

# The Influence of Cultural Identity on Malaysian Users' Loyalty to Chinese Novel Websites: The Mediating Role of Reader Satisfaction

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## Abstract

With the global development of Chinese webnovel, cultural identity plays an increasingly important role in the formation of user loyalty. This study takes Malaysian users as the research object, explores the impact mechanism of cultural identity on user loyalty of Chinese Webnovel sites, and examines the mediating role of reader satisfaction. The study adopted a questionnaire survey method, collected 298 valid samples from Malaysia, and used structural equation modeling for data analysis. The research results show that cultural identity has a significant positive impact on user loyalty, and reader satisfaction plays a partial mediating role between cultural identity and user loyalty. This study not only enriches the theory of user loyalty in a cross-cultural context but also provides practical guidance for the overseas localization operation of webnovel platforms.

**Keywords:** Cultural Identity, User Loyalty, Webnovel, Malaysia

## Introduction

### *Background of Study*

With the rapid development of Internet technology, Chinese webnovel has become the most dynamic field of Chinese cultural industry. By the end of 2022, the scale of Chinese webnovel overseas market will exceed 3 billion yuan, with a total of more than 16,000 online works exported overseas, and more than 150 million overseas users, covering more than 200 countries and regions in the world (Mao et al., 2024). The "2023 China Webnovel Overseas Trend Report" supported by the China Audio-visual and Digital Publishing Association shows that Chinese webnovel works have been translated into more than 20 languages, involving more than 40 countries and regions in Southeast Asia, North America, Europe and Africa

(Chen et al., 2024). Webnovel is becoming an important part of Chinese overseas cultural communication system. The Southeast Asian market, including Malaysia, is an important target for Chinese Webnovel sites to export overseas. Since 2021, the small language market in Southeast Asia has been particularly active, and many entrepreneurs with experience in cross-border e-commerce and game overseas have entered the market (Navigator Network, 2021). Figure 1 shows the distribution of Chinese Webnovel export countries.



Figure 1 Distribution of Chinese Webnovel Export Countries (Source from: (Navigator Network))

According to the "2020 White Paper on the Development of Online Literature Overseas", Japanese and Korean users and Southeast Asian users together account for 34% of foreign users of Chinese webnovel sites, It also can be showed in figure 2. Young people aged 19-30 are the main consumers, there are more male users in North America, and the main users in Southeast Asia (including Malaysia) are women (Cheng, 2020). As a multicultural country, Malaysia is one of the important markets for Chinese webnovel to go overseas (Jingyuan et al., 2024; Suryadinata, 2024; Yap, 2024) . According to statistics, the Chinese population in Malaysia accounts for approximately 23% of the total population, which provides a natural cultural foundation for the spread of Chinese webnovel. At the same time, with the increase in Internet penetration and the development of mobile reading habits, more and more non-Chinese Malaysian readers have begun to encounter Chinese webnovel. However, in the process of cross-cultural communication, the impact of cultural identity on users' reading choices and platform loyalty deserves in-depth study.

In recent years, with the development of mobile reading habits and the increase in Internet penetration, the demand for online literature among Malaysian users has continued to grow. However, in the process of cross-cultural communication, the relationship between the sense of identity and user loyalty of users from different cultural backgrounds still needs to be further explored. Especially in a multicultural context, how cultural identity affects users' platform selection and continued use behavior deserves the attention of the academic community (Yin, 2020). "There must be targeted strategies and products for different regional cultures." Xiao Hong, CEO of Perfect World, said that only by doing a good job of localization can products and services be more favored by foreign players. In his opinion, the dissemination of cultural products to the world market, including the Malaysian market, must integrate and utilize global resources, and the overseas operation team should be operated by local people who are familiar with local user habits without departing from the overall layout of the company. Previously, when Perfect World's "Pocket Journey to the West", which

was developed based on ancient Chinese novels, was promoted in Southeast Asia, the R&D staff deliberately added characters such as Tudigong and Mazu (Yin, 2020).

