



The role of customer-based brand equity in influencing Netflix subscribers' repurchase intentions*

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ARTICLE INFO

Received: 17.08.2025

Accepted: 12.11.2025

Available online: 28.02.2026

Article type: Research article

Keywords:

Netflix, repurchase intention, customer-based brand equity (CBBE), consumer behavior, structural equation modeling

ABSTRACT

The objective of this study is to explore the effect of Customer-Based Brand Equity (CBBE) on Netflix users' repurchase intention. CBBE represents the extra value a brand provides to a product above its basic functional features. The research focuses on the relationship between four core components of CBBE (brand awareness, brand associations, perceived quality, and brand loyalty) and repurchase intention. Using a quantitative, explanatory research design, data were collected through an online self-administered questionnaire with a convenience sampling method. Structural equation modeling (SEM) was employed to test the hypotheses. The results indicate that brand awareness and brand associations function as a single construct, and all CBBE components positively influence repurchase intention among Netflix users. These findings contribute to the existing CBBE literature and offer practical insights for Netflix and other streaming service providers seeking to comprehend and influence the relationship between customer-based brand equity components and consumers' repurchase behavior.

Netflix abonelerinin tekrar satın alma niyetlerini etkilemede müşteri-tabanlı marka değerinin rolü

MAKALE BİLGİSİ

Geliş tarihi: 17.08.2025

Kabul tarihi: 12.11.2025

Çevrim içi kullanım tarihi: 28.02.2026

Makale Türü: Araştırma

makalesi

ÖZ

Bu çalışmanın amacı müşteri-tabanlı marka denkliğinin (MTMD) Netflix kullanıcılarının tekrar satın alma niyetleri üzerindeki etkisini keşfetmektir. MTMD, bir markanın temel işlevsel özelliklerinin ötesinde bir ürüne sağladığı ekstra değeri ifade eder. Araştırma, MTMD'nin dört temel bileşeni olan marka farkındalığı, marka çağrışımları, algılanan

* This study was derived from the master's thesis titled 'The impact of customer-based brand equity on repurchase intention: A study on Netflix' written by Öztep M. (2024) at Afyon Kocatepe University Institute of Social Sciences under the supervision of the second author.

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Doi: <https://doi.org/10.30855/gjeb.2026.12.1.007>

Anahtar Kelimeler:

Netflix, tekrar satın alma niyeti, müşteri-tabanlı marka denkliği (MTMD), tüketici davranışı, yapısal eşitlik modellemesi

kalite ve marka sadakati ile tekrar satın alma niyeti arasındaki ilişkiye odaklanmaktadır. Veriler, nicel ve açıklayıcı bir araştırma tasarımı kullanılarak kolayda örnekleme yöntemi ile çevrim içi olarak uygulanan bir anket aracılığıyla toplanmıştır. Hipotezler yapısal eşitlik modellemesi (YEM) kullanılarak test edilmiştir. Sonuçlar, marka farkındalığı ve marka çağrışımlarının tek bir yapı olarak işlev gördüğünü ve tüm MTMD bileşenlerinin Netflix kullanıcıları arasında tekrar satın alma niyetini olumlu yönde etkilediğini göstermektedir. Bu bulgular mevcut MTMD literatürüne katkıda bulunmakta ve müşteri-tabanlı marka değeri unsurları ile tüketicilerin tekrar satın alma davranışı arasındaki ilişkiyi anlamaya ve etkilemeye çalışan Netflix ve diğer yayın hizmeti sağlayıcılarına pratik öngörüler sunmaktadır.

1. Introduction

The entertainment sector has experienced a profound shift, driven by the rapid ascent of streaming platforms as central players in the global media ecosystem. As a pioneer in this space, Netflix has redefined content distribution by offering on-demand, subscription-based access to a broad library of films and series, fundamentally altering traditional broadcasting models (Lobato, 2019). The subscription-based business model used by streaming platforms encourages individuals to consume more by offering access to a wide variety of content (Datta, Knox, & Bronnenberg, 2018). Consequently, it has become crucial for service providers to understand the motives that drive subscribers to maintain their subscriptions by repurchasing the service.

Repurchase intention, defined as “the individual’s judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances” (Hellier, Geursen, Carr, & Rickard, 2003), is an important factor for streaming platforms like Netflix, as it reflects the behavioral outcome of continued platform use. Several factors may influence repurchase intentions, and brand-related perceptions are critical among them. A strong brand serves as a strategic asset, enhancing customer retention and driving repurchase behavior across both traditional and digital marketplaces.

