



PROJECT PAPER MPP799

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PROJECT PAPER

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ABSTRACT

This research is conducted through a deductive reasoning approach on the subject of media brand loyalty within media convergence systems. The application literature reviews were surrounding the topics of brand management particularly on brand equity, brand loyalty, media literacy, environmental journalism and current media landscape. Epistemology was gained on the theory of knowledge on the brand equity as an underpinning theory in supporting the quantitative research method. Face Validity and Reliability of Face Validity was conducted in relation to Independent variables (IV) Brand Equity and External Environment and the Dependent variable (DV) Brand Loyalty. Further, an empirical knowledge through experience and observation were supported with an analysed data from Media Prima Bhd sourced by AC Nielsen.

Media markets shall be explored through the media convergence where explicitly these new market structures transformed the media landscape and offering systems never done or never known before. The present media market encompasses a variety of array platforms and channels as well as brand diversifications where each platform stands with its own unique content. Thereupon it is a question of how the quality of media news brands attributes in gaining a favorable brand and affects the overall marketing strategy and corporate image. Media brand management differs from other industries in which emotional resources, sociological, psychological elements and environmental factors make up the whole process.

Henceforth, literature review of 20 relevant publications, journal and article to distinguish the findings, synthesize and gain similar concepts, gained new perspectives and identified relations between ideas and practice. The discovery shall direct the attention to the significant Media Prima 360° brands structure strategy offering an integrated marketing solution. Accordingly, does its media brands and media clusters invent the value of brand equity thus preserving its brand loyalty?

Quantifiable questions were centered on the significance of the News media brand as a quality that inherent brand loyalty. It is worthy of attention to comprehend what is happening at the corridor of public awareness and public perceptions on media brands determining its problem statements and affirming its hypothesis relations of

H1 media Brand Attributes the substance of IV media Brand Equity and H2 Environmental Journalism the substance of IV External Environment to media Brand Loyalty.

Keyword: Media Convergence, Brand Loyalty, Hypotheses, Brand Equity, Environmental Journalism.

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APPROVAL PAGE

This is to certify that the research entitled “ **The Influence of Brand Equity And External Environment In Preserving Brand Loyalty Own Media Prima**” submitted by **Hanna Al Aliyy Dr Mohd Yusof** has been supervised. In my opinion the research follows the standard requirement for Master In Management.

.....

Advisor name

Advisor

DECLARATION AND COPYRIGHT

Name of Student : HANNA AL ALIYY DR MOHD YUSOF

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I hereby declare that this research is entirely my own work unless stated otherwise.
Any contribution from other persons or sources are duly reference or acknowledged
within the footnotes.

Signature : *Hanna Yusof*

Date : 31st July 2025

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1. Introduction

The topic of the research is intense on audience media brands choice evaluating through media brand equity ultimately the organization achieved the phenomenon of brand loyalty. Brand loyalty has been agreeable by many as one of the main factors in increasing revenue and is a strategy to consumer long term commitment. *Harvard Business Review stated that companies with high Net Promoter Scores NPS in brand loyalty grow revenue 2.5 times faster than industry peers.*

Functional marketing and brand management in organizations both influence the external stakeholders perceptions on brands however marketing prioritizes market target actions and has limitations on external perception management whereas brand management relates strongly on external perception management. Brand management documents, defines and formalizes the brand strategy.

The parameter of the study is emphasis on media convergence of Media Prima platforms, media brands together with its brand attributes, brand association. Media Prima is a Malaysian leading and largest integrated media group with business interests in television, print, radio, out-of-home advertising, content creation and digital media. The company operates four television channels - TV3, TV9, NTV7 and 8TV, five radio stations - Hot FM, Kool FM, Fly FM, Eight FM and Molek FM. Media Prima is also the owner of the largest newspaper publisher New Straits Times Press with three national news brands - New Straits Times, Berita Harian and Harian Metro. In addition to the traditional media, the organization is currently ranked third in Malaysia digital reach. In 2018 Media Prima became the number one choice for mobile content ahead of Google and Facebook. *“Media Prima remains resilient, maintains ad revenue momentum and remains able to withstand and recover quickly from difficult situations where the organization is surrounded by an increasingly challenging media landscape” (NST Business, November 30, 2022).*

