

ENHANCING CUSTOMER RETENTION SUSTAINABILITY THROUGH SOCIAL MEDIA MARKETING ACTIVITIES WITH HYBRID NETWORK APPROACH

Dr. Sanjeev Kumar Singh

Assistant Professor, School of Business Management, CSJM University, Kanpur

Email: sanjeevsingh2727@gmail.com

Abstract

The significance of a well-balanced hybrid strategy becomes clear in this digital age where firms may reach their audience through platforms like Facebook, Instagram, and Snapchat. 370 samples from social media users on sites like Facebook, Instagram, and Snapchat were gathered using a questionnaire as the main data collection tool. Our exploratory, conclusive descriptive cross-sectional study's results demonstrate the critical roles that Trendiness and Customization play in influencing Brand Awareness. Moreover, the complex relationship among Trendiness, Customization, and Word of Mouth shapes Brand Image considerably, revealing the complementary effects of online and offline interactions. Most importantly, the research reveals a chain reaction whereby Brand Image and Brand Awareness together have a significant impact on Repurchase Intention, highlighting the strategic significance of a Hybrid Network.

Keywords: Brand Image, Brand Awareness, Repurchase Intention, Trendiness, Customization

Introduction

In the dynamic world of contemporary business, maintaining a customer base sustainably presents hurdles for companies every day. Given the volatile nature of today's markets, the capacity to cultivate long-lasting client connections is no longer merely a desire but a strategic need. Organisations need to look into new approaches that go beyond conventional client retention tactics if they want to grow and stay competitive. The effects of social media marketing initiatives on apparel brand equity with the goal of improving business sustainability (Khan et al., 2019). It is for businesses to create user interaction, brand awareness, and brand image—all of which have an impact on consumers' purchase intentions by generating campaigns, informational materials, and electronic word-of-mouth marketing (Khan et al., 2019). Customers' impressions, brand image, and future interactions with any brand can all be positively impacted by social media marketing (Nhlabathi et al., 2022).

Businesses have an unmatched chance to build direct relationships with their clients through social media platforms in this age of rapid technical advancements. The main features of digitalization, including accessibility, localization, customization, and ubiquity (Dash et al., 2023). Marketers utilise the distinctive qualities of smartphones to engage with potential customers (Al- Soluiman et al., 2020). Numerous business

opportunities have emerged as a result of the Internet's and e-commerce's rapid expansion in information technology (Garcia et al., 2020). The vendor needs to exert significant effort to guarantee that the sale is completed; social media is the most effective medium for this (Abd Jalil et al., 2021). These traits have altered how businesses conduct marketing research, distribution, and promotion (Dash et al., 2023).

Compared to traditional media, creating advertisements on social media is much easier and less expensive (Rrustemi & Baca, 2021). Further, social media content planning is seen by marketers as a crucial component of their entire marketing campaigns (Nhlabathi et al., 2022). Moreover, storytelling is becoming more and more popular since it is predicted to capture consumers' interest and produce favourable results including increased brand awareness, trust, and customer engagement (Barbosa et al., 2022). It's not easy to use social media to sustainably increase customer retention. It requires a diversified strategy that incorporates different facets of data analytics, customer relationship management, and digital marketing. The use of a hybrid network approach, which combines the advantages of offline and online client engagement tactics, is recommended in this study.

In the twenty-first century, social media has emerged as the technique of statement, giving people a new platform to communicate their opinions, views, and behaviours (Nhlabathi et al., 2022). Campaigns that tell stories come to light as a way to improve client interactions. Their objectives are to raise brand recognition, influence consumer choice and purchasing decisions, and eventually (Barbosa et al., 2022).