Strong brand equity offers multiple advantages for firms, including the ability to generate greater consumer preference and enhance purchase intentions (Pappu, Quester, & Cooksey, 2005). One helpful framework for understanding brand-related perceptions is CBBE, that conceptualizes brand value from consumers’ perspective of awareness, associations, perceived quality, and loyalty (Keller, 1993; Yoo & Donthu, 2001).

Despite extensive research on the effect of CBBE on consumer behavior and purchase intention (Bojei & Hoo, 2012; Gomez & Perez, 2018; Huang, Yen, Liu, & Chang, 2014; Jalilvand, Samiei, & Mahdavinia, 2011; Khan, Rahmani, Hoe, & Chen, 2015; Pancić, Serdarušić, & Čučić, 2023; Sutanto & Kussudyarsana, 2024; Tharmi & Senthilnathan, 2012), a notable gap still exists in understanding how this relationship applies specifically to digital streaming platforms such as Netflix. This research focuses on this gap by broadening the understanding of CBBE within the context of digital streaming and elucidating the complex relationships between key CBBE dimensions (brand loyalty, perceived quality, brand awareness, and brand associations) and consumers’ repurchase intention. Using structural equation modeling (SEM), this study empirically examines these relationships, contributing to both theory and practice.

2. Literature review**2.1. Customer-based brand equity**

Brand represents a critical strategic asset that helps companies to achieve and sustain a competitive advantage. According to The American Marketing Association (2024) a brand is “a name, term, design, symbol, or any other feature that identifies one seller’s goods or service as distinct from

those of other sellers". Creating and managing strong brands have a crucial role in businesses' success for a number of reasons. The brand offers legal protection for a product's distinctive characteristics, signals a certain standard of quality that encourages repeat purchases, and fosters brand loyalty, which helps the firm anticipate demand and creates obstacles for competitors entering the market (Kotler & Keller, 2016).

Brand equity is a key concept in brand management, reflecting the additional value a brand provides to a product or service apart from its fundamental purpose. Aaker (1991) defines brand equity as "a set of brand assets and liabilities linked to a brand, its name, and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers". The positive marketing outcomes of brand equity can be analyzed from both customers' and firms' perspectives. The former focuses on the customer mindset, including attitudes, awareness, associations, attachment, and loyalty (Atilgan, Akinci, Aksoy, & Kaynak, 2009), while the latter pertains to the extra cash flows produced by branded products in comparison to the cash flows that would result if the products were sold without a brand (Simon & Sullivan, 1993).

Today, brand equity extends beyond financial metrics to include building meaningful connections with consumers. Aaker (1991) conceptualized brand equity, identifying five dimensions: "brand loyalty, name awareness, perceived quality, brand associations in addition to perceived quality, other proprietary brand assets – patents, trademarks, channel relationships, etc.". Building upon this, Keller (1993) introduced the customer-based brand equity (CBBE) model, defining brand equity as "the differential effect of brand knowledge on consumer response to the marketing of the brand" and suggested that it is based on brand knowledge, consisting of brand awareness and image. Later, Yoo, Donthu, and Lee (2000) argued that only the first four of Aaker's dimensions represent CBBE, as proprietary assets do not reflect consumer perceptions. Expanding on this, Yoo and Donthu (2001) developed a CBBE scale including three core factors, brand loyalty, perceived quality, and brand awareness/associations, which they found valid and generalizable across cultures and product categories.

Customer-based brand equity is vital in traditional markets and it also plays a critical role in the online marketplace since consumers rely heavily on brand cues to reduce perceived risk and make purchase decisions without physical product evaluation (Christodoulides, de Chernatony, Furrer, Shiu, & Abimbola, 2006). The study by Rios and Riquelma (2008) provides evidence supporting the use of the offline brand equity framework for online businesses. Bilgihan (2016) also revealed a positive influence of brand equity on customer loyalty in e-commerce.

Existing literature consistently highlights that CBBE remains a strategic asset in both offline and online marketplaces, shaping consumer behavior and enhancing purchase intentions (Khan et al., 2015; Jalilvand et al., 2011; Tharmi & Senthilnathan, 2012). Hence exploring CBBE in the context of Netflix is considered to provide valuable insights about its role in shaping consumer behavior on digital streaming platforms.

2.2. Repurchase intention

The theory of reasoned action (TRA) defines behavioral intention as the subjective likelihood of a person performing a specific action, which is a pivotal factor in predicting actual purchase behavior (Fishbein & Ajzen, 1975). Purchase intention, which indicates a consumer's readiness to buy a product or service, is influenced by several factors. Attitude toward the product, perceived behavioral control (Ajzen, 1991), subjective norms, or perceived social pressures to perform or not perform a behavior (Fishbein & Ajzen, 1975) can contribute to intention formation. Additionally, perceived product quality and brand reputation are critical determinants, as consumers are more inclined to purchase products they view as high quality and from reputable brands (Keller, 1993). Marketing communications also influence consumers' perceptions and attitudes, thereby affecting their purchase intentions (Kotler, Armstrong, Harris, & Piercy, 2020). Together, these factors shape a consumer's decision-making process and are central to understanding and predicting purchasing behavior.

