Social Media Marketing and Customers Retention: A Study on Selected retail Store in Lucknow

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Abstract
Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration and emerged as a powerfull tool for influencing customers decision maing process. Marketers are using these media to reach to the customer and manipulate their decision towards intended product or services. The present research work aimed to analyse the role of social media marketing and its influence on customer retention. In a survey of 167 custoemrs through structured questionnaire , researcher has explored the folloing factors like promotion efficacy, media credibility,media economy, information sharing,brand affiliation, ease of use, and attractivenessis using factor analysis and found that use of social media has more in creating strong desire for the product in the mind of customer. Further logistic regression confirms that people who intend to recommend the product to others in the influence of social media advertisements have recommend to others with 94% accuracy. Study suggests that mmarketers can use these medium for effective positioning of their product and services in the mind of customer

Key words: *Social media Marketing, Logistic Regression, Factor analysis, Custoemr retention, etc*

Introduction

The social media marketing has gained significant importance in the present business environment. With the passage of time, all person engaged in the business field have realised that marketing activities has to be initiated in a new way that should have great positive impacts on their business. The Social Media Marketing (SMM) is one of the most effective marketing efforts where customers and stakeholders are participants rather than viewers and each participating customer becomes part of the marketing department. The old fashion of communication is obsolescing and giving passage to new communication to grow. With the help of social media marketing, the brands and customers are communicating with each other without any restriction in time, place, and medium. The social media marketing has transformed the old-fashioned one-way communication to interactive two-way direct communication and therefore, it is imperative for companies to be a part of the social sphere to represent their company and interact with concerned stakeholders.

An increasing number of people across the different demographic spectrum are spending large amounts of time online, socialising with friends through a variety of social networking sites. Social Network Marketing (SNM) is considered as a subset of SMM and has emerged as the most powerful tools in advertising. Today it is being used to find more customers and to launch a bilateral relationship between company and customers who may be friends of the existing users of that particular social network. The presence of social media marketing has become so essential that companies which are not creating an online presence for themselves are losing the competition. With this in mind an attempt was directed to explore the social media marketing and its role in customer retention.

Justification of the Study

In the present scenario, marketers facing with the ever-increasing challenge of creatively in developing communication techniques that will effectively reach their target audience. In the past, visitors used these social networking sites primarily for the purpose of interacting with friends and publicly sharing details, comments and photographs of their lives. Human beings are social and have an innate need or desire to feel accepted and to fit in. Accordingly, they tend to be heavily influenced by the people around them or with whom they spend the most time on making purchase decisions. As social media sites are where many people are now spending most of their time, these interactions are now taking place on such platforms. Over time, the social media landscape has evolved into a space where a broad range of information is disseminated. Consumers are now looking to these sites for product information that they can rely on from trusted sources-friends and family online. Thus, social media sites have in themselves, evolved to become a "reference group" as such. Marketers use these ideas to have access to a wide array of product information or choices, for feedback and testimonials and product quality conformance as well as reinforcement strategies. As the business applications of social media are growing leap and bound, it become necessary to assess its role in retaining the customer and suggestions must be sought for enhancing its competitiveness.

Social Media

Social media refers to online tools where content, opinions, perspectives, insights, and media can be shared. The interactive nature of social media (its ability to establish conversations among individuals, firms in communities of sellers and customers, and involve customers in content generation and value creation) has excited practitioners with its potential to better serve customers and satisfy their needs (Sashi, 2012).

Social Media Marketing

Social media marketing (SMM) can be described as a form of online marketing that includes a complex of processes and efforts actualized through social media channels and focused on attracting attention to a brand/company/ product, expansion of customer target group and its awareness of the brand or product, receiving a feedback from actual customers. Social Network (SN) which refers to sites allowing users to create profiles on the site, to post information and share that information and communicate with other users of the site. SN sites are becoming increasingly more

popular among people due to its convenient access and the environment they have provided for the users. The way users can choose the appearance and arrangements of their profile is favourable for them. For example, the ability to turn chat on and off gives the user a kind of option and authority to be available for an instant chat while surfing on the site or not. There are numerous SN sites on the Internet which can be easily found by search engines.

