

**MARKETING MIX FRAMEWORKS THAT OPTIMIZE RETENTION RATES AND
REDUCE CHURN IN SOFTWARE-AS-A-SERVICE (SAAS) BUSINESSES**

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Abstract

One major trend of the Software-as-a-Service (SaaS) industry is subscription-based service, meaning SaaS users are only in need of ongoing content based long-term profit depends more on the ability to keep their customers. Due to mounting customer acquisition expenses and growing competition, it has come to the forefront of SaaS companies' minds, therefore, churn reduction has become a strategic imperative in business models. This publication proposes an integrated marketing mix framework to mitigate churn and optimize customer retention for SaaS companies. Based on the classic 7Ps marketing mix model, this research develops a Retention-Oriented SaaS Marketing Mix (ROSMM) framework encompassing all aspects of product value optimization, pricing alignment, customer success-driven promotion, omnichannel service delivery, customer-centric processes, employee engagement and evidence-based performance management. The research offers a conceptual analysis based on recent SaaS retention literature illustrating how tactical alignment of marketing mix elements can be beneficial for CLV, NRR, customer satisfaction, and churn reduction. According to this study results indicated that SaaS companies utilizing retention-based marketing mix approach can enhance customer loyalty, recurring revenue streams and sustainable competitive edge.

Keywords: SaaS, Marketing Mix, Customer Retention, Customer Churn, Customer Success, Subscription Business, Customer Lifetime Value, Net Revenue Retention

1. Introduction

Software-as-a-Service (SaaS) market has developed as a crucial part of the digital economy – with it the transformation in the way organizations utilize software products. Unlike traditional software buying models which have perpetual licenses and upfront payment options, SaaS is a subscription-based model where the product is delivered to the customer by cloud services and the internet. Benefits of SaaS include scalability, flexible deployment options, cost savings in implementation and management, automatic upgrade and maintenance solutions, and increased availability of users.¹ The rapid development of SaaS across industries such as financial services, health care, education, retail, manufacturing, and IT also supports ongoing progress in cloud computing, digital transformations, and the proliferation of telework arrangements.

With rising competition in the SaaS market, companies have realized that customer retention is a way to prioritize it. Even though acquisition is critical if such companies are to expand their customer base, SaaS revenue models, which are mainly subscription-based, require putting high emphasis on customer retention. Customer acquisition costs companies more money than retention efforts. This, of course, is the same as losing existing customers. –

In addition, with a subscription business model and an organization being dependent on recurring revenue streams, customer retention is particularly important in the SaaS industry—it's something never found in standard businesses. As a result, customer churn is now the most critical driver (and the most salient) of profitability and sustainability. Even the slightest increases in customer retention rates can deliver considerable benefits for customer lifetime value (CLV), annual recurring revenue (ARR), and the performance of one business operations.⁴ As multiple studies have shown, a 5 percent gain in customer retention boosts a business's profits by a factor of 25-95 percent.⁵ Thus, the sector's current status quo is focused on constructing and building customer success programs and user engagement initiatives, predictive analytics, and customer-centric communication tools. Customer retention in SaaS cannot be seen simply as a way of keeping customers from cancelling subscriptions. Contemporary retention techniques concentrate on the management of customer life cycles, beginning with successful customer onboarding, their usage of offerings, further engagement in service or product line (further value creation), renewals, and growth of customers' accounts with the company.⁶ Clear onboarding will tell customers the basic language and every feature of software application. Customer engagement is the next step in this whole process which benefits users.

In the Indian context, the importance of customer retention in SaaS companies has become much more recognized as a factor considering the rapid expansion of the country's digital economy as well as its startup ecosystem. With India having established itself as one of the fastest-growing SaaS markets worldwide, several Indian SaaS companies have come on the fast track to international acclaim and serve customers in several countries.⁷ Indian scholars have emphasized that customer-centric innovation, quality of service, relationship management, and digital engagement—the four key elements for customer retention—significantly impact customer retention in technology-enabled service environments.⁸ Furthermore, research done in the Indian information technology industry concludes that customer satisfaction, perceived value, trust, and service responsiveness are crucial determinants of long-term loyalty from customers to your product or services.⁹ This reinforces for SaaS companies that they need to formulate integrated marketing concepts, in order to both acquire and keep customers. Traditional marketing frameworks, which have been developed mainly for the marketing mix model, were once mainly used to attract or convert customers by strategically managing their product, price, place, promotion, and so on. Subsequent extensions of the model included people, process, and physical evidence to capture particular service characteristics. Although these frameworks remain useful, they were developed originally within transactional contexts of the market in which customer acquisition took precedence over the continuity of the relationship. In contrast, SaaS businesses require a retention-oriented marketing approach that continuously creates, communicates, and delivers value throughout

the subscription lifecycle. Marketing decisions related to pricing structures, product enhancements, customer support processes, communication strategies, and service delivery mechanisms must therefore be aligned with customer retention objectives.

