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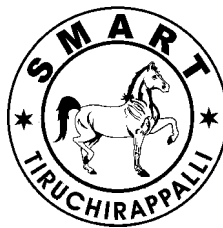
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**THE IMPACT OF VIRTUAL GREEN CAMPAIGNS ON BRAND LOYALTY:
THE MEDIATING EFFECT OF EMOTIONAL ATTACHMENT TO
SUSTAINABILITY CAUSES, WITH SPECIAL REFERENCE TO
MILLENNIAL CONSUMERS IN SOUTH INDIA**

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Abstract

In the present competitive business world, "loyal customers" can play a vital role in sustaining a business in the long term. Their positive experiences stimulate others to endorse the brand. In the present digital world, if businesses start to focus on virtual green campaigns, it may lead them to reach a wider audience, by promoting environmental sustainability and eco-friendly practices. Considering the importance of loyal customers and the need for virtual green campaigns, the present paper examined the critical role of virtual green campaigns in enhancing brand loyalty, along with the mediating effect of emotional attachment to sustainability causes. Structural equation modelling was used, with data from 307 millennial consumers in South India, collected through structured questionnaires. The study found direct impact of green virtual campaigns on brand loyalty. The statistical mediating analysis also clearly revealed that if a brand promotes environmental causes, such as conservation efforts, consumers can form an emotional attachment, building deeper trust and loyalty towards that brand. This provides a practical implication for brands to focus on virtual green campaigns and foster emotional attachment to sustainability causes.

Keywords: *Virtual Green Campaigns, Brand Loyalty, Sustainable Causes, Millennial Consumers.*

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1. Introduction

According to the 2022 Global Sustainability Study, 71 percent of global consumers adopted major changes in their lifestyle activities and purchasing judgment, leaning more toward the term, "SUSTAINABILITY". According to Bain & Company reports, 79 percent of consumers are concerned about environmental sustainability, especially in China, India and Indonesia, which are marked as fast-growing markets compared to 55 percent in developed markets. All these reports strongly emphasize the need for companies to build sustainability into their marketing strategies, to enhance customer loyalty towards their products and meet their expectations positively. Further, an article, published by Forbes in November 2024, reported that millennial consumers were giving more importance to the reduction of carbon footprints in all brands, which strongly highlights the growing significance of sustainability in marketing and advertising. The millennial

consumers were the main focus of this present research as this group is mainly identified as the key driver of consumer behaviour, especially in the new framework of sustainability (Shim et al. 2024). To get a meaningful evaluation of the impacts of virtual green campaigns and emotions towards sustainability causes on brand loyalty, the target population must have a basic understanding of environmental concerns and social responsibility. Millennial consumers are known for their higher level of engagement with various digital platforms and they are aware of environmental and social issues. The major reason for identifying them as a target segment is that their specific attitude and behaviour towards brand loyalty and sustainability are more likely to differ from those of other age groups (Moiescu and Gică 2020). As loyal customers ensure consistent revenue, repeat purchases and automatically recommend the brands to others, brand loyalty is highly indispensable to achieve the above factors and for long-term success,

resilience to stay competitive and to sustain a competitive edge (**Rane; 2023**). The virtual green campaign and emotional attachment towards sustainability, play a major role in influencing brand loyalty. There is not much existing literature that investigates these triangular relationships. In this context, the main objective of the present research was to investigate the mediating role of emotional attachment towards sustainability, between virtual green campaign and brand loyalty, which will give more practical implications to improve brand loyalty among millennial consumers and add contribution to the existing literature.

2. Related Literature Review

2.1. *Virtual Green Campaign and Brand Loyalty*

As global concerns about environmental damage, climate change and the depletion of natural resources grow stronger, more consumers are gravitating toward brands that truly prioritize eco-friendly initiatives. This trend has not only altered buying habits but also transformed the competitive market, pushing companies to embed sustainability into the heart of their brand strategies. Consumer perceptions play a vital role in shaping these strategies, with authenticity, openness and dedication to the environment, now serving as crucial factors in building brand loyalty (**Marvi, Zha and Foroudi 2024**). Recent studies indicate that green campaigns on the internet increase trust and loyalty in brands due to their obvious commitment to sustainability. According to **Dellyana et al. 2024**, the use of green marketing strategies benefit brand loyalty by enhancing consumer experience in product, promotion, distribution and pricing. Empirical research, by **Huangfu et al. 2022**, found that feeling positive about certain actions in virtual brand communities like environmental

gamification, can grow customers' loyalty. It has also been found by **Mohammadi, Barzegar Sheldon and Nohekhan (2023)** that green marketing, which includes environmentally friendly products, advertising, delivery and pricing, plays a major role in loyal customers staying with a brand. When brands openly share their sustainability efforts and back them up with credible evidence, consumers are more inclined to build trust and loyalty. Additionally, younger generations like Gen Z and Millennials show a stronger willingness to spend extra on environmentally friendly products, highlighting the future potential of green marketing. Businesses, that clearly convey their eco-friendly actions and show authentic commitment to environmental responsibility, tend to earn consumer confidence and cultivate lasting brand loyalty. In other words, the virtual green campaign is certainly interconnected to brand loyalty.

