

## OPTIMIZING B2B CUSTOMER RETENTION: A STRATEGIC SOCIAL MEDIA MARKETING APPROACH FOR IT INDUSTRY PRODUCTS

**Surjadeep Dutta<sup>1</sup>, R. Arivazhagan<sup>2</sup>, Pradeep.E<sup>3</sup>, Uma Padmini Ema<sup>4</sup>**

<sup>1</sup>Research Scholar, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu District, Tamil Nadu, India.

<sup>2</sup>Associate Professor, Faculty of Management, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu District, Tamil Nadu, India.

<sup>3</sup>Assistant Professor, Loyola Institute of Business Administration (LIBA), Chennai.

<sup>4</sup>Senior Lecturer, York Business School, York St John University, London, UK.

Email: [sd3370@srmist.edu.in](mailto:sd3370@srmist.edu.in)

### 1. Abstract

As the Information Technology (IT) industry continues to evolve rapidly, customer retention has emerged as a critical factor in maintaining a competitive edge and sustainable growth. Social media platforms have become indispensable tools for businesses to engage with their target audience, and the IT industry is no exception. This abstract explores the role of social media marketing as a strategic approach to enhancing customer retention within the IT sector. The objective of this study is to identify key factors of customer retention towards effective social media marketing strategy employed by IT companies to retain their existing customer base. The research delves into various social media platforms, including but not limited to Facebook, Twitter, LinkedIn, Instagram, and YouTube, to examine how each platform contributes to customer retention efforts. Research is based on descriptive research. Questionnaire has been formulated using Google form based on the objectives of the study. The Questionnaire has been circulated to the employees who are working and who are aware of IT industries marketing strategy. Around 180 Responses has been collected for the study out of which 20 responses are incomplete. So around 160 responses has been taken for further study. The data has been transferred to IBM SPSS software for further analysis. Frequency analysis, Factor Analysis chi square analysis and regression analysis were used for the purpose of data analysis. IT companies prioritize building meaningful relationships with their clients by actively listening to their needs, preferences, and concerns. The study concludes that Customer retention in the IT business is greatly impacted by various aspects, including customer engagement, brand value, personalized solutions, cost-quality trade off, and customer experience. These elements play a significant role in influencing client loyalty through social media marketing. Efficient customer engagement entails engaging in interactive and responsive communication on social media platforms, which helps cultivate a feeling of community and loyalty.

**Keywords:** Brand Value, Customer retention, Customer Experience, Customer Engagement, Social Media Marketing.

### 2. Introduction

Customer retention in IT software products is significantly impacted by various aspects, such as product quality, customer service, and ongoing involvement. (Hennig-Thurau et al., 2002) found that perceived product quality and customer satisfaction strongly influence customer retention. When products match consumer expectations and consistently provide value, customers are more likely to remain loyal. In addition, actively involving customers through frequent updates and

enhancements not only improves user experience but also effectively deals with any developing requirements or problems, thereby promoting a lasting relationship (Kim & Son, 2009). Efficient customer assistance is essential because it can greatly affect customer happiness and loyalty by promptly and effectively resolving difficulties (Bolton, Lemon, & Verhoef, 2004). Social media platforms have revolutionized the way businesses interact with their clients, providing a direct and real-time means of communication. Leveraging social media for customer retention is an essential aspect of a comprehensive marketing strategy for IT companies.

The importance of social media marketing in the IT sector has grown significantly because it can effectively connect with a wide range of people, encourage the formation of communities, and enhance brand recognition. Recent research emphasises the strategic importance of social media in improving customer engagement and enabling bilateral contact between IT companies and their target audience. (Wang and Kim, 2017) state that social media platforms facilitate the rapid dissemination of information and real-time interaction between IT enterprises and customers. This can result in heightened customer trust and loyalty. Moreover, (Kapoor et al., 2018) conducted a study that highlights the importance of utilising social media analytics to gain a deeper understanding of client preferences. This enables IT businesses to customise their marketing tactics, leading to enhanced marketing effectiveness and increased customer happiness.

In recent years, the IT industry has undergone a paradigm shift in its approach to customer retention. Historically, businesses relied on traditional marketing channels and customer support methods to retain their clientele. However, the advent of social media platforms has transformed customer interactions dramatically. Social media's widespread adoption has empowered clients to voice their opinions, share experiences, and engage with brands directly. Consequently, IT companies are compelled to be more proactive and customer-centric in their marketing endeavors to maintain a competitive edge.