1.1 Research Specific Areas

News media brands

Media brands bestowed to the public therefore media scope and contents are important in generating quality brands. It is important to identify the essential quality of media scope, as well understand the innovative products originated from technology. Media companies are increasingly developing their capabilities for articulation with information technologies and across communication sectors, giving rise to a macro-sector we could designate as information technology, media and telecommunications (TMT) (Eli Noam, 2014). However the tension and complexities of contemporary society in the age of media convergence indirectly causes lack of media brand loyalty. This statement is supported by Barbara Brodzinska-Mirowska et. al, Draft that the convergence process challenges the effort to expand the brand hence consequently there is a question on the issue of loyalty to the media brand. Further, Jackson & Paul, 1998 et. al (as cited from Barbara Brodzinska-Mirowska et.al, Draft) claimed that the latest research shows that institutional media faced many problems with transition of their communication from a traditional level (the press) into the Internet and mobile dimensions.

The News brand refers to a media brand, an entity that produces and disseminates news and journalistic content. It encompasses the brand equity of not only the content itself but also the reputation, editorial standards, target audience, and overall identity associated with the organization. As well, from the perspective of media involvement in the external environment, this research simplifies the significance of media environmental journalism in relation to brand loyalty. *Balance between sensationalism and objectivity environmental journalism often faces the challenge of striking a balance between attracting audience attention and maintaining objectivity (Gulyamova Muxtabar Abdujabbarovna, 2023).*

Brand management Concept

Brand management is an effort to provide resilience to product brands where they give impact on the overall image of the organization and are appropriate to the current time, circumstances and interests. Brand is one of the most valuable company assets and is worth protecting its value. *Brand management is the effort to create, maintain and optimize the brand communication to the public and target market. Successful brand management can assess or evaluate its nature, ability and quality with the following four principle elements; brand awareness, brand equity, brand consistency and brand loyalty. Aqcuia.com provided further understanding by giving an example of a brand logo, color where it is a branding factor however is not easily identified but can be felt the existence.*

Assessing the level of consumer's understanding between a product and a brand is important as many consider the two entities to be the same. A brand is a giving form of identity to distinguish an organization from others therefore is a great drive to delve into the topic of brand. *A brand is a series of acculturation that is mentioned, practiced, used and lived in reality by society. It is produced by a company for a business. It is also a culture that needs to be connected by and between communities that have a connection with products or service branding as a whole (Sulaiman Arshad, Sirim Berhad, January 2016).* It processes according to the needs and factors surrounding the organization and external environment.

Media Brands

Media products consist of (i) marketable physical media such as DVDs, CD, cartridge, VHS, Books; (ii) digital media, (iii) media services such as video, audio recording, video conferencing, presentation support, studio production; (iv) media business services such as advertising and (v) media that creates other media such as stock photography images (Simplicable 2002-2025). John Spacey (October 28, 2023) classifies media into 3 categories of which each category is within its shared qualities and characteristics; (i) Traditional Media, which has been around for more

than 3 generations has become part of the traditional culture for example television, radio, newspaper, magazines, paintings, pamphlets, walkie-talkies. (ii) Digital Media is a new media based on information technology and internet networks for example websites, chats, digital advertising, podcasts, social media. (iii) Real World Media is a physically present media at the out-of-home for example events, street art, outdoor advertising, displays in shops.

In media brands the change of time, environmental factors as well as technological developments play a major role in the existence of media, with that the new media has significantly changed the way media companies are functioning. “*Convergence is seen increasingly powerful in the 21st century which allows and encourages a confluence between platforms that were earlier treated in policy as separate entities (Eli Noam, 2014). Paulo Fautino et.al (2014), media is based on creativity, feel and intuition. It may also be driven by motivation of public service. Thus media are not quite driven by profit numbers and analytical models in the same way other industries are.*