■ Users From Japanese and Korean users and Southeast Asian  
■ Foreign Users From Other Area

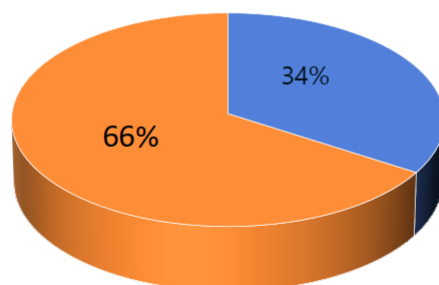


Figure 2 The proportion of Chinese Webnovel Sites users in the world (Source from : "2020 White Paper on the Development of Online Literature Overseas")

### Statement of Study

During the interview, the reporter of China News Publishing and Broadcasting Daily found that, on the one hand, the development of information technology has provided the network literary and artistic industries, including webnovels, with the objective conditions for cross-time and space dissemination, and high-quality products can reach more overseas users; on the other hand, going global is not always smooth sailing (Yin, 2020). For the strong momentum of online games and online literature, there are many problems that need to be overcome, which can be said to be both opportunities and challenges. Ran, executive vice president and secretary general of the China Audio-visual and Digital Publishing Association, said that at present, the creativity and design capabilities of the Chinese cultural industry, including webnovel, for overseas markets still need to be improved. The platforms (such as the webnovel sites mentioned in this article) that spontaneously export to the world market lack the support of local overseas institutions, the localization of webnovel and other products and services is difficult, there is a lack of talent, the promotion and publicity costs are high, and local laws, regulations, and policies lack protection for intellectual property rights. These factors all affect the degree of cultural recognition of the services provided by Chinese webnovel sites and webnovel by users in the target countries of export (Yin, 2020). In addition, the cost of manual translation, the differences in mobile Internet development in various countries and regions, in addition to the differences in product user usage habits and experience, there are also differences in localized payment, payment ability, and language differences, which are all things that Chinese webnovel sites need to face (Navigator Network, 2021).

### Research Gap

Although existing research has extensively explored the factors affecting user loyalty, there are still the following research gaps: First, most studies are limited to the analysis of user behavior in a single cultural context, and pay less attention to the formation mechanism of user loyalty in a cross-cultural context; Second, the existing literature has not yet explored in depth the role of cultural identity in the user behavior of digital content platforms; Third, there is a lack of systematic theoretical explanation for the emerging phenomenon of cross-border digital cultural consumption, especially the consumption behavior of overseas users

on Chinese cultural products. This study introduces the perspective of cultural identity and explores its influence mechanism on user loyalty to fill this theoretical gap.

### *Research Objective*

The main goal of this study is to explore the mechanism of cultural identity's impact on user loyalty in Malaysia. By constructing and verifying the relationship model between cultural identity, user satisfaction and user loyalty, we can gain a deeper understanding of the formation mechanism of user behavior in cross-cultural contexts. At the same time, this study is also committed to analyzing the differential characteristics of users from different cultural backgrounds to provide empirical evidence for the localized operation of online literature platforms. It is expected that a user loyalty theoretical framework suitable for cross-cultural digital platforms can be established, and practical management suggestions can be provided for the overseas operation of online literature platforms. These research results will help improve the user retention effect of the platform and optimize cross-cultural communication strategies.

## **Literature Review**

### *Theoretical Framework*

Cultural identity is a subset of the Communication theory of identity (Laura et al., 2017), which refers to an individual's sense of belonging and identification with a specific culture, including recognition of cultural values, customs and behavior patterns (Albert, 1985). This study is based on Organizational Identity Theory. The theory was first proposed by Albert and Whetten in 1985, and mainly explains how individuals establish lasting connections with organizations through identity (Albert, 1985; Knorr & Hein-Pensel, 2024). Organizational identity theory believes that when individuals perceive the consistency between their own values and organizational values, they are more likely to have a sense of belonging and loyalty (Dai et al., 2022). In cross-cultural contexts, this sense of identity is particularly reflected in the resonance of cultural values (Goebel, 2021; Thomas & Markus, 2023).

The application of organizational identity theory in the context of digital platforms shows that users' sense of identity with the platform will affect their usage experience and loyalty intention (Jin & Xu, 2021; Zhu et al., 2022). When users perceive that the content provided by the platform is consistent with their own cultural values, they are more likely to have satisfaction and continuous use intention (Huang, 2021; D. G. Nguyen & Ha, 2022). Therefore, cultural identity can enhance user loyalty by improving user satisfaction. This theory is applicable to this study, not only because it explains how cultural identity affects user behavior, but also because it provides a theoretical basis for understanding user loyalty in cross-cultural digital platforms. This study will further enrich the application of organizational identity theory in cross-cultural digital environments by verifying the relationship between cultural identity, user satisfaction and loyalty.