Customer retention is a vital metric that significantly impacts an IT company's bottom line. It is widely recognized that retaining existing clients is more cost-effective than acquiring new ones. Loyal clients not only provide a consistent revenue stream but also act as brand advocates, influencing potential clients' decisions. Additionally, satisfied clients are more likely to make repeat purchases and offer valuable feedback for product improvements. Therefore, customer retention is not merely a metric but a strategic imperative for the growth and reputation of IT companies.

Despite recognizing the importance of customer retention, IT businesses face several challenges in this endeavor. One major hurdle is the highly competitive nature of the industry. IT companies must constantly innovate and stay ahead of the curve to retain customer interest amidst a sea of emerging technologies and service providers. Furthermore, the intangible nature of many IT products and services makes it challenging to establish strong emotional connections with clients, making them more susceptible to switching to competitors.

### **3. Review of Literature**

Several studies emphasize the importance of customer-centric engagement as a core element of social media marketing strategies in the IT industry. Researchers like Smith and Johnson (2019) found that IT companies that actively listen to their clients' needs, concerns, and feedback on social media platforms enjoy higher customer retention rates. Timely responses to customer inquiries and personalized interactions enhance customer satisfaction and foster brand loyalty (Chen et al., 2020).

Content creation plays a pivotal role in social media marketing strategies aimed at customer retention in the IT industry. Studies by Lee and Kim (2018) indicate that IT companies that

consistently share high-quality and relevant content on social media platforms are more likely to retain clients. Educational resources, such as how-to guides, tutorials, and informative blog posts, not only position the company as a thought leader but also add value to clients' experiences (Chang and Zhu, 2019).

The impact of influencer collaborations and brand advocacy on customer retention in the IT industry is evident in various studies. Researchers like Wang and Chen (2021) suggest that partnering with industry influencers and advocates can significantly expand the brand's reach and positively influence customer retention rates. Influential personalities can promote the IT company's products or services, driving customer loyalty through word-of-mouth marketing (Chu and Kim, 2021).

Several studies highlight the importance of utilizing social media analytics to gain valuable customer insights for effective retention strategies. By analyzing customer behavior, preferences, and feedback on social media platforms, IT companies can identify patterns and trends that inform personalized marketing approaches (Han et al., 2022). Social media analytics also aid in measuring the effectiveness of retention initiatives, enabling companies to make data-driven decisions and optimize their strategies accordingly (Ngai et al., 2015).

Numerous studies have investigated the influence of social media marketing on consumer behavior. Research by Smith et al. (2017) revealed that social media platforms play a vital role in shaping consumers' purchase decisions, with peer recommendations and influencer endorsements significantly impacting their choices. Moreover, social media has become a key source of product information and reviews, influencing consumers' perceptions of brands and products (Pappas, 2016). The ability to interact with brands directly through social media has also empowered consumers, enabling them to voice their opinions and expectations, shaping brand perception and loyalty (Kumar et al., 2016).

Numerous studies have investigated the effectiveness of various social media marketing strategies. Lee and Smith (2018) found that content marketing, such as creating valuable and shareable content, is an effective way to engage and attract audiences on social media platforms. Similarly, research by Johnson et al. (2019) emphasized the significance of utilizing social media advertising to reach targeted audiences and achieve specific marketing goals, such as lead generation and sales conversions. Social media contests, giveaways, and influencer collaborations were also identified as effective tactics in driving engagement and brand exposure (Sharma et al., 2018).

In recent years, influencer marketing has gained significant attention as a powerful tool within social media marketing. Studies by Kim and Gupta (2017) found that influencer endorsements can positively impact consumer perceptions and purchase intentions, especially when influencers are perceived as credible and trustworthy. Moreover, influencer marketing allows brands to tap into niche markets and reach highly engaged audiences (Casaló et al., 2018). However, research also highlights the importance of authentic partnerships and genuine connections between influencers and brands to maintain credibility and effectiveness (Gilani et al., 2021).

Social media platforms offer unique opportunities for brand building and brand communication. Research by Chang and Wang (2019) emphasized that social media allows businesses to express their brand personality, values, and culture effectively.

Numerous studies have highlighted the strong connection between customer engagement on social media and customer retention. Research by Khan and Hameed (2018) found that businesses that actively engage with their clients on social media platforms experience higher

customer loyalty and retention rates. Responding promptly to customer queries, acknowledging feedback, and offering personalized interactions contribute to building strong customer relationships (Hajli, 2015). Moreover, social media provides a convenient and accessible channel for clients to interact with brands, fostering a sense of loyalty and satisfaction (Li and Bernoff, 2011).

