The Mediating Role of social media In Relationship between Antecedentsof online Marketing Practices and Customer Retention and Loyalty

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Abstract:-

Aim/Purpose:-*This descriptive research aims to explore the mediating role of social media in the relationship between online marketing practices and their impact on customer retention and loyalty.* ***Outcome:-****The findings indicate a statistically significant positive relationship between social media impact (p-value = 0.030) and its ability to uphold customer retention and loyalty. Additionally, factors such as brand image (p-value = 0.020), trust, and credibility (p-value = 0.002) demonstrate substantial influence on maintaining customer loyalty.* ***Model:-****The Research model developed with the help of three different constructs which include: Independent, Mediating and Depependent. The independent variables include the antecedents of online marketing follwed by social media as a mediating factor and the dependent variable is customer retention and loyalty. The model satisfed mesasurement fit indices GFI>.80 and AGFI>.80.* ***Research Methodology:-****The research methodology involved the utilization of structured, closed-ended questionnaires administered through simple random sampling.* ***Statistical Techniques:-****including descriptive and inferential analyses such as correlation, regression, and structural equation modeling, were applied to evaluate the collected data. Model assessment criteria, including GFI, AGFI, NFI, and TLI values, were met satisfactorily.* ***Generalizability:-****The findings of this study are generalizable and applicable in various contexts where assessing customer retention and loyalty through mediating variables is essential.*

Introduction:-

In Today's business landscapes, the online marketing has bought revolutionary changes the way how businesses interacting with their customers. Companies strive to enahnce high customer satisfaction, retention and loyalty, taking the advantage of social media. This study aims to explore how various antecedents of online marketing practices influence customer retention and loyalty, with a specific focus on the mediating influence of social media. The research study include various constructs like: independent, mediating and dependent factors. The independent factors include the antecedents of online marketing practices and the mediating variable is social media marketing and the dependent variable is customer retention and loyalty. By undersatnding and taking the advantage of social media marketing the business can take more advantage of digital media plaform for better utilization in the contemporary world.

Literature Review:-

Over the past ten years, there has been a significant increase in the use of social media sites including Facebook, Instagram, and WhatsApp[1].Popular firms utilize these platforms to promote their goods, and people use them to connect with one another.In addition to facilitating activities that raise brand recognition, social media marketing effectively promotes communications between marketers and customers[2].There are many other forms available for these social media websites and applications, such as wikis, podcasts, social blogs, microblogging, videos, and weblogs. Social media is being used more and more by commercial businesses, government organizations, and social network users for communication[3].Customization, repute, trendiness, engagement, and entertainment are key components of luxury brand marketing efforts[4]. These elements have a big influence on consumers' purchase intentions and brand equity. A study on the behavior of American consumers, community members who participate in events like meetups, discussions, and browsing may have an impact on their behavior related to brands[5]. synergistic magnitude, the corresponding marketing component makes information dissemination extremely convenient[6]. In general, social media gives users a new way to discover things and interact with individuals around the globe to share experiences relating to products[7]. According to the Global Web Index, a user uses social media for up to two hours and forty-two minutes every day on average[8]. Four main objectives drive the use of social media as a marketing

tool: customer service and customer relationship management, brand promotion and reputation management, market research and feedback, and business networking[9].The current study examined how brand equity, a measure of brand loyalty, is affected by social media-based marketing. Large corporations and entrepreneurial businesses regularly participate in social media-based marketing campaigns to educate and attract both present and potential customers[10].

For this reason, it is believed that social media's entertainment value is crucial since it enhances happy feelings and encourages actions related to making purchases[11]. Increased engagement on social media gives customers a better grasp of brand information and helps brands better understand user opinions and preferences, which benefits the brand's social media platform[12]. Therefore, repurchase intention is the key to fostering the relationship between customers and brands, whereby some studies have pinpointed increased loyalty and its correlated effect on reduced marketing costs and increased sales[13]. Trends and brand value Businesses may create trends and improve consumer pleasure and experience with the use of technology[14].Social media trendiness improves a business's visibility and reputation among prospective clients. Comparably, user awareness is increased and the brand's image is developed by social media trends[15]. Social media engagement streamlines brand communication to brand consumers while fostering customers' brand experience and enjoyment[16].

Objectives:-

1. To Study the mediating role of social media marketing in relationship between antecedents of online marketing practices and customer retention and loyalty.
2. To assess the model fit in relationship between three different constructs of social media impact.
3. To suggest the best model fit to assess the customer rention and loyalty with the influence of social media marketing.

Scope of the Study:-

Customer retention and loyalty are essentail aspects for long run survival of the firm. Businesses must cultivate the relationship with the customers to sustain in long-run and to

maximize the profits. In the present resrach study, trying to assess the intermediary roel of social media and its impact on customer retention and loyalty. In the present scenario the digital platforms plays a prominent role to strengthen the relationship with the customers with high satisfaction. The scope of the research with respect to objectives limited to assess the role of social media impact on customer satisfaction. Therefore, the present research palys a key role to build the relationship with the customer with the help of social media platform.

Need & Importance of the Study:-

In the contemporary context, the businesses are more depending on digital platforms to strengthen the market and to attract more no of customers. Adapting to the ongoing digital tarnsformation requirements and assessing the mediating role of social media for customer loyalty and retention are the essesntail aspects. The corporate success primarly depends up on the extent utilizing the digital media platforms in the competitve world. In this context, the online marketing and digital media platforms are essentail for customer retention and loyalty.

Statement of the Problem:-

Business must survive in long-run and should gain the competitive advantages are essentail for high customer satisfaction which might leads to customer retention and loyalty. The contemporary businesses more depending up on digital media platforms to attarct more number of customers to surview in long-run. Therefore, the present research explains about the mediating role of social media paltforms and its impact on customer retention and loyalty. Further, various online marketing practices which majorly impact on customer retention and loyalty.

Hypothesis:-

Ha(1): There is a significant positive relationship between antecedents of online marketing practices and customer retention and loyalty.

Ha(2): Social media significantly mediates the relationship between specific antecedents of online marketing practices and customer retention and loyalty.

Research Methodology:-

Data Sources:- Taken the advantage of both primary and secondary data sources. A Structured open ended google sheet developed to collect data from various sources. The secondar data source from various articles and reference books.

Sample Size:- researcher collected approximately 300 samples from various respondents to assess the model in dimensions. The sample size collected on the basis of simple random sampling technique.

Sampling Techniques:- From the probability sampling techniqe applied simple random sampling technique to collect the data from various respondensts.

Statistical Technique:- Applied both descriptive and inferential statistics. The descriptive statsistics include: mean, SD, Correlation and regression analysis and other measurements like: structural equation modeling algorithem for model assessment.

