Customer Retention in Digital Media Business Platforms in Malaysia

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Abstract

Firms in Malaysia are making a lot of efforts to retain their customers for as long as possible. Nonetheless, due to the overgrowing of other online shopping sites that are continually coming up with new features and benefits that are more attractive, this situation often causes customers to easily switch to other competitors which result in failure for firms to retain their customers. Therefore, a study on how digital media business platforms influence customer retention in Malaysia, targeting 303 respondents in Klang Valley was carried out. Pearson correlation test and multi regression were the statistical analysis methods adopted in this study. Through this research, we found that customer retention is positively impacted by customer awareness, customer satisfaction and customer engagement. This study concludes that when firms focus more on applying increased efforts in intensifying the awareness and satisfaction of the customers as well as the engagement between firms and customers, firms will experience a significant increase in their customer retention level.

Keywords: Customer Awareness, Customer Engagement, Customer Retention, Customer Satisfaction, Digital Media Business Platform.

Pengekalan Pelanggan dalam Platform Perniagaan Media Digital di Malaysia

Abstrak

Organisasi perniagaan di Malaysia masih berusaha untuk mengekalkan pelanggan mereka sebaik mungkin walaupun ianya menjadi rumit disebabkan perkembangan pesat teknologi komunikasi dan urus niaga dalam talian yang memudahkan pelanggan beralih kepada pesaing lain. Hal ini menyebabkan sesebuah entiti perniagaan sukar mengekalkan pelanggan mereka untuk tempoh yag signifikan. Oleh itu, kajian tentang bagaimana sesebuah platform perniagaan media digital dapat mempengaruhi pengekalan pelanggan telah dilaksanakan dengan menyasarkan 303 responden di seluruh Lembah Klang. Ujian korelasi Pearson dan ujian multi-regresi digunakan untuk memenuhi objektif kajian. dalam yang digunakan di dalam kajian ini. Hasil kajian menunjukkan pengekalan pelanggan dipengaruhi secara positif oleh tahap kesedaran, kepuasan dan penglibatan pelanggan itu sendiri. Kajian ini menyimpulkan bahawa jika sesebuah syarikat berusaha meningkatkan aspek kesedaran, kepuasan dan keterlibatan dengan pelanggan, maka syarikat itu akan mengalami peningkatan yang signifikan dalam tahap pengekalan pelanggan.

Kata Kunci: *Kesedaran pengguna, Keterlibatan pelanggan, Pengekalan pelanggan, Kepuasan pelanggan, Platform Perniagaan Media Digital.*

Introduction

In the era of globalization, the Internet has forced today's business owner to become more market-driven in their business strategy. Digital marketing involves the usage of the Internet to market and sell products or services in the digital media business platform. Digital media business platform is an intermediary that provides an opportunity, convenience, and ease for business to advertise the products or services regardless of time and distance disruptions. Significant growth of Internet usage and digital media business platform allows the companies to market,

provide additional product information and product advertising. Hence, there is an increasing number of business owners and customers who are using digital media business platform to trade their goods or services over the Internet.

Background of Study

Due to the high potential of online shopping in Malaysia, customers can buy from several digital media business platforms or e-commerce. Shopee Malaysia leads the top 10 e-commerce site in Malaysia (Ranjan, et al., 2019) followed up by Lazada Malaysia, Lelong.my and Carousel Malaysia. Most of the e-commerce websites in Malaysia have also developed their mobile applications to support their platforms through mobile devices. The domination of *Shopee* and *Lazada* has been overloaded with 20 million visitors per month. Digital media business platform usage has increased over the past years, and it has become a universal medium for businesses also to affect customer retention among small and medium sized enterprise (SME) companies in Malaysia. According to the Malaysian Communications and Multimedia Commission (MCMC), the percentage of online shoppers among Internet users has increased from 48.8% to 53.3% within three years (MCMC, 2018). This trend shows positive growth in the digital economy in Malaysia. This research offers factors for digital media business platform adoption for customer retention. Among the three factors are 1) customer awareness, 2) customer satisfaction, 3) customer engagement.