Virtual reality in-game advertising allows developers to open up new revenue sources during complete gaming sessions without interfering with the user experience, while marketers can reach new audiences that they are unable to reach with traditional media (Papadopoulos, 2020). Utilizing smartphone mobile advertising, numerous Jordanian businesses may boost sales and establish a positive consumer perception of their products. In the current dynamic economic environment, smartphone advertising presents advertisers with a multitude of options as well as problems (Al-Solaiman et al., 2020)

By exploring a multimodal strategy that combines the effectiveness of social media marketing initiatives with a hybrid network architecture, this research article aims to address this urgent issue. Integration of social media with a hybrid network strategy is a new way of thinking about improving sustainability of client retention and provides new perspectives on customer relationship management in the digital era. Organisations can assure their sustained success in a competitive market environment and foster enduring client relationships by analysing the interaction between hybrid network tactics and social media marketing efforts. We shall examine this novel approach's theoretical foundations, real-world applications, and empirical backing in the sections that follow.

Repurchase intention

Awareness of brands and brand image could be enhanced by the cutting edge, creative use of social media marketing in terms of interactions, sharing, and trendiness (Khan et al., 2019). Customers that identify with a particular brand experience good psychological effects as a result of their brand identification, leading them to do positive activities related to the brand (Chen, 2019). It is clear that social media marketing effectively affects

consumers' inclination to make additional purchases (Abd Jalil et al., 2021). E-loyalty, or electronic loyalty, is the tendency to make frequent, repetitive purchases from a particular internet dealer (Nhlabathi et al., 2022).

One of the key goals that must motivate the creation and application of marketing strategies is the strategy to persuade customers to continue intending to repurchase (Suriyanto et al., 2020). A single customer can make recurring purchases from the same online provider because to attitude e-loyalty, saving them the trouble of searching for alternative vendors (Nhlabathi et al., 2022). Purchase intention was highly influenced by social media marketing, brand image, and trust (Moslehpour et al., 2021). In a same vein, it's imperative to provide users with a satisfying browsing experience. E-purchase intention can be defined as the inclination of consumers to establish a consistent buying pattern inside a virtual environment (Nhlabathi et al., 2022).

