ICT enable Digital Marketing Approach for Customer Retention with Scheme-Based Benefits

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Abstract: *The In the dynamic landscape of digital marketing, retaining customers and nurturing their loyalty is as crucial as acquiring new ones. Leveraging segmentation, personalization, and various digital channels, this approach aims to not only retain existing customers but also enhance their brand loyalty. The strategy encompasses email marketing, where personalized messages inform customers of exclusive schemes and benefits. Social media engagement serves as a platform for interactive communication, sharing scheme updates, and building trust through customer testimonials. Content marketing provides valuable insights into scheme advantages, while loyalty programs reward repeat customers. Personalization is achieved through data-driven recommendations and personalized messages. Retargeting ads keep the brand and its schemes in the customers' minds, while feedback mechanisms encourage participation and improvement. Mobile apps offer convenient access to scheme information, and community building fosters a sense of belonging. Continuous monitoring and analysis ensure the strategy's effectiveness, allowing for data-driven adjustments and optimization. Emphasizing communication channels and responsive customer support enhances the overall customer experience. This digital marketing approach not only retains customers but also transforms them into loyal advocates. Implementing these strategies fosters a strong bond between the brand and its customers, ultimately boosting profitability and ensuring sustainable growth in the digital age. This paper is an effort to assess the opinion and approach of the customer to remain stay with digital media and marketing.*

Keywords: *Digital marketing, Retention, Customers, Benefits, Social media.*

1. INTRODUCTION:

In the ever-evolving realm of digital marketing, the retention and cultivation of customer loyalty hold significance equal to that of acquiring new clientele. This study endeavors to elucidate an efficacious digital marketing strategy tailored for the preservation of customers, further fortified by scheme-based benefits. By harnessing the principles of segmentation, personalization, and a diverse array of digital channels, this approach seeks not only to secure the allegiance of existing patrons but also to augment their allegiance to the brand [11].

The strategy encompasses a multifaceted approach. Email marketing plays a pivotal role, delivering personalized messages that apprise customers of exclusive schemes and associated benefits. Social media engagement serves as an interactive platform, facilitating communication, disseminating scheme updates, and engendering trust through the sharing of customer testimonials. Content marketing serves to furnish invaluable insights into the advantages of these schemes, while the implementation of loyalty programs aptly rewards repeat customers [12].

Personalization takes center stage, with data-driven recommendations and individualized messages forging connections with customers. Retargeting advertisements are instrumental in maintaining the brand and its schemes at the forefront of customers' minds, while feedback mechanisms actively encourage participation and refinement. Mobile applications offer convenient access to scheme-related information, and the establishment of a community fosters a profound sense of belonging.

A commitment to ongoing monitoring and meticulous analysis assures the strategy's efficacy, affording the flexibility to make data-driven refinements and optimizations. The emphasis on various communication channels and responsive customer support collectively elevates the overall customer experience [1, 2].

This holistic digital marketing approach not only retains customers but also metamorphoses them into fervent advocates. By implementing these strategies, a robust and enduring bond between the brand and its customer base is forged, ultimately propelling profitability and ensuring sustainable growth within the digital landscape.

2. DIGITAL MARKETING AND RETENTION APPROACHES:

Digital marketing can be a powerful tool for customer retention, especially when combined with scheme-based benefits. Implementing this comprehensive approach to digital marketing for customer retention with scheme-based benefits, you can foster long-term relationships with your customers, increase their loyalty, and ultimately boost your business's profitability. Remember that consistency and genuine value are key to retaining customers in today's competitive digital landscape [3-5]. Here's a comprehensive approach to help you effectively retain customers and encourage loyalty through digital marketing:

Customer Segmentation: It Begin by segmenting your customer base. Identify your most loyal and high-value customers, as they are the primary targets for retention efforts. Segment customers based on their preferences, purchase history, demographics, and behaviour [7].

