

# Symbols Of Solidarity: Unmasking The Persuasive Marketing Strategies Of Instagram Posts On “Donations For Gaza” By Welfare Organizations In Pakistan Using Social Semiotic Theory Of Language And Elaboration Likelihood Model

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## Abstract

*The Gaza crisis has widely impacted the global world, and this includes people’s perception on social media platforms especially through Instagram posts. Therefore, welfare organizations must deliver their intentions of donations appeal promptly by inculcating more creative and persuasive marketing strategies that use social media platforms. Although there are many welfare organizations in Pakistan working to collect maximum donations for Gaza, these three organizations: Al-khidmat, Khubaib foundation and Rizq share food foundation have been posting continuously the updates about donations and other relief activities for Gaza. The audiences do not only donate to top ranking organizations but to those who are graphically appealing based on Instagram posts’ likes. Therefore, this research was conducted to decode the language these organizations use in their Instagram posts that appeal donations for Gaza. The paper firstly aims to investigate how these graphic producers apply linguistic and non-linguistic resources to promote their organizations during on-going crisis in Palestine. Secondly, it intends to demonstrate how particular language usage, visual image, and style can enhance meaning to attract donors from all around the world to these organizations. The theory that upholds this paper is M.A.K. Halliday’s Social Semiotic Theory of Language (1978). Semiotic analysis was utilized for analysis on account of its effectiveness to highlight elements that may not be apparent in simple reading. Another important theory that supports the idea of persuasiveness in this research is Elaboration Likelihood Model. The data for this research study was assembled from the Instagram posts of these three organizations during the Gaza crisis from October till December 2023.*

**Keywords:** *Persuasive strategies, GAZA-crisis, Instagram posts, welfare organizations, donations, semiotics, Elaboration Likelihood Model.*

## INTRODUCTION

World has become a global village and what makes it that, is the invention of new social media platforms and apps. These apps are widely used to get latest information, updated trends and

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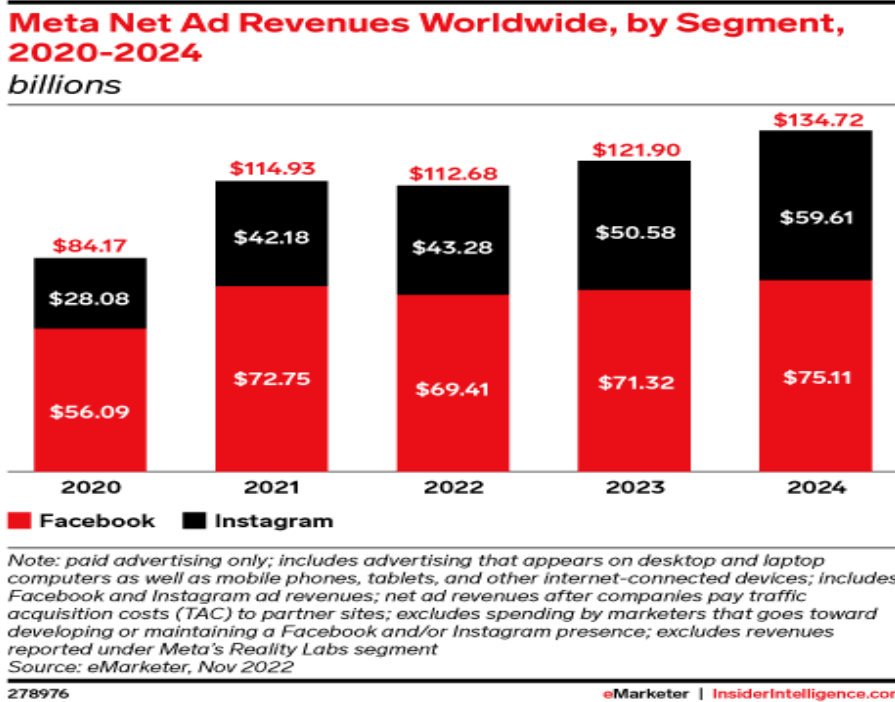
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connected with anyone from anywhere. Social media has the greatest power because nothing remains hidden in this era of technology. People prefer to follow news updates through many social platforms and they rely on it as their primary source of information because these social media platforms have ability to keep its users up to date about global news. For example, social media platforms like Instagram, Facebook and twitter, with their ability to impact and influence a larger number of people who are following these platforms. These platforms are also an impressive platform for digital marketing because they can build their trust with fans, followers or even customers by showing results online that are based on evidences of why these online based businesses can be trusted. (Digital School Of Marketing)

