Media branding and value co-creation: effect of user participation in social media of newsmedia on attitudinal and behavioural loyalty

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Abstract: Co-creation of value has become a major trend in media industry. News media organisations are one of the sectors that are significantly influenced by user participation via blogs, citizen journalism and user-generated content. This study investigates the effect of value co-creation on the loyalty of media consumers, by a survey of users of social media of Press-TV. The research model proposes that the user participation associates with three different types of values, including relational, economic and emotional values, to media brand enforcement, while this itself associates with two types of loyalties: attitudinal and behavioural loyalties. 274 users responded to a researcher-made questionnaire. FIMIX was used to measure the unobserved heterogeneity of the sample. The results showed that the users' participation in the value co-creation significantly affects their loyalty to the media brand. The results also showed that media enforcement is the most important variable in media consumer's loyalty.

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1 Introduction

Brands play a unique and critical role in the media industry. While media marketplace is characterised by abundance, "brands can help consumers cut through the clutter by identifying the brands that are compatible with their needs and expectations" (Chan-Olmsted, 2011, p.4). However, branding efforts in the media industry is becoming increasingly complex and challenging, partly because of the emergence of social media that provides a new platform for developing brand – consumer relationships (Gao and Feng, 2016, p.868) in a personal, interactive and collective (Chan-Olmsted, 2011, p.3) way. By the arrival of social media and especially the web 3.0 or participatory social media (Fuchs, 2017), new ecosystems emerge for the participation of users in value creation. As post-internet branding is mostly about facilitating conversations around the brand (Christodoulides, 2009), the characteristics of social media provide a space for the social participation of online communities (Khajeheian et al., 2018) and deep brand engagement. "Through the use of social media, media brands can develop one-on-one conversations between the consumers and the characters, or the content creators […] and involve consumers in the creative process". Hatch and Schultz (2010) show that customer engagement, and consequently co-creation, raise from access and dialogue, both enabled by social media. Mariussen and Ndlovu (2012) argue that the process of co-creation has been described as dialectical, two-way, dyadic, active, continuous, open and voluntary. Khajeheian (2018) showed that social media acts like a living room for dialogue among stakeholders in organisations.

In fact, social media have changed consumers from passive audiences to active participants (Martínez-Cañas et al., 2016; Song et al., 2018). Christodoulides (2009) argue that due to the dynamic and interactive nature of internet and digital platforms, the empowered consumers have become the participants rather than the recipients of value. One of the areas of such a participation is in branding co-creation. Iglesias et al. (2013) presented an organic view of brand (OVB) to focus on the importance of brand value co-creation. In this model, brand is a product of dialogue between an organisation and individual customers, where employees, managers and customers are three main actors

that operate in brand communities. The organic view of brand argues that "brands are organic entities because they are built together with various stakeholders and many parts of this process are beyond the control of the organization" (Iglesias et al., 2013, p.671). Similarly, Christodoulides (2009) argues that the role of brand managers is more like brand 'hosts' than brand 'guardians', and Mooney and Rollins (2010) propose that brand managers need to adapt to an open environment to engage consumers with their brands more richly, deeply and meaningfully.

As said at the opening paragraph of this paper, the media industry is heavily relied on brands, under competitive market structure and increasing intelligence of customers (Labafi and Williams, 2018). The latest Interbrand ranking (2018) shows four media brands in top 100: Disney is 14th, Thomson Reuters is ranked 66th, Netflix is located in 78th and Discovery is ranked 79th among valuable global brands. In such a brand-sensitive industry, co-creation significantly changes the role of users and audiences from consumers of media products to the prosumers (Hill, 2016) and creators of a brand. According to Chan-Olmsted:

> *For media brands, it can mean moving the focus from a simple content consumption act to a brand immersion experience that includes cohesive, all-encompassing activities to involve the consumers wherever they are. For instance, the immersive branding of The New York Times would expand beyond the consumption of its content to play a role in the readers' lives, re-enforcing the value of the brand holistically (2011, p.7).*

Value co-creation in media industry has attracted the attention of some scholars. In an investigation of value co-creation in digital media, Griborn (2016) based her argument on the architecture of digital platforms and argued that the flexibility of digital media in terms of design, production, distribution and use has shifted the value creation logic and increased the importance of customers in value creation process. The case in not applicable to new media alone, rather many agree that traditional media firms like broadcasters and news media need to exploit not only social media's distribution strength but also its potential as a creative tool for shaping TV content (Carter, 2009). Rohn and Nyland (2018) studied value creation in TV audience market and distinguished three types of sharing activities in the audience market including distribution, interaction and audience circulation. Ibrus and Rohn (2016) studied sharing economy in the media as a two-folded activity that happens in both production and consumption forms. By focusing on collaborative production, they showed that networked technologies enabled interested parties to share their labour to work for free in the content production or service development processes. They also showed the collaborative forms of content consumption through the re-distribution and spreading of the content among peer-to-peer networks or through any form of social networking as part of a shared media experience, shape social TV. Rasmussen (2012) and Paulussen and Harder (2014) studied social media adaptation of newspapers and how social media are becoming a source for journalism.

However, in an ever-increasing competitive media environment, as well as competition for audience attention, there is a competition for customer participation. Companies rely on consumers as a source of innovation and creative ideas (Martínez-Cañas et al., 2016), and media firms, especially broadcasts and public service media are in an intensive competition to motivate users to participate in the co-creation. For this

reason, understanding the motivators of customers in the co-creation of brand value is determining. The research literature points to different factors that play a role in the co-creation of media branding. Brand communities have a determining role in media branding in online and social media (Hajli et al., 2017; Khajuria, 2017; Kaur et al., 2018). Trust is another important factor in customer participation in the co-creation of social media brand value (Pentina et al., 2013). Wang and Hajli (2015) acknowledged the moderating role of privacy concerns in co-creating brand value. Chen (2019) identified the positive effect of motivation, cognition and behaviour on the participation of users in co-creation. Syed Hossain (2019) argues that ubiquity of social networks on mobile phones is a facilitator of participation of users in value co-creation. However, the motivators of users' participation in media brand value co-creation are not well-studied yet, especially in public service broadcasts. For this reason, and according to the importance of attraction of user innovation in public service broadcasts to overcome the limitation of internal creativity (Khajeheian and Tadayoni, 2016), this study aims to investigate the participation of broadcasting users in co-creation of brand value and its effect on customer loyalty.

2 Theoretical development and research model

Prahalad and Ramaswamy define co-creation as a process, whereby "customers become a new source of competence for the organisation", and as "an active and continuous dialogue to co-construct personalised experiences" (2004, p.8). Chen and Wang (2016, p.347) suggest that "the co-created values might act as critical mediators between customer participation and service outcomes, such as customer satisfaction and loyalty." Customers who perceive more value through their co-producing a service tend to be more satisfied (Ouschan et al., 2006; Dong et al., 2008; Chan et al., 2010 ; Yim et al., 2012). Mariussen and Ndlovu defined co-creation as "a partnership and a process of interaction, conversation and re-connection between firms and their stakeholders, whereby the participating parties engage in a dialogue to jointly define and solve problems by knowledge sharing and collaboration" (2012, p.506).

