THE IMPACT OF CUSTOMER-BASED BRAND EQUITY ON REPURCHASE INTENTION: A STUDY ON NETFLIX

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Master Thesis

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by

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ABSTRACT

THE IMPACT OF CUSTOMER-BASED BRAND EQUITY ON REPURCHASE INTENTION: A STUDY ON NETFLIX

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Examining the impact of customer-based brand equity on Netflix users' repurchase intentions is the aim of this study. Customer-based brand equity (CBBE) is a concept that refers to the added value a brand brings to a product beyond its functional benefits. This study aimed to investigate the relationship between CBBE components (brand loyalty, brand awareness, perceived quality, and brand associations) and repurchase intention among Netflix users. The study was designed as an explanatory research to examine the proposed hypotheses and the data was collected through an online self-administered questionnaire using convenience sampling technique. The study was designed as a quantitative research aiming to explain the causal relationships between variables. The results of the study show that all components of CBBE have a positive impact on repurchase intention among Netflix users. The findings of this study add to the body of literature on CBBE and offer practical insights Netflix and other companies operating in the streaming industry. The study uncovers significant findings regarding how these elements impact consumers' repurchase intentions.These insights offer practical implications for companies in the streaming industry, including Netflix.The study contributes to the literature by providing a framework for marketers aiming to comprehend and manage the relationship between CBBE components, including brand loyalty, awareness, associations, and perceived quality, and repurchase intention.

Keywords: Customer-based brand equity, repurchase intention, brand loyalty, brand awareness, perceived quality, Netflix.

ÖZET

TÜKETİCİ TEMELLİ MARKA DENKLİĞİNİN TEKRAR SATIN ALMA NİYETİNE ETKİSİ: NETFLIX ÜZERİNE BİR ARAŞTIRMA

Muhammed ÖZTEP

AFYON KOCATEPE ÜNİVERSİTESİ
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Bu çalışmanın amacı Netflix kullanıcıları arasındaki tüketici temelli marka denkliğinin (TTMD) tekrar satın alma niyetine etkisi incelemektir. Müşteri temelli marka denkliğinin (TTMD), bir markanın bir ürüne işlevsel faydalarının ötesinde getirdiği katma değeri ifade eden bir kavramdır**.** Bu çalışma TTMD bileşenleri (marka sadakati, marka farkındalığı, algılanan kalite ve marka çağrışımı) ile Netflix kullanıcıları arasındaki yeniden satın alma niyetini arasındaki ilişkiyi araştırmayı amaçlamaktadır. Araştırma yöntemi bir anket çalışmasıdır ve anket verileri online toplanmıştır. Çalışma, değişkenler arasındaki nedensel ilişkileri açıklamayı hedefleyen nicel bir araştırma olarak tasarlanmıştır. Çalışmanın sonuçları, TTMD'nin tüm bileşenlerinin Netflix kullanıcıları arasındaki yeniden satın alma niyeti üzerinde olumlu bir etkisi olduğunu göstermektedir. Bu çalışmanın bulguları, TTMD konusundaki literatüre katkı sağlamakta ve Netflix gibi diğer akış endüstrisinde faaliyet gösteren şirketler için pratik sonuçlar sağlamaktadır. Ayrıca, çalışma tekrar satın alma niyetine odaklanarak, TTMD bileşenleri ile marka sadakati, farkındalık, çağrışımlar ve algılanan kalite gibi faktörler arasındaki etkileşimi aydınlatmaktadır. Bu tür unsurların tüketicilerin tekrar satın alma niyetleri üzerindeki etkilerini anlamak, etkili pazarlama stratejileri oluşturmak için önemlidir. Çalışma, bu unsurların tüketicilerin tekrar satın alma niyetleri üzerindeki etkileşimini anlamak ve yönetmek isteyen pazarlamacılara bir çerçeve sunarak literatüre katkıda bulunmaktadır. Bu içgörüler, Netflix gibi dijital yayın platformu endüstrisinde faaliyet gösteren şirketlerin, marka değerini güçlendirmek ve tüketiciler arasında marka sadakati oluşturmak isteyenler için pratik çeşitlilik sunmaktadır.

Anahtar kelimeler: Tüketici Temelli Marka Denkliği, Tekrar Satın Alma Niyeti, Marka Sadakati, Marka Farkındalığı, Netflix

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LIST OF SYMBOLS AND ABBREVIATIONS

%: Percentage

AGFI: Adjusted Goodness of Fit Index

AMOS: Analysis of Moment Structures

AR: Augmented Reality

AVE: Average Variance Extracted

Avg: Average

BL: Brand Loyalty

BA: Brand Association

BAW: Brand Awareness

BAWBA: Brand Association- Brand Awareness

CBBE: Customer Based Brand Equity

CFA: Confirmatory Factor Analysis

CFI: Comparative Fit Index

CR: Composite Reliability

EFA: Exploratory Factor Analysis

GFI: Goodness of Fit Index

IAB: Interactive Advertising Bureau

IBM: International Business Machines

NFI: Normed Fit Index

PQ: Perceived Quality

RMR: Root Mean Square Residuals

RMSEA: Root Mean Square Error of Approximation

RPI: Re-purchase Intention

SEM: Structural Equation Model

SPSS: Statistical Package for the Social Sciences

TTMD: Tüketici Temelli Marka Denkliği

WOM: Word-of-Mouth

INTRODUCTION

The entertainment industry has witnessed a significant transformation in recent years, with streaming platforms becoming a dominant force in delivering content to consumers worldwide. Netflix, as a pioneering player in this industry, has not only revolutionized the way we consume media but has also established itself as a global brand with a substantial user base (Smith, 2020). Keeping customers loyal and encouraging repeat business have become crucial in an era of fierce competition among streaming services (Johnson & Lee, 2019). Netflix, often synonymous with binge-watching and original content, has cultivated a brand that extends far beyond its streaming capabilities (Garcia & Martinez, 2018).

In an era characterized by rapid technological advancements and changes in consumer preferences, the necessity for businesses to understand the intricacies of brand equity in the digital landscape to maintain a competitive edge has become increasingly apparent. This research is driven by a profound curiosity about the transformative effect of digital innovation in the entertainment sector, especially through streaming platforms, on traditional concepts of brand equity and consumer loyalty. The evolution of Netflix from a modest DVD rental service to a global streaming powerhouse provides an unparalleled opportunity to deeply examine these dynamics.

The motivation behind this study arises from the observation that, despite the extensive literature on brand equity and consumer behavior, there is a notable lack of research focusing on these areas within the context of digital streaming services. As these platforms become the main conduit for content consumption, this thesis aims to fill that void by focusing on how Netflix's brand equity affects consumer repurchase intentions a vital aspect for analyzing consumer behavior amidst intense market competition and changing consumption habits.

This research seeks to address several gaps in the existing literature. It aims to broaden the understanding of customer-based brand equity in the realm of digital streaming platforms, a sector where academic scrutiny has been limited. Moreover, it endeavors to illuminate the complex relationship between brand equity dimensions and repurchase intentions in a digital-first environment. By utilizing structural equation modeling, this study provides methodological advancements, offering nuanced insights into the drivers of consumer loyalty towards streaming services. The primary goal is to present a comprehensive framework that assists streaming platforms in enhancing their brand equity and developing lasting customer relationships.

Furthermore, this thesis will explore the yet insufficiently examined link between widespread phenomena in digital content consumption and the collective impact of brand equity on repurchase decisions. This examination is crucial in an environment marked by fierce competition and constantly evolving viewer preferences. By thoroughly investigating these relationships, the study aims to make a significant contribution to the literature on brand equity and consumer behavior in the digital streaming era, offering strategic insights for increasing consumer loyalty in the entertainment industry.

The idea of brand equity has been widely used in the field of marketing, reflecting the value that a brand holds in the minds of its customers (Keller, 1993). A brand's equity is not only a measure of its recognition but also encompasses the associations, emotions, and trust that consumers associate with it. Netflix, having invested heavily in content creation and global expansion, now faces the challenge of retaining its user base in a dynamic and evolving marketplace (Jones & Wang, 2021). The contemporary media landscape is a battleground of streaming services, all vying for the attention and loyalty of subscribers in an era characterized by fierce competition (Chen & Qaisim, 2021).

Netflix, known not only for its extensive content library but also as the harbinger of binge-watching and the creator of groundbreaking original content, stands as an exemplar of brand transcendence beyond mere functionality (Jones & Wang, 2021). In light of this, our research seeks to unravel the multifaceted relationship between the perceptions, attitudes, and emotional connections that Netflix users harbor toward the brand and their subsequent intentions to renew subscriptions and engage in repurchase behaviors (Brown, et al., 2018).

There has been a significant change in how audiences consume content as a result of the rapidly changing landscape of the entertainment industry, which is being driven by digital innovation and the ascendancy of streaming platforms. Netflix, a pioneer in this transformation, has not only adapted but thrived in this dynamic milieu, solidifying its status as an emblem of innovation and entertainment. Beyond mere brand recognition, users have forged deep emotional connections and trust in Netflix, which are pivotal drivers behind their inclination to remain devoted subscribers (Kapferer, 2012).

The importance of consumer-based brand equity in determining consumers' repurchase intentions is highlighted. Netflix's brand equity, characterized by its robust associations and emotional resonance, exerts a tangible and affirmative influence on users' intentions to renew their subscriptions (Brown, et al.,2018). Users not only value the content library but also the sense of community and belonging that comes with being a Netflix subscriber. Netflix's success in this arena can serve as a blueprint for other streaming platforms seeking to prosper amidst this ever-evolving ecosystem. By deciphering the nuanced interplay between brand equity and repurchase intentions, businesses can tailor their strategies to foster enduring customer relationships, ultimately enhancing customer satisfaction and long-term viability (Naranjo & Ramirez, 2022).

This thesis is structured into four main sections. The first section provides an in-depth exploration of the concept of branding. It covers brand equity, its significance, the dimensions of brand equity, and distinguishes between financial and customer-based brand equity. Components of customer-based brand equity such as brand awareness, brand association, brand loyalty, and perceived quality are thoroughly examined. The second section delves into consumer behavior and purchase intention, exploring the factors that influence consumer behavior. It encompasses sociocultural factors like reference groups, social groups, family, culture, subculture, and roles and status. Additionally, this section concludes by elucidating demographics including gender, age, income, education and psychological factors. Third section provides information about Netflix and streaming platforms. In the final section, the research model investigates the impact of customer-based brand equity on purchase intention through a study focused on Netflix. To analyze the relationships within the research model, structural equation modeling is used. To further explore variations in purchase intentions, SPSS Amos structural equation models are conducted based on other variables. The research findings are interpreted scrupulously and discussed within the relevant literature. The implications for companies and marketers are significant. Promising directions for future studies are identified.

FIRST PART

CUSTOMER-BASED BRAND EQUITY

In today's dynamic and competitive market landscape, building and managing a strong brand is paramount for businesses seeking sustainable success. Customer-Based Brand Equity (CBBE) is a pivotal concept that delves into the perceptions, attitudes, and behaviors of consumers regarding a brand. It encompasses the emotional and psychological connections that consumers form with a brand, transcending beyond mere product attributes and functionalities. This study explores the multifaceted dimensions of CBBE, shedding light on the intricacies of brand development, consumer loyalty, and market positioning. At its core, CBBE represents the essence of a brand in the minds of consumers. It goes beyond product features, delving into the realm of consumer perceptions, experiences, and brand interactions. Understanding CBBE involves unraveling the layers of brand awareness, brand image, brand associations, and brand loyalty. Through this exploration, businesses gain valuable insights into how their brand is perceived by customers, enabling them to make informed decisions about marketing strategies, brand communication, and customer engagement initiatives.

1. THE CONCEPT OF BRAND

Branding evolution in the marketing area has followed a set of steps, going through a linear process in the historical trajectory: from simple identifiers to complex entities in which brand identity, personality, and relationships with consumers coexist. The aim of this integrated analysis is to trace this evolution, underlining interconnected developments and scholarly contributions that have contributed to today's understanding and strategic use of branding.

Branding was essentially concerned with differentiation from the very start. The use of trademarks dated to ancient times and was an extremely rudimentary form of brand identification. The general concept of branding, in more formalized shapes within business strategy, would not be something that started until the late 19th and early 20th centuries. As Keller (1993) pointed out, early brands served as simple identifiers to make sure that consumers recognized the origin and quality of products. The work in this period has laid the foundation for understanding branding as the means to differentiate goods in the growing market landscape.

Branding plays a very important role; it has changed with the times to meet the demands of the mid-20th-century saturation of markets and intensifying competition calling for moving above mere differentiation. Levitt (1960) described branding as something above and beyond the product's concrete properties to promises, ways of life, and experiences. This period marked the recognition of branding as a tool that is strategic; it forms a distinct and appealing brand identity, which resonates deeper with consumers.

This role, developed in branding, brand personality became one of the central elements of brand identity development. Aaker (1997) was the first to advance that a brand can take on the form of a human, making it more accessible and emotionally attractive to customers. This was a significant departure from traditional views on branding, which held that a brand must project and adhere to a unique and consistent image—a projection that falls in line with the wants and values of their target audience.

