

Construct Brand Loyalty Evaluation Index for Business Magazines

ABSTRACT

The study is aiming at consolidate the lack of brand study in the business magazine industry, and would like to introduce related research for constructing loyalty evaluation indexes of Taiwan business magazine brand, as well as to build up effective reference for practical operation. Then with the study base, we can develop brand loyalty evaluation indexes of other type magazine in the future.

This study adopts “modified Delphi” and divides the brand loyalty evaluation indexes of business magazines into two dimensions: “behavioral indexes” and “attitudinal indexes”. The “behavioral indexes” consists four items and the “attitudinal indexes” consists 12 items.

After completing two rounds of questionnaires, the result shows that there're four “behavioral indexes” which are qualified for consistence and importance” by experts and scharlors of media marketing, including “percent of purchase”, “purchase sequence”, “duration time for purchasing” and “percent of reading”. Also, there're 7 qualified “attitudinal indexes” including “purchase intention”, “brand satisfaction”, “brand evaluation”, “recommendation intention”, “brand preferences”, “brand trust” and “brand commitment / insistence”.

The results suggest that business magazines may evaluate brand loyalty with these qualified indexes. From practical point, business magazine need to focus on the professionalism and accuracy of content as to improve readers' purchase and reading intention, to get readers' recognition, to boost readers' satisfaction and recommendation as well. Meanwhile, once the brand preferences and brand trust are constructed, the business magazines get the readers' brand loyalty as well.

Keyword: Brand Loyalty, Brand Theory, Business Magazine, Delphi Method