

The Impact of Social Media Marketing on Purchase Intention in Textile Industries

Dr. P. Megaladevi

Professor & Dean - Department of Management Studies, Jai Shriram Engineering College, Dharapuram Road, Avinashipalayam, Tirupur - 638 660, Tamil Nadu, India

Boomika.V, Ranjith.R, Swathi. S, Harikrishnan.S

MBA, Department Of Management Studies, Jai Shriram Engineering College, Tirupur. Dharapuram Road, Avinashipalayam, Tirupur - 638 660, Tamil Nadu, India

Abstract

Social media marketing has become an important tool for businesses to promote products and influence consumer behavior in the digital era. In the textile industry, social media platforms such as Facebook, Instagram, and YouTube play a significant role in increasing brand awareness, engaging customers, and encouraging purchase decisions. Tirupur, one of the major textile manufacturing hubs in India, has witnessed a growing use of social media marketing by textile businesses to reach a wider audience and improve their market presence. This study aims to analyze the impact of social media marketing on consumers' purchase intention in the textile industry in Tirupur. The research focuses on understanding how social media activities such as online advertisements, product promotions, customer reviews, and influencer marketing influence consumer buying behavior. The study adopts a descriptive research design and collects primary data through a structured questionnaire from consumers in Tirupur. The collected data is analyzed using statistical tools such as percentage analysis and chi-square analysis to identify the relationship between social media marketing and purchase intention. The findings of the study indicate that social media marketing significantly influences consumers' purchase intention by providing product information, enhancing brand awareness, and creating trust among customers. The study concludes that effective use of social media platforms can help textile businesses attract potential customers, strengthen customer relationships, and increase sales in the competitive textile market.

Keywords: Social Media Marketing, Purchase Intention, Textile Industry, Consumer Behavior, Online Advertising, Customer Engagement, Brand Awareness, Digital Marketing, Tirupur Textile Market, Consumer Buying Decision.

Introduction

The rapid growth of digital technology and internet usage has significantly changed the way businesses promote their products and communicate with customers. Social media platforms such as Facebook, Instagram, and YouTube have become powerful tools for marketing, enabling companies to reach a large audience quickly and interact directly with potential customers. In the textile industry, social media marketing is widely used to showcase garments, fabrics, and fashion products through images, videos, advertisements, and promotional offers. Tirupur, one of the major textile and garment manufacturing hubs in India, has witnessed a rapid adoption of social media marketing by textile companies to enhance their brand visibility and attract both domestic and international customers. Through product displays, influencer promotions, and customer reviews, social media platforms play an important role in shaping consumer perceptions and influencing their buying

decisions. Purchase intention refers to the likelihood that a consumer will purchase a particular product, and it is often influenced by the information, advertisements, and interactions they encounter on social media. Consumers today rely heavily on social media content, recommendations, and online reviews before making purchasing decisions, especially in the fashion and textile sector where product appearance and trends play an important role. Therefore, understanding the impact of social media marketing on purchase intention is essential for textile businesses in Tirupur to develop effective marketing strategies, increase customer engagement, and improve overall sales performance.

Statement of the Problem

In recent years, social media marketing has become an important promotional tool for businesses, especially in the textile industry. Textile companies are increasingly using platforms such as Instagram, Facebook, and

YouTube to promote their products, showcase new designs, and interact with customers. Tirupur, known as one of the major textile and garment manufacturing hubs in India, has seen many textile businesses adopting social media marketing to increase their market reach and attract potential customers. Although social media provides several opportunities for promotion and customer engagement, it is not always clear how much it actually influences consumers' purchase intentions. Consumers are exposed to various types of online content such as advertisements, influencer promotions, and customer reviews, which may affect their buying decisions. At the same time, other factors such as price, product quality, brand reputation, and customer satisfaction also play a role in shaping purchase intention. Therefore, it is important to understand the impact of social media marketing on consumers' purchase intention in the textile industry. This study aims to analyze how social media marketing activities influence the buying decisions of consumers in Tirupur. The research is conducted by collecting data from 200 respondents to better understand their perceptions, preferences, and purchase behavior related to textile products promoted through social media platforms.

Objectives of The Study

- To examine the role of social media marketing in the textile industry in Tirupur.
- To analyze the influence of social media platforms such as Instagram, Facebook, and YouTube on consumers' purchase intention.
- To identify the factors of social media marketing that affect consumer buying behavior.
- To study the level of consumer awareness and engagement with textile products promoted through social media.

