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# The Relationship between Branding of Economic Newspapers and Customers' Satisfaction in Metropolitan Countries

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**Abstract:** In this research, the branding of newspapers in metropolises was investigated. The newspapers use different methods to attract their audience, and thus branding can play a significant role for newspapers in attracting customers. Branding leads to better communication between customers and the press. Providing correct information and branding have led to brand associations. In this research, customer satisfaction has also been used to branding. The research method is descriptive-correlational, and the statistical population is the customers of the economic newspapers. 318 people were selected as the sample. A researcher-made questionnaire was used to collect data. To analyze the data, Pearson correlation coefficient and linear regression were used. The results showed that there was a positive and significant correlation between brand awareness, brand loyalty and perceived quality of brand with customer satisfaction, but there was not a significant relationship between the association of the brand of economic newspapers and customer satisfaction. Linear regression results also showed that brand loyalty had a larger share in predicting customer satisfaction.

**Keywords:** branding, customer satisfaction, economic newspapers, Country metropolises
**JEL Classification:** M37, O18, N95, C23

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## 1- Introduction

One way to connect with customers and attract them is to communicate through brand, which is very important in marketing. If a company tends to find a deep and meaningful relationship with its customers through its brand name, it should seek out common points of interests with them. The brand should be able to conquer the hearts and minds of its audience. Company credibility is defined by various characteristics such as buyer perception, reputation, goodness and badness, dependability, honesty, credibility, and so on. We also have to say that business models are based on profitability and they depend on long-term relationships with customers. Therefore, the manufacturers in this section are eager to increase customer satisfaction and increase the quality of service as a key tool for increasing and maintaining the customer. On the other hand, communication with the generally public is carried out through the media and, unilaterally, they provide social, political, military and security information to the public. One of these media is newspaper that must compete with each other according to the type of political orientation and use different methods to attract its audience.

In this regard, it can be said that the press plays an essential role in various aspects of social life. The position that has been defined today for the press is the fourth dimension of governments and one of the basic foundations of democracy, that is, without media, there is no possibility of realizing democracy (Sabzalipour, 2014). The organization and formation of mass media have been created in each country according to its political, economic, cultural and social needs (Cultural and Sajjadyahr, 2009).

Regarding that the press in Iran has been the most influential political and social community, the ambiguity in the deadlines and their non-codified has always been one of the biggest issues facing the country's press, because knowing the limits and the deadlines and deterrent criteria are based on the basic presuppositions of work. The press is considered (Soltanifar & Mazrovei, 2011). Reflection of counterfeit material or by magnifying some of the contradictory content can affect public opinion and will result in judgments of the value of the media audience about the content and function of the media (Malekian & Pouranari, 2015); so it is important to study the branding of the newspapers especially economic newspapers in the metropolises of the country. The press and newspapers should observe ethics in news reporting and avoid the dissemination of news that is not clear and definite, and therefore the ignorance of rumors and false news is one of the main duties of the media, in particular the press (Ahmadpour, 2014) The important functions of the press are useful and accurate information to the community, which informs people about the changes in the world around them and, by analyzing the national and international situation, provides the grounds for the right judgment and the deliberate decision (Hassanpour et al., 2015). In this regard, the brand can play a significant role for newspapers in attracting customers, on the one hand, the rapid expansion of cyberspace and the easy and instant access of the audience to the news, events and content needed as well as cheap, reduce and reduce the demand of the audience. Newspapers and this

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evolution in cyberspace has caused a huge drop in the audience of newspapers; so the main question of the research is that what should be done to branding newspapers, in particular, economic newspapers in the metropolises of the country? In fact, the present research addresses the following questions:

- Is there a relationship between the brand association of the newspapers and their customers' satisfaction?
- Is there a relationship between brand awareness of financial newspapers and their customers' satisfaction?
- Is there a relationship between the brand loyalty of the economic newspapers and the satisfaction of their customers?
- Is there a relationship between the perceived quality of the brand of economic newspapers and their customers' satisfaction?

