

The Influence of Social Media on Non-Designers' Interest in Interior Design in Saudi Arabia

تأثير وسائل التواصل الاجتماعي على اهتمام غير المتخصصين بالتصميم الداخلي بالمملكة العربية السعودية

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Abstract

The aim of the research is to study the extent of non-designers' interest in following interior design accounts on social media and the benefits they gain from these platforms. The research relied on both qualitative and quantitative methods, conducting interviews with 40 females in Jeddah to discuss several themes, including: daily use of social media and preferred platforms, the level of interest in interior design on social media, and the reasons and benefits gained from following interior design accounts. The key findings of the research indicate that social media helps non-designers understand the elements of interior design and make better choices. Study found the main social media platform for viewing interior design accounts is Tiktok for age 1826- years old, while Instagram for age 2635- years old. The main recommendations are the necessity to study the advantages of social media in different geographical locations, both locally and internationally, and to include larger numbers of both genders.

Keywords

Social Media, Interior Design, Tik Tok, Home Design, qualitative and quantitative study.

المخلص

يهدف هذا البحث إلى دراسة اهتمام غير المتخصصين في التصميم بمتابعة حسابات التصميم الداخلي على وسائل التواصل الاجتماعي، و استكشاف المزايا التي يكتسبونها من هذه المنصات. اعتمد البحث على منهجين: النوعي والكمي، حيث أجريت مقابلات مع 40 سيدة في مدينة جدة، وناقشت المقابلات عدة محاور، منها: الاستخدام اليومي لوسائل التواصل الاجتماعي، المنصة المفضلة، مستوى الاهتمام بمحتوى التصميم الداخلي، إضافة إلى الأسباب والفوائد المكتسبة من متابعة هذا المحتوى. وأظهرت نتائج البحث أن وسائل التواصل الاجتماعي تساهم في تعزيز فهم الجمهور من غير المتخصصين لعناصر التصميم الداخلي، وتساعد على اتخاذ قرارات أكثر وعياً في هذا المجال. كما توصل البحث إلى أن منصة Tik Tok هي الأكثر استخداماً لمتابعة حسابات التصميم الداخلي لدى الفئة العمرية من 18 إلى 26 عامًا، تليها منصة Instagram للفئة العمرية من 26 إلى 35 عامًا. وأوصى البحث بضرورة إجراء دراسات مستقبلية تستهدف شرائح أوسع من كلا الجنسين، وفي مواقع جغرافية مختلفة، على المستويين المحلي والدولي، بهدف تعميق الفهم حول تأثير هذه المنصات على إدراك التصميم الداخلي.

الكلمات المفتاحية

وسائل التواصل الاجتماعي، التصميم الداخلي، تصميم المنزل، دراسة نوعية وكمية.

Introduction

Kingdom of Saudi Arabia shows great development of many fields. One of these major fields is architecture and interior design. This could be due to many reasons such as education and media. Interior design department is available in around 9 universities in Saudi Arabia. In addition to education, social media considered a source of learning new information. The rise of social media utilization has been a significant trend in the last ten years, with platforms like Facebook, Twitter, Instagram, and TikTok drawing billions of users around the world. By 2023, there are almost 5 billion active social media users worldwide, and each user typically

spends 2 hours and 27 minutes on social media daily (Statista 2023). According to Lampropoulos, et al, (2021) the social media becomes more common as a learning tool in higher education. This helps in increasing the knowledge of this discipline, developing student productivity, and motivation. Therefore, it is important to examine social media as a factor that increase people interest and knowledge in Interior design for non-designers. This study serves as a foundation for future research on the advantages of social media in spreading knowledge and interest across various fields, including design, for non-specialists.

Research Goals

- Explore the impact of social media on non-designers' interest in viewing interior design accounts
- Investigate how social media accounts affected individual's choices of furniture and home decor from different age groups.
- Ascertain the most preferred social media platform for watching interior design in Saudi Arabia.
- Discuss the advantages of watching interior design accounts on social media.