In search of a good research model, different studies were reviewed. Ramaswamy and Ozcan (2016) presented an integrated framework for value co-creation. Brand engagement platforms are the central basis of this framework that entails relational activities and offerings. It includes two sides: joint agency of experiential co-creators (like customers, employees, partners or any other stakeholder) and co-creational enterprises as organising the practice of brand value co-creation (like innovating or marketing offerings, or managing network relations). Piller et al. (2011) presented a conceptual, theoretical-based model for the impact of social media in innovation processes based on customer co-creation, and showed that social media enhance the effectiveness and efficiency of co-creation by lowering the cost of interaction among participants. Hatch and Schultz (2010) studied co-creation in branding and presented a framework that integrates Prahalad and Ramaswamy's building blocks into brand co-creation practice. These building blocks include dialogue, access, transparency and risk.

An inspiring model for this research was found in Chen and Wang (2016) who proposed a model to investigate the role of customer participation on customer loyalty. In their model presented for airline check-in systems, customer participation affects the three moderating variables of emotional, economic and relational values to promote

system satisfaction. This model is based on Holbrook typology of value (1999) that proposes the three dichotomies of self-oriented versus other-oriented; active vs. reactive and extrinsic vs. intrinsic. They considered the economic value and relational value as extrinsic and enjoyment value as intrinsic value.

Figure 1 Model of Chen and Wang (2016)
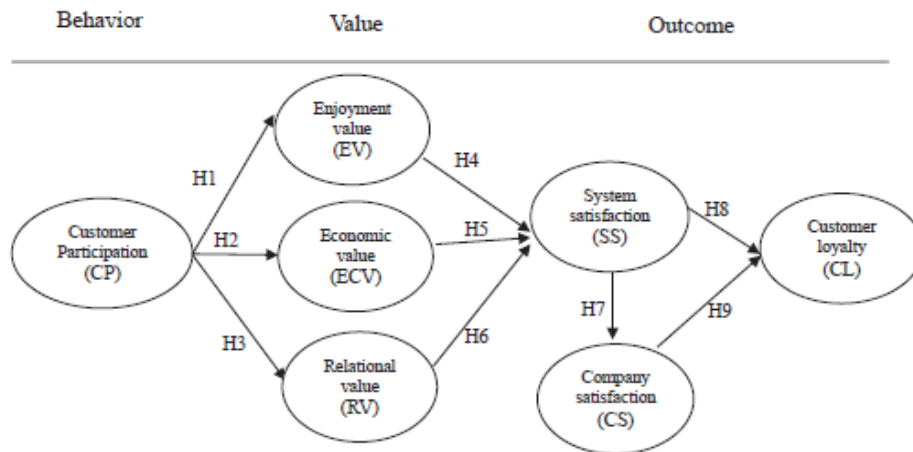
While for Chen and Wang (2016), customer loyalty is a single variable, Cossio-Silva et al. (2016) propose that value co-creation behaviour affects the two dimensions of attitudinal loyalty and behavioural loyalty. Applied to media branding, the conceptual model of this research is developed by incorporating the two dimensions of Cossio-Silva et al. (2016) in the customer loyalty variable in the proposed model of Chen and Wang (2016).

Figure 2 Model of Customer loyalty (Cossío-Silva et al., 2016)
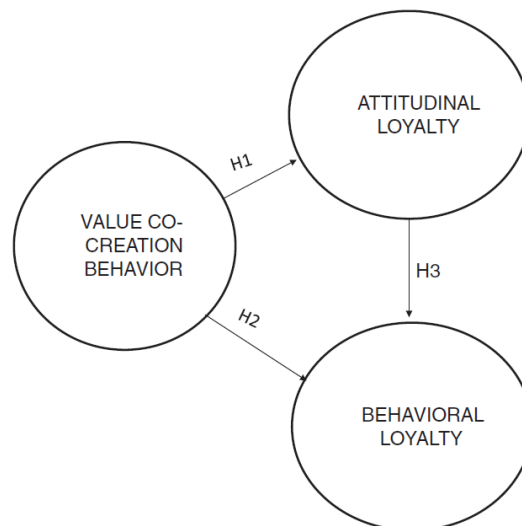
Subsequently the present study's research model was developed based on an adaptation of the models of Chen and Wang (2016) and Cossío-Silva et al. (2016).

According to Yim et al. (2012), economic value stands for the benefits and costs of using a medium, such as offering discount, sending information of a new feature, whereas relational value stands for the value that is derived from the emotional or relational bonds of the audience or users to the media. Enjoyment value, on the other hand, points top intrinsic rewards or psychological pleasure, such as entertaining and enjoyment of consuming a media product. In contrast, intrinsic value refers to "the inherent sense that experiencing a behaviour is enjoyable even if it has no explicit outcome" (Miura et al., 2017, p.190). Regarding the importance of customer (user) participation co-creates enjoyment, as well as economic and relational value (Chan et al., 2010; Chen and Wang, 2016; Yim et al., 2012), the following hypotheses are developed:

H1: User participation positively affects enjoyment value.

H2: User participation positively affects economic value.

H3: User participation positively affects relational value.

Figure 3 Research model of study
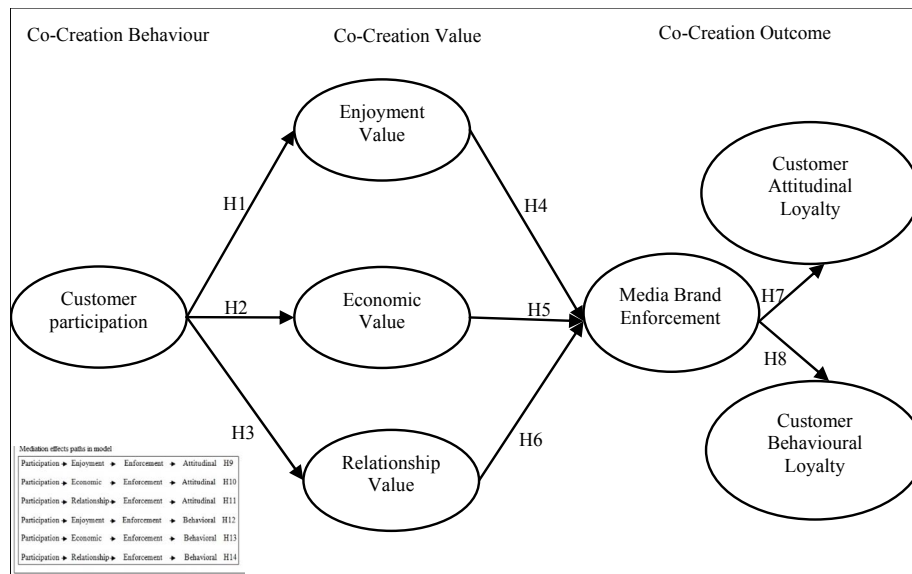
Based on Chen and Wang (2016), user participation leads to the three types of enjoyment, economic and relational values. In this respect, authors propose that media brand is associated with happiness, fun and entertaining (enjoyment value), in free and with no cost in comparison with alternatives (economic value) and creates an emotional relationship with the features of the specific contents of that medium (relational value). The following hypotheses are thus developed:

H4. Enjoyment value positively affects media brand enforcement.