The newest definition of branding makes the emotional and experience-based aspects of brand-consumer relationships even more explicit. Fournier (1998) characterized brand relationships as similar to personal relationships—hence the centrality of emotional ties and shared experiences for any instance of brand loyalty. This view brings out the significance that storytelling, consumer engagement, and the creation of brand experiences toward enhancing brand equity are the main strategies.

This integrated analysis will provide evidence to the fact that branding has changed from simple trademarks to complex relational entities that are evidencing a movement across practice and theory in marketing. Branding today has acquired a strategic significance due not only to the idea of the product's origin but, more importantly, to its experience and relation with consumers at an emotional level. As branding continues to develop and evolve, its role as a critical constituent of marketing strategy underscores the dynamic interplay brands have with their audiences, offering profound insights into the challenges of consumer behavior and market differentiation.

1.1. DEFINITION OF THE BRAND

A fundamental aspect of marketing, brand management is the strategic process of creating and establishing a unique identity for goods, services, or companies in the mind of the consumer (Aaker, 1996). Brand is a company's iconography, name, design, and so on, are used with care to distinguish it from its competitors and make a lasting impact on the target public (Kapferer, 2012). Brands offer many benefits and opportunities to companies and serve as powerful tools in the business world (Keller, 2008). Today, the branding of almost everything makes the brand an integral part of the social structure (Bilsel & Engin, 2016: 278). In an intensely competitive environment where competition is fierce, information is spreading rapidly, and the effects of globalization are felt. One of the most important assets for companies to gain an edge over their competitors is their brands. The way to make a difference against competitors is not only to produce but also to have strong brands. Since consumers are faced with an intense product variety, they are more selective in their purchasing preferences.

The brand is based on an effort to distinguish the development process from the past to the present. The brand is often considered part of a description that identifies and illustrates the product in the marketing area. The fact that companies have a strong brand and the right application of branding strategies creates trust and loyalty in the consumer, enabling them to differentiate from other companies and increasing their preference. This process shows a marketing action targeting direct consumers in the fight against competitors, as part of the brand's overall marketing strategies for business (Uztuğ, 2003: 68).

Accordingly, the American Marketing Association (2017) defines a brand as a "name, term, sign, symbol or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers". The brand is one of the most essential tools in regulating the relations between the manufacturer and the marketing. The brand is of great importance in terms of sales activities, including advertising agreements and sales discussions, and packaging at the same time, it helps companies to advertise to consumers (Eginli, et al., 2016). Companies aim to outpace competing companies by branding services or products with today's evolving technology. The brand is a marketing and sales term that is used only to provide profitability by owners. Having a place in the customer's memory for a product or service is an advantage for companies in today's highly competitive world. Therefore, to be optimistic in the consumer's mind, businesses are striving to turn their brands into a force that can affect them (Can, 2007).

1.2. THE IMPORTANCE OF BRANDING FOR CONSUMERS AND BUSINESSES

For a number of reasons, branding plays a crucial role in the success of businesses. Firstly, it promotes recognition and differentiation of a business in a crowded marketplace (Kapferer, 2012). A strong brand helps a business stand out and be memorable in today's competitive environment, where consumers are bombarded with choices (Keller, 2008). Second, brand building creates trustworthiness and confidence (Solomon, 2019). Customers are more likely to engage with a company (Aaker, 1996) because they are more likely to trust a recognisable and reputable brand. Thirdly, brand building fosters customer loyalty (Kotler & Keller, 2016). Positive brand experiences create a sense of belonging and attachment, encouraging customer loyalty and brand advocacy (Kapferer, 2012). Finally, the brand supports marketing efforts and makes it easier for customers to make decisions (Solomon, 2019). Effective branding makes it easier for consumers to choose a company's products and services over those of its competitors by communicating the company's unique selling proposition and value proposition (Keller, 2008).

1.3. HOW BRANDING IS EXECUTED

Branding is a systematic process that begins with the definition of the mission, the values, and the target audience of the brand (Aaker, 1996). Surveys are important for understanding consumer preferences, market developments and competitive strategies (Kotler & Keller, 2016). Next, it is important to create a distinctive brand identity, which includes visuals like logo, color, and typography, together with a strong brand message (Kapferer, 2012). Consistency in all marketing activities, from advertising and social media to packaging and customer care, creates an integrated brand image (Keller, 2008). In addition, companies must engage with viewers, gather feedback and adjust brand strategies based on market response and changing customer needs (Solomon, 2019).

Branding is the foundation of an organization and provides its unique identity, enhances its trustworthiness, builds customer loyalty and simplifies customer selection

(Kapferer, 2012). The use of an effective brand strategy allows companies to build strong market presence and develop lasting relationships with their clients (Kotler & Keller, 2016). As digital marketing and social media have become more prevalent the nature of branding has undergone significant changes. The rise of platforms has opened up channels for brands to communicate and engage with their audience leading to unprecedented effects on brand perceptions and value (Kapferer & Bastien, 2012).

In years researchers further explored consumer perceptions and behavior towards brands. A major milestone came in the 1980s with the introduction of brand equity. Aakers (1991), influential work defined brand equity as a collection of assets and liabilities associated with a brand's name and symbol. This definition became the basis for studies on brand equity. From the 1990s scholars like Keller (1993), expanded our understanding of brand equity by introducing models, like the Equity model. Keller's model emphasized how consumer perceptions and experiences shape a brand's value. This approach transformed branding from being product focused to becoming more centered around consumers.

2.BRAND EQUITY

The concept of brand equity has gained prominence in marketing literature and practice as an intangible asset contributing value to products or services (Marangoz, 2007b: 461). Brand equity is essentially a reflection of how consumers perceive and value a brand. It has evolved over time, transitioning from a product-centric approach to a more consumer-centric perspective.

Customer-based brand equity, as articulated by Kamakura and Russell (1991), materializes when customers become familiar with a brand and retain positive, strong, and unique associations with it. Keller (1993) provides a comprehensive definition, describing customer-based brand equity as "the differential effect of brand knowledge on consumer response to the marketing of the brand." This underscores the influence of consumer awareness and perceptions on their interactions with the brand.

Aaker (1991) contributes to the understanding of brand equity by defining it 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." Here, the emphasis is on the elements tied to the brand, including its identity and associations, affecting both the firm and its customer base.

2.1.FINANCIAL BASED BRAND EQUITY

The literature on brand equity generally encompasses two main perspectives: customer-based equity and firm-based brand equity (Keller, 1993; Atilgan et al., 2009). Customer-based equity revolves around the consumer's perception and relationship with the brand, while firm-based brand equity, as defined by Simon & Sullivan (1993), is framed as "the incremental cash flows that accrue to branded products over and above the cash flows which would result from the sale of unbranded products." This distinction highlights the financial implications and value-added by a brand to both the firm and its products/services.

In conceptualizing brand equity, the initial approaches were predominantly financial, concentrating on financial indicators. These methods, highlighting the dynamic nature of brand equity, chose to assess it based on fluctuations in stock prices rather than considering it as a fixed value. The calculation of financial brand equity is intricately tied to changes in stock prices, and attention is directed towards the price adjustments made by companies for their brands, as well as the impacts of these adjustments on future research outcomes (Myers, 2003: 41).

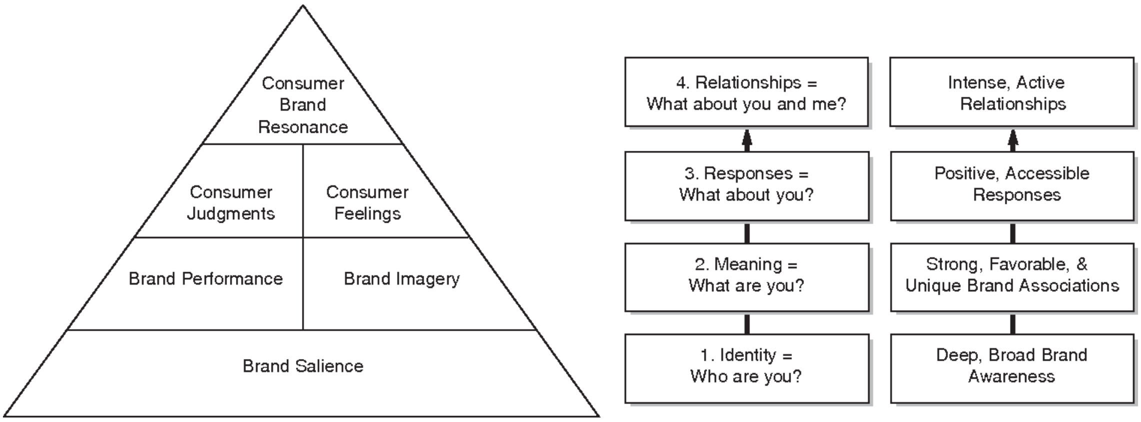
Accordingly, financial brand equity is characterized as the present value of future cash flows derived from the revenues of a branded product (Simon & Sullivan, 1993: 29; Şahin & Kurtuldu, 2005: 123). Although financial-based approaches have historically prioritized the financial accounting perspective of brand market performance, they tended to overlook consumer attitudes toward brands in defining brand value. However, with the growing significance of brand equity, numerous financial-based measurement methods have emerged, aiming to quantify the monetary value of a brand through numerical values like price premiums and license fees (Yüce, 2010). This shift reflects the evolving understanding of brand equity, incorporating not only financial considerations but also acknowledging the importance of consumer perceptions in determining a brand's equity.

2.2.CUSTOMER-BASED BRAND EQUITY

Brand equity refers to the overall value a brand holds in the market. Transitioning from this broader concept, the shift to customer-based brand equity (CBBE) emphasizes the unique relationships consumers build with a brand and how these connections influence their responses to marketing efforts (Keller, 1993). This evolution signifies a move beyond traditional metrics, highlighting the importance of consumer perceptions and experiences in shaping a brand's value. Today, successful branding is not merely about financial metrics but centers on building meaningful connections with consumers (Keller, 2020; Aaker & Joachimsthaler, 2012).

The concept of brand is indispensable for both companies and consumers and its importance continues to increase day by day. Although historically associated with products, the concept of brand has evolved into a term independent of specific products. In the business context, the brand is strategically orientated around consumer-oriented approaches. Its most important value, which is vital for businesses, is perceived through market share. In this context, the branding process is closely linked to the strength of the products and services that companies offer in the market. This connection is necessary to protect the brand's reputation and position in the market (Durmaz & Ertürk, 2016).

Customer-based brand equity is a measure of the value of a brand based on the opinions and experiences of customers. Traditionally, word-of-mouth communication has been used to build brand equity. There has been an increase in connecting with customers on an emotional and personal level through social media, internet advertising and customer service. The customer's evaluation of the brand is based on perceptions, emotions, thoughts and experiences. Customers are satisfied with the goods and services they purchase from the brand according to their own experiences in purchasing (Alkibay, 2005: 87). Customer-Based Brand Equity (CBBE) Model, conceptualized by Keller (1993), is a well-established framework within the field of marketing that outlines the process of building a strong brand. The model is visually represented as a pyramid with four levels, each signifying a fundamental aspect of brand equity: Brand Identity, Brand Meaning, Brand Responses, and Brand Relationships.



Source: Keller, (2001, July/August). Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands. Journal of Marketing Management, 15-19.

Brand Identity – Salience At the base of the pyramid lies brand salience, which pertains to the depth and breadth of brand awareness (Keller, 1993). Salience is about the likelihood of a brand being noticed and thought of in buying situations. It concerns the ability of a brand to stand out and be recognized by consumers, which is foundational to forming a brand's identity.

Brand Meaning – Performance and Imagery Ascending to the second level, brand meaning is split into two dimensions: performance and imagery. Performance refers to the way in which a brand meets customers' functional needs, including the quality of products and services (Keller, 1993). Imagery, on the other hand, is about the extrinsic aspects of the brand—how it fulfills consumers' psychological or social needs through the symbolic properties it carries.

Brand Responses – Customer Feelings and Judgments The third level, brand responses, encapsulates customer feelings and judgments (Keller, 2001). Feelings are customers' emotional responses and reactions to the brand, whereas judgments focus on customers' opinions of the brand's credibility, quality, consideration, and superiority over other brands.

Brand Relationships – Resonance At the apex of the pyramid is brand resonance, which refers to the nature of the relationship and the extent of the psychological bond that customers have with the brand (Keller, 2001). Resonance is characterized by high levels of engagement, loyalty, community, and attachment to the brand. This model illustrates how building a strong brand goes beyond mere recognition; it involves creating a robust and multi-faceted relationship with the consumer. By navigating up the pyramid, companies aim to solidify their brand's position in the consumer's mind, ensuring that the brand is not only recognized but also revered and integrated into the consumer’s identity and lifestyle (Aaker. 2009).

At the core of CBBE lies brand knowledge, which is the fulcrum of a brand's equity. Brand knowledge is not a monolithic concept but a duality comprising brand awareness—how easily a brand can be recalled or recognized—and brand image—the conglomeration of associations that consumers hold in their memory about a brand. The richness of these associations and the ease of recall can significantly affect consumer preferences and loyalty (Keller, 1993).