Problem Statement

Reliable and stable internet accessibility plays an essential role in creating an awareness among the consumers to the activities in the digital media business platform. The digital media business platform was not exposed to rural areas compared to urban areas. The potential customer pool will only expand with the increasing number of Internet penetration (Shanti & Kannaiah, 2015). Hence, not all customers are made aware of activities in digital media business platform activities due to the inability for them to reach out. Advertising is one way to convey information and to create awareness among customers for making a purchase decision about a

product or service (Haider & Shakib, 2017). Online sellers promote their products and services by purchasing an advertisement space from the digital media business platform to create customer awareness.

Customers' satisfaction is an indicator of their online shopping experience. Based on the statistics by e-Commerce Consumer Survey in 2018, 89.9% of online shoppers were satisfied with their online purchasing experience (MCMC, 2020). Meanwhile, there were 6.2% of online shoppers who are not happy with the product delivery experience. These unsatisfactory experiences include issues in delivery time, delivery fees, delivery updates, product information and payment gateway. Delivery time and costs between peninsular Malaysia and Sabah and Sarawak are always different. There were no regular updates on parcel movement by the courier service company. Additionally, payment gateway during sales period in the digital media business platform was consistently an issue.

One of the significant challenges for the digital media business platform is maintaining a positive relationship and engagement with their customers. Excellent customer engagement drives to a positive evaluation in the digital media business platform, which combines with positive brand attitudes and higher purchase intentions. Exceptional customer engagement in social media increases customers' trust and expand customer purchase intention too.

Research Questions

RQ1: Does customer awareness through digital platforms affect customer retention?
RQ2: Does customer satisfaction through digital platforms affect customer retention?
RQ3: Will customer engagement through digital platforms affect customer retention?

Significance of Study

The existence of an overload of similar online shopping platforms that could be accessed to digitally makes it a challenging task for these

businesses to retain their existing customers. It is easy for a customer to switch from using one particular shopping platform to another, which consists of other business competitors that are providing the similar structures, services and choices of products as one another typically. Through this study, business owners, organisations as well as companies can figure out what are the crucial components that are influencing their customers in making their decisions. In other words, the researchers intend to examine whether or not they will keep on buying products from the same business despite having other companies of the same sort, in the same industry that is offering similar products and services.

This study could also help companies to understand their customers better in terms of what kind of expectations that the customers have for a company and how well a company delivers its efforts, which becomes the essential factor that keeps the customers coming back to the same company. This study is also useful for the marketing and customer service departments in a company. It would encourage the marketing team to be more assertive, innovative and creative in the way that they are reaching out to their customers. They can include alerts such as notifying their customers of a new system implemented or any promotions offered. Besides that, it would also be helpful to the customer service department in increasing their efforts in finding out if there are any issues in terms of communication, a bug in the service as well any deterioration in product or quality of service, resolving it as soon as possible. It helps companies to be more accepting of critics and complaints by using them to their advantage to fix loopholes, in turn increasing the company's efficiency.

Besides that, this study would also contribute not only in the online shopping industry, especially in Malaysia, by motivating the respective online shopping platforms to come up with something different and unique. It could be their core strength that would set them apart from other competitors but also other businesses in general. It would not only help these businesses to explore and find their own "it" factor but also create better competition in the industry. In addition to that, companies are also able to get to know the crucial processes that are involved in efforts to successfully retain their customers, which include the overall customer awareness, customer satisfaction and customer engagement.

Literature Review

Customer Retention
Customer retention has a significant impact on the firm's performance. Considerable distinct firm performance is customarily evaluated based on the company's annual financial report. Therefore, this research will only adopt the non-financial measurement, i.e. customer awareness, customer satisfaction, and customer engagement. Better access to information through the digital media business platform has driven a reduction in price and improvement of quality. Customer retention depends on several customer's preferences. Most customers focus on lower prices; while some focus on product and service quality such as delivery time. Consumers will consider a lower price on the same product by comparing different websites (Vasić, 2018). Nonetheless, the delivery issues are the most concerning problem faced by consumers (Ma, 2017).

