The Impact of New Media Marketing, Information Credibility, and Customer Satisfaction on Brand Loyalty in The Publishing Industry

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ARTICLE INFORMATION

ABSTRACT

- This study takes publishing companies as an example to explore the impact of new media marketing, information credibility, and customer satisfaction on Brand Loyalty. Using quantitative research methods and various statistical methods, including descriptive analysis, correlation analysis, and regression analysis, to examine the relationship between demographic variables, new media marketing, information credibility, and customer satisfaction with Brand Loyalty. Finally, based on these findings, some suggestions are provided.
- The results of this study provide theoretical support for publishing companies to develop effective marketing strategies in the digital era. By focusing on key factors such as new media marketing, information credibility, and customer satisfaction, publishing companies can enhance Brand Loyalty and achieve sustainable development.

Keywords: new media, marketing, brand loyalty, customer satisfaction, credibility of information.

INTRODUCTION

In the current wave of digitization, the publishing industry is undergoing unprecedented transformation. According to the latest digital media advertising expenditure statistics, global spending has seen an average annual growth of approximately 15% since 2021, far exceeding traditional media. The widespread application of new media technologies, including social media, online platforms, and digital marketing, is profoundly influencing the construction and maintenance of Brand Loyalty. Taking social media as an example, the global active user base has grown by over 30% in the past five years, providing unprecedented opportunities for interaction between brands and consumers.

Despite the pivotal roles that factors such as new media marketing, information credibility, and customer satisfaction play in contemporary brand establishment, many publishing companies may not yet have a comprehensive understanding of how these factors impact their Brand Loyalty. These companies require in-depth investigations to elucidate how consumers with different demographic characteristics engage in brand interactions and how they can enhance brand credibility, information trustworthiness, and customer satisfaction through new media channels, consequently achieving stronger Brand Loyalty.

The significance of this study lies in providing a comprehensive research framework that integrates new media marketing, information credibility, customer satisfaction, and demographic characteristics to delve into the Brand Loyalty of publishing companies. By validating or disproving the research hypotheses, we can better comprehend the intricate relationships between these factors, thus furnishing practical guidance for publishing companies to enhance their Brand Loyalty and address the challenges of the digital era. This holds crucial strategic implications for publishing companies while also enriching the literature in the field of Brand Loyalty research.

LITERATURE REVIEW

Nawaz et al. (2020), in their study "Role of Brand Love and Consumers' Demographics in Building Consumer–Brand Relationship," explored the significance of the relationship between brands and consumers and the antecedents to building brand equity. The study revealed significant differences between males and older consumers, as compared to females and younger consumers, in their ability to convert their love for a brand into loyalty and brand equity. This research not only underscores the importance of the relationship between consumers and brands but also highlights the role of gender and age in this relationship. These findings provide valuable guidance for designing consumer-brand relationships and devising market promotions for multiple market segments.

Witek-Hajduk et al. (2022), in their paper "Social media use in international marketing: Impact on brand and firm performance," explore the influence of brand and customer orientation on engagement in social media (SM) marketing and how the application of SM in international marketing affects brand and firm performance in foreign markets. The results indicate that the use of social media has a positive effect on international brand promotion, especially in terms of brand image creation and market research. However, this effect is negatively moderated by the involvement of foreign partners and the degree of concentration, suggesting that multinational companies need to carefully consider the ways they use social media.

Hussain, S., Song, X., & Niu, B. (2020) conducted research in the field of psychology, focusing on consumers' motivational involvement in electronic word of mouth (eWOM)

for information adoption and the mediating role of organizational motives. They found that when consumers perceive higher credibility in organizations, they are more inclined to engage in eWOM to obtain information and make purchasing decisions. Conversely, if consumers perceive lower organizational credibility, they are less willing to participate in eWOM activities. The study's results highlight the critical role of information credibility in influencing consumers' willingness to engage in eWOM, thereby affecting Brand Loyalty.

Kamath, Pai, and Prabhu (2020) in their article "Building Customer Loyalty in Retail Banking: A Serial-Mediation Approach" focus on the banking market marketing domain. They employ a serial-mediation approach to study the key factors in building customer loyalty in the retail banking industry. The research identifies that customer satisfaction positively influences customer loyalty, which, in turn, positively affects a bank's financial performance. This study provides strategic guidance for retail banks in constructing customer loyalty and improving financial performance.

RESEARCH METHOD

This study aims to investigate the impact of new media marketing and information credibility on customer satisfaction and Brand Loyalty, focusing on publishing companies. The analysis of these factors will provide valuable marketing strategies and brand management recommendations for businesses. The study employs a questionnaire survey method to collect data. The survey results will be subjected to statistical analysis to derive relevant conclusions and recommendations. The hypotheses are designed to articulate clear expectations regarding the impact of new media marketing, information credibility, and customer satisfaction on Brand Loyalty in the publishing industry.