2.2. *Virtual Green Campaigns and Emotional Attachment to Sustainable Causes*

Virtual green campaigns encourage pro-environmental behaviour. Virtual green campaigns have emerged as influential platforms for fostering emotional connections to sustainability. It is found that virtual influencers are strengthening the bonds followers build with environmental causes, by their trustworthy narratives (**Gerrath et al. 2024**). In addition, people, exposed to augmented reality campaigns, report greater interest in sustainability and keep these beliefs for up to four weeks (**Levstek et al. 2024**). The results revealed that virtual environmental campaigns are strong motivators for positive environmental actions. These findings underscore the potency of virtual green campaigns, in fostering deep emotional ties, that drive pro-environmental actions.

2.3. Emotional Attachment to Sustainability Causes and Brand Loyalty

Many consumers see a brand as an important part of their personality and they are therefore, more loyal and supportive (**Ghorbanzadeh and Rahehagh 2021**). According to research, customers, who feel emotionally connected with sustainability, stick with the brand and help increase its reputation (**Hadi, Melumad and Park 2024**). In addition, emotional cause-related campaigns motivate more consumers to show high engagement and continue supporting the brand (**Monfort, López-Vázquez and Sebastián-Morillas 2025**). Hence brand managers have emphasized the development of a robust emotional reference to consumers (**Ghorbanzadeh and Rahehagh 2021**). Emotional brands tend to attract more customers than functional brands, particularly when benefit-focused messages are framed (**Shimul 2022**). The advantageous impact of cause-associated advertising and marketing campaigns on customer emblem engagement, suggests that this relationship is superior when clients understand the emblem as valuable, mainly in the case of emotional brands (**Pereira, Silva and Casais 2024**).

2.4. Emotional attachment to sustainability causes, Virtual green campaigns and Brand Loyalty

Sensitive labelling is a method of creating an affiliation between a client and the merchandise or the logo, by stimulating individuals' excitement. Vendors gain this with the aid of growing content material, which appeals to the shopper's responsive emotional, ego, needs and aspirations. Shoppers tend to prefer brands that reflect self-image, thereby strengthening the psychological connection with the product. The relationship fosters a stronger emotional attachment and ultimately results in

enhanced brand loyalty. Consumers prefer brands that align with their self-image. When this alignment exists, shoppers are additionally expected to exhibit strong brand trustworthiness due to the passionate connection formed between the shopper and the brand. In other words, there is optimistic connection between brand loyalty and the green campaign (**Sodiq Odetunde Babatunde et al. 2024**). While shoppers feel sensitively attached to a product due to shared values, they are more likely to remain loyal (**Khandai et al. 2023**). Based on the review of literature and the development of hypotheses, the conceptual framework of the study was developed, as shown in **Figure 1**.

3. Statement of the Problem

To enhance brand loyalty, companies need to innovate their strategies, which need to integrate sustainability with digital technologies. To strengthen brand loyalty, many researchers have focused on several factors such as corporate social responsibility, customer satisfaction, trust, perceived value and brand reputation (**Fatma and Khan 2023**). But based on recent awareness of sustainability and the development of digital technologies, it is the right time to think about new innovative factors, linking these two dimensions, namely, sustainability and digital. It remains a notable research gap, that still exists and needs to be filled. One of the factors, that suits these conditions (sustainability & digital) is Virtual Green Campaigns, which can support the most vibrant tool to interlink brand values with eco-conscious consumers and enhance brand loyalty positively (**Ogunmola and Kumar 2024**). According to the Theory of Planned Behavior, purchasing intentions of customers are influenced by consumer attitudes, perceived behavioral control and subjective norms. By linking TPB with virtual green campaigns, consumers' digital engagement and

their attitudes towards sustainability, may lead to brand loyalty to a greater extent.

4. Need of the Study

In the present study, the researchers attempted to examine the positive significant impact of virtual green campaigns on brand loyalty, as very limited research has focused on this. Also, there is a need to analyze other mechanisms, that may influence this relationship and they should be related to the most significant factor, namely, sustainability. The researchers considered the most crucial factor as emotional attachment towards sustainability. In shaping consumer behaviour, the emotional attachment to sustainability plays a major role as it impacts the individuals' motivations to select brands that exactly align with their values. The emotional bond is highly needed to enhance the deeper connection between consumers and brands and also to transform the transactional relationship into a purpose-driven connection (**Ghorbanzadeh and Rahehagh 2020**). As millennial consumers give more priority to sustainability, emphasizing emotional attachment to environmental causes, can improve brand loyalty and advocacy (**Ko and Jeon 2024**). Understanding the role of emotional attachment in strengthening consumers' loyalty, will provide authentic insights into various brands to improve their strategy. Previous research has provided some insights into the relationship between virtual green campaigns (**Ahmed, Islam and Ghaffar 2024**) and brand loyalty, but not much information is there on how this relationship may be enhanced with the presence of other variables that impact this relationship. Hence the researchers had to analyze the relationship between virtual green campaigns and brand loyalty, with emotional attachment towards sustainability causes.