H5. Economic value positively affects media brand enforcement.

H6. Relational value positively affects media brand enforcement.

2.1 Loyalty

Cossío-Silva et al. (2016) define loyalty as commitment of a customer to repurchase a product or service from the same service supplier whenever possible. Kumar et al. (2006) propose two classes of loyalty, namely behavioural and attitudinal loyalties. Behavioural loyalty is repeated purchasing, while attitudinal loyalty is a personal attitude in that different emotions make up the loyalty of costumers towards a product or service. Cossío-Silva et al. (2016) show there is a positive relationship between customers' value co-creation behaviour and their level of attitudinal and behavioural loyalty with the service supplier. However, they note that attitudinal loyalty does not guarantee that customers buy the products or services.

Value co-creation is one of the most accessible competitive advantages because of ease of implementation and its effects on customers' loyalty (Ibid). Co-creation is a benefit realised by the "integration of resources through activities and interactions with collaborators in the customer's service network" (McColl-Kennedy et al., 2012, p.7, cited in Petri and Jacob, 2016).

2.2 Media Brand enforcement

Chen and Wang (2016) showed that customer satisfaction positively affects the loyalty. Cossío-Silva et al. (2016) showed that co-created value results in two types of loyalties: attitudinal loyalty and behavioural loyalty. Thus the following hypotheses are proposed:

H7: Media brand enforcement positively affects customer attitudinal loyalty.

H8: Media brand enforcement positively affects customer behavioural loyalty.

As the main factor in media branding is customer participation, thus we develop eight hypotheses by the mediation of co-creation value in media brand enforcement, as follows:

H9: The effects of customer participation on customer attitudinal loyalty is mediated by the enjoyment value and media brand enforcement.

H10: The effects of customer participation on customer attitudinal loyalty is mediated by the economic value and media brand enforcement.

H11: The effects of customer participation on customer attitudinal loyalty is mediated by the relational value and media brand enforcement.

H12: The effects of customer participation on customer behavioural loyalty is mediated by the enjoyment value and media brand enforcement.

H13: The effects of customer participation on customer behavioural loyalty is mediated by the economic value and media brand enforcement.

H14: The effects of customer participation on customer behavioural loyalty is mediated by the relational value and media brand enforcement.

Also, this research considers gender role as a moderator, thus the following hypothesis is developed:

H15: The moderating effect of gender on the research hypotheses.

3 Methodology

This study follows a quantitative approach and aims to measure and evaluate the relationship of co-creation of social media users with brand management.

3.1 Population of study

Press TV as an Iranian-based International broadcasting with worldwide coverage has been the case of this study. In addition to Television, this news media also manages social media accounts in Twitter, Facebook, Instagram and Youtube. The intention of using the social media is to direct connection with the audiences. These social media accounts share Press TV contents and also provide a space for the audience to have their voices and to create a dialogue with other users of the media on relevant issues. They are also used for such campaigns as 'I love Hijab' to promote the ideological lifestyle. Although social media provide an opportunity for top-level participation of users in value creation, however comparing with Iranian media context, Press TV use of social media is one of the significant levels of user participation in value and an opportunity for users to co-create a value in the context of a broadcasting. Thus, the social media accounts of Press TV, in particular, Facebook, Twitter, Instagram, telegram, Pinterest, Linkedin and Youtube accounts are selected as the context of this study.

Electronic media are consumed regardless of geographical borders (ref), thus the population of this study are not restricted to a specific location. In reverse, language is one of the main characteristics for coverage of media audiences, especially in case of broadcasting. when the study allies to the languages that solely or mainly spoken in a specific country, it can be assumed that all users are from that given country. For this reason, the population of this study includes social media users that follow Iranian broadcasting services in Persian language.

3.2 Sample size

As the population of the study is not accessible in case of number and location, sampling is necessary. To calculate the optimal number of sample, SPSS Sample Power 3.0 was used. The largest number variables in set multivariate Regression is 3 in confidence level of 0.95. Power for increment is 90%, and Increment to R-Squared at 0.05 and least number of sample calculated as 274.

3.3   Measures, reliability and validity

An online survey questionnaire distributed and collected data used in calculations. Survey distributed among social media users based on the platforms they are active for including a diverse and cross-sectional sample.

A researcher-based questionnaire developed, including some demographic information and 23 questions in Likert 5 scale (5 as strongly agree and 1 as strongly disagree). To measure variables customer participation, enjoyment value, economic value, relationship value, customer attitudinal loyalty and customer behavioural loyalty, three questions and for variable of media brand enforcement five questions are developed. To confirm content validity and expert opinion, ICC coefficient confirmed by consistency and absolute agreement. Reflectivity of measurement model confirmed by Confirmatory Tetrad Analysis (CTA) at (p-value >0.05) (Hair et al., 2018, p.88) to confirm adequacy of factors to evaluate the model, circle of correlations has been used by PLS-pm package for *R* (Sanchez, 2013).