Research Questions

- How does interior design accounts on social media enhance non-designers knowledge and interest in interior design?
- How does interior design accounts on social media help people from different age groups enhance their choices of interior design elements?
- What is the most preferred social media platform for watching interior design?
- What are the advantages of viewing interior design accounts on social media?

Research Importance

The importance of this research is the following:

- 1- Highlight the importance of social media as a tool for spreading the knowledge of interior design.
- 2- Contribute in asserting the advantages of social media for providing up-to-date information in interior design filed for people from different ages.

Research Limitation

- Demographical Limitation:

The study in limited to certain demographical Location, which is Jeddah city.

- Sample Limitation:

The study in limited to certain demographical Location, which is Jeddah city. It is also limited to female participant.

Literature Review

Social media

Social media and other mediums have been used to identify common applications since 1994 (Aichner et al., 2021). Social media is considered a global communication tool as it connects people from different parts of the world through common interests (Cruz, 2024). The number of social media applications has rapidly increased. Some of them include YouTube, a social networking service based on videos. Facebook is a

social bookmarking tool while Pinterest is a collaborative knowledge development tool (Balakrishnan and Gan, 2016). These applications were launched in 2004 (Facebook), 2005 (YouTube), and 2010 (Pinterest). They can also be used on mobile devices and computers. In 2011, Snapchat, a new instant messaging application, was established for use on solely mobile devices. The uploaded photos or videos can only be viewed for 24 hours in the user's story. Another common photo and video application is Instagram, which was introduced in 2010 (Salinas, 2018). The rapid establishment of social media applications has led to their use becoming a phenomenon, which has prompted researchers to investigate their use in various fields. According to Azzaakiyyah (2023), social media has a significant effect on social interaction. Similarly, Siagian (2023) stated that applications, such as Facebook, Twitter, and Instagram, have changed the way people communicate. They allow users to create personal or business accounts to display videos, photos, audio, and text. Users and their followers can contact each other through public comments, likes, or private messages (Ausat et al., 2023). This result is in line with other studies that revealed that social media has a significant impact on different aspects of contemporary life, such as communication, business, and culture, religion (Azzaakiyyah et al., 2023; Karneli, 2023; Salamah, 2023, Febrian, 2024).

Additionally, health posts on social media allow people to update their medical information, necessitating the study of the positive use of social media for medical information (Saud et al., 2020). This finding conforms with that of Goodyear et al. (2018), which stated that social media is a reference for young people when searching for health information, such as diet and physical activity. In addition, social media and mental health of the youth are strongly correlated. In Saudi Arabia, a study found that social online health information on social media help to increase public health awareness. It found Twitter, YouTube and WhatsApp are the most popular social media sites for health information (AlMuammar et al, 2021). By contrast, a recent study in Saudi Arabia found that the use of phones to view social media during lectures led to greater procrastination in educational tasks; it claimed that social



networking negatively affects students as it leads to procrastination (Al Shaibani et al., 2020). However, it is important to note that the use of social media can be positive or negative (Azzaakiyyah, 2023). For instance, in design education, (Cho and Cho, 2020) highlighted the importance of students' use of social media in the collaborative design process. This study found that social media use in design education and daily life cannot be separated. Similarly, Alawadhi and Al-Zamil (2023) claimed that social media helps students obtain up-to-date knowledge of interior design developments and gain more inspiration than books.

Social media and interior design

Images are an important aspect of interior design for both designers and consumers. Social media helps designers gain more optical feeding that enhances their view of furniture, and it is a source of inspiration to help create more designs (Elsayed and Noaman, 2023). It also helps them market their work, as social media helps them reach a wider audience. This is in agreement with Segijn, etal (2024) who found that social media is highly considered as major place for advertisement. Before social media designers, marketing strategies solely consisted of recommendations from colleagues or printed media (Tang et al., 2023). Facebook is a leading social media marketing platform in the interior design field. Izadpanah, S., and Gunce, K. (2021) claimed that users visit designers' Facebook profiles before buying their designs. Meanwhile, Eriksson et al. (2019) investigated the content type of three interior design brands on Instagram and Facebook and revealed how consumers are engaging with content. The study found that a higher number of consumer brand posts exist on Instagram than on Facebook, as inspirational content on Instagram leads to more brand engagement. Similarly, Nummelin's (2015) study in Sweden found that Instagram is the most important social media platform for interior designers, as it helps display images and videos and is easy to use.