Further theoretical support for repurchase intention is offered by expectation-confirmation theory (ECT), which provides a post-consumption perspective for understanding repeated behavior.

According to Oliver (1980), consumers form expectations prior to consumption and subsequently evaluate actual performance against those expectations. Satisfaction occurs when performance meets or exceeds expectations, thereby strengthening the intention to repurchase or continue using the service. Bhattacharjee (2001) extended ECT to digital service contexts, demonstrating that satisfaction arising from positive confirmation acts as a central mechanism driving continuance intention. Given that subscription-based digital platforms operate on repeated usage and ongoing value assessments, ECT offers a strong theoretical explanation for how service performance influences renewal behavior.

Repurchase intention can therefore be conceptualized as a forward-looking behavioral outcome influenced by both pre-consumption factors (e.g., attitudes, expectations, and perceived value) and post-consumption evaluations (e.g., confirmation, satisfaction, and loyalty). It reflects the likelihood of future transactions (Oliver, 1999) and is shaped by prior purchase experiences (Brown, Pope, & Voges, 2003). Satisfying customer experience strengthens loyalty, reinforcing repeated purchasing behavior over time (Vuong & Bui, 2023).

Prior studies further show that brand equity, including brand loyalty, brand associations, perceived quality, and brand awareness, significantly influences consumers' repurchase decisions across different contexts (Bojei & Hoo, 2012; Gomez & Perez, 2018; Huang et al., 2014; Pancić et al., 2023; Sutanto & Kussudyarsana, 2024). Brands that are regarded as high-quality and associated with a strong, favorable image tend to cultivate customer loyalty and promote repeat purchasing behavior.

2.3. Digital streaming platforms and Netflix

The transformation of television from traditional broadcasting to digital platforms such as Netflix illustrates significant technological and cultural changes. Historically, television was characterized by one-way, linear broadcasting where viewers occupied passive roles, and content was controlled by centralized production studios that acted as gatekeepers of information and cultural narratives (Lotz, 2014). However, the rise of digital technologies redefined this structure by fostering interactivity, enabling viewers to shift from passive consumers to active participants who engage with and influence media content (Jenkins, 2006). Furthermore, the introduction of pay-per-view services, which offered digitally encoded content to audiences for a fee, marked an early move toward personalized and subscription-based broadcasting models, paving the way for today's streaming platforms (Koyuncu, 2017).

Streaming platforms provide consumers with flexible, instant access to a wide range of content, reshaping traditional viewing habits (Lobato, 2019). Among these platforms, Netflix has emerged as a prominent global player, reaching over 300 million paid subscribers worldwide in the last quarter of 2024 (Stoll, 2025). Netflix, originally established in 1997 as a mail-based DVD rental service, quickly embraced changes in media and emerged as a top streaming platform (Hastings & Meyer, 2020). On-demand viewing, coupled with the increase in binge-watching, has transformed the way consumers engage with and discover media content on platforms like Netflix (Kaur & Ashfaq, 2023). Furthermore, Netflix's sophisticated recommendation systems, which use algorithmic personalization to suggest content tailored to individual preferences, enhance user engagement by reducing search costs and increasing content discoverability (Gomez-Urbe & Hunt, 2015).

Previous studies have examined various factors influencing repurchase intentions in the context of video streaming platforms (Gaur, Gupta, & Kaur, 2022; Teng & Huang, 2022), with some research specifically focusing on Netflix (Ar, 2023; Arvianti, Mulyaningsih, Nughara, & Oktini, 2023). However, there remains a gap in the literature regarding the relationship between customer-based brand equity dimensions and repurchase intention within the Netflix context. Addressing this gap serves as the primary motivation for the present study.

3. Method

3.1. Hypotheses development and research model

The literature reinforces the concept that the dimensions of customer-based brand equity play an instrumental role in shaping consumers' repurchase behavior. High brand awareness enhances consumers' propensity to repurchase. Consumers are more likely to prefer products from well-known

brands over those perceived as unfamiliar and numerous studies across various contexts have confirmed this positive relationship between brand awareness and repurchase intention (Astawa & Rahanatha, 2021; Ilyas, Rahm, Tamsah, Munir, & Putra, 2020; Razak, Themba, & Sjahruddin, 2019).

