Impact of Social Media Marketing On Customer Loyalty and Retention

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Abstract - Social Media has impressively influenced each individual just as each association that nobody can't just overlook. Because of huge changes in the marketing scene, traditional techniques are insufficient to address companies' issues. Then again, changing customer correspondence channels and fracture of this correspondence from provider to consumer has diminished an ever increasing number of the customers' trust and belief. Since faithful customers are the most essential resources of a company, companies have been offering consideration regarding creating customer retention and loyalty programs. The crucial reason for customer retention efforts is to guarantee keeping up associations with esteem including customers by diminishing their defection rate. Making customer loyalty is fundamental for the survival of the company in exceedingly competitive markets. With everything taken into account, social networking sites encourage dynamic communication between companies what's more, clients and goad connections among clients. Here the need touched base to discover the components affecting customer retention to investigate what content they appreciate most on a Facebook mark page which drives them to return to. The primary goal of this paper is to define and analyze the social marketing and its impact on customer loyalty and customer retention. Theconclusion is that the organizations that plan to build up and keep up a successful brand or item communication on social media join significance to singular communication with customers and giving careful consideration to content sharing about the brand with considering being intriguing and engaging as opposed to in regards to current ness, advertisement, and substance of promotion.

Keywords - Social ,Marketing, Customer, Loyalty, Retention.

I.   INTRODUCTION

The development of social media on the web has changed the manner in which individuals connect with one another and sharing of information. Social media is very much acknowledged and famous among the millennial cohorts. The millennial is the development of another age that is ground-breaking and complex consumers who are hard to impact, influence, and keep. This gathering of cohorts is vigorously dynamic on the social media networking sites and constantly hungry for information. The whole marketing scene of the traditional marketing is moving towards social media marketing. Organizations are presently increasingly dynamic on social media in contrast with the past. A few organizations have more than one existence on the social media stages to interact with the social media clients. It isn't important to be a nearness on the social media to fabricate the brand mindfulness, however without it, they are probably going to be a long way behind from their rivals that are effectively drawing in results by the use of the platform.

In the present information technology age, social media has turned into an essential thread of everyday life as a communication channel in which consumers mirror their utilization propensities, inclinations, suppositions, likes and encounters in their own eyes and collaborate with different clients. This boundless communication territory where consumers cooperate with one another and with different clients, offer critical open doors for item and brand communication activities, for example, cost, time and simplicity of achieving vast consumer masses. For this reason, numerous organizations make their own image profiles on social media communication channels and create exercises that will draw-in consumers with substance sharing, for example, online item information, limits, advertisements and promotions. This examination has been directed to decide if marketing exercises on social media are successful on consumers for their loyalty and retention.

Retention marketing strategies give numerous advantages to the company in light of the fact that dedicated customers increment their spending at an expanding rate, buy at a full margin instead of at discount prices, and make working efficiencies. Also, gaining new customers, for example, new record setup, credit hunts, publicizing and promotional costs is expensive when contrasted with holding a customer. The relationship startup costs that are brought about when a customer is procured are very high and it might take quite a while to pick up benefit from the

relationship to recuperate those obtaining costs. The record turns out to be increasingly productive and relationship maintenance expenses may in the end decline as the relationship between the company and customer develops over time. Additionally, customers who are happy with the company are all the more eager to pay more expensive rates since they get their feeling of significant worth from more than price and in a set up relationship they are likewise prone to be less responsive to price requests offered by contenders.

1.1 Social Media

Social media are computer mediated advancements that permit the making and sharing of information, thoughts, career interests and different types of articulation by means of virtual communities and networks

1.2 Social Media Marketing

Social Media Marketing has of late experienced noteworthy changes in the manner in which information is conveyed to the customers. Social networks (SN), as a piece of innovation, give avirtual stage to people to associate, deliver and share content online. All things considered, for brand proprietors, they offer the potential for (1) publicizing—by encouraging viral marketing, (2) item development—by including consumers in the structure procedure, and (3) market intelligence—by watching and examining the user-generated content.

Firms perceive the power of internet, an open, savvy and ubiquitous network, which adds to diminishing or notwithstanding wiping out geographic obstructions and physical separation, as a platform to make an incentive with customers, because of the capacities of internet: intuitiveness, wide extension, persistence, speed and flexibility.