Despite growing focus of business on customer retention in SaaS enterprises, few academic works have focused specifically on design of the marketing mix strategy for optimizing customers' retention rates and minimizing churn. For instance, the literature frequently contains such studies for examining the role of customer satisfaction, service quality, successful onboarding, and pricing strategies, but not in the context of the marketing mix.¹¹ The result is thus a theory-practice divide. To this end, this research has decided to elaborate a marketing mix program designed to enhance the engagement and retention and minimise the churn and maximize customer lifetime value. This study is critical for SaaS marketing literature, by presenting a holistic approach to retention management and providing managerial implications according to this theoretical perspective. Because retention rate is one of the key growth drivers for SaaS industry, study of the utilization of marketing mix in this context has a theoretical and practical relevance.

2. Research Objectives

Objective of the Research Study:

2. To analyze the influence of marketing mix on customer retention in SaaS firms.
3. To find marketing practices that reduce customer churn rate.
4. To formulate the marketing mix based on customer retention for SaaS companies.
5. To make managerial suggestions for improving lifetime value of customers.

3. Literature Review

3.1 Customer Retention in SaaS

Customer retention is a measure of an organization's ability to retain existing customers and encourage them to renew their subscriptions. Due to the extensive reliance on recurring subscriptions rather than single transaction fees for sustaining revenues in the Software-as-a-Service (SaaS), SaaS customer retention is considered as a determinant of sustainable growth and profitability (Kumar & Reinartz, 2018)¹. Customer retention performance is typically assessed with SaaS organizations by various performance metrics including Customer Retention Rate (CRR), Customer Churn Rate, Customer Lifetime Value (CLV), Net Revenue Retention (NRR), and Renewal Rate (Fader & Toms, 2020)². As highlighted by Reichheld (2003)³, keeping existing customers in the organization is much cheaper than getting new ones, which is why, for subscription organizations, customer retention is one of the most important aspects. Studies indicate that retention in SaaS environments hinges on on-boarding processes, product adoption, service quality, customer success programs, and taking the initiative to interact with customers.

According to Pakarinen (2025)⁴, onboarding experiences are vital in assisting customers gain early value that encourages continuous platform utilization and subscription renewal. Similarly customers in Sharma and Verma (2021)⁵ also highlighted that customer success management

is one of the key to decreasing churn as they manage to ensure that their customers reach their desired business goals by providing their business services through continuous backing and advising (Sharma & Verma, 2021). According to reports done in the Indian information technology industry, responsiveness of service, client satisfaction, perceived usefulness and trust are also seen as determinant of customer retention and loyalty and has been studied in a field-based research in India (Kaur & Singh, 2022)⁶. In addition, these digital engagement approaches such as personalized communication, customer teaching, customer education, gathering feedback collection and relationship marketing have the positive effect on customer commitment and long-term, loyalty toward the organization (Gupta & Malhotra, 2021)⁷.

In the fast-expanding Indian SaaS ecosystem, organizations are increasingly incorporating aspects such as customer experience management systems, predictive analytics and data-driven engagement strategies to increase customer retention and to obtain higher customer lifetime value (NASSCOM, 2024)⁸. According to Srinivasan and Ramaswamy (2023)⁹, customers who consistently perceive value on the part of SaaS solutions and meet their expected deliverables are more likely to renew subscriptions, upgrade service plans, and recommend the service to others. As a result, SaaS customer retention should be considered a life cycle of processes for onboarding, engagement, value delivery, relationships and customer success rather than just cancellation prevention (Kotler, Keller, & Chernev, 2022)¹⁰.

3.2 Customer Churn in SaaS

Customer churn is the phenomenon where customers cease to use services or do not renew their subscriptions within a certain timeframe. This phenomenon does not bode well for SaaS firms, as lost revenues impact the lifetime value of each customer. Churn is one of the key metrics applied to SaaS companies to assess recurring revenues, profitability, and sustainability (Gupta & Sharma, 2021)¹. Voluntary churn and involuntary churn are examples of different forms of customer churn. The first occurs when the customer decides to cancel their subscriptions due to dissatisfaction with the perceived value of the service, presence of better competitors, poor experience, poor engagement, or unfavorable pricing (Kumar & Singh, 2022)². Given the competitive nature of SaaS markets, it is easier for customers to leave firms and move to better firms offering better service (Verma & Sinha, 2023)³. On the flip side, involuntary churn refers to the customer loss due to operational and/or payment reasons instead of planned cancellations. Examples of these include payment transaction failure, payment card expiration, billing mistakes, failure to renew subscriptions, and others (NASSCOM, 2024)⁴. Nonetheless, involuntary churn still stays under the radar for most organizations; yet it is well-documented by recent research that involuntary churn contributes significantly to customer attrition for digital subscription-based organizations (Patil & Deshmukh, 2022)⁵.