Moving from the abstract to the concrete, the differential effect is the distinguishing power of brand knowledge that shapes consumer responses and decisions. Brands that succeed in creating a strong, favorable, and unique presence in consumers' minds can elicit more positive responses than less differentiated competitors. This differential effect can be seen in the consumers' propensity to choose a branded product over a non-branded equivalent, even when tangible differences are minimal or non-existent (Keller, 2001). The ultimate expression of a brand's equity is observed in the consumer response to marketing. This aspect of CBBE is the reaction—cognitive, emotional, and behavioral—that consumers exhibit towards marketing efforts. A brand with high equity enjoys a more effective and efficient marketing response, often demonstrated by a greater consumer receptiveness to marketing communications and a higher conversion rate in terms of sales and loyalty (Keller & Lehmann, 2006).

In recent times, digital transformation has expanded the boundaries of brand equity. The interactivity offered by social media platforms has become a fertile ground for brands to engage consumers and build relationships. Engagement on digital platforms contributes to the consumer's perception of a brand and can significantly amplify the consumer's response to marketing campaigns (Hollebeek et al., 2014).

Brand equity offers a differentiation advantage to manufacturers that will enable them to create higher sales and profit margins. Furthermore, it is essential for companies to enhance the value of their brand, develop new products, promote their brand against competitors, and introduce them in the market to achieve success. It provides the opportunity to protect businesses from attacks (Lassar et al., 1995: 11). Brand equity is the combination of all positive and negative thoughts that occur in the attention of consumers when the brand is heard (Aktepe & Şahbaz, 2010: 70). Farquhar (1989) defines customer brand equity as the additional value that the brand generates in the minds of customers. Aaker (1991) defines consumer brand equity as an abstract entity created by marketing efforts, a set of assets and liabilities that depend on brand attributes, such as its name or symbol, and increase or decrease the value of the firm's products and services to consumers.

The customer-based dimensions of Aaker's (1991) and Keller's (1993) studies are widely used by researchers. Aaker (1991) identified 5 dimensions of total brand equity: brand loyalty, perceived quality, total awareness, total association and alternative proprietary resources, where alternative proprietary resources include patents, trademarks and channel relationships. Yoo & Donthu (2001) argued that customer-based total brand equity is a measure of "cognitive and activity total brand equity" through a customer survey. The fifth part (other proprietary assets) is not relevant to customer perception. Therefore, only the primary four dimensions should be considered as customer-based brand equity (Yoo & Donthu, 2001). Yoo and Donthu (2002: 380) modeled the brand value creation process in the model, in which they investigated the cross-cultural generalizability of market performance (price, store image, sales force, advertising spend and price contracts) and brand equity (perceived quality, brand loyalty and brand association/awareness) on brand equity.

Aaker's (1991) model is one of the most commonly used templates. When the scholars implementing the template are examined, the measurement of brand equity does not take into account other ownerships of the brand, which are among the elements affecting brand equity. (Kim et al., 2003) use brand awareness, brand loyalty, perceived quality and brand associations (Baldauf et al., 2003), but do not consider brand association (Marangoz, 2007).

3. COMPONENTS OF CUSTOMER-BASED BRAND EQUITY

According to Keller (1993), Customer-Based Brand Equity (CBBE) is divided into four key dimensions: brand awareness, brand associations, perceived quality, and brand loyalty. This conceptualization serves as a foundational framework for understanding and managing the unique relationships consumers form with a brand.

3.1. BRAND AWARENESS

Brand awareness is the degree to which clients and prospects are aware of your company and its products (Gustafson & Chabot, 2007). Brand awareness has a place in the consumer’s memory and plays a significant role in the purchasing process. (Çakırer, 2013). Brand awareness is defined as the strength of a brand in the consumer's mind, the capability of a consumer to define the brand under different conditions; the sum of good or bad knowledge a person has about a particular brand, and the consumer's mind is compared to the brand's competitors (Baş & Aktepe, 2008: 84).

Recognizing a brand entails consumers being able to discriminate it from others and identifying what it represents upon hearing or seeing its name. This makes it easier for the consumer to do business, especially during the purchasing decision-making process. In terms of fast consumption, brand awareness is also important. The reason is that the consumer's recognition of a brand with positive information significantly increases the likelihood of purchasing. Brand recall shows how people remember the product when the consumer is informed about the category and use of the product. Brand recognition and recall are easy for companies to use (Temporal & Lee 2000).

Brand awareness, which may be a prerequisite for forming perceptions and concepts about the brand, is achieved by exposing the brand to as many potential consumers as possible (Turhan & Yılmaz, 2007). Brand awareness, which expresses the connection between the merchandise category and the brand, could be a concept that expresses the power of potential consumers to acknowledge and remember the brand operating during a particular product category (Erdil & Uzun, 2009: 241).

Research shows that a positive relationship exists between brand awareness and the buying process of the consumer, and that brands that are engraved in the consumer's memory are more desirable during the purchasing process (Baş & Aktepe, 2008: 84). The reason for this is that awareness creates familiarity with the brand and provides convenience to the consumer in the purchasing decision process (Marangoz, 2007b: 464). In other words, when customers are going to purchase a product, they tend to buy products they already know or are familiar with, not a brand they have never seen or heard of, in cases where the choice of brand depends on brand awareness when the brand is newly included in the consumer's preference set, so the chances of an unrecognized or weak brand awareness being preferred by the consumers are very low (Avcılar, 2008). On the other hand, Keller argues that a low level of brand awareness positively affects product selection, even when consumers are indecisive about purchasing and even when brand loyalty cannot be achieved (Keller, 1993: 3). Based on the literature, marketing communication plans crafted with quality content that informs, assures, entertains, and engages customers are seen to have a positive impact on both brand awareness and repurchase intention. Dao and colleagues have demonstrated in their work that the informative, entertaining, and reliable characteristics of advertising positively affect consumers' perceived value of social media advertising, which in turn positively influences their online purchase intentions. In the same study, it was observed that the effects of advertising informativeness and entertainment on advertising value were weaker on social networking sites compared to content community websites..

Brand awareness refers to the place that the brand occupies in the mind of the consumer. The impression that a brand makes on the buyer is expressed in terms of emotion and recognition. Awareness builds a foundation for the creation of consumer loyalty or orientation to the brand. Brand perception is measured in several ways. Firstly, it is measured by testing whether the customer has heard of the brand name.

The second step involves recognizing that the buyer is being asked which brand they remember within the product category. In the third part, the primary brand question is posed, asking which brand the consumer remembers within the product category. The fourth part focuses on brand dominance, where the consumer is asked about the only brand they remember within the product group. In the fifth step, brand information is provided, and the brand's positioning in the eyes of the buyer is analyzed. Brand perception assesses whether the consumer is familiar with the brand (Aaker, 1996: 116).

3.2. BRAND ASSOCIATION

Brand associations refer to the informational nodes within the brand's cognitive structure residing in consumers' memory, encapsulating the perceptions and meanings attached to the brand (Keller, 1993). Brand association relates to positive or negative information about the brand in the consumer's mind, depending on the node of the brain's memory. Consumers remember the brand's connotations, making it easy for them to make a decision on their next buying behavior (Hossien et al., 2012). The brand association serves as a tool to gather information that allows to differentiate the brand and to carry out brand extension (Osselaer & Janiszewski, 2001). Basically, all the information that appears in the brand association is linked to the brand name for the recall of the consumer and reflects the image of the brand (Keller, 1993; Romaniuk & Sharp, 2003).

Brand associations are a key place for businesses and consumers. Brand associations are used by businesses to deliver brand-related information and to ensure that existing information is remembered, differentiate the brand from the competition, create positive brand feelings, create a reason for purchase, and create an environment for brand expansion (Tosun, 2010: 114). The high brand associations in the product will make it easy to remember by the consumer while strengthening loyalty to the brand (James, 2005). Brand association should be evaluated in three main categories. These are qualities, benefits and attitudes (Tosun, 2010: 121–124).

In assessing brand qualities, consumers consider the inherent characteristics, design elements, and performance attributes associated with a brand. These features are divided into two categories. The first category encompasses product class, product features, price, packaging, usage area, and quality associations with user image associations. These elements directly contribute to defining the nature and characteristics of the product. The second category consists of internal features that directly affect product performance and external associations, including factors like consumer perceptions and brand image. The segmentation allows for a comprehensive understanding of both the intrinsic qualities of the product and its external associations. Packaging, price, area of use and user profile, which are not related to the product. The product attributes can be classified into two types: product-related and non-product-related attributes. Product-related attributes include the physical properties of the product; non-product-related attributes include the product's process of purchasing and consumption process and do not affect product performance. Features that are not related to the product are price, consumer, consumer use, thoughts, experience, and brand personality. It expresses the benefit provided to the consumer with its qualities. It is divided into three groups within itself. These are functional, symbolic, and experiential benefits. The functional part is all about the physiological and most basic needs of the consumer. The symbolic part includes the social status and social environment of the consumer. The experimental part is related to how the consumer feels about the use of products and services (Keller, 2002).

Finally, the category of attitudes explains the attitudes of the consumers in line with the expectations of the famous/person associations, which aim to benefit from the unique connotations of these people by using famous and non-famous people, and the connotations about the competitors that enable to position the association strategy relative to their competitors. It includes the most abstract and grandiose thoughts of the consumer toward brand-on-brand associations. It is the behavior that the consumer develops against the brand, product, and service to which he or she is exposed (Keller, 1998).

Brand associations are perceived by the consumer as to whether or not a brand has an absolute advantage over its competitors, and if it improves consumer connotations in this direction. Additionally, brand association may be a vital concept within the purchasing decision process and in creating brand loyalty, and it offers a spread of values to businesses and consumers (Erdil & Uzun, 2009: 264).

3.3 BRAND LOYALTY

Customer loyalty provides companies with high market share and many strategic benefits, such as attracting new customers, supporting brand expansion, reducing marketing costs and strengthening the brand's position against competitors. However, a loyal customer base can also act as a barrier to entry, providing a competitive advantage in terms of pricing, faster response to innovation and protection against harmful price competition (Atilgan et al., 2005)**.** Brand loyalty gives a competitive advantage by creating and effecting obstacles against rivals, makes the firm more capable of responding to competitive practices, and enables the firm to attract fewer customers who respond to competitors' marketing efforts, thereby becoming stronger in the market (Ballester &

Alleman, 2001:190).

The concept of brand loyalty is consumer-based. It is defined as the strength of the consumer's optimistic feelings about the brand. The consumer's knowledge of the brand and experience with the brand affect his preference among other brands. Knowing information about a brand, perceiving its distinctive features, and being affected by these features increase loyalty to that brand. The greatest strength of almost all strong brands is that they have created brand loyalty. A strong perception of brand loyalty created by a company also helps it to block new competitor products and services that will be introduced to the market (Uztuğ 2003: 33-34).

A study has demonstrated that customer engagement is of significant importance in the formation of brand trust and loyalty. This suggests that brand allegiance is not merely a consequence of service consumption experiences, but can also be cultivated through engaging customers beyond direct service interactions (So, et al., 2014). In a similar vein, La Roche et al. (2015) discovered in their study that brand communities on social media platforms play a significant role in fostering brand trust and loyalty. They observed that brand trust serves as a mediator, facilitating the translation of strengthened community connections into enduring brand loyalty. Additionally, research by Zheng et al. (2015) identified a direct and indirect impact of user engagement on brand loyalty, while Ha and his team in the same year stressed the superior impact of content on independent sites compared to that on sellers' websites, underlining the pivotal role of interaction. These findings collectively affirm the critical importance of strategically designed marketing communication plans that effectively engage and resonate with the target audience to foster brand loyalty and trust.

Brand loyalty refers to a favorable image in the customer's mind. This image affects customer behavior to buy merchandise or service. This perception is connected with the purchase attitudes of consumers which happen repeatedly (Balathandayutham & Sritharan, 2020). Brand loyalty is defined as “a deeply held commitment to re-buy or customer a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1997). Brand loyalty is defined as “a situation which reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features’’

(Aaker, 1991).

Creating brand loyalty increases the profits of companies. Increased profitability with high sales also has a direct effect on marketing costs. Acquiring new consumers alongside existing customers incurs a heavy cost to the firm. In addition, existing loyal customers prevent the market from being divided against new products that competitors will introduce to the market (Aaker, 1992). Aaker (1991) states that consumers' commitment to a particular brand is the most essential factor affecting customer-based brand equity, while Kotler (1994) indicates that brands with high levels of loyalty to consumer-based brand value are also high.

3.4 PERCEIVED QUALITY

Perceived quality is defined as “the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives.” (Zeithaml, 1988). On the other hand, Aaker (1991) defines perceived quality as reflecting “the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives”. The concept of perceived quality refers to a consumer's perception of the quality of a product based on their perceptions. There are both intrinsic and extrinsic indicators of quality associated with an objective characteristic of a product (Saleem & Omar, 2015). Intrinsic signals result in perceived quality; therefore, it is important for managers to minimize the gap between expected and observed perceived qualities in order to increase brand equity (Sanyal & Datta, 2011).

