



Sharia-Ethical Self-Identity and Sustainable Brand Loyalty: The Nexus of Green Brand Love

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ABSTRACT

Purpose – This study aims to analyze the role of the Social Self and Inner Self in shaping Brand Loyalty through the mediation of Green Brand Love in the context of sustainable Islamic marketing. This study stems from increasing consumer awareness of environmental issues and the need to integrate ethical and spiritual values into consumption behavior.

Method – A quantitative approach was employed, collecting data from 160 respondents in Indonesia (atau lokasi spesifik lainnya) selected via purposive sampling. The data were analyzed using Structural Equation Modeling (SEM-PLS) to ensure robust testing of the measurement and structural models, including mediation effects.

Findings – The results demonstrate that both Social Self and Inner Self are powerful predictors of Green Brand Love, which in turn acts as a crucial mediator in strengthening Brand Loyalty. Notably, the Inner Self shows a deeper connection to green values, suggesting that personal ethics are fundamental to sustainable brand attachment.

Implication – These findings provide a theoretical bridge between self-identity theory and green marketing within the framework of Islamic management. Practically, firms should align their branding strategies with consumers' ethical and social identities to foster genuine loyalty toward sustainable initiatives, thereby contributing to the achievement of Sustainable Development Goals (SDGs)

A. Introduction

The dynamics of global sustainability have reshaped consumer behavior toward more ethical and responsible consumption patterns, which, from a sharia marketing perspective, aligns with the principle of environmental stewardship as part of the Maqasid al-Sharia (the principle of environmental stewardship). The increasingly massive environmental degradation is now seen not merely as an ecological crisis, but as a manifestation of damage to the earth, a facade that demands human responsibility in its capacity as caliph. Fundamental issues such as climate change and biodiversity loss are now at the center of public discourse, urgently requiring a holistic approach (Safari et al., 2018). The decline in environmental quality directly threatens human well-being and the sustainability of ecosystems due to uncontrolled economic activity (Azami et al., 2023). Therefore, Sustainable Sharia Marketing Management exists as a strategic framework for harmonizing economic activity with the divine mandate to maintain the balance of nature, or mizan. The integration of these values is crucial in guiding the market toward more civilized and sustainable production and consumption practices. In the national context, Indonesia's commitment to environmental sustainability has been legally formulated through Article 3 of Law Number 32 of 2009, which emphasizes ecosystem protection and intergenerational justice. However, for Indonesia's predominantly Muslim population, compliance with environmental regulations has transformed into a moral obligation rooted in the principles of Halal and Thayyiban. This concept emphasizes that a product must not only meet formal legal criteria but also provide benefits and benefits for the environment. The development of industrial technology, which accelerates the rate of natural exploitation, is now starting to be balanced by consumer awareness of the importance of Thayyib, or ethically high-quality products (Azami et al., 2023). Weak government oversight and limited industrialization control have triggered consumers to take a more active role in choosing responsible brands. Thus, legal awareness, synergized with societal religiosity, is a key driver in the lifestyle shift towards a green economy.

The transformation from legal awareness to emotional attachment to green brands is represented by the emergence of the concept of Green Brand Love. This emotional attachment arises from consumers' positive perception that a brand is able to manifest their identity and spiritual values, where consuming environmentally friendly products is seen as a form of religious worship. Green Brand Love is not simply a simple brand preference, but rather a form of love based on the brand's contribution to *maslahah* or the public interest (Safari et al., 2018). This phenomenon marks a shift from traditional branding strategies to green branding, which places a greater emphasis on authentic sustainability values. Long-term relationships between consumers and brands are further strengthened through deep emotional engagement, ultimately increasing the likelihood of continued loyalty (Salehzadeh et al., 2023). In the Islamic marketing ecosystem, this emotion serves as a bridge connecting consumers' material needs with their spiritual aspirations to preserve the earth. The two main psychological pillars that form the foundation of Green Brand Love are the Social Self and the Inner Self, which must be understood within the framework of Muslim identity. Social Self refers to consumers' belief that green brands can enhance their social

image as caring and pious individuals in the public eye (Kashif et al., 2021). Social support reinforces this positive perception, given that individuals in collectivist societies tend to seek moral recognition from their surroundings (Zhang et al., 2024). On the other hand, the Inner Self reflects an individual's internal values, beliefs, and personality, which in Islamic psychology is closely related to the awareness of the nafs or soul. Brands that align with the Inner Self will become an integral part of consumers' moral identity and strengthen their personal integrity. Analytical separation between internal and social self-expression is crucial because both influence brand relationships in distinct yet complementary ways (Wallace et al., 2021). The integration of a positive social image and strong inner values creates a solid foundation for emotional attachment to green products.