Developing customer-based brand equity involves establishing a brand that is familiar to consumers and associated with favorable, strong, and distinctive brand associations (Keller, 1993). Brand associations help differentiate a brand and provide consumers with a reason for purchasing (Chen, 2001). Similarly, Aaker (1996) emphasizes that strong brand associations not only distinguish a brand from its competitors but also create value for consumers, foster loyalty, and enhance the likelihood of repurchase.

Perceived quality is a key factor influencing consumer loyalty and purchasing behavior in both online and offline markets. According to Zeithaml (1988), it refers to “a consumer’s judgment about a product’s overall excellence or superiority”. Kumar, Jain, Eastman and Ambika (2025) confirmed the significant influence of overall perceived quality including product and service related dimensions on the online repurchase intention of consumers.

Oliver (1999) defines the stages of brand loyalty as cognitive, affective, conative and action, concluding that the action-loyal consumers are committed to repurchasing. Additionally, Chaudhuri and Holbrook (2001) describe purchase loyalty as “willingness of the average consumer to repurchase the brand” and suggest that higher purchase loyalty will lead to sales-related brand outcomes such as market share.

Based on the aforementioned literature, the connection between the dimensions of CBBE and repurchase intention is considered valid for the digitalized marketing landscape and is tested in this study for the digital streaming service Netflix. The following hypotheses have been proposed in accordance with the aim of the study:

H1: Brand association has a positive and statistically significant effect on repurchase intention.

H2: Brand awareness has a positive and statistically significant effect on repurchase intention.

H3: Perceived quality has a positive and statistically significant effect on repurchase intention.

H4: Brand loyalty has a positive and statistically significant effect on repurchase intention.

The research model stated in Figure 1 is employed to empirically examine these hypotheses.

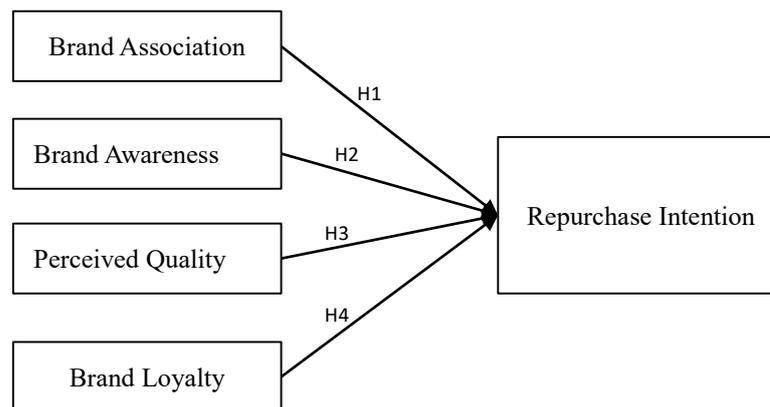


Figure 1. Research model

3.2. Research setting and sampling procedure

This study was designed as a quantitative and explanatory research and adopted structural equation modeling to examine the influence of CBBE dimensions on repurchase intention, focusing specifically on Netflix. The population consisted of consumers with Netflix memberships in Türkiye. To complete the research within the targeted time and due to the difficulty of reaching the sample

randomly, data were collected using the convenience sampling method, taking into account the responses of individuals who opted to be involved.

The minimum sample size required for the study was calculated using the formula $n = p * q * (Z/e)^2$, which is commonly applied in survey-based social science research (Bartlett, Kotrlik, & Higgins, 2001). Assuming a 95% confidence level ($Z=1.96$), a tolerance level of $e=0.05$, and maximum variance ($p=0.5$, $q=0.5$), the required sample size was calculated as $n=384$. Data were collected between February 1 and April 30, 2022. 419 respondents were reached by applying an online questionnaire via Google Forms. After excluding 31 participants who did not have active Netflix accounts, 388 valid responses remained, satisfying the required sample size and representing an approximately 92.6% participation rate.

Of the 388 participants, 51% were female, 52.8% were in the 26-44 age group, 58.5% were single, and 61.1% had at least a bachelor's degree.

3.3. Questionnaire design

The questionnaire consisted of three sections. The first section collected information on demographics and Netflix usage habits. The second section focused on customer-based brand equity dimensions. The final section addressed repurchase intentions. Respondents were requested to indicate if they presently had an active Netflix subscription, and those who did not were excluded from the survey.

CBBE scale was developed based on the study of Washburn and Plank (2002). The scale of repurchase intention was adapted from the study of Chiu, Chang, Cheng and Fang (2009). A Likert scale with five response categories, ranging from Strongly Disagree (1) to Strongly Agree (5), was employed to measure the items in the scales. All of the scale items are listed in the appendix.

