THE IMPACT OF NEW MEDIA MARKETING, INFORMATION CREDIBILITY AND CUSTOMER SATISFACTION ON BRAND LOYALTY IN THE PUBLISHING INDUSTRY

WENKE YUAN

A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
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INSTITUTE OF SCIENCE INNOVATION AND CULTURE
RAJAMANGALA UNIVERSITY OF TECHNOLOGY KRUNGTHEP
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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. Quantitative and statistical research methods, including descriptive, correlation, and regression analyses, were used 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. Publishing companies can enhance Brand Loyalty and achieve sustainable development by focusing on key factors such as new media marketing, information credibility, and customer satisfaction.

Keywords: new media marketing, information credibility, customer satisfaction

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CHAPTER I

INTRODUCTION

1.1 Background and Statement of the Problem

In the current wave of digitalization, 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, profoundly influences Brand Loyalty's construction and maintenance. The global active user base has grown by over 30% in the past five years, providing unprecedented opportunities for interaction between brands and consumers.

The digital trend is propelling the publishing industry into a new development phase. However, this process also brings forth a series of new challenges. According to recent surveys, over 70% of consumers increasingly rely on online reviews and information from social media in their purchasing decisions. This underscores the critical importance of information credibility for brand success. Meanwhile, despite the convenience provided by digital technologies to enhance customer experiences, the customer satisfaction index in the publishing industry has shown a downward trend in recent years. With the explosion of information and the proliferation of misinformation, the management of information credibility has become increasingly complex. The challenges posed by digital transformation, such as balancing tradition with innovation, managing information credibility, and enhancing customer engagement, still require in-depth research and resolution (Cezarino, 2021).

As a pivotal institution in information dissemination and cultural heritage, publishing companies face unprecedented challenges in the digital age. The rise of the internet and new media has revolutionized how information is disseminated, compelling publishing companies to adapt to the digital landscape to uphold and enhance their Brand Loyalty. In an environment saturated with new media, publishing companies must explore novel marketing strategies while ensuring information credibility and customer satisfaction. Hence, it becomes paramount to research the Brand Loyalty of publishing companies and its relationship with demographics, new media marketing, information credibility, and customer satisfaction (Hussain, 2021).

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 understand 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.

Prior research has delved into the relationship between Brand Loyalty and new media marketing, information credibility, and customer satisfaction (Munir et al., 2021; Larasati et al., 2021; Vera, 2016). However, limited research combines these factors with consumers' demographic data to explore the influence of various demographic characteristics on Brand Loyalty. Hence, this study will fill this gap, providing deeper insights for publishing companies to formulate more targeted marketing strategies.

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 enriching the literature in Brand Loyalty research.

1.2 Research Questions

The study, "The Impact of New Media Marketing, Information Credibility and Customer Satisfaction on Brand Loyalty in the Publishing Industry," is driven by refined research questions designed to unravel the intricate dynamics within the publishing landscape.

(1) Do demographic variables such as gender, age, monthly income, education level, and employment status result in significant differences in Brand Loyalty among different groups within publishing companies?

(2) How does the usage of new media affect Brand Loyalty?

(3) Does implementing new media marketing strategies enhance Brand Loyalty in publishing companies?

(4) Does information credibility have a significant positive impact on the Brand Loyalty of publishing companies?

(5) Does customer satisfaction significantly promote Brand Loyalty within publishing companies?

1.3 Research Objectives

The objective of this study is to delve deep into the impact of new media marketing, information credibility, and customer satisfaction on the Brand Loyalty of publishing companies to elucidate the following aspects:

(1) To determine whether Demographic Factors such as gender, age, educational level, and employment status exhibit significant differences in Brand Loyalty within publishing companies, thereby furnishing a basis for tailored brand management strategies.

(2) To investigate how New Media Usage can achieve a significant positive impact within publishing companies, offering an effective pathway for enhancing Brand Loyalty.

(3) To explore how New Media Marketing Strategies can achieve a significant positive impact within publishing companies, offering an effective pathway for enhancing Brand Loyalty.

(4) To ascertain the mechanisms through which Information Credibility significantly positively influences the Brand Loyalty of publishing companies, assisting these enterprises in building trust and elevating brand value.

(5) To establish how Customer Satisfaction significantly promotes the enhancement of Brand Loyalty within publishing companies, offering strategic directions for providing outstanding customer experiences and fostering customer loyalty.

1.4 Research Framework

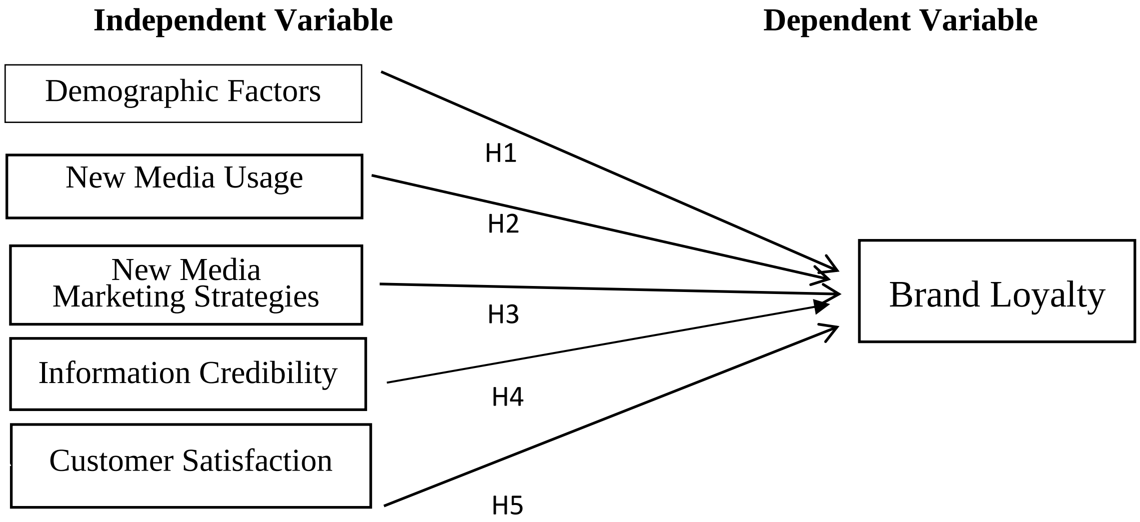

Figure 1.1 Research Framework

1.5 Research Hypotheses

Formulating research hypotheses is critical to this study, providing a structured framework to test the relationships between variables systematically. 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

H6: New Media Usage, New Media Marketing Strategies, Information Credibility, and Customer Satisfaction Influences on Brand Loyalty

1.6 The Scope and Limitation of Study

1.6.1 Content

This study is conducted in the publishing industry, aiming to investigate the impact of New Media Usage, New Media Marketing Strategies, Information Credibility, and Customer Satisfaction on Brand Loyalty. The independent variables in this study include Demographic Factors (such as age, gender, and educational level), New Media Usage, New media Marketing Strategies, Information Credibility, and Customer Satisfaction. In contrast, the dependent variable is Brand Loyalty.

1.6.2 Area of Study

The research was conducted in Shandong and focused on the customers Shandong Publishing Group targeted in 2022-2023.

1.6.3 Population and Sample Size

The study population for this research encompasses a comprehensive group of customers targeted by the Shandong Publishing Group from 2022 to 2023. This group consists of a total of 2,434 individuals, according to the data provided by the Marketing Department of Shandong Publishing Group. These individuals represent various backgrounds, ensuring diversity within the study population. The diversity among the study population is crucial for obtaining a well-rounded understanding of brand loyalty across different demographic segments. This includes but is not limited to variations in age, gender, income levels, educational backgrounds, and possibly even geographic locations, given the wide reach of Shandong Publishing Group's marketing efforts.

Within the specified timeframe, a sample size of 486 individuals will be meticulously selected from the customer base above, targeted by Shandong Publishing Group. The selection process will employ random sampling methods to ensure that the sample is representative of the broader population. By utilizing a random sampling approach, the study aims to mitigate any potential biases that could affect the reliability and validity of the research findings. This methodological choice is aligned to capture the nuances of brand loyalty among Shandong Publishing Group's diverse customer base.

Determining the sample size of 486 individuals is grounded in statistical principles that balance the need for a large sample to provide reliable insights while being manageable in data collection and analysis resources. This sample size is considered statistically significant for conducting analyses on brand loyalty. It allows for a comprehensive examination of the hypotheses outlined in the study, including the influence of demographic factors, new media usage, marketing strategies, information credibility, and customer satisfaction on brand loyalty.

In summary, the research design involving the selection of 486 samples from the targeted customer base of Shandong Publishing Group during 2022-2023 through random sampling methods is intended to provide a solid foundation for investigating the complex dynamics of brand loyalty within a diverse population. This approach underscores the commitment to rigorous scientific inquiry, aiming to yield credible and applicable insights in the context of Shandong Publishing Group’s marketing strategies.

1.6.4 Sampling Method

A stratified random sampling method was meticulously implemented to research brand loyalty among customers targeted by the Shandong Publishing Group during 2022-2023. The total population of 2,434 individuals is categorized into two main segments: 1,822 private individual customers (individuals from Shandong Publishing Group) and 612 public individual customers (individual customers not from Shandong Publishing Group). To ensure that each segment is adequately represented, a sampling ratio of 20% is applied uniformly across both groups. This approach yields a sample comprising 364 private individual customers (calculated from 1,822 individuals) and 122 public individual customers (derived from 612 individuals), culminating in a comprehensive sample size of 486 individuals. This stratified sampling strategy captures each customer segment's nuanced preferences and loyalty patterns, facilitating a more targeted and insightful analysis.

Adopting the stratified random sampling method serves a dual purpose: it enhances the accuracy of the research findings by ensuring proportional representation of diverse customer segments. It mitigates potential sampling biases that could distort the analysis. The research design guarantees that private and public individual customer perspectives are equally considered by meticulously calculating the sample sizes from each segment based on the specified 20% sampling ratio. This methodological rigor underpins the study’s aim to unravel the complex dynamics of brand loyalty within Shandong Publishing Group’s varied customer base, offering valuable insights into the effectiveness of different marketing strategies across distinct demographic groups.

1.6.5 Duration

The research commenced in November 2023 and continued until February 2024. This timeframe is utilized for data collection, analysis, and comprehensive research results, ensuring a thorough investigation.

1.7 Definition of Key Terms

1.7.1 Demographic Factors

Demographic variables describe population characteristics and composition, including gender, age, education level, income level, and employment status. In research, these variables are often used to analyze differences among different population groups and their impact on specific phenomena or outcomes.

1.7.2 New Media Usage

"New Media Usage" refers to the engagement with and utilization of digital platforms and technologies that have emerged in recent decades, transforming how individuals communicate, consume information, and interact with content. Unlike traditional media such as newspapers, television, and radio, new media encompasses a wide range of digital media, including social media platforms (e.g., Facebook, Twitter, Instagram), websites, blogs, online forums, and streaming services.

1.7.3 New Media Marketing Strategies

New media marketing is a marketing strategy that utilizes the internet and digital media platforms, such as social media, search engine marketing, and content marketing, to promote products, services, or brands. This strategy aims to attract, engage, and retain target audiences to enhance sales, visibility, and brand value.

1.7.4 Information Credibility

Information credibility refers to the reliability and authenticity of information. In research, it is often used to measure the trustworthiness of the source or content of information and the extent to which people trust it.

1.7.5 Customer Satisfaction

Customer satisfaction refers to customers' feelings and satisfaction levels with products, services, or brands. It reflects customers' evaluations of their experiences, including product quality, service quality, price, and other factors.

1.7.6 Brand Loyalty

Brand Loyalty refers to the outcomes and effects of a brand's performance in the market. It can include brand awareness, market share, profitability, customer loyalty, and reputation.

CHAPTER II

LITERATURE REVIEW

2.1 Related Theories

2.1.1 Digital Marketing Effect Theory

This theory pertains to the impact of new media marketing on Brand Loyalty. It explores the influence of digital media and online advertising on brand awareness, customer engagement, and sales. Developing the Digital Marketing Effect Theory involves several researchers, including Kotler and Armstrong (2018). The theory's origins can be traced back to the early 21st century. The Digital Marketing Effect Theory focuses on the impact of digital media and online advertising on brand marketing. It emphasizes the importance of digital channels, including social media, search engines, and email marketing, and how to effectively utilize them to attract target audiences, enhance brand awareness, increase sales, and improve Brand Loyalty. This theory also underscores the significance of personalized digital marketing strategies in meeting the diverse needs of customers. The Digital Marketing Effect Theory is relevant in studying the impact of new media marketing, information credibility, and customer satisfaction on Brand Loyalty in the publishing industry. It provides valuable insights on leveraging new media channels for digital marketing, building brand awareness, and effectively engaging and satisfying customers.

2.1.2 Information Credibility

Information credibility is defined as the quality attribute of information that renders it believable and trustworthy to an audience. This concept involves the truthfulness and accuracy of the information and the source's reliability. In the digital age, where numerous sources on the internet provide a vast amount of information, assessing information credibility has become extremely important. According to research by Jin (2021), information credibility includes three core elements: expertise (the knowledge and skills possessed by the source of information), benevolence (the source is believed to have the intention to provide useful information sincerely), and integrity (the source is viewed as trustworthy and honest) Pornpitakpan (2004). It further emphasized the role of both information and source attributes in establishing credibility, particularly in an online environment. He proposed that the credibility of a website is influenced not only by the quality of its content but also by factors such as website design, user experience, and external endorsements. Kyngäs (2020) study pointed out that information credibility is also related to the confirmability of the information, i.e., whether the information is verified by other sources and its consistency and timeliness. Rieh (2024) discussed assessing the credibility of information, emphasizing that credibility is related to the audience’s knowledge and beliefs about the source of information, including the impact of how information is presented and the quality of content on the assessment process.

