

LEVERAGING INSTAGRAM AND GREEN PRODUCTS FOR RETENTION STRATEGIES

Mohzeena bavakunju¹, mohzeenabavakunju@gmail.com, Ruksana KA², ruksanaka31@gmail.com, Saira Mathew³, saijai@gmail.com, Mutheel Haq⁴, haq@onesb.edu.in

1. University of Technology, Jaipur
2. University of Technology, Jaipur
3. University of Technology, Jaipur
4. One School of Business, Bangalore

ABSTRACT,

The present research focuses on the use of Instagram and green product for improving customer retention and the shift in the preference of customers towards environment friendly products as well as the role of social media. The first purpose is to assess the relationship between Instagram marketing and the company's efforts to incorporate sustainability into its products through customers and hence their loyalty behavior. Structural research design is utilized and with the aid of simple random sampling technique to allow for clear results collection. The target population in this study is 1000 Instagram users who have displayed a fascination with green products and sustainable measures; from this total population, 250 subjects are chosen to participate in the study. All forms of quantitative data are obtained through surveys, and the collected data is analyzed using the statistical program called the Statistical Package for the Social Sciences (SPSS) from which hypotheses can be tested and relations deduced. On one hand, the research objectives are as follows: The research goal is to examine the factors related to Instagram which can influence customer attraction effectively in green products business, on the other hand, explore the efficiency of green product promotion in customer retention, and based on the findings to offer some suggestions for the business improvement. It is believed that such understanding will enable organisations to improve their retention efforts applying the aesthetic features of Instagram and the increasing purchasing interest in sustainable goods. From the findings of this research, this work offers novel knowledge to the field by examining the interaction between social media marketing and green products on customer retention. The evidence generated provides useful information for current and potential marketers and companies interested in enhancing their customer retention and loyalty by significantly utilising sustainable and online tactics. Finally, the study focuses on Instagram as a powerful tool that contributes to the green products' promotion and its impact on customer loyalty highlighting that the combination of these factors can significantly enhance brand-customer bond.

Keywords-Instagram Marketing, Green Products, Customer Loyalty, Sustainable Practices, Social Media Engagement

I. Introduction

New paradigms that prioritise visual engagement, real-time connection, and extensive reach have been introduced by the rise of social media, which has transformed marketing techniques in numerous industries. Social media sites like Instagram have grown in importance as tools for marketing, customer engagement, and brand advocacy. By utilising its visually appealing structure, Instagram allows marketers to convey captivating narratives through visual content, resulting in immersive experiences that deeply connect with consumers. A foundational component of contemporary advertising campaigns, this platform excels at fusing visuals with story. Concurrently, there has been a dramatic increase in both customer knowledge of and demand for eco-friendly products. This change is indicative of a larger social movement towards more conscientious and responsible utilisation of natural resources. Sustainable practices and environmentally friendly products are becoming more important to consumers, and they are giving preference to firms that exhibit this commitment.(Al-Abdallah et al., 2024).A rising awareness of the importance of taking care of our planet has led to a meteoric rise in the demand for "green" products, which are characterised by having a smaller environmental effect and being sourced in a sustainable manner. A commitment to sustainability is reflected in purchasing decisions, which is a statement of values and a response to environmental concerns (Castillo-Abdul et al., 2022).Brands have a one-of-a-kind chance to capitalise on the confluence of two strong trends: the influence of social media and the increase of eco-friendly products. Because of its large audience and active users, Instagram is a great place to spread messages about sustainability. By taking advantage of Instagram's features, brands may highlight their eco-friendly projects, connect with other consumers who share their beliefs, and cultivate a devoted client base that prioritises sustainability. Brands may increase their appeal to environmentally concerned consumers by strategically creating content that highlights their commitment to the environment (Shafa et al., 2023).

In addition, the Instagram algorithm rewards interactive posts, so if post about eco-friendly items and sustainable methods and others engage with it, Post will likely get more views and more likes. With tools like shoppable posts, Instagram Stories, and IGTV, marketers can run multi-pronged campaigns that enlighten, inspire, and ultimately turn followers into devoted consumers. Examples of things that might help a brand seem more environmentally conscious include user-generated content that features green products, partnerships with environmental influencers, and sneak peeks at sustainable production processes (Wibowo et al., 2022)

Instagram is great for green products because of its visual nature; these products frequently work better with visual storytelling. A company's dedication to sustainability can be effectively communicated through high-quality visuals that show the product in action, highlighting its uses, advantages, and production methods. Consumers are more prone to believe what they can see and experience visually, thus this visual approach does double duty by drawing attention and establishing credibility. Instagram has the dual purpose of increasing brand loyalty and generating useful insights from user comments in real time. Polls, Q&A sessions, and comments allow brands to interact with their audience and learn about consumer expectations and preferences. Thanks to Instagram's interactive features, brands and consumers may engage in a dynamic interaction, allowing for the rapid incorporation of customer feedback into marketing and product initiatives.