Social media marketing not only escalates the current firm to customer and customer to firm relationships, yet in addition makes new minor departures from regular choices, expanding the capacity of firms to interface in firm-customer exchange, fortifying their communications. There are basic changes in the simplicity of contact, volume, speed, and nature of these associations. Firms can connect with individuals that were generally difficult to reach out to. Social media exchange content to an increasingly differing scope of individuals contrasted with broad communications. They make a small-world network where content is effectively circulated to countless number of people, as the network is framed through deliberate association and requires less strides for sharing information.

1.3 Customer Retention

Customer retention insights are commonly communicated as a level of long haul clients, and they are critical to a business since fulfilled and retained customers will in general spend more, cost less and make significant references to new potential customers. As a tool customer retention is as evaluation of the product or service quality given by a business as it estimates how much faith its customers have in the brand.

Customer Retention is the action that an offering organization attempts so as to decrease customer defections. Successful customer retention begins with the primary contact an organization has with a customer and proceeds all through the whole lifetime of a relationship. A company's capacity to draw in and hold new customers, isn't just identified with its product or services, however emphatically identified with the manner in which it services its current customers and the notoriety it makes inside and over the marketplace. Customer retention has been found to influence company benefit and market offer as it were. Representatives respect customer fulfillment and customer retention as their business objectives. Customer fulfillment has been found to influence customer retention however fulfillment could conceivably prompt retention. Customer fulfillment for a company may increment while customer retention levels can stay same. Companies applying customer retention strategies are more successful than the ones applying customer satisfaction strategies.

- **Dimensions of Consumer Retention**

Customer engagement has a few measurements. It is basic to consider these measurements to relate it with the significance of holding customers, building customer value and fighting competition.

- ✓ Product/service involvement
- ✓ Purchase frequency
- ✓ Frequency of service interactions
- ✓ Word of mouth
- ✓ Velocity

1.4 Customer Loyalty

Customer loyalty is characterized as the willingness of some random customer to buy the company's products or services over competitive ones accessible in the marketplace. Because of the way that loyalty is the consequence of creating past positive encounters with the customers and they come back to the company different occasions because of these encounters, customers will return over and over to work with the company; paying little respect to whether it might not have the best product, price or service conveyance. Customer loyalty is a behavioural and attitudinal propensity to favor one brand over all others, regardless of whether because of contentment with the service or product, its performance accommodation or performance, or just solace and commonality with the brand. Customers can demonstrate loyalty to price, brand, company, and different customers. Nonetheless, Customer satisfactions essential to any company and its influence clients over and again returning to the company because of its service.

- ❖ **The crucial factors affected customer loyalty are**
- • Customer satisfaction

- Emotional bonding
- Trust,
- Choice reduction/ habit,
- Company history.

In this manner, customer satisfaction with a company's products or services could be viewed as the way to a company's prosperity and long haul competitiveness. Customer satisfaction is seen as a focal determinant of customer retention. Creators brought up that satisfaction isn't sufficient on the grounds that not exactly 50% of the company fulfilled customers will return. The company needs to exchange fulfilled customer to steadfast customer. It's so imperative since it is so expensive to impact customers to purchase thus little to prompt a repurchase. Customer loyalty is an aftereffect of a positive emotional ordeal, physical trait based satisfaction and saw estimation of an affair, which incorporates the product or services

1.5 Impact of Social Media Marketing On Customer Retention and Customer Loyalty

So as to examinations the degree to which Social Media impacts customer retention, it is urgent to comprehend the key drivers of customer retention. Buttle (2009) proposes estimating customer retention by tangible and intangible methods. Unmistakable measures incorporate key performance pointers, for example, crude customer retention rates, deals balanced retention rates, benefit balanced retention rates or cost of customer retention. Moreover, he distinguishes four impalpable drivers of customer retention as customer enchant, customer saw esteem, social and structural customer bonds and customer engagement. To make customer please companies need to present definite customer learning frameworks, which address and surpass the desire of each singular customer. The development of Social Media gives an extra channel of communication and whenever integrated with different channels, marketers can all the more effectively spread the news of significant worth including benefits like loyalty plans and customer clubs.
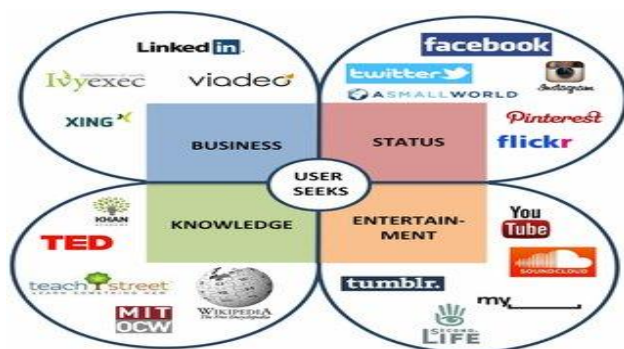