Review of Literature

Andreas M. Kaplan and Michael Haenlein (2010) stated that social media has become a powerful communication platform that allows businesses to interact with consumers and promote their products effectively. W. Glynn Mangold and David J. Faulds (2009) explained that social media plays an important role in marketing communication and significantly influences consumer purchasing decisions through online interactions and discussions. Christy M. K. Cheung and Matthew K. O. Lee (2012) found that electronic word-of-mouth and online reviews on social media platforms strongly affect consumer attitudes and buying intentions. Nick Hajli

(2014) highlighted that social media helps build trust among consumers through online communities and interactions, which positively influences purchase intention. Similarly, B. K. Balakrishnan, Mohamed Dahnil, and Yi W. Wong (2014) reported that social media marketing activities such as promotions, entertainment, and engagement improve brand loyalty and encourage consumer purchasing behavior. Ismail Erkan and Chris Evans (2016) observed that social media advertisements and shared online information significantly influence consumers' attitudes toward products and their purchase intentions. Rodney Duffett (2017) found that social media marketing communication positively affects brand awareness and consumer purchase intention. Ali Abdallah Alalwan (2018) emphasized that social media strategies such as interactive communication and targeted advertising play an important role in shaping consumer buying decisions. Furthermore, Gil Appel, Lauren Grewal, Rhonda Hadi, and Andrew T. Stephen (2020) highlighted that social media has transformed modern marketing by enabling real-time engagement with customers. Finally, Yogesh K. Dwivedi et al. (2021) concluded that social media marketing significantly influences consumer perception, brand image, and purchase intention across different industries including the textile sector. These studies collectively show that social media marketing plays a crucial role in shaping consumer behavior and encouraging purchasing decisions.

Conceptual Framework

The conceptual framework of this study explains the relationship between social media marketing and consumer purchase intention in the textile industry. Social media marketing activities carried out through platforms such as Instagram, Facebook, and YouTube help textile companies promote their products, communicate with customers, and increase brand visibility. These activities include online advertisements, product promotions, influencer marketing, customer reviews, and interactive communication. In this study, social media marketing is considered the independent variable, which includes factors such as advertising content, customer engagement, online reviews, and promotional activities. These factors influence consumer awareness, trust, and perception toward textile products. Purchase intention is considered the dependent variable, which refers to the likelihood that consumers will buy textile products after being influenced by social media marketing activities. The framework assumes that effective social media marketing strategies can positively

influence consumers' attitudes, increase their interest in textile products, and ultimately lead to a higher level of purchase intention. Therefore, the conceptual framework highlights the relationship between social media marketing activities and consumers' buying decisions in the textile industry in Tirupur.

Conceptual Model:

Social Media Marketing



Consumer Awareness & Trust



Purchase Intention of Textile Products.

Theoretical Relationship Between Social Media Marketing and Consumer Buying Behaviour .

Social media marketing plays a significant role in influencing consumer behavior and purchase intention in the modern digital marketplace. Social media platforms such as Instagram, Facebook, and YouTube provide businesses with opportunities to communicate directly with consumers, promote products, and create strong brand awareness. Through various marketing activities such as advertisements, promotional campaigns, influencer endorsements, and customer engagement, companies can attract consumers and influence their attitudes toward products. From a theoretical perspective, social media marketing affects purchase intention by increasing consumer awareness, building trust, and providing product-related information. When consumers frequently encounter product advertisements, reviews, and recommendations on social media, they tend to develop positive perceptions about the brand. Social media platforms also allow consumers to interact with brands and other users, which creates electronic word-of-mouth communication that strongly influences purchasing decisions. In the textile industry, social media marketing is widely used to showcase new designs, fabrics, and fashion trends. Attractive product images, promotional offers, and influencer marketing can create interest among consumers and encourage them to consider purchasing textile products. Additionally, positive reviews and customer feedback shared on social media can increase consumer confidence and strengthen their intention to buy. Therefore, social media marketing and consumer purchase intention are closely related. Effective social media marketing strategies help businesses engage with customers, improve brand

perception, and increase the likelihood that consumers will purchase their products. Understanding this relationship is essential for textile companies in Tirupur to design effective digital marketing strategies and enhance their market performance.