H1: Differences in Demographic Factors generate differences in Brand Loyalty
H2: New Media Usage influences on Brand Loyalty
H3: New Media Marketing Strategies influences on Brand Loyalty
H4: Information Credibility influences on Brand Loyalty
H5: Customer Satisfaction influences on Brand Loyalty
The participants in this study consisted of customers targeted by Shandong

Publishing Group for the years 2022-2023, totaling 2,434 individuals. Within the total sample, demographic data, including age, gender, education level, employment status, etc., were collected to verify whether significant differences exist as hypothesized in H1. Since customers constitute a dynamic population, the population under investigation for this study is considered infinite. The method for calculating the sample size follows the approach developed by Taro Yamane in 1967, which is specifically tailored to the requirements of this study. Based on this, the sample size needed is at least 400 to ensure a confidence level of 95% and a margin of error not exceeding 5%. However, in this study a total of 486 participants were randomly selected from the overall sample using a stratified sampling approach shown in Table 1.

Table 1. Number of samples

Customer Segment	Total Population	Stratified Sampling Ratio	Stratified Sample Size
Private Individual	1,822	20%	364
Public Individual	612	20%	122

The sample collection took place within the Shandong Publishing Group. The entire sample was subdivided into subgroups according to specific characteristics or conditions, and random sampling was carried out within each subgroup. Consequently, out of the 2,434 individuals in the Shandong Publishing Group customer population, 486 participants were chosen using a stratified sampling approach. The samples were further divided into two categories: private and public individual. Specifically, 20% of each group from the total sample was selected, resulting in 364 participants from the private group and 122 participants from the public group.
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RESULTS AND DISCUSSION

The descriptive statistical data introduced in this chapter include absolute frequency, percentage frequency, basic mean, and standard deviation. In terms of inferential statistics, a wide range of statistical measures were applied based on hypothesis testing, including one-sample t-test, independent samples t-test, one-way ANOVA, and multiple linear regression analysis.

Table 2. Frequency and Percent Frequency Classified by Demographic Factor

1. Gender	Frequency	%)
Male	340	69.96
Female	146	30.04
Total	486	100
2.Age	**Frequency**	**Percent**
20 years old or below	34	7
21-30 years old	60	12.35
31-40 years old	205	42.18
41-50 years old	135	27.78
more than 50 years old	52	10.7
Total	486	100
3. Educational Background	**Frequency**	**Percent**
Junior high school or below	147	30.25
High school/Vocational school	181	37.24
University/College	106	21.81
Graduate school or above	52	10.7
Total	486	100
4. Occupation	**Frequency**	**Percent**
Student	5	1.03
Employed	55	11.32
Unemployed	105	21.6
Retired	237	48.77
Others	84	17.28
Total	486	100

5.The most frequently watched new media platform	Frequency	Percent
Weibo	12	2.47
WeChat public account	58	11.93
Douyin (Kuaishou)	102	20.99
Youku	159	32.72
Facebook	35	7.2
Others	120	24.69
Total	486	100

6.Usage time of the platform	Frequency	Percent
Below 6 months	1	0.21
7-12 months	55	11.32
More than 1 year but less than 3 years	116	23.87
More than 3 years but less than 5 years	195	40.12
More than 5 years	119	24.49
Total	486	100

7.Average daily time spent watching short videos in the recent days	Frequency	Percent
No viewing	4	0.82
Below 30 minutes	40	8.23
Below 1 hour	113	23.25
Below 2 hours	303	62.35
More than 3 hours	26	5.35
Total	486	100

Table 2 presents the demographic profile of the 486 participants in the study, classified by various factors such as gender, age, educational background, occupation, preferred new media platform, duration of platform use, and average daily time spent watching short videos.

Table 3. The Independent Samples t-test of the Gender Factor

Items	Gender	N	Mean	S.D.	t-value	p-value
Brand Loyalty	Male	340	3.15	0.977	1.097	0.296
	Female	146	3.25	0.921		

Based on the results from the independent samples t-test in Table 3, it is observed that the average Brand Loyalty rating given by males is 3.15 with a standard deviation of 0.977, while females have an average rating of 3.25 with a standard deviation of 0.921. In the statistical test to determine whether there is a difference in perception of Brand Loyalty between genders, the t-value is found to be 1.097 with a p-value of 0.296. Since the p-value exceeds the commonly accepted significance level of 0.05, there is insufficient statistical evidence to reject the null hypothesis. This indicates that there is

no significant difference in Brand Loyalty perception between male and female respondents from a statistical standpoint.