Figure 4   Circle of correlations (see online version for colours)
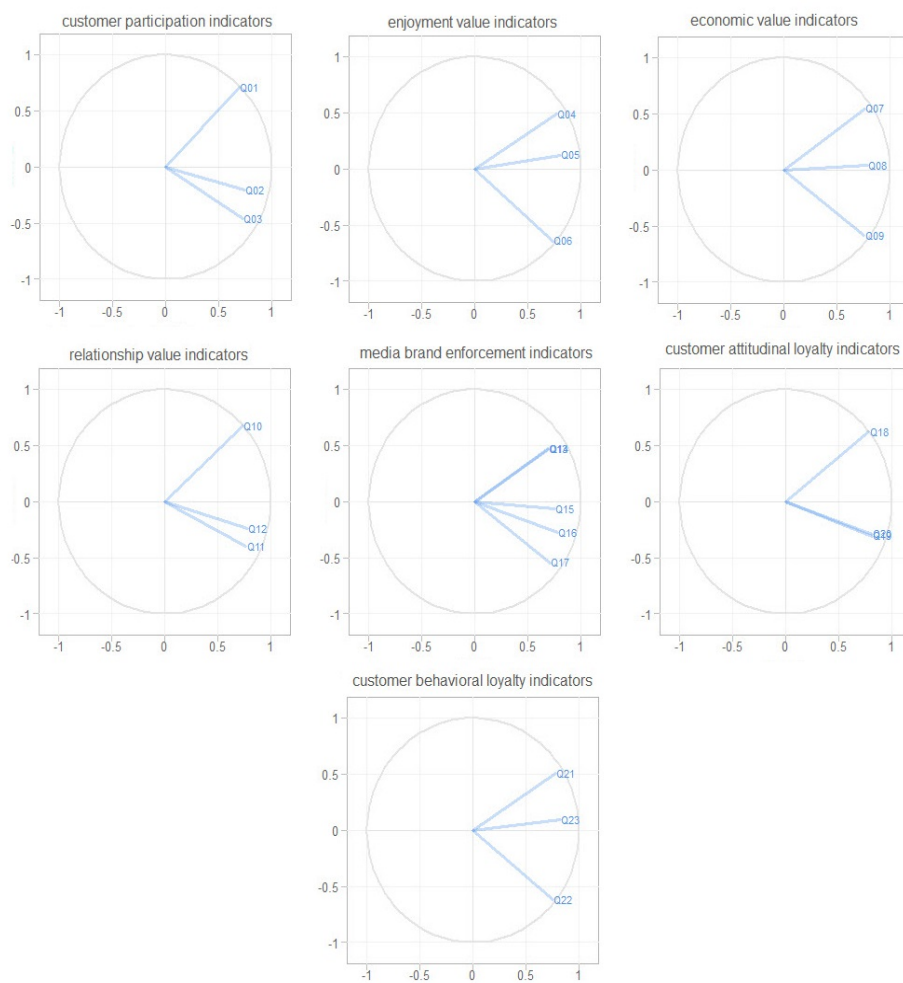
To assess measurement models, SmartPLS 3 (Hair et al., 2016) and PLS-pm package of *R* (Sanchez, 2013) are implemented. Convergent validity calculated based on Average Variance Extracted (AVE) and also based on Outer Loadings (Henseler et al., 2015). Discriminant validity evaluate at the level of factor and at the level of indicators considering Reflective Measurement Model, to assess the convergent validity, AVE values mentioned and values above 0.5 (Hulland, 1999; Ebrahimi and Mirbargkar, 2017) show convergent validity (Table 1). Convergent validity also assessed based on outer loading, shows values above 0.4 (Hair et al., 2006; Ebrahimi et al., 2018a) that imply on convergent validity (Table 1). "Generally, indicators with outer loadings between 0.40 and 0.70 should be considered for removal from the scale only when deleting the indicator leads to an increase in the composite reliability above the suggested threshold value" (Hair et al., 2014).

Discriminant validity assessed at the factor level (Fornell and Larcker, 1981), as it has shown in Table 3. In the level of indicators, cross loadings used by PLS-pm package of *R*. Figure 5 shows discriminant validity in the level of indicators.

The reliability of questionnaire evaluated by Composite Reliability (CR) and check the first eigenvalue of the indicators' correlation matrix (Table 1). Some researchers suggest 0.7 and above as the favourable point for CR (Sanchez, 2013; Hair et al., 2014). As the value of these coefficients is higher than 0.7, the reliability of research means is confirmed. "The second metric involves an eigen-analysis of the correlation matrix of each set of indicators. The use of this metric is based on the importance of the first eigenvalue. If a block is unidimensional, then the first eigenvalue should be much more larger than 1 whereas the second eigenvalue should be smaller than 1" (Sanchez, 2013).

Table 1   Measurement models and measures

Factors and items	Outer loadings	AVE	CR	Eig.1st	Eig.2nd	Model type
Customer participation (SD = 0.675, M = 3.992)		0.516	0.761	1.566	0.755	Reflective
Q01	0.714					
Q02	0.649					
Q03	0.786					
Enjoyment value (SD = 0.762, M = 3.813)		0.598	0.817	1.800	0.666	Reflective
Q04	0.797					
Q05	0.791					
Q06	0.730					
Economic value (SD = 0.771, M = 3.792)		0.589	0.811	1.771	0.643	Reflective
Q07	0.716					
Q08	0.803					
Q09	0.781					

Table 1 Measurement models and measures (continued)

Factors and items	Outer loadings	AVE	CR	Eig.1st	Eig.2nd	Model type
Relationship value (SD = 0.727, M = 3.935)		0.579	0.805	1.738	0.668	Reflective
Q10	0.742					
Q11	0.759					
Q12	0.781					
Media brand enforcement (SD = 0.693, M = 3.901)		0.529	0.849	2.653	0.815	Reflective
Q13	0.698					
Q14	0.700					
Q15	0.756					
Q16	0.775					
Q17	0.704					
Customer attitudinal loyalty (SD = 0.850, M = 3.755)		0.643	0.844	1.941	0.565	Reflective
Q18	0.831					
Q19	0.802					
Q20	0.771					
Customer attitudinal loyalty (SD = 0.850, M = 3.755)		0.643	0.844	1.941	0.565	Reflective
Q18	0.831					
Q19	0.802					
Q20	0.771					
Customer behavioural loyalty (SD = 0.781, M = 3.874)		0.613	0.826	1.839	0.647	Reflective
Q21	0.743					
Q22	0.767					
Q23	0.837					

Notes: CR, composite reliability; eig.1st, first eigenvalue; eig.2nd, second eigenvalue;
AVE, average of variance extracted; SD, std. deviation; M, mean.

To assess Multicollinearity among independent variables, Variance Inflation Factor (VIF) has been used. For this factor, values lower than 2.5 are favourable (Hair et al., 2016; Ebrahimi et al., 2018b). According to Table 2 there is no Multicollinearity among the independent variables.

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Table 2   Multicollinearity with VIF

Factors	Customer attitudinal loyalty	Customer behavioural loyalty	Customer participation	Economic value	Enjoyment value	Media brand enforcement	Relationship value
Customer attitudinal loyalty							
Customer behavioural loyalty							
Customer participation				1.000	1.000		1.000
Economic value						2.001	
Enjoyment value						2.060	
Media brand enforcement	1.000	1.000					
Relationship value						1.926	

Notes: VIF, Variance Inflation Factor.

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Table 3 Discriminant validity

Factors	Customer attitudinal loyalty	Customer behavioural loyalty	Customer participation	Economic value	Enjoyment value	Media brand enforcement	Relationship value
Customer attitudinal loyalty	0.802						
Customer behavioural loyalty	0.506	0.783					
Customer participation	0.396	0.389	0.718				
Economic value	0.486	0.468	0.435	0.768			
Enjoyment value	0.457	0.520	0.473	0.655	0.773		
Media brand enforcement	0.561	0.672	0.516	0.597	0.581	0.727	
Relationship value	0.513	0.573	0.425	0.624	0.637	0.632	0.761

Notes: Data in Table 3 are square roots of AVE (see the numbers in oblique line).

Figure 5   Crossloadings for indicators (see online version for colours)

## 4   Data analysis and findings

Table 4 demonstrates the descriptive statistics. 39.4% of respondents are male and 60.6% are female. Largest age group is between 23 and 37 years old (48.9%). The highest use of social media in respondents is 7–10 hours (38%). Also according to Figure 4, Instagram with 57.52% and 56.62% are the most popular social media among sample.