Despite the rapid growth of literature on green marketing, a critical gap remains regarding the integration of Sharia values within the framework of brand identity and loyalty. Previous research tends to focus on secular motivations and often overlooks the role of religiosity as a key driver of environmental commitment in countries with large Muslim populations. Empirical evidence is scarce, clearly explaining how Green Brand Love mediates the influence of self-dimensions (Social and Inner Self) on loyalty in the context of halal-labeled products. Furthermore, research findings are inconsistent regarding whether social recognition or internal values are more dominant in influencing consumer loyalty in the global Sharia market. This study aims to address this gap by positioning Green Brand Love as a spiritual-emotional mediator within the framework of Sustainable Sharia Marketing. Its novelty lies in testing a theoretical model that integrates contemporary consumer psychology with universal Islamic ethical principles. Based on the identified research gap, this study aims to analyze the influence of Social Self and Inner Self on Brand Loyalty through the mediation of Green Brand Love in environmentally friendly products. This study focuses on products that not only meet ecological standards but also align with Sharia sustainability values. Using a quantitative approach, this study evaluates how the strength of self-identity transforms into long-term commitment to a brand (Yoon et al., 2020a). Brand loyalty here is viewed as a form of *istiqomah* (consistency) or consumer adherence to business practices that benefit the environment. A thorough understanding of this mediating mechanism is crucial for mapping the behavior of Muslim consumers, who are increasingly balancing religious observance with environmental concerns. It is hoped that the results of this analysis will provide a comprehensive picture of the psychological structure of consumers in the global green industry.

Theoretically, this study makes a significant contribution to the development of Islamic marketing literature by extending the Green Brand Love theory into the domain of Islamic economics. This study offers a new perspective on how *Maqasid al-Sharia* can be operationalized through consumer psychology variables to create authentic brand loyalty (Zia et al., 2021). Practically, these findings will serve as a strategic reference for halal industry players in designing branding strategies that simultaneously address consumers' emotional and spiritual aspects. For policymakers, this study provides a foundation for promoting sustainable lifestyles that are relevant to the cultural and religious values of Indonesian society (Haudi et al., 2022). Finally, this study confirms that the integration of green values and Islamic values is not merely a trend but a

fundamental necessity for achieving future economic sustainability. This synergy is expected to stimulate further, more in-depth research on ethical and responsible consumption models globally.

B. Literature Review

1. Self Congruity Theory

The Self-Congruity Theory, originally conceptualized by Sirgy, undergoes a significant paradigm shift when integrated into the realm of sustainable Islamic marketing. Rather than simply a psychological fit between self-image and brand personality, congruence in this context reflects the alignment between a consumer's moral integrity and a brand's ethical standing. Recent studies have shown that modern consumers, particularly in emerging markets, prioritize ideal self-congruence that resonates with universal values of stewardship (Yang et al., 2024). Within the Islamic framework, this alignment extends to the concept of *Fitrah*, where human nature tends to seek brands that represent purity and righteousness. The actual dimension of self-congruity is no longer simply a reflection of current status but rather a reflection of an individual's commitment to ethical consumption patterns. The ideal of social self-congruity is then reconstructed as an aspiration to be seen as a responsible caliph or guardian of the earth in the public eye. Thus, the congruence process becomes a sophisticated filter that determines whether a brand is worthy of being part of the lifestyle of religiously and environmentally conscious consumers.

2. Triangular Theory of Love

Sternberg's Triangular Theory of Love provides a robust framework for understanding how ethical brand attachment evolves into long-term commitment in the sustainable marketplace. Intimacy, in this revised perspective, is characterized by a deep emotional and spiritual connection between consumers and brands that share core beliefs. Passion is no longer limited to physical or aesthetic attraction, but rather driven by a strong admiration for the brand's ethical transparency and environmental responsibility. Commitment is reinterpreted through the lens of *Istiqomah*, representing unwavering loyalty that persists even when faced with cheaper or more convenient alternatives. Research by Salehzadeh et al. (2023) and Parris and Guzmán (2023) demonstrates that this multidimensional love is crucial for fostering resilience in customer-brand relationships. When love is grounded in shared ethical values, the resulting brand attachment becomes a powerful driver of sustainable consumption behavior. This transformative love ensures that consumers view brands not simply as vendors but as partners in achieving both personal and planetary well-being.