Perceived quality is a process that occurs as a result of evaluations in the mind of the consumer. The goal for the brand to be achieved may not be the same thing in the mind of the consumer. The quality perception of the companies and the perception of the consumer may differ. From the consumers' point of view, while the product is paid for its quality, the producers also invest to increase the quality. In addition, while the consumer is considering the benefit, manufacturers are also working to increase their profits. Therefore, strengthening companies in a competitive environment will help create a positive perception among consumers. Perceived quality adds value to a brand in various ways: there is a good reason for consumers to choose prime quality to shop for the brand,

and it sets the brand apart from its competitors, with high demand for brand expansion and higher prices (Aaker (1991).

Acceptance as a brand that produces top-quality products plays a lively role in the spread of the brand within the same or different product categories. Because consumers perceive this brand as being of a prime quality, after they see it, they have an identical perception of the merchandise within the new category supported by the features they identify with the brand. This also reduces the prices required to ensure the perceived quality of the new product (Tosun, 2010: 138).

Introduced by Zeithaml (1988), perceived quality emerges as a consumer's subjective evaluation of a product or service's overall excellence, distinct from its objective quality. This distinction is crucial, as it highlights the influence of consumer perceptions in steering decisions related to brand loyalty and repurchase intentions. Zeithaml's seminal work laid the groundwork for understanding the pivotal role of perceived quality in the marketing domain.

Further exploration into this domain reveals the significance of positive affect, described as the extent to which an individual feels enthusiastic and alert, in mediating the relationship between perceived quality and repurchase intention. The research by Westbrook and Oliver (1991) is particularly illuminating, demonstrating how positive emotional responses to a product can amplify satisfaction levels and, consequently, the likelihood of repurchase. This insight underscores the importance of catering not only to the cognitive evaluation of a product's quality but also to the emotional experiences it evokes in consumers.

Empirical evidence supporting this framework includes Oliver's (1993) study, which asserts that positive affective responses to perceived quality are a more accurate predictor of repurchase intentions than satisfaction alone. Furthermore, Chitturi, Raghunathan, and Mahajan (2008) delve into how emotional value addition through perceived quality can engender greater consumer loyalty, spotlighting the dual roles of hedonic and utilitarian benefits in shaping consumer attitudes and intentions.

The narrative also ventures into the realm of digital influence on perceived quality and positive affect. Bilgihan, Kandampully, and Zhang (2016) examined how online reviews affect perceived quality, uncovering that positive feedback significantly boosts consumers' perceptions of quality, thereby influencing their repurchase intentions.

SECOND PART

CONSUMER BEHAVIOR AND REPURCHASE INTENTION

Consumer behavior is a multifaceted area of study that investigates the various factors influencing consumers' purchasing decisions (Solomon, 2019). Understanding the intricacies of consumer behavior is essential for businesses to tailor their marketing strategies effectively (Kotler et al., 2020). Purchase intention, a central concept in consumer behavior, reflects a consumer's desire to buy or use a product or service (Ajzen, 1991). It is a key predictor of actual purchase behavior and plays a pivotal role in shaping marketing strategies (Fishbein & Ajzen, 1975). Numerous factors contribute to purchase intention, including individual attitudes toward a product, perceived product quality, and social influence (Schiffman & Kanuk, 2010). Additionally, external factors such as marketing communications and brand reputation exert significant influences on consumers' purchase intentions (Keller, 1993). Consequently, an in-depth understanding of consumer behavior and its connection to purchase intention is indispensable for businesses aiming to thrive in competitive markets. Delving into the realm of consumer behavior reveals the pivotal role of repurchase intention as a barometer for a customer's likelihood to engage in future transactions with a brand post their initial purchase. This facet of consumer psychology underscores the intertwined relationship between customer satisfaction, loyalty, and their collective impact on repurchase decisions. Satisfaction, emerging as the bedrock of loyalty, sets the stage for a continuous consumer-brand relationship. It's the holistic assessment of a product or service's quality, perceived value, and the overall experience that cultivates a sense of loyalty, thereby influencing the willingness to repurchase (Oliver, 1999).

The concept of brand equity further enriches this narrative, acting as a catalyst in steering repurchase intentions. A strong brand equity not only elevates consumer preference but also fosters a deeper sense of loyalty, significantly propelling the likelihood of subsequent purchases (Aaker, 1991). Attributes such as brand awareness, the perceived quality of the brand, and its image are instrumental in shaping repurchase decisions, guiding consumers through their journey from initial satisfaction to loyal (Keller, 1993).

1. FACTORS AFFECTING THE CONSUMER BUYING BEHAVIOR

Consumer behavior is a phased process: pre-purchase research, purchase decision, and post-purchase assessment. The behavior of consumers is determined by the selection, purchase, and consumption of products and services to meet their needs. Consumer experiences, decisions, attitudes, assessments, and accidental consumption occur for immediate reasons (Sanni, & Leemoon, 2018).

Consumers are often said to prefer brands or stores that have a similar image, depending on their character. At this point in the process, the consumer's intention to purchase varies depending on what influences them. Factors affecting the intent to purchase include promotions, discounts, the stock status of the product, the behavior of the sales representative, and the financial situation of consumers (Blackwell et al., 2006: 17). In the process of meeting the needs or wishes of consumers, and after this process, we can call the collective behavior of consumer behavior. A person's sociocultural factors, including culture, peer group, and social class, exert a profound influence on their behavior and thought processes. These factors also shape their family dynamics and the way they perceive and process information. (Mucuk, 2004: 71).

1.1. SOCIO-CULTURAL FACTORS

Socio-cultural factors play a crucial role in influencing consumer buying behavior. These factors can be classified as reference groups, social classes, families, cultures, subcultures, roles, and status (Kotler, 2000: 89). A cultural factor can be defined as the ideologies and values of a particular community or group of people. It is the culture that determines how individuals behave. An individual's culture is formed by learning from family and relatives, starting in childhood, as well as their values. Social class differences become apparent when observing consumers' choices of products or services. Cultural differences, social habits, and consumer behavior can be demonstrated by their significant effects (Arslan, 2019: 53).

To avoid making the wrong decision, consumers often consult those around them and try to benefit from their experiences and ideas. A reference group is a cluster of people who influence a person's behavior (Karafakıoğlu, 2006: 104). Individuals and the environment exchange information in this type of system, and this exchange with the environment affects individuals' attitudes and behaviors. Social relationships have a significant impact on an individual's purchasing behavior and are open to social influences (Tapan, 1990).

Consumers make purchasing decisions based on reference groups in different ways, influenced by norms, status, and strengths, and these roles have an impact on society (İslamoğlu & Aydın, 2016: 93). When investigating the relationship between group contact and consumer behavior, it is found that small-scale formations like friend groups, schoolmates, and professional groups have varying effects on consumption. When new goods and services are launched, we can observe how reference groups impact consumer behavior and how consumer-identified groups are used in marketing. Advertising that includes regular people expressing their opinions about relevant issues, in addition to celebrities and subject matter experts, may impact the consumer (Kavas et al., 1995: 170–171).

Every culture has its own set of social groups (Solomon, 1994). Even in civilizations where social classes are not explicitly recognized, they exist. Social classes are groups of people in society regarded as having equal social standing by others. In other words, it symbolizes the place a person or family has in the social hierarchy that society values, based on things like respectability and prominence (Kavas et al., 1995: 158). These social class disparities are crucial for marketers when deciding on the language, market segmentation, symbols to use in commercials, as well as determining and developing relevant product features and styles, and in-store techniques (Assael, 2004: 274).

Social classes must impact consumer behavior. Different beliefs and attitudes may be evident in different social classes, influencing class members' behavior (Peter & Donnelly, 1994). People from the same socioeconomic class have comparable purchasing habits. There are differences in brand and product preferences among socioeconomic classes, leisure activities, apparel, and the automobile sector (Kotler, 2008: 134).

Families are formed through marriage between two or more blood-related individuals. Consumers' buying behavior is influenced by factors such as the number of children, place of residence, and the working status of the woman. The family plays a significant role in shaping a person's purchasing behavior by influencing their attitudes, beliefs, and values toward products (Mucuk, 2009: 78).

Families, each with its unique characteristics, critically evaluate their buying behavior. They exchange suggestions and make plans (Cemalcılar, 1999: 66).

The cultural factor encompasses the ideologies and values of specific groups or communities, shaping how individuals behave. An individual's culture is formed by their learning from relatives and family, starting in childhood, and their individual values. Social class differences become apparent when examining consumers' chosen goods or services. Culture exerts significant effects, showcasing regional differences in needs, social habits, and consumer behavior (Arslan, 2019: 53).

Cultural subcultures represent common traits in regional, religious, linguistic, racial, and other contexts due to the decline of cultural unity (Mucuk, 1999: 82). Subcultures are described as "the common value system of people who have accumulated similar experiences in similar situations" (Karafakıoğlu, 2006). Almost every society is a fusion of multiple subcultures. Marketers typically design their goods and services to cater to the requirements of various subcultures. People who engage in excessive spending often pass judgment on others based on their possessions. Products and services have evolved into prestige markers that dictate where people stand in the social hierarchy. Not all statuses follow a straight line. A service or good belonging to the subclass status category may be popular with customers from higher or middle classes (Hoyer et al., 2013: 370).

Roles and status play a significant role in consumer behavior. Roles denote the position or function an individual holds in a specific social setting, influencing their behavior in buying situations. Understanding the roles of different individuals involved in a purchasing decision enables marketers to tailor their efforts to appeal to these specific roles. Status, on the other hand, refers to an individual's position in a particular social hierarchy. A person's status can impact their purchasing behavior in various ways. Marketers can target consumers based on their status by offering products designed to appeal to specific social groups. Consumers typically prefer products that align with their position and role (Kotler, 2008: 139).

1.2 DEMOGRAPHIC FACTORS

Demographic factors serve as indicators of individual elements that impact a person's purchasing process. Key demographic variables include age, gender, wealth, education, job group, marital status, and lifestyle. In recent years, researchers have shown an increasing interest in understanding how demographic factors influence consumer behavior and purchase intention. The consumption of goods and services by consumers is regarded as a tangible reflection of their personalities. The interplay between people's lives and behavioral tendencies holds symbolic significance in their purchasing decisions. Services, goods, and ideologies may vary based on an individual's specific lifestyle. Marketers often utilize demographics to segment and divide marketplaces due to their accessibility. It's crucial for marketers to focus on demographic data that has the potential to influence the acquisition of various products (Harrell, 1986: 296–297).

Age emerges as a significant demographic factor influencing purchase intention. According to a study published in the Journal of Business Research (Yang & Mattila, 2016), age can shape the perceived importance of various product attributes in predicting purchase intention. The research highlights that younger consumers often prioritize product design and aesthetics, while their older counterparts place greater emphasis on product functionality and reliability.

Gender stands out as another pivotal demographic factor shaping purchase intention. A study featured in the Journal of Consumer Psychology reveals that gender plays a role in influencing consumers' susceptibility to social influence and the impact of social norms on the intention to purchase a product (Kim & Lee, 2011).

The research suggests that women tend to be more susceptible to social norms, often following the crowd, while men exhibit greater independence and are less influenced by social norms. Recognizing the influence of gender on purchase intent is crucial for marketers when devising marketing strategies. Tailoring campaigns based on gender-specific needs and preferences can enhance effectiveness compared to generic campaigns. Understanding these nuances allows marketers to create targeted and impactful strategies that resonate with the distinct behaviors and preferences of both men and women (Huang & Sarigöllü, 2014).

The purchasing process is significantly shaped by the income levels of consumers, exerting a substantial influence on their buying behavior (Marangoz, 2000: 19). Marketers closely monitor variations in customers' savings, interest rates, and income, especially for goods sensitive to income fluctuations. If economic indicators suggest stagnation, marketers should consider repositioning, redesigning, and repricing their products (Kotler & Armstrong, 2008: 140).

Consumers' purchasing decisions are often contingent on their level of education, which categorizes them into distinct groups: illiterate, primary school or less, secondary school, high school, university, graduate, and PhD graduates (Marangoz, 2000: 19).

A study featured in the Journal of Business Research discovered that consumers with higher levels of education tend to be more price-sensitive and are more inclined to engage in comparison shopping before finalizing their purchasing decisions (Bawa & Shoemaker, 1987). As consumers progress in their education, their requirements and preferences expand and diversify, influencing their approach to the decision-making process (Cemalcılar, 1999: 55).

1.3 PSYCHOLOGICAL FACTORS

Maslow's hierarchy of needs theory asserts that everyone possesses requirements for stability, belonging, esteem, and self-actualization, with fundamental necessities such as safety taking precedence over others. According to Akyüz (2009: 77), these needs serve as motivational forces driving customers to seek satisfaction. The process of making purchasing decisions is influenced by various psychological factors, including the perception of risk, which has been found to negatively impact purchase intention (Hsu & Tsai, 2015). Additionally, personal values and beliefs play a significant role in shaping consumer behavior (Ajzen, 1991).