2.1.3 Customer Satisfaction

Satisfaction from a partner is a vital element for relationship bonds, and it is the base of every relationship. The conceptualizations of satisfaction have been emphasized in various ways, either as an evaluation process of the customer (Hult et al., 2019), as a response to a person’s evaluation process, as an overall evaluation of consumers, and as the psychological state of a person. Moreover, satisfaction has been described as a conative, affective, and cognitive response of consumers, evaluating product attributes according to standards, product-related consumption experience, and experience regarding product attributes (Ledikwe et al., 2019). It occurs as transactional satisfaction of consumers through, after, or before choosing a product, after consumption experience of consumers, or as relational satisfaction of consumers through consumers’ extensive experiences with the provider (Ledikwe et al., 2019; Setiawan & Sayuti, 2017).

2.1.4 Consumer Brand Relationship (CBR)

CBR is known as the psychological bond that is created between brands and their consumers. It originated in social psychology, and this relationship has been considered an interpersonal relationship. It includes reciprocal interactions between relationship partners through several repetitive actions (Sharma et al., 2020). A sustained CBR generates several significant outcomes for both participants (Nobre et al., 2019; Rodrigues & Borges, 2020). Numerous industries are at the maturity phase, struggling to maximize profit by attracting new consumers. However, searching for new sources to generate profit is gaining significant attention. Therefore, leading corporations try to stimulate loyal consumers for additional purchases.

In contrast, those who entered late in the industry strive to reduce brand switching rates and employ multiple resources to attract customers of leading brands (Hur et al., 2011). The majority of the efforts of corporations are devoted to enhancing loyalty among customers. Consumer loyalty is generating favorable purchase behavior among customers in the form of repeat purchases, cross-selling, and spreading positive electronic word of mouth to nudge consumers of the competitors (Khamitov et al., 2019; Rodrigues & Borges, 2020)

2.2 Related Studies

2.2.1 Demographics

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, compared to females and younger consumers, in their ability to convert their love for a brand into loyalty and brand equity. This research underscores the importance of the relationship between consumers and brands and 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.

Katyayani et al.'s (2016) paper, "Influence of Demographics on Indian Brands in the Global Market," aimed to investigate the impact of demographic factors on Brand Loyalty. The demographic factors employed in the study include age, gender, educational qualifications, nationality, and continent. The results indicated a significant influence of the continent on Brand Loyalty. While the information provided in the abstract is limited, it emphasizes the relationship between global brand development and demographic data, which holds particular significance in the era of globalization. This research may offer insights to business decision-makers and marketing professionals, especially when establishing and promoting brands in international markets.

In their article, "Integrating Consumer Characteristics into the Stochastic Modelling of Purchase Loyalty," Rungie et al. (2013) aimed to extend a widely used stochastic model of purchase loyalty by including covariates such as demographics, psychographics, and geography. This expansion allows for interpreting Brand Loyalty Metrics (BPMs), such as penetration/coverage, average purchase frequency, exclusive purchases, category demand share, and repeat purchase, about covariates. The result is the integration of consumer-based segmentation into previously unsegmented Brand Loyalty stochastic models.

Table 2.1 Population Statistics-related Research

Scholar	Time	Research Field	Research Conclusion
Shahid Nawaz, YunJiang, Muhammad Zahid Nawaz	2020	The Impact of Consumer Demographic Characteristics on Brand Marketing	Consumer age, gender, educational background, and other demographic characteristics are vital in establishing and maintaining brand relationships. Differences in demographic characteristics also exist in their attitudes and loyalty toward brands. Publisher companies need to develop targeted marketing strategies based on the demographic characteristics of their target audience.

Katyayani& Sukanya.	2016	The Relationship between Indian Brands' Competitiveness in the Global Market and Consumer Demographic Characteristics	Their target audience's demographic characteristics influence the competitiveness of Indian brands in the global market. Young and highly educated consumers more easily accept Indian brands' image and reputation, while older and less educated consumers are more concerned with product practicality and price. Publisher companies need to differentiate their brand image and marketing strategies based on the characteristics of their target market.
Rungie, Christopher;Uncles, Mark；Laurent, Gilles	2013	The Impact of Consumer Demographic Characteristics on Purchase Loyalty	Consumer age, gender, educational background, and other demographic characteristics significantly impact purchasing loyalty. Younger and highly educated consumers are likelier to develop emotional connections to brands and form purchasing loyalty. Older and less educated consumers are more concerned with product practicality and price. Consumer occupation has no significant impact on purchasing loyalty. Publisher companies need to develop targeted marketing strategies based on the demographic characteristics of their target audience.

2.2.2 New Media Marketing Strategies

In the article "The Role of Social Media Engagement in Building Relationship Quality and Brand Loyalty in Higher Education Marketing," Song et al. (2023) focus on the widespread use of social media engagement by higher education institutions (HEIs) to enhance Brand Loyalty through brand image and brand loyalty. The study emphasizes the impact of social media engagement on relationship quality and Brand Loyalty in the context of higher education marketing (HEM). Dimensions of social media engagement, including social interaction, information sharing, monitoring, and information quantity, are tested as antecedents of relationship quality. Relationship quality is examined as an antecedent to brand image and brand loyalty. The study found that social interaction, information sharing, monitoring, and information quantity positively impact relationship quality, which, in turn, significantly affects brand image and brand loyalty. This research contributes by developing a comprehensive framework of social media engagement, providing insights into enhancing relationship quality (relationship response) and Brand Loyalty (behavioral outcomes) in the higher education market, thereby expanding the application of social exchange theory.

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 must carefully consider how they use social media.

In the article "Brand Resonance Capability: the Mediating Role between Social Media Marketing and SMEs Marketing Performance," Munir et al. (2021) address the research gap in understanding the relationship between social media marketing and improving market performance, a persistent challenge for small and medium-sized enterprises (SMEs). The study introduces the concept of brand resonance capability to bridge the gap between enhancing market performance and social media marketing. The research was conducted with a sample of 121 SMEs in the South Sulawesi region of Indonesia, and three hypotheses were formulated and tested using structural equation modeling (SEM) analysis. The results confirm the model, indicating significant interrelationships between social media marketing, brand resonance capability, and market performance, underscoring the strategic role of brand resonance capability in enriching market performance.

The article "Social Media Marketing as a Branding Strategy in Extraordinary Times: Lessons from the COVID-19 Pandemic" by Dubbelink, Herrando, and Constantinides (2021) falls within the new media marketing research field. The authors explore the application and impact of social media marketing as a branding strategy in extraordinary times, particularly during the COVID-19 pandemic. They argue that despite global crises, businesses can still effectively market and promote their brands through social media. They advocate that a key to using social media as a marketing strategy is for businesses to focus on consumer needs and engage actively with them. Additionally, the authors emphasize the importance of enhancing information credibility and customer satisfaction, as they positively influence Brand Loyalty. In conclusion, the authors suggest that publishing companies should leverage social media for brand promotion and emphasize the significance of information credibility and customer satisfaction.

In the article "Research on Enterprise New Media Marketing Strategy under the Background of 'Internet+'" by Zhang (2021), research is conducted on new media marketing strategies in the context of 'Internet+'. The author suggests that in the 'Internet+' context, new media marketing has become an essential avenue for business development, and the book "New Media Marketing and Planning" is a significant reference for studying new media marketing strategies for enterprises. The author analyzes various aspects of new media marketing, including its concept, characteristics, applications, and future trends, offering relevant recommendations to assist businesses in effectively utilizing new media for marketing.

Almohaimmeed (2019), in the article "The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty, and Purchase Intention: A Customer Perspective," explores how brands and marketers use social media marketing (SMM) to build brand loyalty and purchase intention from a customer perspective. The research indicates that antecedents of social media marketing positively influence SMM, which positively impacts brand loyalty and purchase intention. The author suggests that brands and marketers should employ SMM tools such as customized social media content, interaction with consumers, issue resolution, and evaluation of marketing effectiveness to enhance the quality of SMM.

Table 2.2 New Media Marketing-related Research

Scholar	Time	Research Field	Research Conclusion
Bee Lian Song, Kim Lian Lee, Chee Yoong Liew, Muthaloo Subramaniam	2023	Role of Social Media Engagement in Marketing in Higher Education	Social media engagement positively impacts relationship quality and Brand Loyalty, providing practical guidance for using new media for marketing in higher education.
Marzanna Katarzyna Witek-Hajduk&Piotr Zaborek	2022	The Impact of Social Media Usage in International Marketing on Brand and Company Performance	The use of social media can enhance both brand and company performance, providing important theoretical and practical insights into understanding the role of new media marketing in international marketing.
Abdul Razak Munir,Nuraeni Kadir,Jumidah Maming,Muhammad Sobarsyah	2021	The Impact of New Media Marketing Strategies on the Marketing Performance of SMEs	Brand resonance ability is a mediator between social media marketing and the marketing performance of SMEs. Social media marketing positively impacts brand resonance ability, and brand resonance ability positively impacts the marketing performance of SMEs.
Dubbelink, Sanne Ichelle, Carolina Herrando, and Efthymios Constantinides.	2021	New Media Marketing	Despite global crises, businesses still rely on social media as a crucial part of their marketing strategies. They assert that for social media to be effective marketing, businesses must focus on consumer needs and actively engage with them.
Zhang Huijuan	2021	Research on Enterprise New Media Marketing Strategy under the Background of "Internet Plus"	Under the "Internet Plus" background, new media marketing has become an inevitable path for enterprise development. The book New Media Marketing and Planning provides an important reference value for enterprises researching new media marketing strategies. The author analyzes the concept, characteristics, applications, and future development trends of new media marketing and proposes relevant suggestions.

Almohaimmeed, Bader	2019	New Media Marketing	Social media marketing has a positive impact on the lead factors of social media marketing and further generates a positive impact on brand loyalty and purchase intention. The author suggests that brands and marketers utilize SMM tools such as customized social media content, interacting with consumers, resolving consumer issues, and evaluating marketing effectiveness to enhance SMM quality.

2.2.3 Information Credibility

Information credibility plays a crucial role in customer satisfaction and Brand Loyalty. By referencing the current research on information credibility, we can better understand how to assess information credibility, enhance information quality, and consequently improve customer satisfaction and Brand Loyalty. Here is a comprehensive analysis of research outcomes from scholars related to information credibility:

In the article "The Role of Brand Image as a Mediator for Green Promotion, Environmental Consciousness, and Information Credibility on Purchase Decision," Larasati et al. (2021) analyze the impact of green promotion, environmental consciousness, and information credibility on purchase decisions, with brand image as a mediator. The variables used in this study include green promotion (X1), environmental consciousness (X2), information credibility (X3), purchase decisions (Y), and brand image (Z). Through hypothesis testing, the results demonstrate that green promotion, environmental consciousness, and information credibility positively influence the decision to purchase products, with brand image mediating the relationship between green promotion, environmental consciousness, information credibility, and purchase decisions. Suggestions for further research involve exploring additional variables and using a more diverse and extensive pool of respondents to obtain a wider range of results that influence purchase decisions.

Hussain et al. (2020) researched 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.

The study titled "The Impact of Source Credibility in Online Word of Mouth and Product Involvement on Consumer Brand Attitude" by Lv (2013) combines various analytical methods to explore the impact of source credibility in online word of mouth (eWOM) and product involvement on consumer brand attitudes. Grounded in consumer behavior theory, source credibility theory in eWOM, product involvement theory, and consumer brand attitude theory, this research investigated mobile phones and toothpaste. The study concludes that source credibility in online word of mouth significantly impacts consumer brand attitudes, demonstrating strong robustness.

Table 2.3 Information Credibility-related Research

Scholar	Time	Research Field	Research Conclusion
Larasati, Qisthi, Wisnalmawati Wisnalmawati, and Dyah Sugandini.	2021	Brand Intermediaries, Green Promotion, Environmental Awareness, and Information Credibility Impact on Purchase Decisions	Brand intermediaries play an important role in green promotion strategies, while environmental awareness and information credibility significantly impact consumers' purchase decisions. This study has certain practical guiding significance for improving the brand intermediary role of publishing enterprises and information credibility.
Hussain, Safdar, Xi Song, and Ben Niu.	2020	Psychology	When consumers perceive that an organization has higher credibility, they are more willing to participate in eWOM to obtain information and take purchasing actions; conversely, if consumers believe that the organization's credibility is low, they are less willing to

			participate in eWOM activities. The results of this study indicate that information credibility plays a crucial role in consumers’ willingness to participate in eWOM, thereby affecting Brand Loyalty.
Lv Peng	2013	The Impact of Online Word-of-Mouth Information Credibility and Product Involvement on Consumer Brand Attitude	The higher the credibility of online word-of-mouth information, the stronger consumers’ trust in and positive attitude toward the brand. At the same time, the higher the consumer's product involvement, the more positive their attitude towards the brand. This study has certain practical guiding significance for publishing enterprises to improve information credibility and consumer brand attitude in online marketing.
Larasati, Qisthi, Wisnalmawati Wisnalmawati, and Dyah Sugandini.	2021	Brand Intermediaries, Green Promotion, Environmental Awareness, and Information Credibility Impact on Purchase Decisions	Brand intermediaries play an important role in green promotion strategies, while environmental awareness and information credibility significantly impact consumers’ purchase decisions. This study has certain practical guiding significance for improving the brand intermediary role of publishing enterprises and information credibility.

2.2.4 Customer Satisfaction

Customer satisfaction has long been considered a key element of business success. Moreover, its close connection to Brand Loyalty has sparked extensive research interest. Through a comprehensive analysis of various scholars' research findings, we can better understand how various factors can influence customer satisfaction, thus enhancing Brand Loyalty. Additionally, we will integrate studies on new media marketing, information credibility, and customer satisfaction to provide a more holistic perspective, helping businesses better comprehend how to improve Brand Loyalty in the new media era.