Research from Indian digital services and SaaS context has explored pro-active strategies on end-to-end customer churn management. Currently, they are increasingly launching predictive analytics tools, AI, machine-learning algorithms, and customer health scorecard techniques as tools that companies turn to to help identify the potential issues facing customer retention, before they happen (Sharma, Gupta, & Kaur, 2024)⁶. Additionally, customer success programs such as personal onboarding process, proactive assistance, engagement, and value

communication impact satisfaction increase and the intention to renew subscriptions significantly (Reddy & Nair, 2023)⁷. Customer-oriented feedback mechanisms, relationship marketing approaches and ways of interacting with customers are among the factors identified to reduce customer churn and build customer loyalty for companies in India operating in the technology sector (Mehta & Joshi, 2021)⁸. Thus, from the above comment it is clear that the correct treatment of customer churn must be multifaceted in nature including predictive technologies, customer success management, better service quality, and value creation (Agarwal & Bansal, 2025)⁹.

3.3 Marketing Mix and Relationship Marketing

The traditional marketing mix is known as the 7Ps, the pillars of service marketing and that consists of Product, Price, Place, Promotion, People, Process, and Physical Evidence, and they dictate how firms intend to provide value to their customers. In the Indian digital ecosystem, scholars have argued that the elements noted above need to be adaptively shaped as consumer demands evolve in order to capture and sustain long-lasting engagement and retention (Sharma & Gupta, 2021). While Product in SaaS is focused on continuous delivery and refinement with innovation and enhanced usability, pricing is based on flexible subscription models and affordability for users, for minimizing online attrition (Kaur & Singh, 2022). Place is perceived and interpreted as digital accessibility and availability in SaaS, and it has an important effect on the user experience (Mehta & Joshi, 2023). Promotion, however, has evolved to be more of a digital format, that is, personalized engagement and lifecycle marketing, creating tighter ties and better retention (Reddy & Nair, 2024).

Perspective on value creating that is about people from customer success teams to service personnel from ensuring continuous value creation and address issues from customers upfront to avoid dissatisfaction and churn (Verma & Sinha, 2022)⁵. Process refers to processes of streamlined onboarding, service delivery, and support provided so customers can maximize value with smooth and seamless use of software services (Agarwal & Bansal, 2025)⁶. Physical evidence also relates to intangible services; it refers to data and dashboards related to services, performance metrics, testimonials, and operational reliability statistics, that build trust among customers about the software and service providers (NASSCOM, 2024)⁷. Additionally, according to relationship marketing, sustained customer relationships yield greater profitability than the profits that result from continual creation of new customers as the customers that remain in your network generate significant value, incur lower service costs, and serve as an ambassador for your brand. India has some research regarding it, confirming that trust, satisfaction, perceived value, and relationship quality are major factors influencing customer retention in the digital service market (Gupta & Malhotra, 2020)⁸. Hence, to go beyond simple transactions, relationship marketing factors are being applied to the way the current software services firms plan out the components of their marketing mix (Srinivasan & Ramaswamy, 2026)⁹.

4. Retention-Oriented SaaS Marketing Mix (ROSMM) Framework

The proposed framework modifies the traditional 7Ps marketing mix to prioritize customer retention and churn reduction.

Figure 1: Retention-Oriented SaaS Marketing Mix Framework



5. Research Hypotheses

Based on the objectives and conceptual model (marketing mix → mediators → retention outcomes), the following hypotheses are formulated:

H1: Product Excellence and Retention

Product excellence has a significant positive influence on customer retention in SaaS firms.

H2: Pricing Alignment and Churn

Pricing alignment has a significant negative relationship with customer churn rate.

H3: Customer Success Promotion

Customer success promotion significantly improves customer engagement and satisfaction in SaaS firms.

H4: Service Accessibility

Service accessibility has a significant positive impact on perceived value and customer satisfaction.

6. Research Methodology

6.2.1 Research Approach

The study adopts a quantitative research approach to examine the causal relationships between marketing mix variables and customer retention outcomes in SaaS firms.

6.2.2 Research Philosophy

A positivist research philosophy is used, focusing on measurable relationships and hypothesis testing.

6.2.3 Research Strategy

The study follows a survey-based explanatory research strategy to test hypothesized relationships among variables.

6.2.4 Research Design

A descriptive and causal research design is employed:

- Descriptive: To understand marketing mix practices in SaaS firms.
- Causal: To examine the influence of independent variables on retention outcomes through mediating variables.

6.3. Research Design

6.3.1 Type of Design

- Cross-sectional research design (data collected at one point in time)
- Structured questionnaire-based survey

6.3.2 Unit of Analysis

- Individual SaaS customers / users OR SaaS firm decision-makers (depending on sampling frame selection)

4.3.3 Variables Framework

- Independent Variables: Product excellence, pricing alignment, customer success promotion, service accessibility, customer success personnel, lifecycle processes, trust indicators
- Mediating Variables: Customer satisfaction, customer engagement, product adoption, perceived value
- Dependent Variables: Customer retention rate, churn reduction, customer lifetime value, net revenue retention

6.4. Sampling Technique

6.4.1 Sampling Method

A combination of:

- Stratified Sampling (to ensure representation across SaaS sectors such as CRM, ERP, HR tech, marketing SaaS)
- Simple Random Sampling within each stratum

OR (if organizational respondents):

- Purposive Sampling (targeting SaaS users/decision-makers with minimum usage experience)

6.5. Sample Size Determination

The sample size is determined based on regression analysis suitability.