## 2- Literature Review

### *a) Foreign Researches*

Ramanathan et al., (2017) conducted a research entitled "The Role of Social Media in Marketing Activities to Increase Customer Satisfaction." The results of the research showed that the expression of facts, honesty and truthfulness in the expression of news in newspapers is the most important factor in creating a brand for newspapers, which has a direct effect on customer satisfaction.

Zhu & Li (2016) studied the brand names of China in the food industry between 2001 and 2011 in China. The results showed that the advertising costs of competing companies in particular, and the marketing strategies of the company before the crisis, had a different contribution, and on the other hand, corporate social responsibility, such as: charitable contributions and product diversity of rival companies in their branding have been effective.

Land Ondo et al., (2016) evaluated the understanding of complex concepts and channels based on retail markets in a research entitled "Conceptualizing and assessing brand and consumer-based value added channels." Structural equations based on PLC and CBBRC were used in this study. The results of this study showed that brand awareness and brand loyalty and brand loyalty are effective on consumer satisfaction.

and brand loyalty are effective on consumer Kubat & Vinita (2015) in a study evaluated the cultural sharing of bilingual advertising with the effective role of brand cultural symbolism. The focus of this research is on understanding the effects of bilingual advertising, which has an impact on the attitude of individuals on the brand of consumers, and in particular, the brand symbolism culture is being examined. This kind of advertising, the convergence between the advertisement image and its text, and the changes in the codes intended to promote advertising with the product type is considered. The results showed that cultural symbolism in the brand and advertising has both behavioral and attitudinal effects.

Sidyko et al., (2015) in a research entitled "Telecom Media Branding in Pakistan: Network Coverage or Value Added Services" stated that media managers should focus on branding, especially managers who are responsible for categorizing, targeting and providing customer service.

### *b) Iranian Researches*

Gilaninia & Mousavian (2010) observed the effect of brand loyalty on the brand equity of the bank from the customers' point of view, (electronic card) in an

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article. In this study, considering the Acer model, the effect of brand loyalty (behavioral dimension) on brand equity was first studied. Since brand loyalty can be influenced by three other dimensions of the model (perceived quality, brand awareness and brand association), at the next stage, these three factors were studied as factors affecting loyalty. Then, their impact on brand equity has been studied. Structural equation modeling was used to analyze the data and test hypotheses. The results of this study showed that loyalty, awareness and quality affect brand equity, and brand awareness is one of the factors affecting customer loyalty to brand.

Ammari & Zendehdel (2012) observed to assess the impact of brand mediation interfaces between personality and brand equity attitudes in an article. To collect data in this research, a standard questionnaire was used and structural equation modeling and confirmatory factor analysis were used to study the causal relationships between brand equity values. To test the designed model, a sample of 432 people was selected by cluster sampling from customers referring to large chocolate stores in Iran. The results of the model test showed that brand image is the most important factor in creating brand equity in the chocolate industry. In addition, based on the collected data, the mediating effect of brand image is confirmed in the formation of brand equity. The advantage of this model is to consider the brand personality structure as one of the most influential dimensions on brand equity, which is less used in the models presented in our country.

Azizi et al., (2012) investigated the effect of brand personality on attitude and behavioral loyalty of customers to Hyper trader brand. Data were gathered by a questionnaire of 23 questions from 120 customers who were selected by simple and easy sampling method. To test the model, the least squares and PLS-Graph software were used. The results showed that four dimensions of accountability, dynamism, emotion and courage affect attitudinal loyalty and attitudinal loyalty to brand behaviors, but brand simplicity does not affect attitudinal loyalty. Meanwhile, from the dimensions of brand personality, only dynamics affects behavioral loyalty.