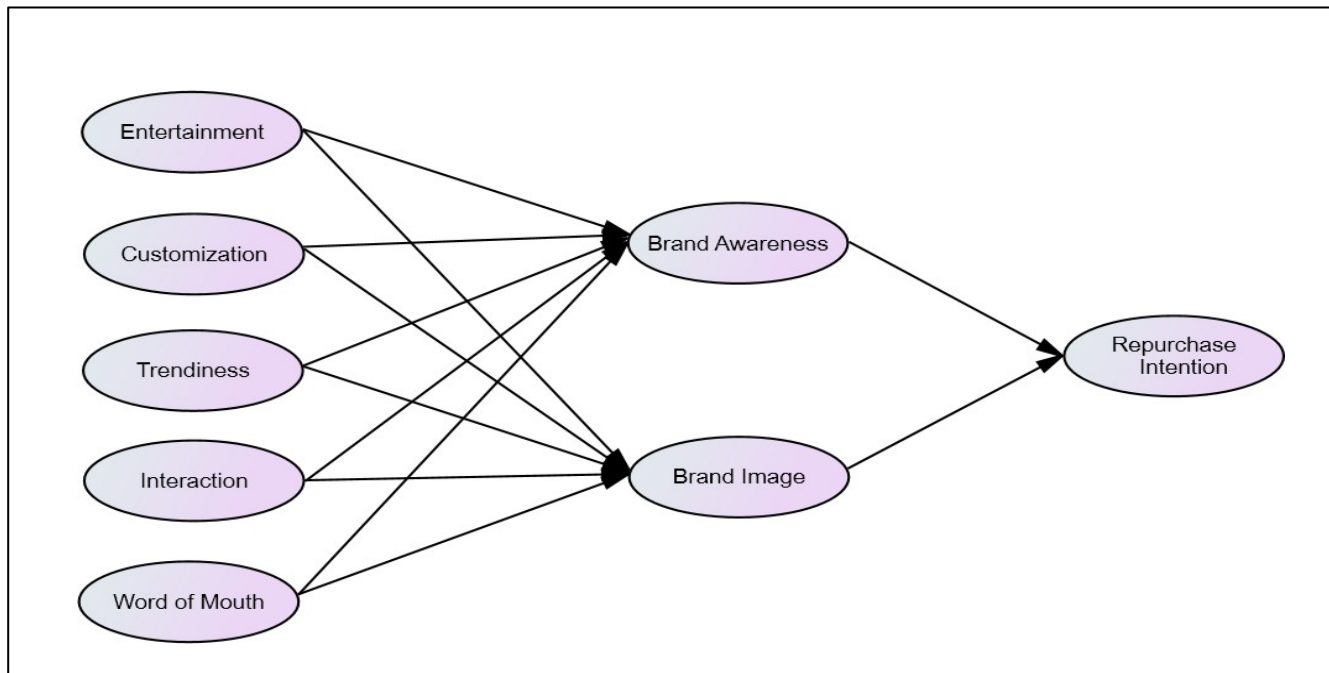


Figure: Conceptual Model

Entertainment and brand awareness

The relationship between entertainment and brand recognition has become a dynamic and crucial aspect in the success and sustainability of both content creators and businesses in today's fiercely competitive and rapidly changing entertainment sector. Higher entertainment value has a comparatively greater impact on consumer engagement and buy intention on live commerce platforms than it does on live commerce streamers (Jing et al., 2022). Interestingly, it was discovered that the most important SMMA dimension on TikTok for increasing brand recognition was amusement (Sheak & Abdulrazak, 2023). It is displayed as an activity or action designed to draw in, please, and amuse users (Al-Solaiman et al., 2020). The discussion above leads to the formulation of the following hypothesis:

H1a: Entertainment positively affects brand awareness among consumers. H1b: Entertainment positively affects brand image among consumers.

Customization and brand awareness

In contemporary marketing, customization, brand image, and brand awareness are the cornerstones. In today's cutthroat business environment, improving recognition, modifying perceptions, and customizing products all contribute to success. In a world of technology that is changing quickly, customisation is crucial to raising the perceived value of advertising (Febriyantoro, 2020). Customized data is the second most widely used SMM component (Nhlabathi et al., 2022). Because of this personalization, firms are able to modify their advertising to suit the unique likes and preferences of their target audience (Nhlabathi et al., 2022). It is noteworthy to discuss the significance of personalization in both in-person and virtual sales. This leads to a lot of online customisations, which improves the customer's virtual world experiences (Areiza-Padilla et al., 2021). H2a: Customisation positively affects brand awareness among consumers.

H2b: Customisation positively affects brand image among consumers.

Trendiness and brand equity

Trendiness is now a crucial component in the ever-changing world of consumerism, helping firms stay relevant and succeed. In today's information-saturated market, brand awareness, the degree to which customers recognise and link a brand with its offerings is a fundamental component, while a brand's image serves as its visual and emotional identity, affecting consumer perception. Given that trendiness and engagement are viewed as necessary elements of social media communication, it may be said that consumers have placed a low value on these components (Bilgin, 2018). Landlords can make sure that advertisements about available rental stock, as opposed to written communication, regularly update information to further enhance the market's image as a trendy rental housing market (Nhlabathi et al., 2022). Another way to define trendiness is the degree to which a luxury brand shares the newest and most fashionable information about itself (Nhlabathi et al., 2022). From the above discourse, the following hypothesis is put forward:

H3a: Trendiness positively affects brand awareness among consumers. H3b: Trendiness positively affects brand image among consumers.

Interaction and brand equity

Modern marketing techniques are built on interaction, where customers and brands engage in a dynamic exchange. Consumer perceptions of a brand, including its perceived value, trustworthiness, and perception, are greatly shaped and enhanced by this contact. Businesses can utilize digital media to advertise on social media platforms like Facebook, Instagram, and YouTube. Numerous researches look at how various social media usage affect consumers' purchasing decisions from various angles (Febriyantoro, 2020). Social media is currently a major tool for spreading information to people worldwide and is undoubtedly a significant factor in raising awareness and interaction (Salameh & Ali, 2020). Playing video games gives brands more time to be seen and more opportunity for interaction (Aliagas et al., 2021). Today's interactions are not the same as those that occur in person. (Nhlabathi et al., 2022). Consumer-driven production and sharing initiatives are important engagement strategies because they promote brand recognition and involvement on social media (Nikolinakou et al., 2021). With regard to cost, time, and simplicity of reaching sizable consumer masses, this pervasive communication space where users connect with one another and with other users offers substantial chances for product and brand communication actions (Bilgin, 2018). In light of the foregoing conversation,

we suggest the following hypothesis:

