Improving Webnovel User Loyalty Based on the Successful Experience of Jinjiang Literature City

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Abstract
This study examines how to improve user loyalty on the WebNovel platform by optimizing translation quality, enhancing cultural identity, and improving website familiarity. Combined with the Benchmarking method, this study selected Jinjiang Literary City as a reference case and used Mixed Methods to analyze it. The study first verifies the key factors affecting user loyalty of WebNovel platform through quantitative research (N=502), then summarizes the successful strategies of Jinjiang Literary City through qualitative research (case study, in-depth interviews), and cross-validates them through expert review (N=4) and user feedback (N=308). The results show that translation quality, cultural identity and website familiarity all have a significant impact on user satisfaction and further influence user loyalty. In addition, users were supportive of the optimization solution, but disagreed on translation localization, AI translation quality and recommendation algorithms. The study concludes with a series of feasible recommendations to improve WebNovel's user experience and enhance its global competitiveness.
Keywords: WebNovel, User Loyalty, Jinjiang Literary City, Web Novel Sites

Introduction
Driven by globalization, web novel has become one of the important cultural industries, and WebNovel, as an internationalized web novel platform under the banner of ReadWrite Group, has attracted readers from all over the world (Deng, 2024; Ren, 2024; Shao, 2023). However, constant user complaints on the forums (show in Figure 1 and Figure 2). Studies have shown that lower user loyalty directly leads to higher user churn, lower willingness to pay, lower community activity, and ultimately affects the platform's profitability (Homyamyen et al., 2024; Pradipta & Aruan, 2024; Rahman & Hossan, 2024; Vijaya, 2025; Zhang & He, 2012). In contrast, Jinjiang Literary City maintains high user loyalty in the highly competitive Chinese web novel market by virtue of effective user management strategies (Tao, 2024). This study aims to analyze Jinjiang Literary City's experience in enhancing user loyalty through the Benchmarking method (Benchmarking) and propose an optimization scheme applicable to WebNovel.
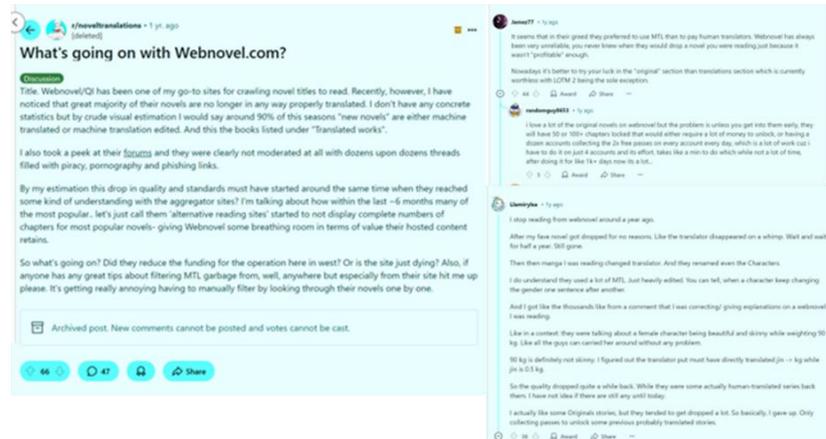
Figure 1 What's going on with Webnovel.com? From: https://www.reddit.com/r/noveltranslations/comments/19evdsv/whats_going_on_with _webnovelcom/?rdt=50554 ）
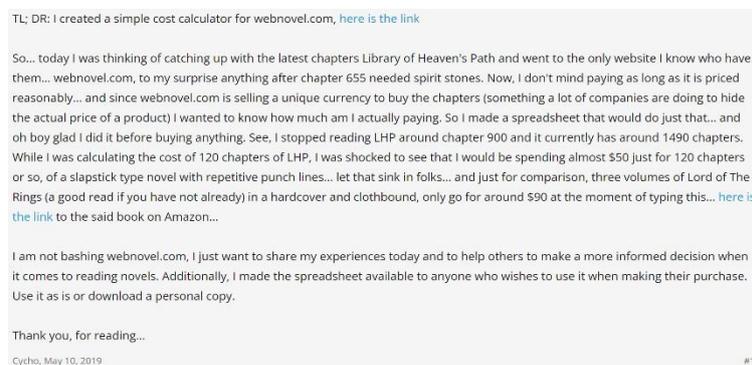

Figure 2 I created a simple cost calculator for webnovel.com (From : https://www.novelupdatesforum.com/threads/i-created-a-simple-cost-calculator-for-w ebnovel-com.86181/)

Existing studies have shown that translation quality, cultural identity and website familiarity are key factors affecting user loyalty. First, translation quality determines users' understanding and acceptance of the content of the work (Kurkimbaeva, 2024; Lim et al., 2024), but WebNovel's current translation quality varies, and some of the works are overly reliant on AI due to machine translation, resulting in hard language and affecting user experience. Second, cultural identity affects user immersion (Ponton et al., 2023; Sajarwa, et al., 2023; Son, 2024). Many Chinese web novel fail to fully consider the cultural appropriateness of the target market during the translation process, such as inconsistent translation of proper nouns and lack of explanation of historical background, which makes it difficult for some overseas readers to understand (Ren, 2024; Wu & Chen, 2023). Finally, website familiarity affects users' ease of operation. WebNovel's current interface design is complex, and the navigation system is not intuitive enough, which affects the retention rate of new users (Zhang & Li, 2023).