Objective of the study

The present research work has been taken up with the objective of:

- To analyse the consume perception towards different function of social media marketing.

- Analysing Social Media Marketing and its influence on customer behaviour.

- To analyse the different dimension of social media marketing their impact on customer retention.

Research Methodology

Present research is exploratory as well as Descriptive in nature. Research is based on primary as well as secondary data. Secondary data was collected from different sources like books, magazine, journals, research paper etc. Primary data was collected by using survey method; a structured questionnaire is designed covering different dimension of social media marketing and its influence on customers retention. Construct related to social media marketing and its outcome were developed on the basis of review of the literature and research by the different authors. The questionnaire thus developed was piloted on a sample of 250 respondents visiting personally and contacting respondent located at different places in Lucknow Almost 180 responses were received after editing 167 questionnaires was found suitable and taken for the study. Reliability check was carried out using SPSS and found to be 0.888 which indicates that data is reliable one. The factors analysis was carried out to identify the important factor. Descriptive statistical analysis was carried out to analyse the relative importance of various construct developed for the study. Cluster analysis was carried out to classify the customer with similar preference. Logistic regression analysis was carried out to predict the model fitness. Table -1 shows the demographic profile of the respondents.

Table 1: Demographic Characteristics of Respondents

Categories		F	%	Categories		F	%
Age	Upto 20 Years	18	10.8	Family Size	Upto 3 Members	64	38.3
	20-30Years	63	37.7		4 to 6 Members	96	57.5
	30-40Years	45	26.9		7 to 10 members	5	3.0
	40 to 50 Uears	15	9.0		More than 10 Members	2	1.2

	50-60 Years	9	5.4	Marital Status	Married	115	68.9
	Above 60 Years	17	10.2		Unmarried	52	31.1
Gender	Male	114	68.3	Annual Income	Upto Rs. 20,000	38	22.8
	Female	53	31.7		Rs. 20000 – Rs. 40000PM	68	40.7
Education	Under Graduation	17	10.2		Rs. 40000 – Rs. 60000PM	32	19.2
	Upto Graduation	52	31.1		Rs. 60000 – Rs. 10000PM	17	10.2
	Post Graduation & Others	98	58.7		More than Rs. 100000PM	12	7.2
Occupation	Student	27	16.2	Total Number of Respondents		167	100
	Business	17	10.2				
	Service	101	60.5				
	Professionals	22	13.2				

Demographic characteristic of respondent is one of the important variables for the marketer to carryout profiling of the customer for marketing decisions. The information presented in the above table indicates that majority of the respondents are of the younger age as 48.5% respondents falls in the age group ranging upto 30 years.26.9% respondents are in the age group 30- 40 years. 9.0% respondents were in the age group of 40-50 years and remaining5.4% respondents are in the age group of 50-60 years.remaining 10.2% respondents are of the above 60 years of their age. The sample is dominated by male and married categories respondents as 68.5% respondents are male and 70.6% respondents are married categories. Majority of the respondents are having family size upto 4 members as 54.6%

respondents indicated that they are having 3-4 members in their family. Majority of them are well educated as 87.4% respondents are having either graduation or post graduation degree to their credit. Survey reveals that majority of them are in the income group of 150000 to 300000PA. Majority of the respondents are in the service category respondents.

The social media has a strong influence in shaping the consumer behaviour toward product. As the customer experience increases, its intensity towards searching product information on social media increases. Analysis indicates that sample is dominated by the respondents who are using the social media for more than 5 years as it was indicated by 28.7% respondents in the sample.

