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DESIGN SOCIAL MEDIA CHANNELS TO MEET THE CUSTOMER NEEDS

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In this paper, we analyzed different antecedents of retention of using social media channels. These antecedents can be classified in three different groups: information quality, website quality and identification with the social media channel. With the help of an empirical study we show that these antecedents influencing various kinds of social media channels differently. Therefore, companies know which antecedents are relevant for which kind of social media channel and regard these antecedents in contact with their customers.