In Singapore, one study investigated how digital technology affects consumer purchases of home furniture. The authors conducted a survey of the public in Singapore, especially individuals with internet access and found that digital technology affects consumer choices of home furnishings. Gender has a significant influence on online furniture shopping. Males tend to buy furniture through online websites whereas females prefer offline shopping (Rangaswamy et al., 2022). In Portugal a study found that woman access Instagram to follow Home Décor Behaviors (Rodrigues, 2023).

In Egypt, a study found that social media prompts people to have private balconies at homes, especially after the Covid-19 pandemic (Eizein, 2022). In Kuwait, a study investigated how social media posts lead to the spread of interior design knowledge among people. It found that photos had the highest number of views compared with videos and website texts. In addition, people tended to use Instagram to view interior design images. This study highlighted the importance of uploading more images and videos on social media to spread awareness of interior design among people (Alansari and Alnajadah, 2018). Similarly, in Antalya, Turkey, Izadpanah and Gunce (2021) discussed the impact of social media on visual fields, such as interior design. The authors conducted a survey with 100 non-designers to investigate whether social media use increased their interest in interior design. The results showed that social media plays an important role in increasing non-designers' interest in interior design. The authors recommended that future research should include samples from other geographical areas. This demonstrates that it is important to explore specific contexts, such as economic, political, and cultural (Azzaakiyyah, 2023).

This will help both designers and non-designers gain inspiration for future designs. This finding indicates that scarce attention has been paid to interior design. Individuals see and apply design in different areas, especially at home, as it is the place where people live and where they have the right to change the design as they desire. Many studies discussed the advantages of social media on different fields in Saudi Arabia. Some international studies highlight the advantages of social media on interior design

fields, but there is still little attention given to this aspect on Saudi Arabia. Therefore, this study aimed to fulfil the gap of knowledge by explore the impact of social media on non-designers' interest in viewing interior design accounts on social media and the advantages they gained by it.

Methodology

A qualitative and quantitative study was used to collect the data. Interviews were conducted with 4 different groups comprising 43 participants. Data were collected between May and July 2024. Interviews were conducted to investigate non-designers' interest in viewing interior design accounts on social media and its perceived advantages. Photographs of their homes were requested from the participants to be published in the study, but most participants preferred not to publish their home photos, as it was private. Verbal consent was obtained from all participants at the beginning of the interviews. All questions were presented in Arabic, and all participants spoke Arabic. The interviews lasted between 30 and 45 minutes face-to-face and online. The aim of these interviews was to understand non-designers' interest in viewing interior design accounts on social media and the advantages they gained by it.

Interviews

The final structure of the interviews questions was set after a random test interviews with total number of 10 participants. They were interviewed separately. The aim of these separate interviews is to test if the question is clear for participants and help them to provide enough answers that can help in reaching research objectives. It was found that open ended question does not help participants to answer, so most question changed to become structured. Only four main questions remain as open ended as participants elaborate and express more. The revision was the following:

- 1- Written description was done instead of recording as participants feel more comfortable.
- 2- Group of questions were eliminated as participants could not provide answers for it since they are not fully aware of the field of interior design.

3- New structured question were added with selective answers as participants could not express its answers in open ended.

This random test helps in preceding the study with valid format of interview questions. The interview questions addressed the following axes:

- First axis: Demographic questions: gender, age, and job.
- Second axis: Daily use of social media and preferred platform.
- Third axis: Level of interest with interior design on social media.
- Fourth axis: Reasons and advantages of viewing interior design accounts on social media.

Sample selection

It is important to note that all participants are females. Although other studies found that age group from 30 to 49 are open to new topics on social media (Smith, Aaron, and Monica Anderson. 2019) and this age also is cofound as the main costumers of interior design (Izadpanah, S., and Gunce, K. (2021). Each focus group contains 5 to 7 participants together, and it was limited to specific age. Group 1 are 1825- years old, group 2 are 2635- years old; group 3 are 3645-, and group 4 are above 45. This selection was done to investigate if differences in age have differences interest about interior design topics on social media, and advantages gained from watching these platforms.

