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**INDUSTRIAL SECTOR
AND MANUFACTURING
GROWTH**



Editor's Message

Dear Readers,

I am truly honoured to edit the special issues of the Indian Economic Journal.

It is with great pleasure that I present this special edition of the Indian Economic Journal for the 108th Annual Conference of the Indian Economic Association, which is hosted by VELS University in Chennai from December 27 to 29, 2025. The theme for this year, "Indian Economy – Navigating Domestic Realities and Global Shifts," encapsulates the dynamic crossroads at which our nation currently stands. As India progresses towards becoming a resilient and globally competitive economy, the necessity for informed dialogue, evidence-based policy formulation, and collaborative scholarship becomes increasingly crucial.

The sub-themes of this conference provide significant opportunities for such discussions. Macroeconomic stability, growth prospects, and the changing financial landscape are central to comprehending India's medium-term trajectory. Agriculture and rural transformation continue to influence livelihoods and promote inclusive development, while the industrial and manufacturing sectors promise productivity enhancements and global competitiveness. In a rapidly evolving geopolitical and trade context, India's strategic positioning demands both caution and innovation. Equally significant are the issues of social inclusion, employment, and human development, which constitute the moral and economic foundation for sustainable progress. The emphasis on contemporary development challenges in Tamil Nadu adds a valuable regional perspective to this year's discussions.

The Indian Economic Journal (IEJ) is an important organ of the Indian Economic Association (IEA) that provides support and services to professionals and researchers both in India and overseas. For over a century the IEA has been one of the largest and the oldest body of teachers, researchers, academicians, and policy makers drawn from the background of Economics and affiliate discipline. Founded in 1917, the IEA is a, "not-for-profit, non-political, and scholarly" voluntary professional association with membership open to those who fulfil the eligibility criteria laid by the constitution of IEA. Through regular outreach programs like, "Conferences, Courses, Publications and Seminars"

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Customer Retention Strategies for Eco-Friendly and Agro-Based Products in E-Commerce in Reference with Bengaluru

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Abstract

In the growing eco-conscious metropolitan city like Bengaluru, it is a real challenge to gain the customers and satisfy their needs. Green consumer behavior is a marketer's concern because of the value of environmental sustainability. The rapid growth of e-commerce has transformed the agricultural sector by creating new opportunities for marketing and distributing agro-based products. In a city known for its technological innovation and various consumer base, agro-based platforms are highly taking eco-friendly practices to line up with continuous development goals. However, making sure long-term customer retention remains a key challenge due to factors such as competition, consumer awareness of sustainability, and service quality expectations. This study investigates customer retention strategies mainly designed for agro-based e-commerce with a centre on eco-friendly practices. The research analyses the role of green marketing, trust-building mechanisms, digital engagement, pricing strategies, and sustainability-driven value creation in upgrading customer loyalty. By combining understandings from business management, environmental sustainability, and digital commerce, the study focuses to offer a non-discriminatory framework that supports both consumer retention and sustainable growth in the eco-friendly and agro-based e-commerce sector. Findings are anticipated to contribute to academic literature, provide various strategies for businesses, and gives the importance of sustainable practices in shaping consumer retention behaviour in emerging markets like Bengaluru.

Keywords : Agro-based e-commerce; Customer retention; Eco-friendly practices; Sustainable development; Green marketing; Digital engagement; Consumer loyalty; Bengaluru.

Introduction

Agricultural supply chains were transformed because of the e-commerce brick. In other words, business-to-producers-to-consumers communication is altered by the installation of technology in agriculture. With cities like Bangalore, agro-e-commerce has made its way in the market; hence, it is capable of competing in the market. Enviro-friendly agriproducts are readily accessible by the consumers through these platforms. But the sustainability of such a platform, apart from drawing initial customers, depends on their retention over time.

Customer retention in green e-commerce depends on some variables such as perceived environmentally responsible actions, product quality, trust, digital interaction, and price fairness, to list a few. Organizations employing green and customer-centric strategies may emerge competitively. In the agro-based sector, where consumers' environmental consciousness is increasing, retention strategies based on green initiatives may foster businesses in establishing long-term loyalty. This way, the study focuses on evaluating the efficacy of eco-friendly strategies for customer retention within the agro-based e-commerce ecosystem in Bangalore.

Statement of the Problem

Along with the growth of agro e-commerce in Bangalore, several firms experience difficulties in stabilizing their customer base.

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High costs of customer acquisition, low differentiation, and inconsistent communication relating to sustainability values are keeping retention levels low. People may say they are interested in environmentally friendly or green products but continue their engagement through perceived value or quality and consistency of service. Furthermore, very few studies have been conducted in the direction of retention of customers through sustainability practices in an agro-based e-commerce scenario. Hence, the present study aims to identify and analyze green retention strategies affecting customer loyalty and satisfaction in the agro-based e-commerce market of Bangalore.

Review of Literature

The development of green marketing was explored by Peattie and Crane (2005) as an essential strategy for sustainable company practices. They were set on putting an emphasis on green marketing in changing consumers' behavior.