Reliability Study:- The consistency and relaibility of the study of the model assessed with the help of crone bach's alpha relaibility test. The alpha value in all constructs exceeded >.90. Therefore, there is a high relaibility of the assessment model.

Data Analysis and Interpretation:-

Table1: Correlation Matrix for Customer Retention and Loyalty

	BII	CSI	CRL	ID	PA	SM	TC
BII	1.000						
CSI	0.407	1.000					
CRL	0.159	0.195	1.000				
ID	0.227	0.381	0.185	1.000			
PA	0.303	0.345	0.181	0.423	1.000		
SM	0.338	0.317	0.321	0.256	0.291	1.000	
TC	0.240	0.376	0.246	0.278	0.398	0.416	1.000

Sources:Field Survey

Significant at %%

From The above correlation matrix it is evident that the Brand Image and Identity have shown the significant positive correlation with the remaining all factors of the antecedents of social media CSI (r = 0.407), CRL (r = 0.159), ID (r = 0.227), PA (r = 0.303), SM (r = 0.338), and TC (r = 0.240) and all the factors have shown significant positive correlation. The Cultural and social influence is also positively correlated with CRL (r = 0.195), ID (r = 0.381), PA (r = 0.345), SM (r = 0.317), and TC (r = 0.376) and the customer retention and

loyalty shows positive correlations with ID (r = 0.185) and the Promotions and advertisement (r = 0.181), SM (r = 0.321), and TC (r = 0.246). The information Dissemination shows significant positive relationship with PA (r = 0.423), SM (r = 0.256), and TC (r = 0.278), implying connections between information dissemination and these variables. The Promotions and advertisement is positively correlated with SM (r = 0.291) and TC (r = 0.398), indicating relationships between promotions & advertising and these factors. The influence of Social Media dissemination is positively correlated with TC (r = 0.416), showing a connection between social media influence and trust and credibility. Therefore, it is witnessed from the analysis that, there is a significant positive correlation between the list of antecedents of customer retention and loyalty and the social media.

Table.2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
Bartlett's Test of Sphericity	Approx. Chi-Square	8867.909
	df	378
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measures of sample data explains the suitability of factor analysis. The value which is closer to 1 indicates there is a high degree of suitability of the model assessment. In this case, the KMO value of 0.796 suggests that there is a reasonanbly adequate fit for factor analysis. Therefore, from the values it is witnessed that the factor analysis is suitable for the data. A significant result (Sig. < 0.05) shows there is a strong correlation exists among the factors. The Chi-Square value 8867.909 the acceptability of factor analysis of the model.

Table.3: Total Variance Explained

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	8.863	31.655	31.655	8.863	31.655	31.655	3.588	12.815	12.815
2	3.067	10.954	42.608	3.067	10.954	42.608	3.317	11.845	24.660
3	2.620	9.358	51.966	2.620	9.358	51.966	3.235	11.554	36.214

4	2.467	8.811	60.777	2.467	8.811	60.777	3.233	11.547	47.761
5	2.104	7.513	68.289	2.104	7.513	68.289	3.232	11.543	59.304
6	1.962	7.005	75.295	1.962	7.005	75.295	3.199	11.424	70.728
7	1.621	5.789	81.084	1.621	5.789	81.084	2.899	10.355	81.084

Extraction Method: Principal Component Analysis.

from the above Table.3 explains about the total 7 factors and its related distribution of factor analysis. The Factor1 taken approximately 31.65% of the total variance follwed by the Factor2 10.95% of the total variance has taken and the Factor3 9.35% of the variance has taken from the total variance of the model and the Factor4 has taken 8.81% of the total variance and Factor5 has taken 7.51% from the total variance and likewise the Factor7 has taken the total of 5.7% of the variance and from the total all seven factors have taken 81% of the total variance from the all factors.

Figure1: Confirmatory Factor Analysis for Customer Retention and Loyalty
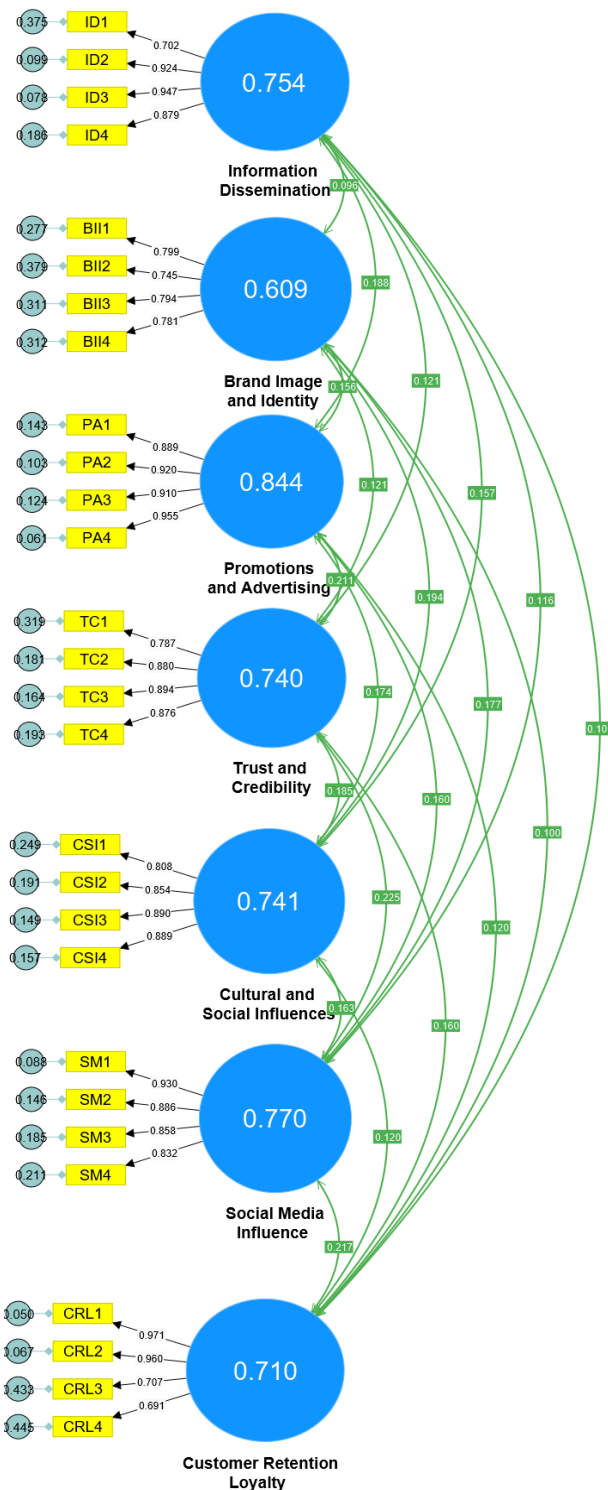
The Latent Construct of "Brand Image and Identify" have shown significant strong loadings BII1(0.799), BII2 (0.745), BII3 (0.794), and BII4 (0.781) explains all the indicators strongly associated with the factor. The Cultural and Social Influences (CSI) the factor loadings of CSI1 (0.808), CSI2 (0.854), CSI3 (0.890), and CSI4 (0.889) suggests the maximum loadings and dimensions of customer retention and loyalty in the contemporary context the factor

