



# An Analytical Study of Digital Marketing and its Influence on Customer Retention

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### ABSTRACT

Transformation led to major change in business operations; there is a variety of communication methods with, acquired and maintained customers today. This research aims to investigate the impact of different digital marketing strategies on customer retention; more specifically on 4 factors; content marketing, mobile marketing, personalized marketing and interactive digital tools.

This research used descriptive research design with data collected from 100 respondents with online questionnaires which has a 5-point Likert scale questionnaire. In analysing data, the researcher used methods like reliability testing, correlation, ranking analysis and regression analysis with consistent data of all marketing strategies correlating each other.

Ranking analysis resulted with mobile marketing strategies ranking 1st; interactive digital tools ranking 2nd; content marketing strategies ranking 3rd and mobile marketing strategies ranking 4th. It has been identified that there is a significant relationship between all the marketing factors and customer retention. Among all the strategies, mobile marketing strategies and interactive digital tools have the most important influence of customer retention.

This research concludes that the personalized marketing strategy is more important, followed by interactive digital tools, content marketing strategies and mobile marketing strategies for retaining their customers.

**Keywords:** Digital Marketing, Customer Retention, Personalized Marketing, Content Marketing, Mobile Marketing, Interactive Digital Tools



## REVIEW OF LITERATURE

**Hollebeek and Macky (2020)** established that when content made are valued by customers, they trust the brand and stay loyal. **Alalwan et.al (2020)** shows that using marketing strategies like text messages and push notifications helps keep customers engaged even when purchase-decisions are not made.

**Kumar et.al (2022)** and team found that data-driven personalization reduces customer information and strengthens customer-brand relationships. Similarly, **Rahman and Khan (2023)** reported that personalized recommendations and customized interaction significantly increase customer loyalty.

Further, **Jenne Boer et.al (2022)** observed that interactive digital tools, such as chatbots and responsive technologies, increase customer experience and with trust in brands. In addition, **Attaoui et.al (2024)**, **Singh et.al (2024)** emphasized that customer trust and satisfaction is important for customer retention through digital marketing strategies.

Moreover, **Novian et.al (2025)** and **Kaur et.al (2026)** highlight the increasing significance of artificial intelligence and advanced technology usage for customer retention practices. The people who did this study found out that using digital tools with a marketing plan that is just for each person helps people who buy things from a company to stay interested and come back to the company. The way companies market themselves on the internet is still a part of keeping customers and making sure they keep coming back to the company. Digital marketing strategies are really good at helping companies build a relationship, with their customers and keep them for a time. Digital marketing strategies and customer retention are related and digital marketing strategies really help with customer retention.

## RESEARCH GAPS

1. Existing studies have analysed the individual digital marketing strategies rather than analyzing their combined and interactive impact on customer retention.
2. The effectiveness of interactive digital tools, particularly chatbot responsiveness, as an independent variable impacting customer retention shows limited influence.
3. There is insufficient study on specific regions like India, which makes it hard to apply findings from developed countries to developing areas.
4. Factors like age, gender, education and job affect the link between marketing and keeping customers are not fully explored.
5. The trade-off, between making marketing respecting customer privacy and how it affects customer trust and loyalty is not talked about enough in current studies.

## RESEARCH QUESTIONS

1. How content marketing, mobile marketing personalized marketing and interactive digital tools are connected?
2. Which digital marketing approach do customers like and that makes them stick around?
3. How significantly do digital marketing strategies influence customer retention?



## OBJECTIVES OF THE STUDY

### Primary Objective:

To analyze the influence of digital marketing strategies on customer retention.

### Secondary Objectives:8

1. To examine the association among digital marketing strategies.
2. To identify customer preferences towards digital marketing strategies.
3. To analyse the influence of different digital marketing strategies on customer retention.

## HYPOTHESIS

**H<sub>01</sub>:** There is a significant positive relationship among the digital marketing strategies (content marketing, mobile marketing, personalized marketing, and interactive digital tools).

**H<sub>02</sub>:** Digital marketing strategy show significant positive influence towards customer retention.

**H<sub>03</sub>:** Digital marketing strategy factors collectively have a significant positive influence on customer retention.

## RESEARCH METHODOLOGY

Particulars	Description
Research Design	Descriptive Research
Research Approach	Quantitative Research
Data Collection	Primary Data
Primary Data Source	Structured Questionnaire
Sampling Technique	Convenience Sampling
Sample Size	100 Respondents
Statistical Tools used	Reliability Analysis, Ranking Analysis, Correlation, Regression



## ANALYSIS AND INTERPRETATION

### Reliability Test

The Cronbach's Alpha of all the factors are greater than 0.70, indicating the acceptability of the questionnaire used for the analysis.

**Table 1: Reliability Test Results**

S.No	Construct	Items	Cronbach's Alpha	Interpretation
1	Content Marketing Strategies	5	0.739	Acceptable
2	Mobile Marketing Strategies	5	0.725	Acceptable
3	Personalized Marketing	5	0.701	Acceptable
4	Interactive Digital Tools	5	0.723	Acceptable
5	Customer Retention	5	0.704	Acceptable

### Percentage Analysis

The majority of respondents are in the age category of 26-30 years (43%), in gender category of males (54%), with post-graduation degree (58%) and fully employed (71%).