5. Objective of the Study

The main objective of the study was to analyze the mediating effect of emotional attachment to sustainability causes, on brand loyalty, among millennial consumers.

6. Hypotheses of the Study

H1: Virtual green campaigns are positively related to brand loyalty

H2: Virtual green campaigns are positively related to emotional attachment to sustainable causes.

H3: Emotional attachment to sustainability causes is positively related to brand loyalty

H4: Emotional attachment to sustainability causes mediates the relationship between virtual green campaigns and brand loyalty

7. Research Methodology

7.1. Sample selection

The research study followed the descriptive and quantitative research design, to analyze the relationship between virtual green campaigns, brand loyalty and emotional attachment to sustainability causes. An indepth understanding of the attitudes of millennial consumers is possible by following the descriptive approach. The millennial consumers, especially from South India, from multiple urban areas, aged between 18 – 38 years, were the target population for the present study. The major reasons for selecting the respondents from multiple urban areas were the high rate of millennial consumers engagement in digital platforms, and also their interest in sustainability-related campaigns. To ensure that the sample reflects a more comprehensive view of the millennial population in South India, multiple urban areas were chosen. A stratified random sampling method was employed and the participants were chosen at random from each part of the population, which

was evenly classified by urban area, education, occupation and socio-economic status. To make a sampling frame, demographic information from urban census records and digital platform databases, was used. Each stratum was given an equal chance to be selected, based on the method, so that the sample stayed representative. Within each stratum, participants were picked at random, using computer algorithms, to reduce the chances of bias. In case some participants did not answer the survey, reminders were given and responses, lacking answers, were not considered for the analysis. Daniel Soper's method (Soper 2025) was used to calculate the sample size.

7.2. Period of Study

The data were collected during the period of 3rd November 2024 to 28th December 2024.

7.3. Questionnaire Development & Validation

The researchers followed the procedure, suggested by **Babin and Anderson 2014**, to measure the content validity as the questionnaires were developed for the first time. In the first set of validation, an indepth interview was conducted with the industrial experts. Based on the suggestions given by them, some modifications were made. Then, in the second round, deeper discussion was held with academic experts, to analyze the need for further improvements in questionnaires. Few suggestions were made. A separate pre-screening questionnaire was developed, to ensure that the inclusion criteria of the respondents were millennial consumers, who have access to digital platforms with an engagement towards green campaigns and should have an awareness of sustainability issues. For those who were verified as eligible, the full set of questionnaire was distributed. Finally, a pretest was conducted with a few millennial respondents, to further develop the instrument more precisely and well-

structured. The study data were validated, using the reliability coefficient, which ranged from 0.861 to 0.911. The study constructs were tested separately and the confirmatory factor analysis values and validity values are tabulated in **Table 1**. Based on the method, proposed by **Podsakoff et al. 2003**, to test the common method bias, Harman's one-factor test was applied. IBM SPSS Statistics 26 was used and the researchers conducted the principle unrotated factor analysis and came out with a value of 24.91%, which identified the path towards the biggest single factor approach, which was below the threshold value of 50%. The result clearly found that the current study experienced a low risk of common method bias. Additionally, the Gaussian Copula method was applied to examine the endogeneity of the data, as proposed by **Becker, Proksch and Ringle 2022**. As a basic rule, if the Gaussian Coupla p-values of the constructs are above 0.05, with the meaning of not doing significant, shows a sign of no endogeneity and the constructed result of the study variables proved the same.

7.4. Sources of Data Collection

To examine the interrelationship between the study variables and virtual campaigns, under three dimensions like campaign awareness, campaign engagement, trust in campaign authenticity and between emotional attachment and sustainability causes and brand loyalty, a survey instrument was developed, based on a relevant review of literature. Five-point Likert-type scale, ranging from 1 = strongly disagree to 5 = strongly agree, was designed. Online surveys were used to collect the data, using Google Forms. The links of the same were shared via social media and other online channels and based on this method, around 363 data points were collected and from that, 331 responses were taken as validated ones, with a response rate of 91 percent.

7.5. Tools Used in the Study

IBM SPSS Amos, with a version of 29, was used and it is commonly used for the estimation of causal relationships involving latent constructs, in which the same is measured indirectly by many indicators (Tai 2021). The researchers used AMOS, to analyze both measurement model and structural model testing. The major reason to select the AMOS was that this method gives a valuable output compared to any other methods.