loadings of CRL1 (0.971), CRL2 (0.960), CRL3 (0.707), and CRL4 (0.691) and the substantial factor loadings of ID1 (0.702), ID2 (0.924), ID3 (0.947), and ID4 (0.879) underscore the importance of these indicators in portraying the effectiveness of information dissemination strategies. The Promotions and Advertising and its related factor loadings are PA1 (0.889), PA2 (0.920), PA3 (0.910), and PA4 (0.955) explains these indicators captured the effectiveness of promotions and advertisements. The Social Media Influence strong factor loadings which are SM1 (0.930), SM2 (0.886), SM3 (0.858), and SM4 (0.832) explores the impact of social media on customer retention and loyalty. The Trust and Credibility indicators (TC1: 0.787, TC2: 0.880, TC3: 0.894, TC4: 0.876) the role of trust and credibility and its impact towards the customer retention and loyalty.

From Table.3 shows a comprehensive overview of descriptive statistics and Cronbach's alpha reliability and other fundamental statistics. Brand Image Influence (BII) and its corresponding mean score is 3.48 indicating a reasonable fit and the corresponding factor laodings from 0.781 to 0.798 and in the similar manner the Customer Retention and Loyalty scores moderately at 3.29, with strong factor loadings ranging from 0.691 to 0.971. The Customer Satisfaction Index averages at 3.49, with factor loadings between 0.808 and 0.890. The final measurement Information Dissemination scores similarly at 3.48, with loadings ranging from 0.702 to 0.947. Therefore, it is witnessed from the model that all the mean scores shows the respective importance of the factor loadings.

Table.3: Factor Loadings, Alpha, CB, AVE and P-Value Table

Variable	N	Mean	Std. Deviation	Factor Loadings	Cronbach's alpha	CR	AVE	P-Values
BII1	335	3.51	0.875	0.798	0.862	0.861	0.609	.0000
BII2	335	3.37	0.925	0.745				.0000
BII3	335	3.39	0.919	0.794				.0000
BII4	335	3.43	0.896	0.781				.0000
CRL1	335	3.29	0.931	0.971	0.909	0.905	0.710	.0000
CRL2	335	3.28	0.922	0.960				.0000
CRL3	335	3.30	0.931	0.707				.0000
CRL4	335	3.29	0.924	0.691				.0000
CSI1	335	3.50	0.847	0.808	0.919	0.920	0.741	.0000

CSI2	335	3.49	0.840	0.854				.0000
CSI3	335	3.47	0.847	0.890				.0000
CSI4	335	3.49	0.868	0.889				.0000
ID1	335	3.48	0.861	0.702	0.917	0.923	0.754	.0000
ID2	335	3.50	0.822	0.924				.0000
ID3	335	3.48	0.871	0.947				.0000
ID4	335	3.43	0.906	0.879				.0000
PA1	335	3.53	0.829	0.889	0.956	0.956	0.844	.0000
PA2	335	3.53	0.818	0.920				.0000
PA3	335	3.50	0.851	0.910				.0000
PA4	335	3.53	0.836	0.955				.0000
SM1	335	3.58	0.807	0.930	0.930	0.930	0.770	.0000
SM2	335	3.58	0.826	0.886				.0000
SM3	335	3.57	0.837	0.858				.0000
SM4	335	3.58	0.829	0.832				.0000
TC1	335	3.46	0.917	0.787	0.918	0.919	0.740	.0000
TC2	335	3.41	0.897	0.880				.0000
TC3	335	3.37	0.905	0.894				.0000
TC4	335	3.38	0.910	0.876				.0000

Sources:Field Survey

Significant at 5%

Perceived Authenticity explains a to some extent higher mean of 3.53, with loadings from 0.889 to 0.955. The Social Media Influence shows a higher score of 3.58, with loadings ranging from 0.832 to 0.930. Trust and Commitment also stand at 3.44, with loadings between 0.787 and 0.894. Cronbach's alpha values indicate good internal relaibility of the model (ranging from 0.862 to 0.956), while composite reliability values range from 0.861 to 0.930, representing good reliability. Average Variance Extracted (AVE) values moving from 0.609 to 0.844, explaing that between 60.9% and 84.4% of the variance in the items is attributable to the underlying constructs. Furthermore, all factor loadings are statistically significant with $p < 0.05$, validating the relationships between items and constructs. Therefore, it is evident from the all the values of Mean, SD, Factor laodings and Cronbach's

Alpha values, Average Variance Extracted and other values have shwon the relative imprtance towards the model development.

Table4: Discriminant Validity Assessment

Discriminant Validity	BII	CSI	CRL	ID	PA	SMI	TC
BII							
CSI	0.396						
CRL	0.172	0.222					
ID	0.241	0.391	0.234				
PA	0.304	0.347	0.183	0.471			
SMI	0.339	0.328	0.345	0.285	0.301		
TC	0.255	0.366	0.245	0.280	0.399	0.434	

The Discriminant validity assessment which is square root of AVE of each construct, including Brand Image Influence and its correspoing AVE is 0.781 which is nearer to 1 and Customer Satisfaction Index (CSI) and its AVE is 0.396 and the Social Media and its impact is 0.339 and the Trust and Credibility is 0.255. From the above Table it is evident that all the values of AVE which are in between 0.5 to 1, therefore, it is evident that all the variables satisified the criterion of AVE for the above assessment.