One way in which psychological factors can influence purchase intention is through the utilization of social norms. Customers are more inclined to buy a product perceived as popular or widely accepted by others (Cialdini & Goldstein, 2004). Furthermore, emotions play a role in purchase intention; positive emotions, like happiness, can increase the likelihood of a purchase, while negative emotions, such as anxiety or sadness, can decrease it (Hsee & Zhang, 2010).

2. PURCHASE AND REPURCHASE INTENTION

Purchasing, the very foundation of the consumer journey, encapsulates the act of acquiring a product in exchange for a designated price (Spears & Singh 2004). Consumer purchase intention, as defined by Bhaskar and Kumar (2016), reflects a preparedness to engage in a purchase after evaluating a product. The choice to purchase is influenced by marketing strategies addressing various elements, such as products, prices, and brand preferences (Patwary et al., 2021).

Purchase intention is integral to predicting consumer behavior. Previous research suggests that customers who express an intention to buy tend to spend more than those who declare no intention to purchase (Brown, 2003). Customer intentions are considered precursors to actual behavior, and understanding these intentions becomes crucial for businesses to predict and influence consumer actions (Shang, Wu, & Sie, 2017).

Consumer conduct and intention prove to be interchangeable terms, echoing the sentiment that customers actively judge and shape products based on elements influencing their repurchase intentions (Arora & Chahal, 2017). This interchangeability highlights the dynamic interplay between mental processes and tangible actions in the consumer decision-making landscape. The spread of knowledge and awareness about environmental issues emerges as a potent force, even convincing individuals initially averse to green purchasing (Schwepker & Cornwell, 1991).

Brand equity, encompassing aspects like brand awareness, associations, and the overall quality attributed to the brand, is another key player in the decision-making process of customers. Brands that excel in crafting a positive image and are perceived as high-quality are more likely to enjoy enduring customer loyalty and repeated purchases (Lin, 2023; Susanti & Samudro, 2020). The impact of word-of-mouth (WOM) communication on repurchase intentions is profound. Positive WOM, emerging from excellent customer experiences, serves as a potent promotional mechanism, bolstering repurchase intentions through the mechanisms of social proof and trust. On the flip side, negative WOM can act as a significant barrier to repeat purchases, underscoring the importance of managing customer experiences and perceptions (Vuong & Bui, 2023).

Repurchase intention becomes a valuable concept in marketing literature, serving as a predictive tool for the introduction of new products and the continued consumption of existing ones (Brown, 2003). Delving into psychological dimensions, scholars posit that repurchase intention encapsulates what customers believe they will repurchase (Blackwell et al., 2001). The intentions to repurchase, according to Eagly & Chaiken (1993), signify a person's plan to conduct specific behaviors, emphasizing the purpose-driven nature of consumer decisions (Malhotra & McCort, 2001). The intricate dance between repurchase intention and brand preference comes to the forefront, as highlighted by Howard (1989). Porter's (1974) framework posits that repurchase intention encapsulates a consumer's behavior in a marketplace, involving brand comparisons and a willingness to make choices, with the acknowledgment that this intention may evolve over time (Yıldız, 2017: 90).

Consumer purchasing decision processes are influenced by an array of factors, including physical, social, temporal, purpose-driven, emotional, and facilitating factors (Odabaşı and Barış, 2002: 336). Lee and Yoo (2000) argue that repurchase intention is an individual's intention to repurchase a product, a tendency crucial for predicting future behavior (Shang, Wu, & Sie, 2017: 22).

According to Ajzen (1991), intention measures a person's willingness to do something, a concept echoed by Keller (2001) regarding purchase intention as the likelihood of buying a service or product. Understanding purchase behavior is crucial for building customer-company relationships, with purchase intention acting as a determinant of consumer behavior (Schiffman and Kanuk, 2000).

Repurchase intention is significantly influenced by price, value perception, and quality. While Gogoi (2013) emphasizes the impact of price on repurchase intention, Herrmann et al. (2007) note that pricing affects customer satisfaction and loyalty. Brand loyalty, as highlighted plays a critical role in driving repurchase intention and improving a company's profitability. Beyond pricing, other factors influencing repurchase intention include brand image, brand awareness, attitudes towards the brand, and product quality (Kawa et al., 2013; Hernández and Küster, 2012).

Tariq et al. (2013) stress the continuous improvement of product and service quality to align with customer satisfaction and respond to their needs. Advertising, as a powerful means of reaching potential customers, significantly impacts consumer behavior by creating awareness and spreading knowledge about products or services (Latif and

Abideen, 2011). Packaging, being a brand's communication tool with customers, immediately influences repurchase intention through the effects it creates (Deng, 2009).

Hume et al. (2007) view repurchase intention as indicative of future interactions with the same company, emphasizing its role in the sustainability of businesses. Factors influencing repurchase intention span perceived value, trust, reliability, functionality, and privacy. Perceived value takes center stage, with higher promised value correlating with increased repurchase and customer preferences (Hume, 2008). Privacy, especially in the online shopping experience, significantly influences customer satisfaction and loyalty (Lee & Lin, 2005). Moving beyond the purchase the intention to repurchase indicates a customer’s willingness to continue buying from the company based on their previous experiences and circumstances (Hellier et al., 2003). Repurchase intention plays a role in ensuring the long term success of businesses (Knox and Walker 2001). The interaction between purchasing behavior and repurchase intentions creates a network that shapes consumer behavior. It is essential for businesses aiming to establish enduring relationships with customers and anticipate market trends to comprehend these dynamics (Malhotra & McCort, 2001).

THIRD PART

STREAMING PLATFORMS AND NETFLIX

1. STREAMING PLATFORMS

Streaming platforms are reshaping the way audiences access and engage with content and have emerged as a transformative force in the media landscape. Streaming platforms have a rich history. They have evolved from traditional broadcasting to internet-based content delivery. Early developments have paved the way for their current prominence, and the evolution of streaming platforms is rooted in the historical evolution of media delivery mechanisms. The landscape has undergone a paradigm shift, moving from traditional broadcasting to on-demand streaming (Smith, 2019).

Streaming platforms have reshaped how individuals access and consume content and have become a dominant force in the media industry. The shift from cable to cloud-based streaming marked a paradigmatic change, enabling on-demand access to a vast array of content (Johnson, 2019).

1.1.HISTORICAL EVOLUTION OF STREAMING

In the 1990s, with the advent of computerized image processing, radio, television and computers, which for a long time had operated in different fields, were forced to work together in the same field. Everything in the field of television has been developed through a common system since that year. This system has subsequently become the infrastructure of 0s and 1s, the language of computers, i.e. the realm of digital communication. Digital is the language of computers. Every task and authorization processed in computers is done in this language. There is a long history of digital coding languages. This coding language, based on telegraph and Morse code, consists of "." and "-" symbols. It was the telephones used by people in overseas countries to communicate with each other that first introduced this principle to television. At first, these calls were made through copper cables, then through fiber optic cables, and finally through satellites. These developments in telephony have had similar applications in television systems. Since the 1990s, for all messages distributed from the same centre to different points, digital technologies for image and sound have been preferred. Improved picture and sound quality is one of the main innovations of digital communication technologies. The entire digitally encoded infrastructure is compatible with all transmission networks. It also supports the Internet. Mutual data tracking is possible. Viewers can be provided with on-demand information such as weather, traffic, sports and stock markets. It offers alternatives in different screen options, such as "4:3" or "16:9" (Durmaz 2004, pp. 1-5).

1.2. TECHNOLOGICAL INNOVATIONS SHAPING STREAMING PLATFORMS

Simultaneously, the interface between TV and computer emerged and online services became intertwined with TV content. Production materials have also changed as a result of these changes in television broadcasting. All of this has evolved towards natural flow and normal broadcasting, with large studios as a sign of power and privilege, and the importance of areas such as the film series industry (Hartley 2009, pp. 20-21). Increasing digitalization and the use of the internet have brought changes in the technological field, and changes in portable devices have developed in parallel with TV broadcasting. One of these developments, pay-per-view, is defined as the presentation of digitally coded content by certain companies to viewers for a fee. This type of broadcasting, together with digital broadcasting technologies, allows access by subscribing or registering as a user (Koyuncu 2017, p. 317). The word "interactive", which is used in many fields, is of English origin. In physics, interactive means ``two or more systems being influenced by each other", and in philosophy it means "being influenced by different philosophical views' ' (Devrim &Araz 1992, p. 432). With the development of communication technologies, the concept of interactivity has come to the fore, and with this environment, the viewer has moved from a passive to an active position. The viewer now has the ability to be a change agent in the content and delivery of media. In this process, all the developments are related to each other and at some points they are separated from each other. So there are different implications for each interactive development. The viewer can use tools to evaluate the data coming from a particular source. The data can then be sent back to the source. This makes it possible for the source to be affected by the viewer or the receiver, unlike traditional communication (Kırık 2015, p.67). The development of the Internet has also had an impact on television programs and has led to some changes in broadcasting over the years. Since the 2000s, different business lines have started to use the same content in different channels, creating a networked system. In the Web 3.0 period, TV companies in particular started to share their programs through this new network and tried to attract their viewers through these channels, creating 'social TV' broadcasting. As of this period, new viewing habits have emerged in addition to traditional viewing habits. Thanks to the "big data" in the Internet network, it has become possible for viewers to access a large number of video contents without any time limit. With the internet, television viewers have taken on an interactive structure, becoming both producers and consumers (Dikmen 2017, pp. 424-427).

The development of digital broadcasting has also led to the emergence of different broadcasting cultures in television. While it has become possible to broadcast over the Internet network, viewers have become active subscribers by purchasing the packages of their choice for a fee. TV series or content began to be viewed both on computers and on devices such as mobile phones. With the digitalization and the advances in computer technologies, all kinds of content could be transmitted with a similar infrastructure (Başaran and Geray 2005, p. 262). Therefore, interactive TV broadcasting performs image, sound and content together and enables both live and on-demand streaming beyond conventional TV broadcasting. The obligation to consume everything at that moment is removed in addition to the rich content provided by interactive broadcasting. Interactive TV broadcasting, a result of TV and Internet technologies, is a versatile service for subscribers who prefer it (Özarslan 2011, p. 3).

In the 2000s, these technologies were introduced into homes in Turkey. Computers, which have been in use in the workplace, are now in use in the home. This development of computers has also affected TVs. This interaction between computers and televisions started to be discussed slowly during this period. Platforms such as IPTV and OTT TV, which have added a new dimension to TV broadcasting, have emerged as a result of this interaction between the Internet and TV (Söğüt, 2020). IPTV is a broadband infrastructure that transmits video and audio content from one source to another over IP (Özkent 2019, p. 162). IPTV has paved the way for the transition to content-oriented broadcasting with the audience with its program-centered side, which has a personalized feature and whose content is brought together with the audience in a commercial package (Kırık 2015, p. 132). The most important innovation that IPTVs offer to the viewer is the increase in the number of channels, the archive, the high-definition picture and the control and monitoring that it gives to the viewer. OTT TV, one of the Internet infrastructure TV technologies, allows access to content previously broadcast on the Internet or on TV. These contents are made available to the viewers by subscription (Moyler & Hooper 2009).

While television has evolved over time the impact of digitalization" has been perceived as more revolutionary than before (Dhoest & Simons 2016; 176). The internet, which serves as the driver of digitalization initially started with the web 1.0 technology era. This era can be characterized as more static compared to today's standards. It resembled the media in terms of one way communication. However, with the advent of Web 2.0, communication and interaction among individuals underwent changes and diversification (Arık & Arık 2020; 451). Digitalization not transformed media but also influenced audience behavior by elevating the significance of digital broadcasting platforms. Although traditional television still holds dominance, an increasing number of viewers now prefer using devices to watch movies and TV series. Unlike platforms, digital broadcasting options provide viewers with an array of choices. This innovative broadcasting approach, known as "Over the top Streaming Services' ' offers viewers the freedom to select and enjoy their preferred content anytime anywhere. Unlike scheduled broadcasts this method provides a perspective by allowing viewers to have more control over what they watch (Mikos, 2016; p. 159).

1.3.CHANGING CONSUMER BEHAVIOR IN THE STREAMING ERA

Today, the way people access and consume media has been transformed by the development of communication and information technologies. Streaming media, a digital media platform, has almost revolutionized the way people access, select and consume media content anytime, anywhere through many Internet-enabled devices by adapting the distribution of media data to the Internet. Radio and television are among the most common technologies used to deliver media content to the public. Streaming platforms have significantly changed consumer behavior, emphasizing on-demand viewing and binge-watching trends (Anderson, et al., 2016).

The convenience of accessing content at any time has led to a paradigm shift in how audiences engage with media, challenging traditional television viewing (Chen, et al., 2020). The receiver watches the radio or television program that is currently on; it is not optional; it is the broadcaster who decides what the audience will see in the media content. Later, with the invention of recording devices (tape recorders, cassettes, videocassettes, etc.), it became possible to record certain programmes or watch them later. With the advent of video rental stores, video became an on-demand service where people could buy the media programme of their choice. The seamless broadcasting environment goes beyond radio and television channels (access to transmission antennas and access to cable TV networks) as a medium that brings them all together (Bijnens, Bijnens and Vanbuel, 2004: 16).