Customer Awareness
Shahid, Hussain and Zafar (2017) examined the impact of brand awareness on the customer's purchase intention. There are four main categories of information, namely name, advertising and promotion. An attractive brand name will encourage product purchase. Advertising and promotion of big sales, offering a gift or free sampling can increase customer awareness about the brand digital media business platform. Bailey (2015) highlights the needs of product review that creates customer awareness. The study suggests that customers that are attracted by product review tend to have higher confidence in individual items or products; therefore, more buyers will be aware of it. The seller often encourages a buyer to review the service experienced after a transaction has been completed.

Shamout (2016) focused on the impact of promotional tools on consumer awareness in the retail market. The keywords of this context are sales promotions tools, consumer buying behaviour, purchase decisions and marketing. Sales promotions are usually designed in the short term to encourage quicker or higher trade made as well as influence customers to purchase. Short-term sales often attract existing customers rather than getting new customers to buy discounted goods. The current customer

has experienced the benefit of products and would most likely get back to their preferable brand instead at a lower price during the discounted season. In a nutshell, there is a positive relationship between customer awareness of digital platforms and customer retention.

Customer Satisfaction

Ha and Park (2013) stated that good product description could help consumers to find the desired information about the product. Meanwhile, buyers are more likely to buy from a seller who provides clear product description, and seller tends to sell faster than those without product description or less detail. The product description with an image attached can create a visual context on how the actual product looks like, which can increase customer satisfaction on the product information given before purchasing it. The product description can also be used as a reference for a buyer if the seller fails to fulfil them. This element will make a fun shopping experience for a buyer and may increase customer satisfaction.

Ma (2017) examined the effect of delivery time on customer satisfaction. Customer values time in an online purchasing decision. If delivery time is much longer, the perception of convenience may be affected, which can reduce customer satisfaction and intention of purchasing. Shipping charges or delivery fees act as an alternative factor for the delivery time that will impact customers' behaviour. Hence, slower delivery time is less likely to lead to purchase compared to those sellers who can provide faster delivery time.

Kim et al. (2017) indicate that shortening lead-time by using express parcel service can provide greater customer satisfaction. Customer will compare the extra cost of express delivery with lead-time benefit. Higher time-sensitivity leads to higher demand for express mode delivery. The customer who has more purchasing power values time better. The charges for express delivery will increase with their transportation distance as a customer who is located far from the distribution centre tend to pay more so they can benefit from the lead-time. Based on the review, it is proven that there is a positive relationship between customer satisfaction using digital platforms and customer retention.

Customer Engagement

Katawetawaraks and Wang (2011) proposed that customer engagement will affect online shopping behaviour. A seller should not only focus on web design but also provide a customer-friendly service that creates customer engagement. Customer-friendly service can add value to customer engagement. Having a reliable web design and web atmospherics that are friendly is the key to attract visitors. Online stores should also provide useful information on the product, excellent customer service, and easy-to-access website to increase customer engagement.

Van Vaerenbergh, et al. (2018) highlights the needs of the service recovery journey. Service failures represent a seller's failure to serve customers correctly. Even though the buyer had an unpleasant buying experience for the first time, sellers can gain back customer trust by performing service recovery practices. This service recovery practice includes three stages, which are pre-recovery, recovery, and post-recovery phases. Buyers who are satisfied with the service recovery are more likely to gain more trust than those who did not experience service recovery. Additionally, Sutikno et al. (2019), discover that excellent customer engagement is supplemented with a seven-days warranty of returns and refunds. The refund or return service is additional value creation for the buyer.

