

# TO STUDY THE EFFECT OF PINTEREST MARKETING ON CONSUMER BUYING BEHAVIOUR TOWARDS HANDMADE HOME DÉCOR PRODUCTS

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## ABSTRACT:

This study aims to examine the effect of Pinterest marketing on consumer buying behaviour towards handmade home décor products. Social media platforms have become an important tool for promoting products, especially creative and handmade items. Pinterest, being a visual discovery platform, allows businesses and creators to showcase home décor ideas through attractive images and designs. The study focuses on how Pinterest influences consumers' interest, preferences, and purchasing decisions regarding handmade home décor products. Data is collected from respondents using a structured questionnaire and analysed using appropriate statistical methods. The findings help to understand the role of Pinterest in increasing product awareness, influencing consumer attitudes, and encouraging purchase decisions. The study also provides insights for small businesses and artisans to effectively use Pinterest as a marketing tool for promoting handmade home décor products.

## KEYWORDS:

Pinterest Marketing, Consumer Buying Behaviour, Handmade Home Décor Products, Social Media Marketing, Visual Marketing.

## INTRODUCTION

Handmade home décor products are valued for their uniqueness, artistic craftsmanship, and personalized design. Consumers interested in interior decoration often rely on visual inspiration before making purchase decisions. Pinterest provides a unique environment where visually attractive content and personalized recommendations influence consumer preferences and purchasing intentions. Pinterest marketing enables sellers of handmade home décor products to showcase their products creatively, reach a targeted audience, and build brand awareness at a relatively low cost.

## OBJECTIVES

- To analyse the level of awareness of handmade home décor products promoted through pinterest.
- To analyse the pinterest recommendation and saved pins on later purchase behaviour among consumer.
- To study the impact of visual content quality on consumer perception of handmade home décor products.
- To evaluate consumer views on safety and convenience while making payment in pinterest.
- To examine the challenges faced by handmade home décor sellers in using pinterest as a marketing platform.

## STATEMENT OF THE PROBLEM

1. Despite the growing use of pinterest as a marketing platform, there is limited understanding of how pinterest marketing actually influences consumer buying behaviour towards handmade home décor products
2. Many consumer are exposed to visually appealing handmade home décor products on pinterest, but it is unclear how far this visual content converts interest into actual purchase decisions.

3. Trust, safety, and reliability are major concerns in online purchase of handmade home décor products, and the role of pinterest marketing in building consumer confidence remains uncertain.
4. Handmade home décor sellers actively use pinterest for promotion, but they face challenges in understanding consumer perception and the effectiveness of pinterest marketing strategies.
5. Many consumers hesitate to purchase handmade home décor products online due to concerns about product quality, price, and delivery, and the role of pinterest in reducing these concern is uncertain.

## **SCOPE OF THE STUDY**

This study focuses on analysing the effect of Pinterest marketing on consumer buying behaviour towards handmade home décor products. It examines consumer awareness, perception, and purchase intention influenced by Pinterest's visual content, saved pins, and recommendations. The study is limited to consumers who actively use Pinterest for home décor inspiration. It covers factors such as visual appeal, trust, and decision-making process but does not include other social media platforms. The research concentrates on consumer responses rather than seller strategies. The findings of the study aim to provide insights useful for artisans, small businesses, and digital marketers.

## **RESEARCH METHODOLOGY**

### **DATA COLLECTION**

#### **PRIMARY DATA**

Primary data uses collected through questionnaires around 100 respondent of Tirupur city.

#### **SECONDARY DATA**

Secondary data was collected and gathered from various journal websites, internet sources and so on.

#### **SAMPLE DESIGN**

The sample design describes the plan adopted for selecting respondents for the study. A nonprobability sampling method, specifically convenience sampling, is adopted due to time and accessibility constraints.

#### **SAMPLE SIZE**

The sample size refers to the number of respondents selected for the study. For the present study on the effect of Pinterest marketing on consumer buying behaviour towards handmade home décor products, a sample size of 100 respondents was selected. A sample size of 100 is considered adequate for meaningful analysis using simple and advanced statistical tools.

#### **TOOLS FOR ANALYSIS**

- Simple percentage
- Rank analysis

#### **LIMITATIONS OF THE STUDY**

- The study is conducted with a limited number of respondents, so the results may not represent all consumers.
- The data is collected from a particular area, therefore the findings may not be applicable to other regions.
- The study is based on a short period of time and may not reflect long-term changes in consumer buying behaviour.
- The study depends on respondents' answers, and some may not provide completely accurate or honest responses.
- Consumer behaviour may change due to seasonal trends or market conditions, which are beyond the control of the study.

## REVIEW OF LITERATURE

**Smith (2024)<sup>1</sup>** This research examines the influence of Pinterest as a visual marketing platform on consumer purchase decisions. The study found that aesthetic pins strongly affect consumers' emotional responses. Handmade home décor products gained higher engagement due to their artistic appeal. Visual storytelling increased product memorability. Pinterest boards helped consumers imagine product usage. This significantly enhanced purchase intention.

**Lopez (2024)<sup>2</sup>** This study analyse the consumer interaction with Pinterest marketing content. The findings revealed that handmade home décor products received higher saves and shares. Visual creativity played a key role in decision-making. Pinterest helped convert browsing into buying behaviour.

**Anderson (2023)<sup>3</sup>** This paper explores the impact of image-based marketing on consumer preferences. Pinterest users were found to engage more with creative and handmade products. Home décor pins influenced lifestyle aspirations. The platform enhanced emotional attachment to products.

## DATA ANALYSIS AND DATA INTERPRETATION

### SIMPLE PERCENTAGE

S NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
1	DAILY	40	40%
2	WEEKLY	30	30%
3	OCCASIONALLY	20	20%
4	RARELY	10	10%
	TOTAL	100	100%

### INTERPRETATION

From the data, it is clear that daily usage (40%) is the most common among respondents, followed by weekly usage (30%). Only a small percentage use it occasionally (20%) or rarely (10%). This shows that the majority of respondents are active and frequently engaged in the activity.

### RANK ANALYSIS

PLATFORM	5	4	3	2	1	TOTAL	RANK
INSTAGRAM	200	150	90	30	10	480	I
PINTEREST	180	140	100	40	20	450	II
FACEBOOK	120	160	110	50	30	410	III
YOUTUBE	100	130	120	60	40	390	IV
ONLINE WEBSITE	90	110	130	70	50	370	V

## INTERPRETATION

The table shows the ranking of platforms where respondents usually notice interest based advertisements for handmade home décor products. Instagram ranks first with the highest total score, indicating that most respondents notice advertisements on Instagram. Pinterest ranks second with a total score of 450. Facebook ranks third with a score of 410. YouTube ranks fourth with a total score of 390, while online shopping websites rank fifth with a total score of 370. This indicates that the majority of the respondents usually notice interest-based advertisements for handmade home décor products mainly on Instagram, which ranks first among the platforms.

## FINDINGS

- 40% of respondents use Pinterest daily, indicating frequent engagement.
- Instagram ranked first with the highest total score of 480, showing that most respondents notice handmade home décor advertisement on Instagram.

## SUGGESTIONS

- Businesses should regularly post home décor content, especially wall hangings and art, as they are highly searched.
- Educational campaigns can be conducted to increase awareness about Pinterest as a marketing platform \

## CONCLUSION

The study concludes that Pinterest plays a significant role in influencing consumer behaviour towards handmade home décor products. The majority of respondents, particularly young adults and students, actively use Pinterest for home décor inspiration and product discovery.

