

IMPACT OF SOCIAL MEDIA MARKETING ON INTERIOR DESIGN BUSINESS GROWTH

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Abstract: The quick evolution of digital media has revolutionized the way businesses engage with consumers, and interior design is no different. This research investigates the effect of social media marketing on the development and exposure of interior design companies, considering how social media affects consumer attitudes, brand awareness, trust, and engagement. The study centers on user feedback concerning frequency and type of interior design content experienced on websites such as Instagram and Facebook, and how these experiences inform decisions to engage with or hire interior design firms.

A standard questionnaire was provided to a sample group, and the data thus gathered was processed using several statistical measures: regression analysis to examine the impact of age on recommendation behavior, a t-test to examine differences between perceived entertainment and usefulness of content, ANOVA to measure differences across gender and profession, and correlation analysis to measure the relationship between ad interaction and interest to hire.

Most interesting findings include that the age factor has little influence on the behavior of recommendations, and liking ads is not necessarily reflected in finding that content as useful. There is, however, a high correlation between ad clicks on social media and interest in employing hybrid interior designers, which indicates successful targeted advertising. There may also be interesting market segmentation opportunities due to considerable differences in gender and professional portfolios.

Overall, the findings emphasize the necessity of a strategic, visually appealing, and active social media presence for interior design companies. Effective social media marketing not only helps increase brand recognition and trust, but also has a direct effect on customer conversion and business development.

Keywords: Social Media Marketing, Interior Design Industry, Business Growth, Consumer Engagement, Brand Recognition, Digital Advertising, Customer Behavior, Visual Content, Online Branding, User Interaction, Marketing Strategy, Audience Perception, Social Media Influence, Interior Design Promotion, Customer Trust

I. INTRODUCTION

The marketing industry is a cornerstone of modern business, playing a pivotal role in driving growth and establishing the presence of brands, products, and services in the global marketplace. At its core, marketing is the process through which companies promote, sell, and distribute their offerings, with the goal of reaching target audiences, fostering brand awareness, and driving sales. This expansive industry encompasses a wide range of activities such as advertising, market research, digital marketing, public relations (PR), branding, and sales promotions. It extends its reach across virtually every business sector, from consumer goods and services to B2B (business-to-business) enterprises, non-profit organizations, and even governmental initiatives. Each of these sectors relies on strategic marketing efforts to build relationships with customers, navigate competition, and communicate their value propositions effectively. Over the years, the marketing landscape has undergone a profound evolution, with new technologies and methods reshaping traditional approaches. The rise of digital marketing, for instance, has given birth to entire sub-industries, including influencer marketing, content marketing, and social media marketing, which are now integral to how brands engage with consumers in real-time. The growth of e-commerce and the widespread use of mobile devices have further accelerated this shift, enabling brands to adopt innovative strategies that cater to the ever-changing preferences of their audiences. As technology continues to advance at an exponential rate, the marketing industry remains highly dynamic, constantly adapting to the demands of digital transformation, data-driven insights, and increasingly personalized consumer experiences. Thus, it remains an essential element of business strategy, continuously evolving to meet both the challenges and opportunities of an increasingly complex, interconnected world.

NEED FOR THE STUDY:

1. To understand the effectiveness of social media marketing in building brand visibility, engaging potential clients, and fostering long-term client relationships in the interior design industry.
2. To analyze the cost-effectiveness of social media marketing compared to traditional advertising methods, helping interior design companies maximize their marketing budget and resources.
3. To identify key social media strategies that impact consumer behavior and decision-making, allowing interior design companies to tailor their content and improve client acquisition and retention.

OBJECTIVES:

PRIMARY OBJECTIVES:

1. To evaluate the effectiveness of social media marketing in increasing brand awareness and attracting potential clients for interior design businesses.
2. To examine how social media marketing contributes to business growth, client engagement, and overall profitability for interior design companies.

