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Designing a model for television audience loyalty (Case Study: Islamic Republic of Iran Broadcasting)

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Abstract

Media organization, in an environment in which rapid media technology changes and intense competition among media for attracting new and active audiences are the most important challenge should be able to attract new audiences and besides, manage their relationship and increase their loyalty. Therefore, this research, by using uses and gratification approach and loyalty theories in the marketing literature, has tried to present a model by which media organization can satisfy audiences and make them loyal. This study, by using structural model, tries to analyze counter effects of needs and expectations of audiences, obtained satisfaction, access to different media, social interaction of audience and loyalty of national media audiences in Tehran City and after exploratory and confirmatory analysis, to present final model of audience relationship management model in Islamic Republic of Iran Broadcasting (IRIB).

Keywords: loyalty, audience relationship management, audience gratification, IRIB.

Introduction

Advancements caused by the emergence of new media have made major changes in the media audiences, especially television. The first change is certainly providing new facilities for broadcasting through satellite and cable which leads to increase in choosing different media by audiences. Also expansion of the possibility for receiving media programs by decreasing cost of related devices and technologies should be added to the result of these changes. Second change is rapid expansion of new recording, maintaining and retrieving methods for voice and video. Video recording devices have significant influence on the increase in access to content and selection because they transferred the control of time for receiving film and TV programs from transmitter to receiver. Result of this change was increase in the

number of and other media audiences. Third change relates to the trans-nationalization of TV programs which is itself the result of new global services which provides the high possibility and capability for satellite broadcasting of programs beyond the national borders and encompasses high volume of export and import of TV program. Finally, the fourth change is caused by increase in two-way use of most media which is the result of widespread uses of the computers and advantages and disadvantages of this change can be seen in the new and online media.

Regarding the changes and transformation in the form and nature of media, each of them have strengths and weaknesses compared to each other. For example, internet, by considering transformations called Web 2.0, compared to classic TV, is superior in factors like two-way communications and participation of audiences as media owner not pure consumer of media products (Weber, 2002). In contrary, TV is yet better media for some people due to hardware and software problems in internet (Jenkinz, 2008).

Despite changes and rapid developments in the form and content of media, today audiences demand media and media products which meet their needs better. In communication and media literature, this attitude that how and why audiences select their media is called uses and gratification approach. This approach, in contrary to see media as injection needle and audiences as passive entities, considers people active and influential in media selection (Ruggiero, 2000). This means that each individual can choose his media by considering the needs that the media satisfies.

In addition to identifying needs and expectations of audiences and satisfaction of this media capital, one important factor in the continuous success of media organizations is their capability in maintaining current audiences and making them loyal to the programs, channel, network and media. As loyal customers increase the success of organizations by repeated purchase, higher purchase, buying new goods or products, word-of-mouth advertising and other cases (Kandampully, 2000), loyal audience of a media, by spending time and financial costs, consumes media products and advises these programs to others.

Although it is generally accepted in the marketing literature that preserving current customers is cheaper than attracting new customers (Wong & Sohal, 2003), but in the media field, preserving current audiences is more difficult than finding new audience. As Garcia (1996) definition shows everyone who has a social interaction with media is considered audience and because many media are available for people with easy access, preserving audiences is more difficult than finding them. In media management literature, audience loyalty studies often formed based on the time use, as weekly or monthly of a media. In fact, these studies, by revealing long-term use of audiences from one media, have tried to show loyalty, only behavioral loyalty and to specify factors which develop this loyalty (Pitts and Spencer, 2007). Another group of studies that considered loyalty, relate to the concept of uses and gratification approach in communication literature. This approach states that people, in order to meet their needs, actively search media. In fact, all their media behavior focuses on their needs. Size of need and satisfaction way depends of individual variable and social grounds (Katz, Blumler, Gurvitch, 1974).

Researcher of use and gratification approach have often tried that by specifying and classifying demands of each individual from media, found that if this need meets, whether positive attitude develops toward that media and this leads to higher use of a media (Greenberg & Dominik, 1969; Rubin, 1983).

Since presenting uses and gratification approach, media researchers tried to present and explain media use models of people such that by considering previous research as incomplete, have tried to present a complete model. While in some cases and after years, these researcher, be confessing incompleteness of their model, and have presented suggestions for completeness in future models (Webster & Wakshlag, 1983; Webster 2005).