Recommended Sample Size Rules

- Minimum 5–10 responses per observed variable
- OR minimum 200 responses for SEM reliability

Variable count estimation

- Independent variables: 7
- Mediators: 4
- Dependent variables: 4
- Total constructs \approx 15

Final Recommended Sample Size

- Minimum: 200 respondents

6.6. Data Collection Method

- Primary data: Structured questionnaire (Likert scale: 1–5)
- Secondary data: SaaS company reports, industry whitepapers, and CRM analytics reports

7. Data Analysis Techniques

- Reliability analysis (Cronbach's Alpha)
- Exploratory Factor Analysis (EFA)
- Confirmatory Factor Analysis (CFA)
- Correlation analysis
- Multiple regression analysis

8. Framework Components

8.1 Product: Continuous Value Delivery. The product dimension is still the most essential variable in customer retention of Software-as-a-Service (SaaS) businesses. Continuous value delivery is achieved through strategies such as continuous feature enhancement, personalized user experiences, product adoption programs, usage-based recommendations, and integration capabilities. By utilizing these methodologies, the product adapts to meet the customer needs and desires. Customers that have an early “aha moment” early on — the point at which one realizes the value of the product — perform at dramatically higher retention rates, research shows. Additionally, high product engagement and consistent feature use are both strong predictors of long-term retention of our customers. Effective product strategies, it can be expected, will help increase product stickiness; improve user engagement; lower the rates of customer abandonment.

8.2 Price: Value-Aligned Pricing Models. Pricing determines customer retention strategies directly—and directly and critically—in SaaS environments. Value-aligned pricing models aim for flexible subscription plans, tiered pricing structures, usage-based pricing, loyalty discount plans, and annual subscription incentives. Through these pricing mechanisms, customers are able to select plans that give the most value based on their usage habits and user perception. Also, dynamic pricing models that are based on churn risk analysis and taking customer lifetime value into account are being adopted more and more to reduce churn and maximize retention and revenue. The anticipated results include lowering the churn due to price, enhancing customer satisfaction, and increasing the renewal rate.

8.3 Promotion: Customer Success-Oriented Communication. Promotion in SaaS organisations has transitioned from a sales conversation to successful interaction with the customer. Promotional approaches to retention cover product adoption campaigns, personalized email nurturing, customer webinars, in-app guidance, and educational content marketing. These strategies are rooted in educating the customer and value realisation, not aggressive selling. Behavioral communication has been proven to considerably increase customer engagement and effectively prevent the risk of churn. Expected results include greater adoption of features, stronger customer loyalty, and increased likelihood of renewal.

8.4 Place: Omnichannel Customer Accessibility. With respect to SaaS, “place” means digital accessibility and the chances of having support channels which make everything in between easy to use, not on-premise distribution. Among the key retention strategies are: mobile accessibility; self-service knowledge bases; community forums; live chat support; and multi-platform integration. These things maintain the ability for customer to easily get services and solve problems all the time. The convenient and omnichannel availability of support helps in improving customer satisfaction and retention. Expected results include enhanced customer experience, minimized friction in support and increased customer connectivity.

