

Impact of Social Media Marketing on Customer Trust in Indian Textile Industry

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Abstract:

Promotion and marketing in textile industry is very important to attract the customers and for success of the company. To attract customers, social media marketing and its platforms like twitter, you tube, face book etc. are playing a major role. These type of social media platforms helps in grabbing the attention of the customer in textile and fashion industry. The present study helps to determine how the social media marketing impacting the customer trust in purchasing the products. Primary data was collected from 150 participants from different regions of India. The research work reveals that social media marketing had an impact on customer trust, which helps in purchasing the products. Hence, enhancing the quality of social media platform and websites will increase the customer trust, which finally influences the customer purchase intention.

Keywords: *Customer Trust, Purchase Intention, Social Media Marketing, Textile Industry*

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1. Introduction

Textile Sector in India is playing an important role in Indian economy. Textile Industry is contributed nearly 7% output out of the total Industry output in India during 20218-19 and also contributed 2% to GDP, around 12% to the export earnings of India. Textile Sector is one of the sectors which were affected worst during Covid-19. But post-covid19 period has provided a great opportunity for the traders who are doing their textile business through online and through different social media marketing. Clothes and apparels are the basic need for any human existence, thus even during the period of lockdown, because of social media marketing, online sales of textiles has been enhanced. Social media marketing with different price discounts has given an opportunity for buyers to purchase the apparels online. Social media is the best to boost the sales in apparel industry. The social media network helps to reach large audience with a single post. Social media marketing fosters interactions with customers, which increases awareness about the brand and products and actively involving in purchasing the apparels. Thus the present research objective is to identify the effect of social media marketing on the customer trust.

2. Literature Review

2.1 Social Media Marketing

Social network websites and services make public to establish and create their personal web pages and helps to connect with their friends to exchange information [1]. Analytics of social media provide competitive advantages to business and also helps in building competitive strategies, creating customer trust and also boost purchase intention of consumer [2]. E-Commerce business has become Customer-driven by using social media [3]. Many Smart companies started implementing different social media platforms to give services to existing customer and attracting new customers for enhancing their market share. Social networking sites has major role to make online marketing business Successful [4]. Social media network also helps rural Women to develop their Apparel and textile business [5]. Social media offers different benefits to companies by increasing the popularity of their brand and providing word-of-mouth communication to help in boosting the sales. Social media helps to share the data of business and

helps to build the customer support [6]. Social media networks created a new platform, where anyone can easily exchange their knowledge and experience about products with other persons [7].

2.2 Customer Trust

In all the e-business transactions, customer trust is very important [8] and trust is an important and essential in e-commerce business [9]. Trust is based on different dimension like recognition, honesty, competence and capacity [10]. The two important dimensions of trust in the e-business are integrity and compassion [11]. Always trust relies on the business reputation and trustworthy of the transaction and benevolence stands on relationship between the buyer and the seller [12]. In online community, customer trust helps to interact with individuals and attach to customer present network. Thus trust has an important role in customer purchase intention and buying behavior [13, 14].

3. Research Methodology

Present work was carried through a questionnaires and the same was distributed to get responds for analyzing the data.

3.1 Hypothesis

H1: There is a significant impact of social media marketing on Customer Trust.

3.2 Population & Sample Size

Primary Data was collected from the participants of different states of India. 200 questionnaires were distributed among participants and 150 usable questionnaires were received for further analysis of data. Table.1 Depicts the Demographic profile of respondents.

Table 1 Demographic Profile

| Variable | Category | Percentage |
|----------------|----------------------|------------|
| Gender | Male | 64.2 |
| | Female | 35.8 |
| Age | 21 to 25 | 28.2 |
| | 26 to 30 | 33.6 |
| | 31 to 40 | 27.4 |
| | Above 40 | 10.8 |
| Marital Status | Married | 58.6 |
| | Unmarried | 41.4 |
| Income | Below 20,000/- | 21.2 |
| | 21,000/- to 30,000/- | 24.5 |
| | 31,000/- to 50,000/- | 32.3 |
| | Above 50,000/- | 22.0 |

3.3 Measuring Instruments

Current research used “5-point Likert Scale, ranging from 1=strongly disagree to 5=strongly agree”. to measure the Independent variable, “Social Media marketing”, 8 items questionnaire was adopted from [15] and to measure the dependent variable, “Customer Trust”, 5 item questionnaire was adopted from [16].

3.4 Reliability

To test the reliability, “cronbach’s alpha” is used. Reliability of variables should be more than 0.7 [17]. Both the variables i.e., Social Media Marketing and Customer trust have internal consistency more than 7.0 and hence reliable. Table.2 shows the reliability (cronbach alpha) of variables.

Table 2 Cronbach's alpha of variables

| Variables | No. of Items | Cronbach's Alpha |
|------------------------|--------------|------------------|
| Social Media Marketing | 8 | 0.75 |
| Customer Trust | 5 | 0.82 |

4. Data Analysis & Results

Table.3 depicts the mean and standard deviation of variables and Table.4 depicts the correlation and significance impact of social media marketing on customer trust. Present study identified the value of (F=121.99) at (P=0.000) significant level, which is less than 0.01. Correlation Coefficient (R=0.672), shows positive relationship between social media marketing and customer trust and coefficient of determination (R square=0.452), which shows a 45% change in the dependant variable (Customer trust) is being explained by the independent variable (Social media marketing). Hence it shows a significant positive impact of social media marketing on customer trust. Thus, H1 is accepted.

Table 3 Mean and Standard Deviation of research variables

| Research Variables | Mean | Standard Deviation |
|------------------------|------|--------------------|
| Social Media Marketing | 2.64 | 1.0 |
| Customer trust | 2.74 | 0.78 |

Table 3 Correlation & Significance between social media marketing & customer trust

| Research Variables | Coefficient of Correlation (R) | Coefficient of determination (R square) | F-value | Significance |
|--------------------|--------------------------------|---|---------|--------------|
| Customer Trust | 0.672** | 0.452 | 121.99 | 0.000 |

Note: **P<0.01(significant at P<0.01)

Independent Variable (Predictor): Social media marketing
Dependent Variable: Customer trust

5. Practical Implications

Social Media act as bridge between seller and buyer. Companies have to choose different platforms of social media which has more sociability and on which customer will rely more and spend time. The analytical result of the present study reveals that social media marketing has a positive impact on the customer trust, which helps to enhance the purchase intention of the customer and thus increases the sales of company. Hence, the purchases from that particular company product are high when customers have trust on companies.

6. Conclusion

Social media marketing is an innovative tool which changes the pattern of business. Sellers used various social media platforms to communicate with their customers. Purchase intention of the customer always relies on how customer trusts the seller through social media marketing. Present study integrates social media and trust and proposed a model to identify the effect of social media marketing on customer trust and the results revealed that there is a statistical significant relationship between two variables and social media marketing is influencing the customer trust. Thus the social network sites efficiency increases the trust of customer. Social media is therefore influencing customer trust and this further helps to enhance the purchase intention of customer.

7. Limitations and Future Research

Present Research work has certain limitations in addition to contributions. The first is the sample size for the research is limited to 150 and in future the researchers may increase their sample size for better results. Second limitation is

the current study focus on only two variables i.e., Social media marketing and customer trust, but future work can consider other research variables like consumer buying behavior, brand trust etc. finally, present research is limited to textile sector in India and in future research may carried out in another sectors which helps to understand better about the importance of social media on customer trust.

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