In a seamless broadcasting environment, the server transmits the media stream to the client, and the viewer receives and displays digital data from the buffer. These media, which structurally shape traditional broadcasting, allow servers to compress media content and display, record or store it in digital format.The landscape of media platforms presents an expansive avenue for the distribution and consumption of media content across multiple dimensions. Uninterrupted broadcast media services like Netflix, Amazon Prime Video, Hulu, Disney+, Mubi, Bein Connect, Exxen, and Gain; platforms such as Blu TV, Puhu TV, and YouTube; alongside live streaming and video streaming platforms like Twitch and YouTube, illustrate the diverse range of content delivery mechanisms. Additionally, the realm of audio entertainment is represented through music streaming and podcasts via Spotify, and digital audiobook apps like Storytel. These platforms, excluding live streaming environments, predominantly cater to users seeking access to media content through a subscription model. They offer an extensive catalog of media, empowering users with functionalities to play, pause, rewind, and fast-forward content at their discretion, thereby significantly enhancing user control over media consumption (Brown, 2014).

Streaming transcends geographical constraints, hinging solely on the strength of the user's internet connection. It employs web-based technologies for the seamless delivery of video and audio content in a continuous or nearly continuous flow, facilitating either simultaneous or on-demand access to multimedia. This definition encompasses the uninterrupted or real-time distribution of various media forms, integrating them into the digital media distribution network for effortless consumption by users (Vanbuel, et al., 2004).

Positioned at the heart of this technological evolution, the internet has paved the way for traditional media industries to embrace streaming platforms, offering a wide array of content including videos, music, and books. These services have become pivotal within the industry, with live broadcasts reflecting a significant aspect of media platform streaming services (Rogers, 2021).

2. NETFLIX

Netflix has played a pivotal role in the transformation of the entertainment industry, largely driven by the surge of streaming services. The widespread adoption of streaming platforms has drastically altered how people consume entertainment globally, establishing Netflix as a major player in this revolution (Dias, & Navarro, 2018).

Initially founded in 1997 as a DVD rental-by-mail service, Netflix swiftly adapted to the changing landscape and emerged as a dominant force in the streaming industry (Hastings & Meyer, 2020). The subscription-based model introduced by the company offers a diverse portfolio of content, including series, films, and licensed productions, contributing significantly to Netflix's popularity (Smith, 2019).

2.1 NETFLIX'S POPULARITY: 2000s AND BEYOND

The journey of Netflix began in 1997 as a company specializing in DVD sales and rentals. Over time, it evolved by introducing personalized recommendations in 2000 and transitioning to a subscription-based model, reaching one million members by 2003 and expanding to five million by 2006. Key milestones, such as incorporating its logo onto remotes in 2010 and coining the term "binge-watching" in 2012, marked significant moments in Netflix's history. The introduction of "Netflix Originals" in 2013, exemplified by the Oscar-winning movie "Roma" in 2019 and the Emmy-winning series "Black Mirror: Bandersnatch" in 2019, showcased Netflix's commitment to original content (Shattuc, J 2020).

Netflix's popularity in the 2000s was fueled by its convenient streaming service, available through a subscription system offering ad-free content and personalized features.. The platform's subscriber count is expected to continue growing, particularly outside North America, driven by the attraction of original content, although increased competition poses a challenge. Reed Hastings envisions Netflix as "an entertainment distribution company that offers a platform for filmmakers and studios" (Burgess, 2020).

One notable outcome of Netflix's unique strategy of releasing entire seasons at once is the phenomenon of "binge-watching," reshaping not only storytelling structures but also viewers' television habits. Despite its success, Netflix faces challenges from competitors and evolving viewer preferences (Havard, & C. T. 2021).

The success of the company relies heavily on its adaptability to changing market dynamics and its commitment to innovation. Netflix's strategic focus on groundbreaking technologies like reality and augmented reality reflects the exciting potential for the future of digital entertainment (Smith, 2019).

2.2. NETFLIX AND CUSTOMER-BASED BRAND EQUITY

As pioneers in the entertainment industry, Netflix has remained in that prime position but has further increasingly been highlighted by their impact on customer-based brand equity perception (Doe & Johnson 2021; Keller 1993; Smith 2019). It is clear that Netflix has quite a large influence on the streaming industry, and it is highly pegged on the robust brand equity that it can curate, anchored on the perception and loyalty of its customers. Customer-based brand equity (CBBE) is an element that explains the foundation of a powerful brand in the market, defining focus on how the brand is perceived and valued by customers. Keller (1993) posits that CBBE is through four main components: brand awareness, perceived quality, brand associations, and brand loyalty. Strategic focus by Netflix in becoming a content producer and a user interface provider has made the platform position for gaining strong access to its subscribers. Based on the perspectives of brand awareness and perceived quality, Netflix has been at the forefront of knowing what content curation it can use and technological innovations that may be applied to shore up its CBBE. This accords prominence to these efforts and underlines the importance of customers' perceptions and evaluations of the company and the services it offers.

Studies that have looked at Netflix's production of original content and an ever-more personalized user experience only seem to have added to its brand image and customers' satisfaction (Järvinen & Taiminen, 2016; Netflix Inc., 2022). However, there are few elaborative inquiries in the current literature into the actual effect Netflix's expansion strategies in the markets of the world have on its CBBE. This creates the gap that does not allow understanding the impact on brand loyalty and association of customized content and strategies in marketing for different cultural and demographic groups. That being the case, more investigation needs to be done in this area. Similarly, the comparative analysis of CBBE dynamics between digital platforms like Netflix and its competitors, including Hulu, Amazon Prime Video, and Disney+, has not been accorded much place. This would actually compare the strategies that competitors use in CBBE and, therefore, their impacts on customer perception as an area that the company should focus on (Gomez & Gonzalez 2021). Future research is, therefore, indispensable to these existing gaps; it will be based much deeper on the CBBE strategies and results of Netflix on customer loyalty, brand awareness, perceived quality, and brand associations. This kind of research may help provide brand management and strategies for marketing with answers on how to have the cutting edge in the competing environment. In this study, we will examine the effect of customer-based brand equity's dimensions on repurchase intention on Netflix.

FOURTH PART

THE IMPACT OF CUSTOMER-BASED BRAND EQUITY ON REPURCHASE INTENTION: A STUDY ON NETFLIX

1. THE PURPOSE AND IMPORTANCE OF THE RESEARCH

Building and maintaining a strong brand is essential in today's competitive business environment for the success of companies (Aaker, 1991; Keller, 1993). Customer-based brand equity, which reflects the value and strength of a brand as perceived by consumers, has become a central concept in branding literature (Keller, 1993; Yoo & Donthu, 2001). Understanding the impact of customer-based brand equity on repurchase intention is of paramount importance for companies seeking to gain a competitive edge in the market.

In an era where digital transformation has become the norm, the streaming service industry, led by pioneers like Netflix, has significantly altered the entertainment landscape. As one of the most influential players, Netflix's brand not only shapes consumer entertainment choices but also sets trends within the industry. Its brand also has a significant influence on consumers' choices and behaviors (Mangold & Faulds, 2009).

The relationship between customer-based brand equity and repurchase intention is well-documented across various sectors. The dynamic interplay between a brand's perceived value by its customers and their resulting loyalty, often demonstrated through repeated purchases, has been a focal point of analysis across various sectors. This underscores its crucial role in unlocking the secrets of consumer behavior and shaping effective brand strategies.

In the sphere of mobile applications, research highlights the profound impact of user engagement on the essential elements of customer equity: brand, value, and relationship equity. This collective impact crucially influences the propensity for repurchasing. The study casts a spotlight on customer equity's central role in reinforcing repurchase intentions, underlining its strategic importance for businesses seeking to enhance customer loyalty (Ho & Chung, 2020).

Turning our gaze to the hospitality industry within the bustling city of Zhuhai, China, an in-depth study uncovers a harmonious relationship between brand equity and the likelihood of customers returning for more. This revelation points to the importance of effective brand management in fostering customer loyalty and propelling repeat business, a testament to the profound impact of strategic brand stewardship (Lin et al., 2015).

In the distinctive market of Muslim fashion in Indonesia, academic inquiry delves into how brand equity and the quality of relationships between brands and consumers interplay to influence repurchase decisions. The study reveals that the quality of these brand relationships acts as a crucial mediator, subtly modulating the influence of brand equity on the willingness to repurchase. This provides intriguing insights into the complex dynamics of brand-consumer interactions, highlighting the layered nature of these relationships (Pitaloka & Gumanti, 2019).

From the perspective of e-commerce, research investigates the role of online relationship quality and website usability in shaping intentions to repurchase. The findings elucidate that relationship quality—enhanced by factors such as vendor expertise, reputation, and website ease of use—plays a pivotal role in cementing customer loyalty, offering valuable perspectives for navigating the online retail landscape (Zhang et al., 2011).

In the realm of service, particularly within the hospitality sector, the experiential dimensions of customer-based brand equity, such as memorable brand experiences, are shown to have a profound impact on repurchase intentions. This insight emphasizes the significance of curating exceptional brand experiences in fostering repeat patronage (Prayag & Hosany, 2014).

However, the streaming service industry, characterized by its rapid innovation and unique consumer engagement models, presents a novel context for exploring this relationship. This research aims to delve into this uncharted territory, focusing on Netflix to shed light on how digital streaming services' brand equity influences consumer repurchase intentions. By examining Netflix, this study not only aims to contribute to the broader understanding of brand equity in the digital age but also to offer insights into effective brand management strategies for streaming services.

Furthermore, the research seeks to shed light on the specific dimensions of customer-based brand equity (brand awareness, perceived quality, brand associations, and brand loyalty) that have the most significant impact on repurchase intention for Netflix subscribers. By identifying the key drivers of repurchase intention, this study can provide valuable insights for Netflix and other companies operating in the streaming service sector to develop effective branding and marketing strategies.

The importance of this research extends beyond the boundaries of academia. It has practical implications for marketers and brand managers who are tasked with enhancing brand equity and driving consumer purchase behavior. Understanding the factors that influence consumers' intentions to continue using Netflix can inform marketing strategies that can ultimately lead to increased customer loyalty and revenue generation for the company.

2. RESEARCH HYPOTHESES AND RESEARCH MODEL

Recent findings reinforce the concept that the pillars of brand equity—namely brand loyalty, perceived quality, brand awareness, and brand associations—play an instrumental role in shaping consumer repurchase behaviors. This connection between brand equity and repurchase intention is further magnified by the changing landscapes of market dynamics, underscored by the digitalization of platforms and the evolution of consumer engagement tactics.

Central to the discourse on brand equity, Oliver (1999) defines it as a steadfast commitment to consistently choose a preferred product or service in the future, fueled by positive experiences and satisfaction. This commitment is instrumental in fostering repeat purchasing behavior, despite external influences and marketing endeavors aimed at brand switching. The linkage between loyalty, customer satisfaction, and increased repurchase intentions is further explored by Chaudhuri & Holbrook (2001), highlighting the cyclical nature of these dynamics. The research conducted by Nguyen et al. (2021) illuminates the efficacy of loyalty programs and personalized marketing initiatives in fortifying brand loyalty. This underscores the premise that tailored engagement and direct interaction stand as pivotal elements in sustaining consumer allegiance in the contemporary market.

The construct of perceived quality emerges as a critical determinant of consumer loyalty across both digital and physical marketplaces. Perceived quality, as expounded by Zeithaml (1988), is recognized as the consumer's assessment of a product's overall excellence or superiority. This perception is a pivotal aspect of brand equity, exerting a direct influence on buying choices and the inclination towards repurchase. The study by Liu et al. (2019) delineates a direct correlation between perceived quality and consumer feedback mechanisms, such as reviews and ratings in e-commerce domains, highlighting their significant impact on the propensity for repurchase.

Further exploration into brand equity reveals that heightened brand awareness directly contributes to repurchase intentions by amplifying brand visibility and enhancing consumer familiarity. This relationship is substantiated by the foundational work of Aaker (1991), who posits that increased brand recognition plays a crucial role in consumer decision-making processes. Moreover, the essence of brand associations—encompassing the attributes, emotions, and values consumers ascribe to a brand—acts as a catalyst in the repurchase decision framework. As outlined by seminal studies (Keller, 1993; Park, Jaworski, & Maclnnis, 1986), strong, and positive brand associations serve to differentiate a brand in a crowded marketplace, aligning it more closely with consumer values and thereby increasing the likelihood of repurchase.

Based on the literature mentioned above, this study aims to delve into the intricate relationship between the dimensions of customer-based brand equity and the repurchase intentions of Netflix users. The following research hypotheses have been postulated:

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

H2: Perceived quality has a positive and statistically significant effect on repurchase intention.

H3: Brand awareness has a positive and statistically significant effect on repurchase intention.

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

To empirically examine these hypotheses, a comprehensive research model is employed stated in Figure 1.

