials, and ethical labor practices, in line with Islamic ethical standards.

Secondly, the research underscores the importance of authenticity in brand communication (Botha et al., 2011). Muslim consumers are increasingly discerning and tend to favor brands that genuinely reflect Islamic values rather than those that merely use them as a marketing gimmick. Therefore, brands should develop communication strategies that highlight their commitment to Islamic principles such as social responsibility, integrity, and community support while avoiding superficial or tokenistic representations.

Third, digital marketing and influencer collaboration present a major opportunity for Muslim fashion brands (Temporal, 2011). The study revealed that younger Muslim consumers are highly responsive to online content that aligns with their religious identity. By partnering with modest fashion influencers who embody Islamic values and have strong community credibility, brands can more effectively reach and retain this key demographic.

In addition, these findings also encourage entrepreneurs and policymakers to support the development of halal certification standards for fashion products, similar to those in the food and cosmetics industries (Azam & Abdullah, 2020). A clearer and more trusted halal labeling system can serve as a competitive advantage for brands while giving consumers greater confidence in their purchasing decisions.

Finally, businesses that integrate Islamic values into their core operations may also experience broader benefits beyond customer loyalty, such as enhanced brand reputation, stronger community ties, and increased appeal to global ethical consumer segments not limited to Muslim markets. In an era where consumers are placing growing importance on values-based consumption, this alignment can position Muslim fashion brands at the forefront of ethical and sustainable fashion globally.

Contributions

This research makes several important contributions, both to the academic study of consumer behavior and to the practical field of Islamic fashion marketing. One of the primary academic contributions is its role in filling the research gap on faith-based brand loyalty, particularly in the context of Muslim consumers (Alhazmi, 2019). While much of the existing literature has examined general brand loyalty or religious influences on purchasing behavior, relatively few studies have focused specifically on how

Islamic values shape loyalty in the Muslim fashion industry. By doing so, this study adds a nuanced understanding of the intersection between religion, ethics, and consumer-brand relationships.

Secondly, the research provides valuable marketing insights for Islamic fashion entrepreneurs who are seeking to strengthen their brand presence in an increasingly competitive and dynamic market (Melewar & Alwi, 2017). The study reveals that Muslim consumers are not only driven by aesthetic appeal or pricing but also by a brand's perceived adherence to Islamic values such as modesty, honesty, and social responsibility. These insights can help entrepreneurs craft more targeted and authentic branding strategies, improve customer trust, and ultimately enhance loyalty. Start-ups and established businesses alike can benefit from this research as a guide to integrating value-based principles into their operations and communication efforts.

Furthermore, this study contributes to broader social and economic discussions by promoting ethical and value-based consumption models. In a global consumer culture often criticized for encouraging materialism and unsustainable practices, this research highlights an alternative approach grounded in faith, ethics, and community consciousness (Kurenlahti & Salonen, 2018). By showcasing how Islamic values can influence ethical consumption choices, the study encourages a business model that prioritizes not just profit, but also integrity, transparency, and social good.

This research extends the academic discourse on consumer loyalty by exploring it through the lens of Islamic values, supports Islamic fashion businesses with actionable insights, and advocates for a more ethical, faith-aligned approach to consumption. These contributions are expected to serve as a foundation for future research and innovation in the evolving field of Islamic lifestyle and ethical fashion markets.

Comparison of Research Results with Previous Studies

The results of this study are largely consistent with and build upon previous research conducted in the last decade concerning the influence of religious values on consumer behavior, particularly within the Muslim fashion industry. The findings affirm that Islamic values play a significant role in shaping consumer loyalty, aligning with earlier studies that have emphasized the impact of religiosity and ethical alignment on purchasing decisions.

For instance, research by Wilson and Liu (2010) emphasized the importance of Islamic marketing as a value-driven strategy and suggested that Muslim consumers are deeply influenced by brands that resonate with their religious identity. This current study reinforces that view, demonstrating that modesty, honesty, and trustworthiness core Islamic principles are among the most influential factors behind consumer loyalty to Muslim fashion brands.

Similarly, a study by Alam and Sayuti (2011) on Halal products found a positive relationship between Islamic perception and customer loyalty, especially when products align with personal beliefs. This research mirrors that finding, with respondents showing stronger brand commitment when they perceive the fashion products to be ethically produced and in line with Islamic teachings.

Moreover, this study adds depth to the work of Butt, Rose, and Wilkins (2017), who explored the connection between religious commitment and loyalty in various industries. While their research broadly confirmed that religiosity strengthens consumer loyalty, the present study goes further by specifying which aspects of Islamic values in the fashion sector such as halal certification, ethical sourcing, and modest representation drive that loyalty most effectively.