In the article titled "Function, Sensation, and Emotion: The Impact of Different Product Experiences on Customer Satisfaction and Loyalty," Qiu et al. (2021) explores three dimensions of product experience, including function, sensation, and emotion, and how they influence customer satisfaction and loyalty. The study reveals that product functionality and sensory experiences significantly impact customer satisfaction and loyalty, with emotional experiences having a more pronounced impact on customer loyalty. These findings provide valuable insights and approaches for businesses aiming to enhance customer satisfaction.

In their study "Customer Satisfaction and Product Idealism Based on Product Lifecycle," Dai and Wei (2021) investigate the influence of the product lifecycle on customer satisfaction and product idealism. Through comparative analyses of products at different lifecycle stages, they find that product idealism and customer satisfaction are lower during the maturity and decline phases and higher during the growth and maturity phases. Consequently, businesses should adjust their marketing strategies according to the product's lifecycle to improve customer satisfaction and product idealism.

Kamath et al. (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.

In marketing, Tarigan and Hatane (2019) researched "The Influence of Customer Satisfaction on Financial Performance Through Customer Loyalty and Customer Advocacy: A Case Study of Indonesia's Local Brand." Their doctoral thesis investigates how customer satisfaction impacts customer loyalty and advocacy and examines how this influence affects a company's financial performance. Through a case study of Indonesia's local brands, they find that customer satisfaction positively impacts customer loyalty and advocacy, which, in turn, leads to an enhancement in financial performance. This study offers theoretical support and practical guidance for businesses aiming to gain a long-term competitive advantage by improving customer satisfaction.

In the article "Two Paths to Customer Loyalty: The Moderating Effect of the Differentiation Level Strategy in the Performance-Satisfaction-Value-Intentions Relationship," Vera (2016) employs structural path analysis to study the relationships between product performance, customer satisfaction, perceived customer value, and behavioral intentions under two different types of brand strategies (HB and LB strategies). The study reveals that in HB strategies, customer satisfaction and perceived value mediate between product performance and brand intentions. In contrast, in LB strategies, only customer satisfaction mediates between these constructs.

Bell (2013), in the article "A New Portfolio Formation Approach to Mispricing of Marketing Performance Indicators with an Application to Customer Satisfaction," finds no clear evidence that portfolios of companies with high customer satisfaction achieve excess returns. This offers valuable insights for understanding the relationship between market investments and customer satisfaction and aids in clarifying the actual value and impact of market performance indicators.

Table 2.4 Customer Satisfaction-related Research

Scholar	Time	Research Field	Research Conclusion
Qiu-Luo Liu,Maochao Luo Canhua Huang,Hai-Ning Chen ,Zong-Guang Zhou	2021	Product experience	Product functionality and sensory experience significantly impact customer satisfaction and loyalty, while emotional experience significantly impacts customer loyalty.
Wei, Xiuhong, and Linglong Dai.	2021	Product lifecycle	Product desirability and customer satisfaction are lower during the product's mature and decline periods while higher during the growth and mature periods.
Kamath, Pallavi R., Yogesh P. Pai, and Nandan KP Prabhu.	2020	Bank marketing	Customer satisfaction positively impacts customer loyalty and the bank's financial performance through customer referrals.
Saarce Elsye Hatane, Stellania Supangat, Josua Tarigan, Ferry Jie	2019	Marketing	Customer satisfaction positively impacts customer loyalty and advocacy, ultimately improving financial performance.

Vera	2016	Product/ brand management	Customer satisfaction is influenced by factors such as product/service performance, value, and customer expectations, and the relationships between these factors are moderated by the firm's Differentiation Strategy. This has theoretical and practical significance for understanding the formation mechanism of customer satisfaction and how to improve customer satisfaction through a differentiation strategy.
Bell	2013	Marketing	This study did not directly involve the discussion of customer satisfaction. However, it provided new perspectives and methods for understanding how to evaluate and improve marketing performance, affecting customer satisfaction accurately. This study has certain reference significance for the current research.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study aims to investigate the impact of new media marketing and information credibility on customer satisfaction and Brand Loyalty, focusing on publishing companies. Analyzing these factors will give businesses valuable marketing strategies and brand management recommendations.

The study is primarily structured around the following aspects:

(1) Demographic Variables: This includes age, gender, education level, income, and more, used to analyze the differences in Brand Loyalty among different demographic groups.

(2) New Media Usage: This section encompasses the new media usage.

(3) New Media Marketing Strategies: This section encompasses the marketing strategies and investments in emerging media platforms, including official websites, Weibo, WeChat public accounts, and TikTok.

(4) Information Credibility: This refers to the degree of consumer trust in brand-related information, covering aspects like brand image, product reputation, service quality, and more.

(5) Customer Satisfaction: This pertains to consumer satisfaction with the brand, encompassing aspects such as the purchasing experience, after-sales service, pricing, and more.

The study employs a questionnaire survey method to collect data. Customers of Shandong Publishing Group for 2022-2023 were invited via online platforms to participate in the survey. Respondents must answer questions about demographic variables, new media marketing, information credibility, and customer satisfaction, providing truthful responses about their circumstances. Ultimately, the survey results were analyzed statistically to derive relevant conclusions and recommendations.

3.2 Research Population and Samples

3.2.1 Population

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, and employment status, 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.

3.2.2 Samples

The method for calculating the sample size follows the approach developed by Taro Yamane in 1967, specifically tailored to this study's requirements.

Here, n represents the sample size, N is the total population number, and e is the sampling error, set at 5% or 0.05. Applying this formula to the above population, which is equal to 2,434, the calculation is as follows:

$$n = \frac{2,434}{(1+ 2,434)(0.05)^2}$$

$$n = 399.84$$

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, 486 participants were randomly selected from the overall sample using a stratified sampling approach, as shown in Table 3.1.

Table 3.1 Number of Samples

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

3.2.3 Sampling Methods

This study's sample collection occurred 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 individuals. Specifically, 20% of each group from the total sample was selected, resulting in 364 participants from the private group and 122 from the public group.

3.3 Data Collection

The data collection process for this study involved the utilization of structured questionnaires administered to participants within the Shandong Publishing Group. The questionnaires were designed to gather information on various aspects related to demographic variables, new media marketing strategies, information credibility, customer satisfaction, and Brand Loyalty. The survey instrument was carefully developed to align with the factors and variables identified in the research framework.

In each section of the questionnaire, different questions were employed to capture diverse aspects of the participants' experiences and perceptions. This included utilizing checklist items, Likert scale responses, and open-ended questions to understand the research constructs comprehensively.

3.3.1 Questionnaire Design

A structured questionnaire was designed based on the research hypotheses and research questions. The questionnaire comprised four main sections: demographic variables, new media marketing, information credibility, and customer satisfaction, all used to evaluate Brand Loyalty.

3.3.2 Sample Determination

The study's sample was chosen from Shandong Publishing Group's 2023 business partners, employing a stratified sampling approach. Additionally, considering consumers of different ages, genders, and educational backgrounds might perceive new media marketing, information credibility, and customer satisfaction differently, efforts were made to ensure diversity within the sample selection process.

3.3.3 Questionnaire Distribution

Questionnaires were distributed to respondents through screening questions, which were included to identify eligible participants and ensure the validity and reliability of the questionnaires.

3.3.4 Data Analysis

Data were cleared and organized after questionnaire retrieval, with invalid and outlier responses removed. Subsequently, statistical analysis was performed using software such as SPSS, which encompasses descriptive statistics and multivariate regression, among other techniques.

3.4 Research Instrument

This study investigates the impact of new media marketing, information credibility, and customer satisfaction on Brand Loyalty in the publishing industry. To test research hypotheses H1 to H4, various research tools were employed to obtain relevant data and information.

3.4.1 Questionnaire Survey

(1) Questionnaire Construction: A structured questionnaire was designed with questions relevant to the research hypotheses. The questionnaire encompassed inquiries about demographic information (such as age, gender, education level, and occupation) and questions related to new media marketing, information credibility, customer satisfaction, and Brand Loyalty.

(2) Sample Recruitment: Customers were randomly selected, targeting Shandong Publishing Group for 2023 as survey participants to ensure sample representativeness.

3.4.2 Data Analysis Tools

SPSS (Statistical Package for the Social Sciences): This software was used to analyze the questionnaire survey data, including descriptive statistics and regression analysis. This aids in validating research hypotheses H1 to H4.

3.5 Content Validity and Reliability

3.5.1 Content Validity

The validity of the questionnaires was tested by IOC (Item-objective Congruence), one method to quantitatively measure content experts' judgments of items to evaluate the fit between test items and the table of specifications. The content validity was examined by 3 experts, including (1) professionals in the hotel business and (2) 2 managers from the hotel business. The questions' content and measurement were evaluated to cover and complete the research issues. The experts were required to rate the questionnaires according to the following meaning.

+1 The question is consistent with the content of the measurement objective.

0 Not sure that the question is consistent with the content of the measurement objective.

-1 The question is not consistent with the content of the measurement objective.

The results of all expert evaluations were used to calculate the IOC index according to the formulas of Rovinelli and Hambleton (1977) as follows:

$IOC = \Sigma R/N$

ΣR = total rating score from all experts for each question

N = number of experts

If the calculated IOC index is greater than or equal to 0.5, the questions are considered to be measured following the research objectives. Therefore, the questions were chosen. If any question has a value that does not reach the 0.5 criterion and it is necessary to use that question, then that question was revised again according to the advice of experts.

Table 3.2 Content Validity

	New Media Marketing Strategies IOC	Expert 1	Expert 2	Expert 3	IOC index
1	Browsing new media platforms is enjoyable.	1	1	1	1
2	Browsing new media platforms is delightful.	0	1	1	0.67
3	The new media marketing is designed to be appealing.	1	1	1	1
4	Browsing new media platforms sparks my interest in the brand's products.	1	1	1	1
5	Browsing new media platforms increases my interaction with the brand, helping me understand it better.	1	0	1	0.67
6	Exploring emerging media platforms and their comments allows me to understand the opinions of other consumers about the brand.	1	1	1	1
7	Browsing new media platforms makes it easier for me to access information about the brand's products.	1	1	1	1
8	After browsing emerging media platforms, I can easily discuss with other viewers through comments.	1	1	1	1
9	After browsing emerging media platforms, I find it easier to interact with other users.	1	1	1	1
10	After browsing emerging media platforms, finding common topics to discuss with friends is easier.	0	1	1	0.67
11	Browsing emerging media platforms makes understanding how others evaluate the product easier.	1	1	1	1

12	Publishing houses must interact with their target audience on social media in line with current trends.	1	1	1	1
13	The information shared by publishing houses on social media must align with what is popular.	1	1	1	1
14	The content of advertising messages from publishing houses needs to be in tune with the pulse of the times.	1	1	1	1

	Information Creditability IOC	Expert 1	Expert 2	Expert 3	IOC index
1	I frequently use new media platforms for daily entertainment, such as watching videos or streaming music.	1	1	1	1
2	Social media platforms are my primary source of news and current events.	1	1	1	1
3	I prefer to use my smartphone over other devices to access new media content.	0	1	1	0.67
4	Interacting with friends and family through new media platforms enhances my social connections.	1	1	1	1
5	I trust the information I find on new media platforms to be credible and reliable.	1	1	1	1

	Information Creditability IOC	Expert 1	Expert 2	Expert 3	IOC index
1	New media platforms using well-known authors for endorsements are convincing.	1	1	1	1
2	New media platforms using well-known authors for endorsements are reliable.	1	0	1	0.67
3	The information provided by new media platforms is useful.	1	1	1	1
4	The well-known authors promoted by new media platforms can endorse publishing houses.	1	1	1	1
5	The well-known authors promoted by new media platforms must have professional writing expertise.	1	1	1	1
6	The well-known authors promoted by new media platforms make me trust the advertising content and product information they provide more.	1	0	1	0.67
7	The well-known authors endorsed by new media platforms make me feel that owning the product is worthwhile.	1	1	1	1

	Customer Satisfaction IOC	Expert 1	Expert 2	Expert 3	IOC index
1	The product information I receive from the publishing house after browsing new media platforms is satisfactory.	1	1	1	1
2	I am satisfied with the content on the new media platforms.	1	1	1	1
3	I am satisfied with the product information provided by the publishing house on new media platforms.	1	1	1	1
4	I am pleased to see the promotion of the publishing house's brand on new media platforms.	1	1	1	1

	Brand Loyalty IOC	Expert 1	Expert 2	Expert 3	IOC index
1	Even if products from other publishing houses are more competitively priced, I would still consider buying products from this publishing house.	1	0	1	0.67
2	Compared to other publishing houses, I prefer this publishing house as my first choice.	1	1	1	1
3	I would recommend this publishing house to others.	1	1	1	1
4	I will purchase products from this publishing house again in the future.	1	1	1	1
5	The next time I need products in the book category, I will buy products from this publishing house.	1	1	1	1
6	I will tell others about the advantages of this publishing house.	0	1	1	0.67
7	I will encourage friends and relatives to purchase products from this publishing house.	1	1	1	1
8	If a friend wants to buy books, I recommend this publishing house.	1	1	1	1

Table 3.2 presents the content validity assessment for a study on the impact of new media marketing strategies on customer satisfaction and Brand Loyalty. Three experts evaluated each statement, and the Index of Content Validity (IOC) was calculated to determine consensus. The majority of the statements received a unanimous agreement (IOC index of 1), affirming high content validity in areas such as the enjoyment of browsing new media platforms, the appeal of marketing designs, and the influence of browsing on interest in products and brand interaction. However, a few items received slightly lower IOC indexes (0.67), indicating less uniformity in expert opinion but acceptable levels of agreement. Overall, the high IOCs across most items suggest that the survey content is both valid and reliable for evaluating the effectiveness of new media marketing strategies in fostering customer satisfaction and enhancing Brand Loyalty.