Additionally, in another study, Uyoga and Lagat (2018) investigate the relationship between customer responsiveness, service performance and satisfaction among customers. Customer service responsiveness is the fast response of seller to buyer's requirement, which can convert to the externally focused tool used by a seller to improve customer engagement and enhance overall product and service quality. Responsiveness to a customer is considered as the predictor of service quality. Customers perceive fast customer service response can lead to a positive evaluation of the service process, hence overall satisfaction with the service transaction. In short, there is a positive relationship between the customer engagements on digital platforms and customer retention.
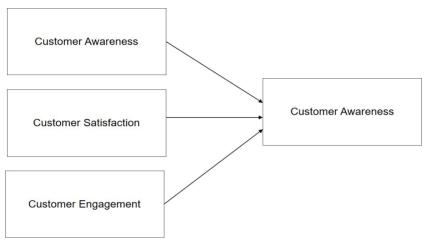
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Figure 1: Conceptual Framework

Hypothesis

H1: Customer awareness has positive relationship with customer retention.

H2: Customer satisfaction has positive relationship with customer retention.

H3: Customer engagement has positive relationship with customer retention.

Methodology

Research Design and Method

This study is related to the significance of digital media business platform in influencing customer retention in Malaysia. Customer's retention acts as the dependent variable in this study. Meanwhile, customer's awareness, customer's satisfaction and customer's engagement make up the three pivotal independent variables. Researchers have chosen a quantitative research methodology to conduct the study as statistical data can be yielded by way of the knowledge developed through the primary use of post-positivist claims in the form of cause-and-effect thinking, the use of measurement and observation as well as the reduction to specific variables, hypotheses and questions (Creswell, 2018). In this research, the researchers chose the use of survey questionnaires as

it is the most ideal due to its abilities in providing our research with quantifiable answers, quickly reaching out to a massive number of people economically and allowing the analyses of results.

The sample population in this research consists of 303 Malaysian citizens in Kuala Lumpur and Selangor. Kuala Lumpur and Selangor are selected because these states are the top states having the highest number of online shopping activities. Convenience sampling was used for this research due to financial and budget constraints. Customer's engagement, customer's satisfaction and customer's awareness are the independent variables in the conceptual framework of this research accompanied by customer's retention as the dependent variable.

Instrument and Measurement
For this study, online and web-based questionnaires were utilized as a research tool. The survey questionnaire consists of two parts. The first part of the questionnaire discussed the respondent's demographic analysis comprising gender, age, education level and monthly salary/ allowance. The second part focused on the three independent variables that are conferred in this study namely, customer's awareness, customer's satisfaction and customer's engagement. In this research, a pilot test was conducted through an online questionnaire of 10 percent of target respondents, which comprise 30 respondents in Klang Valley. Statistical Package for the Social Sciences (SPSS) was used to support the hypotheses of this research. Regression analysis was also adopted to construct a functional relationship between independent and dependent variables. Reliability test is used to measure the consistency and accuracy of the result data. In this research, the relationship between one dependent variable and three independent variables is analyzed. In this study, the regression analysis is conducted through SPSS software to determine the relationships among all variables.

Reliability & Validity
The reliability of data in terms of questionnaires is commonly tested using Cronbach's Alpha. In statistical tests, Cronbach's Alpha is also known to be the most widely used method. Thus, Cronbach's Alpha was used as the test technique for collected data. According to the rule of thumb for

Cronbach's Alpha, data is acceptable if the value of Alpha (α) is more than 0.7. Any value of Alpha (α) lesser than 0.7 causes the data to be unacceptable and the questionnaires to be questionable.

