

The Influence of Brand Love And Brand Authenticity on Customer Experience

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ABSTRACT

This study aimed to examine the influence of *Brand Love* and authenticity on *Customer Experience* among Uniqlo customers, providing a context-specific perspective on how emotional and perceptual evaluations contribute to *Customer Experience* in fast fashion industry. A quantitative method was adopted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) and included 110 Uniqlo customers who had previously purchased and used the brand products. The results showed that both *Brand Love* and *Brand Authenticity* had a positive and significant effect on *Customer Experience*. *Brand Authenticity* was the most dominant factor, suggesting that customer perceptions of honesty and consistency with brand core values played a crucial role in shaping the general experience. *Brand Love* also contributed to *Customer Experience* by strengthening emotional attachment, although its influence was relatively moderate. These results suggested that delivering meaningful *Customer Experiences* required not only emotional engagement but also the consistent delivery of authentic brand values. Therefore, there was a need to integrate emotional connectivity and *Brand Authenticity* to improve *Customer Experience* in the industry of fast fashion.

SARI PATI

Penelitian ini memiliki tujuan untuk memperdalam pemahaman mengenai faktor-faktor yang membentuk *Customer Experience* pada konsumen Uniqlo dalam industri fast fashion. *Brand Love* dan *Brand Authenticity* dipandang sebagai dua konstruk utama yang memengaruhi pengalaman konsumen dalam berinteraksi dengan brand. Pendekatan yang digunakan yaitu kuantitatif dengan metode Partial Least Squares–Structural Equation Modeling (PLS-SEM) dan melibatkan 110 responden pelanggan Uniqlo. Hasil dari penelitian ini menyatakan bahwa *Brand Love* dan *Brand Authenticity* memiliki pengaruh positif dan signifikan terhadap *Customer Experience*. *Brand Authenticity* memiliki pengaruh yang lebih dominan dibandingkan *Brand Love*, yang mengarah bahwa persepsi konsumen terhadap keaslian, konsistensi nilai, dan kejujuran merek berperan penting dalam membentuk pengalaman pelanggan. *Brand Love* berkontribusi melalui keterikatan emosional konsumen terhadap brand. Hasil ini menyatakan bahwa penciptaan *Customer Experience* yang bermakna tidak bergantung pada aspek emosional, namun juga pada kemampuan brand dalam mempertahankan nilai dan identitas yang autentik.

INTRODUCTION

The modern world of marketing is experiencing a shift in perspective from companies that only offer high-quality products to those aiming to develop a more profound experience. Currently, the fast fashion industry is becoming increasingly competitive. An example is Uniqlo, which is driven not only to provide, create, and offer functional and comfortable products, but also to form and develop an emotional connection and a strong perception of authenticity to improve the customer shopping experience. This study focused on the experience felt by customers, a source of competitiveness that is difficult for competitors to replicate (Verhoef et al., 2015).

Customer Experience is the total cognitive, affective, and behavioral response formed through interactions with the brand across touchpoints such as products, services, store environments, and digital media (Lemon & Verhoef, 2016). In fast fashion industry, *Customer Experience* is shaped by product quality, the atmosphere and product placement in stores, employee service to customers, and the emotional feelings experienced during the shopping process at the brand store. A positive experience will increase customer perception of the brand, thereby forming a long-run connection between customers and the brand.

Brand Love is a construct that can influence *Customer Experience* by addressing a deep sense of emotional attachment, which is evident from the affection, closeness, and continuous emotional connection (Bagozzi et al., 2017). Feeling love for and enjoying interactions with a brand can lead to greater tolerance toward shortcomings during brand use. In addition to *Brand Love*, product authenticity is an important

construct in developing *Customer Experience*. *Brand Authenticity* refers to customer perceptions of the level to which the brand is considered honest, consistent, and loyal to the values it communicates, as reflected in customer behavior and their experiences while interacting with the brand (Iglesias et al., 2019). This variable shows the degree to which a brand is genuine and consistent in the core values. An authentic brand will build trust that fosters an essential relationship with customers, thereby enhancing the quality of *Customer Experience*.

The relevance of these constructs becomes more complex in the context of the fast fashion industry. Fast fashion is characterized by rapid product turnover, frequent introduction of new styles, and accelerated responses to changing market trends. This dynamic business model creates a contextual tension with the concept of *Brand Authenticity*, which focuses on genuineness, consistency, continuity, and the connection between a brand identity and the values being communicated. Studies in fashion retail have shown that *Brand Authenticity* influences how customers evaluate fashion brands and the offerings. This suggests that authenticity remains an important consideration even in highly dynamic fashion markets (Hyun et al., 2024). Similarly, studies on fast fashion copycats show how rapid trend replication is closely associated with the competitive dynamics of the industry (Shi et al., 2023). Fast fashion provides a theoretically relevant context in which customers may simultaneously obtain novelty and variety while evaluating whether a brand remains consistent with its stated identity and values. This tension raises an important question regarding *Customer Experience*. *Customer Experience* is not formed solely by functional interactions with products or

services but also by customer cognitive and emotional evaluations of interactions with a brand (Lemon & Verhoef, 2016). In fast fashion context, these evaluations may be influenced by both emotional attachment to the brand and perceptions of whether brand identity and promises are genuine and consistently delivered.