Data analysis

Analysis of the interview transcript theme organization was performed using NVivo 12. This program helps to categorize, count, and organize the number of participants who discussed certain themes or provided similar answers. Analysis of data will be done in 4 groups each group contain specific age. During the interviews, the author aims to gain more open discussing from participants to explain how social media help them in gaining interest on interior design, and their personal experience. Interviews also seek changes in participants' home design that they made as a result of photos and videos they viewed in social media.

Statistical analysis

To support the interview findings, a statistical analysis of 43 participants was performed to determine whether the age created any significant differences in terms of daily use of social media and preferred platform, level of interest with interior design on social media, reasons and advantages of viewing interior design accounts on social media. SPSS software was used to perform statistical analysis (version 27). A chi-square test was used to examine the participants' different age, which resulted in any significant differences. The data presented in the results are frequencies. Statistical significance was set at be statistically significant level of interest with interior design on social media, reasons and advantages of viewing interior design accounts on social media. Age groups are group 1 are 1825- years old, group 2 are 2635- years old; group 3 are 3645-, and group 4 are above 45.

Results and Discussion

Daily use of social media

As the first part of the analysis, it was important to investigate the number of hours that participants spent on social media and to determine whether there were differences according to age. The amount spent on social media can differ from person to another and from country to another. For instance, Ünal (2018) states that in people from Turkey different age groups spent from 30 to 3 hours. In this study, Figure 1 illustrates the amount of time that participants spent on social media. It shows that 47% of the participants spent 12- hours per-day. 5 hours. Furthermore, 30% spent approximately above 5 hours while 21% spent 3–5 hours. Only 2% spent less than 1 hour. They claimed that the time spent at work and taking care of their children consumed their entire day; therefore, they did not have more time to spend on social media. Table 1 illustrates the differences based on age, hours spent on social media, application preferences, and viewing type. A significant difference between the age groups in terms of the time spent on social media was observed. It has been found that time spent on social media decrease with increasing age with ($p < 0.001$). Around 84.6% of group 1 spent more than 5 hours on social media, 70% of group 2 use social

media for 2 to 3 hours, 80 % of group 3 use social media for 1 to 2 hours compared with 90 % of group 4 spent less than hours.

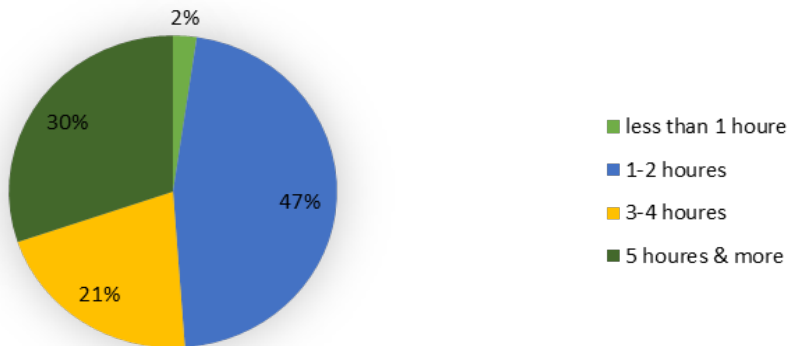


Figure 1: Number of hours spent on social media. Source :(Author, 2025).

Table 1. Differences in the number of hours spent on social media based on age.

Source :(Author, 2025).