8. Data Analysis and Interpretation

8.1. Demographic characteristics of the Study

Table 2 presents a comprehensive overview of the demographic distribution of the study respondents. The demographic table is organized with relevant numerical data. Majority of respondents' social media usage was daily manner, with a percentage of 65.17 and many respondents used Instagram, at 54.34 percent. Around 46.32 percent of the respondents mentioned that they were frequently engaged with virtual green campaigns, 51.41 percent stated that they were loyal to the brands that promote sustainability and 62.36 percent stated that they were emotionally attached to the sustainability and environmental causes.

8.2. Descriptive statistics, normality and multicollinearity

The normality of the data was assessed, using skewness and kurtosis. The skewness values ranged from -0.762 to 0.226, which were within the acceptable threshold of -1 to +1, indicating a normal distribution. Similarly, the kurtosis values ranged from -0.396 to 1.981, remaining within the acceptable range of -2 to +2. Multicollinearity was evaluated, using tolerance values, which ranged from 0.472 to

0.487, well above the threshold of 0.2, suggesting no issues with multicollinearity. Additionally, the Variance Inflation Factor (VIF) values ranged from 2.312 to 3.011, which were below the threshold of 5, further confirming the absence of multicollinearity concerns. **Table 3** presents the descriptive statistics of the analysis, including Cronbach's alpha values, which ranged from 0.88 to 0.94, exceeding the recommended cut off of 0.70 and indicating strong internal consistency.

8.3. Measurement Model

In the first step, the researchers executed the factor analysis in SPSS and analyzed the value of Kaiser-Meyer-Olkin measure of sampling adequacy. The value of 0.901 indicated that the sampling adequacy value was adequate, to proceed with further analysis. The values in the communalities table exceeded the minimum value of 0.3. They ranged from 0.455 to 0.871, which strongly demonstrated that there was no issue in correlation with other variables. Additionally, the reproduced correlation value was 7.0 percent and it should be less than 50 percent. All the values were within the cut off value and provided a path to proceed with further measurement model and structural model analysis.

The measurement model of the study variables was assessed by composite reliability, convergent validity and discriminant validity. The composite reliability value of the virtual green campaign was 0.851, emotional attachment to sustainability causes was 0.942 and brand loyalty was 0.851, which clearly revealed that the study variables were reliable. The discriminant validity was assessed by average variance extracted (AVE). Discriminant validity is established when the square root of the AVE of each construct is greater than its highest

correlation with any other construct. In this case, each diagonal value was greater than the off-diagonal correlation coefficients in the corresponding rows and columns (**Table -4**). For example, Brand Loyalty reported an AVE square root of 0.732, which was higher than its correlations with Emotional Attachment (0.606) and Virtual Green Campaign (0.302). Similarly, Emotional Attachment (0.835) and Virtual Green Campaign (0.736) exceeded their respective inter-construct correlations. The convergent validity was assessed by model fit indices. The fit indices values were χ^2/df is 2.127 and the cut off value was lesser than 3. For GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), NFI (Normed Fit Index), CFI (Comparative Fit Index), TLI (Tucker-Lewis Index), the cutoff value should be equal or greater than 0.9 and the calculated values were 0.933, 0.906, 0.945, 0.970, 0.963 respectively. The RMSEA (Root Mean Square Error of Approximation) value was 0.059 and it should be within 0.08 and finally, the P-close value was 0.114. **Figure 2** presents the confirmatory factor analysis of the proposed model.

8.4. Structural Model

The results of structural model analysis are shown in **Table 5** and **Figure 3**. The model fit indice of the structural model was 2.012 and the cut off value was lesser than 3. For GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), NFI (Normed Fit Index), CFI (Comparative Fit Index), TLI (Tucker-Lewis Index), the cut off values should be equal or greater than 0.9 and the calculated values were 0.927, 0.911, 0.986, 0.973, 0.944 respectively. The RMSEA (Root Mean Square Error of Approximation) value was 0.048 and it should be within 0.08. Finally, the P-close value was 0.231, proving it to be good fit for the structural model. As depicted in **Table 4**, the

impact of virtual green campaigns on brand loyalty, as shown by result ($\beta = 0.304$, $p < 0.001$), indicated a positive significant relationship between the two variables. Hence the hypothesis. H1 was accepted. Virtual green campaigns and emotional attachment towards sustainable causes, with values ($\beta = 0.308$, $p < 0.001$), revealed positive significant relationship between the two variables and hence H2 was accepted. Hypothesis H3 was also accepted because the Emotional Attachment towards sustainable causes and Brand Loyalty, with values ($\beta = 0.567$, $p < 0.001$), reported positive significant relationship between the two variables.

8.5. Mediating Effect

The fourth hypothesis of the study addresses the mediating effect of emotional attachment towards sustainable causes between virtual green campaigns and brand loyalty. This was calculated with a bootstrapping procedure, with a confidence interval of 95% and the result is shown in **Table 6**. The direct effect of virtual green campaigns on brand loyalty, in the presence of the mediating variable, Emotional Attachment to Sustainability Causes was significant, with valued of ($\beta = 0.088$, $p < 0.05$). Hence hypothesis H4 was supported.