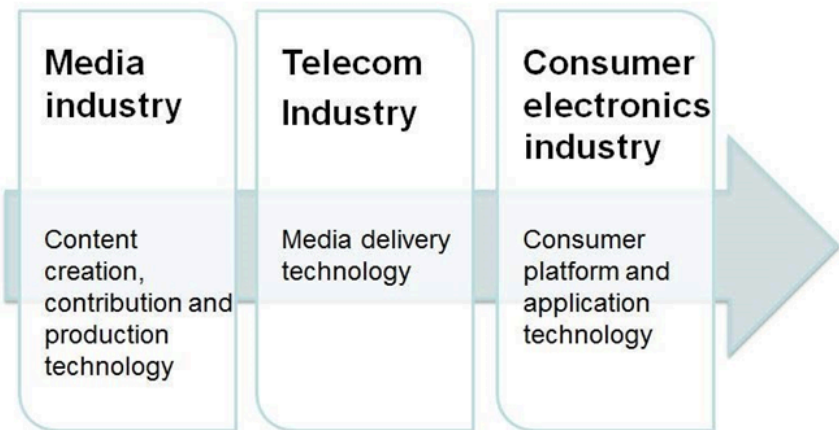
1.2 Media Convergence

Media Convergence of Media Prima Brand Equity

The multiformity of media products goes hand in hand with diverse brands. Brand management functions are to establish and ensure that brand identity is developed and maintained. It ensures that the company's mission and vision are achieved in line with the brand. Media Prima TV channels have 4 different brands; TV3, TV9, NTV7 and 8TV targeting each different target audience. Media Prima Radio owns 5 radio stations with each brand, Hot FM, Kool 101 FM, Eight FM, Fly FM, Eight FM and in recent years have launched another new radio brand named Molek FM. With the digital confluence media system, targeting mass Media Prima had also as Netflix,

Spotify, HBO, Amazon, came up with Tonton, Malaysia’s 1st and largest homegrown video streaming service offering access to the best local content and exclusive movies. With the confluence media system, Media Prima launched digital online streaming Tonton and social media brands where the convergence media allows transmission programs to be digitised, for another example is when news programs on TV3 can now be watched via digital online. Diversity, equity and inclusion (DEI) in products and brands within each targeted market, demographic and structure is seen to be Media Prima’s business strategy. This strategy is as well exerted by many established organizations. For example Annie Jean-Baptiste, Founder and Director Of Product Inclusion and Equity at Google expressed an opinion and reaction on Inclusion strategy *“At Google, we build for everyone, our commitment to creating inclusive, equitable and accessible products doesn’t rest with one team but is company-wide. The people we design for come from different places, ethnicities, socio-economic positions and disability communities. With those varied backgrounds come different mental models and context to use. This is why we continue to partner with communities to understand their needs directly and develop truly helpful products”* (Kantar.com). Valeria Piaggio, Global Head Of Diversity, Equity and Inclusion at Kantar, claimed that *“It is a folk tale that inclusion marketing is about marketing to minorities. Inclusion marketing is expansive marketing. When a brand excludes customers - whether that’s because people don’t feel welcome when shopping in stores or their advertising doesn’t reflect diverse communities - it’s an easy miss”* (Kantar.com).

Figure 1 Media Convergence



Based on Lieven Vermaele (Technology Strategy Update (EBU, 2011) of the Multitude Of Distribution Channels On A Wide Variety Of Connected Devices. Media convergence makes the media, telecommunications and consumer electronic platforms operate all together simultaneously.

Brand Loyalty In Media Convergence Era

Past years economic sectors in the media industry were less connected to each other, for example newspaper companies do not compete directly with broadcasting companies. And within the umbrella media content sector, media scope is vastly available with various creativity e.g TV and Video content (e.g movies, TV programs, short documentary), written content online and print (news, magazine, websites, blogs), social networks, advertising. In recent years an online payment system was invented, as well as a subscription system, this has caused traditional media to implement transformation in the operating system towards a more competitive situation. *Therefore with the advent of the Internet, globalization capability has been empowered, thus the media industry has been challenged to solve complex problems related to changes in infrastructure and has needed to propose new solutions (Media Industry Dynamics, 2014). The component that differentiates the media content sector from other sectors is that media content contributes to the nation's sustainability democracies and quality of life by informing democratic debate and allowing the public to form views and make informed choices (Final Report September 2012, Fast-forward Media Futures Forum, EU). In 2024, internet users worldwide were 5.44 billion. $\frac{2}{3}$ global population is connected to the world wide web (Statista.com). As a consequence of this, achieving brand loyalty is an important target goal for a brand. Barbara Kekes-Szabo, 2024 claimed the fact that brand loyalty-a long term commitment, to make repeat purchases from a particular brand is not so heavily dependent on price makes these metrics a potent driver of both profit and profitability. Media has a unique character, that is, an individual, organization or information is not seen as priority or unique for the media industry, but it becomes important and unique when there is a combination of the two (Eli Noam, 2014). Doyle, 2010 claimed that it is difficult to understand the situation*

where the internet and the diversity of platform content have significant potential in economic development, the advantages available to generate the economy, the opportunities to obtain various content and audience interaction are initially seen as opportunities but eventually become at least a risk if not jeopardy.