Table 3.3 Bartlett's Test of Sphericity-New Media Marketing Strategies

	Statistic	Value
KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy		0.854
Bartlett's Test of Sphericity	Approx. Chi-Square	4377.46
	DF	91
	Sig	0

The statistical analysis presented in Table 3.3 for new media marketing strategies indicates a strong foundation for applying factor analysis. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy yields a value of 0.854, which is considerably above the commonly accepted threshold of 0.5, suggesting that the sample size is adequate for the analysis.

Table 3.4 Bartlett's Test of Sphericity-Information Creditability

	Statistic	Value
KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy		0.888
Bartlett's Test of Sphericity	Approx. Chi-Square	2295.99
	DF	21
	Sig	0

In narrative form, the statistical outcomes from Table 3.4 regarding Bartlett's Test of Sphericity for Information Credibility can be described as follows: The data for Information Credibility appear highly suitable for factor analysis, as evidenced by the statistical tests summarized in Table 3.4. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is reported as 0.888, significantly higher than the acceptable benchmark of 0.6, denoting that the partial correlations among variables are not negligible and that the sample size is adequate for the analysis. Furthermore, Bartlett's Test of Sphericity shows an approximate Chi-Square value of 2295.99 with 21 degrees of freedom and a significance (Sig) level of 0.

Table 3.5 Bartlett's Test of Sphericity-Customer Satisfaction

	Statistic	Value
KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy		0.803
Bartlett's Test of Sphericity	Approx. Chi-Square	2178.352
	DF	28
	Sig	0

The results presented in Table 3.5 indicate that the dataset related to Customer Satisfaction is highly suitable for factor analysis. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy stands at 0.803, which is well above the minimum recommended value of 0.6, suggesting that the sample size is sufficient and that the patterns of correlations are meaningful for the analysis.

Table 3.6 Bartlett's Test of Sphericity-Brand Loyalty

	Statistic	Value
KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy		0.862
Bartlett's Test of Sphericity	Approx. Chi-Square	2844.799
	DF	28
	Sig	0

The statistical analysis detailed in Table 3.6 for Brand Loyalty demonstrates strong suitability for conducting factor analysis on the dataset. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is notably high at 0.862, indicating that the proportion of variance among variables that might be common variance is substantial. Thus, the dataset is adequate for structure detection.

3.5.2 Reliability

Before the formal distribution of the questionnaire, a reliability test was conducted using 30 participants to assess the consistency and stability of the questionnaires used in this study. Cronbach's alpha coefficient was calculated to evaluate the internal consistency of the scales. Hair et al. (2010) state that a Cronbach's alpha value above 0.70 indicates acceptable reliability. The Cronbach's alpha coefficient of New Media Usage, New Media Marketing Strategies, Information Credibility, Customer Satisfaction, and Brand Loyalty are presented in Table 3.7.

Table 3.7 Reliability Test

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Items
New Media Usage	0.747	0.761	5
New Media Marketing Strategies	0.846	0.85	14
Information Creditability	0.837	0.85	7
Customer Satisfaction	0.796	0.826	4
Brand Loyalty	0.837	0.849	8

Table 3.7 presents the reliability statistics for various constructs related to a study on media and marketing, including Cronbach's Alpha and its standardized counterpart, alongside the number of items in each construct. The reliability values indicate strong internal consistency across all constructs: New Media Usage (0.747, 0.761, 5 items), New Media Marketing Strategies (0.846, 0.85, 14 items), Information Credibility (0.837, 0.85, 7 items), Customer Satisfaction (0.796, 0.826, 4 items), and Brand Loyalty (0.837, 0.849, 8 items). All coefficients are above the accepted threshold of 0.7 for social sciences, highlighting that the scales used are reliable and well-constructed. This ensures an accurate representation of each construct and allows for confident subsequent data analysis.

3.6 Data Analysis

The data analysis in this study was based on the proposed research hypotheses and aims to reveal the relationships between new media marketing, information credibility, customer satisfaction, and Brand Loyalty. The following are the data analysis methods and procedures employed:

3.6.1 Descriptive Statistics

The study employed a range of descriptive statistics to analyze the collected data comprehensively. This involved calculating central tendency and variability measures for demographic variables, new media marketing strategies, information credibility, customer satisfaction, and Brand Loyalty. These descriptive analyses aim to provide a clear summary of key characteristics within the dataset, setting the stage for more advanced inferential statistical analyses in subsequent phases of the research. Descriptive statistical analysis, which includes measures such as mean, standard deviation, and percentages, is used to understand the data's basic characteristics and the sample's overall situation.

For the arithmetic mean, the results obtained from New Media Usage, New Media Marketing Strategies, Information Credibility, Customer Satisfaction, and Brand Loyalty are not exactly equal to the discrete numbers (1, 2, 3, 4, and 5) as classified in the questionnaires. It is calculated in terms of continuous numbers with a decimal that has to be interpreted as related to the objective of the questionnaires. In this study, the criteria for interpreting these means are as follows.

The arithmetic mean of 1 but less than 1.5 is strongly disagree.

The arithmetic mean of 1.5, but less than 2.5, is at the disagree level.

The arithmetic mean of 2.5, but less than 3.5, is at the neutral level.

The arithmetic mean of 3.5, but less than 4.5, is at the agreed level.

The arithmetic mean of 4.5, but less than or equal to 5, strongly agrees.

3.6.2 Inferential Statistics

The Independent Samples t-test and One-way ANOVA were conducted to test the first hypothesis (H1), while the multiple linear regression analyses were applied to the rest of the hypotheses (H_2, H_3, H_4, H_4). This study treated brand loyalty as the dependent variable, while demographic factors, new media marketing strategies, information credibility, and customer satisfaction were the independent variables.

Hypothesis 1 (H1): Differences in Demographic Factors generate differences in Brand Loyalty in the Publishing Industry.

Independent Samples t-test is used for Gender.

One-way ANOVA is used for Marital Status, Number of Children, Age, Educational Background, Occupation, and Monthly Income.

Hypothesis 2 (H2): New Media Usage Influences on Brand Loyalty

Multiple Regression Analysis is applied.

Hypothesis 3 (H3): New Media Marketing Strategies influence Brand Loyalty in the Publishing Industry

Multiple Regression Analysis is applied.

Hypothesis 4 (H4): Information Credibility Influences on Brand Loyalty in the Publishing Industry

Multiple Regression Analysis is applied.

Hypothesis 5 (H5): Customer Satisfaction influences Brand Loyalty in the Publishing Industry

Multiple Regression Analysis is applied.

Hypothesis 6 (H6): New Media Usage, New Media Marketing Strategies, Information Credibility, and Customer Satisfaction influence Brand Loyalty in the Publishing Industry.

Multiple Regression Analysis is applied.

CHAPTER IV

ANALYSIS RESULT

The subjects of this study are the target customers of Shandong Publishing Group from 2022 to 2023, totaling 2,434 individuals. A stratified sampling method was employed to randomly select 486 participants from the overall sample. Based on advanced statistical procedures, the data analysis of this study is primarily divided into two main categories: descriptive statistics and inferential statistics. The descriptive statistical data introduced in this chapter include absolute frequency, percentage frequency, basic mean, and standard deviation. Regarding 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.

4.1 Research Finding (Descriptive Statistics)

4.1.1 Demographic Factors

Table 4.1 The Frequency and Percent Frequency Classified by Demographic Factor

1. Gender	Frequency	Percent (%)
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 Level	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 4.1 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.

In terms of gender distribution, the majority of the participants are male (69.96%), while females represent 30.04% of the sample. Concerning age, the largest group is between 31-40 years old, accounting for 42.18% of the participants, followed by the 41-50 age group with 27.78%. Participants aged 20 or below are the least represented at 7%. The participants' educational backgrounds varied, with the largest proportion having completed high school or vocational school (37.24%), followed by those with junior high school education or below (30.25%). Those with a university or college education comprise 21.81%, and a smaller fraction (10.7%) hold a graduate degree or higher. Occupationally, retired individuals form the largest segment at 48.77%. The unemployed account for 21.6%, employed individuals are at 11.32%, and students comprise the smallest group with 1.03%. The category of ‘Others’ constitutes 17.28%. Regarding new media platforms, Youku is the most frequently watched, with 32.72% of participants using it, followed by Douyin (Kuaishou) at 20.99%. WeChat Public Accounts and Facebook have viewerships of 11.93% and 7.2%, respectively, while Weibo is at the lower end with 2.47%. Other platforms account for 24.69% of the usage. As for the time participants have been using these platforms, those active for more than 3 but less than 5 years form the largest group at 40.12%. This is followed by individuals who have used the platforms for more than 1 year but less than 3 years (23.87%) and those with more than 5 years of usage (24.49%). Very few participants (0.21%) have used the platforms for less than 6 months. Regarding daily viewing habits, most participants (62.35%) spend less than 2 hours watching short videos, with 23.25% watching for less than an hour. Only a small fraction spends more than 3 hours (5.35%), and an even smaller number (0.82%) reports no viewing.

The data reflect a diverse demographic with varying media consumption behaviors, indicating that different population segments engage with new media platforms to varying extents.

4.1.2 New Media Usage

Table 4.2 The Descriptive Statistics of New Media Usages

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	RANK
I frequently use new media platforms for daily entertainment, such as watching videos or streaming music.	61	64	115	80	166	3.47	1.397	1
Social media platforms are my primary source of news and current events.	72	90	154	119	51	2.97	1.202	3
I prefer to use my smartphone over other devices to access new media content.	27	86	157	160	56	3.27	1.057	4
Interacting with friends and family through new media platforms enhances my social connections.	27	81	146	182	50	3.3	1.042	5
I trust the information I find on new media platforms to be credible and reliable.	39	46	69	133	199	3.84	1.276	2

Table 4.2 presents descriptive statistics for responses to five statements about new media usage. Each statement was rated on a 5-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). The table also includes the mean, standard deviation (SD), and rank for each item based on the mean score. Analyzing these results can offer insights into how respondents perceive and engage with new media platforms.

Daily Entertainment Usage: Mean: 3.47, SD: 1.397, Rank: 1. This statement had the highest mean, indicating that respondents most strongly agreed with using new media platforms for daily entertainment, such as watching videos or streaming music. It suggests that entertainment is a primary driver of new media platform usage among the respondents. Information Credibility: Mean: 3.84, SD: 1.276, Rank: 2. Despite being ranked second, this statement had many respondents strongly agreeing (199), reflecting a strong trust in the information on new media platforms. This high level of trust could influence how respondents perceive news, advice, and product recommendations on these platforms. Primary Source for News: Mean: 2.97, SD: 1.202, Rank: 3. With the lowest mean score, respondents were more neutral to slightly disagreeing with social media platforms being their primary source for news and current events. This might indicate skepticism or a diversified approach to sourcing news beyond new media platforms. Device Preference: Mean: 3.27, SD: 1.057, Rank: 4. The preference for using smartphones over other devices to access new media content had a mean score suggesting agreement, though it was not as strong as entertainment usage. This highlights the importance of mobile accessibility in new media consumption. Enhanced Social Connections: Mean: 3.3, SD: 1.042, Rank: 5 Respondents agree that interacting through new media platforms enhances social connections, albeit slightly less strongly than for entertainment and information credibility. This indicates that new media platforms are perceived as effective tools for maintaining and enhancing social ties.

The analysis suggests that entertainment and trust in information are significant aspects of new media platform usage. Although social media is not the primary news source for the majority, the credibility of information on these platforms is highly valued. The smartphone preference indicates the importance of optimizing new media content for mobile devices. Enhancing social connections via new media is valued, emphasizing the role of these platforms in facilitating social interactions. This data provides valuable insights into the priorities and concerns of new media users, which can inform content creators, marketers, and platform developers aiming to engage their audience better.

4.1.3 New Media Marketing Strategies

Table 4.3 The Descriptive Statistics of New Media Marketing Strategies

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	RANK
New Media Marketing Strategies	19 3.91%	106 21.81%	268 55.14%	77 15.84%	16 3.29%	2.928	0.813	
Browsing new media platforms is enjoyable.	62 12.76%	60 12.35%	118 24.28%	61 12.55%	185 38.07%	3.508	1.424	3
Browsing new media platforms is delightful.	6 1.50%	54 13.50%	145 36.30%	139 34.80%	56 14.00%	3.2	1.191	11
The new media marketing is designed to be appealing.	12 3.00%	58 14.50%	85 21.30%	216 54.00%	29 7.30%	3.313	1.054	7
Browsing new media platforms sparks my interest in the brand's products.	4 1.00%	67 16.80%	140 35.00%	171 42.80%	18 4.50%	3.302	1.026	8
Browsing new media platforms increases my interaction with the brand, helping me understand it better.	61 12.55%	71 14.61%	115 23.66%	188 38.68%	51 10.49%	4.006	1.244	1
Exploring emerging media platforms and their comments allows me to understand the opinions of other consumers about the brand.	23 4.73%	83 17.08%	164 33.74%	151 31.07%	65 13.37%	3.545	0.993	2
Browsing new media platforms makes it easier for me to access information about the brand's products.	27 5.56%	75 15.43%	156 32.10%	180 37.04%	48 9.88%	3.181	1.288	13
After browsing emerging media platforms, I can easily discuss with other viewers through comments.	37 7.61%	22 4.53%	86 17.70%	97 19.96%	244 50.21%	3.208	1.073	10
After browsing emerging media platforms, I find it easier to interact with other users.	31 6.38%	43 8.85%	85 17.49%	284 58.44%	43 8.85%	3.28	1.063	9
After browsing emerging media platforms, finding common topics to discuss with friends is easier.	81 16.67%	60 12.35%	98 20.16%	184 37.86%	63 12.96%	3.43	1.447	5
Browsing emerging media platforms makes understanding how others evaluate the product easier.	31 6.38%	84 17.28%	186 38.27%	123 25.31%	62 12.76%	3.492	1.114	4
Publishing houses must interact with their target audience on social media in line with current trends.	44 9.05%	60 12.35%	131 26.95%	218 44.86%	33 6.79%	3.329	1.087	6
The information shared by publishing houses on social media must align with what is popular.	74 15.23%	63 12.96%	92 18.93%	94 19.34%	163 33.54%	3.014	1.169	14
The content of advertising messages from publishing houses needs to be in tune with the pulse of the times.	27 5.56%	65 13.37%	130 26.75%	170 34.98%	94 19.34%	3.2	0.956	12

Table 4.3 provides an overview of respondents' perceptions towards various new media marketing strategies, using a Likert scale ranging from strongly disagree (1) to agree (5) strongly. Descriptive statistics such as mean scores, standard deviation (SD), and rankings are included to summarize the responses.