H4a: Interaction positively affects brand awareness among consumers. H4b: Interaction positively affects brand image among consumers

Word of mouth (WOM) and brand equity

The study has shown how vital word-of-mouth advertising from friends, family, and relatives is for drawing attention to a particular school and disseminating details about what it offers (Shala & Xhevat, 2022). WOM differs from traditional marketing in that it focuses the market on customer interactions rather than the relationship between a brand and individual consumers (Chen, 2019). When users suggest a website or online store in a particular way, creating positive word-of-mouth for it, this is known as behavioural e-loyalty (Nhlabathi et al., 2022). Consumers these days are increasingly inclined to consult with others before making their own purchasing judgements (Abd Jalil et al., 2021). Customers who are happy with their service experience will recommend it to others, which will generate positive word-of-mouth. WOM has the credibility of information sources since it is a face-to-face, live, direct, and experienced process (Chen, 2019). This is why it is so strong. Furthermore, the observation of a favourable correlation between WOM intention and attitude and viewers' response is noted (Thavorn et al., 2022). In light of the foregoing conversation, we suggest the following hypothesis:

H5a: Word of mouth positively affects brand awareness among consumers. H5b: Word of mouth positively affects brand image among consumers.

Brand equity and repurchase intention

Brand equity includes brand awareness and image. The findings are indirectly supported by the promotional approach that most makers of halal cosmetics products employ on social media, which touches on the relationship between social media marketing and brand recognition (Abd Jalil et al., 2021). Consumer preferences are influenced by brand image. Customers typically use this to compare brands that have a more favourable image to those that have a less positive image (Nhlabathi et al., 2022). When a brand advertises and consumers learn about product traits, they acquire the impression that the brand possesses a certain set of qualities that can meet their needs and hence, this is known as brand image (Wiratama et al., 2022). The purpose of the study is to test the effect of social media marketing practices of personal care brands on user interaction, brand awareness and purchase intention (Khan et al., 2019). From the above discourse, the following hypothesis is put forward:

H6a: Brand awareness positively affects repurchase intention among consumers. H6b: Brand image positively affects repurchase intention among consumers.