3. Social Self

The development of the social self within the Islamic marketing paradigm shifts from merely seeking egocentric status to manifesting a collective identity as part of a socially responsible Ummah. Consumers use sustainable brands as a medium to signal their participation in an ethical business ecosystem, thereby strengthening their social standing as contributors to the common good. Recent research indicates that social self-congruence is strongly influenced by community

perceptions of an individual's contribution to environmental and social sustainability (Safitri et al., 2021). This process is rooted in the interaction between individual identity and broader social expectations regarding trustworthiness and justice. Unlike conventional social signaling, the Islamic social self values recognition for moral leadership and adherence to Halal-Tayyiban standards. This collective identity creates positive social pressure that encourages the adoption of green brands as the norm, rather than the exception. Therefore, a brand's ability to enhance consumers' social image depends heavily on its demonstrated commitment to social and ecological well-being.

4. Inner Self

The construction of the inner self in sustainable marketing transcends conventional personality attributes by incorporating transcendental values and profound spiritual awareness. From a Sharia perspective, an individual's inner self is not driven by hedonistic egoism but by the pursuit of Maslahah (public good) and adherence to the principles of Maqasid al-Shari'ah (the principle of the Islamic principle). Consumers with high levels of spiritual intelligence tend to engage in internal dialogue that regulates their behavior toward more responsible consumption (Verhaeghen & Mirabito, 2021). This internal identity serves as a moral compass, ensuring that brand choices reflect an individual's commitment to divine values and environmental sustainability. Literature over the past decade has highlighted that self-esteem has increasingly been linked to the fulfillment of ethical obligations rather than merely material possessions (Yoon et al., 2020b). This shift demands a redefinition of brand loyalty from transactional satisfaction to a profound expression of complete self-integrity. Consequently, brands that fail to align with these fundamental moral values will be excluded from consumers' self-concepts, regardless of their functional utility.

5. Brand Loyalty

Brand loyalty describes a consumer's tendency to consistently repurchase a brand due to emotional attachment, positive evaluations, and repeated satisfaction (Cuong, 2020). Loyalty is not just about transactions, but about the relationship between consumers and brands formed through experiences, interactions, and trust (Parris & Guzmán, 2023). Loyalty provides important benefits such as increased market share, promotional cost efficiency, and brand resilience against competitive pressures

6. Green Brand Love

Green Brand Love serves as a vital catalyst transforming conventional transactional loyalty into a deep, values-based loyalty within a Sharia framework. This emotional and spiritual attachment is rooted in the principle of Khalifah, where consumers feel a sacred duty to support brands that protect the environment. By aligning themselves with Halal-Tayyiban standards, green brands provide assurance of quality that is both physically pure and ethically pure. This alignment fosters a form of loyalty that is highly resilient to competitive pressures because it is embedded in consumers' non-negotiable moral values. Empirical evidence shows that consumers who perceive a brand as a genuine contributor to environmental conservation are more likely to demonstrate strong emotional devotion (Dzaky & Hidayat, 2023). This values-based loyalty reflects a synthesis

of self-congruence, social responsibility, and ethical love, creating a holistic relationship between consumers and brands. Ultimately, the integration of these theories confirms that in sustainable Sharia marketing, loyalty is the ultimate manifestation of consumers' journey toward spiritual and ecological integrity.

C. Method

This study uses a quantitative explanatory design to analyze the psychological mechanisms of Muslim consumers in the context of sustainable sharia marketing. The focus of the study is directed at testing the causal relationships between latent constructs representing ethical and environmentally friendly consumption behavior. The study respondents numbered 160 people, determined through a purposive sampling technique with strict criteria, namely Muslim consumers who have purchased environmentally friendly products at least twice in the last six months. This number of respondents was deemed adequate based on statistical power analysis, thus providing optimal analytical power. The research instrument was developed using an internationally validated psychometric approach, with measurements of the Social Self and Inner Self variables contextualized within the perspective of Maqasid Syariah. All items were measured using a Likert scale and have undergone validity and reliability tests to ensure measurement accuracy. Data collection was carried out in a structured manner through a self-survey. Data analysis used the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software. Model evaluation includes testing the measurement and structural models, including tests of convergent and discriminant validity, and path significance using bootstrapping techniques. This methodological approach ensures that the research findings have a high level of accuracy, reliability, and scientific credibility in accordance with international publication standards