The general stance towards new media marketing strategies shows a neutral to slight agreement, with a mean of 2.928 and an SD of 0.813. This suggests that participants are moderately receptive to these strategies. Regarding specific sentiments, the item “Browsing new media platforms increases my interaction with the brand, helping me understand it better” received the highest mean score of 4.006, implying strong agreement, and it is ranked the highest among the statements. This indicates that participants feel interaction on new media platforms significantly enhances their understanding of a brand. The second-highest mean score is for “Exploring emerging media platforms and their comments allows me to understand the opinions of other consumers about the brand,” with a mean of 3.545, suggesting that participants value the social aspect of new media for gathering consumer opinions. Other items that scored above the neutral mark include the enjoyment and delight of browsing new media platforms, with mean scores of 3.508 and 3.2, respectively, and both items are within the top half of the rankings. This reflects a positive attitude towards the user experience of new media platforms.

Items that focus on the ease of access to information, engaging in discussions, and finding common topics to discuss with friends after browsing new media platforms all scored moderately, indicating that these platforms are considered useful for information and social interaction. The lowest-ranked item, with a mean score of 3.014, is that the information shared by publishing houses on social media needs to align with what is popular, suggesting that while there is some agreement, it is not as critical as other aspects of new media marketing. The content of advertising messages from publishing houses needing to be in tune with the pulse of the times also received a relatively lower mean score of 3.2, ranked 12th, indicating a moderate level of agreement.

Overall, the data suggest that while there are varying levels of agreement with different facets of new media marketing strategies, the most valued aspects are those that enhance interaction and understanding of the brand, suggest enjoyment of the platforms, and facilitate social engagement and information exchange.

4.1.4 Information Credibility

Table 4.4 The Descriptive Statistics of Information Credibility

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	RANK
Information Credibility	16 3.29%	126 25.93%	147 30.25%	187 38.48%	10 2.06%	3.1	0.922	
New media platforms using well-known authors for endorsements are convincing.	87 17.90%	82 16.87%	102 20.99%	58 11.93%	157 32.30%	3.24	1.498	2
New media platforms using well-known authors for endorsements are reliable.	44 9.05%	79 16.26%	117 24.07%	182 37.45%	64 13.17%	3.29	1.158	1
The information provided by new media platforms is useful.	40 8.23%	129 26.54%	125 25.72%	145 29.84%	47 9.67%	3.06	1.131	5
The well-known authors promoted by new media platforms can endorse publishing houses.	52 10.70%	107 22.02%	170 34.98%	122 25.10%	35 7.20%	2.96	1.09	6
The well-known authors promoted by new media platforms must have professional writing expertise.	29 5.97%	120 24.69%	132 27.16%	158 32.51%	47 9.67%	3.15	1.085	3
The well-known authors promoted by new media platforms make me trust the advertising content and product information they provide more.	66 13.58%	152 31.28%	94 19.34%	84 17.28%	90 18.52%	2.96	1.331	7
The well-known authors endorsed by new media platforms make me feel that owning the product is worthwhile.	43 8.85%	142 29.22%	93 19.14%	118 24.28%	90 18.52%	3.14	1.27	4

Table 4.4's descriptive statistics reveal varying levels of trust in information credibility on new media platforms, particularly concerning endorsements by well-known authors. The overall credibility of information scores a mean of 3.1, indicating a slight agreement among respondents that the information is generally credible, albeit with significant variability (SD of 0.922). The highest-ranked item (with a mean score of 3.29) suggests that endorsements from well-known authors on new media platforms are seen as reliable, signifying that such endorsements can positively influence the perceived reliability of information.

On the other hand, the data also reflect a considerable range of opinions on the effectiveness of author endorsements. Although endorsements are considered convincing and increase the perceived value of owning the endorsed product (with mean scores of 3.24 and 3.14, respectively), the lowest-ranked item (mean score of 2.96) indicates a discernible skepticism about the impact of well-known authors on the trustworthiness of advertising content and product information. This ambivalence is further reflected in the wide standard deviations for these items, highlighting the diverse perspectives among respondents on the role of author endorsements in new media marketing.

4.1.5 Customer Satisfaction

Table 4.5 offers insights into customer satisfaction levels with a publishing house's presence on new media platforms. The data reveals moderate general satisfaction, with an average score of 3.146 and a standard deviation of 0.953, reflecting a relative customer consensus about their experiences. This satisfaction is ranked highest among the factors surveyed, indicating it is a key strength for the publishing house.

Table 4.5 The Descriptive Statistics of Customer Satisfaction

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	RANK
Customer Satisfaction	10 2.06%	125 25.72%	170 34.98%	146 30.04%	35 7.20%	3.146	0.953	1
The product information I receive from the publishing house after browsing new media platforms is satisfactory.	150 30.86%	70 14.40%	88 18.11%	112 23.05%	66 13.58%	2.741	1.445	4
I am satisfied with the content on the new media platforms.	66 13.58%	94 19.34%	107 22.02%	151 31.07%	68 13.99%	3.126	1.263	2
I am satisfied with the product information provided by the publishing house on new media platforms.	49 30.86%	103 14.40%	154 18.11%	139 23.05%	41 13.58%	3.041	1.113	3
I am pleased to see the promotion of the publishing house's brand on new media platforms.	74 30.86%	114 14.40%	94 18.11%	72 23.05%	132 13.58%	3.152	1.435	1

In contrast, satisfaction with the product information received after browsing new media is less favorable, with a mean score of 2.741 and the highest response variability (SD = 1.445). This suggests customers have diverse opinions on this aspect, ranked lowest in satisfaction. Customers are more content with the content on new media platforms, scoring it a 3.126 on average, the second-highest score indicating a relatively positive reception. However, the variability (SD = 1.263) suggests inconsistencies in how customers perceive the content quality. The satisfaction with the product information provided specifically by the publishing house on new media platforms has a slightly lower mean score of 3.041, with less variability (SD = 1.113), ranked third, which points to a moderate level of satisfaction that still has room for improvement. Lastly, satisfaction with promoting the publishing house's brand on new media platforms ties with the general satisfaction rank, with a mean score of 3.152 but with a higher standard deviation of 1.435, indicating a significant divergence in customer opinions. While most customers seem reasonably satisfied with the publishing house's new media strategy, the various levels of satisfaction across different aspects suggest specific areas where targeted improvements could lead to an enhanced customer experience.

4.1.6 Brand Loyalty

Table 4.6 The Descriptive Statistics of Brand Loyalty

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	RANK
Brand Loyalty	24 4.94%	101 20.78%	140 28.81%	206 42.39%	15 3.09%	3.179	0.96	
Even if products from other publishing houses are more competitively priced, I would still consider buying products from this publishing house.	58 11.93%	85 17.49%	146 30.04%	175 36.01%	22 4.53%	3.037	1.093	7
Compared to other publishing houses, I prefer this publishing house as my first choice.	72 14.81%	107 22.02%	129 26.54%	69 14.20%	109 22.43%	3.074	1.36	6
I would recommend this publishing house to others.	49 10.08%	72 14.81%	137 28.19%	198 40.74%	30 6.17%	3.181	1.084	1
I will purchase products from this publishing house again in the future.	127 26.13%	60 12.35%	114 23.46%	55 11.32%	130 26.75%	3.002	1.535	8
The next time I need products in the book category, I will buy products from this publishing house.	39 8.02%	67 13.79%	178 36.63%	173 35.60%	29 5.97%	3.177	1.012	2
I will tell others about the advantages of this publishing house.	43 8.85%	75 15.43%	166 34.16%	184 37.86%	18 3.70%	3.121	1.011	3
I will encourage friends and relatives to purchase products from this publishing house.	52 10.70%	111 22.84%	100 20.58%	192 39.51%	31 6.38%	3.08	1.141	5
If a friend wants to buy books, I recommend this publishing house.	49 10.08%	127 26.13%	120 24.69%	113 23.25%	77 15.84%	3.086	1.236	4

Table 4.6 details customer loyalty and advocacy for a publishing house as measured by various customer satisfaction indicators. The responses are tabulated with percentages for varying degrees of agreement, and the items are scored on a scale with their means, standard deviations (SD), and ranks provided to gauge overall customer sentiment.

The item with the highest mean score of 3.181, ranking first, is the willingness of customers to recommend the publishing house to others, suggesting a positive attitude toward the brand that customers are eager to share with their social circles. This item has a relatively lower standard deviation of 1.084, which indicates a more consistent agreement among respondents. Following closely, the second-ranking item, with a mean score of 3.177, reflects the customers' intentions to repurchase from the publishing house when they need products in the category of books, showing strong brand loyalty. The third-ranking item, with a mean score of 3.121, demonstrates that customers are likely to share the advantages of the publishing house, reinforcing the notion of consumer advocacy. However, the standard deviation is slightly higher at 1.011, indicating some variation in customer opinions. Items related to preference over other publishing houses, including loyalty despite competitive pricing from others and encouraging friends and relatives to purchase from the publishing house, have slightly lower mean scores (3.037 to 3.086), and their ranks (4 to 7) reflect a more moderate level of customer commitment. The item with the lowest mean score of 3.002, ranking last (8), is the intention to repurchase products from the publishing house, which shows the least customer conviction in continued loyalty. This item has the highest standard deviation (1.535), suggesting considerable divergence in customer responses.

Overall, the data in Table 4.5 points to a generally favorable customer view toward the publishing house, with a tendency toward brand loyalty and advocacy. However, there is noticeable variability in the firmness of these attitudes, reflected by varying standard deviations and the lowest rank associated with repurchase. This suggests that while customers are inclined to support and recommend the publishing house, actual repurchase intentions may be influenced by factors such as price and competition.

4.2 Hypothesis Testing Result (Inferential Statistics)

4.2.1 Differences in Demographic Factors Generate Differences in Brand Loyalty

4.2.1.1 Differences in Gender Generate Differences in Brand Loyalty

H0: $\mu 1 = \mu 2$

Ha: $\mu 1 \neq \mu 2$

Table 4.7 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 4.6, it is observed that the average Brand Loyalty rating given by males is 3.15 with a standard deviation of 0.977. At the same time, 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 was 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 no significant statistical difference in brand loyalty perception between male and female respondents.

4.2.1.2 Differences in Age Generate Differences in Brand Loyalty

H0: $\mu i = \mu j$

Ha: $\mu i \neq \mu j$ at last one Pair where $i \neq j$.

Table 4.8 The One-way ANOVA of Age

Brand Loyalty		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	29.661	4	7.415	8.538	0.000
	Within Groups	417.765	481	0.869		
	Total	447.426	485			

The one-way ANOVA conducted to assess the impact of age on Brand Loyalty perception reveals significant differences among age groups. According to the data presented in Table 4.6, the sum of squares between groups is 29.661 with a mean square of 7.415, while the within-group sum of squares is 417.765 with a mean square of 0.869. The resulting F-value of 8.538 and a reported significance level effectively at 0 (which suggests a p-value of less than 0.05) lead to the rejection of the null hypothesis, indicating that not all age groups rate Brand Loyalty similarly. The significant F-statistic implies that age is a factor that influences perceptions of Brand Loyalty. Further post-hoc testing would be required to pinpoint the specific age groups with differing perceptions.

Table 4.9 Multiple Comparisons of Age

(I) 2.Age	(J) 2.Age	Mean	S.D.	p.	Confidence interval	
20 years old or below	21-30 years old	-1.030*	0.2	0	-1.36	-0.7
	31-40 years old	-.789*	0.173	0	-1.07	-0.5
	41-50 years old	-.914*	0.179	0	-1.21	-0.62
	more than 50 years old	-1.051*	0.206	0	-1.39	-0.71
21-30 years old	20 years old or below	1.030*	0.2	0	0.7	1.36
	31-40 years old	.242*	0.137	0.078	0.02	0.47
	41-50 years old	0.117	0.145	0.42	-0.12	0.35
	more than 50 years old	-0.021	0.177	0.908	-0.31	0.27
31-40 years old	20 years old or below	.789*	0.173	0	0.5	1.07
	21-30 years old	-.242*	0.137	0.078	-0.47	-0.02
	41-50 years old	-0.125	0.103	0.226	-0.3	0.05
	more than 50 years old	-.262*	0.145	0.07	-0.5	-0.02
41-50 years old	20 years old or below	.914*	0.179	0	0.62	1.21
	21-30 years old	-0.117	0.145	0.42	-0.35	0.12
	31-40 years old	0.125	0.103	0.226	-0.05	0.3
	more than 50 years old	-0.137	0.152	0.368	-0.39	0.11
more than 50 years old	20 years old or below	1.051*	0.206	0	0.71	1.39
	21-30 years old	0.021	0.177	0.908	-0.27	0.31
	31-40 years old	.262*	0.145	0.07	0.02	0.5
	41-50 years old	0.137	0.152	0.368	-0.11	0.39

Table 4.9 presents the results of multiple comparisons for different age categories and their impact on Brand Loyalty perception. The table shows the mean differences, standard deviations, p-values, and confidence intervals for each pairing of age groups. Individuals 20 years old or below rate Brand Loyalty significantly lower than all other age groups, with mean differences ranging from -0.789 to -1.051, all with p-values reported as 0, indicating high significance. For instance, the mean difference between the "20 years old or below" group and the "21-30 years old" group is -1.030, with a highly significant p-value and a confidence interval of (-1.36, -0.7), suggesting a robust age effect.

