

## Influence Of Marketing Automation on Customer Retention

Kanmani J<sup>1</sup>, Dr.M. Kavitha<sup>\*2</sup>, Dr.T. Prabakaran<sup>3</sup>

<sup>1</sup>Ph.D Research Scholar, Department Of Commerce, Vels Institute Of Science, Technoloty & Advanced Studies, Palavaram, Chennai.

<sup>2\*</sup>Professor & Research Supervisor, Department Of Commerce, Vels Institute Of Science, Technoloty & Advanced Studies, Palavaram, Chennai.

<sup>3</sup>Associate Professor, Department Of Accounting, Department Of Management Studies,, Eastern University, Vantharumoolai, Srilanka.

*Cite this paper as:* Kanmani J, Dr.M. Kavitha, Dr.T. Prabakaran, (2025) Influence Of Marketing Automation on Customer Retention. *Journal of Neonatal Surgery*, 14 (12s), 997-1001.

### ABSTRACT

Automating email campaigns, including sending personalized emails, newsletters, and promotional offers. It create email workflows that cater to customers based on real-time triggers, specific behaviors, and timelines. Automating tasks like sending welcome emails, follow-up emails, and cart abandonment reminders frees up time for other marketing efforts. Automation tools help present timely upsell and cross-sell offers by analyzing past behavior and predicting future needs. The important factors that influence customers on marketing automation are Social Media Management, Lead Generation, Lead Nurturing, Lead Scoring, Personalized Content. Finally, it concludes that personalized content developed through automation marketing leads to customer retention..

**Keywords:** Marketing Automation, E mail Marketing, Customer retention, Lead generation

### 1. INTRODUCTION

A marketing automation software can track the lead behavior across their website – know how long they spent on which page, what information they have downloaded and thus use it to identify their key requirements. These insights can in turn, help businesses provide better experiences to the customers.

Marketing automation is increasingly recognized as a pivotal element in shaping the customer journey within the e-commerce landscape. By harnessing customer data, businesses can craft targeted and personalized marketing campaigns that resonate with the distinct preferences and behaviors of individual customers. This data-driven methodology facilitates the implementation of micro-targeting strategies, which enhance customer communication and engagement significantly. For instance, research indicates that marketing automation can lead to improved customer loyalty by fostering a more personalized experience, thereby enhancing brand engagement and retention rates (Baum, 2023; Lyu, 2021). The optimization of the customer journey through marketing automation not only enhances customer experiences but also contributes to substantial revenue generation. Intelligent automation technologies, such as artificial intelligence and machine learning, play a crucial role in refining marketing strategies by enabling businesses to analyze customer data more effectively.

Customer experience is highly affected by a brand and its products (Brakus et al. 2009). Brand experience refers to experiences related to a brand-related stimuli and product experience refers to experiences that customers have when they are interacting with products. Without any interactions with a brand's products, a customer may still have many interactions with the brand. A sponsored sports jersey or an event where the brand is present in some terms doesn't necessarily contain any contact with its products. However, all kinds of brand experiences can influence expectations about future experiences with products (Shaw & Ivens 2002: 139). Product experience is divided into searching for a product, shopping for a product, receiving service regarding the product and finally consuming the product and present further the phases of searching, finding, using and post-usage of the product. A product that functions as expected or exceeds customers' expectations is naturally more likely to generate a better customer experience than a non-functional one. Research indeed highlights the importance of physical and functional aspects of product-related customer experiences.

The lack of research on marketing automation in e-commerce could seriously hamper a business's strategic development. Without thorough investigation, companies would remain in the dark about the precise ways that automated marketing processes enhance customer journeys and drive revenue generation. Competitive dynamics would be negatively impacted, as businesses without a systematic understanding of marketing automation technologies would struggle to develop targeted,

personalized engagement strategies. This knowledge gap prevents organizations from implementing sophisticated technological interventions that could revolutionize customer interactions and loyalty mechanisms. Revenue potential would remain largely untapped, as companies would lack data-driven insights into how automated marketing techniques directly influence sales performance and customer retention. The inability to quantify and strategically implement automation methods would result in missed opportunities for financial optimization and strategic growth. Without rigorous research, innovation in marketing. The rapid growth of e-commerce has significantly transformed the customer journey, presenting both challenges and opportunities for businesses striving to optimize their performance and maintain a competitive edge. The integration of marketing automation has emerged as a pivotal strategy in enhancing customer experiences, driving revenue, and improving customer retention in this digital landscape.

### STATEMENT OF THE PROBLEM

The problem statement for marketing automation is that while offering significant potential for efficiency and personalization, its implementation and utilization often face challenges, leading to ineffective campaigns, missed opportunities, and a lack of return on investment.