Generally, by criticizing research using uses and gratification approach, one issue is clear that not considering human behavior limiting factors and looking inward human has caused that these research cannot be influential and only identify audiences' needs which lead to relative satisfaction, while they do not refer other influential factors on media behavior of audiences which lead to higher loyalty to media. The problem that this research deals with it is not accurate prediction of national media audiences' behavior, but it aims to determine effective factors on the use of national media by audiences which lead to their loyalty. Therefore, this research seeks to present a model for evaluating audiences' loyalty to national media. Previous researches have only evaluated satisfaction of audiences and this research can be a turning point in the audience loyalty research in communication media field.

Therefore, the questions is that can we present a comprehensive model for evaluating loyalty of audiences in IRIB from audiences' perspective?

Therefore, we try that by comprehensive study, to identify relationships between effective variables on the audience relationship management in order to present an integrated model for measuring audience relationship management and finally, loyalty of audience. Clarifying the relationship between these variables help national media managers that in addition to identify and increase audiences' satisfaction, they can increase their loyalty and manage their relationship with national media audiences.

In following, first we study various research about loyalty of audience, needs and intentions of audience, social attitudes and strategies of media organization and then, hypothetical model will be presented by using relationships between these variables and research hypothesis. Hypothesis testing was conducted with structural equations method and based on the obtained results, final analysis, suggestions and result will be presented.

Literature review

Audience loyalty

Loyalty is intention to conducting an act with pure sincerity. Loyalty relates to this concept. This means that loyalty is faith, belief and confidence of a group or an individual to an idea, thought or product (Martin, 1994: 40). Britannica encyclopedia relates the origin of this word to the 15^{th} century and means faith and persistence in presenting special service or friendship and sincerity (Britannica, 2010).

In media literature, presenting a comprehensive definition of audience loyalty is difficult due to difference in explaining this term for each researcher. Loyalty for channel refers to the involvement and support of an audience to a media, channel, program or website (Brosius, Weber, Weimann, 1992). In a surface definition, loyalty shows the attitude of consumers of media products to a product during time

(Webster, Phalen, Wichty, 2006: 54) and audience who refer more to the media or media product is more loyal to that media.

An important point is that what is known as audience loyalty is different from time of using media. Audience use time factor is one of the most important factors for measuring effectiveness of media but sometimes it is seen that audience loyalty is interested audience loyalty instead of time of use and even becomes more important than it (Amiti, 2009: 74).

Increase in media products audiences leads to increase in the intention of businesses for higher payment for advertisement and finally, increase in their revenues. In this regard, media try that by using different and various research, to find factors which make audiences loyal to their programs. As Shachar and Emerson research shows one of the most important duties of each media advertising manager is considering different factors effecting on loyalty of audiences in comprehensive models (Shachar & Emerson, 2000). One of the most comprehensive research is Rust et.al research who tried to predict sequence and repetition of advertising in local TV channel by audiences (Pont, 2005).

Loyalty about total products (commercial and non-commercial) of a media is an important concept. For example, a TV channel should not only attract intention and commitment of audiences in advertising the products, but in its different programs, it should develop loyal audiences (Brosius, Weber, Wimen, 1992). The main approach here is based on this assumption that commitment can be measured in the special programs and by watching a TV channel as a mark, sequence of watching programs of these media can be measured. Meyer and Muthaly (2008) with this total attitude tried to measure commitment of TV viewers in New Zealand. Zubayr (1999) in a research in Germany concluded that repetition of watching a TV program is higher in women than men. He argued that commitment of women audiences is more than men.

Webster, Phalen and Vitchety mention three reasons for the importance of loyalty. The first reason is that loyalty of audience induces better feeling to media manager that how their audiences think and how they use the program presented to them. This feeling, in the format of comprehensive audience knowledge, will help to next media planning (Webster, Phalen & Wichty, 2006).

The second advantage of loyalty is repetition in seeing advertisement by audiences. This advantage helps media owners to sell their audiences with higher price (Barwise & Ehrenberg, 1988). In fact, attitude of audience is like customer in the media that their purpose is obtaining advertising income and this makes the loyalty more important in these media.