Digital Consumer Behaviour in the Modern Era

In the modern digital era, consumer purchasing behavior has been significantly influenced by the rapid growth of the internet and digital technologies. Consumers increasingly rely on online platforms and social media to gather information about products, compare alternatives, and make purchasing decisions. Platforms such as Instagram, Facebook, and YouTube provide consumers with easy access to product reviews, advertisements, influencer recommendations, and customer feedback, which greatly influence their buying intentions. Digital consumer purchase intention refers to the willingness of consumers to buy products after being exposed to online marketing activities and digital content. In today's competitive market, businesses use various digital marketing strategies such as social media advertising, online promotions, interactive content, and influencer marketing to attract potential customers and encourage them to make purchase decisions. Consumers tend to trust online reviews, ratings, and recommendations from other users, which often shape their perceptions about product quality and brand reputation. In industries such as textiles and fashion, visual presentation, trending designs, and promotional campaigns on digital platforms play an important role in stimulating consumer interest and purchase intention. Therefore, understanding digital consumer purchase intention is essential for businesses to develop effective marketing strategies, strengthen customer relationships, and improve sales performance in the modern digital marketplace.

Role of Influencer Marketing in Consumer Decision-Making

Influencer marketing has become an important strategy in modern digital marketing, especially with the rise of social media platforms such as Instagram, YouTube, and Facebook. Influencers are individuals who have a large number of followers and the ability to affect the opinions and purchasing decisions of their audience through their content and recommendations. Businesses collaborate with influencers to promote their products, increase brand visibility, and reach potential customers more effectively. In consumer decision-making, influencer marketing plays a significant role because consumers often trust recommendations from influencers they

follow and admire. Influencers provide product demonstrations, reviews, styling ideas, and personal experiences, which help consumers understand the features and benefits of products before making a purchase. This type of promotion creates a sense of authenticity and trust, which can positively influence consumer attitudes and purchase intentions. In the textile and fashion industry, influencers often showcase clothing designs, fashion trends, and styling tips, encouraging followers to explore and purchase similar products. As a result, influencer marketing has become a powerful tool for shaping consumer perceptions, building brand credibility, and influencing purchasing decisions in the digital marketplace.

Impact of Online Consumer Opinions on Purchase Intention

Online consumer opinions play an important role in influencing purchase intention in the digital marketplace. With the increasing use of social media platforms such as Instagram, Facebook, and YouTube, consumers often share their experiences, reviews, and recommendations about products and services. These opinions are easily accessible to other users and significantly influence their perceptions and buying decisions. Before purchasing a product, many consumers read online reviews, ratings, and comments to understand the quality, reliability, and performance of the product. Positive opinions and recommendations from other consumers can build trust and encourage potential buyers to purchase the product, while negative feedback may discourage them from making a purchase. In industries such as textiles and fashion, consumers often rely on online opinions to evaluate product design, quality, and value for money. Therefore, online consumer opinions have a strong impact on shaping consumer attitudes and increasing purchase intention in the digital marketing environment.

Brand Awareness and Social Media Engagement

Brand awareness and social media engagement play a vital role in influencing consumer behavior in the digital marketing environment. Social media platforms such as Instagram, Facebook, and YouTube allow businesses to promote their products, communicate with customers, and create strong brand visibility among target audiences. Brand awareness refers to the extent to which consumers are familiar with and recognize a particular brand. Through regular social media activities such as posting product images, sharing promotional content, responding to customer queries, and engaging with followers, companies can strengthen their brand presence in the

market. Social media engagement, including likes, comments, shares, and interactions, helps businesses build closer relationships with customers and increases their interest in the brand. When consumers frequently encounter brand-related content on social media, they develop familiarity and trust toward the brand, which positively influences their purchase intention. In the textile industry, attractive product displays, fashion trends, and interactive marketing campaigns on social media can enhance brand awareness and encourage consumers to consider purchasing the products. Therefore, effective social media engagement plays a significant role in improving brand recognition and influencing consumer purchase decisions.