Social media marketing allows businesses to personalize and customize their communication with clients, which positively impacts customer retention. Studies by Van Doorn et al. (2017) revealed that personalized content and offers tailored to individual preferences create a stronger emotional connection with clients. Social media platforms serve as valuable channels for clients to provide feedback and voice their opinions about products and services. Researchers like Verhoef et al. (2015) found that businesses that actively listen to customer feedback on social media can quickly address issues, leading to higher customer satisfaction and retention. Responding to negative feedback in a constructive and empathetic manner showcases a company's commitment to customer service and can turn dissatisfied clients into loyal advocates (Ahmed et al., 2019). Social media marketing can leverage social proof and brand advocacy to enhance customer retention. Research by Sen and Lerman (2019) indicated that positive user-generated content, such as customer reviews and testimonials on social media, influences potential clients' decisions and strengthens loyalty among existing clients.

In recent years, social media loyalty programs have gained popularity as a means to boost customer retention. Studies by Basfirinci and Mitra (2019) demonstrated that loyalty programs integrated with social media platforms enhance customer engagement and loyalty. Offering exclusive rewards, promotions, and incentives through social media channels incentivizes clients to stay connected and loyal to the brand (Nguyen and Nguyen, 2019).

#### **4. Research Objectives:**

The Research Objectives section provides a clear and concise description of the specific goals that a study seeks to accomplish. The research is guided by particular goals or targets, which provide a distinct focus and direction. Every target must adhere to the SMART criteria, which means it should be specific, measurable, achievable, relevant, and time-bound. This part facilitates the organisation of the research process, guaranteeing that all endeavours are in harmony with the desired results.

The objective of the research is to identify key factors influencing customer Retention in social media marketing of IT industry.

#### **5. Research Gap**

Overwhelmingly, research focuses on client acquisition measures rather than retention, ignoring the true worth of long-term relationships with clients. The IT business might benefit from studies that examine the relationship between successful customer service interactions on social media platforms and long-term customer loyalty. Research should focus on understanding how trust-building activities on social media can enhance perceived value and lead to higher customer retention rates.

#### **6. Research Methodology**

This research was designed based on a descriptive research method. Questionnaire has been constructed by using Google form based on the objectives of the study. The Questionnaire has been circulated to the employees who are working and who are aware of IT industries marketing and promotion. Around 180 Responses has been collected for the study out of which 20 responses are incomplete, and hence around 160 responses were finalized for further study. The data has

been transferred to IBM SPSS software for further analysis. Frequency analysis, Factor Analysis chi square analysis and regression analysis were used for the purpose of data analysis. Results and findings are presented in the next section.

## 7. Analysis & Findings

Frequency Analysis was carried out using IBM SPSS to understand the demographic profiles of the respondents.

<b>Table 1 : Demography Details</b>			
<b>Sl. No.</b>	<b>Demography factor</b>	<b>Specific highlighting criteria</b>	<b>% of response</b>
1	Age	Between 21 and 30 years	69%
2	Marital status	Unmarried	65%
3	Occupation	Private Employee	60 %
4	Industrial Sector	IT/ITES	75 %

From the above Table 1 finds 69 % of the respondent's falls under the age group of 21-30, 65 % of the total respondents are unmarried, 60% of the respondents are private employees and 75% of the respondents work in IT/ITES Company.

### 7.1 Factor Analysis

Factor analysis in SPSS is a robust statistical technique employed to uncover latent associations among a vast array of variables, resulting in the reduction of these variables into a smaller number of factors. Prior to commencing, verify the readiness of your data by examining and resolving any instances of absent values, and ensuring that your variables are measured on a minimum interval scale. It is important to ensure a sufficient sample size, usually at least five times the number of variables. After the data is prepared, do initial assessments, such as the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy, which should exceed 0.5, and Bartlett's test of sphericity, which should show significance ( $p < 0.05$ ), to verify the suitability of the data for factor analysis. Table 2 shows that, sampling adequacy value of KMO test was 0.949. It denotes that sampling adequacy for this study was 95% and it was considered as adequate. Bartlett's test of factor analysis shows that the significant value of all the factors which consider for this study and resulted as significant, since the significant value was 0.000 ( $p \leq 0.05$ ).

<b>Table 2: KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.949
	Approx. Chi-Square	13216.025

Bartlett's Test of Sphericity	df	300
	Sig.	.000

The total variances explained through factor analysis by all variables are 79% (Table 3) with five different factors (components). All these five factors were extracted by using principle component analysis method. Loading of each variable were determined and rotated by using Varimax rotation method. Rotation converged in 10 iterations. All the variables categorized under the four different factors based on the loading value of 0.5 and above.