Ethical approval for the questionnaire was obtained from the Afyon Kocatepe University Social and Human Sciences Scientific Research and Publication Ethics Board (Decision No. 2022/50).

3.4. Data analysis

Although the CBBE scale was adapted from previously validated instruments, an exploratory factor analysis (EFA) was first conducted to examine the dimensional structure within the context of Netflix users in Türkiye. Contextual and cultural variations can influence factor loadings and dimensionality, even for well-established scales, making EFA an appropriate preliminary step when applying a scale to a new population (Hair, Black, Babin, & Anderson, 2010). After exploring the factor structure through EFA, a confirmatory factor analysis (CFA) was subsequently performed to validate the measurement model. Finally, structural equation modeling (SEM) was employed to test the hypothesized relationships.

SPSS 25 was utilized to conduct descriptive statistical analyses and exploratory factor analysis while AMOS 19 was employed for confirmatory factor analysis and structural equation modeling.

4. Findings

Based on the descriptive analysis of the dataset, 55.7% of respondents reported having Netflix memberships extending beyond two years. An assessment of subscription patterns demonstrated that nearly two-thirds of participants (64.2%, 249 individuals) were Netflix-only users, affirming its market leadership. For those holding memberships with additional platforms, the three most common choices were Spotify, Amazon Prime Video, and Blu TV. Viewing frequency data indicated that 53.4% of participants accessed Netflix multiple times per week, with 39.2% spending between one and two hours per session. When asked about preferred content, series were the top selection for 44.8% of respondents, surpassing movies (33%), documentaries (11.6%), and other categories.

4.1. Exploratory factor analysis

To explore the dimensional structure of customer-based brand equity, an exploratory factor analysis (EFA) was conducted. The Kaiser-Meyer-Olkin measure (0.899) and Bartlett's test of sphericity ($p = 0.000$) confirmed the adequacy of the sample for this analysis. However, one item in the brand association scale (BA3) and one item in the perceived quality scale (PQ6) loaded on a separate

factor which disrupted the factor structure. Therefore these two items were removed from the model and the analysis was repeated.

Results of the second EFA yielded a good adequacy of the sample (KMO value=0.901 and $p=0.000$) and the items were loaded on 3 distinct factors explaining 80.2% of the total variance. The proposed scale included a 4-factor structure including brand awareness, brand associations, perceived quality, and brand loyalty. However the results of the EFA suggested a 3-factor structure in which brand awareness and brand associations were loaded on a single factor. A similar factor structure was also suggested by other studies in literature (Yoo et al., 2000; Yoo & Donthu, 2001), therefore the subsequent analyses were conducted based on this 3-factor structure. Table 1 provides the results of the exploratory factor analysis of the CBBE scale, and the means and standard deviations of the scale items. Cronbach's alpha values for reliability and factor correlation matrix for validity are also included in Table 1.

Table 1

Exploratory factor analysis of CBBE scale

Factor	Item	Mean	SD	Factor Loading	α	BA/BAW	PQ	BL
BA/BAW	BA1	4.66	0.725	0.809	0.934	1	-0.555	-0.427
	BA2	4.59	0.791	0.820				
	BAW1	4.56	0.834	0.926				
	BAW2	4.60	0.808	0.928				
	BAW3	4.57	0.873	0.911				
PQ	PQ1	4.39	0.792	0.830	0.928	-0.555	1	0.596
	PQ2	4.41	0.768	0.826				
	PQ3	4.38	0.769	0.954				
	PQ4	4.20	0.896	0.862				
	PQ5	4.39	0.771	0.744				
BL	BL1	4.13	1.120	0.803	0.880	-0.427	0.596	1
	BL2	4.19	1.035	0.866				
	BL3	3.82	1.360	0.942				

According to Table 1, reliability of the scale was ensured since the Cronbach's alpha values exceed the recommended threshold of 0.7 (Nunnally & Bernstein, 1994). Convergent validity was established as all factor loadings surpassed the minimum threshold of 0.5, consistent with the criterion set by Fornell and Larcker (1981). To establish discriminant validity, factor loadings and inter-factor correlations were examined following Gaskin (2022b). Results showed that all items loaded strongly on a single factor, with inter-factor correlations below the 0.7 threshold (Table 1), confirming discriminant validity. The repurchase intention scale was also subjected to exploratory factor analysis and it was confirmed that the initial three items loaded on a single factor, explaining 91% of the total variance with a Cronbach's alpha value of 0.956.