9. Findings of the Study

The present research provides a new perspective on enhancing brand loyalty, by leveraging technological innovations such as virtual green campaigns through emotional attachment towards sustainability causes. The study revealed that virtual green campaigns did have direct positive influence on brand loyalty. This finding strongly demonstrated that the millennial generations were highly influenced by the groundbreaking use of technology (**Negassa 2023**). To engage the millennial consumers, virtual green campaigns could be carried out

through various digital platforms such as social media, websites and mobile apps. The study outcome aligns with the social exchange theory, which states that the consumers develop a strong relationship with brands, that offer more tangible and intangible benefits. Virtual green campaign provides an emotional appeal, especially between the brand and the customer in preserving the environment **(Wang 2016)**. More importantly, the study found those brands, stating a clear vision and authentic commitment towards sustainability through their virtual campaigns, are more likely to witness a positive and significant effect on brand loyalty. Therefore, it can be asserted, that brand loyalty can be improvised, especially among millennial consumers, through virtual green campaigns. Secondly, it was found that there was strong relationship between virtual green campaigns and emotional attachment towards sustainability causes. This connection is in line with the very limited available research. Emotional attachment is very crucial, especially for millennial consumers, as it aligns their core values with sustainability efforts **(Shaver and Yan 2022)**. The result supports the emotional branding theory, which highlights that brands can strengthen their relationship with consumers by connecting with their emotions, based on socially and environmentally responsible concerns. This emotional connection prompted the millennial consumers to believe that their contribution made a tangible impact and nurtured a sense of empowerment **(Reddy et al. 2023)**. To elicit a stronger emotional connection, the brand should genuinely reflect its commitment to sustainability. Virtual green campaigns create emotionally resonant experiences, which, in turn, inspire the millennial consumers to form long-term commitment to environmental causes. The third hypothesis that emotional attachment

towards sustainability causes a positive significant relationship with brand loyalty, was proved and found to be consistent with existing research. Millennial consumers always seek brands, that align with their core values of environmental responsibility **(Nitin Rane, 2023)**. According to the attachment theory, strong emotional bonds impact a sense of security and trust, making the consumers remain committed to the brand for a longer period. If the brand is involved in sustainability efforts, consumers, with more emotional factors, automatically recommend the brand to others **(Moisescu and Gică 2020)**. The final relationship, that the emotional attachment towards sustainability causes mediates the relationship between virtual green campaigns and brand loyalty, was also accepted. In the existing literature, only very few studies have attempted to explain these relationships whereas our study is the first attempt to link virtual green campaign and emotional attachment towards sustainability causes, with brand loyalty, especially with reference to millennial consumers **(Ahmed et al. 2025)**.

10. Suggestions

The present study yielded many practical suggestions. First, by tailoring virtual campaigns, brands should initiate more innovative digital campaigns, especially those that should align with local cultural values, along with environmental concerns. By incorporating genuine content like eco-friendly challenges, there is need to organize more interactive online events. As millennial consumers are mostly digitally savvy, brands should make use of more social media platforms and more interactive online tools to convey their green initiative messages. Implementing these strategies would enable consumers to be involved in real-time discussions, connecting with sustainability efforts,

which can improve their attachment towards brand loyalty.

11. Conclusion

Authenticity and transparency play a vital part among the millennial consumers and hence the brands need to take concrete actions and should provide more commitment to sustainability, to ensure the millennials that the emotional attachment built through green campaigns is not a short-term goal of the brands. The message given by the brands based on sustainability, should not end with the consumers within their single purchase but it should aim for a long-term engagement and emotional connection. Brands should encourage stronger collaboration with local communities and environmental NGOs, to enhance their virtual green campaigns and create an emotional attachment among millennial consumers that automatically strengthens brand loyalty through a sense of shared purpose. In conclusion, this is the right time for the brands to implement these practical applications as all brands are running in the most competitive environment and there is a great need to engage millennial consumers, especially in South India through virtual green campaigns and commitment towards sustainability, that should enhance emotional connection and create more loyal customers.

12. Limitations of the Study

In research, it is very hard to achieve perfection, especially in management science and this particular research also suffered from a few limitations. First, the generalizability of the findings was restricted as the present research focused only on millennial consumers in South India and not on other regions or age groups. Second, as the study depended on self-

reported data, it may create biases such as social desirability and inaccurate self-assessment.

13. Scope for Further Study

Future research may consider expanding the study by broader demographic and longitudinal studies and may explore other mediators such as consumer trust and perceived brand authenticity. Additionally, to understand other factors driving consumer behaviour, there is a need to investigate the role of different types of virtual green campaigns and their accurate impact on different sustainability causes.