Brand Love strengthens the emotional interpretation of interactions. Meanwhile, authenticity provides customers with a basis for evaluating whether the interactions are credible and consistent with brand identity. Examining these two mechanisms is important for understanding how *Customer Experience* is formed within fast fashion environment characterized by rapid change and strong competitive pressures. The gap addressed in this study is not based on the absence of an identical combination of variables. Rather, it concerns the need to understand how emotional attachment and perceived authenticity operate as distinct mechanisms in shaping *Customer Experience* within fast fashion context. Existing studies have examined *Brand Love*, *Brand Authenticity*, and various customer outcomes. The investigation of the contextual relationship between these constructs and *Customer Experience* remains important. This is because fast fashion environment creates a distinctive tension between rapid market responsiveness and customer expectations of authentic and consistent brand identity. Therefore, this study aimed to examine the influence of *Brand Love* and *Brand Authenticity* on *Customer Experience* among Uniqlo customers, providing a context-specific perspective on how emotional and perceptual evaluations contribute to *Customer Experience* in fast fashion industry.

Uniqlo is used as a study object, namely a global fast fashion brand that is relevant to examining these issues. With a simple, functional design and consistency in

conveying its brand value, it is important for the brand to ensure that customer emotional connection and product authenticity perceptions are truly capable of shaping a satisfying *Customer Experience*. In light of these problems, this study aims to deepen the analysis of the effects of *Brand Love* and *Brand Authenticity* on *Customer Experience* of Uniqlo brand customers. This study is expected to contribute theoretically by adding to the extent of shaping *Customer Experience* in fast fashion industry. It also provides practical implications for brand management in developing marketing strategies centered on emotional attachment and *Brand Authenticity* to support a positive *Customer Experience*.

THEORETICAL BACKGROUND

Brand Love

The literature conceptualizes *Brand Love* in various definitions expressed by several analysts. *Brand Love* can be defined as a strong emotional connection characterized by positive affection, pride, and commitment to a brand. This variable is characterized by the satisfaction felt by customers, as well as the desire to repurchase even at a higher price and to voluntarily promote the brand (Muhammad & Wusko, 2025). *Brand Love* can also be interpreted as a strong emotional connection (Osorio et al., 2023)

Referring to the development of this variable concept, there is a similarity in the definition of *Brand Love* from several studies. For example, Shoaib et al. (2022) focused on the emotional attachment between customers and brands, supported by long-term commitment that can contribute to a satisfying *Customer Experience*. *Brand Love* is a deep emotional bond between customers and the brand. Based on a previous study by Chou & Chen (2025), *Brand Love* has several dimensions, including passion, attachment, positive evaluation, positive emotion, and self-brand integration.

Brand Authenticity

Several studies have produced various definitions of *Brand Authenticity*. This variable is reflected in a brand natural identity, signature or distinctive style, responsiveness to customer genuine concerns, and ability to remain relevant despite changing times and trends (Campagna et al., 2023). The extent to which an authentic and trustworthy brand can be defined by authenticity remains a driving factor of customer trust and loyalty, as a sincere attitude and personal method that can be appreciated (Chatzopoulou, 2018)

Morhart et al. (2014) provided the basis for the definition of *Brand Authenticity* adopted in this study, as the definition captured the core aspects of consistency and honesty in brand identity. Hyun et al. (2024) and Kokkoris & Kamleitner (2026) shared a similar view regarding brand consistency with the core values communicated and associated with the brand. The view of the originality aspect of the brand, namely its quality and dedication, is put forward by Napoli et al. (2014). According to Ghorbanzadeh et al. (2025), *Brand Authenticity* has several dimensions, namely self-authentication or empowerment, having a unique identity or originality, genuineness or being true to the brand, and longevity or surviving times and trends.

Customer Experience

Customer Experience has been described from several complementary perspectives. This variable can be described as a customer interaction with a product, service, staff, or shopping atmosphere (Fan et al., 2023; Rahman et al., 2025, p. 4). *Customer Experience* is an internal customer response and is subjective due to the presence or absence of direct or indirect interaction with the company. The direct relationship is driven by customer initiative and occurs during the purchasing

and service stages (Evelina & Praishella, 2023, p2). *Customer Experience* includes more than just product usability, which is defined as an acceptable, effective, and successful connection with a particular product, as well as an emotionally engaging relationship between users and the product (Gilboa et al., 2019).