Table 4   Demographics features

| Features	Levels	Frequency	Percentage (%)
Gender	Male	108	39.4
	Female	166	60.6
Age	7–15 years	34	12.4
	16–22 years	72	26.3
	23–37 years	134	48.9
	38–50 years	29	10.6
	51 years or more	5	1.8
Hours of social media use	0–2 hours	12	4.4
	3–6 hours	61	22.3
	7–10 hours	104	38
	11–15 hours	66	24.1
	Continuously	31	11.3

Figure 6 depicts the social networks that sample of this study are used to consume. It shows that Instagram and telegram are accordingly the most popular social media platforms. When we consider that these two as well as Linkedin are the only platforms that are not filtered within the country, the results are not surprising.

Figure 6 Popularity of different social media platforms in the sample (see online version for colours)
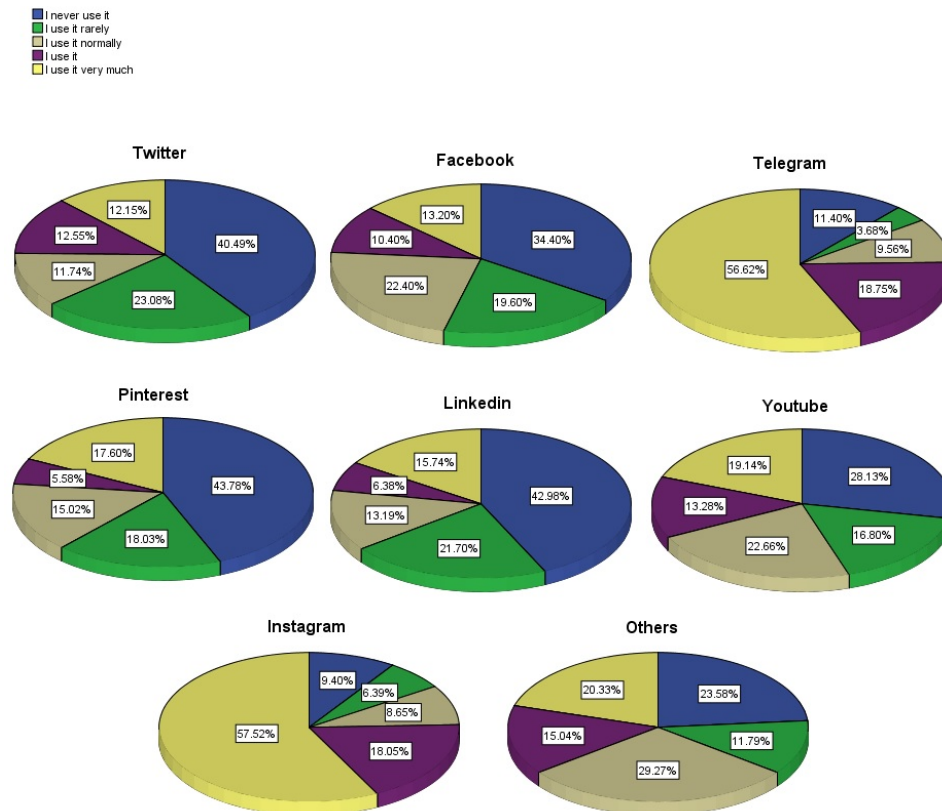
After confirmation of Reflective Measurement Models, and description of demographic characteristics, in the next level PLS-SEM has been used to assess structural model and to test the hypotheses. The most important reason for use of SmartPLS 3 is that this research is focused on prediction of independent and dependent variables. Also, the proposed model of this research has been built researcher-based and is exploratory. Finally, because of the low number of data and non-parametric data, and use of Bootstrapping instead of normalisation are other reasons for use of PLS-SEM. To acquire better results, a pre-test of hypotheses has been conducted and three data have been removed from the analysis (Figure 7). Then, Finite Mixture Segmentation (FIMIX) has been used to test the unobserved heterogeneity of statistic population. Entropy Statistic Normed shows EN = 0.962, that is positive and higher than 0.7 (Ramaswami et al., 1993; Hair et al., 2018); therefore, the homogeneity is confirmed and hypotheses confirmed with more confidence. Figure 5 shows a pattern of dense from homoscedasticity.

Figure 7 Scatter plot of outlier data and homoscedasticity (see online version for colours)
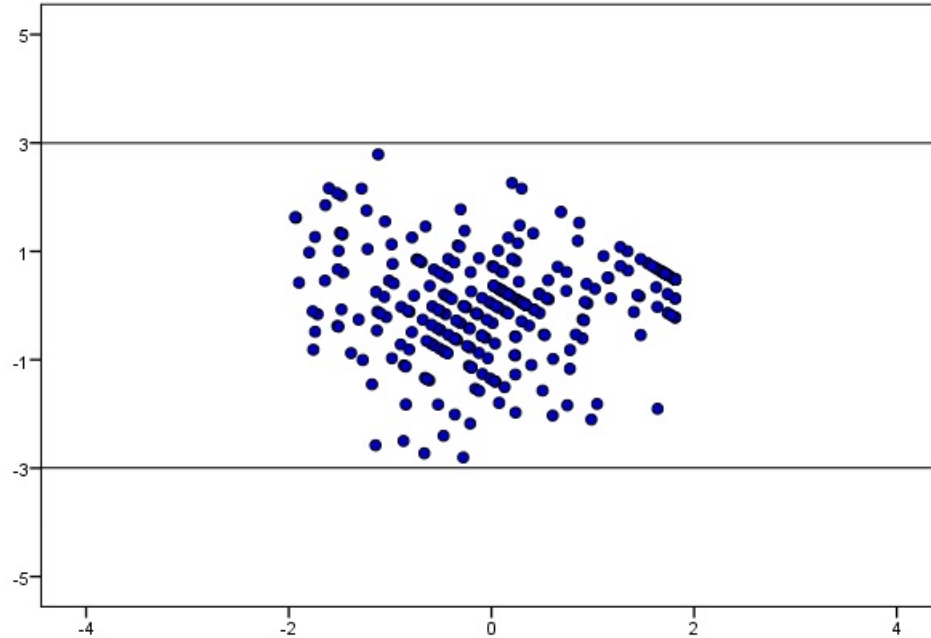

Output has been estimated after test of conceptual model for path coefficients and for *T*-Statistics (Figure 8). The most important indices are R2 and R2 adjusted (Table 5). Another index is Cohen effect (f2). Volumes 0.02, 0.15 and 0.35 are consider as small, medium and large in effect (Cohen, 1998). The values for this measure have been used to explain the model (Table 7). The Stone-Geisser index was used (Q2) to predict the power of the model and consists of the construct of cross-validated redundancy (CC-Red) and cross-validated communality (CC-Com). A value that approaches 1 denotes the most favourable response (Geisser, 1974; Stone, 1974). Also measure SRMR has been implied to assess the whole model, including internal structural models and external models, that values lower than 0.08 are considered as favourable (Hair et al., 2016). In this research, the value of SRMR in Estimated model and Saturated model are reported as 0.076.