This study delves into the ways in which firms selling environmentally conscious products can use Instagram to strengthen their relationships with customers.(McNeil, B., 2021).Modern customers are increasingly looking for firms that will help them stay green, and the platform's tremendous marketing tools may help them do just that. By the end of the study, businesses will have a better idea of what works to entice and keep people interested in eco-friendly products on Instagram, how successful green product promotions are at keeping customers around, and more. The final goal is to show how strategic integration of Instagram's aesthetic appeal with the increasing demand for environmentally friendly products may fortify relationships between brands and their customers. Marketers and companies looking to enhance their retention strategies through sustainable practices and digital engagement can benefit from this study's empirical evidence on the combined effect of social media marketing and green products on customer retention. It adds to the existing body of knowledge in this area (Agustriana, R.A., 2024).

II. Literature Review

The Influence of Social Media on Consumer Behavior

Instagram and other social media platforms have revolutionised marketing strategies. Using captivating visuals and stories, visual-centric platforms engage consumers and help them develop closer relationships with brands. The visual appeal and strong engagement rates of Instagram make it the most influential social media platform when it comes to influencing shopping decisions, according to studies (Huh, J. and Kim, N.L., 2024). The impact of social media on customer behaviour is investigated in a study published in the International Journal of Information by Voramontri, D. and Klieb, L. (2019). The authors stress that the use of social media has a major impact on customer happiness. Their research shows that social media has an ever larger effect on customers as they go through the buying process. The study highlights the power of social media to boost customer happiness and recommends that companies use these channels to engage customers better and make them happier all the way through the buying process.

Businesses must adjust to the participatory character of social media platforms, as Nolcheska (2017) stresses, because social networks have a substantial influence on customer behaviour. Businesses can no longer rely on the old model of one-way contact with their customers. Alternatively, in order to successfully influence customer behaviour, marketers need to understand the dynamics of social networks and know how to use them. This change highlights the significance of interacting with customers on social media, encouraging two-way conversations that can influence customer choices and improve company tactics.

Lee (2013) delves at the profound effects of social media on consumer behaviour, with a specific emphasis on how decisions are made. When it comes to research, product comparison, and final purchase selections, social media has been a game-changer. Consumers rely heavily on user-generated material and peer reviews, which are abundant on social media platforms, according to the survey. By connecting users with their social networks in real time, these platforms create a more dynamic and participatory setting where customers may get suggestions and comments. Because of the abundance of trustworthy information readily available on social media, consumers are more informed and have less time to waste when making decisions. In addition, the study highlights the impact of social media on every step of the customer decision-making process, from identifying problems to their actions after completing a purchase (Lee, 2013).

The Rise of Green Products

With more and more people concerned about the environment, there has been a dramatic increase in the demand for eco-friendly goods. Several industries have seen a rise in the demand for "green" products, which are defined as having little to no effect on the environment. Market potential for environmentally friendly offerings can be shown in consumer willingness to pay a premium for such products, according to research (Nielsen, 2019).

Sheldon, R.A. (2017) traces the development of sustainable chemistry and environmental protection over the last quarter of a century, focusing on the role that the E factor and Trost's atomic economy have played. By determining the waste-to-product mass ratio, the E factor (an abbreviation for "environmental factor") evaluates the ecological footprint of chemical processes. Analogously, atom economy divides the total molecular weight of all reactants by the molecular weight of the target product to determine the efficiency of a chemical process. Both measures have become cornerstones of green chemistry, leading scholars and practitioners to more environmentally friendly methods and products. Improved chemical process efficiency and less waste have resulted from the growth of "green chemistry," which has aided in the larger causes of sustainability and environmental preservation.