SECONDARY OBJECTIVES:

1. To analyze the impact of different social media platforms (e.g., Instagram, Youtube, Facebook) on the visibility and reach of interior design businesses.
2. To assess the role of social media in building customer loyalty and long-term relationships in the interior design industry.
3. To identify the challenges and opportunities faced by interior design businesses when implementing social media marketing strategies.

II. RESEARCH METHODOLOGY

This research utilizes quantitative research methods to investigate the effects of social media advertising on the development of interior design companies. The study is both analytical and descriptive and seeks to learn about the influence of different aspects of social media, including content interactions, branding, and online advertisement, on consumers' behavior and business performance. Primary data were gathered via a series of structured questionnaire with closed-ended questions, mostly evaluated on a Likert scale to gauge participants' attitude and experiences with interior design materials on social media platforms such as Instagram and Facebook.

Convenience sampling was employed to obtain responses from 170 active social media users and individuals knowledgeable about interior design content. The data gathered was processed with different statistical instruments: regression analysis was employed to examine the effect of age on suggestions; a paired sample t-test compared enjoyment and usefulness of material; ANOVA was utilized to assess occupation differences by gender; and correlation analysis quantified the association between ad interaction and interest in employing services. While the research is informative, it is weakened by its use of self-reported data and a non-random sample, which might not be representative of the broader population.

ANALYSIS AND INTERPRETATION:

Regression:

Recommend an interior design company to friends or family based on what you saw on social media in relation with age.

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.10999395							
R Square	0.01209867							
Adjusted R S	0.00618309							
Standard Err	0.64993937							
Observation	169							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	0.86394530	0.86394530	2.04522246	0.15455292			
Residual	167	70.5443387	0.42242118					
Total	168	71.4082840						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	4.30601311	0.17969772	23.9625353	0	3.95124111	4.66078511	3.95124111	4.66078511
X Variable 1	-0.0764033	0.05342468	-1.43011274	0.15455292	-0.18187811	0.02907148	-0.18187811	0.02907148

H0(NULL HYPOTHESIS): there is no relationship between recommend an interior design company to friends or family based on what you saw on social media and age

H1(ALTERNATE HYPOTHESIS): there is a relationship between recommend an interior design company to friends or family based on what you saw on social media and age

INTERPRETATION:

Since the p-value (0.155) > 0.05, we fail to reject H₀.

→ There is no statistically significant relationship between age and the likelihood of recommending an interior design company based on what is seen on social media. therefore, it is null hypothesis.

2.T-TEST: PAIRED TWO SAMPLE FOR MEANS:

Table no 2: relationship between finding interior design content on social media fun, interesting, or creative and the posts gives useful ideas or tips about home interiors

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.10999395							
R Square	0.01209867							
Adjusted R S	0.00618309							
Standard Err	0.64993937							
Observation	169							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	0.86394530	0.86394530	2.04522246	0.15455292			
Residual	167	70.5443387	0.42242118					
Total	168	71.4082840						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	4.30601311	0.17969772	23.9625353	0	3.95124111	4.66078511	3.95124111	4.66078511
X Variable 1	-0.07640337	0.05342468	-1.43011274	0.15455292	-0.18187813	0.02907148	-0.18187813	0.02907148

H0(NULL HYPOTHESIS): there is no relationship between finding interior design content on social media fun, interesting, or creative and the posts gives useful ideas or tips about home interiors

H1(ALTERNATE HYPOTHESIS): there is a relationship between finding interior design content on social media fun, interesting, or creative and the posts gives useful ideas or tips about home interiors

INTERPRETATION:

For a two-tailed test:

p = 0.1026 > 0.05 → Fail to reject H₀

For a one-tailed test (if we had a directional hypothesis):

p = 0.0513 is slightly above 0.05, so still not statistically significant at the conventional level.

There is no statistically significant evidence to support the claim that finding interior design content on social media fun, interesting, or creative is associated with users perceiving the posts as useful for home interior tips. Although the p-value

in the one-tailed test is close to the 0.05 threshold, it does not provide strong enough evidence to reject the null hypothesis. Therefore, the null hypothesis is retained.