Table 2 Years of Using Social Media

Years of Using Social Media	Frequency	Percent	Valid Percent	Cumulative Percent
Upto 1 Years	30	18.0	18.0	18.0
1 to 3 Years	47	28.1	28.1	46.1
3-5 Years	42	25.1	25.1	71.3
More than 5 Years	48	28.7	28.7	100.0
Total	167	100.0	100.0	

Remaining 18.0%,28.1% and 25.1$% respondents indicated that they are in touch with social media soce last one years, oneto three years and three to five years respectively.

Table 3Rotated Components and Associated Variable

	Component							commu nality
	Prom otion Effica cy	Media Credibi lity	Media Econo my	Infor matio n Shari ng	Brand Affiliat ion	Ease of Use	Attract iveness	
Social media is great for engaging with consumers	.848							.880
Social media is effective for advertising a product	.799							.765
Social media is a powerful tool for leveraging and promoting product	.777							.813
Social media advertisements are more interactive than traditional advertising	.722							.774
Social media advertising is more informative than traditional advertising.	.664							.725
I am subscribed to updates and alerts regarding a brand or product through social media networking sites.	.626							.736
Social media has revolutionised the marketing	.583							.639

Social media is helpful for complaining about product	.575							.698
I refer to the opinion of experts on social media sites while considering any product.	.548							.703
Social media is effective for brand awareness	.513							.687
Organizations that use social media for marketing purpose are more innovative than others who are not using it.	.436							.617
The product advertisement on social network give me a pleasant feeling		.840						.818
I talk to my friends about advertisements seen on social media		.810						.815
I believe in products that are endorsed by Celebrities on social network		.720						.655
The product claim made in the advertisement on social media is believable		.670						.731
The visuals and slogans of the chosen advertisement of product on social network provide a memorable familiarity to the brand.		.656						.818
Use of social media sites enhances my online communication skills and performance.		.511						.752
The offers for the consumer durables on the social media websites seem affordable			.767					.733
The offers for the consumer durables on the social media websites seem value for money			.756					.821
I can't take my eyes off from the promotions of products on social media.			.641					.715
The pictures of the product on the social media are irresistible			.575					.654

I always click on the consumer durable promotions on the social media websites to explore more and make a purchase				.763				.724
Social Media is better than any other type of media for the purposes of meeting out needs				.605				.688
I feel comfortable in sharing my information on social media sites.				.604				.782
I feel curious and try to explore the product and know more about it by seeing the promotions on the social media.				.475				.644
Social media is effective for brand affiliation.					.755			.652
Social media is helpful in building brand fan communities					.643			.691
Social media sites can be used to explore product easily.						.860		.858
I find it easy to use the social media sites.						.538		.651
The promotions of the consumer durables on the social media is intriguing							.811	.843
The promotions of the consumer durables on the social media is too attractive							.776	.784
Advertisements through social media are more interesting than traditional advertising.							.715	.777
Total	10.274	3.312	2.477	1.884	1.821	1.539	1.202	
% of Variance	32.107	10.35	7.742	5.888	5.689	4.81	3.756	
Cumulative %	32.107	42.457	50.199	56.087	61.777	66.587	70.343	

The above table indicates the number of factors of social media marketing that influence customer behaviour and motivate them to remain with present offers and inturn help marketer to retain customer. After applying SPSS, the principal component analysis (PCA) was carried out to explore the underlying