Fan et al. (2023) provided the basis for the definition used in this study. It focused on direct interaction between customers and various aspects, such as products and services of a brand, as well as reflects a factual and valid context in customer behavior studies. Referring to the development of this variable concept, Heinonen & Lipkin (2023) and Verhoef et al. (2015) shared a similar view, describing *Customer Experience* across cognitive or thinking, emotional or feeling, and social.

Study Hypothesis

Brand Love has a significant impact on *Customer Experience*.

Brand Love has a very strong emotional component. Customers who love a brand will view every interaction with that brand, *Customer Experience*, with existing positive affection. This emotional connection further strengthens the positive interpretation of brand interactions and serves as a buffer against minor negative experiences.

Emotional evaluations that arise during interactions with a brand influence *Customer Experience* (Lemon & Verhoef, 2016). *Brand Love* can contribute to shaping *Customer Experiences* because of strong emotional attachments that enhance positive feelings while shopping at the brand (Bagozzi et al., 2017). Previous studies reported that customers who showed strong *Brand Love* tended to experience interactions more deeply, thereby improving quality from every interaction with the brand (Palusuk et al., 2019). Customer delight is an extreme

form of positive *Customer Experience* because *Brand Love* is associated with intense and passionate experiences. This can enhance the emotional quality of every brand interaction with customers.

Brand Love can enhance customer appreciation and enjoyment of interaction with a favorite brand, thereby improving *Customer Experience* and supporting more favorable customer behavior. Stronger emotional attachment to a brand can integrate positive affect into evaluations of brand interactions, thereby strengthening the quality of *Customer Experience*. This study examines whether emotional attachment operates as a mechanism through which customers interpret the interactions with a fast fashion brand. Based on this description, the following hypothesis was formulated:

H1: There is a positive impact of *Brand Love* on *Customer Experience*.

Brand Authenticity has a significant impact on *Customer Experience*.

Brand Authenticity is the basis for building brand trust, and previous studies have shown that *Brand Authenticity* has a significant effect on brand trust (Muhammad & Wusko, 2025). This variable can reduce perceived risk and uncertainty during brand interactions by strengthening trust, thereby supporting a more positive *Customer Experience*. In essence, *Brand Authenticity* implies that the brand acts consistently with the values it expresses. Across all touchpoints, both physical and digital, consistency is crucial for *Customer Experience* (Yin, 2024). An authentic brand ensures that its philosophy is consistent with the performance of the products or services. This consistency generates a trustworthy *Customer Experience* that meets customer expectations and can be evaluated positively.

Authentic brands have a strong sense of integrity. This provides a symbol that enriches *Customer Experience*. Repeated interactions with a brand can foster a sense of connection to something meaningful, thereby enhancing the value of *Customer Experience*. For Uniqlo, this issue is particularly relevant because the brand maintains a consistent philosophy through its LifeWear concept, which focuses on functional, comfortable, and everyday clothing. The fast fashion context provides an important setting for examining whether customer perceptions of authenticity translate into more positive *Customer Experiences* despite the industry's dynamic nature. This present study consequently addresses a contextual and theoretical question concerning whether perceived *Brand Authenticity* contributes to *Customer Experience* when customers evaluate fast fashion brand consistency between its communicated values and actual brand interactions. Based on the description, the following hypothesis was formulated:

H2: There is a positive impact of *Brand Authenticity* on *Customer Experience*.

METHODS

A quantitative survey method was adopted to measure the impact of *Brand Love* and *Brand Authenticity* on *Customer Experience*. The survey design helped analysts answer study questions about the relationship between variables (Creswell & David Creswell, n.d.; Hair et al., 2017). Primary data were measured through an online questionnaire using Google Forms with convenience sampling methods. Respondents in this study were 110 customers of Uniqlo. To provide an additional justification for the sample size, a post-hoc statistical power analysis was conducted based on the structural model containing two predictors, namely *Brand Love* and *Brand Authenticity*. With 110 observations and a significance level of 5%, the achieved statistical power was

approximately 0.956 and 1.000 for the smaller ($f^2 = 0.149$) and larger observed effect size ($f^2 = 0.430$). Both values exceeded the conventional minimum power level of 0.80, providing additional evidence that the sample size was adequate for detecting the hypothesized relationships in the structural model.