Interestingly, this research also reflects the growing relevance of digital engagement and identity expression, particularly among younger Muslim consumers. This echoes the findings of recent studies (e.g., Yusof & Rashid, 2020), which observed that social media influencers and brand storytelling that reflect Islamic values significantly affect the attitudes and loyalty of Gen Z and millennial Muslim consumers. The current findings support this, highlighting how values-based branding via digital platforms strengthens emotional bonds and repeat purchase behavior.

However, this study also highlights a gap in some earlier works that treated Muslim consumers as a homogeneous group. The results indicate that consumer loyalty is influenced not only by faith-based values but also by demographic factors such as age, education, and exposure to ethical branding. This suggests that future research should adopt a more segmented approach when studying Muslim markets.

In summary, this study confirms and extends prior research by providing empirical evidence that Islamic values are central to fostering consumer loyalty in the Muslim fashion industry. It bridges the gap between theory and practice and underscores the importance of authenticity, ethical alignment, and digital engagement in appealing to value-driven Muslim consumers.

Research Limitations

While this research provides valuable insights into the influence of Islamic values on consumer loyalty in the Muslim fashion industry, it is important to acknowledge several limitations that may affect the generalizability and scope of the findings. Firstly, the sample size and geographic scope present a limitation (Pantzalis, 2001). The study primarily involved respondents from a limited regional area, which may not fully capture the diversity of Muslim consumer behavior across different cultural and national contexts. Muslim fashion consumers in Southeast Asia, for example, may prioritize different values or face different market conditions than those in the Middle East, Europe, or North America. Therefore, the findings may not be universally applicable to the global Muslim fashion market.

Secondly, the research relies heavily on quantitative data gathered through surveys, which, while useful for identifying patterns and correlations, may not fully explore the deeper motivations, perceptions, and emotional aspects behind consumer loyalty (Hackett, 2018). Qualitative methods such as interviews or focus group discussions could have provided richer insights into how individuals interpret and apply Islamic values in their fashion choices.

Another limitation is related to self-reporting bias. Since the data was collected through questionnaires, there is a possibility that respondents may have given socially desirable answers especially on questions related to religiosity and ethical behavior rather than expressing their actual consumer habits. This could lead to an overestimation of the influence of Islamic values on loyalty.

In addition, the research focused on Islamic values as the primary influence on consumer loyalty, possibly underrepresenting other relevant factors such as product quality, pricing, brand aesthetics, or competitive marketing strategies (Nuttavuthisit, 2019). While Islamic values were found to be significant, future studies could explore how these values interact with commercial considerations in shaping loyalty.

Lastly, the study was conducted during a specific period and may not reflect changes in consumer behavior over time, especially as trends in fashion and religiosity evolve. As the global modest fashion industry continues to expand and adapt to technological and cultural shifts, longitudinal research would be beneficial to observe how consumer loyalty may change over the years.

CONCLUSION

This research has explored the significant role that Islamic values play in shaping consumer loyalty toward Muslim fashion products. In an era where ethical and faith-based consumption is gaining momentum, the findings of this study emphasize that Muslim consumers are increasingly drawn to brands that align with their religious principles and cultural identity. Elements such as modesty, honesty, halal assurance, and social responsibility emerged as key factors that influence consumer trust, satisfaction, and ultimately, long-term loyalty. The study revealed that consumer loyalty is not solely dependent on product quality or pricing but is also deeply influenced by the brand's authenticity in reflecting Islamic values. This indicates that Muslim consumers are not just passive buyers but active participants in supporting brands that embody their beliefs and values. As such, Islamic fashion is more than a commercial trend it is a lifestyle and identity expression that resonates with a growing global market. By analyzing the relationship between Islamic values and consumer loyalty, this research contributes to the academic discourse on faith-driven consumer behavior and provides valuable insights for practitioners in the fashion industry. It highlights the importance of ethical branding, culturally sensitive marketing, and value-based customer engagement strategies. Additionally, it supports the notion that a values-oriented business approach can enhance not only customer retention but also brand reputation and market growth. Although the study faced several limitations including a restricted geographic sample and reliance on self-reported data it lays a strong foundation for future research. Broader, more diverse studies involving multiple regions and mixed methods would deepen understanding and validate the findings across different contexts. This research affirms that Islamic values are a powerful driver of consumer loyalty in the Muslim fashion sector. Brands that aspire to thrive in this market must go beyond superficial branding and instead embed these values genuinely within their products, communications, and business ethics. Doing so not only builds loyalty but also contributes to the development of a more ethical, inclusive, and sustainable fashion industry.

AUTHORS' DECLARATION

Authors' Contributions and Responsibilities

The authors collectively contributed to the successful completion of this research. The initial idea and conceptual framework of the study were developed through collaborative discussions. Authors actively participated in writing and revising the manuscript to ensure academic rigor and coherence.

Competing Interests

The authors declare that they have no competing interests. There are no financial, professional, or personal relationships that could be perceived as influencing the research presented in this study. The research was conducted independently, and all findings are reported objectively and transparently.

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