Consumer Trust in Online Environments

Consumer trust in online environments is a crucial factor influencing purchase intention in the digital marketplace. With the increasing use of online platforms and social media for shopping and product promotion, consumers rely heavily on the information they find on the internet before making purchasing decisions. Platforms such as Instagram, Facebook, and YouTube provide consumers with access to product details, reviews, ratings, and recommendations, which help them evaluate the reliability of a brand or product. When consumers perceive online information as trustworthy and credible, they are more likely to develop confidence in the brand and show a higher intention to purchase the product. Factors such as positive customer reviews, transparent product information, secure payment methods, and consistent brand communication contribute to building consumer trust in online environments. In the textile industry, trust is particularly important because consumers often rely on online images, descriptions, and feedback from other buyers to judge the quality and suitability of textile products. Therefore, establishing trust through reliable information, authentic reviews, and active engagement with customers is essential for businesses to influence consumer purchase intention and maintain long-term customer relationships in the digital marketplace.

Theory of Planned Behavior (TPB) and Purchase Intention

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), explains how individual attitudes and social influences affect behavioral intentions and actual behavior. According to this theory, three key factors influence a person's intention to perform a particular behavior: attitude toward the behavior, subjective norms,

and perceived behavioral control. Attitude refers to the individual's positive or negative evaluation of performing a behavior, subjective norms refer to the influence of social pressure or opinions of others, and perceived behavioral control refers to the individual's perception of their ability to perform the behavior. In the context of social media marketing, consumers develop attitudes toward textile products based on the information, advertisements, and promotional content they see on social media platforms. Subjective norms are influenced by recommendations from friends, influencers, and online reviews. Perceived behavioral control reflects the consumer's ability to purchase the product, which may depend on factors such as price, availability, and convenience of online shopping. These factors together influence consumers' purchase intention toward textile products promoted through social media platforms.

Analysis and Interpretation

Sample size : The sample size of the study includes 220 respondents.

Percentage analysis

S.No	Demographic Variable	Percentage (%)
1	Age (18–25 years)	42.5
2	Gender (Male)	51.6
3	Education Qualification (UG)	49.8
4	Monthly Income (₹20,001–30,000)	37
5	Awareness of Textile Products through Social Media	63

Interpretation

The analysis shows that 42.5% of respondents belong to the age group of 18–25 years, indicating that young consumers form the majority of the sample. 51.6% of respondents are male, showing slightly higher male participation. Regarding education, 49.8% of respondents are undergraduate (UG) degree holders, indicating that most participants are educated and familiar with social media platforms. In terms of income, 37% of respondents earn between ₹20,001–30,000 per month, representing the middle-income group. Additionally, 63% of respondents are aware of textile

products through social media, showing that social media plays a significant role in promoting textile products.

CHI-SQUARE ANALYSIS

A. Gender and the impact of social media marketing on purchase intention for textile products.

Hypothesis

H₀ (Null Hypothesis): There is no significant association between gender and the overall impact of social media marketing on purchase intention for textile products.

H₁ (Alternative Hypothesis): There is a significant association between gender and the overall impact of social media marketing on purchase intention for textile products.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.236a	2	0.539
Likelihood Ratio	1.622	2	0.445
N of Valid Cases	219		

Result

The Chi-square value is 1.236 with df = 2 and p-value = 0.539. Since the p-value is greater than 0.05, the null hypothesis is accepted.

Interpretation

The analysis indicates that there is no significant association between gender and the perceived impact of social media marketing on purchase intention for textile products. Both male and female respondents show similar levels of agreement regarding the influence of social media marketing.

B. Age and the impact of social media marketing on purchase intention for textile products.

Hypothesis

H₀ (Null Hypothesis): There is no significant relationship between age and the impact of social media marketing on purchase intention for textile products.

H₁ (Alternative Hypothesis): There is a significant relationship between age and the impact of social media marketing on purchase intention for textile products.

	Value	df	Asymptotic Sig (sided)
Pearson Chi-Square	2.737a	8	0.95
Likelihood Ratio	3.098	8	0.928
N of Valid Cases	219		

Result

The Pearson Chi-square value is 2.737 with 8 degrees of freedom and the p-value is 0.950. Since the p-value is greater than the significance level of **0.05**, the null hypothesis is accepted.

Interpretation

The analysis indicates that there is no significant association between age and the perceived impact of social media marketing on purchase intention for textile products. Respondents from different age groups show similar opinions regarding the influence of social media marketing. Most respondents across age groups rated the impact as 4 and 5, indicating a high level of influence.

Regression analysis

To see how much social media marketing affects purchase intention.