Figure.2: Structural Equation Model for Study Variables of Customer retention and Loyalty
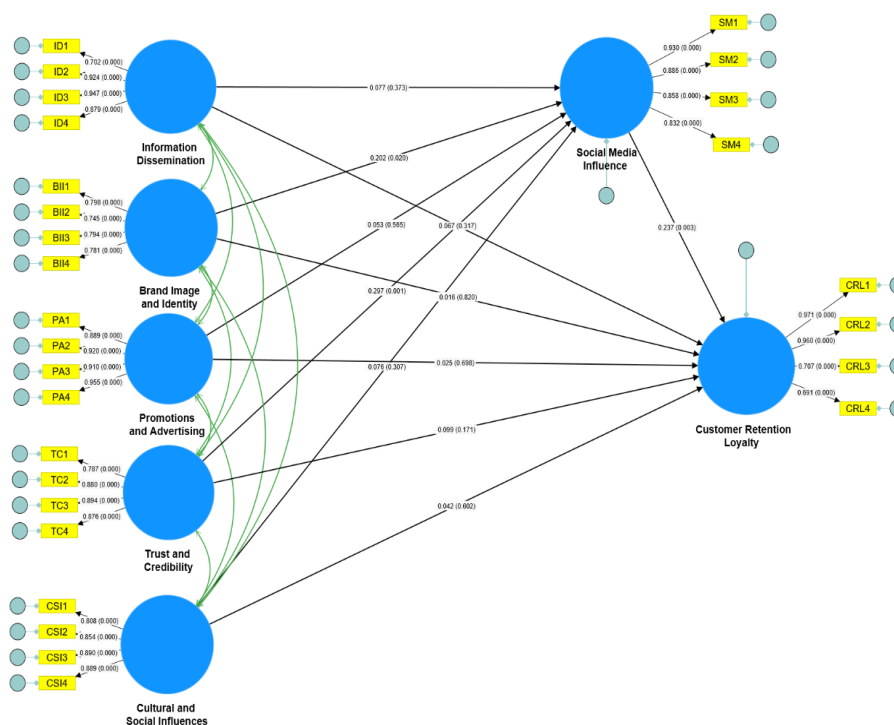
The above figure shows various path coefficents for seven factors which are included in the model. A path coefficient of 0.064 explains for every one unit inclese in the Brand Image and Identity will leads to there is a 0.064 units increase in the dependent factor of Customer Retention and Loyalty and with a coefficient of 0.202 explains for every one uint incrase in the Brand Image and Identity, there is a 0.202 unit increase in Social Media Influence and moreover the relationship $p<.05$ at 5% level of signficance which is 0.020 on Social Media Infleunce. The relationship between Cultural and Social Influences and Customer Retention/Loyalty. For every one unit increase in cultural and social influces there is a 0.060 increase in the dependent variable of customer retention and loyalty. The impact of Cultural and Social Influences on Social Media Influence. For every one unit increse in the cultural and social influences there is a 0.076 impact on the social media infleunce.

A value of 0.085 imply that for every 1 unit increase in Information Dissemination, there is a 0.085 unit increase in Customer Retention and loyalty. A value of 0.077 suggests that for every one unit increase in Information Dissemination, there is a 0.077 unit increase in Social Media Influence. A value of 0.037 shwos that each unit incerase in Promotions and advertisings there is a 0.037 units incease will show in customer retention and loyalty. In the similar manner, there is a 0.053 units increase in the social media increasement can see for every one unit increase and in the similar manner. In the similar manner avlaue of 0.237 units will increase in customer retention and loyalty due to increase in social media and moreover, this relationship is significant. A value f 0.169 for every one unit increase in Trust and credibility due to increase in customer retention and loyalty. Additionally, this relationship is statistically signficant with a significant value of 0.038. For every one unit increase in Trust and credibility there will be a 0.297 units will incrase in the customer retention and loyalty. Further more, the p-value is 0.001 highlights the signficant impact of trust and credbility on social media influence. The p-value is 0.003 shows a relationship between social media and customer reteion and loyalty. The $(p<.0.038)$ shows a signficant relationship between trust and credibility with respect to customer retention and loyalty. Therefore, it exhibits that there is a strong relationship between trust and credibility with respect to retention and loyalty in the present situation. Therefore, from the above analysis shows a relationship among the three different category of variables and its assocted unit increment. Therefore, the model has shown the significant relationship among all the factors.

Figure.3: Structural Equation Model for Study Variables of Customer retention and Loyalty with AVE
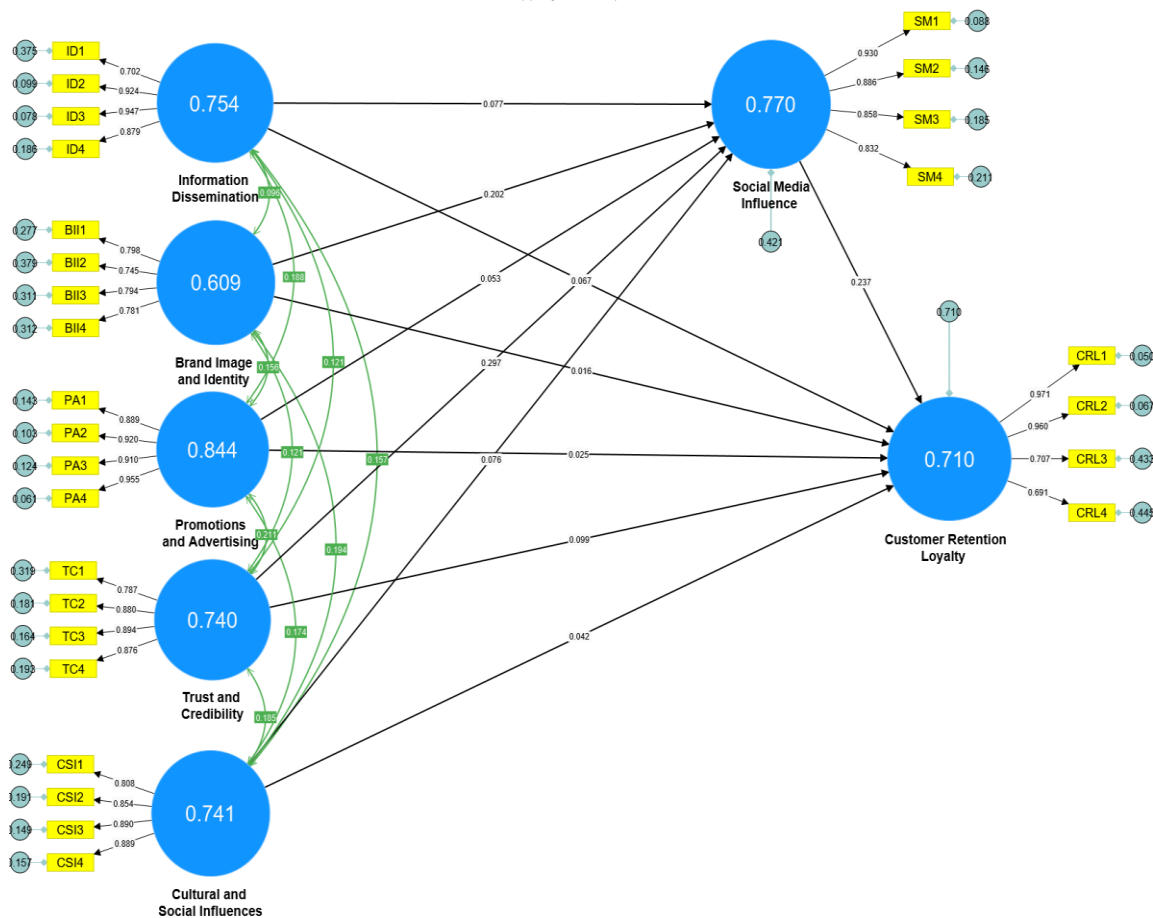
From the above table shows the mediating role of social media influence between the antecedents of online marketing practices and the customer retention and loyalty. The Ch-Square value 4.364 rationally good fit Hair et al. (2013). The Root Mean Square Error of Approximation at 0.070, suggests an acceptable fit Browne & Cudeck (1993) and Steiger (1990). The GFI and AGFI at 0.796 and 0.749, respectively, suggest a moderate fit Hair et al. (2013). The PGFI value is at 0.645 reveals reasonable fit, Marsh et al. (1996). The SRMR value at 0.048 suggests a rational fit by Hu & Bentler's (1999). Furthermore, the Normed Fit Index, Tucker-Lewis Index, and Comparative Fit Index values are 0.843, 0.855, and 0.874, respectively, collectively indicate a good fit by Bentler (1990). The Cronbach's alpha reliability values 0.862 to 0.956, which are considered quite high and indicate strong internal consistency for all constructs (George & Mallery, 2003). The Brand Image and Identity, Cultural and Social Influences, Customer Retention/Loyalty, Information Dissemination, Social Media Influence, and Trust and Credibility all exhibit high levels of internal consistency, with Cronbach's alpha values ranging from 0.862 to 0.930(Tavakol & Dennick,