D. Results

1. Validity and Raeability Test

Table 1. Results of Convergent Validity and Instrument Reliability Tests

Variabel	AVE	Composite Reliability	Cronbach's Alpha
Brand Loyalty	0.714	0.909	0.866
Green Brand Love	0.632	0.872	0.802
Inner Self	0.663	0.887	0.829
Social Self	0.662	0.887	0.829

Data Source: Data Processing Results, Smartpls 3.0, 2025

The reporting of this research begins with an evaluation of the measurement model or outer model to ensure the validity and reliability of the instruments used. Based on the collected data, all research variables demonstrated Average Variance Extracted (AVE) values above the 0.50

threshold, confirming very strong convergent validity. The internal consistency of the instruments was also proven superior, with Composite Reliability and Cronbach's Alpha values consistently exceeding the minimum standard of 0.70. This achievement indicates that each indicator representing the inner and social dimensions has high measurement accuracy in the context of Islamic marketing. The reliability of this data is a crucial foundation for further analysis because it reflects the principle of trustworthiness in the integrity of scientific data collection.

2. Godness of fit Test

Table 2. Collinearity Statistics (VIF) and R-Square Evaluation Relationship Variables

Hubungan Antar Variabel	VIF	Variabel Endogen	R-Square	R-Square Adjusted
Green Brand Love → Brand Loyalty	2.780	Brand Loyalty	0.717	0.711
Inner Self → Brand Loyalty	2.132	Brand Loyalty	0.717	0.711
Social Self → Brand Loyalty	2.088	Brand Loyalty	0.717	0.711
Inner Self → Green Brand Love	1.553	Green Brand Love	0.640	0.636
Social Self → Green Brand Love	1.553	Green Brand Love	0.640	0.636

Data Source: Data Processing Results, Smartpls 3.0, 2025

Evaluation of the structural model or inner model was conducted by assessing the coefficient of determination to measure the extent to which the model was able to explain the phenomenon under study. The analysis results revealed that the Social Self and Inner Self variables were able to explain 71.7 percent of the variance in Brand Loyalty, which is categorized as very strong predictive power. Meanwhile, the influence of these two identity variables on Green Brand Love reached 64.0 percent, indicating deep theoretical significance in the context of consumer psychology. From the perspective of Sustainable Sharia Marketing, this high R-Square value reflects that the integration of individual spirituality and collective responsibility effectively forms stronger loyalty. Muslim consumers tend to show higher brand commitment when the products they consume are aligned with the principles of natural balance and the values of *ihsan*. This phenomenon proves that spiritual and social factors are not merely complementary, but rather the main drivers in a marketing ecosystem oriented towards long-term benefits. This high predictive power ensures that the proposed model has very high relevance for green industry practitioners.

3. Inner Model Analysis

Internal model testing is the process of developing a model based on theoretical concepts to analyze the relationship between exogenous and endogenous variables that have been explained in the conceptual framework (Arifin, et al., 2023).

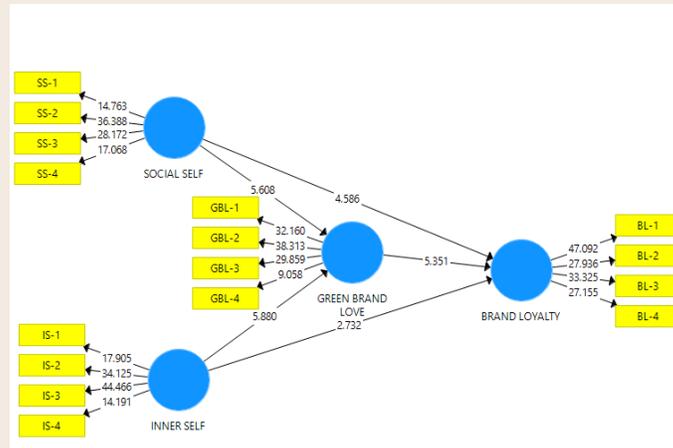


Figure 1. Inner model values

4. Hypothesis Testing

Table 3. Results of Direct Effect Hypothesis Testing (Path Coefficients)

Hubungan Antar Variabel	Original Sample	T-Statistics	P-Values	Keterangan
Green Brand Love → Brand Loyalty	0.399	5.351	0.000	Didukung
Inner Self → Brand Loyalty	0.240	2.732	0.007	Didukung
Inner Self → Green Brand Love	0.457	5.880	0.000	Didukung
Social Self → Brand Loyalty	0.310	4.586	0.000	Didukung
Social Self → Green Brand Love	0.439	5.608	0.000	Didukung