H₀ (Null Hypothesis):

There is no significant impact of the overall impact of social media marketing on the influence of social media advertisements on textile purchase decisions.

H₁ (Alternative Hypothesis):

There is a significant impact of the overall impact of social media marketing on the influence of social media advertisements on textile purchase decisions.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.171 ^a	.029	.025	.780	.029	6.517	1	217	.011

a. Predictors: (Constant), How would you rate the overall impact of social media marketing on your purchase intention for textile products?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.965	1	3.965	6.517	.011 ^b
	Residual	132.035	217	.608		
	Total	136.000	218			

a. Dependent Variable: How would you rate the influence of social media advertisements on your textile purchase decisions?

b. Predictors: (Constant), How would you rate the overall impact of social media marketing on your purchase intention for textile products?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.812	.468		6.006	.000	1.889	3.735

How would you rate the overall impact of social media marketing on your purchase intention for textile products?	.264	.104	.171	2.553	.011	.060	.468
--	------	------	------	-------	------	------	------

Result

The regression analysis shows that the R value is 0.171 and the R^2 value is 0.029, indicating that social media marketing explains 2.9% of the variation in the influence of social media advertisements on textile purchase decisions. The F value is 6.517 with a significance value of 0.011, which is less than 0.05.

Interpretation

Since the p-value (0.011) is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that the overall impact of social media marketing has a significant positive influence on the influence of social media advertisements on consumers' textile purchase decisions.

Findings and Suggestions:

The study reveals that a majority of respondents belong to the age group of 18–25 years, indicating that young consumers are more active on social media and are strongly influenced by digital marketing activities. The results also show slightly higher participation of male respondents and a large proportion of undergraduate degree holders, suggesting that educated consumers are more aware of social media marketing strategies. Most respondents belong to the middle-income group earning ₹20,001–30,000 per month, which represents an important customer segment for textile products. Additionally, a high percentage of respondents are aware of textile products through social media, showing that digital platforms play a significant role in promoting textile brands and influencing purchase intention. Social media marketing activities such as influencer promotions, online advertisements, customer reviews, and brand reputation contribute to increasing consumer awareness and trust. Based on these findings, textile companies should focus on effectively utilizing social media platforms such as Instagram, Facebook, and YouTube to promote their products, collaborate with influencers to reach young consumers, encourage positive customer reviews to build trust, and regularly share attractive product images, videos, and promotional content. Companies should also strengthen brand reputation and

provide engaging marketing campaigns and special offers on social media to improve customer interest and increase purchase intention in the textile industry.

Conclusion

The study concludes that social media marketing plays a significant role in influencing consumer purchase intention in the textile industry. With the rapid growth of digital platforms such as Instagram, Facebook, and YouTube, textile companies are able to promote their products more effectively and reach a wider audience. The findings of the study show that a majority of respondents are aware of textile products through social media and that marketing activities such as influencer promotions, online advertisements, customer reviews, and brand reputation contribute to shaping consumer perceptions and buying decisions. Social media platforms help businesses increase brand awareness, build consumer trust, and provide product-related information that encourages customers to consider purchasing textile products. The statistical analysis used in the study also highlights the importance of different social media marketing strategies in influencing consumer behavior. Therefore, effective use of social media marketing can help textile companies strengthen customer engagement, improve brand visibility, and increase sales in the competitive textile market. Overall, the study emphasizes that adopting innovative and interactive social media marketing strategies is essential for textile businesses in Tirupur to enhance consumer purchase intention and achieve sustainable growth.

Reference

1. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68.
2. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
3. Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of

mouth in online consumer-opinion platforms.
Decision Support Systems, 53(1), 218–225.

4. Hajli, N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387–404.
5. Balakrishnan, B. K., Dahnil, M. I., & Wong, J. Y. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among young consumers. *Procedia - Social and Behavioral Sciences*, 148, 177–185.
6. Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions. *Journal of Research in Interactive Marketing*, 10(1), 47–62.
7. Duffett, R. (2017). Influence of social media marketing communications on young consumers' attitudes. *Journal of Retailing and Consumer Services*, 37, 189–198.
8. Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65–77.
9. Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
10. Dwivedi, Y. K., et al. (2021). Setting the future of digital and social media marketing research. *International Journal of Information Management*, 59, 102168.
11. Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.