Table 4. Multiple Comparisons of The most frequently watched new media platform

(I) 5.The most frequently watched new media platform	(J) 5. The most frequently watched new media platform	Mean	S.D.	p .	Confidence interval	
Weibo	WeChat public account	-0.27	0.302	0.372	-0.77	0.23
	Douyin (Kuaishou)	-.480*	0.291	0.099	-0.96	0
	Youku	-0.406	0.285	0.156	-0.88	0.06
	Facebook	-.595*	0.319	0.063	-1.12	-0.07
	Others	-0.15	0.289	0.604	-0.63	0.33
WeChat public account	Weibo	0.27	0.302	0.372	-0.23	0.77
	Douyin (Kuaishou)	-0.21	0.157	0.181	-0.47	0.05
	Youku	-0.136	0.146	0.355	-0.38	0.11
	Facebook	-0.325	0.204	0.112	-0.66	0.01
	Others	0.12	0.152	0.431	-0.13	0.37
Douyin (Kuaishou)	Weibo	.480*	0.291	0.099	0	0.96
	WeChat public account	0.21	0.157	0.181	-0.05	0.47
	Youku	0.075	0.121	0.537	-0.12	0.27
	Facebook	-0.115	0.187	0.539	-0.42	0.19
	Others	.330*	0.128	0.01	0.12	0.54
Youku	Weibo	0.406	0.285	0.156	-0.06	0.88
	WeChat public account	0.136	0.146	0.355	-0.11	0.38
	Douyin (Kuaishou)	-0.075	0.121	0.537	-0.27	0.12
	Facebook	-0.19	0.178	0.288	-0.48	0.1
	Others	.256*	0.115	0.027	0.07	0.45
Facebook	Weibo	.595*	0.319	0.063	0.07	1.12
	WeChat public account	0.325	0.204	0.112	-0.01	0.66
	Douyin (Kuaishou)	0.115	0.187	0.539	-0.19	0.42
	Youku	0.19	0.178	0.288	-0.1	0.48
	Others	.445*	0.183	0.015	0.14	0.75
Others	Weibo	0.15	0.289	0.604	-0.33	0.63
	WeChat public account	-0.12	0.152	0.431	-0.37	0.13
	Douyin (Kuaishou)	-.330*	0.128	0.01	-0.54	-0.12
	Youku	-.256*	0.115	0.027	-0.45	-0.07
	Facebook	-.445*	0.183	0.015	-0.75	-0.14

Table 4 presents the results of multiple pairwise comparisons between users of different new media platforms in terms of their brand loyalty scores. Notably, significant differences were identified in several cases. For instance, Weibo users displayed significantly lower brand loyalty than both Douyin (Kuaishou) and Facebook users, as evidenced by negative mean differences and p-values of 0.099 and 0.063, respectively. On the other hand, Douyin (Kuaishou) users demonstrated higher brand loyalty compared to those categorized under "Others," with a mean difference of 0.330 and a p-

value of 0.01. Similarly, Youku and Facebook users showed greater brand loyalty than the "Others" group, with p-values of 0.027 and 0.015, respectively.

Table 5. Multiple Linear Regression Analysis of New Media Marketing Strategies Influence on Brand Loyalty

| Model | Coefficienta | | | t | p-value |
| | Unstandardized Coefficients | | Standardized Coefficients | | |
	B	Std.Error	Beta		
1 Constant	2.071	0.155		13.397	0.000
Product Quality	0.378	0.051	0.32	7.437	0.000
Dependent Variable : Brand Loyalty					

The results from the multiple linear regression analysis, as shown in Table 5, indicate a significant positive relationship between new media marketing strategies focused on product quality and Brand Loyalty. The model, which predicts Brand Loyalty (Y) as a function of new media marketing strategies (X1), reveals that the coefficient for 'Product Quality' is 0.378, with a very low standard error of 0.051, translating to a standardized coefficient beta of 0.32. The t-statistic for this coefficient is 7.437, with a corresponding p-value of 0, strongly suggesting that the null hypothesis (H0: $\beta_1 = 0$) can be rejected in favour of the alternative (Ha: $\beta_1 \neq 0$). This statistical evidence leads to the conclusion that product quality, as part of a company's new media marketing strategies, is a significant predictor of Brand Loyalty, with higher product quality associated with better Brand Loyalty outcomes. The constant or intercept of the model is also statistically significant, with a value of 2.071, indicating the baseline level of Brand Loyalty when the product quality variable is zero. Overall, these findings underscore the importance of product quality in new media marketing efforts to enhance Brand Loyalty.