Kadivar (2014) investigated the perception of customers from the point of view of customers and brand-related specialists. The instrument for measuring this research was a researcher-made questionnaire consisting of 20 closed questions in four sections. The reliability of each of the perceived quality assumptions, brand awareness, brand loyalty, and brand association measured using Cronbach's alpha were 0.975, 0.924, 0.934 and 0.922 respectively. The validity of the research was verified through content validity. Structural equation modeling and SPSS and Lisrel software were used to analyze the collected data. The results of the study indicated that the experts agreed on the importance of each of the four hypotheses, and the average importance of all four moderate upward hypotheses was shown.

Seyyed Jawadin et al., (2010) investigated the relationship between customers' loyalty and effective factors on brand. In order to achieve this goal, based on the conceptual model of research, the relationship of satisfaction, value, resistance to change, feeling, trust and brand equity with customer loyalty is hypothesized and a questionnaire is a research tool distributed among 150 people in 22 districts of Tehran. The results indicated that brand

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equity and trust are the most important factors in customer behavioral and attitudinal behavioral patterns.

### 3- Theoretical Background

The press in many areas still has superiority over other means of mass communication, especially in terms of analyzing, describing events, interpreting and evaluating ideas and diversity of content. In other words, it can be said that the interpretation of news and commentary on events is the main duty of the press (Shahmohammadi, 2011), in which the definition of the press is considered in this study.

There are always reasons and motivations that will allow the audience to use the media in various ways and in various ways, and thereby address their needs. How to choose, receive, and respond to the media audience is very important, so the message transfer process has five features:

1- The contact is active.

2- The media compete to meet the needs of the audience.

3- The respondent is a search engineer, in order to meet his needs and satisfaction he experiences different ways.

4- The audiences are aware of their needs and consciously choose the medium to meet their needs.

5- The audience chooses the medium consciously to provide their epistemic needs.

What determines how much a person wants to communicate with the mass media is what the individual wants from the media and what he is looking for (Gripsrud, 2017).

Organizational brand is perceptual images of the organization's key stakeholders from past and future activities and their overall demands toward competing organizations. The brand, the common ground of stakeholder perceptions, is how much organizational responses meet the demands and expectations of the various stakeholders (Fombrun et al., 2000). In fact, the brand consists of the name, phrase, design, symbol and other features that characterize the service or a specific product that distinguishes them from other similar products and services. In Table 1, some brand-related theories are presented.

**Table1. Brand Theories**

| Theory | Theorist | The year of theory presentation | The characteristics of the theory | Highlights of the theory | Criticism |
|---|---|---|---|---|---|
| Brand Equity | Acer | 1991 | brand loyalty, brand awareness, perceived brand quality | customer mindset, market outcomes, financial market | The theory is only based on customer. Competitors and situation of market are not in comparison with it. |
| Brand association | Acer | 2004 | A power that makes the brand stand in the minds of consumers | The intention of re-purchasing and future revenues for the company | The relationship between brand and users has not clearly presented. |
| brand awareness | Acer | 1993 | Brand image and brand special value | The name and symbol of a product or service from other competitors can be identified. | There is no way to understand the strategies of brand development by customers. |
| perceived brand quality | Chadhuri & Habruck | 2001 | Consumer Confidence and Behavioral Loyalty | Product Excellence According to the customer's intended purpose | the quality of the perceived quality of the product has not been determined because it is intangible and overall |
| brand loyalty | Acer | 1991 | Trust and intention to buy back | mention to others and prefer brand to the other competitors | How to integrate the value of brand loyal customers with the organization's strategies for further commitment is not presented. |

**Source: (Barreda et al., 2015)**

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Some brand variables are based on brand awareness, perceived service quality, brand loyalty, and branding or branding, which is also considered in this research. Awareness of the brand is the awareness of the mass media that is being sought by audiences and customers, and customers are aware of the brand, and the quality of information and trust are the main pillars. The quality of perceived service is due to the quality assurance of the quality of the press by customers. Brand loyalty reflects the commitment of customers to the brand they are seeking, and they are always looking for information provided by the press that they trust and the statements of other press (competitors) are not considered by their customers. Brand association is the recommendation of a certain media brand, willingness to buy, and following the brand by customers (Kapferer, 2017).