2011). Promotions and Advertising demonstrate the highest internal consistency with a Cronbach's alpha of 0.956 (Nunnally, 1978).

Figure.4: Direct Effect between Antecedents of Online Marketing and Customer Retention and Loyalty
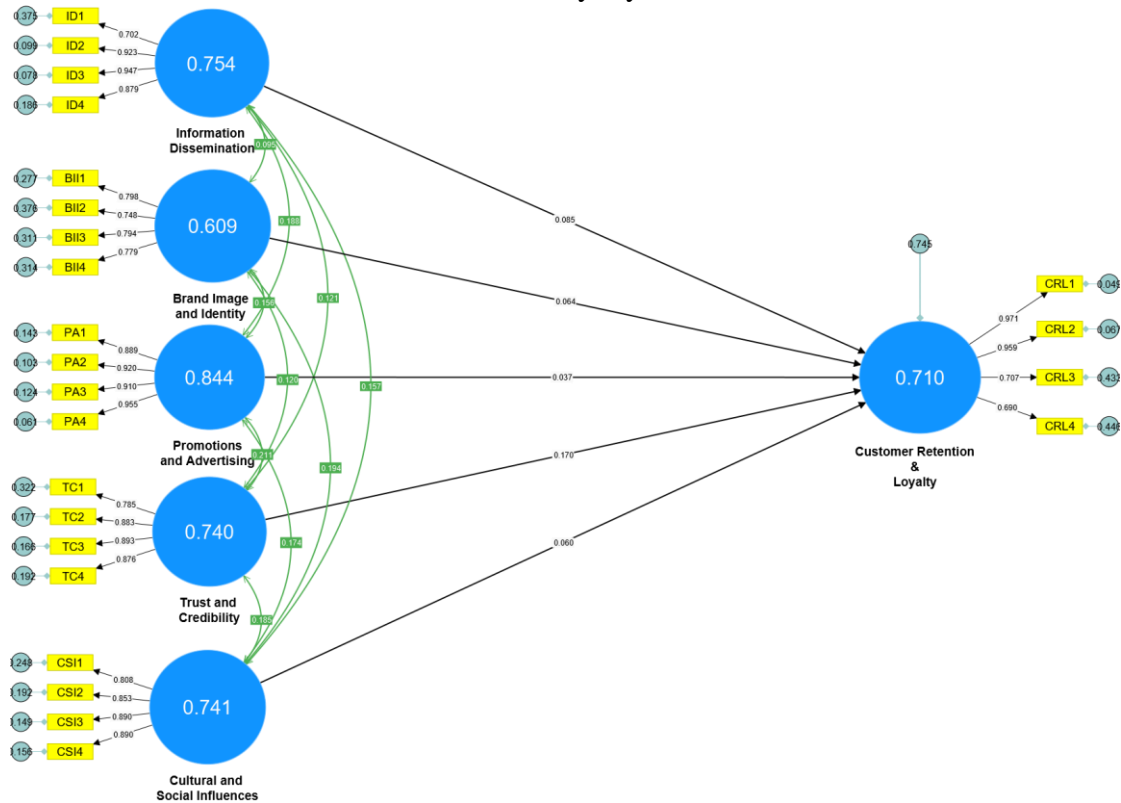

The above figure.4 explains the direct relationship between the list of independent factors of antecedents of online marketing and the dependent factor of customer retention and loyalty. The Ch-Square value of 3.368 suggests a moderately good fit (Hair et al., 2013). The RMSEA at 0.084, indicates an acceptable fit by comparing the threshold value 0.080 (Browne & Cudeck, 1993; Steiger, 1990). The GFI and AGFI at 0.838 and 0.795 respectively suggest a reasonable fit (Hair et al., 2013). The Parsimony Goodness-of-Fit Index (PGFI) at 0.662 indicates rational fit (Marsh et al.,1996). The SRMR at 0.048 suggests a rational fit, Hu & Bentler (1999). Furthermore, the Normed Fit Index, Tucker-Lewis Index, and Comparative Fit Index at 0.891, 0.907, and 0.921 respectively, collectively indicate a good fit (Bentler, 1990). From the above all values the model proved a reasonably good fit. Therefore, the model is good in all circumstance.