4.2. Confirmatory factor analysis

The three-factor scale for customer-based brand equity and the single-factor scale for repurchase intention were subjected to confirmatory factor analysis (CFA) to confirm that the final scales are reliable and valid. The initial CFA revealed that the model needed minor modification to improve the model fit. Accordingly, modification indices were reviewed, and covariances were added between error terms based on these indices. The revised model demonstrated an acceptable fit with the data, following the criteria recommended by Meydan and Şeşen (2015). Table 2 displays the goodness-of-fit statistics for the revised model.

Table 2

Goodness of fit values of CFA

	χ^2 / df	RMSEA	RMR	CFI	NFI	GFI	AGFI
Model	3.105	0.077	0.044	0.971	0.958	0.919	0.884

The model's reliability and validity were evaluated before the structural equation model (SEM) analysis. Composite reliability (CR) values were examined following Gaskin's (2022a) guidelines, and all factors showed CR values exceeding the 0.7 threshold recommended by Hair et al. (2010), confirming the reliability of the measurement model (Table 3).

Convergent validity was ensured since average variance extracted (AVE) values for each factor were above the 0.5 threshold suggested by Hair et al. (2010). In accordance with Fornell and Larcker's (1981) criterion, discriminant validity was also established, as the square roots of the AVE values exceed the correlations observed between the factors, as shown in Table 3.

Table 3

CR, AVE, and factor correlation values of the measurement model

	CR	AVE	BA/BAW	PQ	BL	RPI
BA/BAW	0.93	0.73	0.85	0.63	0.51	0.48
PQ	0.92	0.71		0.84	0.73	0.67
BL	0.90	0.74			0.86	0.78
RPI	0.96	0.89				0.94

* The square root of the AVE for each factor is shown in bold along the diagonal.

4.3. Structural equation modeling and hypothesis testing

Once the confirmatory factor analysis verified an acceptable model fit, the research proceeded to the structural equation modeling phase. The testing of the hypothesized relationships among the factors was performed with the aid of the AMOS software package. The goodness-of-fit statistics indicated an overall acceptable model fit, as presented in Table 4. Furthermore, the analysis revealed that every path specified within the structural model reached statistical significance at the $p < 0.001$ level. The corresponding standardized regression coefficients, which quantify the strength and direction of these relationships, are presented in Figure 2.

Table 4

Goodness of fit values of SEM

	χ^2 / df	RMSEA	RMR	CFI	NFI	GFI	AGFI
Model	4.308	0.092	0.090	0.953	0.939	0.873	0.824