Customer satisfaction is one of the key issues for organizations seeking competitive advantage in today's competitive world (Mohammadnezhad Shurkaee et al., 2011). On the other hand, the participation of customers in decision making also influences customer satisfaction (Ahmadi & Pourshahr, 2007). Measuring customer satisfaction increases the productivity of the organization (Kazemzadeh & Bashiri, 2005). The concept of satisfaction refers to a wide range of tendencies and desires for addressing the basic or transcendental needs of humans (Rafiean et al., 2009). If the learners feel satisfied in the characteristics that are not worthy or of low value, this kind of satisfaction, the index of the effectiveness of the characteristics and components of the system cannot be considered and the effectiveness of these types of studies is wrong or misleading (Yazdani, 2012). Satisfaction measurement is not only based on the objective environment, but also on the perception of individuals from the environment to which they belong (Karimianbestani et al., 2013); therefore, social function should be considered in media institutions, which The limit may be a useful and engaging method of communication in order to attract more customers (Soltanifar & Mazrooji, 2011); thus, the media itself becomes a manifestation of the modernist universality of modernity in the global arena (Giyriyan & Zakeri, 2014).

The client will only remain loyal until he feels he has a better value than he could by shifting his position to other suppliers. Therefore, the customer always buys goods or services from the company that he believes will provide the most value to him. The purpose of the highest value presented to the customer is the difference between the total customer value and the total costs that will be paid. Marketing is evolving in a stage where marketers are not just thinking about finding new customers. Today, the goal of marketing is to manage demand by expanding and pushing the customer to maturity in a loyalty ladder to organizations. Today, customers 'satisfaction is not enough and companies should not be happy with their customers' satisfaction. They need to make sure their loyal clients are loyal. In this paradigm, the goal is to establish long-term and reciprocal relationships with interest groups and, most importantly, the customer, in such a way as to keep more customers and lose fewer customers. In this way, in the long run, benefits will be generated, resulting in an increase in the market share and profitability of companies. Companies need to believe that any action to keep customers is useful and profitable, as most research

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suggests that the cost of new customer acquisition in practice is greater than the cost of maintaining a current customer (Nazemi & Saadatyar, 2013). The value of loyal customers in the long run is beneficial and the loyalty of customers increases the level of competition in different parts of the market.

It is imperative to consider the business, preferences and choices of customers when deciding on the characteristics of products and services. Quality in an organization is a measure of how well the service is delivered to meet the customer's expectations. The nature of most services is that the customer is present in the service delivery process. This means that customer perception of quality affects not only the use of the service, but also the service delivery process. The desire to provide quality services plays an important role in the service industry, such as insurance, banking, catering, etc., because the quality of service is vital for the survival and profitability of the organization. In fact, today customer satisfaction and service quality are considered as critical issues in most service industries (Karoubi & Fayyazi, 2009).

## 4- Research Method

Regarding the fact that the present research attempts to measure the relationship between variables, i.e. branding of economic newspapers and its dimensions with customer satisfaction, the research method is a correlation type and is considered as an applied research. To collect data, a library method was used and a field method was used to collect data from the research. The research tool was a researcher-made questionnaire of 19 questions in the 5-point Likert range that has been validated by professors and experts in this field and its reliability has been confirmed by Cronbach's alpha of 0.821. The statistical population of the study consisted of customers of the most popular economic newspapers. According to available sampling method, 318 customers were selected. In order to analyze the data according to the continuous scale and the distance between the data and after ensuring the normal distribution of the data through the Kolmogorov-Smirnov test, parametric tests of Pearson correlation coefficient and linear regression have been used. In Table 2, the variables and items of the research questionnaire are listed below:

**Table2. The variables and items of the research questionnaire**

| Variables | Column | Items |
|---|---|---|
| Brand loyalty | 1 | Customers know when they buy the brand they want. |
| | 2 | If the newspaper is over, the customers will go to other places to buy it |
| | 3 | The first choice of customers in relation to the choice of their brand will always be clear. |
| The perceived quality | 4 | Branded newspapers of the customer, containing the contents at a high quality level |
| | 5 | The branded brands of the customers are highly trusted. |
| | 6 | The distribution of the brand name of the customers is appropriate |
| | 7 | The quality of the paper and the type of press printing is appropriate. |
| Brand association | 8 | Whenever it is spoken about the press, the brand name of the customer's newspaper is reminded. |
| | 9 | The edition of the newspaper is easily reminded. |
| | 10 | Press features easily come into the minds of the audience. |
| Brand awareness | 11 | The place where the newspapers are sold by customers is clear. |
| | 12 | Newspapers are easily identifiable by customers from other competitors. |
| | 13 | Customers are conscious about buying the newspaper they are looking for. |
| Customer satisfaction | 14 | Customers are satisfied with the prices set for their branded press. |
| | 15 | Customers are satisfied with the quality of services provided by their press brand. |
| | 16 | Customer Relationship Management is at the right level and attracts customers |
| | 17 | To deal with possible complaints carefully and to obtain a result |

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**5- Results**

First, respondents' demographic characteristics are discussed.

**Table3. Respondents gender characteristics**

| Gender | Frequency | Frequency Percentage |
|---|---|---|
| Male | 199 | 37 |
| Female | 108 | 34 |
| Not answered | 91 | 29 |
| Total | 318 | 100 |

**Table4. Respondents' age**

| Age | Frequency | Frequency percentage |
|---|---|---|
| Less than 30 years | 58 | 18 |
| 31-40 | 79 | 25 |
| 41-50 | 67 | 21 |
| More than 51 | 61 | 19 |
| Unanswered | 53 | 17 |
| Total | 318 | 100 |

In examining the first question, "Is there a relationship between the brand association of the daily newspapers and their customers' satisfaction?" "r" calculated at the level of P<0.05 does not indicate a positive and significant relationship between the brand association of the daily newspapers and their customers' satisfaction (Table 5).

**Table5. Correlation coefficient between Brand Association of economic newspapers and customer satisfaction**

| Variable Criterion | Predictive Variable | Pearson | Significant Level |
|---|---|---|---|
| The brand association of economic newspapers | customer satisfaction | %366 | %055 |

In examining the second question, "Is there a relationship between the brand awareness of the newspapers and their customers 'satisfaction?" "r" calculated at P <0.05 indicates a positive and significant relationship between the brand awareness of the newspapers and their customers' satisfaction (Table 6).

**Table6. Correlation coefficient between brand awareness of economic newspapers and customer satisfaction**

| Variable Criterion | predictive variable | Pearson | Significant Level |
|---|---|---|---|
| Brand awareness of economic newspapers | Customers` satisfaction | 0.633 | 0.000 |

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**Table7. Regression analysis between brand awareness of economic newspapers and prediction of customer satisfaction**

| Variable | Standard coefficients | | Non-standard coefficients | t | Sig |
|---|---|---|---|---|---|
| | β | standard error | Beta | | |
| The brand awareness of economic newspapers and prediction of customers' satisfaction | 0.448 | 0.108 | 0.678 | 4.169 | 0.000 |

The results of Table 7 indicate that an average of 0.678 of the brand awareness of the daily newspapers can predict customer satisfaction.

In the study of the third question, "Is there a relationship between the brand loyalty of the daily newspapers and their customers' satisfaction?" "r" calculated at P <0.05 indicates a positive and significant relationship between the brand loyalty of the daily newspapers and the satisfaction of their customers (Table 8).