Table 1: *Reliability Statistic*

Cronbach's Alpha	Number of Items
.778	4

Table 2: *Reliability Analysis*

Variables	Items	Cronbach's Alpha
Customer Awareness	Word-of-mouth; Product reviews from existing customer; Promotional activities; Guarantee	0.713
Customer Satisfaction	Lower price; Product delivery time; Description of product is reliable; Additional surcharge for express shipping	0.736
Customer Engagement	Customer service responds to refund; Customer service perform well in-service recovery; Customer service is responsive; Customer service is customer-friendly	0.709
Customer Retention	Customer awareness is important; Customer satisfaction is important; Customer engagement is important	0.741

The reliability test result based on the data collected is shown as the figure above. Four questions were asked for each independant variable. From the result of the reliability test, the hypotheses formed provide a positive answer. The questionnaire is valid and the data collected is reliable because the value of Alpha lies in the range of α > 0.7. One of the additional supporting factors for the reliability test is a validity test. For it to be reliable, it needs to be valid. In general, content validity and face validity are two validities that are applicable to this research

(Taherdoost, 2016). Besides that, the validity test is also critically important in quantitative research. Since there was no presence of any form of feedback or complaints stating that the questionnaire had any parts that were hard to understand or any sort of errors in the pilot test, therefore there is an existence of content validity. This clearly shows that the questionnaires were clear and easy to understand, as the respondents had no issues in completing them.

Results

Respondent's Demographics

A total of 303 questionnaires were distributed to the population sample around Klang Valley. Responses that were incomplete or completed but the answers were all neutral were considered as invalid and rejected. These invalid responses were not included for the research statistics. Majority of the respondents were females (61.4%) while male respondents were 38.6%. Most of the respondents were from 16 to 25 years of age (35.6%). While the other respondents were from 26 to 35 years old (23.8%), 36 to 45 years old (25.7%) and 46 to 55 years old (14.9%).

Table 3: *Distribution of Respondents According to Demography (n = 303)*

Gender	Frequency	Percent
Male	117	38.6
Female	186	61.4
Total	303	100.0
Age Group		
16 – 25	108	35.6
26 – 35	72	23.8
36 – 45	78	25.7
46 – 55	45	14.9
Total	303	100.00
Monthly Income		

Group B40 (below RM3,860)	54	17.8
Group M40 (between RM3,860 – RM8,319)	69	22.8
Group T20 (above RM8,319)	180	59.4
Total	303	100.0
Education Level		
Post-Graduate Level	87	28.7
Undergraduate Level	146	48.1
Secondary / Primary Level	70	23.1
Total	303	100.00

Based on Table 3, respondents from group T20 which has a household monthly income of above RM8,319 are the majority of respondents which is 180, making up 59.4 percent out of the 303 total respondents. Respondents from Group M40 with a household monthly income of between RM3,860 and RM8,319 comprise the second highest number of respondents which is 69, equivalent to 22.8 percent of the total. Meanwhile, the respondents from Group B40 which earn a monthly household income of below RM3,860 has the lowest number of respondents with 54 people which makes up 17.8 percent of the total respondents.

In terms of education level, the respondents with an undergraduate level of qualification were the majority, which is 146,making up 48.1 percent out of the 303 total respondents. Meanwhile, 87 (28.7 percent) respondents possess post-graduate level of qualification while 70 (23.1 percent) others hold only secondary or primary level of qualification.

Correlation

The Pearson Correlation Coefficient result for the data collected is shown in Table 4. The r-value between customer awareness, customer satisfaction and customer engagement with customer retention is 0.299, 0.436 and 0.494 respectively.

Table 4: *Correlation Analysis*

		Total of Customer Retention	Total of Customer Aware-ness	Total of Customer Satisfac-tion	Total of Customer Engage-ment
Total of Customer	**Pearson Retention Correla-tion**	1	.299**	.436**	.494**
	Sig. (2-ta iled) N	303	.000 303	.000 303	.000 303

The result shows that customer awareness, customer satisfaction, and customer engagement have strong positive correlation relationships with customer retention, following Pearson's Correlation Coefficient's rule of thumb. Besides that, this parallel also means that the customer retention of a company increases as customer awareness, customer satisfaction or customer engagement increases. Thus, it is distinctive that there is a significant relationship between customer awareness, customer satisfaction, and customer engagement with customer retention since the result obtained for p-value is 0.000.

Based on the literature review, the following hypotheses are summarized as below.

All hypothesis is acceptable as p<0.05.