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Table 1: Confirmatory Factor Analysis for Virtual Green Campaigns, Emotional Attachment to Sustainability Causes & Brand Loyalty Constructs relevant to Millennial Consumers

Constructs	Factor Model	Values
Virtual Green Campaign	Three-factor model	$\chi^2/df=2.411$, TLI=0.923, CFI = 0.945, SRMR = 0.036, RMSEA= 0.064, P -close = 0.489. The construct validity for campaign awareness (construct reliability = 0.892, average variance extracted=0.659, maximum shared variance= 0.566), for campaign authenticity (0.901, 0.721, 0.603), and trust in campaign authenticity (0.943, 0.655, 0.528)
Emotional Attachment to Sustainability Causes	Single Factor Model	$\chi^2/df = 1.896$, TLI= 0.904, CFI = 0.923, SRMR = 0.032, RMSEA = 0.054, P -close = 0.781. The construct validity for campaign awareness (0.946, 0.790, 0.647).
Brand Loyalty	Single Factor Model	$\chi^2/df = 1.896$, TLI= 0.904, CFI = 0.923, SRMR = 0.032, RMSEA = 0.054, P -close = 0.781. The construct validity for campaign awareness (0.946, 0.790, 0.647)

Source: Primary Data & Author's Calculation

Table 2. Demographics of the respondents in South India

Representative Characteristics	n = 331	Percentage %
Age		
28 – 32 years	150	45.32
33 – 37 years	99	29.91
38 – 43 years	82	24.77
Gender		
Male	199	60.12
Female	132	39.88
Educational Status		
Undergraduate or Below	50	15.06
Graduate	112	33.73
Postgraduate	170	51.2
Employment Status		
Full-time employees	176	53.17
Part-time employees	155	46.83

Table 2 Contd.,

Income Range		
Low Income	66	19.94
Middle Income	180	54.38
High Income	85	25.68
Working Sector		
Public sector	83	25.0
Private sector	199	59.94
Self-employed	50	15.06
Social Media Usage		
Daily	216	65.17
Weekly	50	15.08
Occasionally	35	10.57
Never	30	10.00
Preferred Social Media Platforms		
Instagram	180	54.34
Facebook	80	24.18
Twitter	40	12.08
LinkedIn	20	6.05
You Tube	5	1.51
Other	6	1.81
Engagement with Virtual Green Campaigns		
Never	33	9.91
Rarely	50	15.08
Occasionally	95	28.69
Very Often	153	46.32
Loyalty to Brands that Promote Sustainability		
Not Loyal	31	9.32
Slightly Loyal	45	13.60
Moderately Loyal	85	25.68
Extremely Loyal	170	51.41
Emotional Attachment to Sustainability and Environmental Causes		
Not Attached	15	4.53
Slightly Attached	15	4.53
Moderately Attached	35	10.57
Very Attached	60	18.14
Extremely Attached	206	62.36

Source: Primary Data & Author's Calculation

Table 3. Descriptive Statistics and Internal Consistency (Ca) of Key Constructs (Virtual Green Campaigns, Emotional Attachment to Sustainability Causes & Brand Loyalty) reflecting scale reliability

Variables	Mean	SD	Ca
Virtual Green Campaign	4.81	1.87	0.92
Emotional attachment to sustainability causes	4.79	1.96	0.88
Brand Loyalty	4.96	1.65	0.94

Source: Primary Data & Author's Calculation

Table 4. Average Variance Extracted (AVE) & Correlation Among Virtual Green Campaigns, Emotional Attachment to Sustainability Causes & Brand Loyalty Constructs

	1	2	3
Brand Loyalty	0.732		
Emotional Attachment to Sustainability Causes	0.606	0.835	
Virtual Green Campaign	0.302	0.308	0.736

Source: Primary Data & Author's Calculation

Table 5. Hypothesis Testing Result: Path Coefficients between Virtual Green Campaigns, Emotional Attachment to Sustainability Causes & Brand Loyalty in South Indian Millennials

Hypothesis	Relationships	Standardized regression weights (β)	P value	Test Outcome
H1	Brand Loyalty <--- Virtual Green Campaigns	0.304	***	Accepted
H2	Emotional Attachment towards Sustainable Causes <--- Virtual Green Campaigns	0.308	***	Accepted
H3	Brand Loyalty <--- Emotional Attachment towards Sustainable causes	0.567	***	Accepted

Note P < 0.001(***), < 0.01(**), < 0.05(*)