Figure 1 Impact of social media marketing on customer loyalty and retention

Social bonds are close to home ties that are made amid the communication with others and the virtual world can be considered as far off at first, so companies need to consider their online interfaces with customers so as to transmit

clearly what the brand depend on. Basic bonds exist when the company and the customer devote assets to the relationship. Besides, customer engagement includes duty and encounter and fundamentally contributes towards the arrangement of competitive preferred standpoint. As companies are searching for building and keeping up more grounded relations with their customers, social media use can outstandingly affect company's performance through customer loyalty and the esteem made through customer co-operations. Number of companies and customers utilizing social media is developing gradually. With this high utilization rate, exploring if this impersonation impacts the performance-related outcomes like loyalty and deal - regardless of whether on brand level or on store level.[1]

II.   REVIEW OF LITERATURE

Irem Eren.et.al. (2012)[2] -The point of this investigation is to recognize the impact of social media marketing on brand loyalty of the consumers, given that the idea is accepting expanding consideration from marketing the scholarly community and professionals. The extent of the examination comprises of customers who pursue somewhere around one brand on the social media in Turkey and the information were gathered through the organization of an organized poll with an example of 338 individuals and tried by means of stepwise multiple regression analysis. The consequences of the examination demonstrated that brand loyalty of the customers is emphatically influenced when the brand (1) offers profitable crusades, (2) offers significant content, (3) offers prominent contents, (4) shows up on different platforms and offers applications on social media; were utilized by utilizing SPSS 17.0 version. Customers like to share music, innovative related, and clever contents on social media platforms. In light of our outcomes, this investigation can be considered as a pioneer in this new region of marketing, and propose a few strategies for the professionals.

Ramsaran-Fowdar and Fowdar (2013)[3] -referenced that social media marketing is a helpful device to oversee existing customer relationships while making new ones, by encouraging online trade and communication. This backings the suspicion of social media channels to be utilized in expanding customer satisfaction and customer retention. Anjum et al. (2012) additionally trust that social media marketing is basic for companies who expecting to draw in and hold customers. Different creators have additionally discovered that the utilization of social media as a marketing channel builds customer satisfaction and customer retention.

SimaGhalebMagatef (2015) [5]–The objective of this investigation is to acquire a deep comprehension of the effect of customer loyalty programs on customer retention. This investigation was connected to Jordanian customers. The examination explores the effect of autonomous variable; loyalty programs: point framework, level framework remunerate, charges a forthright expense for

VIP benefits and nonmonetary programs, on the needy variable: customer retention. To accomplish the target of the investigation, an overview was directed to gather information from the example. Altogether (350) questionnaires were distributed randomly to Jordanian customers who could be come to by the specialists, and were reached through companions, relatives, understudies and nearby shopping centers. The members had distinctive social, instructive, and word related foundations. Reaction rate was (81.14%) Percent. The discoveries unmistakably appear: there is critical proof of the impact of all loyalty programs on building and keeping up customer retention. The real impact was for Tier framework reward pursued by energize front expense for VIP advantages, and afterward point framework, the weakest impact was for Non-monetary related projects.

F. Safwa Farook (2016) [8] -The examination analyzed the impact social media marketing has on customer engagement. The examination was chosen to be explored as should be obvious that organizations spending on social media keep on taking off, yet estimating its effect remains a test for generally organizations. With everything taken into account, social networking sites encourage dynamic communication among companies and users and goad associations among users. Here the need touched base to discover the factors affecting customer engagement; to investigate what content they appreciate most on a Facebook brand page which drives them to return to. Information utilized for this examination was gotten through polls dispersed to fans of a specific Facebook brand page. The outcomes demonstrated that media and content sort of posts apply a critical Impact on customer online engagement. It likewise accentuated that higher the impact of social media marketing, higher would be the customer engagement. The discoveries of this examination uncovered the five factors that significantly affect customer engagement. SNSs are an extra medium through which information can be dispersed on the grounds that it energizes a two-way communication among customers and firms. Consequently, marketers should be progressively wary on what they post online as this is bound to impact customers. The investigation likewise underscores the hugeness of self-divulgence 'as a central point to hint relationships among people, as a reinforced brand-consumer relationship online will eventually affect their purchase behavior in reality