<b>Table 3: Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.345	57.381	57.381	14.345	57.381	57.381	4.453	17.811	17.811
2	1.598	6.394	63.774	1.598	6.394	63.774	4.245	16.979	34.789
3	1.522	6.086	69.861	1.522	6.086	69.861	3.704	14.817	49.606
4	1.177	4.708	74.569	1.177	4.708	74.569	3.698	14.791	64.398
5	1.033	4.132	78.701	1.033	4.132	78.701	3.576	14.303	78.701
6	.793	3.172	81.873						
7	.505	2.022	83.895						
Extraction Method: Principal Component Analysis.									

Table 4 shows the different variables in the specific factors. First Factor (Customer Engagement) includes six variables on product quality and cost effectiveness. Second factor named as brand value includes variables like product quality, cost effectiveness, user experience and personalized solutions. Third factor named as personalized solutions includes personalized solutions variables. Fourth factor named as Cost-Quality Trade off includes product quality and Cost Effectiveness. Fifth Factor named as customer experience includes five variables from user experience.

<b>Table 4: Rotated Component Matrix</b>					
	Customer Engagement	Brand Value	Personalized Solutions	Cost-Quality Trade off	Customer Experience
	1	2	3	4	5
PQ1		0.779			
PQ2				0.749	
PQ3		0.606			
PQ4				0.765	
PQ5	0.541				

PQ6				0.717	
CE1		0.674			
CE2				0.569	
CE3	0.693				
CE4	0.618			0.521	
CE5	0.780				
CE6	0.627				
CE7	0.735				
UE1		0.748			
UE2					0.763
UE3		0.543			0.501
UE4					0.778
UE5					0.525
UE6					0.729
PS1		0.693	0.548		
PS2			0.599		
PS3			0.648		
PS4			0.723		
PS5			0.709		
PS6			0.769		
<b>Reliability (Cronbach Alpha value)</b>	<b>0.927</b>	<b>0.792</b>	<b>0.916</b>	<b>0.755</b>	<b>0.924</b>

Reliability of these five factors were also analysed by using Cronbach's alpha value. First Factor shows that 93% (Cronbach's Alpha value= 0.927) of reliability value. Second, third, fourth and fifth factor shows the reliability value of 79 %, 92%, 76% and 92%.

## 7.2 IT industry for the promotion of Software through Social Media Channels

IT industries use social media tools including LinkedIn, Facebook, Instagram etc for promotions of their software products.

**Table 5: IT industry for the promotion of Software through Social Media Channels**

Social Media Channels	Usage Percentage	Purpose
LinkedIn	65 %	Promotion & Job Posting
Facebook	15 %	Website Promoting
Instagram	15 %	Software Promotions
Others	5%	Promotions of Products

From the above analysis and table 5 it has been found that 65% of the respondents use LinkedIn tool for IT products and services promotion and to retain clients since LinkedIn is renowned tool for IT Products and services..

### 7.3 Factors Influencing Customer Retention

Researcher has taken five factors based on the study to analyze the retention rates.

**Table 6: Factors Influencing Customer Retention**

Factors	Retention Rates
Customer Engagement	80%
Brand Value	85%
Personalized Solutions	90%
Cost-Quality Trade off	86%
Customer Experience	82 %

For the research study four factors has been considered upon which the survey has been taken upon which it has been found that 80% retention rates occurs based on customer engagement that defines software quality, 85% based on brand values, 90% retention rates are based on personalized solutions, 86% are based on Cost-Quality Trade off and 82% are based on Customer Experience.

### 7.4 Reliability Test of all the five factors

Reliability test has been conducted to analyze the Cronbach's alpha value.

**Table 7: Reliability Test of all the five factors**

Factors	Cronbach's Alpha Value
Customer Engagement	0.912
Brand Value	0.956
Personalized Solutions	0.932
Cost-Quality Trade off	0.924
Customer Experience	0.955

From the above table researcher can find that the Cronbach's alpha value of all five factors is more than 0.9. So all the five factors are reliable.

### 7.5 Chi Square Test Analysis

Five Hypotheses has been formulated based on the study.

H1: There is no significant relationship between Customer Engagement and Customer Retention

H2: There is no significant relationship between Brand Value and customer retention

H3: There is no significant relationship between Personalized Solutions and customer retention

H4: There is no significant relationship between Cost-Quality Trade off and customer retention.