3. ANOVA (SINGLE FACTOR):

Relationship between gender and occupation

SUMMARY OUTPUT								
<i>Regression Statistics</i>								
Multiple R	0.10999395							
R Square	0.01209867							
Adjusted R S	0.00618309							
Standard Err	0.64993937							
Observation	169							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	0.86394530	0.86394530	2.04522246	0.15455292			
Residual	167	70.5443387	0.42242118					
Total	168	71.4082840						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	4.30601311	0.17969772	23.9625353	0	3.95124111	4.66078511	3.95124111	4.66078511
X Variable 1	-0.07640337	0.05342468	-1.43011274	0.15455292	-0.18187815	0.02907148	-0.18187815	0.02907148

H0(NULL HYPOTHESIS): there is no statistically significant difference between gender and occupation

H1(ALTERNATE HYPOTHESIS): there is a statistically significant difference between gender and occupation

INTERPRETATION:

$p = 1.37 \times 10^{-13} < 0.05 \rightarrow \text{Reject } H_0$

There is statistically significant evidence to support the claim that there is a difference between gender and occupation in the data. The observed difference is unlikely to be due to random variation.

Therefore, the alternate hypothesis is accepted.

4 CORRELATION:

Relationship between clicked on an interior design ad on social media and those ads make you more interested in hiring that interior design company.

Have you ever clicked on an interior design ad on social media?	Do these ads make you more interested in hiring that interior design company?
1	0.7539349252

H0(NULL HYPOTHESIS): there is no statistically significant difference between clicked on an interior design ad on social media and those ads make you more interested in hiring that interior design company

H1(ALTERNATE HYPOTHESIS): there is a statistically significant difference between clicked on an interior design ad on social media and those ads make you more interested in hiring that interior design company

Interpretation:

Since the correlation coefficient is 0.7539, which is close to +1, this indicates a strong and statistically significant positive relationship between the two variables.

Reject the null hypothesis (H_0).

So, it is H_1 (Alternate Hypothesis) – there is a statistically significant relationship between clicking on an interior design ad on social media and becoming more interested in hiring that company.

Findings of the Study

The research uncovered a number of significant findings regarding the impact of social media marketing on the development of interior design companies. First, regression analysis indicated that age has no significant impact on whether or not people would recommend an interior design firm following its social media presence.

Secondly, the paired sample t-test revealed that while individuals will enjoy interior design content on social media as entertaining and interesting, it does not significantly relate to the belief that the content is helpful for home improvement inspiration. Thirdly, ANOVA analysis discovered a statistically significant difference between occupation and gender, meaning that occupational trends differ significantly among different gender groups.

Finally, the correlation test showed a positive and strong association between click-on interior design advertisers and their subsequent higher interest in engaging the firm's services. This suggests that well-designed social media advertisements targeting specific audiences are effective in eliciting business interest and customer leads.

Generally, the findings show that while factors such as age may hold some power, relevant content, visual appeal, and interaction in adverts have much more of a direct influence in contributing to business expansion via social media websites.

III. CONCLUSION

This research points to the increasing power of social media marketing on the interior design market and its contribution to business development. The results show that although demographic variables like age do not have a major effect on consumer behavior, interactive and visually appealing content is a key factor in engaging audience attention.

While entertaining content by itself is not strongly linked to perceived usefulness, the research determined that users exposed to ads—especially by clicking—tend to be more inclined towards taking an interest in availing interior design services. Gender differences in occupation also imply the possibility of segmented marketing approaches towards designated customer groups.

In general, the study shows that a strong and consistent social media presence can have a positive impact on consumer trust, brand awareness, and engagement. Interior design firms that spend money on creative, professional, and audience-relevant content are likely to gain visibility, acquire new clients, and improve customer loyalty.

Strategic social media marketing is hence not merely an advertising tool but an essential element of business expansion in today's interior design market.

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