The model in this study was developed based on validated references from previous analysts. *Brand Love* was measured through five dimensions, namely passion for the brand, attachment, positive evaluation, positive emotion, and self-brand integration. Meanwhile, *Brand Authenticity* was measured through the dimensions of self-authentication, unique identity, genuineness, and surviving times and trends. *Customer Experience* was measured using the dimensions of cognitive, emotional, and social experience. All statement items in the questionnaire used a five-point Likert scale to capture respondents' level of agreement.

The study data were examined using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The significance testing was carried out using the bootstrapping method with a significance level of 5%. Model evaluation was carried out by reviewing the measurement and structural model's validity, reliability, path coefficients, and R-square values. Because the data were collected through a self-reported questionnaire from a single source at a point in time, the potential for common method bias (CMB) was considered. To assess whether CMB represented a substantial threat to the results, a full-collinearity assessment was conducted using variance inflation factor (VIF) values based on the latent variable scores generated by SmartPLS. Following Kock (2015), a VIF value greater than 3.3 showed pathological collinearity and potential common method bias. Therefore,

VIF values below 3.3 suggested that common method bias was not sufficiently pronounced to represent a substantial concern.

RESULTS AND DISCUSSION

Descriptive Analysis

Respondents' Gender

Among the 110 respondents who contributed to the questionnaire, the majority were women, accounting for 67 or 60.91%. These results showed that female respondents were more represented in this study.

Respondents' Age

Respondents were predominantly aged 22-26 years old, accounting for 58.18%. Respondents aged 27-31 years old represented 20%, while the remaining four age groups accounted for less than 10%.

Respondents' Education Level

A total of 79 respondents, who contributed the most were those who had a bachelor's degree, accounting for 69.09%. The rest were diploma holders (D1-D4), totaling 17 respondents or 15.45%, followed by high school/vocational school graduates and master's degree holders, with 11 and 6, respectively.

Respondents' Occupation

Most respondents who contributed to this study were employees, with a total of 79, or 71.82%. A small proportion of the sample were students, totaling 15 respondents or 13.64%. The remaining respondents were entrepreneurs and freelancers, with each group comprising less than 5%.

Respondents' Domicile

The average respondents who contributed to this study reside in West Java (37 people or 33.64%) and DKI Jakarta (35 people or 31.82%). The rest reside in Banten (19 people), Central Java (10

people), East Java (1 person), Yogyakarta (1 person), and outside Java (7 people).

Respondents Purchasing Uniqlo Products

The survey results showed that 92.72%, or 102 out of 110 respondents, purchased Uniqlo products through the application. The remaining 8 respondents (7.27%)

purchased Uniqlo products directly from the stores.

Frequency of Respondents Purchasing Uniqlo

Only one customer purchased Uniqlo products more than once a week. A total of 16 respondents purchased 2-3 times a month, and the majority (93 respondents or 84.55%) purchased Uniqlo products once a month.

Table 1. Respondents Profile

	Profile	n	percent
Gender	Male	43	39.09%
	Female	67	60.91%
Age	<17	1	0.91%
	17-21	8	7.27%
	22-26	64	58.18%
	27-31	22	20%
	31-35	7	6.36%
	>35	8	7.27%
Education Level	SMA/SMK	11	10%
	Diploma (D1-D4)	17	15.45%
	S1	76	69.09%
	S2	6	5.45%
Occupation	Student	3	2.73%
	College Student	15	13.64%
	Employee	79	71.82%
	Entrepreneur	4	3.64%
	Freelance	5	4.55%
	Unemployed	4	3.64%
Domicile	West Java	37	33.64%
	East Java	1	0.91%
	Central Java	10	9.09%
	DKI Jakarta	35	31.82%
	DI Yogyakarta	1	0.91%
	Banten	19	17.27%
	Outside Java	7	6.36%
Purchased Uniqlo products through	Store Uniqlo	8	7.27%
	Uniqlo's Application	102	92.72%
Frequency: Respondents who purchased Uniqlo	1x /month	93	84.55%
	2-3x /month	16	14.55%
	More than 1x/week	1	0.91%

Source: process data (PLS-SEM) by authors (2025)

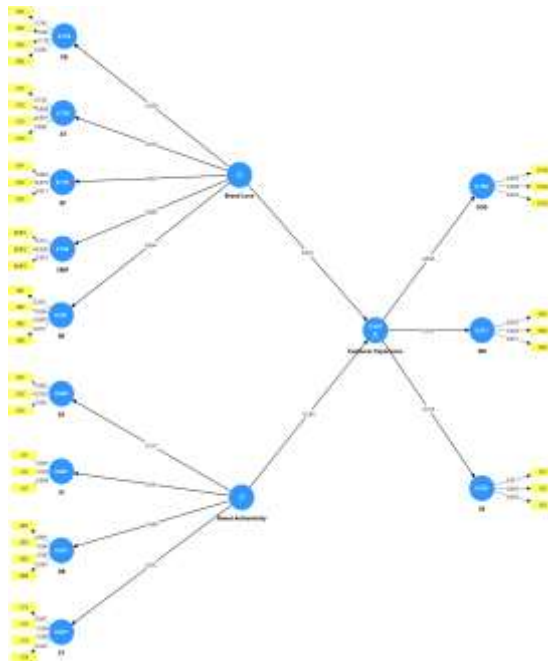


Figure 1. Conceptual Framework

H1: There is a positive impact of *Brand Love* on *Customer Experience*.