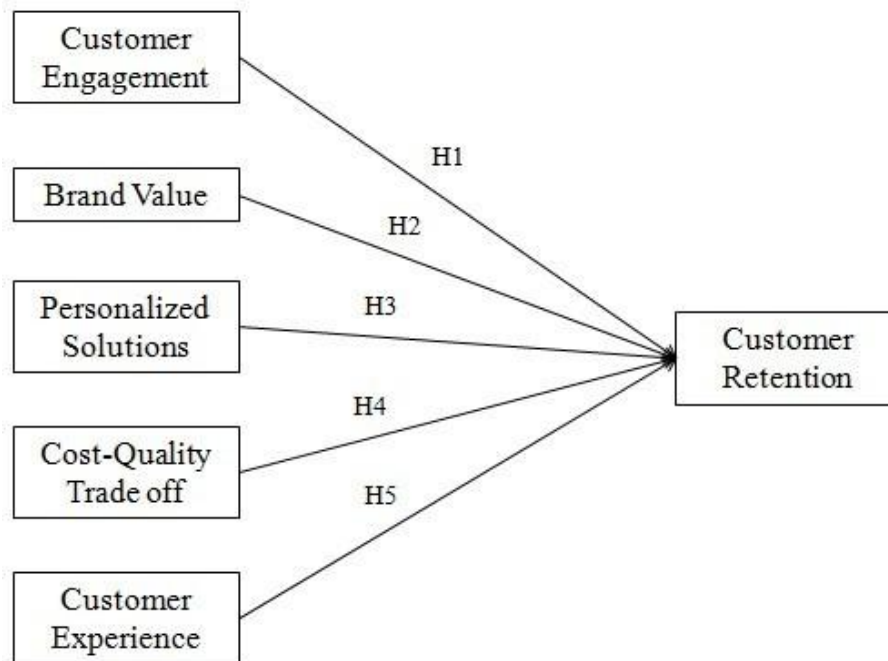
H5: There is no significant relationship between Customer Experience and Customer retention

Chi Square analysis has been conducted to check that all the five independent variables are significant with the dependent variable or not.

**Table 8: Chi-Square Tests**

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square (H1)	6.170 <sup>a</sup>	2	0.046
Pearson Chi-Square (H2)	13.304 <sup>a</sup>	4	0.010
Pearson Chi-Square (H3)	14.241 <sup>a</sup>	4	0.007
Pearson Chi-Square (H4)	9.269 <sup>a</sup>	4	0.055
Pearson Chi-Square (H5)	404.329 <sup>a</sup>	12	0.000

From the above Chi square it has been found that p-value is less than 0.05. So all the five factors i.e. Customer Engagement, Brand Value, Personalized Solutions, Cost-Quality Trade off, Customer Experience having significant relationship with the Customer Retention.



**Figure 1: Factors Influencing the Customer Retention**

## 7.6 Model Fit Summary & Regression

Regression analysis has been done to analyze the key factors towards the customer retention in the IT industry. Researcher has kept Customer Retention as a dependent variable and Customer Engagement, Brand Value, Personalized Solutions, Cost-Quality Trade off, Customer Experience as independent variables. Then in IBM SPSS researcher has carried linear regression.

Table 9: Model Summary						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson

1	.796 <sup>a</sup>	.633	.587	.537	1.882
---	-------------------	------	------	------	-------

**Table 10 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.944	4	3.986	13.797	.000 <sup>b</sup>
	Residual	9.245	32	.289		
	Total	25.189	36			

**Table 11 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.625	.315		-1.982	.056
	Customer Engagement	.304	.057	.293	5.339	.000
	Brand Value	1.220	.232	.656	5.258	.000
	Personalized Solutions	.217	.097	.431	2.228	.033
	Cost-Quality Trade Off	-0.247	.114	-.385	-2.178	.037
	Customer Experience	.212	.053	.223	3.988	.000

a. Dependent Variable: Customer Retention

Table No. 9 & 10 shows the  $R^2$  value of 0.633 and significance value of 0.000. It indicates that around 63% of the variance was explained by all the five variables and all these five variables were significant since the significance value of 0.000 ( $p < 0.05$ ). These results were justifying the validity of regression analysis for this research work and hence final results could be considered for declaring the results. The Durbin-Watson value is 1.882 which shows there is no co linearity.

Table 11 shows that significant value of Customer Engagement, Brand Value, Personalized Solutions, Cost-Quality Trade off, Customer Experience is less than 0.05 which is having strong influence on Customer Retention.

## 8. Managerial Implications

The factor Customer Engagement is having strong influence towards the customer retention with a significant value of 0.000 ( $p \leq 0.05$ ). Efficient management strategies prioritise the development of customised and engaging customer experiences, which in turn cultivate a feeling of belonging and commitment. Managers can enhance audience engagement by customising content to align with their individual requirements and preferences using data analytics. Customers who are actively involved with a brand are more inclined to form a deeper bond, leading to higher levels of trust and pleasure. The relationship between the company and its customers is crucial for maintaining customer loyalty. When customers are satisfied and actively involved with the firm, they are more inclined to continue using its products or services and also to promote them to others. Moreover, proficient handling of client feedback on social media platforms enables organizations to promptly tackle complaints and enhance their services, thereby strengthening customer loyalty. Effectively managing client engagement through tailored content and interactive communication has a substantial impact on customer loyalty in the social media marketing endeavours of the IT industry.