factors associated with 32 items. From the rotation method the seven factors ware obtained. Table reveals that factor 1 is the Promotion Efficacy which is the combination of the variable like Social media is great for engaging with consumers, Social media is effective for advertising a product, Social media is a powerful tool for leveraging and promoting product, Social media advertisements are more interactive than traditional advertising, Social media advertising is more informative than traditional advertising, I am subscribed to updates and alerts regarding a brand or product through social media networking sites, Social media has revolutionised the marketing, Social media is helpful for complaining about product, I refer to the opinion of experts on social media sites while considering any product, Social media is effective for brand awareness, Organizations that use social media for marketing purpose are more innovative than others who are not using it and account for 32.107%variance of the total variances. Factor 2 is Media Credibility which is the combination of the variable like The product advertisement on social network give me a pleasant feeling, I talk to my friends about advertisements seen on social media, I believe in products that are endorsed by Celebrities on social network, The product claim made in the advertisement on social media is believable, The visuals and slogans of the chosen advertisement of product on social network provide a memorable familiarity to the brand, Use of social media sites enhances my online communication skills and performance and account for 10.35% variance of total variance. Factor 3 is the Information Sharing through social media which is combination of variable like The offers for the consumer durables on the social media websites seem affordable, Factor 6 is the Ease of Use of social media and is the combination of variable like Social media sites can be used to explore product easily, I find it easy to use the social media sites. And account for 4.8% of total variance. And factor 7 is the attractiveness of social media and is the combination of variable like The promotions of the consumer durables on the social media is intriguing, The promotions of the consumer durables on the social media is too attractive, Advertisements through social media are more interesting than traditional advertising. And account for 3.756% of total variance

Table 4 Extent of Influence Social media on purchase decision		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of influence	85	50.9	50.9	50.9
	Some influence	72	43.1	43.1	94.0
	No influence at all	10	6.0	6.0	100.0
	Total	167	100.0	100.0	

Empirical studies and various secondary sources indicates that social media influences purchasing decisions in numerous ways from reviews, guides, word-of-mouth recommendations or research of a product or brand via social media channels.survey reveals that more than hlf of the respondents conform this and were of the opinion that social media have a great deal of influence on purchase decision . in comparisipn to this 43% respondents indicated that it has some influence. Very few i.e. 6% respondents were only of the opinion that it does not influence at all.

Table 5 Mean of Different Factors of Social Media and their impact on purchase decision: A Cross Table Analysis

Degree of Influence	Promotion Efficacy	Media Credibility	Media Economy	Information Sharing	Brand Affiliation	Ease of Use	Attractiveness
A great deal of influence	3.7069	4.0137	3.5588	3.7529	3.8118	4.1529	3.5922
Some influence	3.8542	3.5278	3.3472	3.3264	3.9583	3.9931	3.6019
No influence at all	2.8917	2.8000	2.8500	2.8250	3.1000	2.9000	2.7000
Total	3.7216	3.7315	3.4251	3.5135	3.8323	4.0090	3.5429

Mean of different factors of social media and its role in influencing customer purchase decision as presented in the table above indicates that ease of use of social media has scored highest mean and play a important role in customer purchase decision.

Table 6 One Way ANOVA Mean Of Different Factors Of Social Media And Their Impact On Purchase Decision							
			Sum of Squares	df	Mean Square	F	Sig.
Promotion Efficacy * Degree of Influence	Between Groups	(Combined)	8.172	2	4.086	9.259	.000
	Within Groups		72.367	164	.441		
	Total		80.539	166			
Media Credibility * Degree of Influence	Between Groups	(Combined)	18.435	2	9.218	20.740	.000
	Within Groups		72.890	164	.444		
	Total		91.325	166			
Media Economy * Degree of Influence	Between Groups	(Combined)	5.264	2	2.632	4.465	.013
	Within Groups		96.675	164	.589		
	Total		101.939	166			
Information Sharing * Degree of	Between Groups	(Combined)	12.134	2	6.067	12.131	.000
	Within Groups		82.023	164	.500		

Influence	Total		94.157	166			
Brand Affiliation * Degree of Influence	Between Groups	(Combined)	6.542	2	3.271	6.219	.002
	Within Groups		86.263	164	.526		
	Total		92.805	166			
Ease of Use * Degree of Influence	Between Groups	(Combined)	14.078	2	7.039	14.137	.000
	Within Groups		81.658	164	.498		
	Total		95.737	166			
Attractiveness * Degree of Influence	Between Groups	(Combined)	7.561	2	3.781	8.123	.000
	Within Groups		76.326	164	.465		
	Total		83.887	166			