H2: There is a positive impact of *Brand Authenticity* on *Customer Experience*.

Table 2. Model Fit

	Saturated model	Estimated model
SRMR	0.116	0.127
d_ULS	44.546	53.329
d_G	n/a	n/a
Chi-square	∞	∞
NFI	n/a	n/a

Source: Processed data (PLS-SEM) by authors (2025)

The model fit was assessed using the Standardized Root Mean Square Residual (SRMR), combined with other available PLS-SEM measures. The estimated model produced SRMR value of 0.127, which exceeded the widely used reference values for good model fit. This result showed that the estimated model had a relatively high discrepancy between the observed and model-implied correlations. Therefore, SRMR result should not be interpreted as

evidence of good model fit. It represented a limitation of the current model specification that should be considered when interpreting the results. Considering the predictive objective of PLS-SEM, the structural model was additionally evaluated using the coefficient of determination (R^2), effect size (f^2), path coefficients, and statistical significance of the hypothesized relationships.

Table 3. The Analysis of Factor Loadings

Indicator	Outer Loading	Indicator	Outer Loading
CE - COG1	0.809	BL - EMP2	0.900
CE - COG2	0.906	BL - EMP3	0.910
CE - COG3	0.826	BL - IM1	0.834
CE - EM1	0.836	BL - IM2	0.856
CE - EM2	0.844	BL - IM3	0.800
CE - EM3	0.851	BL - IM4	0.870
CE - SE1	0.811	BA - SA1	0.900
CE - SE2	0.863	BA - SA2	0.920
CE - SE3	0.850	BA - SA3	0.942
BL - PB1	0.745	BA - UI1	0.907
BL - PB2	0.891	BA - UI2	0.929
BL - PB3	0.718	BA - UI3	0.884
BL - PB4	0.869	BA - GB1	0.869
BL - AT1	0.728	BA - GB2	0.841
BL - AT2	0.899	BA - GB3	0.887
BL - AT3	0.891	BA - GB4	0.899
BL - AT4	0.896	BA - ST1	0.847
BL - EP1	0.884	BA - ST2	0.854
BL - EP2	0.879	BA - ST3	0.890
BL - EP3	0.911	BA - ST4	0.920
BL - EMP1	0.713		

Source: process data (PLS-SEM) by authors (2025)

Outer loading values in this study were mostly at the upper acceptable threshold. The maximum and minimum outer loading limits were 0.70 and 0.40, respectively. An outer loading score above 0.70 showed an acceptable indicator. Indicators with values below 0.40 were considered unacceptable and should be removed to avoid any adverse effect on content validity (Hair et al., 2017).

Each construct in this case referred to the previous study. The variable of *Brand Love* (x1) referred to the study by Chou & Chen (2025), which identified five

dimensions, namely PB (passion for the brand), AT (attachment), EP (positive - evaluation), EMP (positive - emotion), and IM (self-brand integration). *Brand Authenticity* (x2) referred to the study by Ghorbanzadeh et al. (2025), which identified four dimensions, namely SA (self - authentication), UI (having a unique identity), GB (genuineness), as well as ST (surviving times and trends). Similarly, *Customer Experience* (y) referred to the study by Chin-Ching Yin (2024), which identified three dimensions, namely COG (cognitive), EM (emotional), and SE (social experience).

Table 4. Analysis of Convergent and Discriminant (Validity) and Measurement Items

Code	Indicators	Loading - Factor
VARIABLE OF BRAND LOVE (X1)		
Dimension of Passion for the Brand (PB): $\alpha = 0.821$, CR=0.883, AVE=0.655		
PB1	Uniqlo is a high-quality fashion brand.	0.745
PB2	I want to continue wearing Uniqlo products.	0.891