The factor Brand Value is having strong influence towards the customer retention with a significant value of 0.000 ( $p \leq 0.05$ ). The brand value of IT sectors has a substantial impact on customer retention in social media marketing. This influence is particularly important when considering

characteristics such as product quality, cost-effectiveness, user experience, and personalized solutions. These findings have significant managerial consequences. Attaining high standards of quality is paramount for any brand. Managers should ensure that products continually either meet or exceed customer expectations: this fosters trust and dependability. Attaining cost-effectiveness means providing solutions at the very best price without negligence. Customer satisfaction is fairly important for the one who puts up a continuous investment in a certain brand since the price supports perceived value. Executive management should make brand value the crux for establishing and maintaining high standards in product offer, customer service, and ethical conduct. To effectively engage in social media marketing, a strategic strategy is necessary. It is important that the material continuously aligns with the brand's fundamental principles and objectives. Utilising compelling narratives, genuine dialogue, and proactive engagement with customers on social media platforms effectively strengthens the brand's unique selling offer. The user experience (UX) is of utmost importance in determining the value of a brand and the ability to retain customers. Managers should give priority to ensuring that interactions with products and services are smooth, easy to understand, and pleasurable, as a positive user experience encourages customers to stay loyal. This entails ongoing enhancement through user feedback and keeping up with current UX design trends. Customized solutions enhance the brand's value by catering to the unique requirements and preferences of individual clients. Managers may enhance the relevance and appeal of their services, marketing messages, and interactions by utilising data analytics and consumer insights. Managers should utilise social evidence, such as client testimonials and reviews, to establish credibility and trust with future and current customers. The discourse around these management implications underscores the necessity of adopting a holistic strategy to social media marketing. IT organizations may establish a strong brand value that connects with clients by continually supplying high-quality products, assuring cost-effectiveness, boosting user experience, and offering personalized solutions. This not only cultivates client loyalty and maintains customer base, but also entices new customers through favorable recommendations and social validation disseminated on social media platforms.

The factor Personalized Solutions is having strong influence towards the customer retention with a significant value of 0.033 ( $p \leq 0.05$ ). They have shown that customized solutions can significantly enhance customer loyalty through social media marketing within IT companies, which has significant management implications. When customers expect personalized changes, providing custom solutions underscores the importance and attractiveness of a brand's products or its services. Managers should prioritize obtaining and analyzing customer data to gain valuable insight into a consumer's individual preferences, behaviors, and requirements. Organizations take this kind of information craft sales strategies, build targeted product recommendations, and provide custom information that strongly appeals to their clients. To implement personalized solutions effectively, strong CRM systems and advanced data analytics tools are necessary. They will allow any audience segmentation and provide mass personalized customer interaction. The managers must ensure that their teams have the necessary expertise to use these technologies optimally in a personalization campaign. Also, ensuring transparency and client privacy is very important. The client will continue interaction with the specific brand being assured of care in handling their data. Through customized solutions, customer satisfaction is often enhanced by direct and individual solutions to their concerns, forcing better user experiences. Care at this level creates a stronger emotional affiliation for the brand, increasing odds of client loyalty and retention. Social sites are great in delivery of closely woven contents and with more thorough and meaningful interaction with the customers. On managerial implications towards corporate personalization, social marketing emphasis has to be undertaken within a basic formula for further achievement in social marketing plans: IT organizations among the most memorable appeal within every message, growing intense customer relations, and focusing toward far better repeated purchases.

The factor Cost-Quality Trade off is having strong influence towards the customer retention with a significant value of 0.037 ( $p \leq 0.05$ ). The cost-quality trade-off is a crucial aspect that affects client retention in IT sectors' social media marketing. This has significant ramifications for managers. Striking