Table 5 Assessment of structural model indicators

Variable	R^2	R^2 adjusted	CC-Red	CC-Com
Customer attitudinal loyalty	31.5%	31.2%	0.186	0.296
Customer behavioural loyalty	45.2%	45%	0.261	0.250
Customer participation	–	–	–	0.095
Economic value	18.9%	18.6%	0.104	0.212
Enjoyment value	22.4%	22.1%	0.123	0.223
Media brand enforcement relationship value	48.5% 18.1%	47.9% 17.8%	0.236 0.097	0.302 0.195

Figure 8 Outpit of SmartPLS 3 for path coefficient and t-statistics (see online version for colours)

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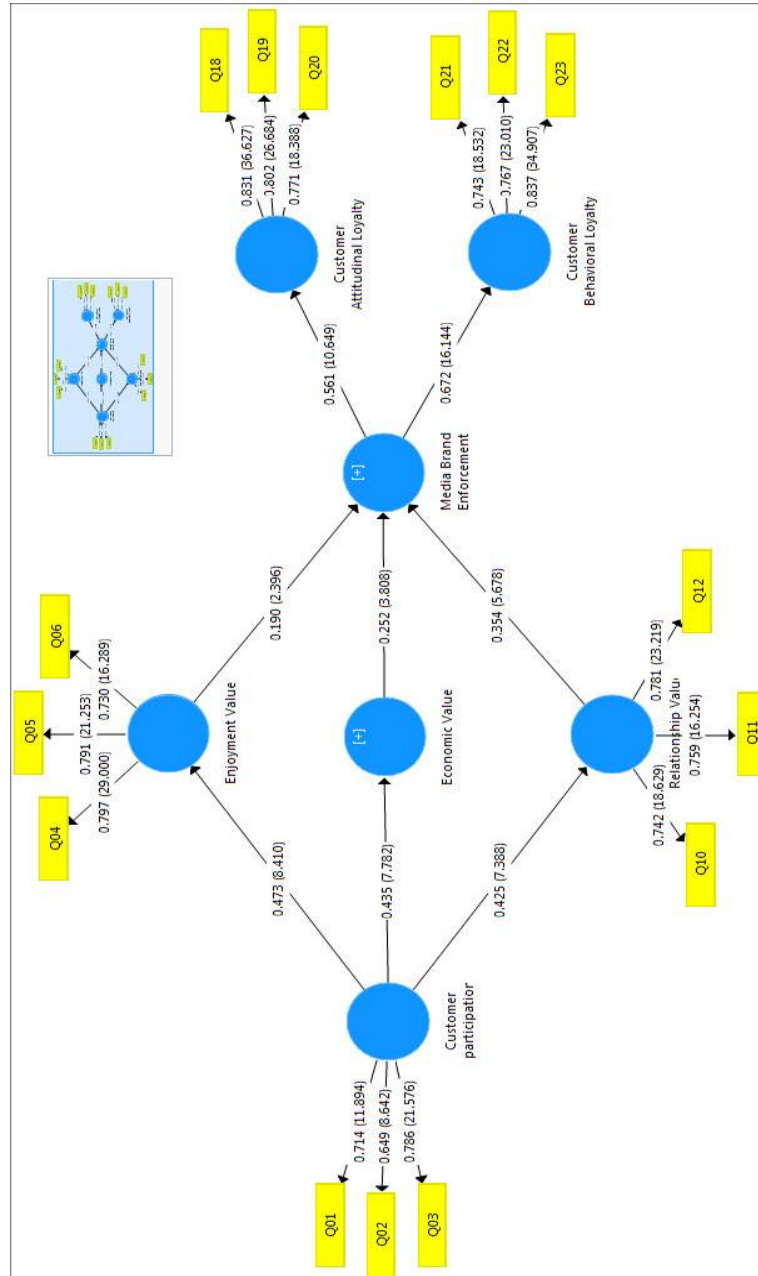
Table 6   Cohen indicator effect size (f^2)

Factors	Customer attitudinal loyalty	Customer behavioural loyalty	Customer participation	Economic value	Enjoyment value	Media brand enforcement	Relationship value
Customer attitudinal loyalty							
Customer behavioural loyalty							
Customer participation				0.233	0.288		0.221
Economic value						0.062	
Enjoyment value						0.034	
Media brand enforcement	0.459	0.825					
Relationship value						0.127	

To test H1 to H8 the direct effect was estimated. Table 7 shows that H1 is confirmed at the 95% confidence level (H1: $\beta = 0.473$, $t = 8.410$, $p = 0.000$) in the similar manner, H2 ($\beta = 0.435$, $t = 7.782$, $p = 0.000$), H3 ($\beta = 0.425$, $t = 7.388$, $p = 0.000$), H4 ($\beta = 0.190$, $t = 2.396$, $p = 0.017$), H5 ($\beta = 0.252$, $t = 3.808$, $p = 0.000$), H6 ($\beta = 0.354$, $t = 5.678$, $p = 0.000$), H7 ($\beta = 0.561$, $t = 10.649$, $p = 0.000$) and H8 ($\beta = 0.672$, $t = 16.144$, $p = 0.000$) confirmed by direct effect.

About hypotheses H9 to H14, the mediating effect tested. To test these hypotheses, specific indirect path was used. H9 confirmed, because specific indirect path is a significant effect ($\beta = 0.050$, $t = 2.009$, $p = 0.045$) and considering the significance of whole, the partial mediation effect will be supported too. At the similar manner, H10 to H14 were confirmed. Considering significance of specific indirect path for these hypotheses, partial mediation effect was confirmed (Table 7).

Permutation test (Hair et al., 2018) used to test, H15, to compare male and female and the effect of gender role on the research hypotheses. Considering p value >0.05, and also the confidence intervals, it can be explained that there is no significant difference between male and female.

Table 7   Results of research hypotheses

Hypotheses	β	SD	t-statistics	p-value	Decision	Mediation	Permutation test p-value
H1	0.473	0.056	8.410***	0.000	Supported		0.754
H2	0.435	0.056	7.782***	0.000	Supported		0.459
H3	0.425	0.058	7.388***	0.000	Supported		1.000
H4	0.190	0.079	2.396*	0.017	Supported		0.973
H5	0.252	0.066	3.808***	0.000	Supported		0.946
H6	0.354	0.062	5.678***	0.000	Supported		0.455
H7	0.561	0.053	10.649***	0.000	Supported		0.153
H8	0.672	0.042	16.144***	0.000	Supported		0.603
H9	0.050	0.025	2.009*	0.045	Supported	Yes	
H10	0.062	0.021	2.980**	0.003	Supported	Yes	
H11	0.085	0.024	3.482***	0.001	Supported	Yes	
H12	0.060	0.028	2.145*	0.032	Supported	Yes	
H13	0.074	0.024	3.101**	0.002	Supported	Yes	
H14	0.101	0.028	3.596***	0.000	Supported	Yes	
H15	There are no significant differences between Female and Male groups in model hypothesis based on permutation test						

Notes: $t > 1.96$ at *$p < 0.05$; $t > 2.58$ at **$p < 0.01$; $t >3.29$ at ***$p < 0.01$; two-tailed test, for H9 to H14 specific indirect effect mentioned in Table 7.