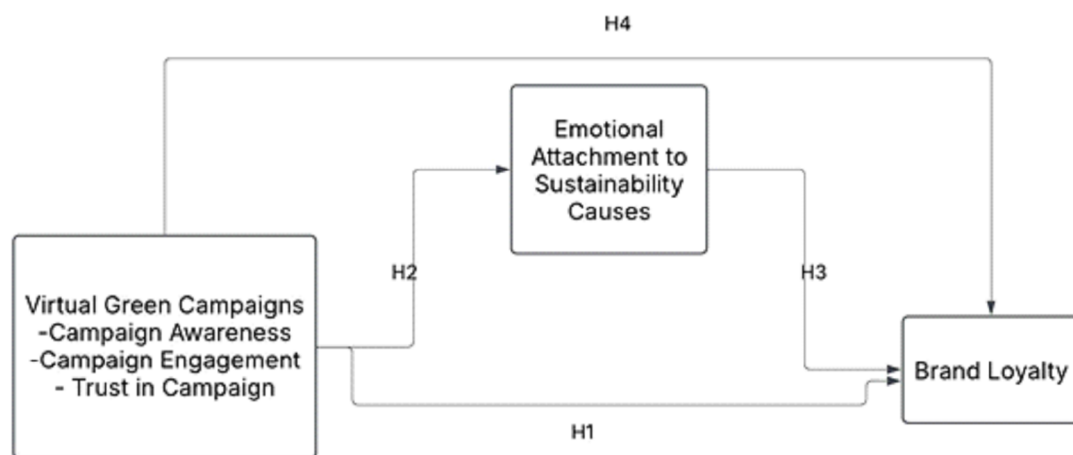
Source: Primary Data & Author's Calculation

Table 6. Mediation Analysis of Emotional Attachment in the Relationship between Virtual Green Campaigns and Brand Loyalty among Millennial Consumers (Direct & Indirect Effects, Confidence Intervals and Mediation Conclusions)

Relationship	Direct effect	Indirect effect	CI lower bound	CI upper bound	P	Conclusion
Virtual Green Campaigns ? Emotional Attachment Sustainability causes ? Brand Loyalty	0.088 (0.034)	0.120	0.073	0.185	0.000	Partial Mediation

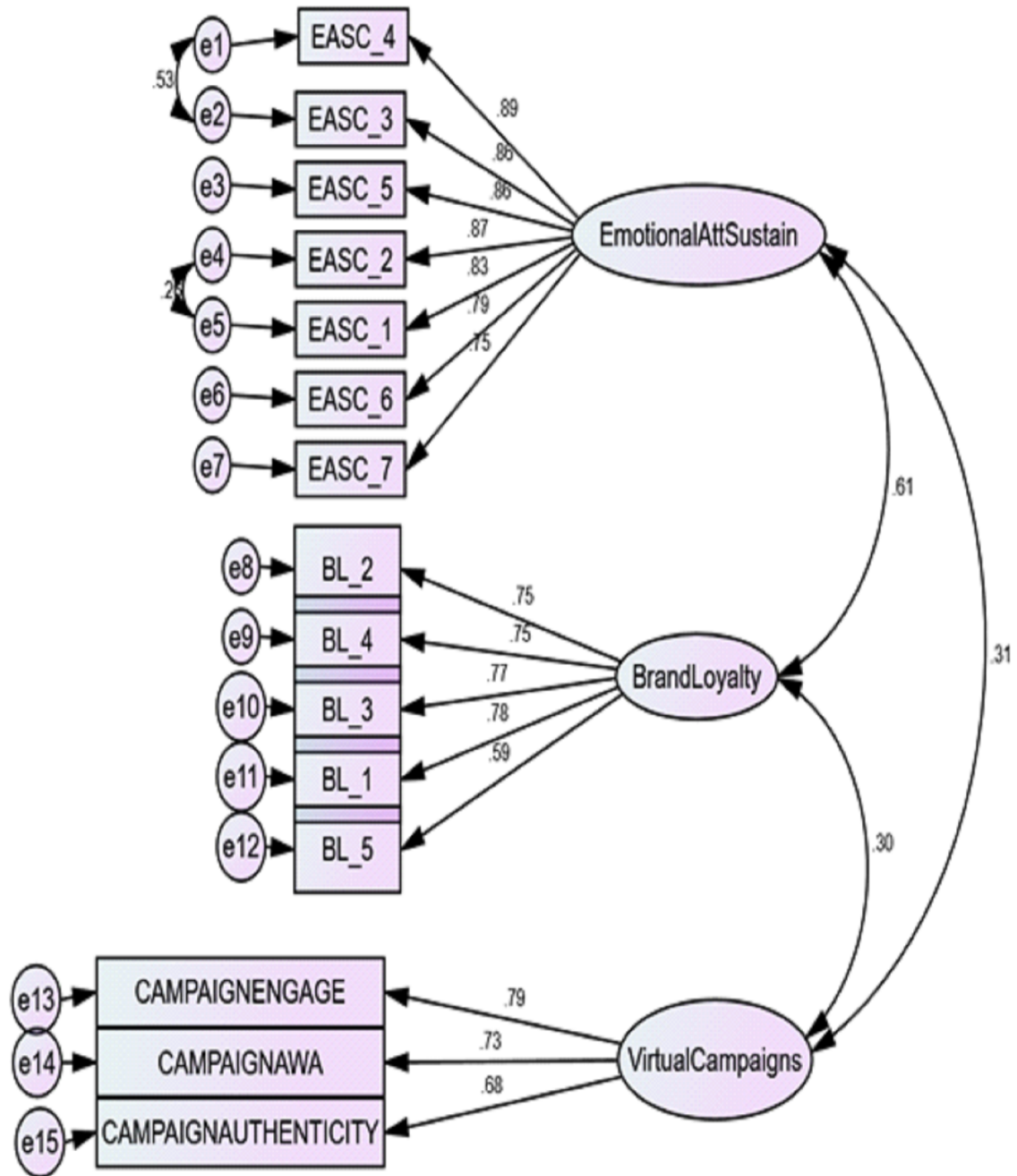
Source: Primary Data & Author's Calculation

