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ASSESSING THE EFFECT OF ENVIRONMENT, SOCIAL AND GOVERNANCE ON BRAND ATTACHMENT AND BRAND LOYALTY: A CONCEPTUAL PAPER

Abstract:

The increasing significance of environmental, social, and governance (ESG) factors in business practices has sparked interest in understanding their impact on consumer behavior, particularly in the context of brand attachment and brand loyalty. This conceptual paper proposes a theoretical framework to explore the influence of different dimensions of ESG practices on consumers' emotional connection to brands (brand attachment) and their subsequent behavioral response (brand loyalty). The paper examines the roles of environmental responsibility, social engagement, and governance effectiveness as key drivers of consumer attachment and loyalty. Additionally, the proposed framework considers the mediating effect of brand attachment on the relationships between ESG and brand loyalty. By presenting research propositions, this paper aims to contribute to the growing body of knowledge on ESG's role in shaping brand-consumer dynamics, providing a foundation for future empirical investigations.

Keywords:

Environmental, social and governance (ESG), brand attachment, brand loyalty, conceptual paper, consumer behaviour

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