Table 5: *Hypothesis Summary*

Hypothesis	P Value	r Value	Accept / Reject
H1: There is a positive relationship between customer awareness and customer retention	0.000	.436	H1 is acceptable (p<0.05)
H2: There is a positive relationship between customer satisfaction and customer retention	0.000	.494	H2 is acceptable (p<0.05)
H3: There is a positive relationship between customer engagement and customer retention	0.000	.299	H3 is acceptable (p<0.05)

Current findings showed support that customer awareness (r = 0.436) has positive relationship with customer retention as Shahid et al. (2017) examined the impact of brand awareness on the customer's purchase intention and retention. Bailey (2015) also highlights the needs of product review that creates customer awareness. This study also found that customer satisfaction (r = 494) has positive relationship with customer retention that support the previous study by Ha and Park (2013) and Ma (2017). Meanwhile, customer engagement and customer retention recorded that r = 0.299 which also supported previous study by Katawetawaraks and Wang (2011) and Van Vaerenbergh, Varga, De Keyser, and Orsingher (2018).

Multiple Regression Analysis
From the multi-regression result that could be observed from Table 6, the customer awareness's p-value (significance value) is 0.00.

Table 6: *Multiple Regression Analysis*

	Unstandardized Coefficient		Stand-ard-ized Coeffi-cient	t	Sig,	95.0% Confi-dence Interval for B	
	B	**Std. Error**	**Beta**			**Lower Bound**	**Upper Bound**
Constant	2.046	.873		2.343	.020	.328	3.764
Total of Customer Awareness	.275	.029	.414	9.432	.000	.218	.333
Total of Customer Satisfac-tion	.253	.050	.264	5.062	.000	.155	.352
Total of Customer Engage-ment	.375	.047	.418	7.969	.000	.283	.468

Customer awareness has a significant impact on customer retention. A 95 percent chance that the actual value of the unstandardized coefficient is between 0.218 and 0.333 is shown by the '95 percent Confidence Interval for B'. Whenever customer awareness increases, customer retention will increase, which is demonstrated by the positive value of 0.275 for the unstandardized coefficient "B" result. This means that higher customer awareness can be associated with better customer retention. When customer awareness increases by one standard deviation, customer retention will then increase by 0.414, through the standardized coefficient. In conclusion, there is a positive relationship between customer awareness with customer retention.

For customer satisfaction, a p-value of 0.000 could be obtained from the table shown above. There are a 95 percent chances the value of the unstandardized coefficient would fall between the value of 0.155 and 0.352, which can be indicated by the value of the unstandardized coefficient of 0.253 as per confidence interval. This means that customer

retention will increase by 0.253 when there is an increase in the value of customer satisfaction by 1. When there is an increase in the standard deviation of customer satisfaction by 1, the value for standard deviation in customer retention will increase by 0.264 since there is a positive value of 0.050, indicated by the standardized coefficient. Thus, there is a positive relationship between customer satisfaction and customer retention.

For customer engagement, a significance value of 0.000 can be observed from the table above. It can then be implied that customer retention is affected by customer retention since the value obtained is less than 0.05. When the customer engagement increases by one standard deviation, there will also be an increase in customer retention's standard deviation by 0.418 indicated by the standardized coefficient of 0.418. The value of the unstandardized coefficient will fall between 0.283 and 0.468, given a 95 percent confidence interval. On the other hand, customer retention will increase by 0.375 as customer engagement increases by 1 at the same time, given a value of 0.375 for the unstandardized coefficient. Therefore, there is a positive relationship between customer engagement and customer retention.

Discussion

Loyalty and customer retention are attributes crucial to long-term business benefit. Based on our study, customer retention can be affected by customer awareness, customer satisfaction and customer engagement. Customer retention is necessary because it can create customer loyalty and saves costs on attracting new customers. Loyalty can encourage customers to rebuy and recommend the digital media business platform to others by word-of-mouth (WOM). Gaining customer retention in the Malaysian online shopping platform is difficult due to similar excessive platforms. Digital media business platforms with the most affordable online shopping platform with overall better customer service support would often be the top ten most visited e-commerce platforms in Malaysia.