Code	Indicators	Loading - Factor
PB3	I often wear Uniqlo products.	0.718
PB4	I have a strong desire to wear Uniqlo in my daily activities.	0.869
Dimension of Attachment (AT): a= 0.876, CR=0.916, AVE=0.655		
AT1	Uniqlo is a very impressive brand.	0.728
AT2	I am very attached to the Uniqlo brand.	0.899
AT3	I feel an emotional connection when wearing Uniqlo products.	0.891
AT4	I have a special relationship with the Uniqlo brand.	0.896
Dimensions of Positive Evaluation (EP): a= 0.871, CR=0.921, AVE=0.795		
EP1	In my opinion, Uniqlo is a cool brand.	0.884
EP2	Uniqlo products are fun to wear.	0.879
EP3	Uniqlo has its own appeal compared to other brands.	0.911
Dimension of Positive Emotion (EMP): a= 0.795, CR=0.882, AVE=0.715		
EMP1	Uniqlo products make me feel comfortable when dressing.	0.713
EMP2	Wearing Uniqlo products makes me feel happier.	0.900
EMP3	It feels good every time I wear clothes from Uniqlo.	0.910
Dimension of Self brand integration (IM): a= 0.861, CR=0.906, AVE=0.706		
IM1	Uniqlo has become part of my everyday style.	0.836
IM2	Wearing Uniqlo products shows who I really am.	0.844
IM3	Uniqlo helps me look the way I want to look.	0.851
IM4	Wearing Uniqlo products makes me feel like the person I want to be.	0.811
VARIABLE OF <i>BRAND AUTHENTICITY</i> (X2)		
Dimension of Self-authentication (SA): a= 0.910, CR=0.943, AVE=0.847		
SA1	Uniqlo continues to show its true colors with its flagship products.	0.900
SA2	Uniqlo remains committed to its core value of “Life is Wear” despite market pressures.	0.920
SA3	Uniqlo presents itself as it is and is confident in its identity.	0.942
Dimension of having a unique identity (UI): a= 0.892, CR=0.933, AVE=0.823		
UI1	Uniqlo's core value, “Life is Wear,” has a clear philosophy that guides the Uniqlo brand promise.	0.907
UI2	Uniqlo has a clear concept in its product development.	0.929
UI3	Uniqlo does not promise anything that contradicts its characteristics.	0.884
Dimension of genuineness (GB): a= 0.897, CR=0.928, AVE=0.764		
GB1	Uniqlo remains consistent with its simple and functional concept.	0.869
GB2	Uniqlo does not try to appear as a luxury brand but remains true to itself.	0.841
GB3	Uniqlo always delivers on its promise of quality, comfort, and functionality in its products.	0.887
GB4	Uniqlo is always consistent with its LifeWear promise of comfortable clothing for everyone.	0.899
Dimension of surviving times and trends (ST): a= 0.901, CR=0.931, AVE=0.771		
ST1	Uniqlo does not change its brand identity to align with emerging market trends.	0.847
ST2	Uniqlo has an authentic history of developing the LifeWear concept.	0.854
ST3	Uniqlo is known as a brand that can always be trusted for quality.	0.890
ST4	Uniqlo products are always renowned for their high quality.	0.920
VARIABLE OF <i>CUSTOMER EXPERIENCE</i> (Y)		
Dimension of Cognitive (COG): a= 0.904, CR=0.885, AVE=0.720		
COG1	The placement of Uniqlo products on the shelves of each store piques my curiosity about their products.	0.900
COG2	Looking at the Uniqlo mannequin outfits on display gives me some interesting ideas.	0.910
COG3	The mannequin outfits placed on the shelves of Uniqlo stores inspire me to create certain outfits.	0.834

Code	Indicators	Loading - Factor
Dimension of Emotional (EM): $\alpha = 0.798$, CR=0.881, AVE=0.712		
EM1	The atmosphere in every Uniqlo store puts me in a good mood.	0.836
EM2	The service provided by all Uniqlo staff, who always serve quickly, makes customers happy.	0.844
EM3	I am amazed by the variety of Uniqlo products, which are created in line with market trends.	0.851
Dimension of Social Experience (SE) $\alpha = 0.800$, CR=0.879, AVE=0.708		
SE1	I receive recommendations from other customers regarding Uniqlo products.	0.811
SE2	I participate in activities organized by Uniqlo, such as the Uniqlo Flannel Product Promotion Campaign on Instagram or other campaigns.	0.863
SE3	I consider myself a member of the Uniqlo customer community.	0.850

Source: process data (PLS-SEM) by authors (2025)

Discriminant Validity

Discriminant validity model measurement was evaluated through HTMT (Heterotrait - Monotrait) method to assess the degree to which one variable truly differed from others based on its indicators. Overlapping

indicators occurred in various variables. An HTMT score over 0.90 showed unacceptable discriminant validity. Meanwhile, HTMT values below 0.85 were considered more appropriate, and the discriminant validity value was accepted (Hair et al., 2017)