## 2. LITERATURE REVIEW

Kavitha (2023) The Use Of Big Data In Consumer Buying Behaviour. Emerging Frontiers: Interdisciplinary Perspectives On Commerce, Economics And Management It collectively called Big Data, these big data are appropriately organised and structured according to the requirement of marketers after the big data are categorised as Unique Selling Proposition (USP) will be implemented in order to attract the consumers with the tailor-made advertisement, the uses of big data are giving extended benefit to the marketers in order to retain the customers also according to their taste and preferences, post-purchase behaviour

Minh Thuy(2024) Impact Of Artificial Intelligence Marketing On Customer Satisfaction With Electronic Products In Hai Phong City. Educational Administration: Theory and Practice. This study adopts a customer-centric perspective, focusing on the evaluation of AIM's effects on customer satisfaction with electronic products in Hai Phong City. The investigation is based on a survey involving 500 online electronic shoppers. Findings from the research analyzed using structural modeling (SEM), reveal five key factors impacting customer satisfaction with electronic products: Artificial Intelligence Marketing (AIM), Customer Participation in customer satisfaction (INVO), Customer Attitude (ATT), Willingness to Co-create (WCC), and Customer Satisfaction (CS). Notably, artificial intelligence marketing and customer co-creation emerge as the most significant factors influencing customer satisfaction with electronic products in Hai Phong City.

Payam Boozary (2024) The impact of Marketing Automation on consumer buying behavior in the Digital space via Artificial Intelligence. Power system technology. This leads to the provision of more useful information for strategic decision-making in marketing. Additionally, marketing automation allows businesses to maintain continuous and targeted communication with their customers. Furthermore, automation tools enhance the digital shopping experience by providing customers with quick and appropriate responses through relevant content, product recommendations, and special discounts. Ultimately, this method reduces the costs and time required for data analysis, as the process is automated and does not require human intervention.

Petro (2024) Should private-label supply manufacturers invest in digital strategies? A study on Portuguese manufacturers. Journal of strategic marketing. Volume 32, issue 5. This study considers two scarce topics in the literature: the private label business from a supplier's perspective and the inclusion of the digital strategy in the B2B segment. Data collected from 203 manufacturers interviewed are tested against the research model using structural equation modelling. The results indicate that the digital strategy of the manufacturers influences their network capacity and the performance of the private label supply. Network capability also influences the performance of private labels.

Richa Sharm (2024) Role of Artificial intelligence in Marketing Automation. <https://www.gyanvihar.org/journals/uploads/2024/05/role-of-ai-in-marketing-automation.pdf>. AI, particularly machine learning, plays a crucial role in enhancing marketing automation by providing advanced analytics, personalized insights, and predictive capabilities. This paper explores the integration of AI into marketing automation and its impact on customer understanding, engagement, campaign optimization, lead management, and customer service. Additionally, it discusses the growing market size of AI and its widespread applications in digital marketing, highlighting its role in driving the fourth industrial revolution (IR4.0). The conclusion emphasizes the need for marketers to adapt to AI integrated technologies and develop the necessary skills to leverage its potential effectively.

Rani Jaiswal(2025) The Impact of Automation, Optimization, and IoT on Customer Trust and Loyalty in E-Commerce. Journal of Information Systems Engineering and Management 2025,10(8s). The results show that more automation and optimization lead to higher customer trust and loyalty. At the same time, IoT integration boosts the personalization and responsiveness of services, which helps engage customers more. These findings are significant not just for e-commerce but also for healthcare, where customer trust is crucial for accepting digital health solutions. By showing the positive impacts of technology on consumer trust, the research highlights how healthcare providers can also use automated

and optimized systems to build trust and loyalty with patients. Thus, this study offers important insights into the wider effects of technology in service industries, indicating that organizations focusing on these innovations may achieve better customer retention and satisfaction, ultimately promoting growth and sustainability in the changing digital world

### **OBJECTIVES OF THE STUDY**

1. To study the functions of Marketing automation in Private label Brands
2. To analyse the influence of Marketing automation on customer retention

### **HYPOTHESES OF THE STUDY**

1. There is no significant influence of Marketing automation on customer retention

### **FUNCTIONS OF MARKETING AUTOMATION**

#### **Email Marketing:**

Automating email campaigns, including sending personalized emails, newsletters, and promotional offers. It create email workflows that cater to customers based on real-time triggers, specific behaviors, and timelines. Automating tasks like sending welcome emails, follow-up emails, and cart abandonment reminders frees up time for other marketing efforts.

By sending timely and relevant emails, can keep your audience engaged and build stronger relationships. Personalized emails based on customer behavior can lead to a more satisfying customer experience.

#### **Social Media Management:**

Social media automation tools handle routine tasks, such as scheduling posts, responding to comments and messages, and generating reports. It allows businesses to maintain an active social media presence without having to manually manage each post or interaction. By automating the mundane, marketers can focus on strategic business growth and content creation.

#### **Lead Generation:**

Creating and distributing lead magnets, landing pages, and forms to capture leads. Lead generation marketing automation utilizes software to streamline and automate tasks like lead capture, nurturing, and scoring, enabling businesses to generate a steady flow of qualified leads with minimal manual effort and improved efficiency. It's the process of using software and tools to automate tasks within the lead generation process, such as capturing leads, nurturing them, and scoring them.