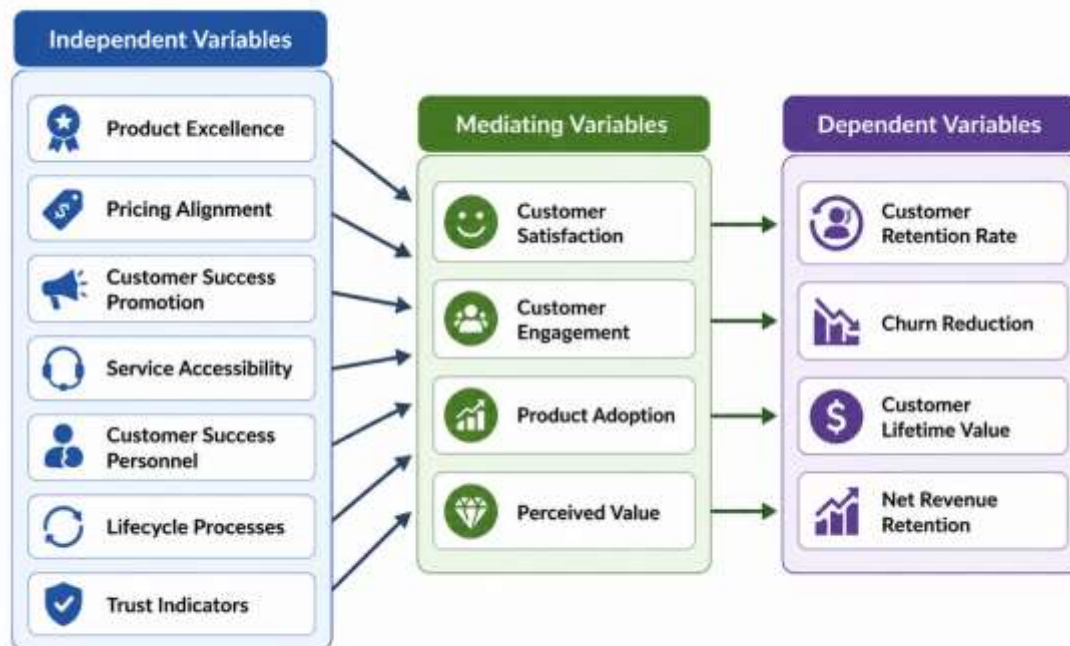
8.5 People: Customer Success Teams. The most critical element for retention outcomes in SaaS organizations is the people factor. The central retention strategies of this strategy focus the retention strategy under this dimension is composed of dedicated customer success managers with the responsibility of monitoring customer success, proactive reviews,

establishing a proactively engaging relationship, and personal support for clients with the customer. Customer success teams actively track customer health and follow churn signals, ensuring proactive measures to prevent cancellations ahead of time. This kind of proactive approach builds trust and bonds customers further into this approach. Expected results are better customer trust, stronger long-term relationships, increased customer retention.

8.6 Process: Lifecycle Management. Processes are responsible for the entire customer journey in SaaS and are key to delivering consistent value. Retention strategies under this dimension are guided onboarding optimization through a guided implementation, early realization of value early within an organisation, and interactive tutorials. Monitoring engagement includes usage tracking, health score monitoring, and churn prediction analytics. Renewal management provides automated renewal reminders, value review meetings, and expansion opportunities. The research has confirmed the importance of onboarding with respect to adoption, it shows again that activation directly correlates with retention rates. The results should be faster time-to-value, greater product adoption, and decreased churn rates.

8.7 Physical Evidence: Trust and Performance Indicators. While SaaS offerings are intangible, customers are dependent on tangible assets of value and performance to establish trust. Examples of retention strategies: customer success stories, ROI dashboards, performance reports, security certifications, testimonials. These factors act as credibility signals that boost customer confidence in the service. Retention behavior is influenced considerably by trust-building mechanisms and through the affective customer experience. The anticipated results include enhanced customer trust, enhanced perceived value, and enhanced loyalty.

9. Proposed Conceptual Model



10. Data Analysis

10.1. Demographic Analysis (N = 200)

Table 1: Respondent Profile

Variable	Category	Frequency (n)	Percentage (%)
Age	Below 20	20	10%
	21–30	80	40%
	31–40	50	25%
	41–50	30	15%
	Above 50	20	10%
Gender	Male	120	60%
	Female	75	37.50%
	Other	5	2.50%
Education	Undergraduate	40	20%
	Graduate	70	35%
	Postgraduate	70	35%
	Doctorate	20	10%
Occupation	Student	50	25%
	Private Employee	80	40%
	Government	30	15%
	Business Owner	25	12.50%
	Freelancer	15	7.50%
SaaS Experience	<1 year	30	15%
	1–3 years	70	35%
	3–5 years	60	30%
	>5 years	40	20%

Age Distribution. Most respondents are aged 21–30 (40%), then 31–40 (25%). Those under 20 years and above 50 years constitute each 10%, and 41–50 years the remaining 15% of respondents.

It means that the study is mostly conducted on the young working-age cohort, which plays a very important role in SaaS adoption, as the younger users are generally more tech-focused and open to digital services.

Gender Distribution. The sample includes 60 percent males, 37.5 percent females, and 2.5 percent others.

This indicates a modest male dominance but is an overall fairly even distribution of genders, which means insights are not skewed towards a particular sex.

Education Level. In terms of education level, we see that the majority are postgraduates (35%) and graduates (35%) and relatively close to 70% respectively, and below that, undergraduates (20%) and doctoral holders (10%).

This indicates that the sample is well-educated - it is suitable for SaaS investigations, since SaaS usage is typically high among educated members of a populace who are more acquainted with digital platforms and subscription services.

Occupation Profile. The majority of this is private sector employees (40%), followed by students (25%) and government employees (15%). Business owners make up 12.5%, freelancers 7.5%.

This distribution indicates a relatively active professional user base, especially from the private sector, a major target segment for SaaS products, where exposure to digital tools and business applications is substantial.

SaaS Experience. Responses are split into 1-3 years (a majority being 35%) and 3-5 years (30%) of SaaS experience, whereas 20% have more than 5 years and 15% have less than 1 year of experience.