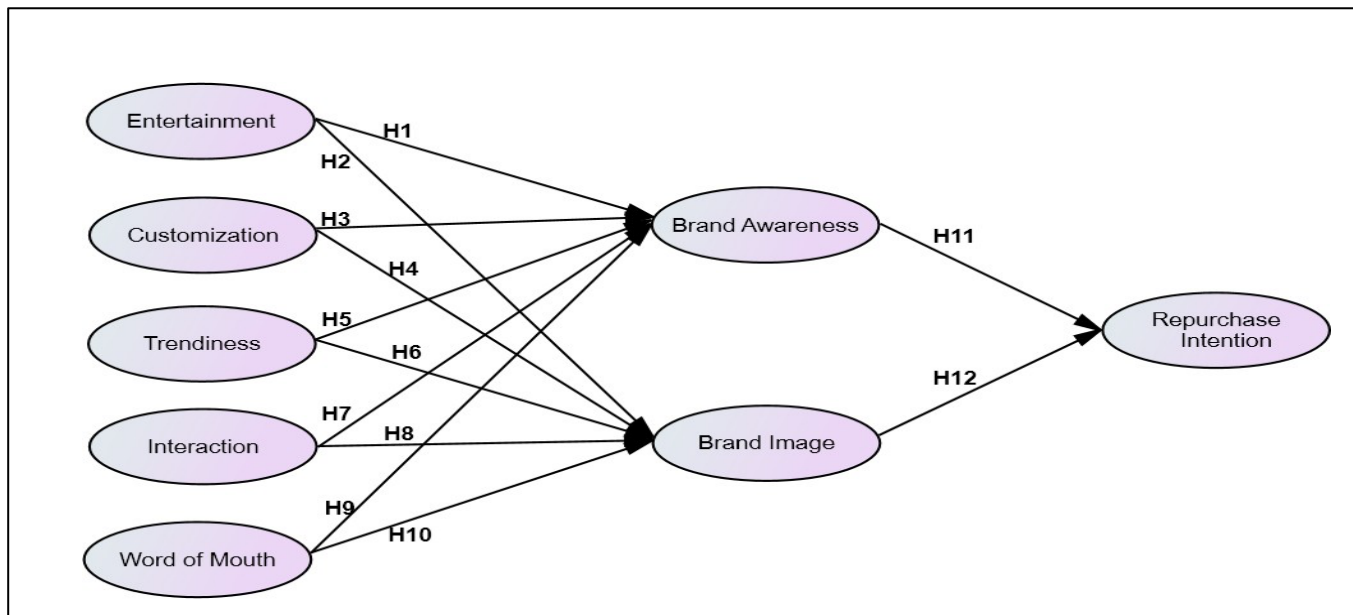


Figure: Hypotheses formulation

Research methodology

The purpose of the exploratory conclusive descriptive cross-sectional design was to demonstrate the link between the variables under test and ascertain its origin and significance. The current study focused on Kanpur, Uttar Pradesh residents in general who utilize social media sites like Facebook, Instagram, and Snapchat, which businesses use to advertise their goods. 370 samples were gathered from respondents, and these samples offer priceless information that support strategic sustainability decisions. By utilising focused questionnaires, our approach ensured a thorough comprehension of customer viewpoints. Tailored surveys explored expectations, experiences, and preferences, eliciting complex findings. Our core data collecting methodology's robustness serves as the foundation, enabling organisations to make strategic decisions as they navigate the always changing social media customer engagement landscape.

**Table 1
Demographic profile of respondents**

Particular	Frequency	Percentage
Age		
18-25 Years	71	19.19
25-35 Years	119	32.16
35-45 Years	103	27.84
45 years and above	77	20.81
Gender		
Male	203	54.86
Female	167	45.14
Education		
Class XII or less	23	6.22

Bachelor's degree	217	58.65
Master's degree & above	83	22.43
Others	47	12.70
Geographic Location		
North	93	25.14
South	93	25.14
East	92	24.86
West	92	24.86
Social Media Usage		
Daily	293	79.19
Weekly	45	12.16
Monthly	19	5.14
Rarely	13	3.51