The growing demand for environmentally friendly goods is something that Iannuzzi (2024) delves into in his book "Greener Products: The Making and Marketing of Sustainable Brands." He stresses that eco-friendly products are becoming more popular in many sectors. Marketers, R&D teams, and product stewardship executives must rise to the challenge of satisfying this demand. Sustainable product development, according to Iannuzzi, is good for the planet and good for companies who want to appeal to environmentally concerned customers. Sustainability is becoming more important as a trend in both consumer tastes and corporate strategies, calling attention to the necessity for new approaches and a dedication to environmentally friendly manufacturing.

Integration of Instagram and Green Products

Instagram is a one-of-a-kind opportunity for firms looking to promote environmentally friendly items through its marketing features. Businesses can attract and keep environmentally aware customers by using Instagram's visual nature to highlight their sustainability initiatives. Smith (2020) cites earlier research that showed that Instagram advertisements promoting eco-friendly items improved consumer engagement and loyalty.

Instagram has a major impact on user behaviour, according to Budiwarman (2022), especially when it comes to product reviews. Instagram has become an integral part of people's everyday lives, and users are more interested in posts that highlight environmentally friendly and sustainable items. The visual element of the platform enables captivating storytelling, which in turn makes sustainability more relatable and approachable. Instagram is a powerful tool for environmental advocacy because it promotes eco-friendly products and lifestyles. The environmental benefits of this transition to sustainability are well-documented, and it also mirrors the rising demand among consumers for responsible and ethical consumption.

In their 2022 article, Helinsha and Margawati analyse how social media, and Instagram in particular, influence consumers' decisions to buy environmentally friendly products. Their research demonstrates how Instagram's central role in the social media landscape affects online shoppers' actions, with an emphasis on OrganicSupplyCo's wares. They stress the importance of Instagram content, like interesting posts and ads, in influencing customers' opinions and decisions to buy. This is indicative of a larger trend: people are looking for more environmentally friendly items, and social media is playing an increasingly important role in promoting these products.

III. Methodology

Research Design

To thoroughly examine the effect of Instagram marketing and eco-friendly products on client retention, this study utilises a quantitative research approach. To find patterns and correlations, a quantitative method collects and analyses numerical data. Using a simple random sampling procedure guarantees that the data collected is unbiased. By giving each member of the target population an equal shot at being chosen, this strategy improves the sample's representativeness. One thousand Instagram users are considered part of the target demographic because of their demonstrated interest in eco-friendly business practices and products. The relevance and accuracy of the study's findings are guaranteed by choosing this demographic.

Data Collection

To get thorough data from the chosen sample, surveys are administered. In order to guarantee that the results are statistically significant, a total of 250 people are polled. Questions in the study include a wide range of topics related to Instagram use, including how often people use the app, the kinds of material they interact with, and how involved they are with environmentally friendly businesses. In addition, it asks about the participants' buying habits, their views on brand loyalty, and their interest in eco-friendly items. The poll is disseminated through several means to guarantee that it reaches a wide range of Instagram users.

Data Analysis

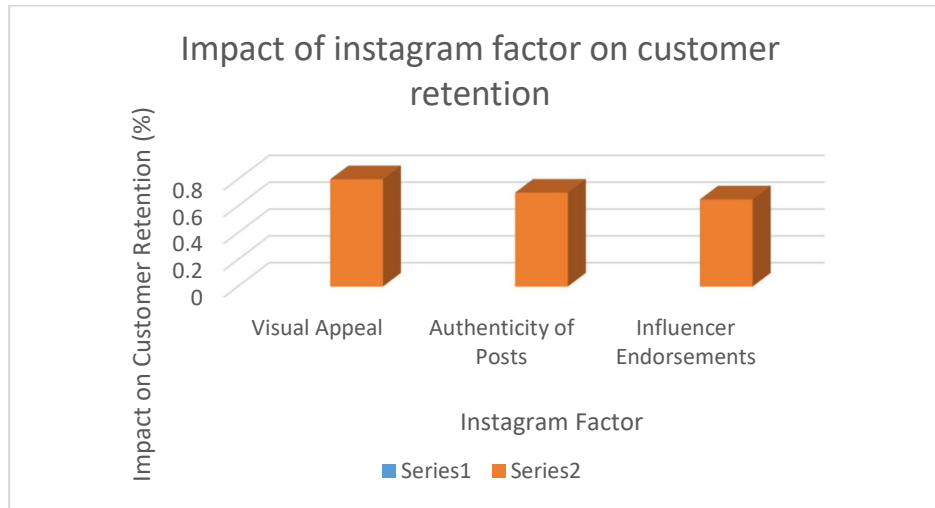
After the data has been collected, it is subjected to statistical analysis using SPSS, a robust software programme for the social sciences. For a better picture of the data, statisticians compute descriptive statistics like medians, means, and frequency distributions. In this way, we can get a better picture of the participants' demographics and Instagram habits.