Third advantage that audience loyalty has for media owners is that loyal audiences provide the possibility for research and vision relative to media users. In other words, it facilitates interactions of media and audience and measuring research variables.

Therefore, regarding conducted research, audience loyalty is considered as an effective factor in maintaining and survival of that media by media organization managers. In national media, regarding the increase in the competitors in international scene and development of TV, satellite and internet channels, loyalty of audiences is considered.

Needs and intentions of audience

Reasons of using mass media by people and role of people in media system is a question which has long life as life of these media. Media research first tried to measure the effects of programs and media products but by passing time and emergence of various events that technology development is part of it, attitudes moved toward passive creatures to active selectors. This attitude displacement indicates intellectual challenge of mass communication researchers and new vision encompassing active audience concept was raised clearly such that uses and gratification approach refers to the different attitudes about being active or passive audience based on the intellectual needs.

Most media theorists studied about the uses and gratification and this is accepted as a principle in the modern research about media (McQuile, 1994). Uses and gratification approach originates from pragmatic paradigms in social sciences (Blumer & Katz, 1974) and its main assumption is that audiences seeks the content which provides highest gratification and degree of this gratification depends on needs and interests of people and the more people feel that content meet their needs, the probability to select it is higher. Therefore, audiences often form based on the needs, interests and individual tastes which has social or psychological origin. This thought method belongs to a research school called uses or gratification or productivity and gratification. McQuile, in the latest narration of this proposition, has called social condition and psychological structure of audience, general habits of using media, belief and expectation of media usefulness as reasons of media consumption. He considers judgement about value and experience of using media as a key for this process (McQuile, 2006: 334). This new narration emphasizes uses and gratification approach on the role of audience value motivations for exposing to media contents and behavioral selections. On the other hand, using this revised theory, in addition to emphasis on the value motivations in selective behavior of audience, indicates necessity of explaining effective environmental and personality factors and shaping given values.

Following the uses and gratification approach, Katz, Blumer and Gruvicth (1974) suggested following model in using media. They believed that social and psychological roots of individuals has developed needs which lead to expectations from media that this itself causes diversity in the media supply model and finally, leads to meeting needs of audience and other consequences.

Generally, Blumler and Katz considered satisfaction caused by social and psychological needs and media compete with each other to create satisfaction. In fact, satisfaction can be defined into four classes including satisfaction of media content (e.g. watching special TV program), similarities of modern life and proximity (like watching TV series), using the media (like watching TV) for the social and content needs of media (like family watching TV).

Lal relates reasons of social uses of TV to environmental factor needs, fun, time needs and schedule, passing time, communication advantages, exchanging experiences, common grounds, dialogue, reducing anxiety, efficiency, negating isolation, gathering, unity and integration, family peace, reducing differences and stability, social education, decision making, behavioral model, problem solving, legitimacy, alternative scientific environment, competition and development motivation, developing roles, intellectual reasoning, using abilities, facilitating reasons and decision-making (Lal, 1990).

It is worthy to mention that uses and gratification approach is criticized, especially in terms of non-theoretical aspects, ambiguity in definition of main concepts and this approach is nothing except a strategy for gathering information (Eliot, 1974). Individualism and neglecting social structure is another problem of this approach (Oslivan, Dotton, Rayner, 1994).

Individual and group attitudes and their role in the audience behavior

From emergence of different schools for study of human behavior, this question has raised that what changes human behavior and what characteristic and determinants are prerequisite for emerging certain behavior by them. Among effective and important variables on the human behavior, we can refer to attitudes. Although attitudes do not exactly indicate the behavior of individuals, but in most cases, they are most effective factors in emerging behavior (Krosnick & Petty, 1995).

Three cognitive, emotional and behavioral sections form attitude by interaction with each other. Although there is no general rule about this problem, but three components of attitude have close relationship with each other and interact with each other. These three parts are different in a certain subject. When these items are in line and stand near to each other, they develop attitude constellation.

Based on the Sharif and Ash studies that refer to the effects of groups on the individual attitude change. Based on the social interaction theory, Storf states that in ambiguous situations, an individual relies on the social interaction of people for selecting media selection instead of relying on individual habits (Storf, 1996).