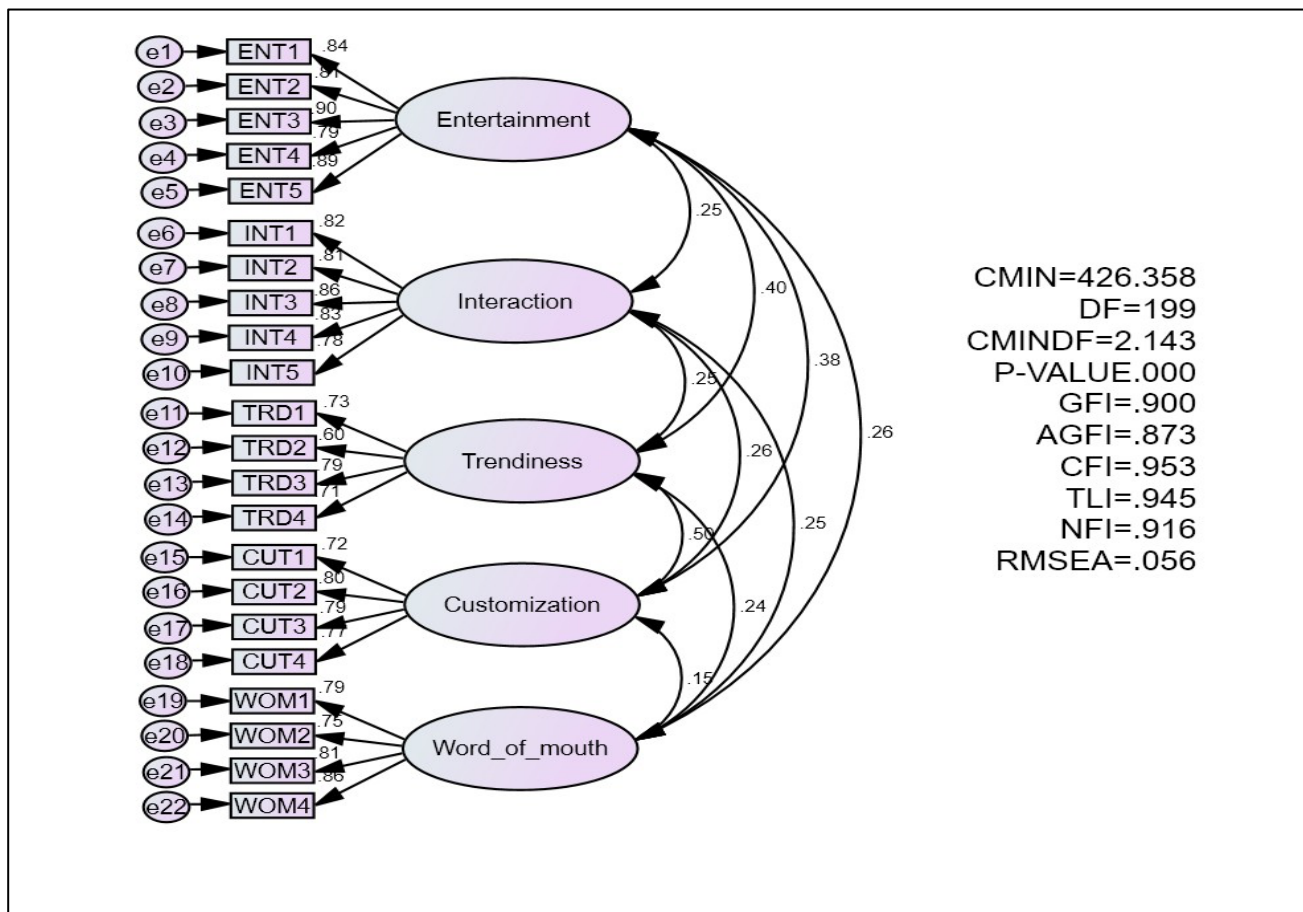


Figure 1: Measurement model

Table 2
 Convergent and discriminant validity

Particular	CR	AVE	MSV	MaxR(H)	CUT	ENT	INT	TRD	WOM
Customization	0.853	0.592	0.253	0.855	0.769				

Entertainment	0.927	0.719	0.159	0.934	0.377	0.848			
Interaction	0.912	0.676	0.068	0.915	0.261	0.252	0.822		
Trendiness	0.801	0.504	0.253	0.813	0.503	0.399	0.250	0.710	
Word of mouth	0.878	0.644	0.070	0.885	0.150	0.265	0.250	0.241	0.803