There are so many social media platforms that are used to build digital marketing businesses and get profits earning from these businesses. Instagram is one of the many social platforms that give the facility of small or large business to grow and reach out to many customers based on their posts and reels about their self-made business. There are some statistics proving that a wide range of users are active on Instagram. Every month there are almost two billion people who are actively using Instagram and it is widely used social platform ranking as third most used platform. Statistics also show that the users of Instagram are younger than 45 years making it 85% of Instagram’s audience. Instagram has highest engagement rate for accounts that promote business but less than Facebook. Instagram’s ad revenue is also growing quickly than Facebook’s. (Stacey McLachlan, Nov 23)



Source: eMarketer

Source: [Insider Intelligence](#)

Instagram let businesses grow and engage with potential customers or essential stakeholders (Casalo et al., 2017). Instagram provides a visual platform for the display of many

business products that have an impact which is persuasive. When customers are exposed to these visual images of products, they become overwhelmed by the information shared with them merely looking at these Instagram posts. In that account to attract the attention of many potential customers, these businesses must make their posts about brands and its products more capturing visually and cognitively. (Kusumasondjaja & Tjiptono, 2019).

Instagram promotes all sort of businesses and it also gives a chance for Humanitarian aids to reach out to maximum people. The users engage with these accounts to give their donations and charity for noble cause. Many organizations are promoting and trying to resolve hunger problems, sanitary conditions, water issues, animals care, education and political conflicts.

### **Israeli-Palestinian Conflict**

On October 7, 2023, the Israel and Palestine conflict took a form of war when Hamas (the Islamist Group controlling Gaza) attacked and fired rockets on Israel. In reply of this attack, Israel formally declared a war against Hamas that led to complete siege of Gaza. This war led to the displacement of many Palestinians presenting a dilemma of crossing death rate of many children, women and men. These Palestinians have nowhere to go and are facing harsh living conditions and high security risks. Many buildings including hospitals, schools and businesses are being destroyed by Israeli soldiers causing dire need to find living resources for Palestinians (Global Conflict Tracker, Jan 24). It has become a global issue because of many videos and posts catching the attention of wider audience that lay the basis of brutality and violation of basic human rights. In this regard many organizations are working to provide humanitarian aid to Gaza. Many welfare organizations have started different fund raising campaigns on Instagram for awareness on the severe confined living conditions of people in Gaza.

### **Pakistan and Palestine Aid**

As being one of the prominent Muslim countries and supporter of Palestine, Pakistan and its welfare organizations are doing fund raising campaigns to collect donations, give awareness and show solidarity. In this study only three organizations based in Pakistan are mentioned to carry out the research work. And these organizations are Al-khidmat, Khubaib foundation and Rizq share food.

Al-Khidmat is one of the most prominent non-profit organizations, rendering its services since 1990. This organization is active in resolving many health, education and global disasters. It is Pakistan's one of the best organizations providing aid to Palestine. Khubaib foundation, which is also based in Pakistan, was established in 1999. The main aim of this foundation is like any other, to serve humanity and people in need with complete sincerity and honesty. It has also taken the mission of providing aid to the people of Gaza. Another welfare organization based in Pakistan which is comparatively new than the other two organizations, Rizq share food foundation. It has been serving humanity since 2017. The main of this foundation is to work for the under privileged people who are facing hunger and poverty issues. All three of these organizations are actively engaged with their donors on social platforms through posts and videos. These three organizations are giving awareness to people through relief activities shown on Instagram posts and reels for authentication purposes. Many other organizations are also very active in this regard.