**Table 2: Demographic Profile of Respondents**

Demographic Factor	S.NO	Category	Frequency	Percentage
AGE	1	Below 20	4	4%
	2	21–25	38	38%
	3	26–30	43	43%
	4	31–35	3	3%
	5	36-40	6	6%
	6	Above 40	6	6%
GENDER	1	Male	54	54%
	2	Female	46	46%
EDUCATION	1	Graduate	28	28%
	2	Post-Graduate	58	58%
	3	Diploma	3	3%
	4	PhD / Doctorate	11	11%
PROFESSION	1	Employed	71	71%
	2	Self-Employed Business	19	19%
	3	Freelancer	10	10%

### Correlation Analysis

The study shows highly significant positive correlations between all factors of the digital marketing strategies. Therefore, alternative hypothesis is accepted.



**Table 3: Correlation Matrix of Digital Marketing Strategies**

<b>CORRELATION</b>					
		<b>cms</b>	<b>mms</b>	<b>pm</b>	<b>idt</b>
<b>cms</b>	<b>Correlation Coefficient</b>	1	0.587	0.488	0.590
	<b>Sig. (2-tailed)</b>		<0.001	<0.001	<0.001
	<b>N</b>	100	100	100	100
<b>mms</b>	<b>Correlation Coefficient</b>	0.587	1	0.667	0.525
	<b>Sig. (2-tailed)</b>	<0.001		<0.001	<0.001
	<b>N</b>	100	100	100	100
<b>pm</b>	<b>Correlation Coefficient</b>	0.488	0.667	1	0.420
	<b>Sig. (2-tailed)</b>	<0.001	<0.001		<0.001
	<b>N</b>	100	100	100	100
<b>idt</b>	<b>Correlation Coefficient</b>	0.590	0.525	0.420	1
	<b>Sig. (2-tailed)</b>	<0.001	<0.001	<0.001	
	<b>N</b>	100	100	100	100

### **Ranking Analysis**

The study shows Personalized Marketing Strategy with highest mean score (4.332) with Rank I, followed by Interactive Digital Tools (4.288) Rank II, proving strong customer preference for personalized digital marketing strategies.



**Table 4: Ranking of Digital Marketing Strategies by Customer Preference**

S.No	Digital Marketing Strategy	Mean Score	Rank
1	Personalized Marketing	4.332	I
2	Interactive Digital Tools	4.288	II
3	Content Marketing Strategies	4.266	III
4	Mobile Marketing Strategies	4.260	IV

### Regression Analysis

The study of regression analysis incorporating all four digital marketing strategies significantly supports customer retention ( $F = 29.041$ ,  $p < 0.001$ ). The findings prove that Mobile Marketing and Interactive Digital Tools emerge as the most significant factor along with Content Marketing Strategies and Personalized Marketing Strategies, thereby accepting the alternative hypothesis.

**Table 5: Regression Model Summary**

REGRESSION						
Model		Sum Of Square	df	Mean Square	F	Sig.
1	Regression	8.487	4	2.122	29.041	<0.001
	Residual	6.941	95	0.073		
	Total	15.428	99			

### FINDINGS OF THE STUDY

1. The reliability analysis shows that all factors have Cronbach's Alpha above the threshold values of 0.70, indicating acceptable reliability and internal consistency of the questionnaire used in the study.
2. The demographic analysis revealed that the majority of respondents belonged to the 26–30 age group, with males, post-graduates, and employed individuals.
3. Correlation analysis shows significant positive relationships with all digital marketing strategies - Content Marketing Strategies, Mobile Marketing Strategies, Personalized Marketing Strategy, and Interactive Digital Tools, thereby accepting the alternative hypothesis.



4. Among all strategies, Personalized Marketing Strategy prove the highest mean score, indicating that customers highly prefer personalized communication and customized marketing experiences.
5. Regression analysis highlights that all the digital marketing strategies significantly influence customer retention, with the analysis providing positive significance between all the digital marketing strategy factors and customer retention.
6. Mobile Marketing Strategy and Interactive Digital Tools appears as the strongest factor influencing customer retention, explaining the increasing importance of technology-driven and mobile-based customer engagement strategies.

## PRACTICAL IMPLICATIONS

People who do research can look at how digital marketing strategies work in fields like healthcare, retail, banking and e-commerce. Digital marketing strategies are used in industries, including healthcare, retail, banking and e-commerce. Future research may look at important things like how much customers trust a company how happy customers are, how loyal customers are to a brand and how much customers are engaged with a company. Customer trust and customer satisfaction are important. So are brand loyalty and customer engagement. Can learn more about how intelligence and machine learning can help make digital marketing better and keep customers coming back. Further studies can explore the role of intelligence, machine learning and other technological advancements in digital marketing. Researchers should also think about how people feel when their privacy is not protected and the problems that come with personalized digital marketing strategies. Researchers may look at the impact of privacy concerns and ethical issues, on marketing strategies and this is an important thing to consider for digital marketing strategies.

## CONCLUSION

The study says that digital marketing strategies are really important for keeping customers. It found that Content Marketing Strategies, Mobile Marketing Strategies, Personalized Marketing Strategies and Interactive Digital Tools all work together. Customers like it when companies use Personalized Marketing Strategies and Interactive Digital Tools. This shows that customers want companies to focus on them and interact with them online. The study also found that Mobile Marketing Strategy and Interactive Digital Tools are the important things for keeping customers. So companies that use digital marketing strategies and the latest technology can build stronger relationships with customers make them happier and keep them longer in a market where there is a lot of competition. Digital marketing strategies are key to this. Companies need to use marketing strategies, like Content Marketing Strategies and Mobile Marketing Strategies to succeed.

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