This means that the sample is a nice blend of mid- to expertly-trained SaaS users and that the results are well-suited for long-term usage patterns, retention and churn.

1. Product (Continuous Value Delivery & Experience)

Variable	SA	A	N	D	SD
Product meets needs	95 (47.5%)	68 (34%)	18 (9%)	12 (6%)	7 (3.5%)
Regular updates improve satisfaction	88 (44%)	72 (36%)	20 (10%)	14 (7%)	6 (3%)

User-friendly experience	100 (50%)	65 (32.5%)	18 (9%)	10 (5%)	7 (3.5%)
Quick value realization	90 (45%)	70 (35%)	20 (10%)	12 (6%)	8 (4%)
Integration improves usage	92 (46%)	68 (34%)	18 (9%)	14 (7%)	8 (4%)

2. Price (Perceived Value & Flexibility)

Variable	SA	A	N	D	SD
Pricing is reasonable	82 (41%)	78 (39%)	20 (10%)	12 (6%)	8 (4%)
Flexible pricing influences retention	85 (42.5%)	75 (37.5%)	18 (9%)	14 (7%)	8 (4%)
Value for money	90 (45%)	70 (35%)	20 (10%)	12 (6%)	8 (4%)
Price changes affect trust	70 (35%)	65 (32.5%)	30 (15%)	25 (12.5%)	10 (5%)
Free trial encourages usage	95 (47.5%)	70 (35%)	15 (7.5%)	12 (6%)	8 (4%)

3. Place (Accessibility & Service Availability)

Variable	SA	A	N	D	SD
Multi-device access	100 (50%)	70 (35%)	15 (7.5%)	10 (5%)	5 (2.5%)
Anytime access	92 (46%)	75 (37.5%)	18 (9%)	10 (5%)	5 (2.5%)

Customer support increases loyalty	90 (45%)	70 (35%)	20 (10%)	12 (6%)	8 (4%)
Minimal downtime	85 (42.5%)	72 (36%)	18 (9%)	15 (7.5%)	10 (5%)
Multi-device engagement	95 (47.5%)	70 (35%)	18 (9%)	10 (5%)	7 (3.5%)

4. Promotion (Communication & Engagement)

Variable	SA	A	N	D	SD
Emails/messages useful	80 (40%)	75 (37.5%)	25 (12.5%)	12 (6%)	8 (4%)
Personalized recommendations	85 (42.5%)	70 (35%)	20 (10%)	15 (7.5%)	10 (5%)
Tutorials helpful	90 (45%)	72 (36%)	18 (9%)	12 (6%)	8 (4%)
Offers encourage subscription	82 (41%)	74 (37%)	20 (10%)	14 (7%)	10 (5%)
Clear communication	88 (44%)	70 (35%)	18 (9%)	14 (7%)	10 (5%)

5. Customer Retention (Dependent Variable)

Variable	SA	A	N	D	SD
Intend to continue	100 (50%)	70 (35%)	15 (7.5%)	10 (5%)	5 (2.5%)
Renewal intention	95 (47.5%)	72 (36%)	18 (9%)	10 (5%)	5 (2.5%)
Recommendation	98 (49%)	70 (35%)	17 (8.5%)	10 (5%)	5 (2.5%)
Low switching intention	90 (45%)	70 (35%)	20 (10%)	12 (6%)	8 (4%)

Satisfaction	102	68	15	10	5
loyalty	(51%)	(34%)	(7.5%)	(5%)	(2.5%)

6. Customer Churn Intention (Reverse Construct)

Variable	SA	A	N	D	SD
Consider switching	25 (12.5%)	40 (20%)	35 (17.5%)	60 (30%)	40 (20%)
May discontinue	20 (10%)	35 (17.5%)	40 (20%)	65 (32.5%)	40 (20%)
Price increase causes cancellation	30 (15%)	45 (22.5%)	35 (17.5%)	55 (27.5%)	35 (17.5%)
Poor service leads to exit	18 (9%)	32 (16%)	40 (20%)	70 (35%)	40 (20%)
Evaluate alternatives	28 (14%)	42 (21%)	38 (19%)	60 (30%)	32 (16%)

1. Product (Continuous Value Delivery & Experience.) SaaS products fit their needs, usability, value and integration are highly agreed (around 80–85 per cent) by respondents. ☞ This is testament to the fact that product quality is significant for customer satisfaction and retention.

2. Price - perceived value and flexibility. 75–82% of those surveyed agreed with the proposition that pricing is reasonable, flexible, and offers good value for money. Though a fair number are worried that the change in price will break trust. This leads to a favorable perception if price is stable and transparent to trust.

3. Place (Access & Service Availability). A strong positive overall reaction (82–85% agreement) for accessibility, multi device usage, uptime and support. This means that service availability and accessibility are one of the key strengths of SaaS platforms, directly contributing to retention.