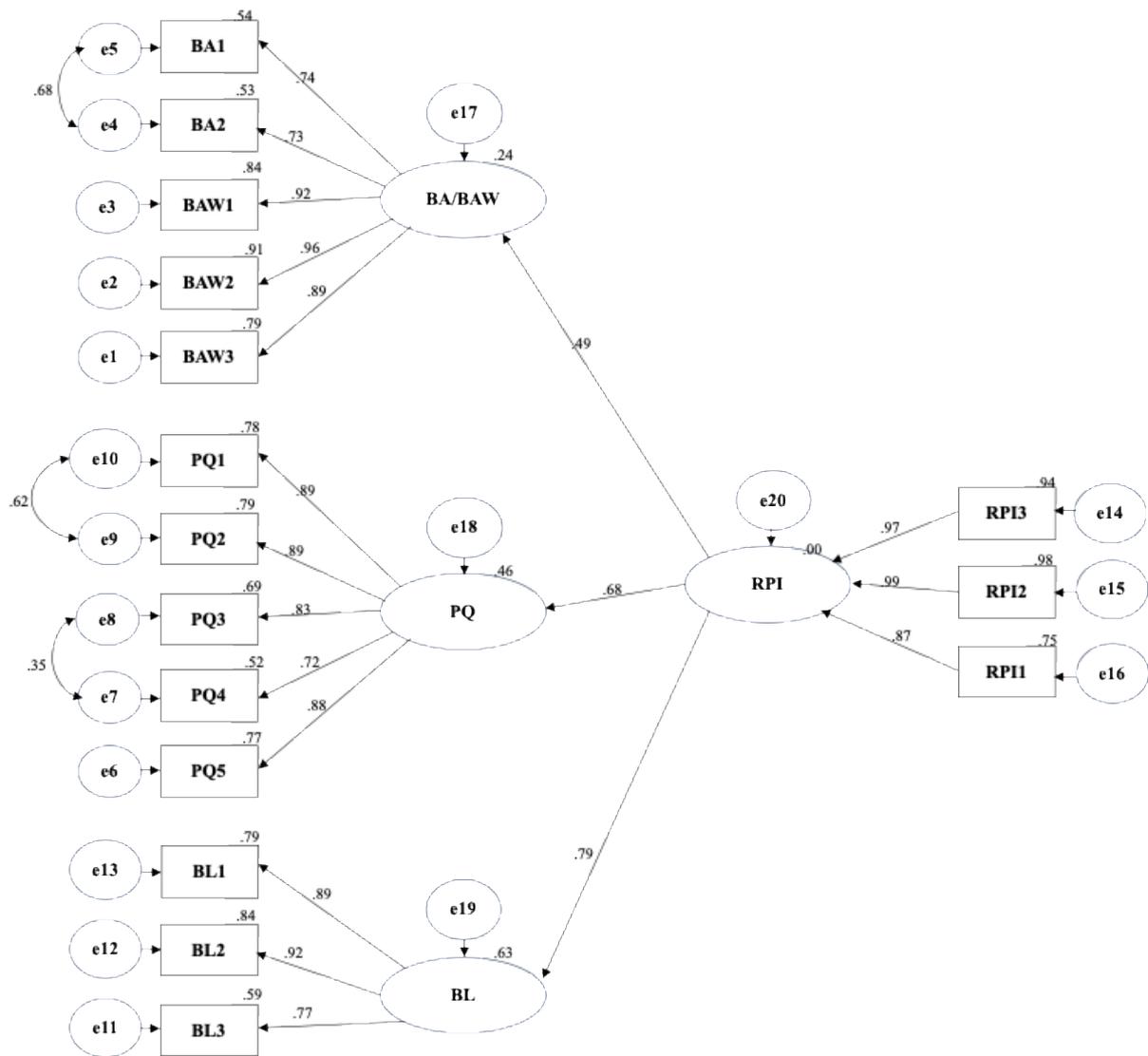


Figure 2. Standardized regression coefficients of SEM

The results of the structural equation model analysis revealed that the combined factor of brand awareness and brand associations had a significant positive impact on repurchase intention ($\beta_1 = 0.49$, $p < 0.001$). Additionally, perceived quality ($\beta_2 = 0.68$, $p < 0.001$) and brand loyalty ($\beta_3 = 0.79$, $p < 0.001$) also demonstrated significant positive effects on repurchase intention. Table 5 summarizes the hypothesis testing results.

Table 5

Results of hypothesis testing

Hypothesis	Result
H1&2: Brand association and awareness have a positive and statistically significant effect on repurchase intention.	Supported
H3: Perceived quality has a positive and statistically significant effect on repurchase intention.	Supported
H4: Brand loyalty has a positive and statistically significant effect on repurchase intention.	Supported

5. Discussion and conclusion

The most prominent outcome to emerge from this research is the strong and positive influence exerted by the various dimensions of customer-based brand equity on consumers' intentions to repurchase. Prior research consistently identifies CBBE as a strategic asset in both traditional and digital marketplaces, influencing consumer behavior and enhancing purchase intentions (Chen & Chang, 2008; Jalilvand et al., 2011; Khan et al., 2015; Tharmi & Senthilnathan, 2012). CBBE, comprising brand awareness, brand associations, perceived quality, and brand loyalty, has also been shown to affect repurchase decisions across various sectors and consumer contexts (Bojei & Hoo, 2012; Gomez & Perez, 2018; Huang et al., 2014; Pancić et al., 2023; Sutanto & Kussudyarsana, 2024). Despite this, research specifically addressing the digital streaming industry remains limited, a gap that this study helps to address by examining Netflix as a case.

While CBBE is traditionally conceptualized as comprising four separate dimensions, this study's findings suggest that brand awareness and brand associations are better represented as a single factor. This result supports Yoo and Donthu's (2001) earlier work, which also found these dimensions to be highly interrelated. In digital contexts, brand exposure and associative meanings are often developed simultaneously through repeated interactions with the platform's interface, content, and marketing communications. This process might contribute to the formation of an integrated sense of brand knowledge, leading consumers to perceive brand awareness and brand associations as components of a unified cognitive construct rather than as distinct dimensions.

The differential impact of CBBE dimensions on repurchase intention provides an important contribution to the literature, as it highlights that not all brand equity components exert equal influence on subscriber behavior in digital service contexts. Brand loyalty demonstrated the strongest effect, underscoring that sustained attitudinal and behavioral commitment remains the most decisive driver of continued subscription, consistent with Oliver's (1999) loyalty framework. This finding suggests that beyond initial attraction, long-term engagement strategies play a critical role in shaping retention outcomes for streaming platforms.