Source: Google

### **Problem statement**

Social media is the most influential source for reaching out to the maximum audiences and individuals from all around the world because they have an easy access to such social media platforms. Thus social media is vitally utilized for promotion of any brand or its products which also caters the needs of people. Thus, this research study aims to explore how welfare organizations in Pakistan which are Al-khidmat, Khubaib and Rizq share food foundations, promote their foundation and the cause of serving humanity on Instagram by analyzing linguistic and visual resources in relation to the ongoing Gaza crisis. According to statistics, Pakistan has contributed a good amount of aid to Palestine. That's why these three organizations were selected for this research study because of their active contribution and prevalence on Instagram posts.

Any global or social conflict certainly has a higher emphasis on welfare organizations and their fund raising campaigns that make the use of emotive language to appeal for donations. Therefore, it is crucial to carry out additional research on the effectiveness of emotive language used by many businesses and their products advertisements (Taylor, 2020). This study aims to explore those emotive and persuasive marketing strategies of these three organizations. Welfare organizations should be courteous, use appealing marketing and be conscious about the sentiments of people relating to any social issue. Donors will return to these welfare organizations if these can acknowledge the ongoing Gaza crisis well while displaying good intentions. This can be obtained through utilizing the marketing seminars and reviewing linguistic and visual representations applied in posts on donations appeal. However, it is still unknown how welfare organizations focus on language and visual representations of their donation posts on Instagram during Gaza crisis.

The present study focuses on exploring this aspect of welfare organizations, with a limitation of exploring the marketing strategies of three organizations based in Pakistan mentioned earlier. To the extent of our information, no research has been conducted on these organizations in terms of analyzing language and visual images used by these organizations addressing both the posts and Gaza crisis on Instagram. Thus, the aim of this research study is to address this literature gap in the Pakistani context.

### **Research Objectives**

This study aims to provide a piece of research in the field of discourse analysis of Instagram donation posts by examining the posts of appeal for donations on Instagram by three organizations based in Pakistan: Al-khidmat, Khubaib and Rizq share food foundation during the ongoing Gaza crisis from October till December 2023. In this research study of Instagram posts, visual images and language are explored to see how they work among people and society. The analysis of this study mainly focuses on how these three organizations have applied

different strategies and used different persuasive techniques during Gaza crisis. Therefore, the research study's main objective is to study how these selected organizations promoted their business images and contributions through varying visual graphics and patterns of language in their Instagram posts. Moreover, in resonance with this research objective, the study aims to answer some research questions as well:

1. How did these three welfare organizations display their foundation images and contributions in their Instagram posts during Gaza crisis?
2. How did these three selected organizations use visual style and graphic in their Instagram posts to appeal for donations on Gaza crisis?
3. What language style or patterns these three selected organizations applied in their Instagram posts during Gaza crisis?

## LITERATURE REVIEW

There are many researches and articles available online that highlight how different businesses promote their brands and products through appealing linguistic and graphic features in their advertisements. But there is no research available on charitable organizations and how they appeal for donations and charity from the audiences, especially the welfare organizations working in Pakistan for the noble cause of giving aid to Palestine as it is the recent and trendy global conflict.

Although Ahmed. W, Dar. N.K, &, Husain. A (2022) have explored appealing strategies, emotive languages, visual images, taglines and graphological features of Zakat adverts from Pakistani English newspaper "Dawn". It is discovered that there are many aspects in Zakat adverts that make them appealing to audience and creating sympathy among them.

James (2014) examined the adverts relevant to the premises of business, vehicles and institutions. Exploring the strategies they apply to promote their business and products, it was discovered that the adverts are reached to larger audiences on the basis of how readers interpret the information on the basis of presupposition.

Tanaka (1996) discovered that the advertisements use appealing visual images to increase their number of customers by displaying pictures of women to enhance the ratings of Japanese advertisements. There are many linguistic elements used like metaphors and puns to grab the attention of the audiences.