Figure.5: Social Media is Mediator between Information Dissemination and Customer Retention and Loyalty
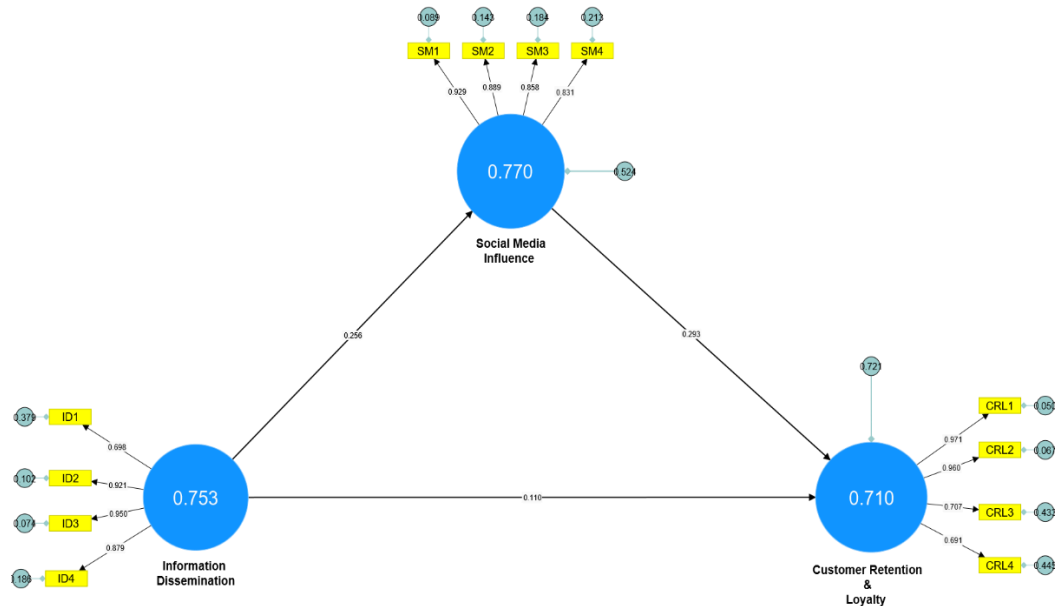
From the above Figure.5 explains about a relationship between three different constructs like: information Dissemination, Social Media Influence and Customer retention and Loyalty. The Chi-Square value of 4.676 indicates a moderately good fit of the model (Hair et al., 2013). The Root Mean Square Error of Approximation value of 0.105 suggests a fair fit (Browne & Cudeck, 1993; Steiger, 1990). The Goodness-of-Fit Index and Adjusted Goodness-of-Fit Index at 0.891 and 0.834 indicate a moderate to good fit (Hair et al., 2013). The PGFI at 0.583 suggests reasonable fit (Marsh et al., 1996). The SRMR at 0.046 exhibits a reasonable fit Hu & Bentler (1999). Furthermore, the Normed Fit Index , Tucker-Lewis Index and Comparative Fit Index (CFI) at 0.934, 0.932, and 0.947 indicate a good fit (Bentler, 1990).The Cronbach's alpha reliability value of Customer Retention & Loyalty (0.909), Information Dissemination (0.917), and Social Media Influence (0.930) shows high reliability of the factors as per (Nunnally, 1978). These factors are having string coefficient values which shows strong correlation among the factors (Streiner, 2003). This high level of reliability strengthens the validity of the study's findings and underscores the trustworthiness of the research outcomes (Cortina, 1993).

Figure.6: Social Media is Mediator between Brand and Customer
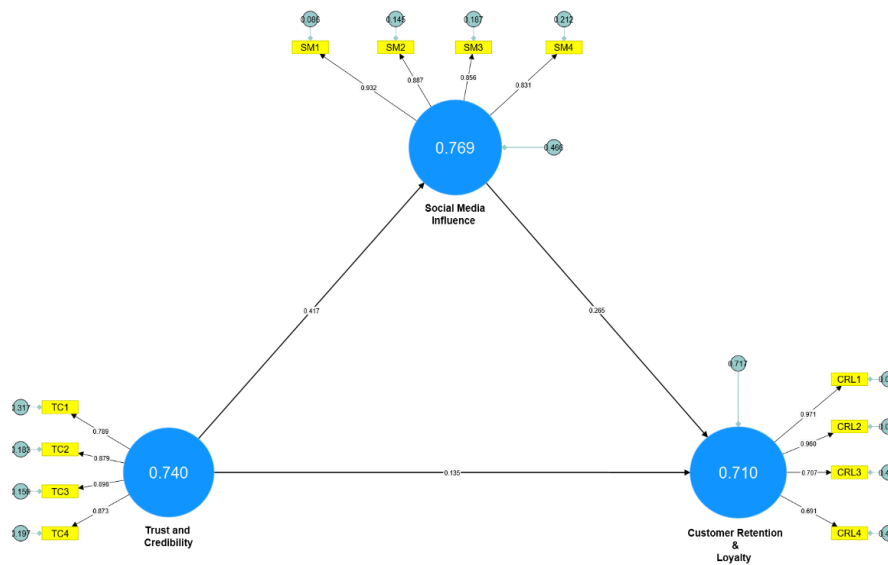Retention and Loyalty
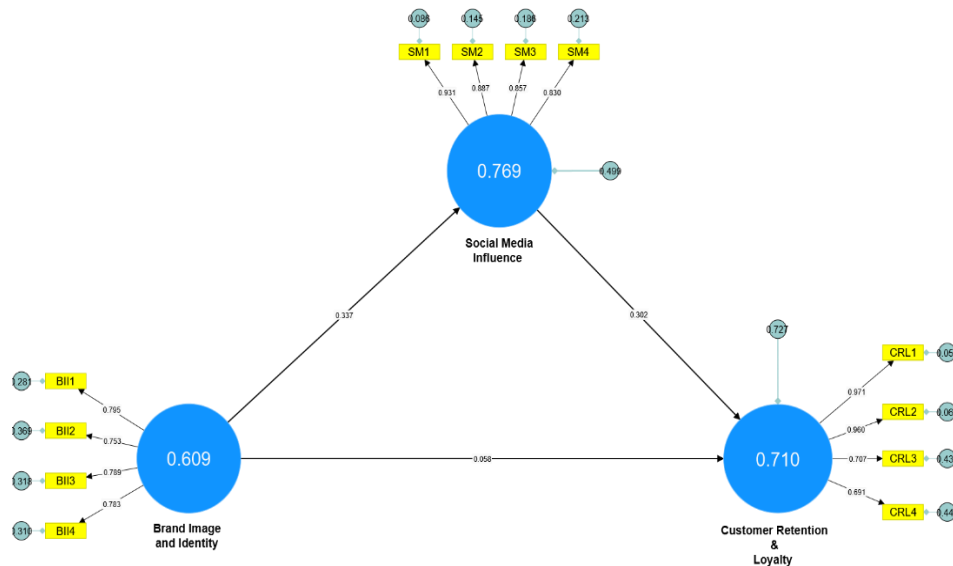
From the above Figure.6 shows the relationship among the three different category of variables namely, independent, mediating and dependent. The brand image and identity as a independent, followed by social media influence as a mediating variable and the dependent variable is customer retention and loyalty. The Ch-Square value of 3.444 observes a moderate fit (Hair et al., 2013). The RMSEA at 0.085, suggests an acceptable fit by comparing the standard value at 0.080 (Browne & Cudeck, 1993; Steiger, 1990). Additionally, the GFI and AGFI at 0.919 and 0.877 respectively indicate a moderate to good fit (Hair et al., 2013). The PGFI value is 0601 reveals a reasonable fit (Marsh et al., 1996). The SRMR at 0.043 further confirms a reasonable fit Hu & Bentler (1999). The NFI, TLI, and CFI values are 0.942, 0.946, and 0.958 respectively. The standardized Cronbach's alpha coefficients of Brand Image and Identity (0.862), Customer Retention & Loyalty (0.909), and Social Media Influence (0.930) signify strong reliability within each construct (Nunnally, 1978).