Data Source: Data Processing Results, Smartpls 3.0, 2025

Hypothesis testing was conducted through a bootstrapping procedure to evaluate the significance of direct relationships between variables within the framework of sustainable Islamic marketing. Empirical findings provide strong support for all proposed hypotheses with p-values consistently below 0.05. Specifically, the Social Self dimension proved to be a major catalyst for the growth of Green Brand Love, indicating that the aspect of ukhuwah or collective identity triggers love for environmentally friendly brands. Furthermore, the significant influence of Inner Self on Brand Loyalty indicates that Muslim consumers' inner awareness directly contributes to the stability of brand loyalty. The most dominant relationship is seen in the influence of Green Brand Love on loyalty, confirming that green emotional attachment is a gateway to long-term consumer commitment. Validation of all these relationship pathways provides new empirical evidence that Sharia-based ethical marketing principles are highly effective in the global market. Thus, this model successfully bridges conventional marketing theory with universal divine and sustainability values.

5. T-test

Table 4. Results of Indirect Effect Analysis (Mediation)

Hubungan Mediasi	Original Sample	T-Statistics	P-Values	Keterangan
Inner Self → Green Brand Love → Brand Loyalty	0.182	3.636	0.000	Mediasi Parsial
Social Self → Green Brand Love → Brand Loyalty	0.175	4.284	0.000	Mediasi Parsial

Data Source: Data Processing Results, Smartpls 3.0, 2025

The final part of the analysis was the indirect effect test to explore the mediating role of Green Brand Love in strengthening consumer loyalty. The test results showed that Green Brand Love significantly mediated the relationship between social identity and personal identity on brand loyalty, with a t-statistic exceeding the threshold of 1.96. The type of mediation found was partial mediation, meaning that consumer self-identity can drive loyalty both directly and through emotional reinforcement of green brands. The managerial implications of this finding are crucial for Islamic marketing practitioners to position Green Brand Love as a strategic bridge in their marketing communications. Brand strategies must be able to tap into consumers' spirituality while simultaneously facilitating their social role as caliphs responsible for environmental sustainability. By optimizing this mediating role, companies can transform consumers' ethical awareness into sustainable, value-based loyalty behavior. This finding emphasizes that emotional attachment to the values of environmental goodness is a key factor in maintaining market share in the era of the global Islamic economy.

E. Discussion

1. The Influence of Social Self on Green Brand Love

The results of the study indicate that Social Self has a positive and significant influence on Green Brand Love. This finding indicates that an individual's social identity plays a crucial role in forming an emotional attachment to brands oriented toward environmental sustainability. Theoretically, this finding aligns with Social Identity Theory, which explains that individuals tend to construct self-identity through social affiliations that reflect the values and norms of the groups to which they belong. In the context of green consumption, brands are no longer perceived merely as tools for fulfilling functional needs, but rather as representative symbols of social concern and ecological responsibility.

From a sharia marketing perspective, Social Self reflects the concepts of *ukhuwah* (brotherhood) and *masalah* (community), namely a collective awareness to contribute to the well-being of the environment and society. Consumers with a strong social orientation are more likely to form an emotional attachment to brands that represent sustainable values. Therefore, love for green brands emerges as a manifestation of an individual's desire to publicly demonstrate their moral and social identity. This finding confirms that a social value-based marketing strategy can significantly strengthen consumers' emotional bonds with brands.

2. The Influence of Green Brand Love on Brand Loyalty

The research results show that Green Brand Love has a positive and significant effect on Brand Loyalty. This finding confirms that consumer love for green brands is a key factor in building long-term loyalty. When consumers have a strong emotional bond with a brand, the relationship goes beyond functional satisfaction and develops into a lasting psychological commitment. From a consumer behavior perspective, brand love fosters an affective attachment that makes consumers willing to maintain their choice even when faced with other alternatives. In the context of sustainable marketing, the loyalty formed is not only based on product quality, but also on the alignment of values between consumers and the brand. This suggests that Green Brand Love functions as an emotional mechanism that binds consumers to the brand through a sense of environmental responsibility and shared ethical values.