Hours Spent on social media	Group 1 18 - 25 years	Group 2 26 - 35 years	Group 3 36 - 45 years	Group 4 Above 45	P value
Less than 1 hour	0 (0)	0 (0)	1 (10)	0 (0)	< 0.001
1 - 2 hours	0 (0)	3 (30)	8 (80)	9 (90)	
3 - 4 hours	2 (15.4)	7 (70)	0 (0)	0 (0)	
Above 5 hours	11 (84.6)	0 (0)	1 (10)	1 (10)	

It is important to understand the content preferred by participant to find why they view social media accounts. A study by Demirer (2022) discussed preferred content type users watch or follow on social media in Turkey. He found that content that contains Text + image + link are highly preferred by followers. In this study, the content type that participant watch differ between the 4 groups. Table 2 shows that almost most participant in group one, two and three use social media to watch celebrity life compared to 100% of older participant at group 4 reported that they are not interested in watching celebrity life at all ($p=0.001$). Similarly for entertainment, 100% of group 1 watch social media for entertainment. Then percentage decrease

from 30%, 20 and 10 % respectively with increasing age ($p<0.001$). Finally, result significantly diver between age group as 90% of group 4 and 50% of group 3 have other reasons for watching social media compared to group 1 and 2 ($p<0.001$).

Table 2. Differences in what to watch on social media based on age group.

Source :(Author, 2025).

Celebrity life	Group 1 18 - 25 years	Group 2 26 - 35 years	Group 3 36 - 45 years	Group 4 Above 45	P value
Yes	10 (76.9)	10 (100)	8 (80)	0 (0)	< 0.001
No	3 (23.1)	0 (0)	2 (20)	10 (100)	
ID					
Yes	8 (61.5)	5 (50)	9 (90)	5 (50)	0.21
No	5 (38.5)	5 (50)	1 (10)	5 (50)	
Entertainment					
Yes	13 (100)	3 (30)	2 (20)	1 (10)	< 0.001
No	0 (0)	7 (70)	8 (80)	9 (90)	
Others					
Yes	0 (0)	0 (0)	5 (50)	9 (90)	< 0.001
No	13 (100)	10 (100)	5 (50)	1 (10)	

In addition, we investigated participants' daily use of social media. It was important to determine an application that was generally most commonly used by the participants. Next, study investigates the applications used in interior design search. Figure 2 presents the most used social media application by the study sample. It is important to highlight that some participants used more than one application. Findings showed that TikTok was the most commonly used application by 47% of the participants. This is due to the short-video format that was mentioned by most participants. This shows that the format of the platform make it more useful for users. This is in agreement with previous studies, that states that TikTok users have raised rapidly since it was launched in 2016 (Bhandari and Bimo, 2022). TikTok's format is major reason for its users' success (Chen, and Sharma, B. 2024). Instagram and Snapchat obtained the same percentage of 27% while only 25% of the participants

used X (formerly Twitter), as it was not the main source for videos and images. The interviews revealed that most participants who used TikTok were between the ages of 18–25 years.

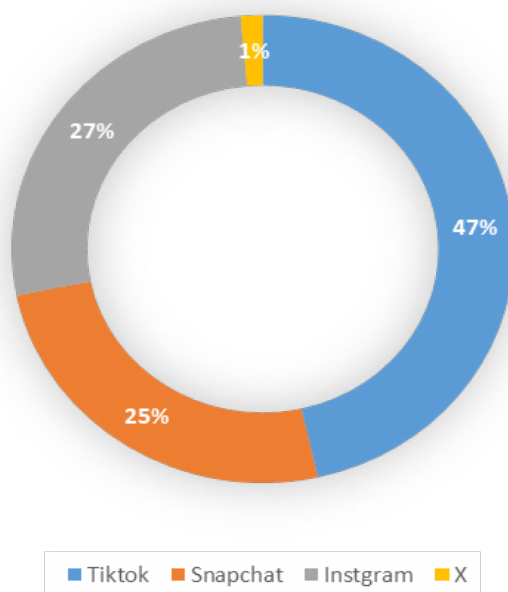


Figure 2: The most common applications used by the participants. Source : (Author, 2025).