Jalal RajehHanaysha (2017) [9] –Customer satisfaction is one of the primary points in marketing that got huge considerations from a few researchers and professionals. Fulfilled customers will in general be the main thrust for brand achievement and building manageable competitive preferred standpoint; hence, taking a gander at the antecedents of customer satisfaction is considered to be essential. This article is intended to look at the Impacts of social media marketing, price promotion, and corporate

social obligation on customer satisfaction in the cheap food industry. The information were gathered utilizing a study instrument from 293 customers of global junk food eateries in east drift Malaysia. To break down the gathered information and reach at resolutions, SPSS and structural equation modeling (AMOS) were used. The discoveries uncovered that social media marketing and price promotion adversely affect customer satisfaction. Additionally, the discoveries uncovered that corporate social responsibility has a huge positive effect on customer satisfaction

Bilgin Y. (2018) [10] –The point of this examination is to inspect the impact of social media marketing exercises on brand awareness, brand image and brand loyalty. Moreover, it has been intended to investigate the Impact of brand awareness and brand image on brand loyalty in this examination. The number of inhabitants in the examination comprises of the consumers who effectively pursue five brands with the most astounding social score as per the Marketing Turkey social media brand performance information on social media communication channels, for example, Facebook, Twitter and Instagram. In this examination, quantitative strategy has been utilized and look into information has been acquired through online surveys shared on social media from 547 brand adherents with applying comfort testing technique. The got information have been broke down by structural equation modeling (SEM). Because of the analysis, social media marketing exercises have been found as viable factors on brand image and brand loyalty, other than it has been determined that the most evident Impact seen on brand awareness. What's more, it has been discovered that brand awareness and brand image significantly affect brand loyalty. Moreover, in the examination, it has been accomplished that the brand awareness limitedly affects the brand image.

III.   OBJECTIVES OF THE STUDY

1. To describe the concepts of Social media marketing, customer retention and customer loyalty
2. To theoretically characterize the Impacts of social media marketing on customer retention and on customer loyalty
3. To define the various the Impacts of social media marketing on customer retention and on customer loyalty by the different authors
4. To analyze the dimensions and measured variables of social media marketing, customer retention and customer loyalty
5. To analyze the Impact of social media marketing activitiesonCustomer loyaltyandCustomer retention

IV.   RESEARCH METHODOLOGY

4.1 ResearchModel

Three goals have been distinguished in this examination. The first looks at the Impact of social media marketing exercises on customer loyalty and customer retention.

4.2 Sample size

The number of inhabitants in this research is comprised of users who effectively purchase and have the highest social score on the social media communication channels, for example, Facebook, Twitter and Instagram as indicated by social media related with customer loyalty and customer retention. With considering information restriction on users of the populace, accommodation sampling strategy which is one of the sampling technique that not founded on likelihood has been connected in the research. The questionnaire have been sent to the 600 customers and 547 give response to the questions.The prepared questionnaire shape has been sent to 547 users of social media from Madhya Pradesh have been selected for the study they used Instagram, facebook and twitter through which we can find the impact on their retention and loyalty (population of the exploration) regarding their products and brands.

4.3 Instrument used for

Questionnaire procedure has been connected in acquiring research data. The research questionnaire comprises of three sections. In the initial segment, there are things incorporate members' considerations on social media marketing exercises of the brands. Social media marketing exercises of the brands have been inspected in terms of five measurements including entertainment, interaction, trendiness, advertisement and customization. Nine things about entertainment, interaction, trendiness and customization have been referred to a research led by Seo and Park (2018).

In the second part, there are nine things about Customer loyalty and Customer retention. Six things for estimating the validity of a complete thing incorporated into the scale have been tried by counseling the suppositions of three masters in the field of marketing and two specialists in the field of interpretation. In accordance with the sentiments of specialists, the thing: "The sharing of this brand on social media are intriguing" has been added to entertainment dimension of the investigation

Respondents' sentiments on the articulations in the estimation show have been estimated by applying the 5-point Likert scale (5 = strongly agree, 1 = strongly disagree). At the last piece of the estimation instrument there are five (5) proclamations about the demographic qualities of the respondents. Respondents' demographic attributes have been estimated by closed-ended questions.