Sorine and Tankard, in explaining all types of groups, refer to three major groups:

1. Initial group is a group consists of two or several people who have long, sincere and face to face solidarity. Samples of this group include family, work group, team, brotherhood association and military unit. These groups have more power in changing attitude and behavior of an individual due to proximity.

2. Reference group is a group used with referring to it without an individual belonging to that individual. According to Singer (1942) reference group is a group in which an individual tries that instead of membership or non-membership in the group, make it as his guide and according to Marton (1968), it is inspiring source for forming attitudes, evaluations and behavior.

3. Random group is a group which forms randomly, like people in the bus or group of people who gather to watch a film in cinema.

In addition, for effect of group on changing the attitude and selection, role of two important communication approaches highlights. First approach which is known as two-step relational movement, believes the relationship between opinion leaders and those who are known as opinion seeker. Second approach is network communication movement. It seems that people in the initial, reference and random groups are influenced by these two approaches. Recently, there is no doubt that communication of people is such that it influences their media section such that Fisck (1990) and Fidler (1997) has referred to the

importance of groups in changing media attitude. In fact, looking effects of groups in the media returns to the differences in the definitions of audiences (Sorine & Tankard, 2007: 285-286).

Research conceptual framework

Theoretical framework of a conceptual model is based on the theoretical relations. This theoretical framework, by studying research background, flows in the problem scope logically. Regarding literature review and previous research, in this research, following conceptual model was used to study and evaluate audience communication management in IRIB.

Research hypotheses based on the conceptual model

Regarding the model, following hypotheses were considered in this research:

1. Expectations and demands of audience influences gratification of audience.

2. Perception of difference of national media with competitors by audience influences gratification of audience.

3. Perception of difference of national media with competitors by audience influences the needs and expectations of audience.

4. Perception of difference of national media by audience influences the audience loyalty.

5. Social interaction of audience influences audience loyalty.

6. Audience social interaction influences expectations and needs of audience.

7. Obtained audience gratification influences audience loyalty.

8. Audience access to other media influences audience loyalty.

9. Audience access to other media influences expectations and needs of audience.

Research methodology

This research is applied in terms of research because it follows application and measurement of effects of relevant factors with audience communication management. In terms of data gathering information, this research is correlational and of correlation matrix or covariance because goal of these researches is testing certain model of relationship between variables. For this purpose, we used structural equations model or causal models. Since in this study, researcher faces numerous variables and wants to study counter and simultaneous effects of independent variable on the dependent variable and its results that uses structural equations model.

Structural equations modelling or covariance structure analysis is one of the main methods for analysis of complex data structure and one of the new methods for studying causal relationships and it means

different analysis in which theory-based structure, it shows simultaneous effects of variables. Using this method, we can test acceptability of theoretical models in certain societies using correlation, non-experimental and experimental data.

Data gathering tool

Main data gathering tool in this research is questionnaire that based on the studied variables, 29 questions were for audience expectation and needs, 12 questions for gratification, 5 questions for audience loyalty, 2 questions for audience access, 4 audience social interaction and 4 questions for different perception of national media with competitors. In order to measure reliability, an initial sample consisting 30 questionnaire was pre-tested and by using data obtained from questionnaire with Cronbach alpha which was 0.953 for need and expectations, 0.914 for gratification, 0.949 for audience access to other media, 0.754 for audience social interaction, 0.847 for loyalty and 0.748 for different conception of national media with competitors.

These figures indicate that this questionnaire has reliability. In order to measure validity, we used factor analysis. Factor validity is a construct obtained through factor analysis. Factor analysis is a statistics which uses in the humanities. In fact, using factor analysis in the branches in which questionnaire used is necessary. In this research, using exploratory factor analysis, first initial factors of variables were extracted. Some research questions were eliminated. Table (3) shows main dimensions of research in audience communication management model in IRIB.