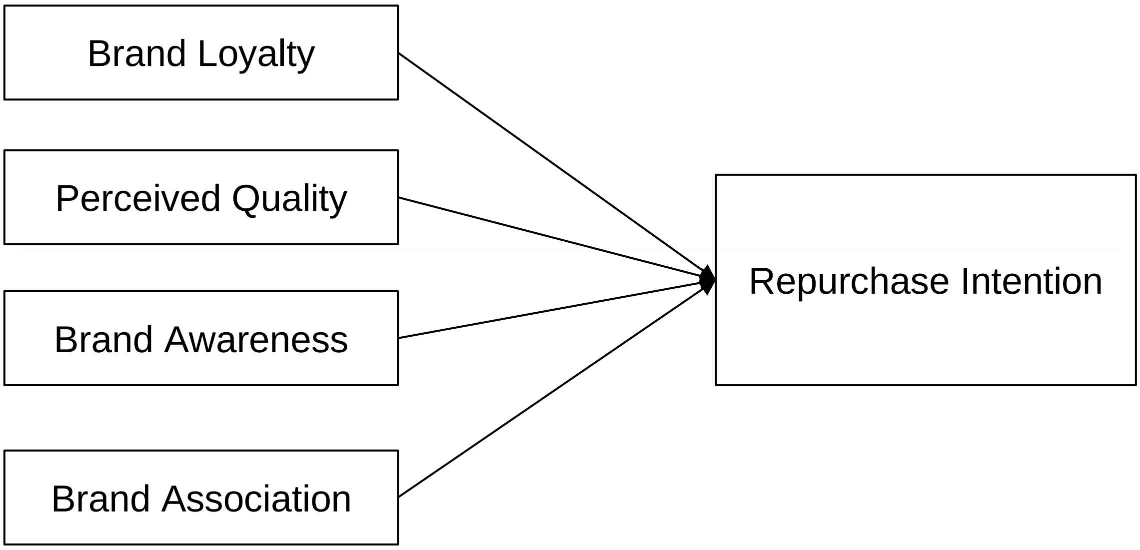


Figure 1. Research Model

3. SCOPE AND LIMITATIONS OF THE RESEARCH

The scope of this research examines the relationship between Netflix users' repurchase intentions and customer-based brand equity, aiming to combine an extensive literature review to formulate hypotheses (H1, H2, H3, H4) and use advanced statistical analyses within a research model that considers factors such as brand awareness, brand loyalty, brand association, and perceived quality. Focusing specifically on the Netflix platform, this study provides a detailed examination of how these factors influence users' repurchase intentions, while acknowledging limitations that may affect the generalisability of the findings, such as the specific focus on Netflix users and the use of convenience sampling for data collection. These limitations underline the need for careful interpretation of the research results and suggest that future studies should go beyond Netflix and include a variety of streaming platforms to gain a more comprehensive understanding of the dynamics involved in user behavior and preferences.

4. RESEARCH METHOD

This part of the study includes the data collection method, the population and sample of the research, and the data analysis methods.

4.1. DATA COLLECTION METHOD

Data was collected from participants through an online survey platform, Google Forms, between February 1, 2022, and April 30, 2022. The questionnaire included 4 main parts. There were questions on demographics in the first part. In the second part, the questions were about the usage habits of Netflix users. The questions in the third part included customer -based brand equity dimensions such as brand awareness, brand associations, perceived quality, and brand loyalty. The questions in the last part were about repurchase intention.

Before starting the answering process, the participants were asked whether they currently had a Netflix membership. The survey was terminated for those who did not have a current Netflix membership.

This research employs a descriptive quantitative methodology and leverages a structural equation modeling approach to investigate the impact of customer-based brand equity on repurchase intention, with a specific focus on Netflix. For the measurement of variables within the structural equation model, a 5-point Likert scale was utilized. Questions were prepared according to the Likert scale as 1-Strongly Disagree, 2-Disagree, 3- Undecided, 4- Agree, 5- Strongly Agree.

The formulation of metrics for customer-based brand equity dimensions was significantly influenced by the foundational works of Aaker (1991, with further insights in 1996) & Keller (1993). This framework was expanded upon by Yoo & Donthu (1997), who dissected customer-based brand equity into four distinct dimensions, including repurchase intention. Subsequent empirical investigations by Yoo, Donthu, and Lee (2000) further refined these measures. Notably, recent scholarly endeavors have refined

Yoo and Donthu (1997) initial metrics by amalgamating the evaluation of brand awareness and brand associations into a unified construct. This advancement reflects a nuanced understanding of these core components of brand equity, highlighting their critical role in influencing consumer perceptions and contributing to the aggregate value of brand equity.

The questionnaires used are in Appendix 1 (English version) and Appendix 2 (Turkish version).The Ethics Committee approval required to administer the questionnaire is in Appendix 3.

4.2. POPULATION AND SAMPLE

The population of this study consists of consumers who have Netflix memberships. These consumers' perceptions about the platform form the basis of this study.

This study used convenience sampling, taking into account the responses of those who wished to participate in the survey. An online questionnaire was used to measure the research model, and 419 people were reached. However, 31 participants were excluded from the sample because they did not have Netflix memberships. The remaining 388 individuals completed the required information, which corresponds to a participation rate of approximately 92.6%.

4.3. DATA ANALYSIS

Following the data collection, the study utilized the SPSS program to conduct descriptive statistical analyses, providing insights into participants' demographic characteristics, Netflix usage, and approaches to repurchase intentions.

Subsequently, exploratory factor analysis (EFA) was employed to assess whether the collected variables aligned with the intended factors. The validity and reliability of the EFA results were then scrutinized. Moving forward, confirmatory factor analysis (CFA) was carried out in AMOS to reaffirm the reliability and validity of the identified factors. To test the proposed model and hypotheses, structural equation modeling (SEM) was employed in AMOS.

The analyses were executed using AMOS 24.0 for CFA and SEM, while SPSS 26.0 facilitated other statistical analyses.

5. RESEARCH FINDINGS

This part of the research includes the descriptive statistics, EFA, CFA, and SEM analyses.

5.1. DESCRIPTIVE STATISTICS

In an exploration of Netflix's pervasive influence across diverse demographics, a study leveraging data from an online survey unveils the intricacies of user engagement and preferences. Central to this investigation is the demarcation of user profiles by membership duration, subscriptions to additional streaming services, gender, age, marital status, profession, educational attainment, income level, and viewing habits, including frequency and duration, alongside preferred content types.The demographic profile of the sample is presented in Table 1.

Table 1. Descriptive Statistics of the Demographic Variables

	Frequency	**Percentage**
Gender		
Female	198	51,0
Male	190	49,0
Total	388	100,0
Age		
18-25	89	22,9
26-34	125	32,2
35-44	80	20,6
45-54	54	13,9
55 and over	40	10,3
Total	388	100,0
Marital Status		
Single	227	58,5
Married	161	41,5
Total	388	100,0
Occupation		
Public employee	50	12,9
Private sector	140	36,1
Self-Employment	81	20,9
Student	76	19,6
Unemployed	41	10,6
Total	388	100,0

Educational Level		
Secondary education	6	1,5
High School	47	12,1
Associate Degree	98	25,3
Bachelor’s Degree	213	54,9
Master’s Degree and up	24	6,2
Total	388	100,0
Income Status* * Minimum wage was 4253**,**4 TL **when the data was collected in** 2022.		
Less than 4250 TL	72	18,6
4251-5.999 TL	97	25,0
6000-7.999 TL	93	24,0
8.000-9.999 TL	55	14,2
10.000 TL and above	71	18,3
Total	388	100,0

Demographic analysis regarding gender presents an equitable distribution, with females slightly prevailing at 51% (198 individuals) compared to 49% (190 individuals) males. This parity reflects Netflix's broad appeal across gender lines, catering to a wide spectrum of interests and preferences.

The age demographic skews towards the younger cohorts, with the 26-34 year age group dominating at 32.2% (125 individuals), indicating Netflix's particular resonance with young adults. This trend is further supported by marital status data, where single users form a majority at 58.5% (227 individuals), suggesting that Netflix's content and flexibility cater more to the lifestyles of the unmarried population.

Occupation backgrounds of users are diverse, yet those employed in the private sector emerge as the predominant group at 36.1% (140 individuals). This detail, coupled with the finding that a significant share of users, 54.9% (213 individuals), hold a bachelor's degree, illustrates Netflix's strong presence among educated and working professionals.

Income analysis reveals an equitable distribution across different brackets, with the largest group earning between 4251-5.999 TL, accounting for 25% (97 individuals).

This suggests that Netflix successfully reaches audiences across various economic standings. Descriptive statistics based on users’ Netflix usage behavior are shown in Table 2.

Table 2. Descriptive Statistics of the Netflix Usage Behavior

	Frequency	**Percentage**
Membership Duration		
Less than a year	61	15,7
1-2 years	111	28,6
2-3 years	133	34,3
More than 3 years	83	21,4
Total	388	100,0
Membership Except For Netflix		
Yes	139	35,8
No	249	64,2
Total	388	100,0
Excluding Netflix Membership (There may be more than one membership)		
Spotify	48	22,12
Amazon Prime Video	46	21,2
Blu Tv	43	19,82
Exxen	39	17,97
Disney Plus	28	12,9
Other	13	5,99
Total	217	100,0
How Often You Watch Netflix		
Everyday	48	12,4
Several times during the week	207	53,4
Once a week	90	23,2
Less than once a week	43	11,1
Total	388	100,0
Watching Time		
Less than 1 hour	36	9,3
1-2 hours	152	39,2
2-3 hours	136	35,1
3-4 hours	51	13,1

More than 4 hours	13	3,4
Total	388	100,0
Content		
Series	174	44,8
Movie	128	33,0
Documentary	45	11,6
Cartoon	10	2,6
Music and Musical	16	4,1
Stand-up	14	3,6
Others	1	0,3
Total	388	100,0

A notable finding from the study reveals a significant portion of users, precisely 34.3% (133 individuals), have sustained their Netflix subscription for a period ranging between 2 to 3 years, signifying a robust retention rate within this cohort. In contrast, the segment representing the newest subscribers, those with less than a year of membership, constitutes the smallest group at 15.7% (61 individuals), highlighting the platform's continued appeal and growth.

Investigation into users' subscriptions to other streaming platforms reveals that a majority, 64.2% (249 participants), exclusively prefer Netflix, underscoring its dominance as the primary streaming choice. This singular preference for Netflix over other services underscores the platform's unparalleled content and user experience. Indeed, the data highlights Spotify with 22.12%, Amazon Prime Video with 21.2%, and Blu Tv with 19.82% as the most prominent digital streaming platforms, excluding Netflix, in terms of user memberships. These platforms stand out as popular content providers preferred by users, boasting the highest number of subscribers apart from Netflix. This observation underscores the significance of diverse platforms offering access to various content genres, including music, films, and series, reflecting users' preferences and the demand for a wide range of content.

Viewing habits delineate that a majority, 53.4% of participants (207 individuals), engage with Netflix multiple times a week, with the most common viewing duration being 1-2 hours, as indicated by 39.2% (152 individuals) of the survey's respondents. Among the plethora of content options, series stand out as the most preferred type, with 44.8% (174 individuals) favoring them over movies, documentaries, and other genres.

This comprehensive study paints a vivid picture of Netflix's user base, characterized by diversity in demographics, viewing patterns, and content preferences. The insights gleaned underscore the streaming giant's adeptness at catering to a wide array of tastes and lifestyles, affirming its status as a cornerstone of digital entertainment. Through its strategic content curation and user-focused approach, Netflix not only sustains but also expands its global reach, resonating with audiences across different walks of life.

5.2. EXPLORATORY FACTOR ANALYSIS

Exploratory Factor Analysis (EFA) is a powerful statistical technique frequently employed in social sciences and other research fields to uncover the latent structures and relationships among observed variables in a dataset (Tabachnick & Fidell, 2013). It is a data reduction and dimensionality reduction method that allows researchers to identify and interpret underlying factors or constructs from a set of measured variables (Fabrigar et al., 1999).

Exploratory Factor Analysis (EFA) was conducted in SPSS using a dataset comprising 388 valid questionnaires. Prior to performing the analysis, the suitability of the data for factor analysis was assessed through the Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity. Field (2009), highlighted the applicability of oblique rotation methods, specifically the direct oblimin approach, for instances where factors may be interrelated within exploratory factor analysis. Reflecting this guidance, the present study has employed the direct oblimin rotation technique in light of observed correlations among factors, thus adhering to the methodological recommendation for scenarios of interconnected factors. A Direct-Oblimin factor rotation method was applied to facilitate the interpretation of factor loadings.

The customer-based brand equity scale originally included four factors and repurchase intention scale included a single factor. EFA was applied to these two scales separately to check the factor structures. In the EFA of customer-based brand equity scale, items PQ6 and BA3, which included Perceived Quality 6 and Brand Awareness 3 items, were removed from the model as they resulted in a distinct factor. Subsequently, the analysis proceeded with the remaining items. None of the items needed removal in the EFA of the repurchase intention scale.