People were found, according to Rahbar and Wahid (2011), to be influenced considerably by environmental concern and eco-labels regarding the intention to buy environmentally friendly products.

In the course of examining the relationship between consumer loyalty in e-commerce and online service quality and trust, Ramanathan et al. (2014) had the conclusion that environmental practices help in establishing the credibility of a firm.

Yadav and Pathak (2016) observed that consumer environmental awareness in India positively impacts loyalty toward green products.

- Kaur and Sandhu (2019) found that green marketing methods and CSR activities increase the trust level that consumers have for organic and environmentally conscious brands.

Also, Saxena and Khandelwal (2020) highlighted that environmentally conscious customers have a tendency to opt for companies with ecologically responsible business practices.

- Sahu and Agarwal (2021) came to the conclusion that perceived green value and environmental trust partially mediate the relationship between green practices and customer satisfaction.

The authors Bhattacharya and Srivastava (2023) marked repeat purchases to be influenced by digital engagement, transparency, and eco-friendly packaging.

Objectives of the Study

1. To focus on eco-friendly practices and customer retention in agro-based e-commerce.
2. To locate the role played by green marketing and trust in developing customer loyalty.
3. To study how digital interaction influences customer satisfaction and retention.
4. To propose strategies to improve retention via sustainable programs.

Hypotheses

- There is no significant relationship between eco-friendly practices and customer retention.

- Green marketing does not have any contingent effects on customer trust in agro-based e-commerce.
- Digital engagement does not have any significant bearing on customer satisfaction and loyalty.
- Trust is not a significant mediator between eco-friendly practices and customer retention.

Research Methodology

Conducting research using a descriptive and analytical approach. The focus of this research is on agro-based e-commerce businesses in the city of Bangalore. Population and Sample: A random sample method was used to choose two hundred customers who typically make purchases of agricultural items online. The collection of data will consist of a structured questionnaire that will include statements on a Likert scale about eco-friendly practices, trust, green marketing, digital engagement, and customer retention. The statistical tools that were utilized include descriptive analysis, the reliability test known as Cronbach's Alpha, correlation analysis, and multiple regression analysis. The variables are: The following are examples of independent variables: trust, digital engagement, environmentally friendly behaviors, and green marketing. Customer retention is the dependent variable in this case.

Analysis and Results

1. Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	102	51.0
	Female	98	49.0
Age	18-25 years	60	30.0
	26-35 years	84	42.0
	36-45 years	38	19.0
	Above 45 years	18	9.0
Frequency of Online Purchase	Once a week	40	20.0
	Twice a month	78	39.0
	Once a month	82	41.0

The great majority of respondents are between the ages of 26 and 35, and they make purchases of agricultural goods once or twice a month, indicating the online buying of medium frequency.

2. Reliability Analysis

Construct	No. of Items	Cronbach's Alpha
Eco-friendly Practices	4	0.81
Green Marketing	4	0.83
Trust	4	0.85
Digital Engagement	4	0.79
Customer Retention	4	0.88

All constructs show high internal consistency, with Cronbach's Alpha values exceeding 0.75.

3. Correlation Analysis

Variables	Eco-friendly Practices	Green Marketing	Trust	Digital Engagement	Customer Retention
Eco-friendly Practices	1	0.65**	0.62**	0.59**	0.68**
Green Marketing	0.65**	1	0.67**	0.64**	0.70**
Trust	0.62**	0.67**	1	0.66**	0.72**
Digital Engagement	0.59**	0.64**	0.66**	1	0.71**
Customer Retention	0.68**	0.70**	0.72**	0.71**	1

Note: $p < 0.01$ (2-tailed)

All the independent variables are positively and significantly correlated to customer retention, trust having the highest correlation ($r = 0.72$).

4. Regression Analysis

Predictor Variable	Beta (β)	t-value	Sig. (p)
Eco-friendly Practices	0.22	3.10	0.002
Green Marketing	0.27	4.15	0.000
Trust	0.31	5.04	0.000
Digital Engagement	0.26	4.07	0.000
$R^2 = 0.61, F = 78.23, p < 0.001$			

The model explains 61% of the variation in customer retention. Trust, with a coefficient of 0.31, and green marketing, with a coefficient of 0.27, are the strongest predictors of consumer loyalty.

Conclusion

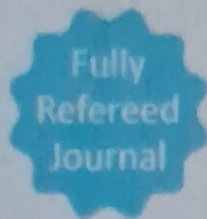
The study infers that eco-friendly e-commerce strategies provide a greater final value in terms of customer retention in Bangalore's agro-based product sector. Trust and green marketing drive the loyalty of consumers, whereas digital engagement fosters long-term relations between the customer and the firm. When companies combine efforts for sustainability with engaging consumers, they can gain a competitive edge and lend support for environmental causes. The study suggests the agro-based e-commerce platforms to focus on transparent communications and eco-certifications and emphasize sustainability in their messaging for trust-building and securing customer retention.

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