Kannan and Tyagi (2013) studies that advertisements persuade the customers. Customers buy products based on how well they are informed about the product and not on the basis of needs. That's why there has to be a strong visual appeal. Packard (1960) said that cosmetic advertisements not only sell products but they give hope to customers. That's why some of the visual complementary features should be kept in mind. Through these advertisements, awareness can be given to people and they can be educated.

Wyer (2002) states that there are many linguistic features that make advertisements worth interesting because of their semantic and syntactic features. And for the easy communication purposes many advertisements use bilingualism. Flergin (2014) states that there are many persuasive techniques used by advertisements that create curiosity and triggers surprise among customers. It is quite interesting that how these advertisements include cohesion and coherence, the idea behind the advertisements and the language patterns to pursue customers into buying their products. Previous studies have identified some pattern of persuasion in which message, medium and many other factors come (Hovland, Jains, & Kelley, 1953). Although there is less agreement on how traditional factors can affect our attitude and change it. One plausible reason of persuading audiences is the source of message which is

attractive and comes from expert. These sources have considerable effects on the viewers. Some sources get the desired results (Kelman & Hovland, 1953), some sources do not hit the mark (Rhine & Severance, 1970) and some are having opposite effects (Sternthal, Dholakia. & Leavitt, 1978).

All of the above cited studies pursue customers into buying their products. All these advertisements apply glamor and commercial use to attract customers and audience. Very less work is available that highlights the aspects of charity and welfare, as how they emotionally affect and appeal to the audiences. The present study that's why aims to explore how these graphic, visual image, language pattern and style are implemented in these welfare organizations' posts on Instagram.

## **METHOD**

### **Analytical/ Theoretical Framework**

This research study is based on qualitative methodology as it focusses on visual and textual analysis. This study has applied Halliday's Systematic Functional Linguistics (SFL) as theoretical framework to support the semiotic analysis of Instagram posts of welfare organizations. Language is a mode of communication, it functions to build relationships between individuals of society. O'Donnell (2017) stated that according to Halliday's SFL is determined to build different discourses of the language in the society rather than focusing only on how language is processed in the mind of the speaker.

Halliday (1978) explains that how language is a social act because it arises through exchanging meanings with others in an individual's life. He further proves that through the process of language development in children; they do not only learn language but they build reality by learning through different things around them in society. Ledin and Machin (2018) interpreted Halliday's SFL as an impressive theory for understanding the functions of language. This theory is composed on three levels that provide metafunctions of language; Ideational, personal and textual. These levels associate linguists in understanding how language works in the society.

According to Rashid and Jameel (2017), at ideational level the language builds a relationship among the language users, the process and the context. It explains the link between external and internal world of experiences. At interpersonal level the language user builds a relation among the audience with an attitude of influencing others. In the textual function of the language, it deals with the words in a text and its flow. It explains the relation between the message being delivered, the language used and the context in which it is used. This theory is very vital in understanding the whole concept of language use in various situations with various participants. That's why this theory is most apt for this research study to analyze linguistic resources in the Instagram posts of three selected welfare organizations.

The Elaboration Likelihood Model (ELM; Petty and Cacioppo, 1986) was proposed in order to explain the routes through which change in attitude occurs. At central route people make a conscious effort to actually process the information presented to them and at the Peripheral route leads towards change when a little thought on the part of receiver is needed. At central route the more people put efforts in processing the information they build positive and negative thoughts and these thoughts ultimately bring the change in their attitude (Petty, Brinol, and Tormala, 2002). Person should be intrinsically motivated and ready to think about the information and many other variables of the message, only then the change in attitude will be visible (Petty and Cacioppo, 1986). At peripheral route, inspite of having a lack in motivation and thoughtful consideration still change in attitude or persuasion can occur as there

is no need for much consideration and variables. For the short term, peripheral route can lead to persuasion.

### **Methodological Approach**

In addition to linguistic analysis, this research study also implied semiotic analysis to explore signs and symbols that are used in the Instagram posts or advertisements. Semiotics studies the signs, symbols and how these two construct the social reality of the culture in the society. Semiotic analysis discovers how cultural patterns in posts or advertisements unconsciously affect the behavior and attitude of customers to textual pattern and visual style. This analysis consider all social settings, the messages delivered to audiences whether verbal or visual.

