This study aims to shed light on the role of social media in building consumer engagement and

examines the impact of Islamic brand personality traits on electronic word-of-mouth and brand

trust in the context of social media engagement behaviour within Islamic online banking. To

assess the proposed model, a sample of 665 users was recruited, and data were collected by

means of questionnaires distributed via email and personal interviews. The obtained dataset was

analysed by adopting a variance-based Structural Equation Modelling approach, namely, Partial

Least Squares. The results show that the brand personality traits of Islamic brands within the context

of the Islamic banking sector have a positive impact on brand trust and electronic word of

mouth when mediated by brand love. This study pioneers empirical research on the role of

Islamic brand personality traits and brand love in building consumer engagement. This study

addresses this gap in research by examining the impact of Islamic brand personality traits and

brand love on electronic word-of-mouth and brand trust in the Islamic online banking sector in

Palestine. These results underline the importance of considering the alignment of brand personality

traits with Islamic principles in fostering engagement and trust towards the brand.