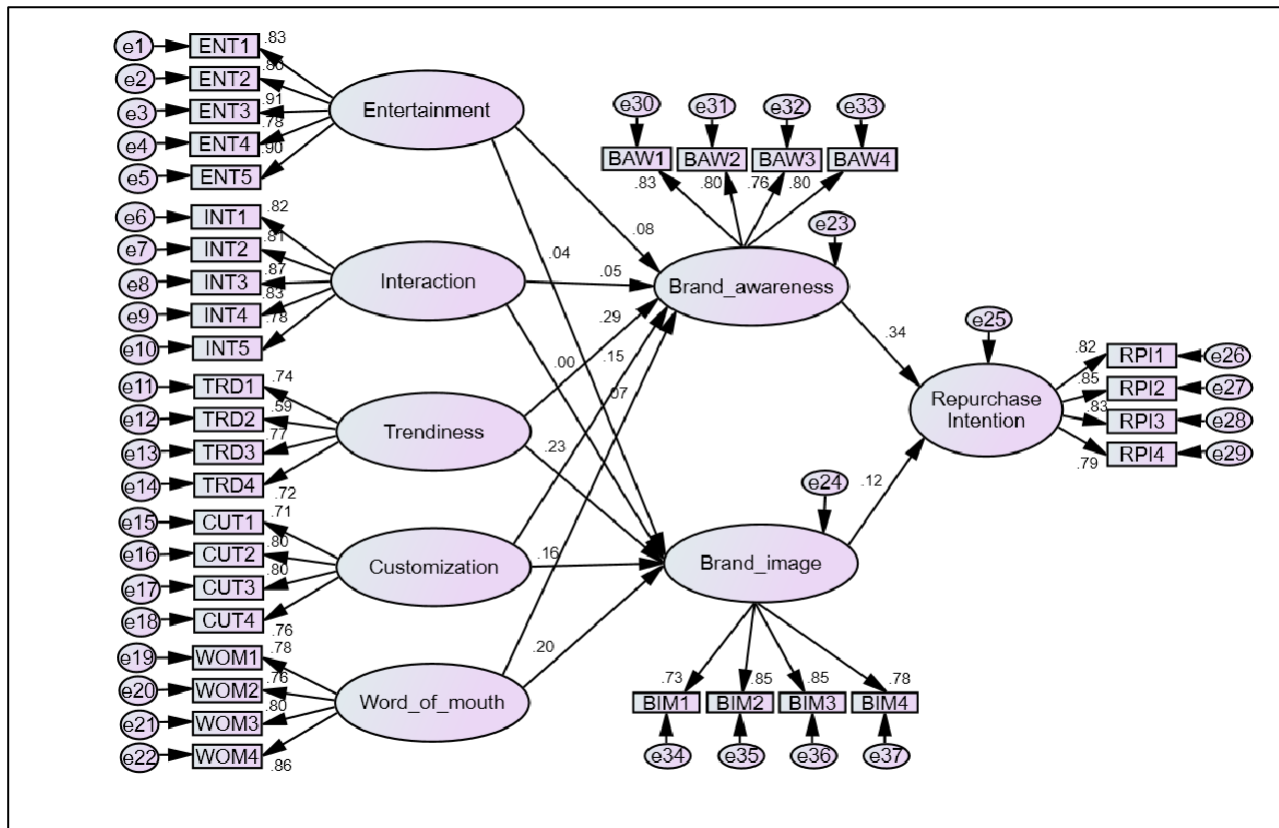


Figure 2: SEM

Table 3 Result Analysis

Relation between construct			Estimate	S.E.	C.R.	P	Result
Brand awareness	<---	Entertainment	.093	.067	1.400	.161	Rejected
Brand awareness	<---	Interaction	.051	.058	.884	.377	Rejected
Brand awareness	<---	Trendiness	.463	.099	4.660	***	Accepted
Brand awareness	<---	Customization	.210	.079	2.648	.008	Accepted
Brand awareness	<---	Word of mouth	.083	.065	1.275	.202	Rejected
Brand Image	<---	Entertainment	.051	.070	.730	.465	Rejected
Brand Image	<---	Interaction	-.002	.061	-.041	.967	Rejected
Brand Image	<---	Trendiness	.394	.102	3.843	***	Accepted
Brand Image	<---	Customization	.234	.083	2.816	.005	Accepted

Brand Image	<---	Word of mouth	.248	.069	3.596	***	Accepted
Repurchase Intention	<---	Brand Image	.116	.052	2.219	.027	Accepted
Repurchase Intention	<---	Brand Awareness	.337	.057	5.881	***	Accepted

Discussion

The majority of respondents concur that live commerce can benefit from a higher level of entertainment since it can boost customer involvement, purchase intention, and brand awareness (Jing et al., 2022). By providing customised content and services, SMMAAs may successfully grow a loyal customer base, increase consumer interaction, and foster strong brand loyalty (Malarvizhi et al., 2022). Personalization also facilitates communication between various people who share knowledge about a particular good, service, company, or industry (Nhlabathi et al., 2022). The results show that, in contrast to entertainment, sharing, and influencer behaviour, activities like interaction and advertising have a major impact on brand awareness (Rrustemi & Baca, 2021). Consumers' requirements for identity and a sense of social belonging can be satisfied through WOM communication. Additionally, the two main components of WOM communication activity are sharing experiences and recommending others for additional conversation (Chen, 2019).