In theoretical approach of this study, it is mentioned that Halliday's (1978) SFL is the main framework for this research study in the analysis of multimodality. Halliday has further explained that language is not limited to grammatical function and there should be more flexibility. Language users create interactions and communication based on their background and culture in a specific society. Halliday also explains that language is just not a medium used for communication but it holds values that reflect different communities. Thus this framework guides our research study in which we first explore the meaning of language both textually and visually later how relations are built among different businesses and their audiences.

To study different posts, Berger (1986) suggests the analysis of every aspect of digital posts like the design, images, background used, text in the post, message being delivered and values promoted by these posts. Kress and Leeuwen (1996, 2021) points out that language analysis is more than just textual analysis. The visual and signs displayed in the posts build overall meaning to the construction of language. In this regard, it has been explained that our language and communication strategies reflect our values and realities of world. In advertisements or posts, visuals overtake the text. According to Ledin and Machin (2010), posts and advertisements do not only sell products or appeal but they give certain commands and build specific values or attitudes among audiences on the basis of signs, images, texts and other appealing aspects to create power relations in the community.

### **Data Collection**

Donations appeal posts on Instagram posted by three welfare organizations in Pakistan were collected throughout ongoing Gaza crisis, which was happening from October to December 2023. During Gaza crisis, all posts are selected from the organizations' Pakistani Instagram accounts, which mostly focused all their activities in accordance with the solidarity to Palestinian. However, we also discovered that these organizations did post with intervals of day timeframe that resulted in the variation of number of posts for each organization.

### **Sampling**

Welfare organizations and Gaza crisis. The conflict of Israel-Palestine got worse after October 7, 2023. As the number of casualties increased, Pakistani organizations started different campaigns and posted donations appeal on Instagram to raise funds for Palestine from October to December 2023.

On October 9, 2023, Al-Khidmat organization posted different donations appeal and awareness posts for Gaza crisis. All posts and reels are posted on its Instagram account everyday these posts are related to relief activities, awareness about ongoing crisis and donations appeal. Al-khidmat also posted the online mediums through which donors can donate from all around world; in cash or cheque, online donation at their website, bank transfer

transaction or via mobile apps. It did not only posts for donation appeal but it also showed its relief activities carried out in Gaza.

On October 10, 2023, Khubaib foundation posted its first post on donation appeal for Gaza that included food and medicine aid. It is active everyday on posting about the situation going on in Gaza. Apart from donations appeal it is also taking part in different protests and awareness sessions on Gaza crisis. It also extended its support by urging audience to donate through recorded messages of Chairman of foundation as he was actively participating in this cause. On October 24, 2023, Rizq share food foundation first posted about Palestine emergency appeal. It also like other organizations posted different online mediums through which donors can donate. It is actively taking part in ongoing Gaza crisis. From relief activities and donations appeal to showing solidarity by arranging protests and campaigns for Palestine.

Each organization posted about the ease of donating mediums and relief activities carried out in Gaza at different times. Among these three organizations, Al-khidmat was the first to post about Gaza and its situation. Khubaib foundation a day later than Al-khidmat posted about Gaza and Rizq share food was the last to post after days of Gaza crisis.

## ANALYSIS

### Replication of Hashtag signs

Rizq share food foundation launched a series of #LETAIDTHROUGH and #CEASEFIRENOW hashtag emulating the tagline used by many Instagram users on their accounts to show solidarity and for relief activities carried out for people affected by ongoing Gaza crisis. Nationwide call to stand up for the cause of humanity. In addition, this organization used and adapted the #LETAIDTHROUGH and #CEASEFIRENOW in its series of posts on Instagram. #CEASEFIRE is believed to be inspired by attacks and war launched on Gaza and displacing its citizens causing casualties on larger scale. Rizq share food foundation has used this tagline to show solidarity to people of Gaza and affirming its main cause to stop war on civilians. #LETAIDTHROUGH shows the organization’s aim to provide aid to people of Gaza and for attention of donors. These hashtags show that humanitarian cause of helping people in need and providing them not only food but the right to live freely without any war.