Table (1): main research dimension in audience communication management model in IRIB

Dimension	Number	Mean	SD
News needs	671	3.54	0.95
Political information needs	671	3.21	1.11
peace and communication	671	3.03	0.92
Ethical & religious need	671	2.96	0.95
Obtained need	671	2.60	0.95
Loyalty	671	2.68	1.09
Group effect	671	2.37	0.84
Access	671	3.01	0.703
Total	671		

Source: calculation of authors

statistical population and sample

Citizens of 22 districts of Tehran were considered as statistical population. Sampling method is area cluster sampling. Area sampling has lower costs than other random samplings and it is not relied on the population framework. Map of a city shows complexes of city and encompasses enough information which allows the researcher to take sample group from a block and obtains information from inhabitants. Therefore, regarding statistical identification of population in Tehran districts, relative to population of each area, related sample extracted and questionnaire was distributed among citizens.

Following equation was used for calculating sample volume:

$$n = \frac{\frac{t^2.p.q}{d^2}}{1+\frac{1}{N}(\frac{t^2.p.q}{d^2}-1)}$$

Therefore, required sample size for this research is 660 and 700 questionnaires were distributed and 671 questionnaires were gathered.

In tables (1) and (2), shows statistical sample of demographic variables like gender and TV watching time.

Table 1: distribution of respondents based on gender

Gender	Frequency	Percent	Cumulative percent
Male	342	51	51
Female	329	49	100
Total	671	100	

Source: author calculation

Table (2): distribution of respondents based on TV watching hours

TV watching hours	Frequency	Percent	Cumulative percent
None	104	15.5	15.5
Less than 1 hour	213	31.7	47.2
1 to 3 hours	214	31.9	79.1
Between 3 to 6 hours	102	15.2	94.3
More than 6 hours	38	5.7	100

Total	671	100

Source: author calculation

Research findings

In order to test hypothesis, first we used Spearman correlation test using SPSS software for measuring variable correlation. Causal relationship between independent and dependent variable was tested by using independent and dependent variables by using structural equations modelling or AMOS software. Table (3) shows correlation results of research variables.

Table 3: statistical information related to rank correlation test for TV*

		Need 1	Need 2	Need 3	Need 4	Group	Access	Obtained need	Loyalty
Need 1	Correlation coefficient	1	**0.548	**0.359	**0.532	**0158	-0.002	**0.354	****0.099**
	Sig.		0.000	0.000	0.000	0.000	0.96	0.00	**0.010**
Need 2	Correlation coefficient		1	**0.437	**0.529	*0.125	*-0.080	**0.372	**-0.030**
	Sig.			0.000	0.000	0.001	0.038	0.000	**0.436**
Need 3	Correlation coefficient			1	**0.505	*0.156	*-0.129	**0.456	**-0.063**
	Sig.				0.000	0.000	0.001	0.000	**0.105**
Need4	Correlation coefficient				1	*0.394	0.044	**0.656	****0.289**
	Sig.					0.000	0.260	0.000	**0.000**
group	Correlation coefficient					1	*0.093	**0.550	****0.533**
	Sig.						0.016	0.000	**0.000**
Access	Correlation coefficient						1	0.271	****0.287**
	Sig.							0065	**0.000**
Needs	Correlation coefficient							1	**0.413****
	Sig.								**0.000**
Loyalty	Correlation coefficient								**1**
	Sig.								

Source: author calculation

After ensuring accuracy of first order (exploratory factor analysis) and second order (confirmatory factor analysis) measurement models, we tested research hypothesis that its results was shown in figure 2 and structural equations model output and table number (4).

Figure (2) and table (4) shows results of structural equations modelling method. Figure 1 indicates standard coefficient (R), causal relationship between variables. Table shows R, R^2, p-value and fitness indices including chi-square, RMSEA and IGF. With low χ^2 and df less than 3, RMSE less than 0.05 and GFI and AGFA higher than %80, we can conclude that implemented model has suitable fitness. P-value of relations is less than 0.05 and it is significant in %95 level.