## **Conceptual Framework**

The conceptual framework is a schematic diagram that shows the relationship between research variables (Mugenda & Mugenda, 2003). This study uses cultural identity (CI) as the independent variable, user satisfaction (US) as the mediating variable, and user loyalty (UL) as the dependent variable. The research model is shown in Figure 3. The independent variable is cultural identity, the dependent variable is user loyalty, and the mediating variable, user

satisfaction, is introduced at the same time. Based on organizational identity theory, the higher the user's cultural identity, the easier it is to identify with the platform, thereby obtaining a higher satisfaction experience. Higher user satisfaction will in turn promote the formation of user loyalty. This conceptual framework shows the mediating mechanism by which cultural identity affects user loyalty through user satisfaction.

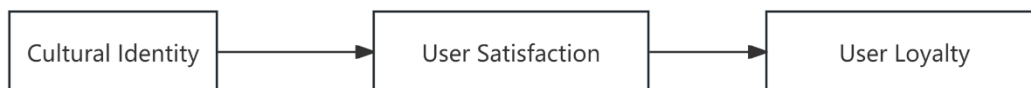


Figure 3 Conceptual Framework

### Hypothesis

#### *The Relationship between Cultural Identity (CI) and User Loyalty (UL)*

According to organizational identification theory, when individuals perceive that their values are aligned with those of the organization, they are more likely to develop lasting emotional connections and loyalty (Albert, 1985; Dai et al., 2022). In a cross-cultural digital platform environment, the stronger the users' identification with the cultural elements presented by the platform, the more inclined they are to establish a long-term relationship with the platform (Zhou et al., 2024). Existing studies have shown that cultural identity enhances users' sense of belonging and loyalty (McMahon, 2021; Pang & Zhang, 2024; Rane et al., 2023). Therefore, this study proposes:

H1: Cultural identification has a positive impact on reader loyalty.

#### *The relationship between Cultural Identity (CI) and User Satisfaction (US)*

When users feel familiar cultural elements on the platform, they are more likely to have cultural and emotional resonance, thereby obtaining a better user experience. Cultural identity not only affects users' understanding and appreciation of content, but also improves their overall satisfaction. Research shows that consistency in cultural values is an important factor in improving user satisfaction. Based on this, it is proposed that:

H2: Cultural identification has a positive impact on reader satisfaction.

#### *The Relationship between User Satisfaction (US) and User Loyalty (UL)*

User satisfaction is the key antecedent variable in forming user loyalty. Existing studies have confirmed that a higher satisfaction experience will significantly enhance users' willingness to continue using and recommend. In digital content platforms, user satisfaction directly affects their loyalty behavior. Therefore, it is proposed that:

H3: Reader satisfaction has a positive impact on reader loyalty.

#### *The Mediating role of Customer Satisfaction (CS)*

Based on the above analysis, cultural identity may indirectly affect user loyalty by improving user satisfaction. Existing studies have found that user satisfaction plays a mediating role in the process in which cultural factors influence user behavioral intentions. Based on this, it is proposed that:

H4: Reader satisfaction plays a mediating role in the relationship between cultural identification and reader loyalty.

**Research Methodology**

This study adopts the positivist approach, which advocates the use of natural science methods to examine social reality. Positivism defines research work as the collection of evidence to form general hypotheses that can be empirically verified (Bell & Bryman, 2007). Positivism usually recommends that researchers find relevant ideas and form hypotheses through literature review, and then test the data for relevance by deriving logical implications (Heenetigala, 2011). This study uses the positivist approach to collect data on the impact of cultural identity on the loyalty of Malaysian users of Chinese online novel websites for subsequent analysis. At the same time, this study chooses quantitative research methods, and survey research uses a variety of data collection techniques, mainly using questionnaires. This study uses questionnaires as a data collection tool. Respondents prefer questionnaires because of their anonymity. The primary data was collected through self-administered questionnaires, including open-ended and closed-ended questions. In the questionnaire, the cultural identity items were from Ma, Yang & Wang (2015)'s study on mainland Chinese tourists traveling to Taiwan (Ma et al., 2015), and the user satisfaction questions were from Nguyen's (2020) study on beauty and cosmetic E-commerce ( Nguyen, 2020). At the same time, the user loyalty scale was adapted from Al-Adwan et al.'s study on online shopping in 2020 (Al-Adwan et al., 2020). In this study, a pilot test was conducted by distributing the questionnaire to selected respondents to identify defects and verify its relevance, validity, and credibility.