4.4 Model of Measurement

Before testing hypothesis between social media marketing exercises, Customer loyalty, and Customer retention, the inclusion validity of the estimation show has been tried. Toward this path, explanatory factor analysis has been connected to the acquired data at the initial step. The similarity of the data set to factor analysis has been tried by KMO and Bartlett test.

4.5 Hypothesis of the Study

H1. There is a significant Impact of Social media marketing activities on customer loyalty.

H2. There is a significant Impact of Social media marketing activities on customer retention.

V.   DATA ANALYSIS AND RESULT

Result of framing data collection tool, the data collection stage has been begun. In the data collection process, starter test has been connected to quantify the loyalty of the examination scale at the initial step. The prepared questionnaire shape has been sent to 600 users of social media from Madhya Pradesh have been selected for the study they used instagram, facebook and twitter through which we can find the impact on their retention and loyalty (population of the exploration) who Purchase Products Online. In addition, the questionnaire has been connected to 25 customers in face to face frame to test the validity of the measurement tool in expansion to its loyalty. In this stage, unwavering quality investigation has been connected to the data acquired from 84 online purchaser. Because of the investigation, the Cronbach's Alpha score has been discovered as 0.912 for all things on the scale shows that the scale is very dependable. Outcome of applying the preliminary test, inquire about data has been acquired by means of online questionnaires that filled by 547Customers followers of 2017. The data got to test the examination statistical has been broke down by applying statistical package programs.

Table 1 Demographic Profile of the respondents

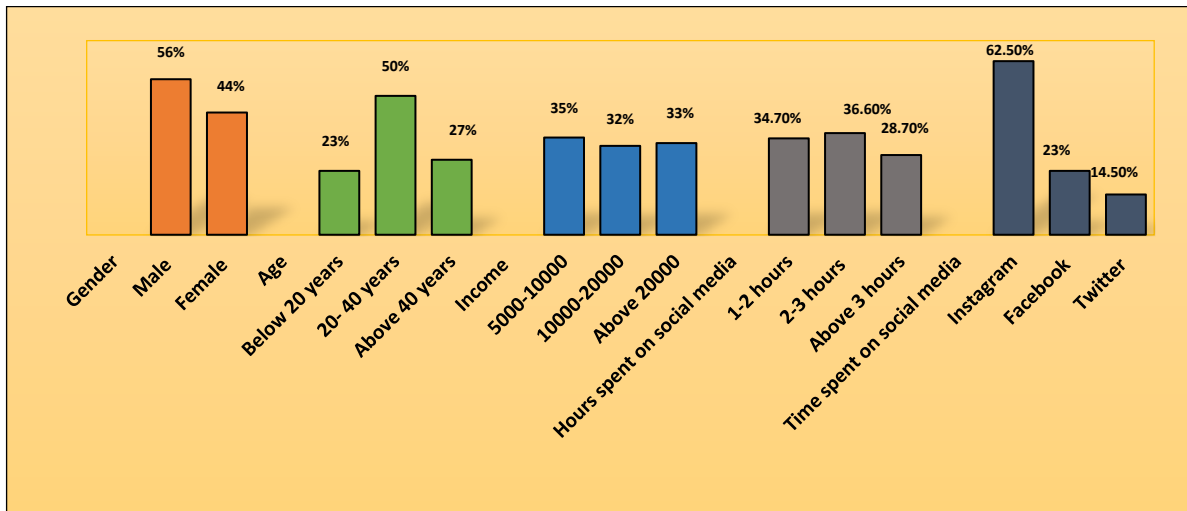| Respondents	Frequency	Percent
Gender		
Male	308	56%
Female	239	44%
Age		
Below 20 years	125	23%
20- 40 years	272	50%
Above 40 years	150	27%
Income		
5000-10000	190	35%
10000-20000	175	32%
Above 20000	182	33%
Hours spent on social media		
1-2 hours	190	34.7%
2-3 hours	200	36.6%
Above 3 hours	157	28.7%
Frequently used social media		
Instagram	342	62.5%
Facebook	126	23%
Twitter	79	14.5%

Figure 2 Demographic profile of the respondents

In the exploration, demographic attributes of the respondents have been right off the bat analyzed. 56% of the members are female and 239 44% are male. Out of 547 respondents 23% belongs to the age group below 20, 50% belongs to 20-40 years age group and 27% are from above 40 years. The most as often as possible utilized online life communication channel by the consumer is Instagram with 62.5%, 23% use facebook and 14.5% used Twitter. 34.7% of the members go through 1-2 hours out of every day via social media, 36.6% go through 2-3 hours out of every day and 28.7% go through above 3 hours in daily life.