Figure 1. Replication of hashtag signs (Rizq share food)

Al-khidmat foundation has worked a lot and donated millions of aids to Gaza. In this regard, Al-khidmat has displayed solidarity by fundraising posts and donations appeal. This



organization has used different hashtags especially to attract the attention of donors to this crucial situation. Al-Khidmat foundation has launched #EMERGENCYAPPEALFORPALESTINE and #SUPPORTPALESTINE especially mentioning Palestine to have donors from all around the world. The word Emergency in the hashtags show that how important it is for the people of Palestine and an immediate action is required to take place for their ease. The word Palestine in hashtags demonstrate the need to provide aid to the families of Gaza who have faced serious casualties. The word Support means to stand for Palestine for people living there. The word Support also extends its meaning not only in terms of providing aid but supporting the existence of Palestine and letting them live freely without any discrimination.



Figure 2: Hashtags (Al-khidmat foundation)

Khubaib Foundation has used one statement and has used it repetitively in most of their donations appeal posts i.e. your support can make a real difference. Here this statement is urging the donors to support the cause of giving aid to Gaza and their support can actually help them to live a better life. On the other side, this foundation is also using Donate a meal as one statement of promoting and appealing for donations. This foundation is highlighting the hunger faced by the people of Palestine and encouraging donors to give a helping hand in providing food to them.



Figure 3: Repetitive hashtags (Khubaib foundation)

Saxton et al. (2015) explained the use of hashtags # as a sign of like-minded people and promote things naturally. These movements go viral on social platforms although they convey simpler messages and connect people with knowledge and action.

### Choice of Image and Visual patterns

Rizq share food foundation has used visually sympathetic images to gain the emotional attention of the donors. These graphics are not made or embellished but these pictures are live images of people living in severe conditions in Palestine. In these images clearly the suffering of people are shown to have emotional impact on the viewers and potential donors. In these images destruction of buildings can be seen which demonstrates that people of Palestine are displaced because bombs have destroyed their homes. Another catching and persuasive technique used by this foundation is, it has displayed children either crying or carrying some stuff which has been saved from the destruction.



Figure 4: Choice of Images and Visual Patterns (Rizq share food)

These visually appealing images will impact the perception of the audience and donors will donate out of sympathy for the people. There are many appealing visual patterns and styles in this foundation's posts like the colors used in which the word war is red colored that indicates danger. Background is showing destroyed buildings and a girl crying but the most prominent thing is the use of colors. Palestine in the right bottom corner is in colors of red white and green which is appealing because the flag of Palestine has these three colors. The logo of this foundation is also very appealing because it is in Urdu which looks more like Arabic style. Presenting children and showing their suffering will have an emotional impact on the donors which is persuasive technique used by this foundation.

Khubaib Foundation has also used this persuasive technique of displaying the young children with helpless faces telling people that they are in need of help and support from the people all around the world. These innocent faces are showing their desperate appeal to take them out of this hunger and poverty. The expressions on these children's faces are enough to draw attention and sympathy from the viewers. Little girl eating a piece of bread and having a

light of hope in her eyes just because she got something to eat but her appearance is telling people that she is in dire need of aid. The disheveled hair is another element that grabs the attention of the audience. On the other hand a little boy who is desperately looking in the camera with desperate expressions. The helpless expressions on his face is asking for help from the people. The word support is colored with green which promotes peace and the word Gaza is in red color with tattered borders which displays the danger these lives are having while living in the areas where life is miserable. The word Gaza is in highlighted font because it is the area or land of Palestine which is most affected.