Email Marketing: It sends personalized and targeted email campaigns to different customer segments.it also highlight the scheme-based benefits they can avail of, such as discounts, exclusive offers, or rewards. It uses automation to send timely reminders and updates about new schemes or benefits.

Figure-1: Digital Marketing and Customer Retention

Social Media Engagement: The leverage social media platforms to engage with your customers regularly. It shares scheme updates, success stories, and customer testimonials to build trust. It also runs social media contests or challenges related to scheme benefits to encourage participation [9].

Content Marketing: It creates informative and engaging content around your schemes and benefits. It shares the blog posts, videos, or infographics that explain how customers can make the most of the schemes. There is showcase real-life examples of customers who have benefited from the schemes.

Loyalty Programs: It implements a digital loyalty program where customers earn points or rewards for repeat purchases or referrals. Promote the loyalty program across digital channels and emphasize the long-term benefits of being a loyal customer.

Personalization: It uses data analytics to personalize the customer experience. This segment recommends products or services based on a customer's past behavior and preferences. It sends personalized thank-you messages on special occasions, like birthdays or anniversaries [6].

Retargeting Ads: It implements retargeting campaigns to remind customers about your brand and schemes. It shows them ads featuring products or services they have shown interest in but haven't purchased yet.

Customer Feedback: The solicit feedback from customers about their experiences with your schemes. Utilizing their input to make improvements and show that you value their opinions. Address any issues promptly to maintain a positive relationship.

Mobile Apps: The mobile apps provide easy access to scheme-related information, exclusive offers, and rewards. It also sends push notifications for new schemes or time-sensitive benefits.

Monitoring and Analysis: It is continuously monitoring the performance of your digital marketing efforts. It utilized analytics tools to track customer engagement, retention rates, and ROI. It also adjusts the strategy based on data insights to optimize results [7].

Communication Channels: The utilization of multiple communication channels such as SMS, chatbots, and in-app messaging to keep customers informed about schemes. Similarly it ensures that customer queries and concerns are addressed promptly through these channels.

Community Building: To create an online community or forum where customers can interact with each other and share their experiences with your brand and schemes. Encouraging positive discussions and provide support when needed [8].

3. OBJECTIVE:

The objective of the present paper is to know the opinion of the customers about digital marketing approach for customer retention with scheme-based benefits. There are lots of factors which are attached with the customer retention in association of various schemes. So the objectives may be point out as:

- To know the customers believes in the digital marketing.
- To know the desire of schemes and offers provided through the digital marketing.
- To know the impact of schemes on the customer retention.

The above mentioned points are able enough to find out the overall outcome of the study and clear the picture of digital marketing in favor of customer retention.

4. HYPOTHESIS:

The present hypothesis tries to examine about the relationship between the digital marketing and customer retention in association of scheme based benefits.   The study is basically exploration of relationship among various schemes, customers' desire and digital marketing. As the canvas of the study is too large and it is not possible to answer in a single study, thus two pin pointed hypothesis are taken to test on the opinion of the respondents.

Hypothesis-1
Null Hypothesis ($1H_0$): Customer retention is significantly associated with schemes based benefits.
Null Hypothesis ($1H_1$): Customer retention is significantly not associated with schemes based benefits.

Hypothesis-2
Null Hypothesis ($2H_1$): Digital Marketing is a strong platform to connect customer and various offers and schemes of benefits.
Null Hypothesis ($2H_0$): Digital Marketing is a strong platform to connect customer and various offers and schemes of benefits.

5. METHODOLOGY:

To achieve the evaluation of hypothesis we are captivating opinion of 250 respondents. According to the nature of the hypothesis, various and suitable tests are applied and analyze the data and interpreted the same.

The opinion / view of the respondents were gathered on the five point Likert scale as the response viz. strongly agree, agree, moderate, not agree and strongly not agree from the assumption mentioned above.