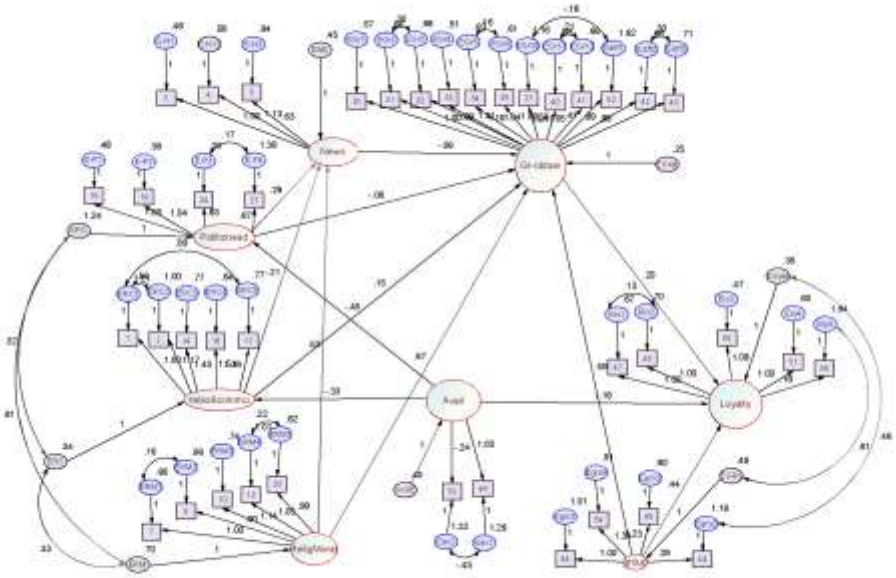


Fig 1: output of causal relation test for TV

In figure 1, result of running model in AMOS software was shown. It is worthy to mention that some paths are added for better fitness of model. Model revision is because AMOS software has no possibility to minimize the model. This was same for TV audience loyalty model. In following, we deal with added paths.

As pointed out, there was close relationship between needs of audiences (correlation coefficient was significant in %99). In research literature, audience information acquisition is one of the key discussions in uses and gratification approach. Therefore, three regression paths were added for ethical and religious needs, peace and communication needs and political information needs and news needs.

Also 3 covariance paths were added to these needs. Although above reasons holds here, but one of the reasons for connecting multi-variable communication, is similarity of these variables. In simple words,

researcher in the questionnaire, raises questions which measures given dimension. If there were common points in these dimensions, it connects errors and variances of dimensions.

It should be noted that justification for adding paths is the necessary condition for this act and for holding this condition, we should consider indices given by software. Using revision indices, we can hold this research. In this research, minor revision index was studied by model. For example, for adding covariance path between ERM, EPO and ERC was 64 and 127, respectively. This index for EPO and ERC covariance is 83.

And finally, adding covariance paths between loyalty error and question error 49 (Eloyal and Egru2) and question 45 and next error (EGRo, Elo5) s due to nature of questionnaire which compared IRIB channels and competitor channels. Adding these paths reduced chi-square to 165 units.

Now, regarding presented paths, we study model and paths.

Table 4: results of structural model implementation for TV audiences

Result	***p- Value***	***B***	***Standard coefficient (R^2)***	**Research hypothesis**
Accepted	0.000*	0.06	-0.25	Access-political information
Accepted	*0.000	0.110	-0.338	Access-peace & communication
Rejected	0.247	0.003	-0.062	News needs-obtained needs
Rejected	0.117	0.006	-0.080	Political needs-obtained needs
Accepted	*0.000	0.43	0.658	Ethical needs-obtained needs
Accepted	*0.04	0.01	0.110	Peace & communication-obtained needs
Accepted	*0.000	0.23	0.481	Group effect-obtained needs
Accepted	*0.000	0.51	0.720	Access-loyalty
Accepted	*0.000	0.02	0.165	Obtained need-loyalty
Accepted	*0.000	0.08	0.294	Group effect-loyalty
Accepted	*0.000	0.22	0.477	Ethical needs-news needs
Accepted	*0.000	0.13	0.366	Political information needs-obtained needs
Accepted	*0.023	0.01	0.140	Peace & communication needs-obtained needs

χ^2 2114= **df** = 710 **RMSEA** = 0.056 **GFI** = 086

*** significant in %95 level**

**** these hypothesis were not raised in the research and are not added to spearman test**

Source: author calculation

As seen, fitness of model was confirmed because RMSEA value is low and GFI and AGFA was higher than %80 (Brown, 1984: 66). It should be mentioned that for chi-square, 2 degrees of freedom were considered that lower than 3 indicates higher fitness of model which is nearly 3 in this research. Note that chi-square is sensitive to sample size and in research with 10 or 15 times of sample, chi-square is not useful (Bacon, 1997: 10).