The significant influence of perceived quality on repurchase intention is supported by multiple theoretical foundations in the marketing literature. Zeithaml (1988) conceptualized perceived quality as a consumer's evaluative judgment of a product's or service's overall excellence, which shapes value perceptions that influence purchase behavior. On the other hand, expectation-confirmation theory (Oliver, 1980) posits that consumers form expectations prior to consumption and subsequently compare actual performance with those expectations, leading to satisfaction when performance meets or exceeds expectations. Bhattacharjee (2001) extended this model to digital service contexts, demonstrating that satisfaction derived from positive confirmation is a key determinant of continued use. These theories collectively suggest that perceived quality enhances perceived value and satisfaction through the positive confirmation of expectations, thereby increasing the likelihood of continued service use, as confirmed by the results of this study in the context of Netflix subscriptions.

The comparatively weaker, yet still positive, effect of the combined brand awareness and brand associations factor aligns with Keller's (1993) customer-based brand equity model, which posits that brand knowledge is an essential determinant of consumer response. Together, these results suggest a hierarchical influence among CBBE dimensions, indicating that while brand knowledge may facilitate initial subscription, perceived quality and loyalty are more pivotal in sustaining repurchase intentions in the digital streaming market.

The findings offer several strategic implications for Netflix and other digital service providers. First, cultivating brand loyalty should be a priority, particularly through transparent communication and trust-building efforts. Second, ensuring consistent improvements in service quality, particularly in content delivery and user experience, is crucial for maintaining a strong perceived quality. Third, brand messaging must align closely with user expectations to reinforce brand associations and awareness. Lastly, personalizing user experiences through tailored recommendations, interfaces, and promotions can significantly strengthen brand equity and foster deeper engagement.

In conclusion, strategically enhancing the core dimensions of CBBE not only drives repurchase intention but also contributes to brand resilience and long-term competitiveness in an evolving digital marketplace. For platforms like Netflix, this approach offers a sustainable path to stronger customer relationships and continued success.

5.1. Limitations and future research possibilities

Despite the unique contribution this study makes to the existing literature, it is not without limitations. First, the research focuses solely on Netflix as the streaming platform under investigation, which limits the generalizability of the findings to users of other digital streaming services. Consumer behavior may differ across platforms with varying content strategies, pricing models, and user experiences. Second, the reliance on convenience sampling may introduce bias, potentially affecting the results' external validity.

Future research may incorporate a broader range of streaming platforms, such as Amazon Prime Video, Disney+, or HBO Max, and utilize more representative sampling methods to assess whether the proposed relationships between CBBE dimensions and repurchase intention hold across diverse user bases. Moreover, future theoretical investigations are encouraged to explore in depth the varying effects that each individual component of CBBE may have on repurchase intentions over an extended period, taking into account the ongoing evolution of consumer choices and patterns in engaging with digital content. Conducting longitudinal research can yield richer insights into the strategies through which digital platforms maintain and strengthen their brand equity in the face of fluctuating market dynamics and intensifying competitive pressures.

Author statement

Research and publication ethics statement

This study has been prepared in accordance with the ethical principles of scientific research and publication.

Approval of the ethics board

Approval of the questionnaire was obtained from the Afyon Kocatepe University Social and Human Sciences Scientific Research and Publication Ethics Board (Decision No. 2022/50, dated February 11, 2022).

Author contribution

Muhammed Öztep: Conceptualization, research design and methodology, literature review, data collection and analysis, and presentation of findings.

Hale Fulya Kaya: Conceptualization, research design and methodology, data analysis, review of results, manuscript preparation, and final proof check.

Conflict of interest

There is no conflict of interest arising from the study for the authors or third parties.

Declaration of support

No support has been granted for this study.

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Appendix

Questionnaire Items

Brand Associations Scale

- BA1. I can quickly recall the symbol or logo of Netflix.
- BA2. Some characteristics of Netflix come to my mind quickly.
- BA3. I have difficulty in imagining Netflix in my mind. (reverse coded)

Brand Awareness Scale

- BAW1. I know what Netflix looks like.
- BAW2. I can recognize Netflix among other competing brands.
- BAW3. I am aware of Netflix.

Perceived Quality Scale

- PQ1. Netflix is of high quality.
- PQ2. The likely quality of Netflix is extremely high.
- PQ3. The likelihood that Netflix would be functional is very high.
- PQ4. The likelihood that Netflix is reliable is very high.
- PQ5. Netflix must be of very good quality.
- PQ6. Netflix appears to be of very poor quality. (reverse coded)

Brand Loyalty Scale

BL1. I consider myself to be loyal to Netflix.

BL2. Netflix would be my first choice.

BL3. I will not buy other brands if Netflix is available.

Repurchase Intention Scale

RPI1. If I could, I would like to continue using Netflix.

RPI2. It is likely that I will continue paying for my Netflix membership in the future.

RPI3. I intend to continue purchasing a Netflix membership in th