Social media and interior design interest

According to Adhikari, S. (2022) Social media is a platform that can influence people's life, as it can affect their interest. In this study, most participants agree or strongly agree on their interest in viewing interior design videos and photos on social media as 29 participants answered. However, 10 of them disagreed that they followed interior design accounts, as shown in Figure 3. In comparison to other studies, such as Coshamedigital (2017), which found that Facebook was the most used application for interior design, and Eriksson et al. (2019) in Finland and Nummelin (2015) in Sweden, who claimed that Instagram was more common for interior design, and in Portugal Rodrigues (2023) found that woman have access Instagram to follow Home Décor Behaviors. The present study found that TikTok is the most common application

used for viewing interior designs in Saudi Arabia, as shown in Figure 4. The figure illustrates the number of participants who viewed or followed interior design accounts for each application. It is important to note that some participants viewed or followed accounts on several applications. Instagram had the highest number of views with 28 participants; also, in terms of followers, 27 participants followed such accounts. Then, TikTok shows second high number of with 22 participants who watch and 21 they follow. One of the most interesting findings during open discussion was that most participants were interested in the interior designs of shops or homes when they viewed celebrities' daily videos or photos. Influencers make participants get interested into interior design. One participant mentioned that they designed their home similar to a local celebrity home, as they were influenced by it more than a special design account. This is in agreement with Febrian (2024), who states that social media influencers are the phenomena of the period. These celebrities on social media are commonly known as influencers.

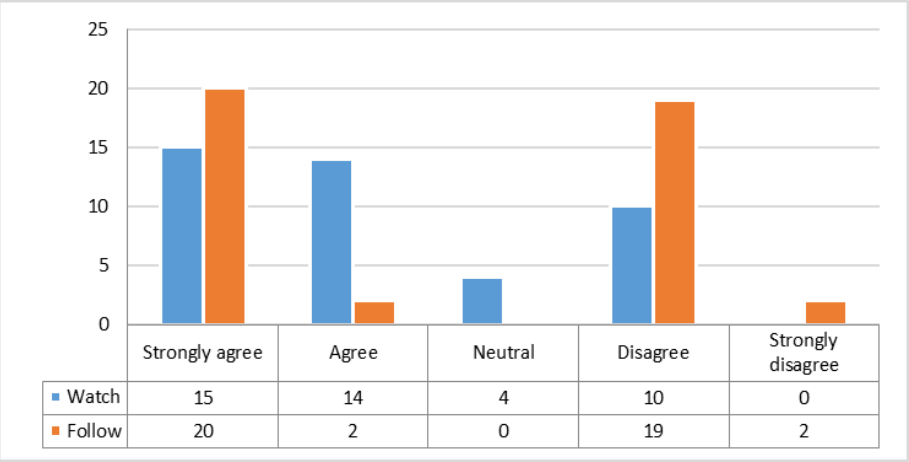
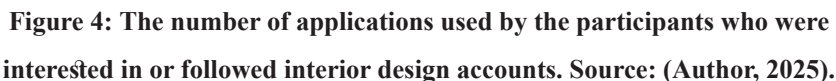


Figure 3: The number of participants who viewed or followed interior design accounts. Source : (Author, 2025).



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Table 3: Differences based on age for continuous variables for views or following interior design accounts. Source : (Author, 2025).

	Group 1 18 - 25 years	Group 2 26 - 35 years	Group 3 36 - 45 years	Group 4 Above 45	P value
Watching interior account	4.5± 0.7	4.0± 0.0	2.7± 1.8	2.7± 1.8	0.004
TikTok					
Yes	11 (84.6)	3 (30)	7 (70)	1 (10)	0.001
No	2 (15.4)	7 (70)	3 (30)	9 (90)	
Snapchat					
Yes	5 (38.5)	10 (100)	2 (20)	1 (10)	< 0.001
No	8 (61.5)	0 (0)	8 (80)	9 (90)	
Instagram					
Yes	5 (38.5)	10 (100)	3 (30)	10 (100)	< 0.001
No	8 (61.5)	0 (0)	7 (70)	0 (0)	
Following interior account	2.5± 2.1	5.0± 0.0	2.2± 1.9	2.2± 1.9	0.002
TikTok					
Yes	9 (69.2)	3 (30)	7 (70)	2 (20)	0.03
No	4 (30.8)	7 (70)	3 (30)	8 (80)	
Snapchat					
Yes	3 (23.1)	10 (100)	2 (20)	2 (20)	< 0.001
No	10 (76.9)	0 (0)	8 (80)	8 (80)	
Instagram					
Yes	4 (30.8)	10 (100)	3 (30)	10 (100)	< 0.001
No	9 (69.2)	0 (0)	7 (70)	0 (0)	