Comparatively, the "21-30 years old" group rates Brand Loyalty higher than the "20 years old or below" group by 1.030 but shows only a minor, statistically significant difference from the "31-40 years old" group by 0.242 (p = 0.078), indicating a marginal effect. Other differences between age groups, such as "41-50 years old" versus "31-40 years old" and "more than 50 years old," are found to be statistically non-significant, as indicated by p-values above the conventional alpha level of 0.05.

Individuals over 50 show a significant difference in perception when compared to the "20 years old or below" group, with a mean difference of 1.051, and also when compared to the "31-40 years old" group, with a smaller yet significant mean difference of 0.262 (p = 0.07). These results suggest that the youngest and the oldest age brackets have the most distinct perceptions of Brand Loyalty, with older individuals tending to rate Brand Loyalty more favorably than the youngest respondents.

The asterisks next to the mean differences denote statistical significance, which, combined with the reported confidence intervals, underscore the specific age pairings where perceptions of Brand Loyalty significantly diverge. These findings highlight the importance of considering age as a demographic factor when evaluating Brand Loyalty perceptions.

4.2.1.3 Differences in Educational Level Generate Differences in Brand Loyalty

H_0: $\mu i = \mu j$

H_a: $\mu i \neq \mu j$ at last one Pair where $i \neq j$.

Table 4.10 The One-way ANOVA of Educational level

Brand Loyalty Scale		Sum of Squares	Df	Mean Square	F	Sig.
educational level	Between Groups	1.259	3	0.42	0.453	0.715
	Within Groups	446.167	482	0.926		
	Total	447.426	485			

The One-way ANOVA results in Table 4.10 show that the sum of squares between groups (attributable to educational levels) is 1.259 with 3 degrees of freedom, leading to a mean square of 0.42. The F statistic is calculated at 0.453, with an accompanying significance (Sig.) value of 0.715. In ANOVA, if the p-value (Sig. value) is below a certain significance level (commonly set at 0.05), the null hypothesis is rejected, indicating significant differences between groups. However, in this case, the p-value is much higher than 0.05, suggesting insufficient evidence to reject the null hypothesis.

The statistical findings imply that education level does not significantly affect the perception of brand loyalty. In other words, the data does not show significant differences in brand loyalty ratings among individuals with different levels of education. While the within-groups sum of squares is relatively large (446.167), indicating variability in brand loyalty scores among individuals, this variability is not attributed to differences in education levels.

In conclusion, the impact of education level on the perception of Brand Loyalty differences appears to be minimal. This could suggest that for brand managers considering market segmentation strategies, education level may not be a key variable in determining brand loyalty. However, this does not mean that education level is unimportant in other aspects of market behavior or attitudes; it is just that its influence is not significant for the specific measure of brand loyalty in this study.

4.2.1.4 Differences in Occupation Generate Differences in Brand Loyalty

H_0: μ i = μ j

Ha: μ i ≠ μ j at last one Pair where i ≠j.

Table 4.11 The One-way ANOVA of Occupation

Brand Loyalty Scale		Sum of Squares	Df	Mean Square	F	Sig.
Occupation	Between Groups	5.84	4	1.46	1.59	0.176
	Within Groups	441.586	481	0.918		
	Total	447.426	485			

The One-way ANOVA on occupation presented in Table 4.11 assesses whether occupation groups differ significantly in brand loyalty. The analysis yielded an F statistic of 1.59 with a significance level of 0.176, above the conventional threshold of 0.05. This indicates no statistically significant difference in brand loyalty scores among the different occupation groups since we lack sufficient evidence to reject the null hypothesis. Despite variability within occupation groups, as reflected by the within-groups sum of squares of 441.586, this variability does not translate into occupation-based differences in brand loyalty. Therefore, as a demographic variable, occupation might not be a decisive factor in understanding or predicting brand loyalty behaviors in the sample under study.

4.2.1.5 Differences in the Most Frequently Watched New Media Platforms Generate Differences in Brand Loyalty

H_0: μ i = μ j

Ha: μ i ≠ μ j at last one Pair where i ≠j.

Table 4.12 The One-way ANOVA of the Most Frequently Watched New Media Platform

Brand Loyalty Scale		Sum of Squares	Df	Mean Square	F	Sig.
Occupation	Between Groups	10.963	5	2.193	2.411	0.036
	Within Groups	436.463	480	0.909		
	Total	447.426	485			

The One-way ANOVA results detailed in Table 4.12 suggest statistically significant differences in brand loyalty across groups segmented by the most frequently watched new media platform. With a p-value of 0.036, below the standard threshold of 0.05, we reject the null hypothesis that all groups have the same mean brand loyalty ($\mu 1 = \mu 2$). The F statistic of 2.411 indicates that these differences are unlikely to have occurred by chance. This finding implies that choosing a new media platform for content consumption could influence brand loyalty, thus providing valuable insights for marketers looking to tailor their strategies to different media consumption habits.

Table 4.13 showcases the results of multiple pairwise comparisons between users of different new media platforms regarding their brand loyalty scores. Notably, significant differences were identified in several cases. For instance, Weibo users displayed significantly lower brand loyalty than 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. These findings suggest varying levels of brand engagement based on the preferred new media platform, which could provide marketing professionals with valuable insights for crafting platform-specific strategies. Non-significant comparisons, where the p-values exceeded the 0.05 threshold, indicated no substantial evidence of a difference in brand loyalty between those groups.

Table 4.13 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

4.2.1.6 Differences in Usage Time of the Platform Generate Differences in Brand Loyalty

H0: $\mu i = \mu j$

Ha: $\mu i \neq \mu j$ at last one Pair where $i \neq j$.

Table 4.14 The One-way ANOVA of Usage Time of the Platform

Brand Loyalty Scale		Sum of Squares	Df	Mean Square	F	Sig.
Usage time of the platform	Between Groups	12.589	4	3.147	1.481	0.128
	Within Groups	434.837	481	0.904		
	Total	447.426	485			

Table 4.14 presents the results of a One-way ANOVA conducted to assess the impact of the usage time of different new media platforms on brand loyalty. The null hypothesis (H0) posits no difference in the mean brand loyalty scores (μi) across the different usage time groups. In contrast, the alternative hypothesis (Ha) suggests that at least one pair of groups has different mean brand loyalty scores ($\mu i \neq \mu j$) where $i \neq j$.

According to the ANOVA results, the “Between Groups” sum of squares is 12.589, which, divided by the degrees of freedom (df) for the between groups (4), yields a mean square of 3.147. This mean square is then compared to the “Within Groups” mean square of 0.904 (obtained from the sum of squares of 434.837 divided by its pdf of 481) to produce an F-statistic of 1.481. The significance (Sig.) value associated with this F-statistic is 0.128. Since the significance value (p-value) of 0.128 exceeds the commonly used threshold of 0.05, we fail to reject the null hypothesis. This indicates that the data do not provide sufficient evidence to conclude that there are significant differences in brand loyalty based on the usage time of the platforms among the groups examined. In other words, the variation in brand loyalty scores can be attributed to the variability within groups rather than to differences in the average usage time of the platforms.

In summary, the analysis suggests that within this dataset, usage time of the platform is not a determinant factor that significantly affects brand loyalty, and marketers may need to consider other factors or attributes that could influence brand loyalty more substantially.

4.2.1.7 Differences in Average Daily Time Spent Watching Short Videos in Recent Days Generate Differences in Brand Loyalty

H0: $\mu i = \mu j$

Ha: $\mu i \neq \mu j$ at last one Pair where $i \neq j$.

Table 4.15 The One-way ANOVA of Usage Time of Average Daily Time Spent Watching Short Videos in Recent Days

Brand Loyalty Scale		Sum of Squares	Df	Mean Square	F	Sig.
An average daily time spent watching short videos in recent days	Between Groups	9.644	4	2.411	2.649	0.033
	Within Groups	437.782	481	0.91		
	Total	447.426	485			

Table 4.15 presents the findings from a one-way ANOVA examining the differences in brand loyalty and the average daily time spent watching short videos in recent days. The analysis reveals a statistically significant difference across the groups with a “Between Groups” sum of squares at 9.644 and a mean square of 2.411 after accounting for 4 degrees of freedom. This mean square is evaluated against the “Within Groups” mean square of 0.91, resulting in an F-statistic of 2.649. The significance level for this test is 0.033, which falls below the standard cutoff of 0.05, leading to the rejection of the null hypothesis (H0: $\mu i = \mu j$). This rejection indicates a significant difference in brand loyalty scores among at least one pair of groups, which is differentiated by the average daily time they spend watching short videos. Consequently, this suggests that engagement with short video content could be a relevant factor influencing brand loyalty. It implies that brands might focus their

marketing efforts on users who are heavily engaged with such content for a potentially greater impact on loyalty.

Table 4.16 Multiple Comparisons of Average Daily Time Spent Watching Short Videos in Recent Days

(I) 7.Average daily time spent watching short videos in recent days	(J) 7.Average daily time spent watching short videos in recent days	Mean	S.D.	p.	Confidence Interval	
No viewing	Below 30 minutes	0.125	0.5	0.803	-0.7	0.95
	Below 1 hour	0.128	0.485	0.792	-0.67	0.93
	Below 2 hours	0.427	0.48	0.374	-0.36	1.22
	More than 3 hours	0.269	0.512	0.6	-0.58	1.11
Below 30 minutes	No viewing	-0.125	0.5	0.803	-0.95	0.7
	Below 1 hour	0.003	0.176	0.985	-0.29	0.29
	Below 2 hours	.302*	0.16	0.06	0.04	0.57
	More than 3 hours	0.144	0.24	0.549	-0.25	0.54
Below 1 hour	No viewing	-0.128	0.485	0.792	-0.93	0.67
	Below 30 minutes	-0.003	0.176	0.985	-0.29	0.29
	Below 2 hours	.299*	0.105	0.005	0.13	0.47
	More than 3 hours	0.141	0.208	0.497	-0.2	0.48
Below 2 hours	No viewing	-0.427	0.48	0.374	-1.22	0.36
	Below 30 minutes	-.302*	0.16	0.06	-0.57	-0.04
	Below 1 hour	-.299*	0.105	0.005	-0.47	-0.13
	More than 3 hours	-0.158	0.195	0.418	-0.48	0.16
More than 3 hours	No viewing	-0.269	0.512	0.6	-1.11	0.58
	Below 30 minutes	-0.144	0.24	0.549	-0.54	0.25
	Below 1 hour	-0.141	0.208	0.497	-0.48	0.2
	Below 2 hours	0.158	0.195	0.418	-0.16	0.48

Table 4.16 presents the results of multiple comparison tests following a One-way ANOVA, which looked into the differences between various groups based on the average daily time spent watching short videos. The comparisons are made pairwise between groups categorized as ‘No viewing’, ‘Below 30 minutes’, ‘Below 1 hour’, ‘Below 2 hours’, and ‘More than 3 hours’.

The analysis reveals no statistically significant differences in brand loyalty between the ‘No viewing’ group and the ‘Below 30 minutes’, ‘Below 1 hour’, and ‘More than 3 hours’ groups, as the p-values are well above the 0.05 threshold. Similarly, comparisons between ‘Below 30 minutes’ and ‘Below 1 hour’, and ‘Below

1 hour' and 'More than 3 hours' do not show significant differences, with high p-values and confidence intervals that include zero. However, significant differences in brand loyalty are observed in two comparisons: between 'Below 30 minutes' and 'Below 2 hours' ($p = 0.06$) and, more notably, between 'Below 1 hour' and 'Below 2 hours' ($p = 0.005$). These results are marked with an asterisk and indicate that individuals who spend below 2 hours watching short videos tend to have different brand loyalty scores compared to those who watch for less time. The confidence intervals for these significant comparisons do not include zero, suggesting a true difference in mean scores. For instance, the brand loyalty mean difference between 'Below 1 hour' and 'Below 2 hours' is 0.299, with a confidence interval ranging from 0.13 to 0.47, indicating that people who watch short videos for below 2 hours have a higher brand loyalty score than those who watch for less than an hour.

Overall, the post hoc analysis suggests that while most groups do not differ significantly in brand loyalty, evidence suggests that moderate consumption of short videos (below 2 hours) is associated with higher brand loyalty than lower consumption levels. This insight could be valuable for marketers targeting and engaging with audiences more likely to exhibit brand loyalty based on their video consumption habits.

4.2.2 New Media Usage Influence on Brand Loyalty

H_0: $\beta_1 = 0$

H_a: $\beta_1 \neq 0$

Multiple Linear Regression Analysis is applied to this study.

$$Y = \beta_0 + \beta_1 X$$

Where Y = Brand Loyalty

X = New Media Usage

Table 4.17 The Simple Linear Regression Analysis of New Media Usage Influence on Brand Loyalty

Model		Coefficient			t	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std.Error			
1	Constant	1.271	0.325		5.398	0.000
	New Media Usage	0.342	0.131	0.12	4.982	0.000
Dependent Variable : Brand Loyalty						

The results from Table 4.17 of the Simple Linear Regression Analysis provide a compelling insight into the dynamics between new media usage and brand loyalty. Specifically, the analysis reveals a positive correlation, indicating that increased engagement with new media platforms correlates with increased brand loyalty among consumers. The unstandardized coefficient for new media usage is statistically significant, with a value of 0.342, suggesting that for every unit increase in new media usage, there is a corresponding 0.342 unit increase in brand loyalty. This finding is further supported by a statistically significant p-value of less than 0.05, highlighting the robustness of new media usage as a predictor of brand loyalty in the studied model.