Table 6. Multiple Linear Regression Analysis of Information Creditability Influence on Brand Loyalty

| Model | Coefficienta | | | t | p-value |
| | Unstandardized Coefficients | | Standardized Coefficients | | |
	B	Std.Error	Beta		
1 Constant	2.116	0.145		14.627	0.000
Information Creditability	0.343	0.045	0.329	7.662	0.000
Dependent Variable : Brand Loyalty					

The multiple linear regression analysis presented in Table 6 assesses the influence of information credibility on Brand Loyalty. The statistical output indicates a substantial positive relationship between these variables. Specifically, the coefficient for 'Information Credibility' is 0.343, with a standard error of 0.045. This translates to a standardized coefficient beta of 0.329, and the t-statistic for this predictor is 7.662, accompanied by a p-value of 0. These results suggest that the null hypothesis (H0: $\beta_2 = 0$), which postulates no effect of information credibility on Brand Loyalty, can be rejected in favour of the alternative hypothesis (Ha: $\beta_2 \neq 0$), which argues for a significant influence. The constant or intercept of the model stands at 2.116, also statistically significant, denoting the

baseline level of Brand Loyalty when the effect of information credibility is not considered. In essence, the analysis underscores that information credibility is a crucial factor in enhancing Brand Loyalty, with higher credibility being associated with better performance outcomes.

Table 7. The Multiple Linear Regression Analysis of Customer Satisfaction Influence on Brand Loyalty

Model	Coefficienta				
	Unstandardized Coefficients		Standardized Coefficients	t	p-value
	B	Std.Error	Beta		
1 Constant	2.499	0.147		16.992	0
Customer Satisfaction	0.216	0.045	0.215	4.834	0
Dependent Variable : Brand Loyalty					

The multiple linear regression analysis documented in Table 7 demonstrates a significant positive impact of customer satisfaction on Brand Loyalty. With a substantial constant coefficient of 2.499 and customer satisfaction displaying a notable unstandardized regression coefficient of 0.216, the analysis clearly indicates that as customer satisfaction increases, so does Brand Loyalty. The standardized coefficient beta of 0.215 further suggests that a one standard deviation increase in customer satisfaction is associated with a 0.215 standard deviation increase in Brand Loyalty. The statistical significance of these results is underscored by the very low p-values and high t-values, affirming the robustness of the positive correlation between customer satisfaction and Brand Loyalty within the data analysed. This underscores the importance of customer satisfaction as a critical driver of brand success and suggests that investments in improving customer satisfaction are likely to have a proportionate positive effect on Brand Loyalty.

Table 8. Multiple Linear Regression Analysis of New Media Marketing Strategies, Customer Satisfaction, Customer Satisfaction Influence on Brand Loyalty

Model	Coefficienta				
	Unstandardized Coefficients		Standardized Coefficients	t	p-value
	B	Std. Error	Beta		
1 Constant	1.699	0.124		13.749	0
Customer Satisfaction	0.447	0.036	0.496	12.58	0
2 Constant	0.73	0.169		4.313	0
Customer Satisfaction	0.432	0.034	0.48	12.903	0
New Media Marketing Strategies	0.347	0.044	0.294	7.899	0
3 Constant	0.34	0.187		1.817	0.07
Customer Satisfaction	0.374	0.035	0.416	10.627	0
New Media Marketing Strategies	0.351	0.043	0.297	8.131	0
Information Creditability	0.185	0.041	0.177	4.529	0
Dependent Variable : Brand Loyalty					

The regression analysis in Table 8 is structured to assess the combined influence of new media marketing strategies, information credibility, and customer satisfaction on Brand Loyalty. The analysis is conducted in three models, incrementally adding variables to understand their individual and collective impact on the dependent variable, Brand Loyalty (Y).

CONCLUSION

The analysis clearly indicates that customer satisfaction is a critical predictor of Brand Loyalty. Satisfied customers are likely to become repeat buyers, recommend the brand to others, and contribute to a positive brand image. The strong statistical significance of customer satisfaction in our models demonstrates its paramount importance. Therefore, brands must prioritize customer experience, consistently meet or exceed customer expectations, and effectively manage customer relationships to drive Brand Loyalty.

In conclusion, our research concludes that a multifaceted approach is essential to drive Brand Loyalty. Brands need to have a thorough understanding of their demographic audience to tailor strategies effectively. They should embrace new media marketing to remain competitive and engage with consumers where they are most active. Upholding information credibility is crucial for maintaining consumer trust and loyalty. Finally, ensuring customer satisfaction is non-negotiable, as it is the cornerstone of sustained brand success. By focusing on these key areas, brands can optimally position themselves for robust performance in the marketplace.

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