Finally, the IPMA matrix was assessed. This matrix has been focused once on customer attitudinal loyalty and once of customer behavioural loyalty. The best managerial manner is to find a variable that is in highest importance and least performance (Hair et al., 2018). The IPMA matrix is shown in Figure 9 with focus on customer attitudinal loyalty and indicates that media brand enforcement had the highest importance, but economic value the lowest performance.

It concluded that media brand enforcement deserves to receive the most attention of management to gain maximum customer attitudinal loyalty.

Figure 9 IPMA matrix histogram of research variables setting customer attitudinal loyalty as purpose (see online version for colours)
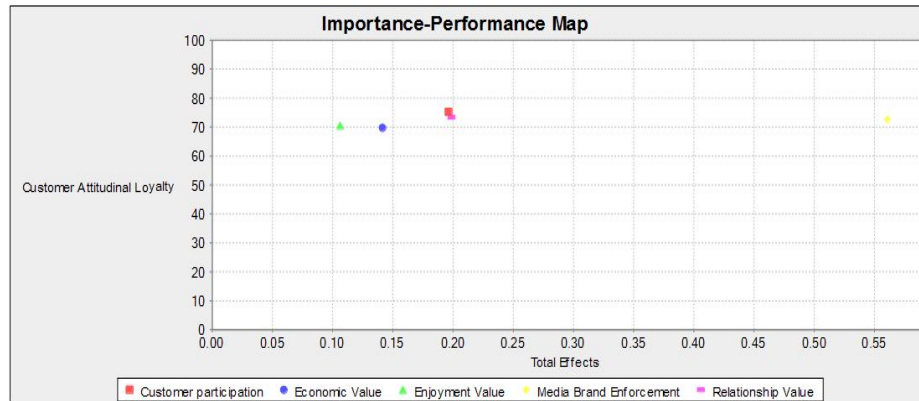
The IPMA matrix is shown in Figure 10 with focus on customer behavioural loyalty and indicates that media brand enforcement had the highest importance, but economic value the lowest performance. Thus, it concluded that media brand enforcement deserves to receive the most attention of management to gain maximum customer behavioural loyalty.

Figure 10 IPMA matrix histogram of research variables setting customer behavioural loyalty as purpose (see online version for colours)
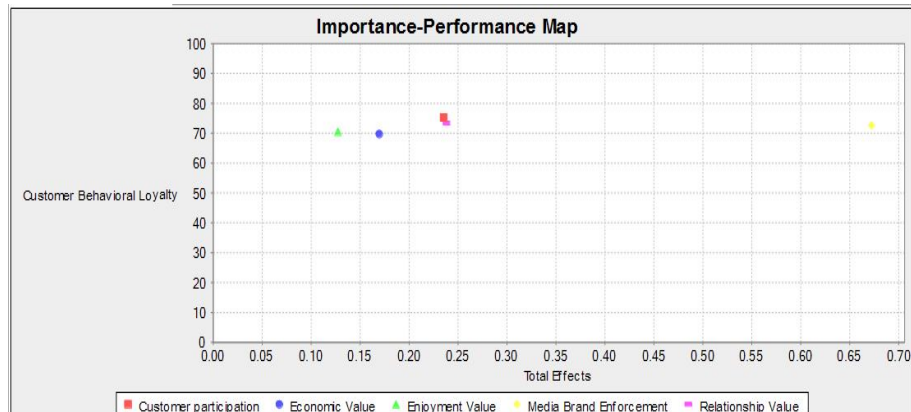
5   Discussion

Value co-creation is a key to success in media industry (Jiao et al., 2018). As the capacity of creativity and pools of innovation inside the organisations are limited, it is very

necessary to use the users' innovation to deliver new value to the consumers (Khajeheian and Tadayoni, 2016). Many innovation systems have been developed to enable organisations to exploit the innovation capacity of users (Khajeheian, 2014; Oliver, 2014; Khajeheian, 2016; Hajmohammadi, 2018; Lambrou et al., 2018; Roshandel Arbatani et al., 2018). For media industry that naturally depends on creative content (Horst and Murschetz, 2019), the importance of using external creativity and innovation is much more important. While social media enable users to share their ideas and thoughts on media content, it would be wise to use this capacity to conduct a continuous dialogue with users and to provide them with the opportunity to co-create the value with the media firm. The benefit is not only in media products, but also in keeping audiences loyal to the media brand too.

This research aims to investigate the effect of user participation on their loyalty to the media brand of an international broadcasting that compete with other rivals on maintaining an audience. The results show that user participation has a significant effect on both attitudinal and behavioural loyalty of users to a media brand, and that the organisations can keep customers loyal by involving them in the co-creation of value through their social media accounts. This co-creation of value can be in the form of any dialogue between users and organisation, or among the users.

The results offer empirical evidence for the importance of customer participation in value co-creation in the branding of media. Findings show that the participation of customers in the social network of a media broadcast creates both extrinsic and intrinsic values. This finding is in line with Chen and Wang (2016), and indicates that creating an enjoyable experience for users of media broadcast's social network is critical.

Based on the analysis, H8 has been confirmed as the strongest hypothesis (H8: $\beta = 0.672$, $t = 16.144$, $p = 0.000$), showing the effect of media brand on behavioural customer loyalty. H7 is the next strongest confirmed hypothesis (H7: $\beta = 0.561$, $t = 10.649$, $p = 0.000$) that shows the effect of media brand on attitudinal customer loyalty. H1 to H8 have been confirmed strongly, and the reason is that all of them (excluding H4 that is confirmed in the level of 0.05%) are confirmed at the strong level of 0.01%. H15 measured the moderating variable of gender with permutation.

The results show that to engage users and to encourage them to participate in the value co-creation process, an organisation must provide at least one of the values, or better, a combination of three given values to keep users engaged.

In the newsmedia, economic value can be designed and developed according to the business model of the organisation; for example, if the business model is based on subscription, the unlocking of access to premium content can be an economic value for encouraging the users to participate. If the dominant model is based on advertising, advertising-free content can be an option. The newsmedia organisation can provide relational value for the users by connecting the top users in co-creation with some talents, celebrities or stars in the related field. It would be a prestigious value that may result in economic or social benefits for the user by being connected with some important figures. The enjoyment value can be increased by the media organisation via providing the users the sense of being involved in dialogues that support their interests and deal with their concerns, and to be active in a social conversation. Provision of a combination of these values can promote the attractiveness of social media accounts of a newsmedia for the users to get involved in dialogues that result in the fulfilment of some intrinsic social missions of newsmedia. It also promotes the brand of the media organisation in such a competitive market and increases the loyalty of users. The model emphasises that these

three values must be considered in the managing of social media accounts, as well as in the designing of social media platforms for user engagement in newsmedia and possibly any other organisation that needs to engage its customers in the process of co-creation of value.