This positive impact of new media usage on brand loyalty underscores the evolving landscape of consumer engagement and the pivotal role digital platforms play in shaping consumer perceptions and behaviors. The standardized coefficient Beta of 0.12 indicates the effect size of new media usage on brand loyalty, suggesting that new media platforms are an effective channel for brands to reach their audience and cultivate and enhance loyalty. For brands aiming to strengthen their market position, investing in new media strategies—from social media engagement to content marketing on various digital platforms—emerges as a crucial tactic. This approach aligns with current consumer behavior trends and leverages new media's direct and interactive nature to foster deeper connections with the audience, ultimately contributing to enhanced brand loyalty.

4.2.3 New Media Marketing Strategies Influence on Brand Loyalty

H_0: $\beta_1 = 0$

H_a: $\beta_1 \neq 0$

Multiple Linear Regression Analysis is applied to this study.

$Y = \beta_0 + \beta_1 X$

Where Y = Brand Loyalty

X = New Media Marketing Strategies

Table 4.18 The Simple Linear Regression Analysis of New Media Marketing Strategies Influence on Brand Loyalty

Model		Coefficient			t	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std.Error			
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 of the Simple Linear Regression Analysis, as shown in Table 4.18, 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: β1 = 0) can be rejected in favor of the alternative (Ha: β1 ≠ 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.

4.2.4 Information Creditability Influence on Brand Loyalty

H_0: $\beta_1 = 0$

H_a: $\beta_1 \neq 0$

Multiple Linear Regression Analysis is applied to this study.

$Y = \beta_0 + \beta_1 X$

Where Y = Brand Loyalty

X = Information Creditability

Table 4.19 The Simple Linear Regression Analysis of Information Creditability Influence on Brand Loyalty

Model		Coefficient			t	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std.Error			
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 Simple Linear Regression Analysis presented in Table 4.19 assesses the influence of information credibility on Brand Loyalty. The statistical output indicates a substantial positive relationship between these variables. Specifically, the ‘Information Credibility’ coefficient is 0.343, with a standard error of 0.045. This translates to a standardized coefficient beta of 0.329; 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 favor 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, which is also statistically significant, denoting the baseline level of brand loyalty when the effect of information credibility is not considered. The analysis underscores that information credibility is crucial in enhancing brand loyalty, and higher credibility is associated with better performance outcomes.

4.2.5 Customer Satisfaction Influence on Brand Loyalty

H_0: $\beta_1 = 0$

H_a: $\beta_1 \neq 0$

Multiple Linear Regression Analysis is applied to this study.

$Y = \beta_0 + \beta_1 X$

Where Y = Brand Loyalty

X = Customer Satisfaction

Table 4.20 The Simple Linear Regression Analysis of Customer Satisfaction Influence on Brand Loyalty

Model		Coefficient			t	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std.Error			
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 Simple Linear Regression Analysis documented in Table 4.20 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 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 analyzed. This underscores the importance of customer satisfaction as a critical driver of brand success and suggests that investments in improving customer satisfaction will likely have a proportionate positive effect on Brand Loyalty.

4.2.6 New Media Usage, New Media Marketing Strategies, Information Creditability, and Customer Satisfaction Influence on Brand Loyalty

H_0: $\beta_i = 0$

H_a: $\beta_i \neq 0$ (i=1, 2, 3, 4)

Multiple Linear Regression Analysis is applied to this study.

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

Where Y = Brand Loyalty

X_1 = New Media Usage

X_2 = New Media Marketing Strategies

X_3 = Information Creditability

X_4 = Customer Satisfaction

The Multiple Linear Regression analysis in Table 4.21 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).

Model 1 Analysis: Initially, the model includes only customer satisfaction (X3) as a predictor. The results show that the constant is 1.699, and the coefficient for customer satisfaction is 0.447, with a respective t-statistic of 12.58 and a p-value of 0. This indicates that customer satisfaction alone has a strong and statistically significant positive effect on Brand Loyalty, with a standardized coefficient beta of 0.496.

Table 4.21 The Multiple Linear Regression Analysis of New Media Usage, New Media Marketing Strategies, Customer Satisfaction, Customer Satisfaction Influence on Brand Loyalty

Model		Coefficient			t	p-value
		Unstandardized Coefficients		Standardized Coefficients Beta		
		B	Std.Error			
1	Constant	1.699	0.124		13.749	0.000
	Customer Satisfaction	0.447	0.036	0.496	12.58	0.000
2	Constant	0.73	0.169		4.313	0.000
	Customer Satisfaction	0.432	0.034	0.48	12.903	0.000
	New Media Marketing Strategies	0.347	0.044	0.294	7.899	0.000
3	Constant	0.34	0.187		1.817	0.070
	Customer Satisfaction	0.374	0.035	0.416	10.627	0.000
	New Media Marketing Strategies	0.351	0.043	0.297	8.131	0.000
	Information Creditability	0.185	0.041	0.177	4.529	0.000
4	Constant	0.58	0.253		2.289	0.023
	New Media Usage	0.352	0.043	0.298	8.148	0.000
	New Media Marketing Strategies	0.371	0.047	0.314	7.841	0.000
	Information Creditability	0.315	0.042	0.302	7.449	0.000
	Customer Satisfaction	0.152	0.041	0.151	3.709	0.000
Dependent Variable： Brand Loyalty						

Model 2 Analysis: This model introduces a new predictor, new media marketing strategies (X1), alongside customer satisfaction. The constant drops to 0.73, with the coefficients for customer satisfaction and new media marketing strategies at 0.432 and 0.347, respectively. Both predictors are statistically significant, as evidenced by p-values of 0 and their respective t-statistics of 12.903 and 7.899. The standardized coefficients beta for customer satisfaction and new media marketing strategies are 0.48 and 0.294, signifying that both variables are influential, with customer satisfaction remaining the stronger predictor.

Model 3 Analysis: The final model incorporates a third predictor, information credibility (X2). The constant now is 0.34, with a marginally significant p-value of 0.07, indicating a less robust model fit when compared to the previous models. In this comprehensive model, all three predictors are statistically significant: customer satisfaction has a coefficient of 0.374 (t=10.627, p=0), new media marketing strategies come in at 0.351 (t=8.131, p=0), and information credibility is at 0.185 (t=4.529, p=0). The standardized coefficient betas for these predictors are 0.416, 0.297, and 0.177, respectively, suggesting that while all three positively impact Brand Loyalty, customer satisfaction remains the most powerful predictor, followed by new media marketing strategies and information credibility.

Model 4 Analysis: incorporating New Media Usage, New Media Marketing Strategies, Information Credibility, and Customer Satisfaction as predictors of Brand Loyalty. This model aims to provide a holistic view of how various facets of media and marketing influence customer loyalty to a brand. Here is a detailed analysis of the components and implications of Model 4:Constant: The model has a constant of 0.58, with a t-value of 2.289, indicating statistical significance at the p=0.023 level. This suggests that when all predictor variables are at zero, the expected value of Brand Loyalty is significantly different from zero. However, the practical scenario where all predictors are zero is unlikely.New Media Usage: Coefficient (B) = 0.352, Standard Error = 0.043, Beta = 0.298, t-value = 8.148, p-value < 0.001. New Media Usage shows a strong and positive influence on Brand Loyalty, confirming that how customers use new media platforms (e.g., social media, blogs) can significantly enhance their loyalty to a brand.New Media Marketing Strategies: Coefficient (B) = 0.371, Standard Error = 0.047, Beta = 0.314, t-value = 7.841, p-value < 0.001. This variable also exhibits a strong positive relationship with Brand Loyalty, underscoring the effectiveness of targeted marketing strategies in cultivating loyal customer bases deployed through new media.Information Credibility: Coefficient (B) = 0.315, Standard Error = 0.042, Beta = 0.302, t-value = 7.449, p-value < 0.001. The credibility of the information provided through new media plays a critical role in influencing Brand Loyalty, suggesting that trustworthy and reliable content can significantly sway customer perceptions and allegiance.Customer Satisfaction: Coefficient (B) = 0.152, Standard Error = 0.041, Beta = 0.151, t-value = 3.709, p-value < 0.001. While the impact of Customer Satisfaction on Brand Loyalty appears relatively lower compared to the other variables in this model, it remains a significant predictor, emphasizing that overall customer satisfaction remains fundamental in maintaining loyalty. This model highlights the interconnected and significant roles of media usage, marketing strategies, information credibility, and customer satisfaction in building brand loyalty. The significant coefficients for each predictor suggest that each aspect contributes uniquely and importantly to fostering brand loyalty. The results indicate that a multifaceted approach is necessary for practitioners to enhance brand loyalty. Companies must focus on satisfying customers, providing credible information, and strategically utilizing and innovating with new media platforms to engage customers effectively. The insights from this model can guide companies in prioritizing which aspects of their marketing and customer engagement strategies require more focus or improvement. For example, enhancing the credibility of the content could be as crucial as the marketing strategies themselves.

Table 4.22 The Summary Results of Hypothesis Testing

	Not Reject H0	Reject H0
Hypothesis 1		
1. Gender	√	
2. Age		√
3. Educational Background	√	
4. Occupation	√	
5. The most frequently watched new media platform		√
6. Usage time of the platform	√	
7. Average daily time spent watching short videos		√
Hypothesis 2		
New Media Usage		√
Hypothesis 3		
New Media Marketing Strategies		√
Hypothesis 4		
Information Creditability		√
Hypothesis 5		
Customer Satisfaction		√
Hypothesis 6		
New Media Usage		√
New Media Marketing Strategies		√
Information Creditability		√
Customer Satisfaction		√

CHAPTER V

CONCLUSION AND DISCUSSION

5.1 Conclusion

Based on the comprehensive analysis of factors influencing brand loyalty, the following conclusions can be drawn from each perspective: demographic factors, new media marketing strategies, information credibility, and customer satisfaction.

Demographic Influence on Brand Loyalty

While the specific demographic analysis results are not provided, demographic factors typically include age. The most frequently watched new media platform and Average daily time spent watching short videos recently. These factors can significantly impact Brand Loyalty as they influence consumer preferences, purchasing power, and access to products and services. A deep understanding of demographic variables can enable brands to tailor their marketing strategies to target specific segments more effectively and to meet the unique needs and preferences of different consumer groups.

New Media Usage Influence on Brand Loyalty

Examining new media usage’s impact on brand loyalty reveals a clear and positive correlation. Through their interactive and engaging nature, new media platforms provide a fertile ground for brands to cultivate meaningful consumer relationships, leading to increased loyalty. The literature consistently underscores the importance of these digital channels in enhancing brand perception, fostering emotional connections, and facilitating two-way communication, all of which contribute to strengthening brand loyalty. Therefore, in the digital age’s ever-evolving landscape, brands must strategically embrace and leverage new media to engage with their audience and build and sustain loyalty, ensuring long-term success and competitiveness in the market.

New Media Marketing Strategies Influence on Brand Loyalty

The analysis has shown that new media marketing strategies significantly and positively impact Brand Loyalty. Using digital platforms, social media, and innovative online campaigns can greatly enhance a brand's visibility, engagement, and interaction with consumers. As these strategies increasingly become integral to marketing success, brands that skilfully navigate new media channels will likely see an uplift in their market performance. This underscores brands' need to stay abreast of digital trends and integrate new media into their marketing strategies.

Information Credibility Influence on Brand Loyalty

Information credibility has emerged as an influential factor in Brand Loyalty. In an era where consumers are bombarded with vast amounts of information, the trustworthiness and reliability of the content provided by a brand can significantly sway consumer perceptions and decisions. Our findings suggest that brands that maintain high levels of information credibility can build stronger relationships with their customers, fostering loyalty and enhancing their reputation in the market. This highlights the importance of transparency, accuracy, and reliability in all brand communications.

Customer Satisfaction Influence on Brand Loyalty

The analysis indicates that customer satisfaction is a critical predictor of Brand Loyalty. Satisfied customers will likely 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, the 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 market performance.

5.2 Discussion

5.2.1 Demographic

Drawing on academic research, it can contextualize the impact of demographic factors such as age, preferred new media platforms, and time spent on short videos on Brand Loyalty. Williams and Page (2011) underscore the significance of understanding generational differences, suggesting that marketing strategies should be tailored to address the distinct preferences and consumption patterns that vary with age. Additionally, Lissitsa and Kol (2016) provide evidence that online shopping behaviors are highly influenced by generational cohorts, emphasizing the importance of demographic targeting in e-commerce. When it comes to new media platforms, Cha (2018) illustrates how consumer purchase intentions—and consequently Brand Loyalty—are shaped by the platforms where brands engage with their audiences. Furthermore, the research by Tafesse and Wien (2018) highlights the strategic implementation of social media marketing as a determinant of brand success, pointing to the need for brands to align their marketing efforts with the media consumption habits of their target demographics. This body of literature collectively reinforces the view that demographic insights are instrumental for brands to optimize their performance in a market increasingly segmented and influenced by online media consumption.

5.2.2 New Media Usage Influence on Brand Loyalty

Indicating a positive relationship between new media usage and brand loyalty resonates with existing literature highlighting digital platforms' transformative impact on consumer-brand relationships. This section seeks to augment the discussion by integrating relevant scholarly works exploring this relationship's nuances.