Table 2 Measurement Items

Variables	Agree	Strongly Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Social Media Marketing Activities					
Entertainment					
1. The social media account of this product is enjoyable.	7	5	2	3	2
2. The content shared by social media of this product is enjoyable.	7	6	3	2	3
3. The sharing of this product on social media are interesting.	10	8	5	3	2
Interaction					
1. Information sharing is possible on social media of this product.	5	6	3	2	2
2. The discussion and exchange of opinions is possible on social media page of this product.	16	13	6	5	3
3. The expression of opinions is easy on social media of this product.	12	13	5	6	3
Trendiness					
1. The information shared on social media of this product is up to date.	13	11	5	4	3
2. The use of social media by this product is trendy.	7	8	4	5	4
Advertisement					
1. I like the ads that this Products has published on social media.	3	5	3	4	3
2. The ads that product has released on social media are interesting.	4	3	2	3	2
3. Social media ads of product positively affect my attention for the brand.	6	7	4	3	4
Customization					
1. The information that I need can be found on social media account of the product.	4	5	3	2	1
2. The social media of the product provided the information that I needed.	12	6	3	4	2
3. Icaneasilyobtaininformationthat Ineedthanksto thedirectionsonsocialmediaaccou ntof the company.	14	5	2	2	3
Consumer retention					
1. The company understands the needs of customers	16	10	5	4	3
2. I agree that the company maintain employee and Customer relationship	17	5	4	3	2
3. The company provide retention strategies	16	13	5	6	4
Customer loyalty					
1. I agree that this company provide high quality service	6	5	2	3	2

2.	I am satisfied with this particular company's product.	17	8	5	3	1
3.	I agree that company provide or supply what they shows on social media.	8	8	4	5	1
	Total	200	150	75	72	50

Out of 547 customers 200 are agree with the above statements, 150 are strongly agree, 75 are neither agree nor disagree, 72 are disagree and 50 are strongly disagree with the factors of social media marketing, customer retention and customer loyalty.

The acquired qualities (KMO .861 and Barlett test χ^2 = 4104.919, p <.000) have shown that the data set is perfect with factor analysis. In the Explanatory Factor Analysis (EFA), the measurement model for social media marketing exercises and the measurement model for brand factors have been tried in a request. It has been viewed as that the Factor Eigen Value of EFA is no less than 1, the factor stack is in any event 0.50, and that there is a distinction in any event as .10 between the factor loads of the articulations that are under the two factors. Because of the analysis, social media marketing exercises have been ordered under 5 factors which clarify 77.487 % of the total variance. The factor loadings of all things in the factor structure are somewhere in the range of .702 and .871. The things identified with brand factors have been gathered

under 3 factors which clarify 72.803 % of the total variance. The factor loadings of things which frame three factors are somewhere in the range of .729 and .858. The reliability dimension of all dimensions incorporated into the measurement model of EFA changes somewhere in the range of .70 and .91. The aftereffects of the EFA has demonstrated that the measurement model is perfect with the structure that completed.

After this stage, Confirmatory Factor Analysis (CFA) has been connected to the data set by the EFA results so as to test and validate what was called attention to in the EFA. In the measurement model, social media marketing exercises have been considered as a dormant variable in five sub-dimensions. In this manner, second request CFA has been connected to the acquired data. Factors (first-level factors) acquired from the watched factors in the second-level CFA have been characterized as endogenous factors, and the structure shaped by these factors (second-level factors) has been characterized as exogenous variable. Table 3 has demonstrated CFA results.