After the questionnaire design was completed, 4 relevant industry experts were invited to conduct a content validity review of the questionnaire to evaluate the matching degree of the items and provide suggestions for improvement. During the review process, some items were adjusted based on the feedback from the experts. These modifications were based on the feedback and suggestions of the experts and aimed to improve the accuracy and reliability of the questionnaire. By fine-tuning the items, we ensured that the questionnaire could measure the research variables more effectively and provide deeper insights into the research. These adjustments not only enhanced the content validity of the questionnaire but also laid a solid foundation for subsequent data collection and analysis. Through this iterative questionnaire design and revision process, the rigor of the research tool can be ensured, thereby improving the credibility of the research results. After the expert review, the researchers recruited 30 Chinese webnovel sites users from Malaysia for a pilot test to ensure the validity and comprehensibility of the questionnaire.

In this study, Data analysis was performed using SPSS 24.0 statistical software. First, we conducted a reliability test on the scale to verify that the questionnaire had good reliability and construct validity. Subsequently, Pearson's correlation analysis revealed a significant positive correlation between the three variables of cultural identity, user satisfaction and user loyalty. Further regression analysis verifies whether cultural identity has a significant positive effect on user loyalty, cultural identity on user satisfaction, and user satisfaction on user loyalty. Finally, user satisfaction was analyzed through mediation effect to play a mediating role between cultural identity and user loyalty. These findings not only validate our theoretical hypotheses but also provide empirical evidence for the user loyalty formation mechanism of cross-cultural digital platforms.

## Findings

### *Reliability*

The questionnaire was tested for Cronbach's Alpha reliability. If this value is higher than 0.8, it means that the reliability is high; if this value is between 0.7 and 0.8, it means that the reliability is good; if this value is between 0.6 and 0.7, it means that the reliability is acceptable; if this value is less than 0.6, it means that the reliability is poor. The statistical results are shown in Table 1. The Cronbach's  $\alpha$  coefficient of each dimension is higher than 0.8, which indicates that the reliability quality of the research data is very high. Regarding the " $\alpha$  coefficient of deleted items", after any item is deleted, the reliability coefficient will not increase significantly, so it means that the item should not be deleted. Overall, the data reliability quality is high and can be used for further analysis.

Table 1

### *Cronbach Reliability Analysis*

Dimension	Number of items	Cronbach's $\alpha$ value
CI	4	0.922
US	9	0.964
UL	6	0.941

### *Validity*

Validity research is used to analyze whether the research items are reasonable and meaningful. Validity analysis uses factor analysis, a data analysis method, to conduct a comprehensive analysis through KMO value, commonality, variance explanation rate value, factor loading coefficient value and other indicators to verify the validity level of the data. KMO value is used to judge the suitability of information extraction, commonality value is used to exclude unreasonable research items, variance explanation rate value is used to illustrate the level of information extraction, and factor loading coefficient is used to measure the correspondence between factors (dimensions) and items. From Table 2, the commonality values corresponding to all research items are higher than 0.4, indicating that the information of the research items can be effectively extracted. In addition, the KMO value is 0.945, which is greater than 0.6, and the data can be effectively extracted. In addition, the variance explanation rate values of the three factors are 35.288%, 24.362%, and 19.443%, respectively, and the cumulative variance explanation rate after rotation is 79.094% > 50%. It means that the amount of information of the research items can be effectively extracted.

Table 2

### *KMO and Bartlett's Test of Sphericity*

<b>KMO</b>		<b>0.951</b>
<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	3731.389
	<i>df</i>	171
	<i>p Value</i>	0.000

As can be seen from Table 3, the absolute value of the factor loading coefficient of each item is greater than 0.4, which means that there is a corresponding relationship between the options and the factors.