6   Conclusion

In this study, the authors examined the effect of user participation in social media accounts of newsmedia on their behavioural and attitudinal loyalty to the media brand. To that effect, a survey of the social media accounts of the Iranian-based international broadcasting, Press TV was conducted. Some 274 questionnaires were returned. The statistical analysis showed that brand enforcement is the most prominent variable in making consumers of newsmedia loyal, both behaviourally and attitudinally. Also it showed that user participation would foster brand enforcement by three types of values that may be delivered to the customers through the social media accounts of the news organisation. While previous studies indicate that co-creation affects positively the brand and loyalty, this study, applying an adapted comprehensive model with a representative sample in context of media industry and in particular, an international newsmedia organization, pointed to a need for managers of international broadcastings to seriously put various kinds of values in the social media content of their media in order to encourage users to participate and co-create the relevant value. The findings also showed that user participation in a broadcasting's social media provides both extrinsic and intrinsic values. This finding is based on Chen and Wang (2016) that a pleasant experience in consumers is vital.

6.1   Research limitations

In generalisation of this research's findings, some limitation must be mentioned: firstly, this study was conducted in a specific broadcasting with particular restrictions in co-creation. Political and cultural considerations prevent Press TV to provide the users more options to co-create value at the same level as many of its international rivals. For this reason, it is important to apply this research in other international broadcastings with more possibilities for users to share their ideas and thoughts in social media and more co-creation opportunities.

Also this research narrowed its perception from co-creation down to sharing the news content on the broadcasting's social media, based on the limitations previously explained. However co-creation carries broader meaning and is not limited to sharing the content in social media. User generated content is part of media value co-creation, while user innovation can be acquired by more involvement of users. For example, Khajeheian and Tadayoni (2016) showed how DR, Danish public broadcast, uses pitch days to give an opportunity to its audience to share their ideas and if accepted, to get involved with DR to make them alive; and Piller et al. (2011) stressed on the impact of social media on co-creation of innovation. Thus, this limitation must be considered that co-creation is more than sharing content on social media.

Another limitation of this research is that it was conducted as a cross-sectional study, and therefore actions and attitudes of users were measured in a single point of time instead of intervals.

6.2 Future researches

Implication of co-creation for brand enforcement in media is a complex and multifaceted issue, and our knowledge about various aspects of this process is limited. Future researches can compare social media platforms and investigate which one has more potential for value co-creation, and how newsmedia organisations can foster user participation.

As Figure 5 shows, the authors have not compared different social media, and the only comparison was done between male and female users. Kim (2017) showed that ideology, gender, race/ethnicity and familiarity affect the users' perception of brand. Thus it is suggested that researchers consider the moderating role of these factors on participation. Such a comparison can be expanded to other factors to expand our understanding about the causes of difference in users' participations in co-creation process.

Methodologically, authors suggest future researchers to use MGA multi-group analysis to compare different social media and to find out how Twitter, Facebook, Instagram and other social media act differently.

Also longitudinal researches can deepen the findings of this research, as it would collect data in different periods of time, and revisit the participants' actions at intervals.

6.3 Implications

A managerial implication of this research is that media managers must put more energy and attention to the brand enforcement via creating a conversation with users and among the users through social media. In Figure 8, the horizontal axis shows the level of importance of any given variable; the rightest is most important; while the vertical axis represents performance of the variable. By this figure, brand enforcement variable, depicted in yellow, has been found as the most important variable, but not received sufficient attention. Therefore, to stay competitive, managers of any broadcasting must value their users' participation in the way that promote their emotions towards the media brand, to gain economic benefits from their participation and to find new connections through the brand. These three values increase the loyalty of customers to the media brand.

The results also show that creating an enjoyable experience for the users of social networks of a media organisation is critical. This implies that in order to encourage the users to participate in co-creation, their pleasure must be taken into account while the designers of platform must consider to embed the elements of enjoyment. Application of some audience engagement technics, like gamification (Seaborn and Fels, 2015; Nobre and Ferreira, 2017; Karimi and Salavatian, 2018), can be useful.

Another implication of this research is to consider the provision of an optimal combination of three given values in designing the customer engagement platforms. While this research studied the co-creation in the social media accounts of a newsmedia, in an age of platforms, one would rather use customer engagement platforms to lock-in customers into the organisations' way of exchange of information, entertainment, transaction and value exchange. Platforms are the place for facilitating the exchange of value among different stakeholders (Parker et al., 2016; Reillier and Reillier, 2017) and to create dialogue among these stakeholders as a way of promoting the brand of the organisation. Findings of this research can be used in designing a customer engagement

platform for organisations in general, and newsmedia in particular, to get the users to involve, engage and participate in the co-creation of value, hence affecting their branding and subsequently the loyalty of their customers.

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Appendix: Questionnaire

Demographics and media habits:

a. Gender: Male □ Female □

b. Age: 7 years and below □ 7–15 years □ 15–22 years □ 22–37 years □ 37–50 years □ above 50 years □

c. Average use of social media per day: Below 2 hours □ 2–6 hours □ 6–10 hours □ above 10 hours (always on) □

d. Social media platform: Which social media network do you use (you can select multiple choices. Also you can rank two social media with similar rank)

	I use a lot	*I use*	*I use rarely*	*Never use*	*Rank this social media*	*Explain freely about your use of social media*
Twitter						
Facebook						
Telegram						
Instagram						
Pinterest						
Linkedin						
Youtube						
Other platforms (name)						

Survey Questions:

Please rank any of questions with 1 (strongly disagree) to 5 (strongly agree). Be careful that social use means your popular social media.

	Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
1. Reporting your neighbourhood to social media account of newsmedia expands news coverage and public information					
2. Commenting on social media account of newsmedia contents creates a social dialogue					
3. Users' suggestion of related articles and posts in social media account of newsmedia provide value to other users					
4. Users of social media account of newsmedia enjoy reading of other users' posts					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Enjoyment value:					
5. Reading of different comments enjoy other users					
6. Reading of suggested articles and posts in social media account of newsmedia enjoy other users					
7. Reading of users' comments in social media account of newsmedia provide information that results economic benefit					
8. Participation of users in social media account of newsmedia results economic benefit by vouchers, coupons and other discounts					
9. Participation of users in social media account of newsmedia reduces cost of reaching to proper articles for other users					
10 By use of social media account of newsmedia, users find new writers, influencers and worthy people					
11. By use of social media account of newsmedia new friends have found					
12. By use of social media account of newsmedia, new economic ways of living and optimising of costs can be found					
13. Participation of users in social media account of newsmedia expands news coverage with more diverse content					
14. Participation of users in social media account of newsmedia increases attraction of the newsmedia organisation (e.g. more journalists and press agencies are willing to work for the organisation)					
15. Participation of users in social media account of newsmedia increase the number of references to the newsmedia by other media					
16. Participation of users in social media account of newsmedia increases popularity of the organisation					
17. Participation of social media account of newsmedia make the organisation more successful in agenda setting					

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
18. Participation of users in social media account of newsmedia promote the newsmedia organisation as a reputable organisation					
19. Participation of users in social media account of newsmedia reflects correct perspectives from news					
20. Participation of users in social media account of newsmedia make the newsmedia a trustworthy media					
21. Participation of users in social media account of newsmedia increase the number of it users					
22. Participation of users in social media account of newsmedia makes this media as a source of knowledge for more people					
23. Participation of users in social media account of newsmedia leads more users to recommend it to their friends					