Table 5. Discriminant Validity

<i>Customer Experience</i> (Y)	<i>Customer Experience</i> (Y)	<i>Brand Love</i> (X1)	<i>Brand Authenticity</i> (X2)
<i>Brand Love</i> (X1)	0.752		
<i>Brand Authenticity</i> (X2)	0.805	0.712	

Source: processed data (PLS-SEM) by authors (2025)

HTMT results in Table 5 showed that all constructs fulfilled the criteria of discriminant validity. This was shown by HTMT scores between variables being less than the recommended limit of 0.85. Specifically, HTMT score between *Brand Love* (X2) and *Customer Experience* (Y) was 0.752, suggesting that the two variables were related but still empirically different. HTMT value between *Brand Authenticity* (X2) and *Customer Experience* (Y) was 0.805, representing the highest among the other variable pairs. Since 0.805 remained below the 0.85 threshold, discriminant validity was fulfilled. Furthermore, HTMT value between *Brand Love* (X1) and *Brand Authenticity* (X2) was 0.712, representing a clear conceptual difference between the two variables.

Based on HTMT criteria, all variables in this study were declared to be different

from one another, suggesting that the constructs were empirically distinct and did not overlap in measuring the concepts under investigation. These data confirmed that the assessment model fulfilled the requirements of discriminant validity, suggesting suitability for the structural model testing stage.

The potential presence of common method bias was assessed using the full-collinearity VIF method. The assessment was considered necessary because the data were collected through self-reported questionnaires from the same respondents at a single point in time. As shown in Table X, the full-collinearity VIF values for *Brand Authenticity*, *Brand Love*, and *Customer Experience* were 2.722, 2.188, and 2.768, respectively. All values were below the recommended threshold of 3.3 proposed by Kock (2015). These results showed that the model did not exhibit

problematic full collinearity and common method bias had no significant influence on the relationships among the constructs.

Table 6. Full-Collinearity VIF Assessment

Construct	Full-Collinearity VIF
<i>Brand Authenticity</i>	2.722
<i>Brand Love</i>	2.188
<i>Customer Experience</i>	2.768

Table 7. Path Coefficient

	Path Coefficients
BL (X1) --> CE (Y)	0.321
BA (X2) --> CE (Y)	0.544

Source: Processed data (PLS-SEM) by authors (2025)

Table 8. Hypothesis Test

	Relationship	Value		Decision	R2	f2
		t-value	p-value			
H1	BL (X1) --> CE (Y)	3.326	0.001	accepted	0.639	0.149
H2	BA (X2) --> CE (Y)	5.802	0.000	accepted	0.639	0.430

Source: Processed data (PLS-SEM) by authors (2025)

According to the hypothesis testing in Table 7, both independent variables, namely *Brand Love* (BL) and authenticity (BA), had evidence of a significant influence on *Customer Experience* (CE). The output of hypothesis (H1) showed that *Brand Love* (X1) had a positive and significant impact on *Customer Experience* (Y). The results show a t-value of 3.326, exceeding the threshold of 1.96, and a p-value of 0.001, below the significance level of 0.05, leading to the acceptance of H1. The effect size (f²) value of 0.149 showed that *Brand Love* had a moderate effect, which was within the medium effect range of 0.15. These results suggested that stronger feelings of love and emotional attachment led to positive *Customer Experience*.

H2 showed that *Brand Authenticity* (X2) had a positive and significant effect on

Customer Experience (Y). This relationship was evidenced by the t-value of 5.08 and the p-value of 0.000, which was less than 0.05. Based on this result, hypothesis (H1) was accepted. The effect size (f²) value of 0.430 showed that *Brand Authenticity* had a strong influence on *Customer Experience*. These results confirmed that customer perceptions of authenticity, honesty, and consistency of brand values played an essential role in shaping positive experiences.

The path coefficient analysis in Table 6 showed that *Brand Love* (X1) had a positive direct impact on *Customer Experience* (Y) with a coefficient value of 0.321. This value proved that *Brand Love* contributes significantly to creating *Customer Experience*, although the effect was not as great as *Brand Authenticity*.

The variable of *Brand Authenticity* had the highest direct impact on *Customer Experience* at a coefficient value of 0.544. This value validated that *Brand Authenticity* was the most dominant factor in creating *Customer Experience* compared to the variable of *Brand Love*. In this case, the more authentic a brand was perceived by customers, the more positive the experience was during interactions with the brand.