Table 3

*Factor Loading and Communality*

Items	Factor Loading			Communality
	Factor 1	Factor 2	Factor 3	
US1	0.826			0.770
US2	0.848			0.787
US3	0.828			0.762
US4	0.854			0.817
US5	0.851			0.788
US6	0.813			0.774
US7	0.823			0.788
US8	0.842			0.810
US9	0.862			0.799
UL1		0.858		0.808
UL2		0.821		0.792
UL3		0.852		0.806
UL4		0.829		0.800
UL5		0.822		0.790
UL6		0.792		0.753
CI1			0.833	0.791
CI2			0.877	0.866
CI3			0.888	0.841
CI4			0.882	0.837

*Correlation Analyze*

As can be seen from Table 4, correlation analysis is used to study the correlation between US, CI and UL, and the Pearson correlation coefficient is used to indicate the strength of the correlation. Specific analysis shows that the correlation coefficient value between US and CI was 0.571 and showed significance at the 0.01 level, thus indicating that there was a significant positive correlation between US and CI. The correlation coefficient value between US and UL was 0.677 and showed significance at the 0.01 level, thus indicating that there was a significant positive correlation between US and UL. The correlation coefficient value between UL and CI is 0.663 and shows significance at the 0.01 level, thus indicating that there is a significant positive correlation between UL and CI. And the correlation coefficient values are all greater than 0, which means that there is a positive correlation between user loyalty and user satisfaction and cultural identity.



Table 4

*Pearson Correlation*

	CI	US	UL
CI	1	0.421**	0.456**
US		1	0.569**
UL			1

\*  $p < 0.05$  \*\*  $p < 0.01$

*Regression Analysis*

This study uses regression analysis to study the influence relationship between variables, whether there is an influence relationship, the direction of influence and the degree of influence. According to the SPSSAU project released in 2024, the significance between variables can be expressed by P value, when  $p < 0.01$  (\*\*) is very significant,  $p < 0.05$  (\*) is significant, that is, the influential relationship between two variables, and then the direction of the influential relationship is specifically analyzed (The SPSSAU project, 2024).

As can be seen from the table 5, CI was used as the independent variable while UL was used as the dependent variable for the linear regression analysis, as can be seen from the above table, the model equation is:  $UL = 2.008 + 0.457 \cdot CI$  and the model R-squared value is 0.208, which means that the CI explains the reason for the 20.8% change in UL. The F-test of the model found that the model passes the F-test ( $F=51.079$ ,  $p=0.000 < 0.05$ ), which means that the CI will definitely have an impact on the UL, and the final specific analysis shows that: the regression coefficient value of the CI is 0.457 ( $t=7.147$ ,  $p=0.000 < 0.01$ ), which means that the CI will have a significant positive impact on the UL relationship. To summarize the analysis, it can be seen that: all of CI will have a significant positive impact relationship on UL. Therefore, H1 is established.

Table 5

*Regression Analysis of User Loyalty and Cultural Identity*

	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>	Collinearity Diagnostics
	<i>B</i>	Std. Error	<i>Beta</i>			VIF
<b>Constant</b>	2.008	0.260	-	7.733	0.000**	-
<b>CI</b>	0.457	0.064	0.456	7.147	0.000**	1.000
<b><i>R</i><sup>2</sup></b>	0.208					
<b>Adjusted <i>R</i><sup>2</sup></b>	0.204					
<b><i>F</i></b>	$F(1,195) = 51.079$ , $p=0.000$					
<b>Note: Dependent variable = UL</b>						
* $p < 0.05$ ** $p < 0.01$						

At the same time, linear regression analysis was performed with CI as the independent variable and US as the dependent variable, as can be seen in Table 6, the model equation is:  $US = 1.942 + 0.443 \cdot CI$ , and the model R-squared value is 0.177, which means that the CI explains 17.7% of the reasons for the change in US. The F-test of the model found that the

model passes the F-test ( $F=41.953$ ,  $p=0.000<0.05$ ), which means that the CI will definitely have an impact relationship on the US, and the regression coefficient value of the CI is 0.443 ( $t=6.477$ ,  $p=0.000<0.01$ ), which implies that the CI will have a significant and positive impact relationship on the US. all of the CIs will have a significant positive influence relationship. That is, H2 is established.

Table 6

*Regression Analysis of User Satisfaction and Cultural Identity*

	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>	Collinearity Diagnostics	
	<i>B</i>	Std. Error	<i>Beta</i>			VIF	
<b>Constant</b>	1.942	0.278	-	6.991	0.000**	-	
<b>CI</b>	0.443	0.068	0.421	6.477	0.000**	1.000	0.443
<b><i>R</i><sup>2</sup></b>	0.177						
<b><i>Adjusted R</i><sup>2</sup></b>	0.173						
<b><i>F</i></b>	$F(1,195) = 41.953$ , $p=0.000$						
<b>Note: Dependent variable = US</b>							
<b>* <math>p&lt;0.05</math> ** <math>p&lt;0.01</math></b>							

Similarly, Table 7 shows that the linear regression analysis was carried out using US as the independent variable and UL as the dependent variable, as can be seen from the table above, the model equation is:  $UL = 1.803 + 0.542*US$  and the model R-squared value is 0.323, which means that the US explains 32.3% of the reason for the change in UL. The F-test of the model found that the model passes the F-test ( $F=93.182$ ,  $p=0.000<0.05$ ), which means that US will have an impact relationship on UL. the regression coefficient value of US is 0.542 ( $t=9.653$ ,  $p=0.000<0.01$ ), which means that US will have a significant positive impact relationship on UL. To summarize the analysis, it can be seen that all of US will have a significant positive impact on UL Therefore, H3 is established.