The contributions of this study are mainly reflected in the following three points:
(1) theoretical contribution: it enriches the research on user loyalty in web novel, especially the influencing mechanisms in translation quality, cultural identity and website familiarity; (2) practical contribution: it proposes a set of optimization strategies based on the experience of Jinjiang Literary City, which provides feasible improvement directions for WebNovel; (3) methodological contribution: it adopts a mixed research method that combines quantitative and qualitative approaches and is based on a combination of expert review (N=4) and user feedback (N=308). (3) Methodological contribution: adopting a mixed research method combining quantitative and qualitative approaches and enhancing the credibility and applicability of the study through cross-validation by experts and users.

Materials and Methods

This study adopts Mixed Methods (MMS), which combines quantitative and qualitative research, to comprehensively explore the key factors affecting WebNovel's user loyalty and verify the effectiveness of the optimization strategy. The research methodology includes questionnaire survey, case analysis, in-depth interviews, and cross-validation of expert audit and user feedback to ensure the scientific and operationalization of the research results.

Research Framework

Based on Benchmarking, this study constructs the following research framework (see Figure 1). In this study, translation quality, cultural identity and website familiarity are used as independent variables, user satisfaction is used as a mediator variable, and user loyalty is used as a dependent variable to explore the relationship between the variables.
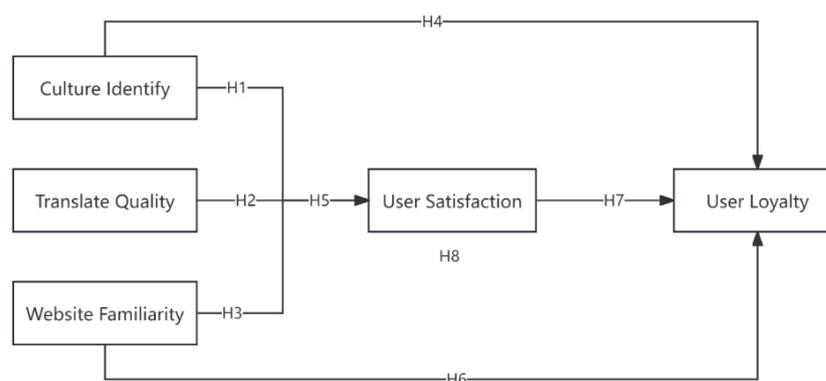

Figure 1 Framework

Research Objects and Data Sources

The data of this study mainly comes from the following four parts:

Quantitative Research (Questionnaire)

A structured questionnaire was designed for this study, containing the following measurement variables:

User satisfaction scale from Nguyen, T. T. N. (2020) study on beauty and cosmetic's online store (Nguyen, 2020), user loyalty from Al-Adwan's study on online shopping (Al-Adwan et al., 2020), website familiarity scale from Kaya's study on website familiarity and user loyalty (Kaya

et al., 2019); cultural identity scale was adapted from Ma's study of cultural identity of mainland Chinese tourists to Taiwan (Ma et al., 2015); and the scale of translation quality was from Wu's study of translation quality of online games (Wu, 2017). All variables were measured using a 5-point Likert scale (1=strongly disagree, 5=strongly agree). After data collection, SPSS was used to validate the causal relationship between the variables.

Qualitative Research (Case Study)
      The case study selected Jinjiang Literature City as a benchmark to compare WebNovel's user management strategy and summarize the strategy for WebNovel platform.

Expert Audit and User Feedback (Cross-Validation)
      To verify the feasibility of the optimization plan, this study invited four experts to conduct the audit, and sent the optimization questionnaire to 308 WebNovel users, asking them to rate the applicability of the strategy (Perfect Match / Moderate Match / Not Match). Finally, the proposed strategies were adjusted and optimized through quantitative analysis and qualitative feedback.

Data Analysis Methods
Quantitative data analysis: SPSS was used to perform descriptive statistics and examine the relationship between variables.
Qualitative data analysis: Thematic Analysis was used to summarize the case studies and interviews.
Cross-validation: Integration of expert review and user feedback to optimize WebNovel's loyalty strategy.

Findings and Discussion
      Based on the data analysis of the questionnaire survey, this chapter explores the effects of translation quality, cultural identity and website familiarity on WebNovel user loyalty, and verifies the mediating role of user satisfaction. Through quantitative research, all hypotheses are verified, and it is further confirmed that improving translation quality, enhancing cultural identity and optimizing website familiarity can effectively improve user satisfaction and ultimately promote user loyalty. Based on the analysis of Jinjiang Literature City's experience, strategies for the WebNovel platform are summarized, as shown in Table 1.

