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FROM HOMES TO HASHTAGS: HOW INDOOR PLANTS BECAME A MODERN LIFESTYLE

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Today, many people spend most of their time indoors – at home, offices, classrooms, restaurants, and shopping places. Modern city life and prolonged screen time cause stress, tiredness, and poor concentration in regular activities. Few studies show that people's lifestyles nowadays have limited or no contact with nature, which affects their mental status (Han and Ruan, 2019). Indoor plants are a simple solution to this problem. Researches show that even a small indoor plant can improve mood, reduce stress. Several studies report that people who work in a plant-filled environment feel more relaxed than in without plants. A 2014 study published in the Journal of Psychology reported that office productivity is increased by around 15 per cent when desk plants are placed. Small desk plants such as Pothos (*Epipremnum aureum*), ZZ plant (*Zamioculcas zamiifolia*), Jade plant (*Crassula ovata*), Peace lily (*Spathiphyllum spp.*), and Baby Rubber plant (*Peperomia obtusifolia*). In recent years, social media and trends have further increased the interest in indoor plants. During and after COVID-19, indoor gardening became a popular activity to reduce stress and improve mental well-being. This interest in people for indoor plants has further increased the demand for indoor plants and the significance of the floriculture industry in supplying plants suitable for modern indoor spaces.

Use of Plants in Reducing Stress

Modern life exposes people to constant mental pressure. Indoor plants help reduce stress by creating a natural and calming environment inside buildings (Han and Ruan, 2019). Simply being near indoor plants can lower psychological stress. People exposed to plants are reported to feel relaxed and emotionally comfortable (Rohman and Sugeng, 2023). People feel less mentally exhausted and more refreshed in environments that have greenery. This effect makes indoor plants an effective and low-cost method to manage daily stress in modern lifestyles (Han and Ruan, 2019).

People Plant Emotional Attachment

Indoor plants are not just decorative objects. Studies based on people's personal experiences show that care for plants creates a feeling of responsibility and attachment. Watching a plant grow, watering it regularly and keeping it healthy gives people a sense of achievement and satisfaction. For some individuals, plants become a part of their life, while for others, it is just a decorative item. This difference in people's care for plants explains why some carefully nurture their plants, while others lose interest over time.

Emotional bonding with plants is closely linked with mental well-being, which people experienced during the COVID-19 pandemic. That is when the emotional bond increased more, as access to the natural environment was limited. Many people looked at indoor plants as a way to cope with loneliness, anxiety, and boredom. Indoor plants help people feel connected to nature (Rohman and Sugeng, 2023).

Influence of Shopping Indoor Plants on Human Behaviour

Indoor plants not only improve the aesthetic value of a place but also influence how people behave in a place. Studies conducted in various places, such as shops, restaurants and other commercial spaces, show that customers respond more positively in the presence of indoor plants. People enter spaces that have plants because they feel inviting and less stressful. Not just enter but stay in there for a long time and feel more relaxed (Yildirim *et al.*, 2020). Plants also influence buying decisions – customers showed a willingness to buy food and beverages in shops designed with indoor plants than in plant-free places (Yildirim *et al.*, 2020).

Indoor plants reduce mental discomfort and help make decisions more comfortably. When people feel calm and positive, they are more open to exploring products, services hence customers tend to spend more time in shops (Han and Ruan, 2019). In recent years, social media is shaping consumer preference – people are more attracted to plant-filled cafes, shops and restaurants that are visually appealing and “Instagram worthy”. This encouraged businesses to use indoor plants as a part of their strategy to attract customers and improve their marketing (Han and Ruan, 2019). Recent studies show that farmers are more willing to market ornamental plants through social media when they are part of online communities. These platforms act as learning spaces where farmers gain confidence, improve digital skills, and receive social support, which helps them adopt online marketing and overcome market access limitations. (Nurfathiyah *et al.*, 2024)

Instagram plays a direct role in influencing the purchase of indoor plants by shaping consumer interest and confidence. Visual posts, reels, and stories show indoor plants in homes, making them attractive, easy to maintain, and suitable for modern lifestyles. Seeing other users successfully grow plants reduces fear of failure and encourages first-time buyers. Instagram also acts as an informal guide for consumers. Plant care videos, reviews, and recommendations from nursery pages and influencers help buyers choose suitable indoor plants and make easier decisions about their purchase. This visual exposure often converts interest into purchase behaviour.

Social Media Boosted Plant Culture

Social media is now playing a major role in increasing interest in indoor plants. Platforms like Instagram, Facebook and online marketplaces have changed how people discover, buy and explore plants. Research shows that social media influences people's interest in ornamental plants by making them more attractive. During COVID-19, people spent more time at home and online, scrolling social media that exposed them to indoor gardening ideas, plant care videos, and aesthetic home interiors filled with greenery. This encouraged people to buy plants to reduce stress, improve mood, and make their homes more aesthetic (Mubarok *et al.*, 2023).

Rare and visually attractive plants such as Pothos (*Epipremnum aureum*), Philodendron (*Philodendron hederaceum*), Bird's nest ferns (*Asplenium nidus*), Monstera (*Monstera deliciosa*), and Watermelon peperomia (*Peperomia argyreia*) gained popularity because they were frequently displayed online, which increased demand, market value and hence social media became an important marketing tool. Attractive images, live sales and interaction through social media help boost the ornamental plant sales (Mubarok *et al.*, 2023).



CN: Pothos
SN: *Epipremnum aureum*
F: Araceae



CN: Philodendron
SN: *Philodendron hederaceum*
F: Araceae



CN: Bird's nest ferns
SN: *Asplenium nidus*
F: Aspleniaceae



CN: Monstera
SN: *Monstera deliciosa*
F: Araceae



CN: Watermelon peperomia
SN: *Peperomia argyreia*
F: Piperaceae



CN: ZZ plant
SN: *Zamioculcas zamiifolia*
F: Araceae



CN: Peace lily
SN: *Spathiphyllum spp.*
F: Araceae



CN: Jade plant
SN: *Crassula ovata*
F: Crassulaceae



CN: Baby Rubber plant
SN: *Peperomia obtusifolia*
F: Piperaceae

Source: *Flowers of India, The Plant Kingdom*

Conclusion

Today, people spend most of their time indoors with limited contact with nature, which often leads to stress, reduced mental well-being. In recent years, social media, especially Instagram, has been playing an important role in changing the trends of purchasing plants and promoting ornamental plants as lifestyle products. Farmers show greater willingness to market ornamental plants through social media when they are connected to online communities, as these platforms provide learning, confidence, and support for effective online marketing. This growing interest has increased the demand for indoor plants and highlighted the importance of floriculture in supplying suitable, easy-to-maintain plants for modern indoor spaces.

Overall, indoor plants represent a meaningful link between nature, human well-being, and modern living. Their increasing use reflects a shift towards healthier indoor environments

and creates new opportunities for the floriculture industry to support sustainable urban lifestyles

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