Table 7

*Regression Analysis of User Loyalty and User Satisfaction*

	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>	Collinearity Diagnostics
	<i>B</i>	Std. Error	<i>Beta</i>			<i>B</i>
<b>Constant</b>	1.803	0.216	-	8.331	0.000**	-
<b>US</b>	0.542	0.056	0.569	9.653	0.000**	1.000
<b><i>R</i><sup>2</sup></b>	0.323					
<b><i>Adjusted R</i><sup>2</sup></b>	0.320					
<b><i>F</i></b>	$F(1,195) = 93.182$ , $p=0.000$					
<b>Note: Dependent variable = UL</b>						
<b>* <math>p&lt;0.05</math> ** <math>p&lt;0.01</math></b>						

*Mediating Effect Analysis*

Table 8 shows the results of the mediation analysis. According to the four-step method of (Baron & Kenny, 1986), the mediation effect model in this study is divided into three types of regression models; the first type of regression model is to build a regression model for the independent variable CI and the dependent variable UL, and the regression coefficient is expressed as  $c$ ; the second type of regression model is to build a regression model for the independent variable CI and the mediating variable US, and the regression coefficient is expressed as  $a$ ; the third type of regression model is to build a regression model for the independent variable X (in this study is CI) and the mediating variable M (in this study is US) together with the dependent variable Y (in this study is UL), and the regression coefficient is expressed as  $b$ ; From Table 8, it can be seen that the mediation effect analysis of this paper involves a total of 3 models ( $UL=2.008+0.457*CI, US=1.942+0.443*CI, UL=1.161+0.264*CI+0.436*US$ ). Table 9 shows the summary results of the analysis:

As can be seen from Table 9, the results show that the indirect effect is significant ( $a = 0.443$ , significant,  $b = 0.436$ , significant,  $c = 0.457$ , also significant,  $a*b$  Boot SE = 0.047, 95% CI [0.107, 0.289],  $c' = 0.264$  ( $a*b$  and  $c'$  have the same sign), indicating that satisfaction plays a partial mediating role in the relationship between cultural identity and user loyalty, that is, H4 is established.

**Discussion of Findings**

This study verifies the relationship between cultural identity, user satisfaction and user loyalty through empirical analysis. First, the reliability analysis showed that the Cronbach's  $\alpha$  coefficient of each dimension was higher than 0.8 (cultural identity 0.922, user satisfaction 0.964, user loyalty 0.941), indicating that the questionnaire has a high reliability. In the validity analysis, the KMO value was 0.945, the cumulative variance explained reached 79.094%, and the factor loadings were all greater than 0.4, indicating that the measurement tool had good construct validity. Correlation analysis revealed significant positive correlations among the three variables. Among them, the correlation coefficient between user satisfaction and cultural identity is 0.571 ( $p < 0.01$ ), the correlation coefficient between user satisfaction and user loyalty is 0.677 ( $p < 0.01$ ), and the correlation coefficient between user loyalty and cultural identity is 0.663 ( $p < 0.01$ ). This shows that the higher the cultural identity, the higher the user satisfaction and loyalty. Regression analysis further verified the causal relationship between variables. Cultural identity has a significant positive impact on user loyalty ( $\beta=0.704$ ,  $p<0.01$ ), explaining 44.0% of the variance; cultural identity also has a significant positive impact on user satisfaction ( $\beta=0.681$ ,  $p<0.01$ ), explaining 32.6% of the variance. The mediation effect analysis shows that user satisfaction plays a partial mediating role between cultural identity and user loyalty.

**Practical Implications**

Chinese fiction websites should strengthen the cultivation of cultural identity among Malaysian users and users from other parts of the world, and improve user experience through localized operations and cultural adaptation. At the same time, the platform should focus on improving user satisfaction, including content quality, user experience and service level, and establish a complete user feedback mechanism to understand and respond to user needs in a timely manner.