The sample's demographic makeup provided a useful context for understanding why *Brand Authenticity* appeared to have a greater impact on *Customer Experience* than *Brand Love*. West Java and DKI Jakarta accounted for the largest shares of respondents, who were predominantly female (60.91%), employees (71.82%), and residents of Java (103 respondents; 93.64%). In this demographic profile, customers placed greater importance on the consistency between a brand stated values and the actual experiences with its products, services, and retail touchpoints. The functional brand positioning of Uniqlo was particularly relevant in this context, as frequent daily interactions made consistency and dependability important aspects of *Customer Experience*. The predominance of female respondents also shaped the characteristics of the sample and the way product presentation, brand identity, and shopping experiences were evaluated. However, this present study did not provide sufficient evidence to establish a gender-based effect. The concentration of respondents in Java showed that the results were primarily situated within a specific customer and geographic context, which influenced how *Brand Authenticity* and emotional attachment are perceived. Since demographic characteristics were not examined as moderators in the model, these observations should be interpreted as contextual explanations rather than causal relationships.

The results of this study showed how *Brand Love* and *Brand Authenticity* simultaneously exerted a positive impact on *Customer Experience*. An R^2 value of 0.639 showed that 63.9% of the variation in *Customer Experience* could be attributed to *Brand Love* and *Brand Authenticity*. The rest was influenced by external factors outside the scope of this study model. The most dominant factor was *Brand Authenticity*, confirming the important role of this variable in shaping a *Customer Experience*.

MANAGERIAL IMPLICATION

The results of this study have implications for Uniqlo management in managing and improving *Customer Experience*. *Brand Love* and *Brand Authenticity* were shown to have a positive and significant impact on *Customer Experience*, with *Brand Authenticity* having the stronger influence. This result suggests that *Customer Experience* is shaped by emotional attachment to the brand as well as the perceptions of the authenticity and consistency of brand core values.

The positive influence of *Brand Love* shows that Uniqlo needs to maintain emotional connections with customers through a pleasant and consistent shopping experience. Improvements in service quality, attractive product displays, and emotionally relevant brand communication can contribute to a more positive *Customer Experience*. In particular, store displays and mannequin styling can be used to provide practical outfit inspiration, while responsive staff service can reinforce positive interactions during the shopping process. These efforts can help maintain the emotional attachment that customers have developed toward the brand.

The stronger influence of *Brand Authenticity* shows the need for Uniqlo to consistently communicate and show

LifeWear philosophy across customer touchpoints. This can be implemented through product descriptions, in-store displays, digital content, staff communication, and promotional messages that consistently focus on the values reflected in LifeWear concept, such as quality, comfort, functionality, and daily usability. Rather than communicating LifeWear only as a brand slogan, Uniqlo can strengthen its authenticity by connecting specific product features and customer benefits with the underlying LifeWear philosophy. For example, communication can explain how a product's design, material, comfort, or functionality supports customer daily activities. Consistency in these messages across offline and digital channels can help customers perceive a stronger alignment between what Uniqlo promises and what it actually delivers.

The consistency of LifeWear concept should also be reflected in the actual *Customer Experience*. The brand promise communicated before purchase should be consistent with the quality of products, staff service, store environment, and general shopping experience encountered by customers. This consistency is important because the results show that perceptions of authenticity and consistency are strongly associated with *Customer Experience*. Therefore, Uniqlo can periodically review its campaign messages, product communication, and customer feedback from both offline and digital touchpoints to identify potential inconsistencies between the intended brand message and customers' actual experiences. By maintaining this consistency while continuing to strengthen emotional connections, Uniqlo can develop more meaningful *Customer Experiences* and support stronger long-term relationships with customers.

CONCLUSION

In conclusion, this study shows that *Brand Love* and *Brand Authenticity* have a positive and significant impact on the *Customer Experience* of Uniqlo customers. *Brand Love* contributes to shaping and developing *Customer Experiences* through emotional attachment, although the influence is moderate. This result suggests that customer emotional connection to the brand can enhance experience, but still needs to be strengthened through more consistent brand interaction and communication.

Brand Authenticity has been proven to be the most dominant factor in shaping *Customer Experience*. Customer perceptions of authenticity and consistency of brand values play an important role in developing positive and meaningful experiences. These results confirm that the consistency between Uniqlo's brand values and the actual experiences of customers is key to improving the quality of *Customer Experience*.

Several limitations should be considered when interpreting the results. The sample size is relatively limited, and respondents are predominantly from Java, which restricts the generalizability of the results to other populations. The demographic composition is also concentrated among female respondents and employees. Furthermore, the estimated model produced SRMR value of 0.127, exceeding the widely used reference values for good model fit. This shows that the model has room for improvement in terms of its general fit and should be considered when interpreting the results. This study also depended on cross-sectional, self-reported data, which may introduce the potential for common method bias. However, the full-collinearity VIF assessment produced values below the 3.3 threshold for all constructs, suggesting that common

method bias tended to not influence the results. Based on these results, future studies were recommended to use longitudinal or multi-source data to further reduce potential method-related bias and strengthen the robustness of the results.

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