**Table8. Correlation coefficient between brand loyalty in economic newspapers and customer satisfaction**

| Variable Criterion | Predictive Variable | Pearson | Significant Level |
|---|---|---|---|
| Brand loyalty to the economic newspapers | customer satisfaction | 0.818 | 0.000 |

**Table9. Regression analysis between Brand Loyalty to economic newspapers with prediction of customer satisfaction**

| Variable name | Non-standard coefficients | | Standard coefficients | T | Sig |
|---|---|---|---|---|---|
| | β | standard error | Beta | | |
| Brand Loyalty of economic newspapers and prediction of customers' satisfaction | 0.349 | 0.221 | 0.745 | 5.125 | 0.000 |

The results of Table 9 show that the 0.745 Loyalty to the brand of economic newspapers can predict customer satisfaction.

In examining the fourth question, "Is there a relationship between the perceived quality of the brand of economic newspapers and their customers' satisfaction?" "r" calculated at P <0.05 indicates a positive and significant relationship between the perceived quality of the brand and the satisfaction of its customers (Table 9).

**Table10. Correlation coefficient between perceived quality of economic newspapers branded and customers' satisfaction**

| Variable Criterion | predictive variable | Pearson | Significant Level |
|---|---|---|---|
| Perceived quality of the economic newspapers | Customers' satisfaction | 0.711 | 0.000 |

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**Table11. Regression analysis between Perceived Quality of economic newspapers brand and prediction of customers' satisfaction**

| Variable name | Non-standard coefficients | | Standard coefficients | T | Sig |
|---|---|---|---|---|---|
| | β | standard error | Beta | | |
| Perceived quality and customer satisfaction | 0.569 | 0.154 | 0.695 | 3.098 | 0.000 |

The results of Table 11 show that the perceived quality of the brand of economic newspapers at the value of 0.659 can predict customer satisfaction.

## 6- Conclusion and Discussion

The present study aimed to investigate the relationship between branding of economic newspapers and customer satisfaction. The research findings indicate that there is a positive and significant correlation between brand awareness, brand loyalty and perceived quality of brand with customer satisfaction, but there is not a significant relationship between brand association of economic newspapers and customer satisfaction, which is consistent with the results of Azizi et al. (2012). In this regard, it is suggested that the factors affecting brand associations, such as the lack of recall of brand associations, should be investigated by customers and examined from customers' point of view. In this regard, understanding that the brand plays a very important role in maintaining and developing customers' choice should lead the management to focus on the issue of any activity that in any way reduces the brand credibility.

In today's competitive market, the press should always seek to maintain its customers, because losing any customer costs far more than finding a new customer. To increase the ongoing commitment among customers, the press needs to increase its brand credibility by giving believable promises that have the expertise to do it. The media, when it comes to attract successful customers, can accurately inform the audience about the principles of marketing for the production and dissemination of information. In branding the press, brand popularity in the minds of consumers and the emotional and emotional relationship is the most important element that its brand customers must deal with To establish By creating an emotional relationship with customers, the press can initially be loyal to the audience and then turn customers loyal and make them into brand advocates or defenders, wherever brand names are spoken, defenders of the brand will be present and defending from brand`s identification with particular bias.

The most important asset of any media is its audience and the important task of branding management is to establish a strong, long-lasting relationship between that medium and the audience. One of the pillars of brand popularity among customers and media audiences is honesty and clear, non-interactive speech. Our presses, if they are looking for branding, are no more than a statement of facts and reports of clear news. Addressing the margins for a momentary sale will undermine branding standards because the outsiders and news gained by intermediaries will sooner or later be denied, and their audience will lose confidence in the newspaper.

In order to carry out an integral process of branding, the press must work

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on principles of truthfulness, interaction with audiences and consumers, sharing of contacts and creating new experiences for them. Audiences who feel these conditions, in terms of loyalty, will become the propagator of the newspaper's title, and the branding process will be faster.

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