The findings indicate that e-loyalty and e-brand image are positively correlated. E-customization and e-brand image are precursors to e-loyalty. Additionally confirmed is the favourable correlation between e-loyalty and e-purchase intention (Areiza-Padilla et al., 2021). The relationship between purchase intention and social media marketing is mediated by trust and brand image (Moslehpour et al., 2021). The findings show that brand awareness, repurchase intention, and e-WOM are all significantly impacted by social media marketing (SMM); brand awareness is most affected, followed by repurchase intention and e-WOM (Abd Jalil et al., 2021). The study confirms that in South Africa, repurchase intention and brand loyalty are largely influenced by elements including product quality, brand awareness, and brand association (Chinomona & Maziriri, 2017). It is noteworthy that customer engagement has a favourable impact on both transactional and emotional loyalty (Phang et al., 2021). It found that consumer general contentment was strongly influenced by service quality, popularity, and online brand image, and that general satisfaction, trust, and service quality were influenced by consumer repurchase intention (Garcia et al., 2020). In a B2B packaged food retail context, product quality is found to have the strongest correlation with customer satisfaction, followed by price perception (Garcia et al., 2020). The most important factor was shown to be entertainment, whereas personalisation had no discernible impact on increasing brand recognition (Sheak & Abdulrazak, 2023).

The bond that builds mutual trust between companies and their customers is called loyalty (Areiza-Padilla et al., 2021). As a result, customers are able to successfully satisfy their own demands and are not forced to search for rivals (Nhlabathi et al., 2022). The customers' incentive to make additional purchases is known as their repurchase intention (Bakhshizadeh & Aliasghari, 2023). Because the costs associated with keeping current clients are less than those of gaining new ones, it is imperative for businesses to maintain and retain their current clientele to encourage repeat business (Suriyanto et al., 2020). Thus, higher perceived quality and brand loyalty lead to higher perceived value among consumers, which in turn motivates them to make additional purchases from the brand (Bakhshizadeh & Aliasghari, 2023).

Conclusion

This study delving into enhancing customer retention sustainability through a Hybrid Network Approach, specifically focusing on Kanpur, Uttar Pradesh residents, has unearthed pivotal insights. In this digital age, where Facebook, Instagram, and Snapchat serve as conduits for businesses to reach their audience, the importance of a well-balanced hybrid strategy becomes evident. Notably, Trendiness and Customization emerged as key drivers of brand awareness, underlining the significance of staying current and offering personalized experiences. Moreover, our findings showcased a compelling interplay: Trendiness, Customization, and Word of Mouth collectively wielded significant influence on shaping brand image. This interconnected relationship emphasizes the need for businesses to harness the power of social trends, tailor offerings to individual preferences, and cultivate positive word-of-mouth. Social media marketing initiatives have a major

impact on customers' brand awareness, brand image, and brand loyalty, according to analysis results (Bilgin, 2018). The analysis's findings indicate that SMA's only predicted roughly 46% of brand equity, indicating that other factors- which can be investigated alone or in conjunction with SMA's- also have an impact on brand equity (Masa'deh et al., 2021). The intriguing and noteworthy finding is that social media marketing efforts have a significant impact on brand awareness, but not on brand loyalty or image. It has been hypothesised that the reason why customers follow brands on social media that they are already familiar with (Bilgin,2018). This study examined the impact of e-WOM and customisation on social media activities on a particular kind of brand equity (Salameh & Ali, 2020).

Crucially, our study establishes a clear chain of impact - Brand Image and Brand Awareness significantly influencing Repurchase Intention. As businesses strategize for sustained success, recognizing and enhancing brand image and awareness through a hybrid network approach becomes paramount. By leveraging the dynamics of social media platforms and cultivating a trend-conscious, customizable, and positively spoken-of brand, businesses in Kanpur can foster enduring customer relationships and drive repurchase intentions effectively.

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