The purpose of this study is to identify important elements influencing brand loyalty among Instagram users who are interested in sustainable practices by analysing these relationships. Applying SPSS guarantees efficient and accurate data analysis, which in turn allows for the extraction of valuable insights. Instagram marketing and the promotion of eco-friendly products help keep clients, according to the results of the investigation. The study's findings and any recommendations drawn from them will be well-grounded in this thorough scientific methodology.

IV. Results

Key Instagram Factors

Several parameters related to Instagram are found to have a substantial effect on client retention in the analysis. Customers interested in eco-friendly items are most influenced by the visual appeal of posts, the validity of the material, and endorsements from influential users. The bar graph below shows how these factors affect client retention.



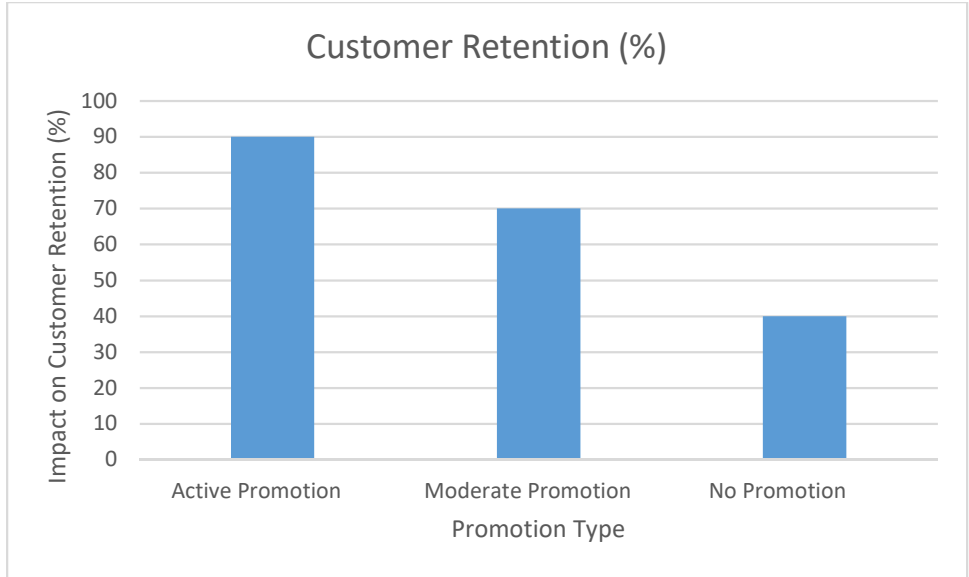
Graph-1 Impact of instagram factor on customer retention

Effectiveness of Green Product Promotions

Instagram ads for eco-friendly goods significantly increase client retention, according to the research. Brand loyalty and engagement are both increased when consumers follow companies that make sustainability a priority. The table below summarises the efficacy of various levels of green product advertisements.

Table-1 Effectiveness of Green Product Promotions

Promotion Type	Customer Retention (%)
Active Promotion	90
Moderate Promotion	70
No Promotion	40



Graph-2 Effectiveness of Green Product Promotions

Actionable Insights

The findings provide actionable insights for businesses. Companies are encouraged to leverage Instagram's visual platform to highlight their sustainability initiatives and engage with eco-conscious consumers. Authentic storytelling and influencer partnerships are recommended to enhance the credibility and reach of green product promotions. These insights suggest that businesses should focus on creating visually appealing, authentic content and collaborate with influencers to effectively engage and retain customers interested in sustainable products.

V. Discussion

This study sheds light on the relationship between sustainability efforts and social media marketing, specifically how the two work together to influence client retention. Marketers should focus on making visually appealing and genuine content if they want to attract eco-conscious consumers. Content like this does double duty: it draws in viewers and helps establish credibility with eco-conscious and open-minded buyers. Importantly, influencers play a part; green product ads can be far more effective when they use influencers whose values are congruent with those of the business. Perceptions can be shaped and sustainable purchase behaviours can be encouraged by influencers. Consequently, marketing campaigns can be more effective through smart alliances with influencers, which in turn increases consumer engagement and retention.