Kim and Ko (2012), in their study on luxury brand marketing, illustrate how social media engagement practices can significantly enhance consumer perceptions of brand value, thereby fostering brand loyalty. Their findings suggest that interactive and engaging content on new media platforms can create emotional connections with consumers, a key driver of loyalty. Similarly, Mangold and Faulds (2009) argue that social media platforms offer a unique blend of traditional and new communication channels that can be leveraged to maintain and enhance customer loyalty. They emphasize the role of social media in facilitating two-way communication, allowing brands to not only disseminate information but also to listen to consumer feedback, fostering a sense of community and belonging among brand patrons. Hollebeek et al. (2014) introduce the concept of consumer brand engagement in online brand communities and its impact on loyalty. They suggest that engaged consumers exhibit higher levels of emotional attachment to the brand, which translates to greater brand loyalty. This engagement is facilitated by new media platforms' interactive and participatory nature, where consumers are not passive recipients of brand messages but active participants in brand storytelling and co-creation processes.

5.2.3 New Media Marketing Strategies Influence on Brand Loyalty

In modern marketing theory, the link between new media marketing strategies and product quality has been extensively studied, with most research supporting the significant role of product quality in enhancing Brand Loyalty. For instance, in their study, Ghose and Han (2014) examined how the quality of online reviews affects consumer trust and purchase decisions, which is closely related to the credibility of product quality information conveyed through new media. Their findings suggest that high-quality online content can significantly improve a brand's market performance. Furthermore, Hennig-Thurau et al. (2013), in their book "The Impact of New Media on Customer Relationships," point out that the quality of product information transmitted through new media channels, particularly user-generated content shared via social media and online communities, is crucial for building and maintaining brand loyalty. Their research underscores the positive impact of high-quality product information on consumer perceptions and Brand Loyalty. This reflects that product quality affects immediate consumer satisfaction and is pivotal in shaping long-term marketing outcomes through new media channels. These studies collectively reinforce the statistical evidence presented in the multiple linear regression analysis, highlighting the importance of product quality in new media marketing efforts to enhance Brand Loyalty.

5.2.4 Information Creditability Influence on Brand Loyalty

The multiple linear regression analysis reveals a clear and statistically significant relationship between information credibility and Brand Loyalty. This finding aligns with a growing body of literature that emphasizes the importance of credible information in marketing communications, especially in the context of new media where information can be quickly disseminated and easily accessed by consumers.

For example, Metzger, Flanagin, and Medders (2010), in their study titled "Social and Heuristic Approaches to Credibility Evaluation Online," highlighted the importance of credibility in online information and its impact on users' attitudes and behaviors. Their research suggested that credible information can lead to increased trust and, subsequently, more favorable attitudes towards a brand, which can positively influence Brand Loyalty. Cheung, Luo, Sia, and Chen (2009) also explored the impact of EWOM (electronic word of mouth) credibility on consumer behavior and found a strong link between the perceived credibility of online reviews and consumer trust, which in turn can significantly impact purchase intentions and brand loyalty.

These studies collectively suggest that information credibility is not just a peripheral factor but a central component of effective marketing strategies. It can greatly determine how consumers perceive and interact with a brand. As such, the regression analysis' significant positive coefficient for 'Information Credibility' reflects an evidence-based acknowledgment of its role in driving Brand Loyalty. The substantial beta value and low p-value indicate high confidence in these results, reinforcing the importance of curating and disseminating credible information to bolster Brand Loyalty.

5.2.5 Customer Satisfaction Influence on Brand Loyalty

The findings from the multiple linear regression analysis have resonated with the extensive research that has been conducted on the relationship between customer satisfaction and Brand Loyalty. The significant positive coefficient for customer satisfaction indicates its crucial role in the overall perception of a brand and its market success. Anderson et al. (1994), in their seminal paper, "Customer Satisfaction, Market Share, and Profitability," found that customer satisfaction directly impacts future buying behavior, customer loyalty, and, by extension, profitability. A satisfied customer is likelier to return and make repeat purchases, a key driver of sustained Brand Loyalty. Recent advancements in customer relationship management and data analytics have allowed for more nuanced studies examining the role of customer satisfaction across different contexts and industries. For instance, research by Lemon and Verhoef (2016) has demonstrated the dynamic nature of customer-brand relationships, where customer satisfaction is a critical value-creating component of the customer journey that impacts financial outcomes.

5.3 Implication for Practice

Demographic Characteristics and Brand Strategy: To fully leverage demographic data, brands need to delve into an analysis of consumers 'age, gender, geographical location, and spending habits. Through such analysis, brands can create more personalized and targeted marketing campaigns to attract specific market segments, for instance, interactive and engaging social media campaigns designed for younger consumers or informative and user-friendly online services for older demographics. By presenting the right content at the right time and place, brands can more effectively capture and retain the attention of diverse groups.

Implementation Details of New Media Marketing: New media offers brands new avenues to connect with consumers. A successful new media marketing strategy should combine the creation of compelling content with the use of technological tools to maximize user engagement. For example, content marketing through videos, podcasts, and blogs can showcase the brand's human side and build emotional connections. At the same time, leveraging data analytics tools to track user behavior and boost conversion rates with personalized messages and advertisements is also crucial. Additionally, real-time interactions such as live sales and online Q&A sessions strengthen user engagement and enhance brand loyalty.

Strategies for Maintaining Information Credibility: Transparency and credibility of information are vital for building consumer trust. Brands should ensure that all marketing promotions and communications are truthful and reliable. This can be achieved by providing detailed product descriptions, objective user reviews, and third-party validations. At the same time, brands ought to regularly communicate with consumers, updating them with news and information through social media and other channels to maintain the timeliness and accuracy of brand information. Such transparent and authentic communication can enhance consumer trust, improving brand loyalty and market performance.

Methods to Improve Customer Satisfaction: Customer satisfaction is a key metric for measuring Brand Loyalty. To enhance satisfaction, brands need to optimize their customer service processes, ensuring quick responses and effective resolution of consumer issues. Moreover, conducting regular customer satisfaction surveys and adjusting product features and services based on consumer feedback is essential. Creating a positive feedback environment encouraging consumers to share their experiences can show potential customers the brand’s positive image. Developing customer loyalty programs with reward mechanisms to incentivize repeat purchases and positive referrals can also increase sales and enhance brand reputation.

5.4 Recommendation for Future Research

The Future of Technology Integration and Consumer Experience: As technologies like artificial intelligence, augmented reality, and virtual reality evolve, future research should explore integrating these advanced technologies into marketing strategies to create more immersive and personalized consumer experiences. Technology has the potential not only to enhance user interaction but also to provide personalized shopping experiences and customer service. Research should examine how these technologies impact consumer purchase decisions, brand image perception, and loyalty.

Balancing Marketing Ethics and Data Privacy: In a data-intensive marketing environment, balancing the pursuit of personalized marketing with consumer privacy protection becomes critical. Research should investigate consumer attitudes toward using and sharing their data and how these factors influence their trust in and engagement with brands. With increasingly stringent data protection regulations, research must explore how brands can implement effective data-driven marketing strategies while complying with legal requirements.

The Role of Sustainability and Social Responsibility in Consumer Decision-Making: Social and environmental responsibility is increasingly important in consumer brand choice. Therefore, future research should focus on how brands can shape their market position through their practices of social responsibility and how these practices impact consumer cognition and buying behavior. Research should explore how sustainability can become a tool for brand differentiation and help brands stand out in a competitive market.

5.5 Limitations of the Study

Expanding Research Horizons: The limitations suggest a pressing need to broaden the scope of research to encompass more diverse datasets that include a variety of cultures, regions, and long-term studies. This expansion would improve the representativeness of the findings and enhance their applicability to a global audience. Accommodating rapid technological advancements within the research framework is also essential to ensure the continuing relevance of the results.

Refinement in Measurement and Applicability: The highlighted limitations call for a refined approach in measuring study variables and scrutinizing the research's applicability across different sectors. Developing more nuanced and accurate tools for measuring consumer engagement can lead to a better understanding of marketing impacts. Tailoring research to consider industry-specific contexts will improve the precision and transferability of the findings.

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APPENDICES

QUESTIONNAIRE

Dear Participant：

Hello! Thank you for participating in our research entitled "A Study of the Impact of New Media Marketing, Information Credibility, and Customer Satisfaction on Brand Loyalty—With Publishing Enterprises as a Case Study." In this study, we aim to understand the potential impact of various factors on Brand Loyalty, using publishing enterprises as the focus of our investigation and analysis.

Your valuable opinions and experiences are crucial to our research. Completing the following questionnaire lets you share your views and experiences on new media marketing, information credibility, and customer satisfaction with publishing enterprises.

Please answer the following questions truthfully. Your participation will help us to gain a more comprehensive understanding of this topic. Your answers will be strictly confidential and not be used for other purposes. If you have any questions or need further information, please contact us.

Thank you very much for your support and participation!

Part 1: Demographic Factors

The following basic personal information will only be used for statistical analysis. Please feel free to answer; most items are "single-choice questions".

1. Gender

□ Male □ Female

2. Age

□ 20 years old or below □ 21-30 years old □ 31-40 years old

□ 41-50 years old □ more than 50 years old

3. Educational level

□ Junior high school or below □ High school/Vocational school

□ University/College □ Graduate school or above

4. Occupation

□ Student □ Employed □ Unemployed □ Retired □ Others

5. The most frequently watched new media platform

□ Weibo □ WeChat public account □ Douyin (Kuaishou)

□ Youku □ Facebook □ Others

6. Usage time of the platform

□ Below 6 months □ 7-12 months □ More than 1 year but less than 3 years

□ More than 3 years but less than 5 years □ More than 5 years

7. Average daily time spent watching short videos in the recent days

□ No viewing □ Below 30 minutes □ Below 1 hour

□ Below 2 hours □ More than 3 hours

Part 2: New Media Usage

Below are customers' reactions to social media marketing activities after browsing new media platforms. Please select your level of agreement with each description and mark the appropriate option with a " √ ".

	Items		**1**	**2**	**3**	**4**	**5**
Engagement& Preferences	1	I frequently use new media platforms for daily entertainment, such as watching videos or streaming music.					
	2	Social media platforms are my primary source of news and current events.					
	3	I prefer to use my smartphone over other devices to access new media content.					
Trust&SocialImpact	1	Interacting with friends and family through new media platforms enhances my social connections.					
	2	I trust the information I find on new media platforms to be credible and reliable.					

Part 3: New Media Marketing Strategies

Below are customers' reactions to social media marketing activities after browsing new media platforms. Please select your level of agreement with each description and mark the appropriate option with a " √ ".

	Items		1	2	3	4	5
User Experience	1	Browsing new media platforms is enjoyable.					
	2	Browsing new media platforms is delightful.					
	3	The new media marketing is designed to be appealing.					
	4	Browsing new media platforms sparks my interest in the brand's products.					
Brand Interaction & Perception	5	Browsing new media platforms increases my interaction with the brand, helping me understand it better.					
	6	Exploring emerging media platforms and their comments allows me to understand the opinions of other consumers about the brand.					
	7	Browsing new media platforms makes it easier for me to access information about the brand's products.					
	8	After browsing emerging media platforms, I can easily discuss with other viewers through comments.					
	9	After browsing emerging media platforms, I find it easier to interact with other users.					
	10	After browsing emerging media platforms, finding common topics to discuss with friends is easier.					
	11	Browsing emerging media platforms makes understanding how others evaluate the product easier.					
Publishing Houses & Content Strategy	12	Publishing houses must interact with their target audience on social media in line with current trends.					
	13	The information shared by publishing houses on social media must align with what is popular.					
	14	The content of advertising messages from publishing houses needs to be in tune with the pulse of the times.					

Part 4: Information Creditability

Below are customers' perceptions of Information Credibility after browsing new media platforms. Please select your level of agreement with each description and mark the appropriate option with a " √ ".

	Items		1	2	3	4	5
Content Quality & Utility	1.	New media platforms using well-known authors for endorsements are convincing.					
	2.	New media platforms using well-known authors for endorsements are reliable.					
	3.	The information provided by new media platforms is useful.					
	4.	The well-known authors promoted by new media platforms can endorse publishing houses.					
Trust & Value Perception	5.	The well-known authors promoted by new media platforms must have professional writing expertise.					
	6.	The well-known authors promoted by new media platforms make me trust the advertising content and product information they provide more.					
	7.	The well-known authors endorsed by new media platforms make me feel that owning the product is worthwhile.					

Part 5: Customer Satisfaction

Below are descriptions of customers' satisfaction levels after browsing new media platforms. Please select your level of agreement with each description and mark the appropriate option with a " √ ".

	Items		1	2	3	4	5
Product Quality	1.	The product information I receive from the publishing house after browsing new media platforms is satisfactory.					
	2.	I am satisfied with the content on the new media platforms.					
service quality	3.	I am satisfied with the product information provided by the publishing house on new media platforms.					
	4.	I am pleased to see the promotion of the publishing house's brand on new media platforms.					

Part 6: Brand Loyalty

Below are viewers' perceptions of Brand Loyalty after browsing new media platforms. Please select your level of agreement with each description and mark the appropriate option with a " √ ".

	Items		1	2	3	4	5
Loyalty	1	Even if products from other publishing houses are more competitively priced, I would still consider buying products from this publishing house.					
	2	Compared to other publishing houses, I prefer this publishing house as my first choice.					
	3	I would recommend this publishing house to others.					
	4	I will purchase products from this publishing house again in the future.					
Preference	5	The next time I need products in the book category, I will buy products from this publishing house.					
	6	I will tell others about the advantages of this publishing house.					
	7	I will encourage friends and relatives to purchase products from this publishing house.					
	8	If a friend wants to buy books, I recommend this publishing house.					

BIOGRAPHY

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