3. The Influence of Inner Self on Brand Loyalty

The research findings confirm that Inner Self has a positive and significant influence on Green Brand Love. This suggests that an individual's inner self which includes moral values, ethical awareness, and spiritual orientation plays a significant role in shaping their love for eco-friendly brands. Individuals with a strong inner self-awareness tend to interpret consumption as an expression of moral values, not simply an economic activity. Within the framework of Self-Congruity Theory, consumers are more likely to love brands that align with their ideal self-concept. In this context, green brands are perceived as extensions of an individual's personal values, such as moral responsibility, environmental concern, and sustainability. Therefore, Green Brand Love reflects the congruence between a consumer's inner identity and the values espoused by the brand..

4. The Influence of Inner Self on Brand Loyalty

The research results show that the inner self has a positive and significant influence on brand loyalty. This indicates that consumer loyalty is influenced not only by external factors such as product quality or price, but also by the strength of an individual's internal values. Consumers with high integrity and moral awareness tend to maintain long-term relationships with brands that align with their life principles. In this context, loyalty is not simply defined as repeat purchase behavior, but as an ethical commitment born of value alignment. This finding reinforces the view that value-based loyalty is more stable and sustainable than loyalty built solely on functional satisfaction. Therefore, companies that are able to align their brand values with consumers' inner values will have a sustainable competitive advantage.

5. The Influence of Social Self on Brand Loyalty Mediated by Green Brand Love

The analysis results show that Green Brand Love significantly mediates the relationship between Social Self and Brand Loyalty. This finding indicates that consumers' social identity does not directly create loyalty, but rather works through the formation of brand affection. In other words, social awareness must first be translated into emotional affection for the brand to generate

strong loyalty.. Green Brand Love serves as a psychological bridge connecting social motivation with loyal behavior. Without this emotional bond, social identity will only result in fleeting engagement. From a sustainable marketing perspective, this finding underscores the importance of communication strategies that can translate social value into meaningful emotional experiences for consumers.

6. The Influence of Inner Self on Brand Loyalty Mediated by Green Brand Love

The research also shows that Green Brand Love significantly mediates the relationship between Inner Self and Brand Loyalty. This finding confirms that consumers' inner values require an emotional medium to manifest in tangible loyalty. Green Brand Love acts as a psychological mechanism that transforms internal values into behavioral commitment. From a values-based marketing perspective, this process reflects how alignment between personal values and brand identity creates a deep and lasting relationship. Consumers who view a brand as a representation of their life values will demonstrate higher and more stable levels of loyalty. Thus, Green Brand Love serves as a strategic bridge connecting an individual's internal dimensions with external loyalty behavior, while strengthening the brand's long-term position.

7. The Influence of Inner Self on Brand Loyalty Mediated by Green Brand Love

The results of the study show that Green Brand Love significantly mediates the influence of Inner Self on Brand Loyalty, meaning that consumers' inner values do not necessarily generate loyalty without an emotional attachment to the brand. This finding indicates that even if individuals possess strong moral, ethical, and spiritual awareness, brand loyalty will only form when these values find a channel through love for a brand that aligns with their life principles. From a consumer psychology perspective, the Inner Self reflects the core of personality, encompassing beliefs, moral principles, and long-term value orientations. However, these values require symbolic channels to be realized in concrete behavior. Green Brand Love acts as an affective mechanism that connects these internal values with consumption behavior, thus creating stable and sustainable loyalty. In other words, without love for a brand, inner values will remain at the cognitive level, not actual behavior.

F. Conclusion

This study successfully integrates consumer psychological dimensions through the constructs of Social Self and Inner Self to strengthen loyalty to environmentally friendly brands through the mediation of Green Brand Love. Key findings indicate that consumers' social identity and internal values play a crucial role in forming emotional attachments to green products. From an Islamic Management perspective, this phenomenon confirms that sustainable consumption behavior is not simply a market trend, but rather a manifestation of an individual's awareness of moral responsibility for environmental sustainability (Mizan).

Theoretically, this study demonstrates that Green Brand Love functions as an emotional bridge that transforms perceptions of self-image, both social and personal, into consistent loyalty (Istiqamah). Consumers who perceive alignment between their identity values and a brand's

environmental commitment tend to demonstrate higher loyalty. This contributes to the sustainability literature, demonstrating that affective aspects are a key element in encouraging responsible consumption in accordance with the Maqasid al-Shariah principles of environmental protection.

Practically, these results provide guidance for marketing managers to emphasize narratives that tap into consumers' social identity and inner values. Marketing strategies should focus not only on product functionality but also on how the brand can enhance consumers' social standing as individuals who care about the planet's sustainability. Strengthening Green Brand Love through transparent and authentic campaigns will be a key driver in building long-term loyalty in the eco-friendly product market.

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