1.3 Problem Statement

The leading statement presumption is that most media companies lack brand loyalty due to diversity of media brands so challenge its causes, who is affected by the specific situation and why it is important. Source Nielsen Consumer & Media View July 2022 - June 2023, all people aged 15+ show a decline of society using traditional media such as TV or reading materials from newspapers or books and instead preferring to obtain quick and simple information from digital sources such as online news or social media posts. Google Malaysia's Year In Search 2024 reported that Malaysia has a mobile-first, digital connected audience, with 69% accessing the internet daily, 88% using smartphones and a strong presence of local YouTube channels with localized content. *Users, Audiences and Brand Communication challenge the concept of media brands (Barbara Brodzinska-Mirowska et. al).*

Besides, exists an ambiguity on the formality of brand loyalty and brand equity where they were described with parallel meaning. *For instance National University of Singapore described brand equity as an incremental value that derives from the thoughts and feelings which evokes awareness, interests, emotions, considerations, benefits and relevances. Sheth and Park (1974) also describes the same elements to brand loyalty where it comprises three dimensions namely the emotive tendency towards the brand, the evaluative and the behavioral tendency. While a study made by Unik Dwi Lestari and Yusi Yanah (2023) uses purposive sampling, data were taken from 202 respondents and analyzed using SPSS and SEM Lisrel 8.8 found that the variable brand loyalty, brand awareness and perceived quality had a positive and significance influence on brand equity however brand image had no positive effect*

and did not support brand equity. Aakers (1991) described brand equity as a managerial view while Keller's (1993), psychological, memory-based view of brand equity. Erdem and Swait (1998) brand equity based on information economics and signalling theories (Con Menictas et.al (2012).

Further, there was a paucity of information on environmental journalism for example; *The rise of citizen journalism facilitated by digital technologies has expanded the sources and perspectives in environmental reporting* (Gulyamova Muxtabar Abdujabbarovna, 2023). Setting significant media brands associated with content experiences and the capacity to maintain brand preferences and a choice in a highly competitive market becomes increasingly crucial. News and information are oversaturated and comparable, the dilemma of news content where similar or same content are across all other channels thus deludes and decreases the media news brand consumption.

1.4 Research Question

The division of questions into parts was designed to bridge the gap of news media brand loyalty. The questions shall provide a verification on the relations between the (IV) and (DV). The Research Question was constructed within the framework of Who, What and How surrounding the elements, a targeted action and subject to be impacted by action. *Who - identifies the main entity of the research objective, What - describes the nature or substance of characteristics involved in relation to the research objective and How - is to examine the manner or method in which the research questions and problem statements unfold.*

Legend

Construct	Definition
WHO	“Element” used in or impacted the study
WHAT	“Body of knowledge” required to solve the problem
HOW	“Action”/ “Impact” on the “element”/“body of knowledge” in the study

Main Research Question:

What are the brand management elements of news brands that can encourage news media brand loyalty among audiences/consumers?

Table 1
Research Question Design Framework Table
(Dr Rohimah/Yuska Harahap, 2025. Adapted from Ibrahim, 2011)

Title	Informative brand management process of News media for encouraging news media brand loyalty among media audiences/consumers.				
Problem Statement	There is a need for news media companies to highlight the authenticity of news media brands to encourage brand loyalty.				
Main RQ	What is the brand management process of news media that can encourage news brand loyalty among audiences/consumers.				
RQ Construct		Activating inquiry approach (Sub RQ1, RO1)	Strategy Inquiry	Target Output (Exp Results)	Potential Solutions (Exp K Contribution)
WHO (knowledge)	News Media (5)	<u>SubRO1</u> What are the available mediums of News Media in the market? <u>RO1</u> To identify the available mediums of News Media in the market.	LR, Media companies Media brands	The available mediums of News Media in the market	Determination on the available mediums of News Media in the market
WHAT (understand)	Media reporting operational brand management process (10)	<u>SubRO2</u> What are the media reporting operational brand management process for News Media <u>RO2</u> To determine the media reporting operational brand management process for News Media	LR, Media Prima	The media reporting operational brand management process for News Media	The established media reporting operational brand management process for News Media
HOW	To encourage News brand loyalty among viewers	<u>SubRO3</u> What are the independent variables (IV) in media reporting brand management for News Media that can encourage news brand loyalty among viewers? <u>RO3</u> To analyse the independent variables (IV) in media reporting brand management process for News Media that can encourage news brand loyalty among viewers	Quantitative Study	Vital information on the relations of IV to DV on media reporting brand management process for News Media that can encourage news brand loyalty among viewers	Vital information on H1 and H2 on media reporting operational brand management process for News Media that encourage news brand loyalty among viewers.

