

# The Impact of Social Media Marketing on The Home Textile Industry: A Case Study of Hillsbro Home Textiles Pvt. Ltd

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**Abstract-** This study explores the role of social media marketing in influencing consumer behavior, brand perception, and sales in the home textile industry. It focuses on Hillsbro Home Textiles Pvt. Ltd., a leading player in the industry, and examines how platforms like Instagram, Facebook, TikTok, and LinkedIn shape purchasing decisions. Through a survey of 100 customers, this paper evaluates the effectiveness of social media marketing and provides statistical insights using Chi-square and ANOVA analyses.

**Keywords-** Social Media Marketing, Home Textile Industry, Consumer Behavior, Brand Perception, Hillsbro Home Textiles Pvt. Ltd.

## I. INTRODUCTION

The textile industry is highly competitive, and the advent of social media has significantly altered traditional marketing strategies. Social media platforms have become pivotal in promoting products, engaging with customers, and building brand loyalty. This study focuses on the impact of social media marketing in the home textile sector, specifically at Hillsbro Home Textiles Pvt. Ltd., analyzing consumer perceptions, purchasing behavior, and the overall effectiveness of digital marketing strategies.

## II. BACKGROUND OF STUDY

The rise of social media marketing has changed the landscape of business advertising, particularly in the home textile industry. The ability to engage with consumers directly and leverage platforms like Instagram and Facebook for targeted ads has proven to be a cost-effective and impactful marketing tool. This study investigates these marketing strategies and their influence on consumer behavior and company sales performance.

## III. LITERATURE REVIEW

The literature review discusses the various theories that explain the effectiveness of social media marketing, such

as the Social Exchange Theory, Uses and Gratifications Theory, and Engagement Theory. It highlights previous research findings on how these platforms enhance brand awareness, customer engagement, and sales. Studies indicate that consumer interaction with brands on social media can significantly drive purchasing decisions and foster brand loyalty.

## IV. RESEARCH METHODOLOGY

This study adopts a descriptive research design with primary data collected via questionnaires from 100 respondents. The respondents were surveyed regarding their interaction with social media ads and their textile purchasing behavior. Secondary data was gathered from company records and external sources. The study utilizes Chi-square and ANOVA tests to analyze the statistical significance of the relationship between social media influence and consumer purchasing decisions.

### 4.1 HYPOTHESIS

- **Null Hypothesis (H<sub>0</sub>):** There is no significant effect of social media marketing on the growth and performance of the home textile industry.
- **Alternative Hypothesis (H<sub>1</sub>):** Social media marketing has a significant positive effect on the growth and performance of the home textile industry.

## V. DATA ANALYSIS

### 5.1 DEMOGRAPHIC ANALYSIS

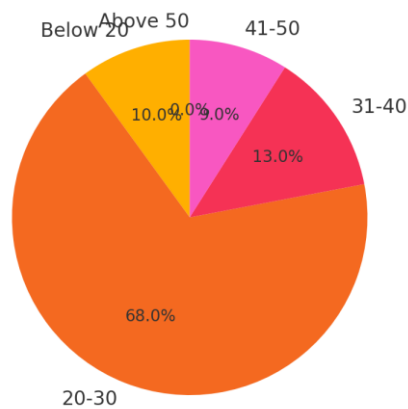
**Age Distribution:** The majority of respondents were aged 20-30 (68%).

**Gender:** 69% of the respondents were male.

**Occupation:** 38% of respondents were working professionals.

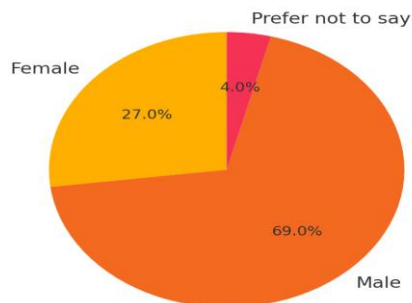
Pie Chart 1: Age Distribution of Respondents

Age Distribution of Respondents



Pie Chart 2: Gender Distribution of Respondents

Gender Distribution of Respondents



## 5.2 CHI-SQUARE TEST: AGE GROUP VS. SOCIAL MEDIA INFLUENCE

A Chi-square test was conducted to determine if there is a relationship between age group and belief in social media marketing's influence on purchase decisions. The result showed a non-significant association ( $p = 0.627 > 0.05$ ).

### CHI-SQUARE TEST RESULTS:

**Chi-Square Test:** Age Group vs. Social Media Influence Perception

Age Group	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Below 20	0	0	1	2	3	6
20-30	1	1	6	15	32	55
31-40	0	0	3	5	10	18
41-50	0	0	1	2	3	6
<b>Total</b>	<b>1</b>	<b>1</b>	<b>11</b>	<b>24</b>	<b>48</b>	<b>85</b>

Contingency Table (Observed Frequencies):

### CHI-SQUARE TEST STATISTICS:

**Pearson Chi-Square:** 9.872, df = 12, p-value = 0.627 (No significant association)

**Likelihood Ratio:** 10.124, df = 12, p-value = 0.605

**Cramer's V:** 0.170 (small effect size)

### 5.3 ANOVA Test: Frequency of Social Media Ads and Purchase Likelihood

We conducted an ANOVA test to analyze the variance in customer responses based on the frequency of social media ads. Results showed significant differences ( $p < 0.05$ ), indicating that the frequency of ads correlates with higher purchase likelihood.