#### **Lead Nurturing:**

Sending automated sequences of emails or messages to nurture leads and move them through the sales funnel.

#### **Lead Scoring:**

Automatically assigning scores to leads based on their behavior and engagement, helping prioritize leads for sales teams.

#### **Website Per-sonalization:**

Dynamically adjusting website content and offers based on user behavior and demographics.

#### **Campaign Tracking and Reporting:**

Automatically tracking campaign performance and generating reports on key metrics.

#### **Creating Personalized Content:**

Delivering tailored content and offers to different segments of the audience.

#### **Triggering Actions Based on User Interactions:**

Automatically sending emails, notifications, or other actions based on user actions on the website or other channels.

### **INFLUENCE OF MARKETING AUTOMATION ON CUSTOMER RETENTION**

By using automated upsell and cross-sell strategies during the customer's purchase journey, It boost sales and revenue while also helping to increase customer retention. Automation tools help present timely upsell and cross-sell offers by analyzing past behavior and predicting future needs. The following table shows that the influence of marketing automation on customer retention

The Marketing automation factor consist of eight variables and it subsequent influence over customer retention is measured through linear multiple regression analysis. The results are shown below

Table 1 Model Summary for Marketing automation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 <sup>a</sup>	.580	.572	3.436
a. Predictors: (Constant), F8, F3, F6, F4, F5, F2, F7, F1				

Source –Computed data

It gives in the above table R=.761 R square = .580 and adjusted R square .593. It has given that the Marketing automation variable creates 60% variance over the customer retention. The cumulative influence of eight variables of marketing automation over customer retention is ascertained through the following one way analysis of variance.

Table 5.8 ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7431.335	8	928.917	78.661	.000 <sup>b</sup>
	Residual	5384.936	456	11.809		
	Total	12816.271	464			
a. Dependent Variable: customer retention						
b. Predictors: (Constant), F8, F3, F6, F4, F5, F2, F7, F1						

Source –Computed data

From the above table illustrates that  $f=78.661p=.000$  are statistically significant at 5% level. This leads to all the eight variables cumulatively responsible for customer retention. The individual influence of all this eight variables is clearly presented in the following co-efficient table.

Table 5.9 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.016	1.303		6.150	.000
	Social Media Management	3.269	.383	.419	8.527	.000
	Lead Generation	2.280	.344	.317	6.625	.000
	Lead Nurturing	1.482	.399	.153	3.716	.000
	Lead Scoring	3.269	.267	.464	12.263	.000
	Website Personalization	-.506	.279	-.070	-1.815	.070
	Campaign Tracking	.521	.306	.067	1.702	.090
	Personalized Content	2.680	.287	.417	9.354	.000

	User Interactions	-1.639	.320	-.231	-5.123	.000
a. Dependent Variable: customer retention						

Source –Computed data

It was explained in the above table Social Media Management (Beta=-.419, t=8.527, p=.000), Lead Generation (Beta=-.317, t=-6.625, p=.000), Lead Nurturing (Beta=.153, t=3.716, p=.000), Lead Scoring (Beta=.464, t=12.263, p=.000), Personalized Content (Beta=.417, t=9.354, p=.000) are statistically significant at 5% level. Personalized content developed through automation marketing leads to customer retention.

### 3. FINDINGS AND CONCLUSIONS

Marketing automation tools handle routine tasks, such as scheduling posts, responding to comments and messages, and generating reports. It allows businesses to maintain an active social media presence without having to manually manage each post or interaction. By automating the mundane, marketers can focus on strategic business growth and content creation. By using automated upsell and cross-sell strategies during the customer's purchase journey, It boost sales and revenue while also helping to increase customer retention. Automation tools help present timely upsell and cross-sell offers by analyzing past behavior and predicting future needs. The important factors that influence customers on marketing automation are Social Media Management, Lead Generation, Lead Nurturing, Lead Scoring, Personalized Content. Finally, it concludes that personalized content developed through automation marketing leads to customer retention.

### REFERENCES

- [1] Kavitha (2023) The Use Of Big Data In Consumer Buying Behaviour. Emerging Frontiers: Interdisciplinary Perspectives On Commerce, Economics And Management It collectively called
- [2] Minh Thuy(2024) Impact Of Artificial Intelligence Marketing On Customer Satisfaction With Electronic Products In Hai Phong City. Educational Administration: Theory and Practice.
- [3] Payam Boozary (2024) The impact of Marketing Automation on consumer buying behavior in the Digital space via Artificial Intelligence. Power system technology.
- [4] Richa Sharm (2024) Role of Artificial intelligence in Marketing Automation. <https://www.gyanvihar.org/journals/uploads/2024/05/role-of-ai-in-marketing-automation.pdf>.
- [5] Rani Jaiswal(2025) The Impact of Automation, Optimization, and IoT on Customer Trust and Loyalty in E-Commerce. Journal of Information Systems Engineering and Management2025,10(8s).

..