Figure.7: Social Media is Mediator between Promotions & Advertising   and Customer
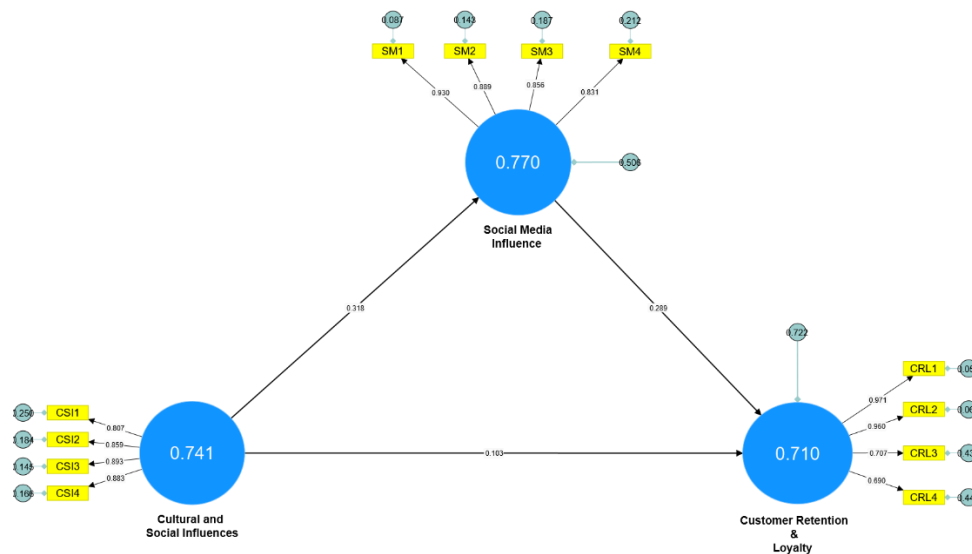Retention and Loyalty
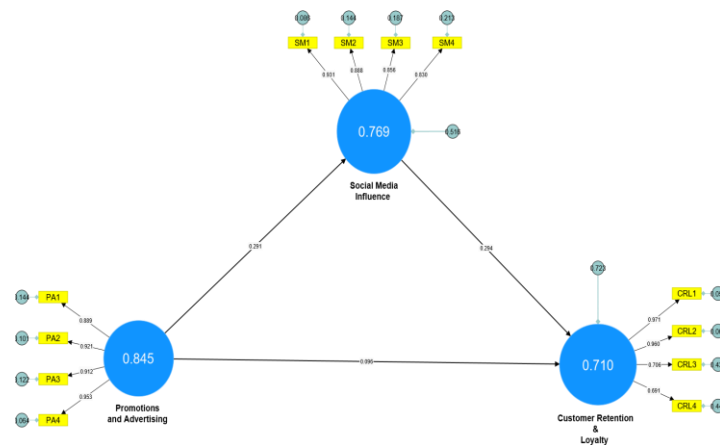
The relationship can be seen among three different categories of variables which include promotion and advertising as an independent factor and social media as a mediating factor and the customer retention and loyalty as a dependent factor. The chi-square value is 3.414 suggests a favourable fit (Hair et al., 2013). The RMSEA at 0.085, acceptable fit (Browne & Cudeck, 1993; Steiger, 1990). The GFI and AGFI at 0.925 and 0.885 respectively indicate a moderate to good fit (Hair et al., 2013). The PGFI at 0.605 implies reasonable fit (Marsh et al., 1996). The SRMR at 0.036 further confirms a reasonable fit by Hu & Bentler (1999). Furthermore, the Normed Fit Index, Tucker-Lewis Index and Comparative Fit Index at 0.955, 0.959, and 0.968 respectively collectively indicate a good fit (Bentler, 1990). The Cronbach's alpha reliability for Customer Retention & Loyalty (0.909), Promotions and Advertising (0.956) and Social Media Influence (0.930) underscore the internal consistency with high (Nunnally, 1978). These coefficients signify that the items within each category are closely interrelated (Streiner, 2003). This high level of reliability strengthens the validity of the study's findings (Cortina, 1993). Therefore, the above model shows a significant relationship among the three different constructs.

Figure.8: Social Media is Mediator between Trust & Credibility and Customer Retention and Loyalty

There are three different category variables namely Trust and Credibility, Social Media Influence and Customer Retention and Loyalty. The Ch-Square value of 5.243 reflects somewhat acceptable of model (Hair et al., 2013). The GFI and AGFI values are 0.889 and 0.831 shows a moderate fit (Hair et al., 2013). The PGFI at 0.581 shows a reasonable fit, (Marsh et al., 1996). The Standardized Root Mean Square Residual (SRMR) value is 0.047 proves a reasonable fit by Hu & Bentler (1999). Moreover, the NFI, TLI, and CFI at 0.925, 0.920, and 0.938 respectively propose a good fit (Bentler, 1990). The Cronbach's alpha coefficients provided for Customer Retention & Loyalty (0.909), Social Media Influence (0.930), and Trust and Credibility (0.918) reliability and consistency of the model (Nunnally, 1978). Therefore, from the above model it is witnessed that all the factors have shown significant positive relationship.

Figure.9: Social Media is Mediator between Cultural & Social Influences   and Customer Retention and Loyalty

From the above figure.9 shows the developed construct with three variables namely, cultural and social influence, social media influence and customer retention and loyalty. The chi-Square value of 9.725 is somewhat acceptable (Hair et al., 2013). The measures of GFI and AGFI at 0.842 and 0.758, respectively, suggest a moderate fit (Hair et al., 2013). The PGFI at 0.550 shows reasonable fit (Marsh et al., 1996). The SRMR at 0.047 proves a reasonable fit Hu & Bentler (1999). Moreover, the NFI, TLI, and CFI at 0.868, 0.843, and 0.879 suggest a good fit (Bentler, 1990). The standardized Cronbach's alpha coefficients provided for Cultural and Social Influences (0.919), Customer Retention & Loyalty (0.909), and Social Media Influence (0.930). Therefore, it is evident from the above threshold values can conclude that the model exhibits proves a reasonable fit.