Brown and Cock (1993) stated that RMSEA less than %8 shows good fitness of model. This is 0.056 in this research which sows model fitness.

As table with R-square coefficient indicate %51 of variations in attitude loyalty of audience was explained by access. Among this, satisfied need and low group, is %2 and %8. Regarding the results, final model for audience communication management evaluation was drawn as following.

Results and suggestions

This study aims to present and evaluate audience communication model in IRIB. For this purpose, by literature review and researches about six variables, uses-gratification approach was used in order to identify needs of audiences and gratification. This research tried to added other dimensions and variables to model in order to reduce limitation of previous model which was limited to internal factors to other factors like audience access to other media, social interaction, and difference perception and finally it measures effects of these variables om each other and loyalty of audiences.

In this research, after exploratory and confirmatory analysis, different perception of media was eliminated and variables news needs, political information needs, communication needs and ethical needs were added to this model.

Findings and results of research for presenting a model for evaluating audience communication management in IRIB showed that audience social interaction influences the gratification of audience. In this research, effect of access to other media by variables of political information needs and peace was confirmed. According to the research results, effect of ethical needs and communication and peace needs on gratification become clear. It was seen that ethical needs, political information needs, peace and communication needs but in this research, effect of news needs on gratification and political information needs effect on gratification was not confirmed.

Regarding obtained results, we can generally refer that audience access to other media like satellite channels can be the most effective factor on audience loyalty such that this variable causes that we observe changes in obtaining political information, peace and communication needs in national media. Also results show that ethical needs of audience reach gratification level and political information needs and peace needs should be considered by national media managers which lead to increase in the loyalty of audiences.

Regarding what has said and research results, we can offer following suggestions:

- Technology development increases effect of access to other media on loyalty. As said, we can reduce this effect by activating audiences. Another action is increasing effect of group on loyalty. In other words, we can produce IRIB programs in line with intentions and needs of audiences groups. For example, we can produce

programs which are suitable for Iranian family or national media, communication and interaction of groups and young audiences with sport programs. National media can provide possibility for giving opinions by establishing electronic systems and presence of audiences in the production and increasing quality of programs.

- Making audiences loyal based on the competitive advantage is duty of national media. About TV, it becomes clear that those who seek ethical and religious needs, their obtained needs from national media is high. Therefore, we can claim that we can enhance this power in the medial. Of course, it should be noted that enhancing this power may influence loyalty of religious audiences and takes away other audiences. Although it is considered as an important competitive advantage in the media level, but national media, by analyzing competitive space of other media and considering different needs of audiences, seeks to develop and enhance needs of audiences.
- For TV, it was seen that those who have higher access for foreign channels, have higher needs to political information. Regarding that direction and policy of IRIB is clear about the political issues, this indicates necessity of attention to manner of presenting political material to audiences. Therefore, we can say that aligning needs of audiences and goals of national media in one direction can increase loyalty.
- The more access of audience to satellite channels, demands of peace and communication from TV increases in them. This is not clear whether forging media have stimulated these people or some characteristics of them have developed this behavior. But this issue shows the necessity of attention of national media managers since this part of media market is attacked by suppliers of competitive media products.
- Regarding obtained results, those who do not seek ethical needs, use media to meet other three classes of their needs. This means that there is large market of national media audiences for communication with competitors. Therefore, increase in media selections of people should be considered by IRIB.
- Access dimension has high effect on the loyalty of audiences. Although in this research, new media and radio and TV new platforms were not considered but it can be predicted that these media and platforms can be effective in access dimension and reduce loyalty of audiences. Therefore, national media should pay attention to its alignment with new media. On the other hand, it should have measures to increase different interactions with programs in virtual spaces and new media.
- Regarding the increasing policies and strategies used by organization, they should keep pace with modern technologies. By using ITV and IPTV suitable grounds should be provided for audiences.
- One suitable solution for optimal use of audience and organization from TV is that IRIB provides internet and its requirement. Because when competitors use ITV and IPTV technologies for attracting audiences, possibility of use for other competitors minimizes.

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