We see from the table that the calculated value of F the different level of influencing intensity for customer purchase decision towards social media marketing function like Promotion Efficacy, Media Credibility,Media Economy, Information Sharing, Brand Affiliation, Ease of Use, and Attractivenessis greated that r than the tabulated value of F i.e. 2.9957 at (V1= 2 and V2 = 166) degree of freedom and 0.05 level of significance. therefore null hypothesis (H0) is rejected and it is concluded that mean of different level of influencing intensity for customer purchase decision does not differs significantly across the social media marketing function

		Frequency	Percent	Valid Percent	Cumulative Percent
Table 7 Product Advertised on Intention to recommend to Others					
Valid	Yes	152	91.0	91.0	91.0
	NO	15	9.0	9.0	100.0
	Total	167	100.0	100.0	

The marketing is said to be successfull if it is able to form customer chain and spead the information in their circle. A satisfied customer recommend the product to other person and thus it increases the sales. The information presented in the above table indicates that sample is dominated by the respondents of satisfied customers as 91 % respondents indicated that they recommend the product to others which they see on social media. Very few (9%) did not agreed with and were not willing to recommend to others.

Logistic regression- enter method

Logistic regression carried out to assess the model fit between the various factors of social media marketing and their influence in purchase process. It is a statistical method for analyzing a dataset in which there are one or more

independent variables that determine an outcome. The outcome is measured with a dichotomous variable in which there are only two possible outcomes. The goal is to find the best fitting model to describe the relationship between the dichotomous characteristic of interest of dependent variable with the set of independent (predictor or explanatory) variables. The outcome is presented in the table below:

Table 8 Omnibus Tests of Model Coefficients		Chi-square	df	Sig.
Step 1	Step	28.205	7	.000
	Block	28.205	7	.000
	Model	28.205	7	.000

The omnibus tests of model coefficients table give the value of chi-square, degree of freedom and associated significance level. The value of chi-square indicates change in -2LL from base model to the present model. Since the chi-square is 28.205 and associated significance level is less than 0.05, the present model shows a decrease in deviance from the base model. Therefore, this model is a good fit.

Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

The model summary table shows the values of -2log likelihood, cox and snell R^2 or Nagelkerke R^2 are used to examine whether including an additional covariate is significant or not. Higher values of cox and snell R^2 indicate a better fit.

The classification table shows that overall model gives 94 percent correct prediction.

As shown in the table, out of 152 people who have positive opinion about social media advertisements and their intention to recommend others , the model predict 152. Out of 15 respondents who does not intend to recommend others, the model predicts 5 people with negative found incorrect. Thus it predicts 5 people with no influence of social media in recommendsing products to others. Thus it predicts people who say that social media advertisements have an influence in buying consumer durable products in forming the chain of recommending product to others with 100 percent accuracy whereas the people with negative response about social media advertisements 67 percent accuracy.

Table 9Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	72.704[a]	.155	.343
a. Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.			

Table10 Classification Table[a]					
	Observed		Predicted		
			Intention to recommend to Other Organisation		Percentage Correct
			Yes	NO	
Step 1	Intention to recommend to Other Organisation	Yes	152	0	100.0
		NO	10	5	33.3
	Overall Percentage				94.0
a. The cut value is .500					

Conclusion and Suggestions

Social media marketing has emerged as a powerfull tool for influencing customers decision maing process. Marketer are trying their best to exploit the each and every aspect of social media to reach to the customer. The digital revolution has given pace for social media to grow exponentially and Marketers can make good use of this medium in attracting customer and reaching the message of product to customers and shaping their behaviour towards their offers. Researcher has explored the folloing factors like Promotion Efficacy, Media Credibility,Media Economy, Information Sharing, Brand Affiliation, Ease of Use, and Attractivenessis using factor analysis and found the each of use of social media has more in creating strong desire for the product in the mind of customer. Further logistic regression confirms that people who intend to recommend the product to others in the influence of t social media advertisements have recommend to others with 94% accuracy. Marketer can use these medium for effective positioning of their product.

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