1.5 Research Objective

This study uses a descriptive research approach on the current state affairs of news media brands. The research is designed to describe characteristics, behaviour, relations and variations in conditions that may influence news media brand loyalty and its relations with the IVs. Broadly the research will assess and gain the understanding of the fundamental and variations of media convergence with an attempt to discover the significance of Media Prima 360° integration marketing strategy creating value and favorable brand equity and preserving its brand loyalty.

(1) Research the established definitions and key components of 'brand equity' as it applies to media organizations and news outlets.

(2) Investigate the scope, characteristics, and common practices of 'environmental journalism' within the media industry.

(3) Understand how 'brand loyalty' is typically conceptualized, measured, and influenced in the context of media consumption and audience engagement.

(4) Analyze Media Prima Berhad's overall brand presence, including its various media platforms (television, radio, print, digital) and their general market positioning and audience perception.

(5) Evaluate the extent and nature of environmental journalism content produced and disseminated across Media Prima's different outlets.

(6) Explore existing academic literature and industry reports that discuss the direct and indirect influence of brand equity on brand loyalty within the media sector.

(7) Research studies or discussions on how a media organization's specific content focus, such as environmental journalism, can impact audience loyalty, trust, and engagement.

(8) Synthesize the potential interactions and combined influence of brand equity and environmental journalism on brand loyalty for a media conglomerate like Media Prima, considering any mediating or moderating factors.

1.6 Significance of the study

- a) **Managing customer relations** is important in achieving brand loyalty as it is a driving force that ensures business stability, sustainable profits involving creating long-term financial success. Brand loyalty is an important asset to an organization (*International Journal of Economics, Business and Accounting Research (IJEBAR) E-ISSN: 2614-1280 P-ISSN 2622-4771*).
- b) datareportal.com reported on Malaysia Digital 2024 that there were 33.59 million internet users in Malaysia at early 2024 stood at 97.4% of population. **New technologies** were less said to threaten brands, but as rightly pointed out by James Heskett “new information technology punishes weak brands faster and more severely than in the past” (Heskett, 2014). It is therefore particularly important to notice the changes in the behaviour of consumers (Internet users) and mobile telecommunication to media brands.
- c) The study shall **determine the relations** of brand equity and its substance; the media brand content-related and non-content related of brand attributes; the brand association - the emotional and psychological associate that consumers connect with to the brand, such as feeling of trust, reliability or nostalgia to augment the brand loyalty. Also investigating the substance of the external environment; journalism ethics to brand loyalty.

1.7 Definition of Terms

1.7.1 Consumer

A consumer is a person who consumes a product or service. The word consumer is often used interchangeably with the word customer. A customer is a person or organization that purchases goods or services, they may or may not consume them. However if a purchaser is defined as a consumer rather than a customer, they may be entitled to extra legal protection, often known as consumer rights.

1.7.2 Media Convergence

One wave of change occurred in the 1980s where the concept of Integration Marketing Communication popularized the confluence culture for the media industry. It is the situation where traditional methods of work adapt the new reality of interactive content (Kim Bartel Sheehan and Deborah K. Morrison, 2009). Thus, the Media Convergence phenomenon involves the interconnection of information and communication technologies, computer networks and media content. Devices such as smartphones, tablets, smart TV and smart automobiles spur and facilitate this process.

1.7.3 Brand Loyalty

A comprehensive model of brand loyalty in mix-media context has been developed from literature which included constructs like satisfaction, interactivity, emotional value, perceives co-creation, perceives belongingness and empowerment (Joydeep Mukherjee and Pragati Tripathi (2016).

1.7.4 Brand Equity

Modern marketing theory and practice recognized brand equity as being a key business strategic asset of a company. Keller and Lehmann (2006) claimed that a brand represents its influence at three primary market levels – customer, product and financial and that the value accrued from these markets are brand equity (Davicik. N, 2013).

1.7.5 External Environment

The influences of demographic, cultural and the role of media in shaping environmental discourse (Texas Journal of Multidisciplinary Studies, 2023).