Terminology	Strongly agree	Agree	Temperate	Not Agree	Strongly Disagree
Opinion	5	4	3	2	1

Table-1: 5 point Likert scale to collect the opinion

The respondents must put their single opinion on the basis of its own opinion which is taken as the view of respondents in allusion of their acceptance level about the statement. Here for the present study we are taking assumption about the statement that digital marketing is one of the good approaches for customer retention with scheme-based benefits. To complete the valuation of supposition we are taking opinion from the officers / respondents. As per the natural surroundings of the hypothesis, it is found appropriate to apply ANOVA test on the data acknowledged as the opinion of the respondents.

6. ANALYSIS:

Based on the data received by the respondents, it is evident that within the group of respondents, there were 136 male respondents and 114 female respondents. This data reveals that male respondents constitute 54% of the group,

while female respondents account for 46%. Notably, the number of female respondents is slightly lower than that of male. The total numbers of both the respondents were 240.
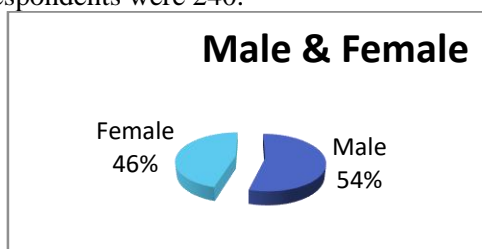

Figure-1: Male-Female Ratio

Analysis of Hypothesis -1

To investigate the proposed hypotheses "Digital Marketing is a strong platform to connect customer and various offers and schemes of benefits" three fundamental questions were addressed, each directly aligned with the core components of the hypotheses.

Customer retention is significantly associated with schemes based benefits.

- Did you agree that digital marketing provides us a strong platform to interact with market?
- Up to what extent you believe that potential customer utilizes digital marketing.
- Up to what extent you agree that potential customer seeks offers and benefits schemes.

As per the nature and quantity of these question / variables and in order to evaluate the hypotheses, it was considered that analyses of Variance (ANOVA) test and draw conclusions based on the F-values derived from the test.

To evaluate the formulated study hypothesis, we are employing a one-way analysis of variance (ANOVA) approach. This approach aligns with the variables and questions we need to assess. The outcome of this analysis will be determined by the "F" value in relation to the anticipated and tabulated values. The results of this assessment are detailed as follows:

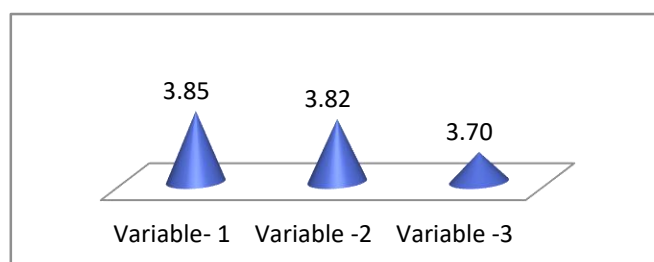| Variables	Count	Sum	Average	Variance
Variable- 1	250	962	3.85	1.03
Variable -2	250	955	3.82	1.32
Variable -3	250	926	3.70	1.60

Table 2: Descriptive Summary (Hypothesis-1)

Figure-2: Mean of Variables

Based on the information provided in Table-2, there are a total of 250 respondents who responded to each variable. The average responses for these variables are 3.85, 3.82, and 3.70, respectively. These numbers suggest that respondents exhibit a consistent approach across all variables, with a slight variation observed in the responses to variable-3. This trend is also reflected in the mean and variance values, which indicate that the variability of variable 3 is more pronounced when compared to the other variables.

Based on the results presented in Table 3, we conducted an analysis considering two types of variances: between the groups and within the groups, with 2 degrees of freedom. The obtained p-value from the test is 0.33, indicating a typical distribution for the assessments.

Additionally, from the statistics provided in Table 3, the "F" value is calculated to be 1.11 as the observed value. Notably, the critical/tabulated value of "F" is 3.01. Consequently, it's observed that the critical value exceeds the

observed value. In such a scenario, we can conclude that the anticipated hypothesis or null hypothesis is accepted. Even though the mean difference is not substantial, the hypothesis remains valid. Therefore, based on the test results, we can confidently assert that "Customer retention is significantly associated with schemes based benefits."