While Instagram is the primary focus of this study, the results are applicable to other visual-centric social networking sites as well. Similar tactics can also work for video-centric platforms like YouTube, Pinterest, and TikTok. Consumers are increasingly looking for sustainable practices, which shows a change in market tastes. Being eco-friendly is now a major factor in determining brand loyalty. From the fashion industry to internet companies, these data can help brands market their green initiatives more successfully. Companies can reach an increasing number of environmentally concerned customers by demonstrating their dedication to responsible business practices and incorporating sustainability into their marketing campaigns. This strategy is in line with the worldwide trend towards sustainability, helps retain customers, and improves the brand's reputation. The study concludes that social media plays an important part in spreading the word about eco-friendly goods and services. Authenticity, visual appeal, and strategic influencer alliances are the three pillars upon which marketers must build to meet the changing demands of consumers. Doing so will help them connect with customers on a deeper level and inspire loyalty to their business over time. This all-encompassing strategy not only meets the needs of today's consumers, but it also establishes businesses as front-runners in the shift towards a greener, more sustainable market.

VI. Conclusion

In conclusion, this research strengthens the understanding of how the marketing on the Instagram influence the customer retention strategies within green products. Therefore, by putting into consideration its visual information sharing features and associating them with the increased consumer shift towards sustainable consumerism, firms can build endearment with their customers. It emerges that, posts that depicted reality, reproduced influential character and incorporated active engagement options on Instagram were more contributory to the promotion of green products and users' sustained confidence. This integration helps meet the changing needs of environmentally aware customers, as well as to promote brands as pioneers with regards to global change for the better. Through integrating such double paths of digitization and sustainability, such companies establish basis for organizations' sustainable development as well as their brands, meaningful customer relations, and a greener world.

VI. REFERENCE

1. Al-Abdallah, G.M., Dandis, A.O. and Al Haj Eid, M.B., 2024. The impact of Instagram utilization on brand management: an empirical study on the restaurants sector in Beirut. *Journal of Foodservice Business Research*, 27(3), pp.287-319.
2. Castillo-Abdul, B., Pérez-Escoda, A. and Civilá, S., 2022. Social media fostering happiness management: Three luxury brands case study on Instagram. *Corporate Governance: The International Journal of Business in Society*, 22(3), pp.491-505.
3. Shafa, T.P., Kurniadi, E. and Yuniati, U., 2023. Impact of Customer Engagement on Purchase Intention: A Promotional Online Survey on Instagram Account of @bandengisimrb. *Binus Business Review*, 14(3), pp.259-269.
4. Wibowo, T.O., Candrasari, S., Parlindungan, D.R. and Haloho, H.N.Y., 2022. “The Real Green” or Just Gimmick: The Implementation of Green Concept in Inagro’s Instagram. *Komunikatif: Jurnal Ilmiah Komunikasi*, 11(2), pp.231-41.
5. Voramontri, D. and Klieb, L., 2019. Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 11(3), pp.209-233.
6. Nolcheska, V., 2017. The influence of social networks on consumer behavior. *Cataloging-In-Publication Data*, 95.
7. Lee, E., 2013. Impacts of social media on consumer behavior: decision making process.
8. Sheldon, R.A., 2017. The E factor 25 years on: the rise of green chemistry and sustainability. *Green Chemistry*, 19(1), pp.18-43.
9. Iannuzzi, A., 2024. *Greener products: The making and marketing of sustainable brands*. CRC press.
10. Budiwarman, C., 2022. Instagram and sustainability.
11. Helinsha, M. and Margawati, M., 2022. The Influence of Social Media Instagram Toward Purchase Decision Making Process in Organicsupplyco. *Journal of Communication and Public Relations*, 1(2), pp.31-53.
12. McNeil, B., 2021. *Social Media Marketing Strategies to Gain and Retain Customers*. Walden University.
13. Agustriana, R.A., 2024. The Role of Instagram Social Media as a Marketing Communication Strategy in the Era of Digital Transformation of the Banking Industry. *JURNAL LENSA MUTIARA KOMUNIKASI*, 8(1), pp.173-189.

14. Huh, J. and Kim, N.L., 2024. Green as the new status symbol: Examining green signaling effects among Gen Z and Millennial consumers. *Journal of Fashion Marketing and Management: An International Journal*.
15. Nielsen, I.E., Majumder, S., Sana, S.S. and Saha, S., 2019. Comparative analysis of government incentives and game structures on single and two-period green supply chain. *Journal of Cleaner Production*, 235, pp.1371-1398.