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DETERMINANT OF BRAND HAPPINESS AND SELF-GREEN BRAND CONGRUITY AS MODERATOR: A CONCEPTUAL PAPER

Abstract:

As the importance of Environmental, Social, and Governance (ESG) practices continues to rise in the modern business landscape, understanding their impact on consumer behavior has become a key focus of marketing research. This conceptual paper proposes a framework that examines the determinants of brand happiness within the context of ESG initiatives, with a specific emphasis on Self-Green Brand Congruity (SGBC) as a moderating factor. Building on the foundations of Self-Congruity Theory and the emerging relevance of ESG, this study predicts that brands that align their sustainability efforts with consumer values are more likely to foster positive emotional responses, such as brand happiness. Furthermore, it is proposed that SGBC enhances the strength of the relationship between ESG practices and brand happiness, particularly among consumers with a strong ESG identity. Based on this conceptual framework, research propositions are developed to guide future empirical investigations.

Keywords:

Brand Happiness, Self- Green Brand Congruity (SGBC), Environmental, Social, and Governance (ESG), conceptual paper

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