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	2.91	2.00	1.46	1.11	0.33	3.01
Within Groups	983.22	747.00	1.32			
Total	986.13	749.00				

Table 3: Summary of ANOVA (Hypothesis-1)

Analysis of Hypothesis -I1
To investigate the proposed hypotheses "Digital Marketing is a strong platform to connect customer and various offers and schemes of benefits" three fundamental questions were addressed, each directly aligned with the core components of the hypotheses.
Customer retention is significantly associated with schemes based benefits.
- As a digital media user / customer you are very much interested in the offers and schemes.
- Do you agree that offer and schemes is best tool to connect customer with companies.
- Customer retention is associated with interacting various offers and incentives.

As per the nature and quantity of these question / variables and in order to evaluate the hypotheses, it was considered that analyses of Variance (ANOVA) test and draw conclusions based on the F-values derived from the test.

To evaluate the formulated study hypothesis, we are employing a one-way analysis of variance (ANOVA) approach. This approach aligns with the variables and questions we need to assess. The outcome of this analysis will be determined by the "F" value in relation to the anticipated and tabulated values. The results of this assessment are detailed as follows:

Variables	**Count**	**Sum**	**Average**	**Variance**
Variable- 1	250	964	3.86	1.03
Variable -2	250	960	3.84	1.24
Variable -3	250	944	3.78	1.51

Table 4: Descriptive Summary (Hypothesis-2)

Based on the information provided in Table-4, there are a total of 250 respondents who responded to each variable. The average responses for these variables are 3.86, 3.84, and 3.78, respectively. These numbers suggest that respondents exhibit a consistent approach across all variables, with a slight variation observed in the responses to variable-3. This trend is also reflected in the mean and variance values, which indicate that the variability of variable 3 is more pronounced when compared to the other variables.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	0.90	2.00	0.45	0.36	0.70	3.01
Within Groups	941.87	747.00	1.26			
Total	942.77	749.00				

Table 5: Summary of ANOVA (Hypothesis-2)

Based on the results presented in Table 5, we conducted an analysis considering two types of variances: between the groups and within the groups, with 2 degrees of freedom. The obtained p-value from the test is 0.70, indicating a typical distribution for the assessments.

Additionally, from the statistics provided in Table 5, the "F" value is calculated to be 0.36 as the observed value. Notably, the critical/tabulated value of "F" is 3.01. Consequently, it's observed that the critical value exceeds the observed value. In such a scenario, we can conclude that the anticipated hypothesis or null hypothesis is accepted. Even though the mean difference is not substantial, the hypothesis remains valid. Therefore, based on the test results, we can

confidently assert that "Digital Marketing is a strong platform to connect customer and various offers and schemes of benefits."

7. RESULT:

According to outcome of hypothesis -1 and hypothesis-2, it is found that both the hypothesis is accepted after ANOVA test. Acceptance of both the test shows that statement "Customer retention is significantly associated with schemes based benefits" and "Digital Marketing is a strong platform to connect customer and various offers and schemes of benefits" get accepted. In the joint statement we can say that Customer retention is connected with scheme based benefits through digital marketing platforms. Means we can say that digital marketing is strong tool to support the customer to be a potential customer and they may take all the benefits of offers and beneficial schemes. This is due to utilization of information and communication technology in the digital marketing [13].

8. CONCLUSION:

As per the conclusion received from the analysis of hypothesis it is observed that study fulfills the objectives in the complete manner. So it is found that customers with digital marketing approach get more retention and acquires scheme-based benefits. Although there are lots of factors which are attached with the customer retention in association of various schemes but the final result shows that potential costumer highly utilizes the digital marketing strategies to remain stay and updated in the market and grapping available benefits. In the era of information communication technology the digital marketing provides a platforms to increase customer retention with rapid update of schemes and benefits which is actual needs of potential customer.

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