Figure 5: Choice of Images and Visual patterns (Khubaib foundation)

Al-Khidmat foundation has used clear pictures of little boys again one of the persuasive techniques to show children as helpless because they are innocent and more attractive for displaying to get the attention of donors. People living in Gaza are facing dilemmas. A little boy holding the pillar of the building and sitting like he is waiting for someone to help him out of this miserable condition. Another picture and another young boy picking out his bicycle out of destruction as he is saving what is left for him. In the background there is nothing left and people at far seem to be looking for something. The young boy looking in the camera although giving neutral expressions but still concerned about the devastation of his land. In both the pictures this foundation has used Urdu language and rather persuasive to gain emotional sympathy. A little name of Palestine with its flag is also an appealing strategy to call out the donors.



Figure 6: Choice of Images and Visual Patterns (Al-Khidmat foundation)

### Language patterns

Khubaib foundation has used code mixing to influence the audience with languages of English and Arabic. Being bilingual also helps the organization to reach to the wider audiences. Here the Arabic verse is in the middle on top between both the flags of Palestine and Pakistan to show solidarity. The Arabic quote means Allah's help is certainly near. This quotation brings hope among the people of Palestine because of the suffering and trials they are enduring. Then there is the picture of mosque located in Palestine behind that there are words saying "Raise your voice for PALESTINE" and it is an important message that delivers to the viewers to give awareness about the situation. Then at the end in English there is statistics mentioned about the people killed in Gaza which again gives an important information so that people will be saved. Statistics include children death rate. In a single post there are many fonts of the word Palestine as it urges to focus their attention on the land that is suffering. Emotional strategy to use the word help.



Figure 8: Language patterns (Khubaib foundation)

Rizq share food foundation has used mostly one language to grab international attention the contrasting colors and background is impressive and it grabs the attention of the viewers because the background is black and the language patterns are of three colors red, yellow and white. This foundation has listed out the basic facilities like food, water and safety with a strong negation where it is being stated that the people of Palestine lack these things and at the end it is also mentioned like No Dignity. Despite of the basic things that are right of every human, people of Palestine are deprived of dignity as well because they are not given freedom to live with honor and respect. They have been displaced from their own lands and houses which leaves them nowhere to go. Ceasefire is mentioned in red color because it is the highlight of the whole issue. These people need freedom and war free life more than anything else.



Figure 9: Language patterns (Rizq share food foundation)

Al-Khidmat has also used both the languages Urdu and English to reach variety of people like Pakistanis and international donors. In Urdu language there are some words used that gain the sympathy of the audience and they show the helplessness of the people in need like testing times and hope. This organization has used these words to emotional the Pakistani nation. On the other hand English language is used to appeal the international donors. In English language the text FAMILIES IN PALESTINE is in red color because it grabs the attention and is more important. Al-khidmat has urged the donors to donate so that this organization and its partners can make a difference in the life of the people living in Palestine.



Figure 8: Language patterns (Al-khidmat foundation)

### DISCUSSION

This study examined the persuasive marketing strategies of three welfare organizations based in Pakistan working on collecting donations for the people of Gaza and to reduce the ongoing crisis of Palestine. These organizations have used different but consistent hashtags that are virally used all over the social media platform because everyone is engaging with the updates regarding Israel and Palestine conflict. These hashtags include ceasefire and support Palestine both urging the donors to get the aid arrive in Gaza. These organizations have used contrasting colors like red or similar colors of Palestinian flag. They have highlighted Palestine or Gaza with bigger fonts to grab the viewers' attention. Visually emotional images have been used by these organizations like children and devastated buildings or houses. Innocent looking kids with miserable conditions. Hunger and war are used to give awareness to the people engaging with these accounts so that everyone will know about the oppression being held in Gaza. These organizations have also made donations more convenient by adding more online mediums for donations.

### CONCLUSION

This research study has applied qualitative methodology i.e., semiotic analysis which includes language and visual elements of three organizations working in Pakistan for Gaza crisis through donation appeal posts on Instagram. Future studies can incorporate many other aspects of marketing strategies to gain some insights of businesses growing on digital platforms like on the basis of more engagements and likes. Other qualitative methodologies can be applied in future research to bring out different applicable features of digital businesses. In addition to

this future studies can explore how other users engage and approach these accounts and how they actually respond to these posts through comment sections.

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