Table 3 Outcomes of the CFA

Latent variable/Measured variable		Items mean	Items S.D.	Cronbach's α	CR	AVE	Factor Loadings
Social Media Marketing Activities							
Entertainment	1	3.78	.890	.873	.821	.713	.728
	2	3.50	.934				.914
	3	3.44	.958				.881
Interaction	1	3.25	.972	.763	.737	.523	.674
	2	3.52	.959				.729
	3	3.78	.897				.764
Trendiness	1	4.11	.689	.714	.518	.545	.802
	2	4.35	.773				.669
Advertisement	1	3.52	.974	.806	.786	.587	.794
	2	3.53	1.01				.818
	3	3.53	1.02				.680
Customization	1	3.58	.957	.901	.853	.788	.886
	2	3.61	.911				.934
	3	3.69	.845				.841
Customer loyalty							
	1	3.94	.711	.811	.956	.685	.811
	2	3.98	.653				.844
	3	--	--	--	--	--	--
Customer retention							
	1	3.99	.724	.826	.933	.617	.812
	2	3.95	.743				.820
	3	3.95	.760				.722
Goodness of fit: χ^2=444.064, df=198, CMIN/DF=2.43, p= 0.000, GFI= .934, AGFI= .915, NFI= .933, IFI= .961, CFI= .961, RMR= .033, RMSEA= .048							

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Cronbach's alpha has been connected to test the reliability of each structure and to test the legitimacy of all factors framing the measurement model with CFA. In any case, it has been seen that a thing (Customer loyalty3) which estimates Customer loyalty as idle variable incorporated into measurement model that proposed in CFA has low factor stacking. This thing has been expelled from the analysis and the measurement model has been retested. Following this strategy, the consistence esteems have been inspected and the measurement model has appeared satisfactory consistence ($\chi2/df$ = 2.43, p = .000, AGFI = 0.91, GFI = 0.93, NFI = 0.93, IFI =0.96, CFI = 0.96, RMSEA = 0.048). As appeared Table 1, the factor load of each watched variable in the measurement model extents from .674 to .934. In addition, the AVE esteems for the variables in the model are over the 0.50 level proposed by Hair, Black, Babin, and Anderson (2009). The reliability levels of the variables incorporated into the measurement models (α> 0.7) are very high. Also, the connection between's the examination's inert variables has been analyzed by applying Pearson relationship analysis, and it has been checked that the dormant variables ended up not interested in one another. Table 2 has demonstrated the relationship results between the variables.

Table 4 Correlation Matrix among Each Construct

Construct	1	2	3	4	Mean	S.D.
1. Customer loyalty	1.00				3.96	.682
2. Customer retention	.636	.491	1.00		3.96	.742
3. Social media marketing activities	.718	.438	.639	1.00	3.69	.913
p< 0.01.						

In the wake of affirming the model fit in confirmatory factor analysis, investigate speculations have been tested with structural condition model. The versatile qualities which have been gotten by way analysis ($\chi2/df$ = 2.4, p <.001, AGFI = 0.91, GFI = 0.92, NFI = 0.93, IFI = 0.96, CFI =0.96, TLI = 0.95, RMR = 0.033 and RMSEA = 0.04) have shown that the structural model has a solid match. As indicated by the path analysis results, the Impact of social media marketing exercises on Customer faithfulness is significant at high level (β = .718, CR = 11.549, p <.001).Furthermore, social media marketing exercises have been viewed as they significantly affect Customer retention (β = .331, CR = 4.108, p <.001). From this analysis it is found that the hypothesis proposed H1. There is a significant Impact of Social media marketing activities on customer loyalty, H2. There is a significant Impact of Social media marketing activities on customer retention have been accepted and it is stated that social media made a huge impact on the customer retention and customer loyalty. Something else, the analysis results have demonstrated that the most vital social media marketing segment is customer customization.

VI.   CONCLUSION

At the point when the segments that shape social media marketing exercises are analyzed, the most huge social media marketing exercises are discovered as customization and entertainment. Social media marketing exercises which have been esteemed as the most minimal by the buyers are trendiness and interaction. It very well may be viewed as that parts, for example, popularity and association have been appended significance at a low level by the buyers, since these segments are viewed as requirements of social media correspondence. Analysis results have appeared social media marketing exercises significantly affect consumers' customer loyalty and customer retention. Besides, the Impact that social media exercises have on clients is generally shows up in client reliability.

As such, social media marketing exercises are critical awareness tools as far as reminding customers and remaining in their minds. All things considered, discoveries have demonstrated that client devotion does not think about client maintenance that apparent by the customers who are at similar level. It is a fascinating and surprising outcome that significant Impact of social media marketing exercises on client dependability does not think about the customer retention. It has been suspected that the explanation for that the buyers pursue the product that they are as of now comfortable with on social media. As it were, as shoppers pursue a particular product in the social media,

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