Figure.10: Linkage between Social Media Influence and Customer Retention and Loyalty
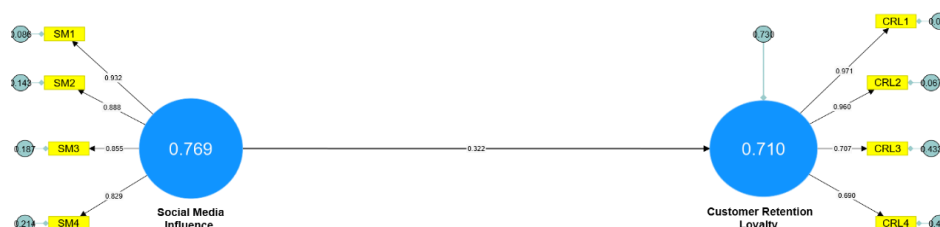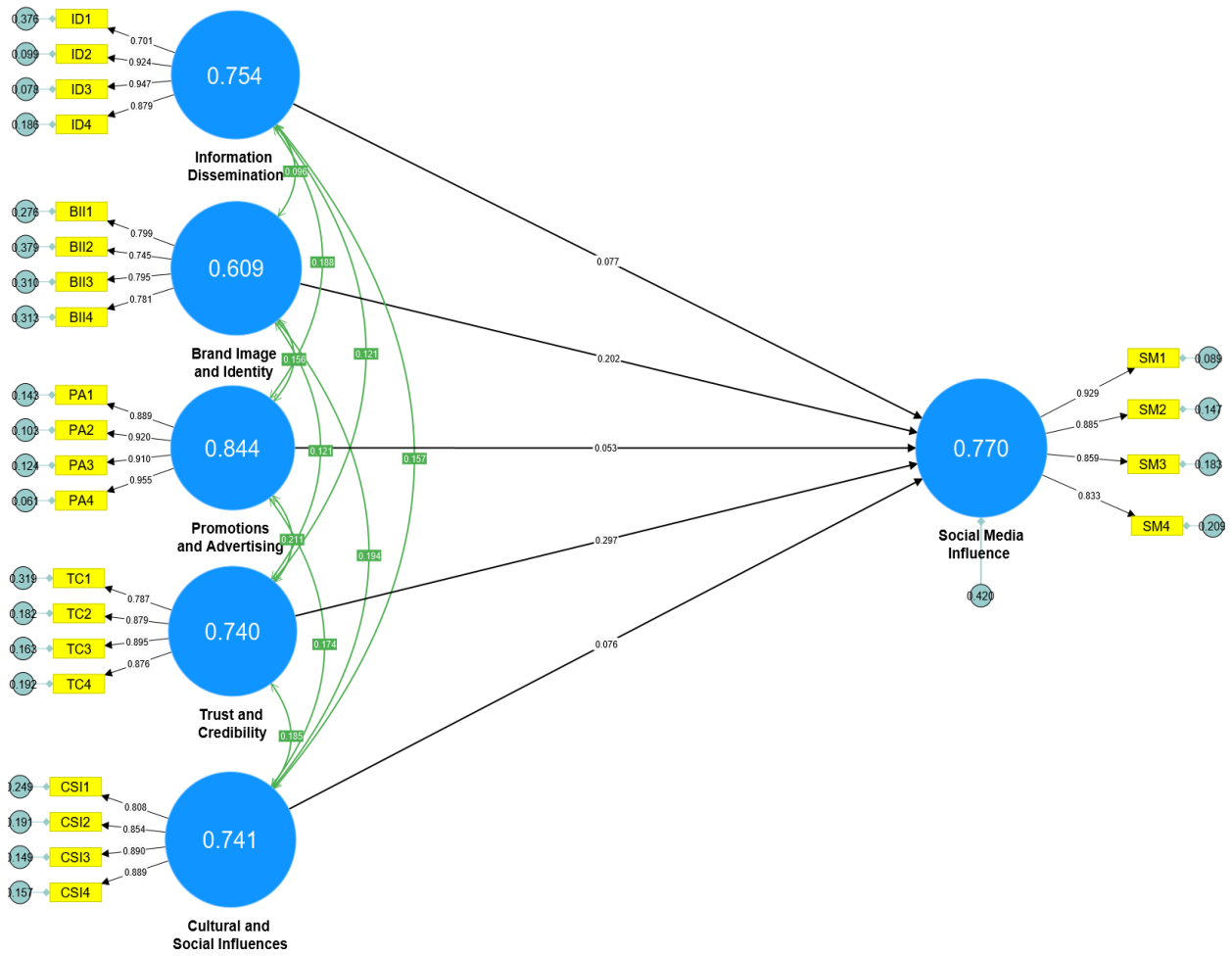

The above Figure.10 shows relationship between the mediating factor of Social Media Influence and the customer retention and loyalty. The SEM model shows a satisfactory fit of

the data. The chi-square test shows a significant result (χ^2 = 97.837, df = 19, p = 0.000), representing possible discrepancies between the model and observed data (Bollen & Long, 1993). The Chi-Square value is 5.149 relatively shows a acceptable fit Hair et al. (2013). The GFI and AGFI at 0.932 and 0.872, respectively, suggest a satisfactory fit (Hair et al., 2013). However, the Parsimony PGFI at 0.492 indicates reasonable fit (Marsh et al., 1996). The Standardized Root Mean Square Residual (SRMR) at 0.045 aligns with acceptable fit criteria (Hu & Bentler, 1999). Moreover, the Normed Fit Index, Tucker-Lewis Index, and Comparative Fit Index values are 0.958, 0.950, and 0.966, respectively, collectively indicate a satisfactory fit (Bentler, 1990). Therefore, from the above model it is witnessed that social media will have a significant impact on the dependent factor customer retention and loyalty.

Figure.11: Linkage between Social Media Influence and Antecedents of
Online Media Marketing

From the above figure.11 shows the relationship among the two different factors, namely the list of independent factors and the mediating factor as a dependent factor and the relationship between these factors. The chi- Square value of 4.535 is below the actual value of 5, therefore the model shows good fit among the factors Hair et al. (2013).The Additionally, the Goodness-of-Fit Index (GFI) of 0.820 and Adjusted Goodness-of-Fit Index (AGFI) of 0.772 indicate a moderate fit (Hair et al., 2013). The PGFI value is 0.648 reflect moderate fit (Marsh et al., 1996). The SRMR of 0.049 suggests a reasonable fit as per Hu & Bentler (1999). Furthermore, the Normed Fit Index, Tucker-Lewis Index and Comparative Fit Index at 0.860, 0.868, and 0.887, respectively, collectively indicate a good fit (Bentler, 1990).

Conclusion:-

Therefore, the research study emphasizes the importance of social media to influence the consumers with the help of antecedents of online marketing. It is also recommended and witnessed the raising importance of social media to influence the consumer and to maintain loyalty in the present scenario. Further, it explains how important the social media to influence the consumer in the modern or contemporary days. In the end the social media witnesses about, how important the social media to maintain the long term relationship with the customer in the present scenario. At last the antecedents of online marketing also play a crucial role to maintain customer loyalty and retention.

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