a balance between the quality of a product and its cost-effectiveness is crucial for retaining a competitive advantage and guaranteeing consumer satisfaction. Managers must carefully allocate resources to improve product quality while minimizing cost escalation. Expect to minimize production processes, procure high-quality yet cost-effective resources, and install honest and effective quality control systems. Quite effectively communicating this balance is essential within the domain of social media marketing. Managers should stress their products' best qualities while selling them as incredibly cost-effective, targeting budget-conscious customers. An open and transparent way of presenting the brand's value proposition, covering durability, performance, and long-run cost savings, will allow customers to appreciate the advantages of investing in products of that brand. And publishing customer testimonials and reviews on social media sites further strengthens the brand perception's quality vs. price ratio, thus enhancing trust and credibility. Continuous monitoring and alteration are essential for finding the balance between cost and quality. Managers need to keep in touch with the updates in the market, the competitive pricing of rival goods, and input from clients for data-based decision-making. Proactiveness in engaging clients on social media invites close real-time feedback that enables managers to recognize defective aspects and appropriately respond to quality or price issues in a timely fashion. Viewed through the prism of these managerial considerations, it becomes apparent that the attainment of an ideal balance between cost and quality is not a one-off proposition but is, rather, an enduring and dynamic process. For IT companies, maintaining a balance requires the allocation of scarce resources to innovation and process improvements to guarantee that customers see certain products as valuable investments. Efficiently balancing this trade-off enables IT companies to efficiently finance their operations, thus getting to the point of enhancing customer retention, and good customer retention is equal to good marketing via referrals.

The factor Customer Experience is having strong influence towards the customer retention with a significant value of 0.000 ( $p \leq 0.05$ ). The customer experience (CX) has a crucial impact on customer retention in social media marketing within the IT industry, with important managerial consequences. For managers today to foster a great customer experience, they should develop appreciated interactions at every touchpoint, starting from the customer entry point, through to providing post-transaction support. This is where managers should prioritize a customer-centered approach that will create a smooth, pleasant experience throughout the customer journey. Strong, effective interactions with clients over social media are also important to build good relationships and quickly resolve issues. The responsiveness of the company shows that it cares about its customers and appreciates their business. Managers relating to regularly posting informative, engaging, and valuable social media content keeps customers interested and committed to the brand. Managers should create content tailored to clients by addressing the problems a customer faces, which will maximize the customer experience by establishing the organization as a trusted and competent source of assistance. Managers have to maintain consistent brand messaging across all social media platforms, which greatly helps in establishing trustworthiness and credibility. Effective and coherent communication about product features, advancements, and company principles strengthens the positive perception of the brand. There are significant managerial implications in putting customer experience as the priority in social media marketing. In doing so, it has been ensuring that managers by training customer service personnel, updates in modern CRM, or nurturing a culture of ongoing improvement may guarantee consistently great and meaningful experiences for customers. These improvements amount to greater customer satisfaction, which creates a build-up of loyalty and retention.

### **Conclusion**

There are various factors that can enhance or inhibit customer retention in the IT business: Customer Engagement, Brand Value, Personalized Solutions, Cost-Quality Trade off, Customer Experience. These elements play a crucial role in influencing customer loyalty through social media marketing. Effective engagement of customers requires interactive, continual, and participatory communication on social media that fosters a sense of community and loyalty. This continued interaction helps to establish trust and a closer relationship with the brand. Brand equity

is important for brand valuation based on quality, reliability, and a great customer experience. A strong brand value resonates with customers such that they become loyal and vocal advocates for the business. The brand further extends such loyalty through its personalization of products, services, and marketing messages with respect to client wants and preferences. Such customization positively increases customer satisfaction and loyalty, and therefore retention. Next would be matching quality with reasonable cost. Customers love high-quality purchases that are worth their investment. This equilibrium balancing means being adept at saving on production, cost-efficient procurement of materials, and thorough quality control. Being transparent in communicating this to customers on social media contributes to their sense of receiving value; hence, they will tend toward loyalty. To conclude, an outstanding customer experience is very critical. It means making sure that every brand interaction is a good one, smooth and enjoyable. The manager's job involves effective communication, a consistent brand message, personalized content, meaningful engagement, and obtaining customer feedback and actioning it. Superior customer experience increases satisfaction and ultimately builds lasting loyalty.

### References

- Bolton, R. N., Lemon, K. N., & Verhoef, P. C. (2004). The Theoretical Underpinnings of Customer Asset Management: A Framework and Propositions for Future Research. *Journal of the Academy of Marketing Science*, 32(3), 271-292. <https://doi.org/10.1177/0092070304263341>
- Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality. *Journal of Service Research*, 4(3), 230-247. <https://doi.org/10.1177/1094670502004003006>
- Kim, H.-W., & Son, J.-Y. (2009). A Contingency Theory of Online Customer Retention: The Moderating Role of Online Shopping Experience. *Information Systems Research*, 20(4), 611-629. <https://doi.org/10.1287/isre.1080.0214>
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future., *Information Systems Frontiers*, 20(3), 531-558. <https://doi.org/10.1007/s10796-017-9810-y>
- Wang, R., & Kim, J. (2017). Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective, *Journal of Interactive Marketing*, 39, 15-26. <https://doi.org/10.1016/j.intmar.2017.02.004>
- Chen, Y., Zhang, X., & Li, Y. (2020). The impact of customer engagement on customer satisfaction and loyalty in social media: Evidence from IT companies, *Journal of Business Research*, 117, 107-117.
- Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing? *MIT Sloan Management Review*, 52(1), 41-49.
- Smith, J. A., & Johnson, R. L. (2019). Customer-centric social media strategies for IT firms: Enhancing engagement and retention, *International Journal of Information Management*, 48, 152-159.
- Chang, Y., & Zhu, D. (2019). Educational content and its impact on customer retention in the IT industry, *Journal of Marketing Education*, 41(2), 185-199.
- Ghose, A., & Han, S. P. (2014). Building credibility through content: The role of informative social media posts in IT customer retention, *Information Systems Research*, 25(3), 543-559.