Figure -1: Conceptual Framework of the Study to Examine the Mediating Effect of Emotional Attachment to Sustainability Causes between Virtual Green Campaigns and Brand Loyalty



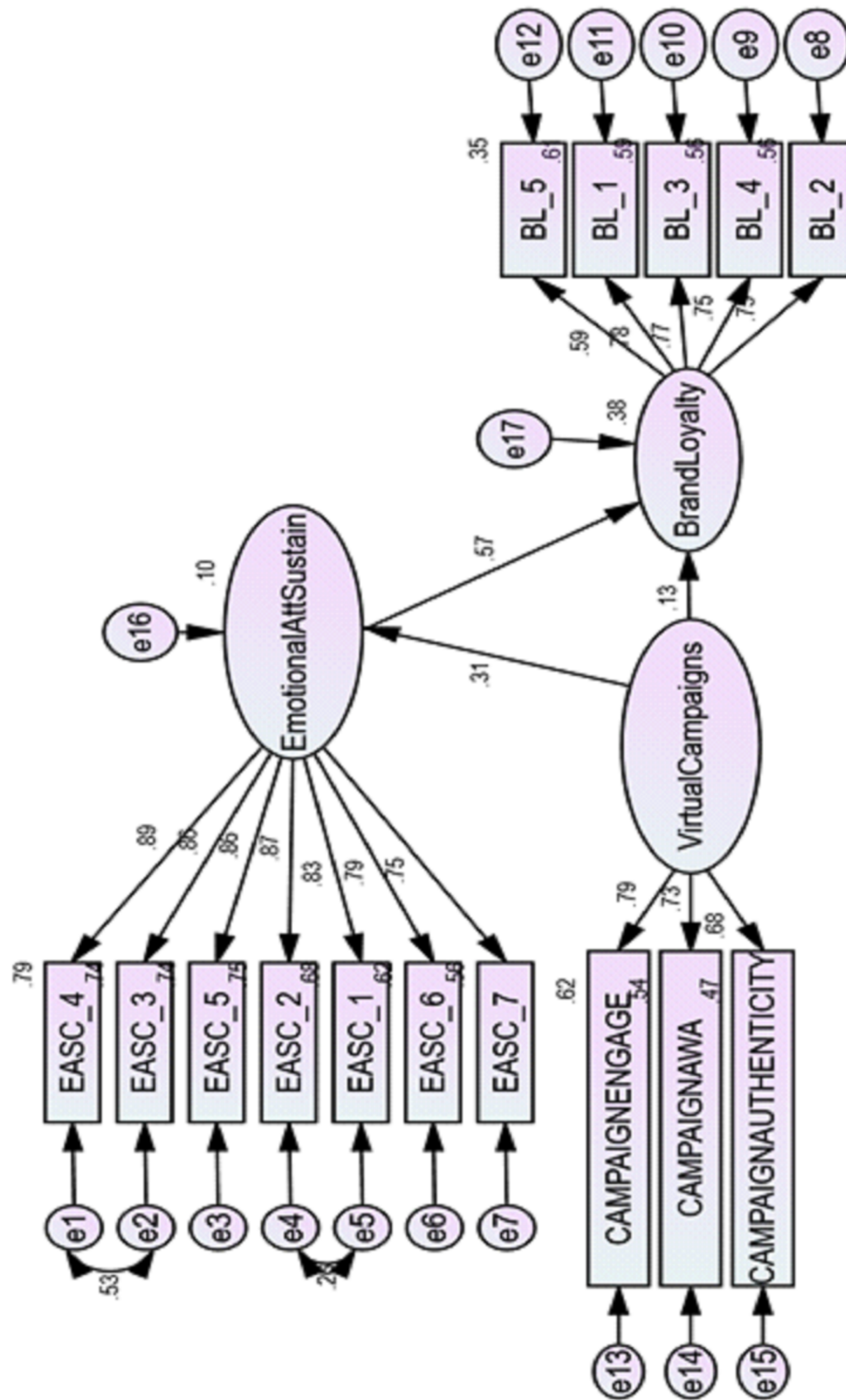
Source: Conceptual Framework proposed by the Authors based on the Review of Literature

Figure-2: Confirmatory Factor Analysis of the Proposed Conceptual Model



Source: Primary Data & Author's Calculation

Figure-3: Structural Equation Modelling of the Proposed Conceptual Framework



Source: Primary Data & Author's Calculation