The expansion of the digital media business platform has spearheaded it to be a leading trend in the digital market. Thus, this development

indicates that Malaysia online sellers must maintain customer retention. Researchers have discovered the significant relationship between customer awareness, customer satisfaction and customer engagement. As such, customer retention seems to be an advantage and opportunities for the online seller to grow competitively.

The result of customer awareness and customer retention on digital platforms is significant and positively related. The result of customer awareness and customer retention can be observed from the significant value shown, which is 0.000 (p<0.05). The correlation coefficient in these two variables has shown to have a strong correlated relationship and a positive correlation of 0.436. Based on the study conducted by Rahman, et al. (2012), customer's awareness in terms of providing the customers with the proper information through advertising the existing or new products offered by the firm would result in customer's retention.

The result of customer satisfaction and customer retention on digital platforms is significant and positively related. The result of customer satisfaction and customer retention can be observed from the significant value shown, which is 0.000 (p<0.05). The correlation coefficient in these two variables has shown to have a strong correlated relationship and a positive correlation of 0.494. Improving customer satisfaction through enhancing their experience with the service often results in increased customer retention, market share and profits (Rust & Zahorik, 1993).

Similarly, the result of customer engagement and customer retention on digital platforms is also significant and positively related. The effect between customer engagement and customer retention can be observed from the significant value shown, which is 0.000 (p<0.05). The correlation coefficient in these two variables has shown to have a strong correlated relationship and a positive correlation of 0.299. A study carried out by Vivek, et al. (2012) suggested that favourable attitudes directed towards a product, firm or an engaged individual, who eventually increases the customer's loyalty to the entity, can achieve a brand that the customer associates with the engagement.

Limitation of Study

There are some studies wherein the limitations are beyond the researchers' expectations and end up with flawed results. Fortunately, this study managed to overcome the more grave drawbacks although it has its limitations. Among others, the first limitation of this research is time constraints. The researcher did not have sufficient time to complete data collection, data analysis, and discussion. The researcher had only up to 10 weeks to collect the responses via an online questionnaire and prepare for data analysis and data discussion in the remaining weeks. The second limitation of this study is geographical constraints. Since the target respondents of this study were online shopping platform customers, the research was only carried out in Klang Valley, due to limited resource and time. Thus, the limited resource and time also cause the geographical area to be limited. Lastly, the difficulties to get respondents to answer the questionnaires is another limitation. Some respondents considered answering the questionnaires as a waste of time. Hence they ignored it. As such, it became a big challenge for the researchers to get respondents. Also, survey fraud could occur if the respondents did not read and answer the question carefully.

Suggestions for Future Research

Future research can be conducted in a full geographical area if researchers have sufficient resources and time. For future research, the researcher may conduct a similar study in the whole country or focussed only in peninsular Malaysia. Nonetheless, the proposed research survey questionnaires need to be distributed in hard copy form to avoid unqualified respondents from answering the questionnaires. This option would ensure a more accurate data collection and outcome as the researchers can explain the question face to face whenever the respondent is unable to understand the questions. Additionally, prior appointments should be arranged with the target respondents to avoid difficulties in getting access to respondents during the data collection process and avoid wastage of time by approaching the respondents randomly. Lastly, an additional determinant is also suggested for future research such as brand identity, brand image and price to strengthen the customer retention among sellers in digital media business platform in Malaysia.

Conclusion

Customer awareness, satisfaction and engagement contribute to customer retention efforts by firms in Malaysia especially in digital media business platform. Excellent customer retention enables firms to form lasting relationships with the customer who then become loyal to their brand in digital media business platform. The growth of firms in digital media business platform is dependent on the growth in customer retention. Firms with high customer retention rate will increase customer lifetime values and firm revenues. Customer retention is important to any business that use digital media business platform in order to increase customer loyalty, positive word-of-mouth, and low advertising cost.

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