The Effects of Translation Quality, Cultural Identity and Website Familiarity on User Loyalty
      Regression analysis shows that translation quality, cultural identity and website familiarity have a significant positive effect on user satisfaction, while user satisfaction plays a significant mediating role between the independent variables and user loyalty. This suggests that optimizing translation quality to make the content more fluent and accurate and to take into account the language habits of the target users; enhancing cultural identity to create emotional resonance in the reading process; and improving the ease of use of the website to make it more convenient for users to access and consume the content can all effectively increase the overall satisfaction of the users and further enhance their loyalty to the platform. The results of this study not only validate the rationality of the theoretical framework, but also provide empirical support for WebNovel to optimize user experience and enhance market competitiveness.

Expert Review Results

In the final stage of the study, four industry experts were invited to evaluate the proposed optimization strategies. All experts agreed that most of the optimization strategies were a perfect match, especially in terms of translation quality optimization, website optimization, loading speed improvement, and mobile experience optimization, and they generally agreed that these strategies could help improve user satisfaction and loyalty. However, some experts were cautious about cultural identity and content localization, AI translation, and localization market expansion, with concerns about possible challenges in terms of language suitability and reader preference, especially in terms of quality assurance for non-English languages.

User Feedback

In order to further validate the feasibility of the optimization strategy, this study massively distributed questionnaires to the WebNovel user community, and a total of 308 feedbacks were received. These users come from readers and creators of different backgrounds, ensuring a broad and representative sample. Overall, user feedback on the optimization strategy was positive, with most users strongly supporting the adjustments made to optimize the site, increase loading speed, and improve translation quality.

The empirical analysis of this study suggests that improving translation quality, enhancing cultural identity, and optimizing website familiarity are key factors in increasing WebNovel user loyalty. Future research can further explore the long-term implementation of the optimization strategy and conduct more in-depth validation by combining A/B testing and user behavior analysis to ensure that the proposed optimization plan can achieve the best results in real-world applications.

Conclusion

Through quantitative research, qualitative research and cross-validation, this study explores how WebNovel enhances user loyalty in the process of globalization and proposes feasible optimization strategies, which also provides practical guidance for the international development of global web novel platforms. The study shows that translation quality, cultural identity and website familiarity are the core factors to enhance user loyalty, and the experience of Jinjiang Literature City provides an optimization path for WebNovel to learn from. The limitation of this study is that no long-term user behavior tracking has been conducted. In the future, the long-term effect of optimization strategies can be verified by combining A/B testing and long-term data analysis (Locatelli et al., 2023; Mbelekani & Bengler, 2023). In addition, with the development of AI translation technology, future research can further explore a more accurate AI translation + human touch-up mode to improve cross-cultural adaptation ability (Shahmerdanova, 2025; Zaki & Ahmed, 2024).

Table 1

Summarize the Key Issues of Webnovel and the Strategy to Deal with Them

Key Issues	Current Problems	Improvement Program
anslation Quality	The quality of translation varies, and some works are translated stiffly, affecting the reading experience	**AI translation pre-processing:** utilize neural network translation (e.g. DeepL, Google Neural Machine Translation) for preliminary translation to improve translation efficiency **Human editing and optimization:** establish a professional editing team to touch up the AI translated content to make the language more in line with the reading habits of the target market **Sub-chapter crowdsourcing review:** Allow translation teams or readers to make changes to published chapters to improve translation quality.
	Translation styles are not uniform, and the translation styles of different chapters of the same book vary greatly	**Writing a style guide:** formulate translation specifications, including terminology unification, grammar rules, sentence structure, etc. **database:** establish a specialized terminology database to ensure consistent translation of terms unique to Internet literature (e.g. immortal cultivation, system, aura recovery, etc.) **anism:** Senior translators conduct final audits of the works to ensure translation quality stability
Cultural Identity	The cultural background of some works is difficult to understand, reducing the sense of immersion for overseas readers	**Adaptation of cultural background:** For contents related to traditional Chinese culture (e.g. festivals, historical allusions, customs, etc.), footnotes should be added, or more comprehensible expressions should be used **Character name processing:** Supporting characters' names can be localized (e.g. "Zhang Wei" is translated as "David Zhang"), but the main character remains original to maintain the cultural characteristics **Optimization of storyline:** add notes or make slight adjustments to overly localized plots (e.g. the imperial examination system, ancient official positions) to make them fit the understanding habits of overseas readers
	WebNovel language support is limited, s of other languages are restricted	**Expanding the multilingual market:** based on the foundation of English translation, expand to Spanish, French, German, etc. to improve coverage **translation:** for small language markets (e.g. Thai, Turkish), use AI for preliminary translation, then adjust by localization team to reduce translation cost
Website Familiarity	Complicated navigation interface makes it difficult for new users to quickly find the content they are interested in	**Optimize the navigation bar:** Streamline the navigation menu and optimize it to "Home", "Library", "Ranking", "Personal bookshelf", "Community", etc. to make the classification clearer. Optimize the navigation bar: optimize the navigation menu to "Home", "Library", "Ranking", "Personal Bookshelf", "Community", etc., which makes the classification more clear. **"Guess Your Favorite" recommendation:** use AI algorithm to analyze users' reading history and recommend personalized book lists, reducing the time users spend on searching for new books ltered by book type, author and rating to improve search efficiency

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