Table 8

The Mediating role of User Satisfaction between Cultural Identity and User Loyalty

	UL					US					UL				
	B	Std. Error	t	p	$\beta$	Std. Error	t	p	$\beta$	B	B	Std. Error	t	p	$\beta$
Constant	2.008**	0.260	7.733	0.000	-	1.942**	0.278	6.991	0.000	-	1.161**	0.257	4.508	0.000	-
CI	0.457**	0.064	7.147	0.000	0.456	0.443**	0.068	6.477	0.000	0.421	0.264**	0.063	4.219	0.000	0.263
US											0.436**	0.059	7.351	0.000	0.458
R <sup>2</sup>	0.208					0.177					0.380				
Adjusted R <sup>2</sup>	0.204					0.173					0.374				
F	F (1,195) =51.079, p=0.000					F (1,195) =41.953, p=0.000					F (2,194) =59.505, p=0.000				
* p<0.05 ** p<0.01															

Table 9

The Summary Results of The Mediating Role Analysis

Items	c	a	b	a*b (Boot IE)	a*b (Boot SE)	a*b (z)	a*b (p)	a*b (95% Boot CI)	c' (Direct Effect)	Result
CI=>US=>U L	0.457* *	0.443* *	0.436* *	0.193	0.047	4.146	0.000	0.107 ~ 0.289	0.264* *	Partial Mediation
Note : * p<0.05 ** p<0.01										
bootstrap type = percentile bootstrap method										

**Policy Recommendations**

Chinese webnovel sites in Malaysia and other parts of the world should formulate cross-cultural digital content service standards, regulate overseas market operations, encourage digital cultural enterprises to carry out localized innovation, support cross-cultural exchanges, and establish user rights protection mechanisms to ensure service quality.

**Research Implications**

Future researchers can explore other mediating variables that may affect user loyalty. This study recommends that researchers conduct cross-regional comparative studies to examine differences in user behavior under different cultural backgrounds and conduct in-depth research on the formation mechanism of cultural identity, in order to provide a reference for cross-cultural digital Provide theoretical guidance for platform operations.

**Theoretical and Contextual Contributions**

This study makes important contributions to the study of cross-cultural communication of online literature from both theoretical and practical perspectives. At the theoretical level, the study constructs an integrated model of translation quality-user satisfaction-user loyalty and systematically verifies for the first time the mechanism by which translation quality affects user loyalty through user satisfaction. This finding not only enriches the theory of user loyalty formation but also provides a new theoretical perspective for translation research. Especially in the context of digital content platforms, this study verifies the dual influence path of translation quality through empirical data, which fills the theoretical gap in the study of the influence of translation quality on user behavior. Meanwhile, this study expands the application of user satisfaction theory in the field of cross-cultural communication and reveals its mediating mechanism in the process of cultural product communication, which provides a new theoretical framework for understanding the user behavior of digital content platforms. In terms of contextual contribution, this study focuses on the Malaysian market, which is an important Chinese cultural circle, and explores the role of translation quality in cross-cultural communication. The findings provide a new explanatory framework for understanding user behavior in the Southeast Asian market. Especially in the context of globalization of online literature, this study reveals the key role of translation quality as a bridge of cultural communication, which is of great significance to the understanding of cross-cultural communication of digital cultural products. Through empirical research, the mechanism of translation quality on user loyalty is verified, which provides theoretical support for the internationalization operation of online literature platforms.

In addition, the methodological contribution of this study is the construction of a translation quality assessment system applicable to online literature platforms. This assessment system not only considers the accuracy of language conversion, but also includes the effect of cultural connotation, which provides a reliable measurement tool for subsequent research. Meanwhile, the mediation effect analysis method adopted in the study also provides an example for exploring the influence mechanism of user behavior on digital content platforms. These findings not only help to improve the theoretical system of the international dissemination of online literature, but also provide a solid theoretical foundation for the overseas localization of Chinese digital cultural products.

In a broader academic sense, this study promotes the interdisciplinary integration of translation studies and user behavior theories and provides a new research paradigm for understanding cultural communication in the digital era. The results not only enrich the existing literature, but also provide new theoretical perspectives and research directions for future research. Together, these theoretical and practical contributions promote the development of cross-cultural communication of online literature and provide important theoretical guidance for the globalization of digital cultural products.

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