Advantages of viewing interior design accounts

Studies on social media advantages in other fields, such as health, have revealed that social media helps individuals remain up-to-date with new health information (Saud et al., 2020). Participants were asked about the advantages they gained from viewing or following interior design accounts. Figure 5 shows the percentages of each advantage discussed by the participants. This is in agreement with Saud et al.,

2020), as 28% of the participants indicated that it helped them stay up-to-date about the field. In addition, Elsayed and Noaman, (2023) highlighted that social media helps designers to gain more visual inspiration. The present study found that non-designers also gain more visual inspiration for designs from social media (30%). These participants highlighted the importance of visual inspiration gained by viewing these accounts, irrespective of whether they made changes at home, as they may need this information for later. Approximately 15% explained the different things they learned about details to solve issues in their home. One participant discussed the sofa legs that made the place appear unaesthetic and how she addressed the issue using a new leg design that completely changed the look of the space. Another participants at the age of 68 mentioned that Instagram was her major reference for her kitchen renovation. She mentioned that she spent a month viewing various designers' accounts focused on kitchen designs. As a result, she was able to renovate her kitchen to her satisfaction.

Finally, 27% of the participants discussed how it helped them learn more about color matching. They explained how they were rigid about the use of certain colours and how viewing interior design videos helped them overcome the fear of using colours. In addition, they learned how to match colours. Participants between the ages of 18–25 years live with their families; therefore, they cannot change their home design. They mentioned that they had made minor changes, such as the decoration of their bed, bedside table, or study table in their bedroom. Table 4 shows that only the youngest age group watch interior design to learn, while other groups do not watch to learn ($p<0.001$). There is another significant differences found for the choices of other reason to view interior design account with 100% in group 2, 50% group 3 and 4 ($p<0.001$).

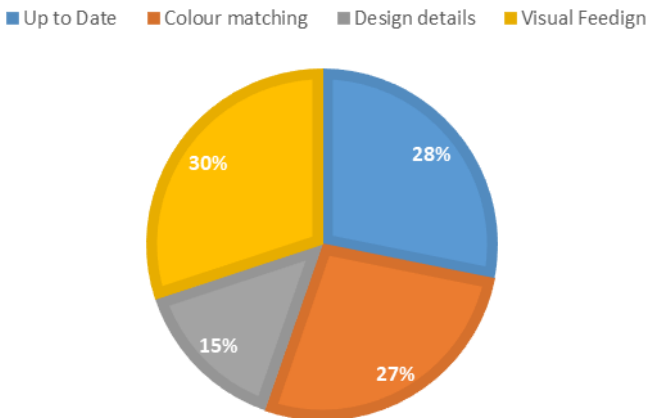


Figure5: Theadvantagesofviewinginteriordesignaccounts.Source:(Author,2025).

Table 4. Differences based on age for continuous variables for reasons for
viewing interior design accounts. Source :(Author, 2025).

Reasons to follow	Group 1 18 - 25 years	Group 2 26 - 35 years	Group 3 36 - 45 years	Group 4 Above 45	P value
Learn about ID					
Yes	10 (76.9)	0 (0)	0 (0)	0 (0)	< 0.001
No	3 (23.1)	10 (100)	10 (100)	10 (100)	
Change home					
Yes	1 (7.7)	2 (20)	5 (50)	5 (50)	0.06
No	12 (92.3)	8 (80)	5 (50)	5 (50)	
Change Part of home					
Yes	8 (61.5)	8 (80)	5 (50)	5 (50)	0.47
No	5 (38.5)	2 (20)	5 (50)	5 (50)	
others					
Yes	1 (7.7)	10 (100)	5 (50)	5 (50)	< 0.001
No	12 (92.3)	0 (0)	5 (50)	5 (50)	

Table 5 indicate the advantages form watching interior design account. The score of advantage of interior design account the help in enhancing design choices decrease with increasing in age younger group 5.0 ± 0.0 older group 3.8 ± 1.0 ($p < 0.001$). The other advantage is being up to date was chosen with 92.3% of group 1 and 100% of group 2, while the older shows lower percentage 40% group 3 and 20% group 4 ($p < 0.001$). Design details was chosen as advantage for group 2 with 80% ($p = 0.007$). Colour matching is chosen by group 1 and 2 with 61.5% and 100% respectively ($p = 0.03$). Finally, visual feeding is highly chosen by age group 1 and 2 with 100% ($p < 0.001$).