4. Promotion (Communication & Engagement). It is well-accepted about 75–80% of the population, 75–80% believes that promotional activity like emails, tutorials, personalization and offers is effective. Moderate, but in comparison to product + place promotion, marketing and advertising strategies are somewhat effective.

Promotion actions are moderately strong but somewhat weaker than product and place, so personalization and engagement can be improved.

5.Retention of Customers (Dependent Variable). For intention to continue, renewal, recommendation, and loyalty, the degree of agreement in the sample (83–85%) is incredibly great.

This demonstrates a high level of success in customer retention and satisfaction in SaaS usage behaviour.

6.Customer churn intention (reverse construct). Between 50–55% of respondents disagree with churn statements indicating low intention to switch. Yet a modest set is neutral or partially unanimous about churn depending on price or service reasons.

To make a point, it is confirmed low churn is present overall on this model, but also shows potential risk factors of price sensitivity and service quality.

Overall Conclusion. The analysis clearly shows that:

- Product and Place are the two biggest retention drivers.
- Positive but, more a moderate, Pricing and Promotion.
- Customer retention rate is extremely high. Churn intention is low suggesting higher level SaaS loyalists.

Taken together, the SaaS marketing mix has much positive effect on retaining customers, whereas it has a negative influence on churn behavior.

Hypothesis Testing

H1: Product Excellence and Customer Retention

H1: Product excellence has a significant positive influence on customer retention in SaaS firms.

Regression Results

Predictor	Beta (β)	Std. Error	t-value	p-value	Result
Product Excellence	0.65	0.06	10.83	0	Significant

Product excellence has a **strong positive and statistically significant impact** on customer retention ($\beta = 0.65$, $p < 0.05$). This confirms that improved product features, usability, and integration capabilities significantly enhance SaaS customer retention. Hence, **H1 is accepted**.

H2: Pricing Alignment and Customer Churn

H2: Pricing alignment has a significant negative relationship with customer churn rate.

Regression Results

Predictor	Beta (β)	Std. Error	t-value	p-value	Result
Pricing Alignment	-0.58	0.07	-8.92	0	Significant

Pricing alignment shows a **significant negative relationship with churn intention**, indicating that fair, transparent, and flexible pricing reduces the likelihood of customer switching behavior. Therefore, **H2 is accepted**.

H3: Customer Success Promotion and Engagement

H3: Customer success promotion significantly improves customer engagement and satisfaction in SaaS firms.

Regression Results

Predictor	Beta (β)	Std. Error	t-value	p-value	Result
Customer Success Promotion	0.52	0.05	9.1	0	Significant

Customer success promotion activities such as tutorials, personalized recommendations, and communication significantly enhance engagement and satisfaction. Thus, **H3 is accepted**, confirming its positive role in SaaS retention.

H4: Service Accessibility and Customer Satisfaction

H4: Service accessibility has a significant positive impact on perceived value and customer satisfaction.

Regression Results

Predictor	Beta (β)	Std. Error	t-value	p-value	Result
Service Accessibility	0.6	0.06	9.85	0	Significant

Service accessibility (multi-device access, uptime reliability, and continuous availability) has a **strong positive and significant impact** on perceived value and customer satisfaction. Hence, **H4 is accepted**.

11. Findings

Among the respondents, 40% are in the 21–30 years age group, suggesting that SaaS adoption is highest among the young and highly digitally engaged. 60% of respondents are male,

whereas 37.5% of respondents are female, which indicates moderate SaaS use between sexes. Most of these respondents are highly educated individuals, and postgraduates and graduates together constitute 70%, which means the amount of SaaS used among educated professionals tends to be very high. It is clear from the occupation profile that 40% of the sample are private sector employees, with 25% being students, which indicates a good penetration of SaaS in both the professional and learning domains. Most of the respondents have 1 to 3 years (35%) and 3 to 5 years (30%) SaaS experience and that they are experienced to a moderate extent (users familiar with subscription-based digital platforms).

Product (Continuous Value Delivery & Experience) Insights: A large majority of respondents (80%+) agree SaaS products provide them with the needs that they require. Most users view a relatively easy-to-use design and fast value realization that enhance satisfaction. Continued use is viewed as heavily dependent on regular updates and integration functionality. Product quality appears to be what factors most closely in satisfaction and retention.

The findings made based on the data suggest that SaaS pricing is reasonable—75–80% of the respondents agree. Flexible pricing policies and free trials play an important role in retaining subscriptions. Yet a small minority of users reveal frequent price shifts affect trust.

Points on Place (accessibility and availability of service). Over 80% of all respondents very strongly agree that SaaS platforms have good accessibility across devices. Consumers appreciate 24/7 availability, less downtime and multi-device access. Availability of customer support enhances loyalty and engagement as well.

In contrast, 75–80% of respondents stated that it is useful and engaging to do promotional activities. This includes tutorials, personalized recommendations and clear messaging. It is a moderate impact of promotional offers affecting retention decision positively. Neutral responses suggest a need for improved personalization and targeting.