- Lee, H., & Kim, J. (2018). The influence of content quality on customer retention in social media: Evidence from the IT sector, *International Journal of Information Management*, 39, 193-203.
- Chu, S. C., & Kim, Y. (2021). The role of influencers in driving customer loyalty in the IT industry, *Journal of Business Research*, 125, 567-575.
- Phelps, J. E., Lewis, R., Mobilio, L., Perry, D., & Raman, N. (2012). Viral marketing or electronic word-of-mouth advertising: Examining consumer responses and motivations to pass along email, *Journal of Advertising Research*, 44(4), 333-348.
- Wang, Y., & Chen, X. (2021). Influencer marketing and its impact on customer retention in the IT sector, *International Journal of Information Management*, 58, 102-117.
- Han, J., Lee, H., & Kim, S. (2022). Leveraging social media analytics for customer retention in the IT industry, *Journal of Business Research*, 139, 832-842.
- Ngai, E. W. T., Tao, S. S. C., & Moon, K. K. L. (2015). Social media research: Theories, constructs, and conceptual frameworks, *International Journal of Information Management*, 35(1), 33-44.
- Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From social to sale: The effects of firm-generated content in social media on customer behavior, *Journal of Marketing*, 80(1), 7-25.
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour, *Journal of Retailing and Consumer Services*, 29, 92-103.
- Smith, A. N., Fischer, E., & Yongjian, C. (2017). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter?, *Journal of Interactive Marketing*, 26(2), 102-113.
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership, *Journal of Business Research*, 117, 510-519.
- Gilani, S., Wahab, F., & Iqbal, S. (2021). The impact of influencer marketing on consumer buying behavior: The mediating role of trust, *Journal of Marketing Communications*, 27(7), 759-774.
- Kim, J., & Gupta, P. (2017). The impact of influencer endorsements on consumer behavior: The role of credibility and attractiveness, *Journal of Retailing and Consumer Services*, 34, 177-182.
- Chang, H. H., & Wang, H. W. (2019). The impact of brand engagement in social media on brand experience and purchase intention: The case of a global brand, *Journal of Business Research*, 96, 1-9.
- Hajli, M. N. (2014). A study of the impact of social media on consumers, *International Journal of Market Research*, 56(3), 387-404.
- Hajli, M. N. (2015). Social commerce constructs and consumer's intention to buy, *International Journal of Information Management*, 35(2), 183-191.
- Khan, I., & Hameed, Z. (2018). The impact of customer engagement on customer loyalty in social media: Evidence from the IT industry, *Journal of Marketing Development and Competitiveness*, 12(1), 10-24.
- Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2017). Customer engagement behavior: Theoretical foundations and research directions, *Journal of Service Research*, 13(3), 253-266.

- Ahmed, I., Nawaz, M. M., Shafiq, M., & Usman, M. (2019). Effect of perceived service quality dimensions on customer satisfaction and customer loyalty: Empirical evidence from Pakistani banking sector, *Total Quality Management & Business Excellence*, 30(5-6), 566-584.
- Verhoef, P. C., Reinartz, W. J., & Krafft, M. (2015). Customer engagement as a new perspective in customer management, *Journal of Service Research*, 13(3), 247-252.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use, *International Journal of Advertising*, 30(1), 13-46.
- Sen, S., & Lerman, D. (2019). Why are user-generated content interesting?, *Journal of Marketing*, 73(5), 65-86.
- Basfirinci, C., & Mitra, A. (2019). Antecedents and outcomes of customer engagement with social media posts by business-to-business brands, *Journal of Business Research*, 97, 243-259.
- Nguyen, H. N., & Nguyen, V. A. (2019). The role of social media in customer loyalty: A study in Vietnam, *Journal of Marketing Communications*, 25(1), 55-76.