Table 5. Differences based on age for continuous variables for advantages of viewing interior design accounts. Source :(Author, 2025).

	Group 1 18 - 25 years	Group 2 26 - 35 years	Group 3 36 - 45 years	Group 4 Above 45	P value
Advantage of ID account the help in enhancing design choices	5.0 ± 0.0	5.0 ± 0.0	3.8 ± 1.0	3.8 ± 1.0	< 0.001
Update					
Yes	12 (92.3)	10 (100)	4 (40)	2 (20)	< 0.001
No	1 (7.7)	0 (0)	6 (60)	8 (80)	
Learn more about design details					
Yes	2 (15.4)	8 (80)	3 (30)	2 (20)	0.007
No	11 (84.6)	2 (20)	7 (70)	8 (80)	
Learn more color matching					
Yes	8 (61.5)	10 (100)	4 (40)	5 (50)	0.03
No	5 (38.5)	0 (0)	6 (60)	5 (50)	
Help in Visual Feeding					
Yes	13 (100)	10 (100)	4 (40)	4 (40)	< 0.001
No	0 (0)	0 (0)	6 (60)	6 (60)	

Conclusion

Studies states that social media helps designers gain more their perspectives that enhances their view of furniture, and it is a source of inspiration to help create more designs (Elsayed and Noaman, 2023). Social media also helps in marketing their work, as it contributes them reach wider customers in comparison to printed media in the past (Tang et al., 2023). This paper was done to understand non-designers' interest in following interior design accounts on social media and the advantages they gain from it. To achieve this, interviews were conducted with no-designers to find their interest in interior design and how social media platforms influences them. It also investigated social media advantages in relation to the development of individuals' choices of interior design elements. Findings indicated that non- designers have become more aware of interior designs due to the intensive use of social media. Results also revealed that many individuals other than designers check social media accounts to gain visual inspirations. Although spending considerable time on social media was discussed in a previous study as a disadvantage, non-designers of all age groups interviewed in this study used social media as a major reference for visual inspirations on interior design. Social media provided new furniture and colour matching ideas for participants who changed their home decor. Participants explained how they were rigid about the use of certain colours and how watching interior design videos helped them overcome the fear of using colours. According to these results, most participants agreed that social media has positive impact on increasing their interest on interior design. It also helps them learn more about interior design specially home design as it is the place where they can change. The visual inspirations they gained changed their taste of design choices for their homes. In comparison to Coshamedigital (2017), who found that Facebook considered the most used platform for interior design, and Eriksson et al. (2019) and Nummelin (2015) who states that Instagram was more common for interior design. This study revealed that TikTok is the most commonly used application because of its short-video format.

There are limitations to this study, as it is focused solely on Jeddah, Saudi Arabia. This may affect the applicability of the findings to the broader population, as cultural differences can have a significant impact. Also, limitation of this study is that the sample size was limited to 43 female participants. Further studies should be conducted using wider sample sizes from both genders to ensure the generalizability of the results. Additionally, study finding is limited to analyze how social media made non-designers interest to interior design and the advantages they gain from it. The significant of this study was to contribute to knowledge on the advantages of social media for making non-designers interest in interior design. The way it changes their taste and choices of home furniture and design.

Recommendations

- It is recommended that future studies include a larger sample size from various geographical areas in Saudi Arabia and around the world to investigate how social media can enhance non-designers' knowledge of interior design
- Future studies need to investigate the subject from male perspectives as this study is limited to female only.

Competing interest:

The author reports there are no competing interests to declare.

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