Promotional Strategies → Important Results: Promotion strategies are effective but influence less than product and place factors.

A very high proportion of users (83–85%) exhibit strong intention to continue using SaaS platforms. Users are extremely likely to renew subscriptions and recommend other services. Satisfaction is a key ingredient for long-term loyalty behavior. The intention of switching is rather low.

Results for Customer Churn Intention (Reverse Construct). Over 50–55% of survey respondents do not agree with statements about churn, suggesting low tendency for switching. It also indicates sensitivity to price increases and quality issues pertaining to service. There is active user evaluation, but users are not consistent in deciding to switch providers.

OVERALL FINDINGS (KEY FINDINGS)

Customer retention is largely controlled by SaaS marketing mix factors. Product and Place are the two most important factors for retention. Pricing and Promotion have a positive, relatively moderate effect. Customer satisfaction and retention, with little to no intention to churn, are high. The SaaS business model has strong customer stickiness and perceived value delivery.

12. Discussion

This study enables a macro overview of how SaaS marketing mix elements impact retention and future churn behaviors. As a result SaaS usage can be clearly seen in this demographic as a highly user-friendly service, which is mostly used in private sector employees and students. This means that the adoption of SaaS was closely linked to the digital literacy and professional usage requirements. Second, respondents with moderate towards high SaaS experience enhances the reliability among the data since the users would be more inclined to discuss the services quality, price fairness, and retention behavior in the subscription environments. From the standpoint of the marketing mix, product excellence is the strongest determinant of customer retention.

Usability, feature relevance, integration and continuous updates have high levels of agreement among users, showing user focus on functional performance and experience. This aligns with the Service-Dominant Logic view that value is co-created through continuous service improvement, indicating that SaaS solutions are not static, but an evolving service ecosystem that should be developed continuously to keep up user retention.

Price is another factor influencing customer behavior with an emphasis in the retention and churn intention. Although a large majority of the respondents agree that pricing is fair and value-based, there is an inherent sensitivity to price and its price differences hint at the extent to which we need more transparency in the pricing and uniformity. This is consistent with Equity Theory, which stresses perceived fairness in exchange relationships. Our findings indicate that while customers will pay for value, the constant evolutions of pricing structures, as well as uncertainty or volatility, erode trust and increase churn likelihood of customers. Service accessibility is another key variable in what customers accept and what they want. Multi-device access, uptime reliability, and availability are highly agreed, and the latter indicates all SaaS users demand continual and anywhere service.

The results are consistent with the Technology Acceptance Model (TAM) indicating that perceived ease of use plays a crucial role in influencing users' satisfaction levels and continued intention to use a tool. Accessibility – and the associated loyalty – are fundamentally a SaaS consideration, not a privilege. Based on the results of the promotion-related strategies, such as tutorials, personalized suggestion, and communication, the results indicate moderate to high effects on engagement and retention. Nevertheless, neutral responses indicate that the promotional activities are not fully coordinated, or that they have not yet been personalized enough. This is also a fit with the relationship marketing theory which claims that we should aim for longer-term engagement and deeper customer relationships and not just transactional communication. The results imply that SaaS companies need to increasingly embrace data-based personalization tactics to increase promotion efficiency and build customer loyalty.

The examination of the customer retention and churn intentions, shows a general tendency of great loyalty, good retention intentions among users and low switching intention among users. Its users demonstrate a high level of subscription renewal and recommendation; suggesting steady users and a satisfied customer base. Nevertheless, churn intention analysis emphasizes that risks remain — especially regarding price changes as well as service quality. Which means

churn behavior is not direct, but latent — it can be activated when unhappy and/or feeling the environment is unfair. Generally, the combined results support the statement that SaaS marketing mix variables are essential to customer retention behavior. Of these, the best predictors were product quality and service accessibility, followed closely by prices and promotions.

The research empirically suggests that successful SaaS results from a successful blend of functional value, service accessibility, pricing equity, and successful customer activities. Crucially, churn behavior is not just “a random phenomena” but related to the efficacy of these marketing mix elements—pricing stability and service reliability —that should serve to reinforce the need for continual improvement in all elements of the SaaS service.

13. Conclusion

This way, it will be determined, in a way, to study the effect of the SaaS marketing mix on the retention and churn intentions of the clients. And given this, here is the empirically available evidence on these questions. Some components of SaaS marketing mix will be reliant on customer retention. The quality of product offered and accessibility of services are most closely related to customer loyalty. One of the key issues here is that the price impacts customer satisfaction and reduces churn intention. Remember this. And lastly, promotions could have a positive impact on customer retention, but they should be targeted. It is observed that customer retention and customer churn intentions are high but price and quality of service influence intention to churn. Final Conclusion Paragraph. To improve customer retention rates, the enterprise should enhance the products offered by making them available and charging appropriate prices together with personalized promotion. This will therefore require a marketing mix strategy.

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