Upon implementing the necessary adjustments, the KMO and Bartlett's tests were re-administered. The results, as shown in Table 3, indicate that the data is ready for analysis. This is affirmed by the KMO test yielding a value exceeding 0.7 and the Bartlett's test producing a statistically significant result.

Table 3. Data Suitability Test for Exploratory Factor Analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	**0,901 (CBBE)**	
Barlett’s Test of Sphericity (CBBE)	Chi-Square	4874,066
	df	78
	p	0,000
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	**0,702 (RP)**	
Barlett’s Test of Sphericity (RP)	Chi-Square	1514,059
	df	3
	p	0,000

Following the exploratory factor analysis, the scale of the study loaded onto four factors Table 4. These factors were determined with the addition of the Repurchase Intention factor to the previously assumed Customer-Based Brand Equity (CBBE) factors. These factors collectively explain approximately 80.2% of the total variance, elucidating the fundamental components of the study's scale.

The four factors encompass dimensions integral to the CBBE scale, such as brand loyalty, perceived quality, and brand awareness/associations. Throughout the study, particular emphasis was placed on how these factors contribute to the holistic structure of CBBE and support the overall validity of the scale.

Table 4. Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7,553	58,102	58,102	7,553	58,102	58,102	6,187
2	1,835	14,118	72,220	1,835	14,118	72,220	5,874
3	1,039	7,992	80,213	1,039	7,992	80,213	4,745
4	,568	4,370	84,583				
5	,495	3,811	88,395				
6	,347	2,665	91,060				
7	,260	2,002	93,062				
8	,223	1,715	94,777				
9	,187	1,441	96,219				
10	,184	1,415	97,634				
11	,125	,963	98,596				
12	,105	,809	99,405				
13	,077	,595	100,000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table 5 provides insight into the mean and standard deviation values of the questionnaire items, offering a comprehensive overview of the scale's descriptive statistics.

To assess the reliability of the scales, Cronbach's alpha coefficient was employed, a widely accepted measure in psychometrics. Nunnally & Bernstein (1994) recommend a minimum Cronbach's alpha threshold of 0.7 for each factor to ensure satisfactory reliability. In our analysis, Cronbach's alpha coefficients for all factors within the model exceeded this criterion, as delineated in Table 5. Consequently, we can confidently assert that the scale exhibits strong reliability.

Table 5. Exploratory Factor Analysis Statistics

Factors	Items	Factor Load	Mean	Standard Deviation	Cronbach's Alpha
BRAND AWARENESS /ASSOCIATION BAW-BA	BAW1 BAW2 BAW3 BA1 BA2	0,926 0,928 0,911 0,809 0,820	4,56 4,60 4,57 4,66 4,59	0,834 0,808 0,873 0,725 0,791	0,934
PERCEIVED QUALITY	PQ1 PQ2 PQ3 PQ4 PQ5	0,830 0,826 0,954 0,862 0,744	4,39 4,41 4,38 4,20 4,39	0,792 0,768 0,769 0,896 0,771	0,928
BRAND LOYALTY	BL1 BL2 BL3	0,803 0,866 0,942	4,13 4,19 3,82	1,120 1,035 1,360	0,880
REPURCHASE INTENTION	RP1 RP2 RP3	0,981 0,967 0,927	4,37 4,29 4,32	0,833 0,909 0,873	0,956

Convergent validity was evaluated by scrutinizing factor loadings, which exceeded the threshold of 0.6, thereby confirming the criteria for convergent validity (as presented in Table 5).

To establish discriminant validity, it was imperative to demonstrate that the identified factors were distinct from one another, devoid of any significant correlations. Following the guidance of Gaskin (2016), in the context of Exploratory Factor Analysis (EFA), it was essential to ensure that inter-factor correlations remained below the 0.7 threshold. Our EFA results revealed that all items exhibited substantial loadings on a single factor, characterized by the highest load. Moreover, as delineated in Table 6, the inter-factor correlations consistently remained below the 0.7 threshold. Thus, it is reasonable to conclude that our study has effectively established discriminant validity.

Table 6. EFA Factor Correlation Matrix

Factor	BAWBA	PQ	PL
BAWBA	**1,000**	0,594	0,464
PQ	0,594	**1,000**	0,649
PL	0,464	0,649	**1,000**

Having firmly established the reliability and validity of our factor scales, the subsequent analytical steps encompass confirmatory factor analysis (CFA) and the scrutiny of the structural equation model (SEM).

5.3. CONFIRMATORY FACTOR ANALYSIS

Confirmatory factor analysis relies on diverse goodness-of-fit statistics to assess the appropriateness of the measurement model. Table 7 illustrates acceptable and favorable benchmarks for several goodness-of-fit statistics commonly employed to evaluate model fit (Meydan & Şeşen, 2015).

Table 7. The Goodness of Fit Values for Confirmatory Factor Analysis

Fit Indices	χ 2 / df	RMSEA	RMR	CFI	NFI	GFI	AGFI
Acceptable Values	≤ 5	≤ 0,08	≤ 0,08	≥0,95	≥0,90	≥0,85	≥0,85
Perfect Values	≤ 3	≤ 0,05	≤ 0,05	≥0,97	≥0,95	≥0,90	≥0,90

The confirmatory factor analysis of the measurement model, conducted using the AMOS program, is depicted in Figure 2, illustrating the correlations between latent variables and the standardized factor loadings of the items. Based on the CFA results, modification indices were examined to enhance the overall fit (see Table 7). In pursuit of improved model fit, following the recommendation of Meydan & Şeşen (2015), covariances were introduced between error terms by considering modification indices. Subsequently, the model underwent reevaluation, and the modified version is presented in Figure 2. The goodness-of-fit statistics for the modified model are outlined in Table 8, all of which met at least an acceptable level.

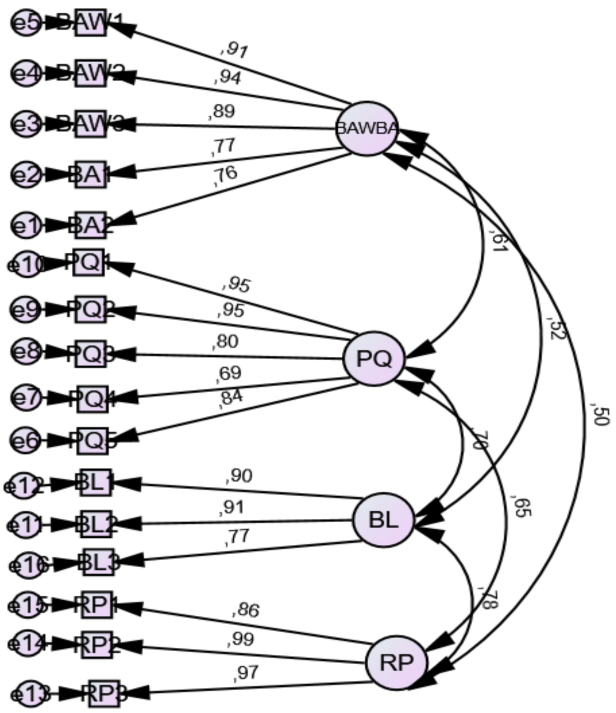


Figure 2. CFA, Standardized Factor Loadings and Correlations of Measurement Model

The comparison of confirmatory factor analysis (CFA) results with established acceptable and perfect value ranges in the literature is crucial for evaluating the fit of your theoretical model against observed data Table 8. The chi-square to degrees of freedom ratio ($\chi2$/df) of 6.694 exceeds both the acceptable (≤5) and perfect (≤3) thresholds, indicating that your model does not adequately represent the data structure. The Root Mean Square Error of Approximation (RMSEA) value at 0.121 also surpasses the acceptable (≤0.08) and perfect (≤0.05) limits, suggesting poor fit of the model to the population's covariance matrix. While the Root Mean Square Residual (RMR) value of 0.048 falls within the perfect range (≤0.05), indicating a good fit in this respect, the Comparative Fit Index (CFI) and Normed Fit Index (NFI) values at 0.919 and 0.906, respectively, are marginally below the acceptable (CFI ≥0.90, NFI ≥0.90) and well below the perfect thresholds, suggesting reasonable but not ideal fit. Other fit indices like the Goodness of Fit Index (GFI) and Adjusted Goodness of Fit Index (AGFI), with values of 0.832 and 0.767, point towards an inadequate explanation of variance in the data, implying a need for model refinement.

Table 8. The Goodness of Fit Values for Confirmatory Factor Analysis

Fit Indices	**χ 2 / df**	**RMSEA**	**RMR**	**CFI**	**NFI**	**GFI**	**AGFI**
First Model	6,694	,121	0,048	,919	,906	,832	,767

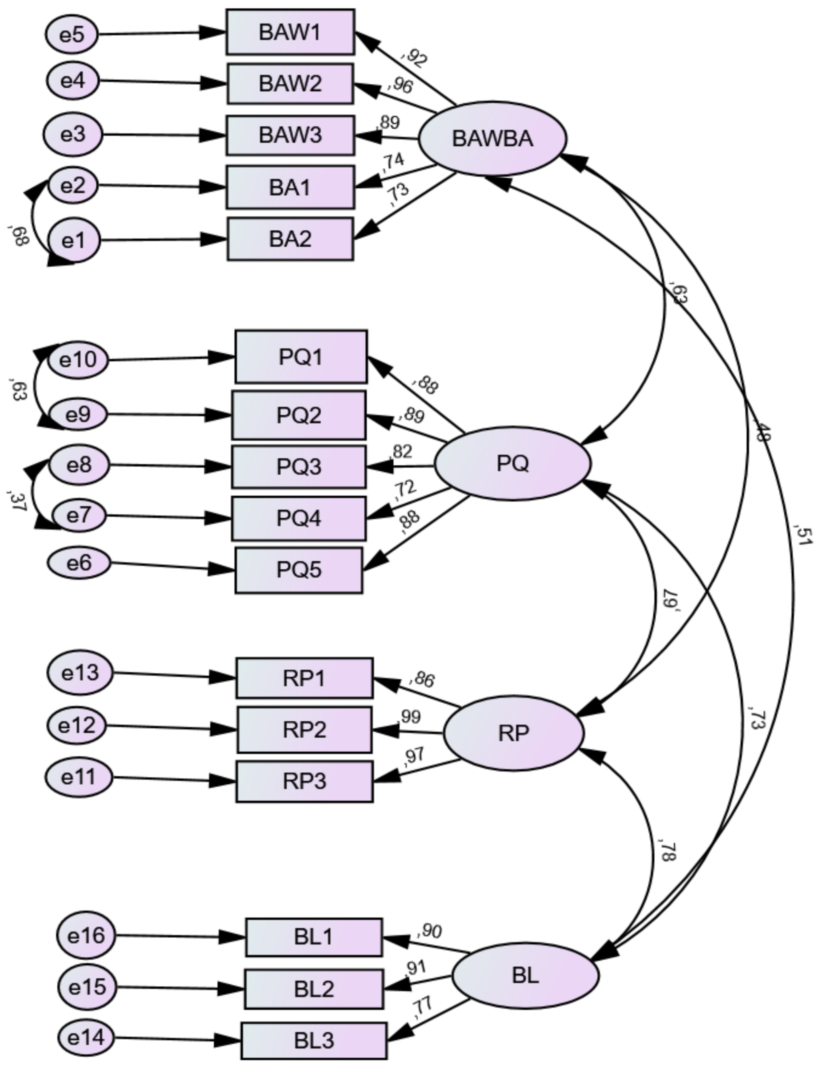


Figure 3. CFA, Standardized Factor Loadings and Correlations of Modified Model

Table 9. The Goodness of Fit Values for Confirmatory Factor Analysis

Fit Indices	**χ 2 / df**	**RMSEA**	**RMR**	**CFI**	**NFI**	**GFI**	**AGFI**
Modified Model	3,105	,0774	,044	,971	,958	,919	,884

The Confirmatory Factor Analysis (CFA) should be conducted before proceeding with the Structural Equation Model (SEM) analysis. The model's reliability and validity were thoroughly assessed, with Composite Reliability (CR) values checked according to Gaskin (2016) recommendations, which suggest values above 0.7 (Hair et al., 2010). Each factor exhibited CR values surpassing this threshold (Table 10), indicating the robustness of the modified measuring model's reliability.

Table 10. Composite Reliability **(**CR**)** and Average Variance Extracted **(**AVE**)**

Construct	CR	AVE
BAWBA	0,929	0,728
PQ	0,922	0,706
RP	0,959	0,886
BL	0,896	0,743

To ensure convergent validity, Extracted Average Variance (AVE) values were scrutinized, with Hair et al. (2014) recommending values greater than 0.5 for each factor. Examination of Table 10 reveals that the AVE values exceed 0.5 for all factors, thus confirming convergent validity.

Furthermore, the square root of AVE values, highlighted in Table 11, represents the upper limit of discriminant validity. Hair et al. (2010) suggest that this measure should be considered when evaluating correlations between factors. The square roots presented in Table 11, alongside bold AVE values for all factors, indicate a maximum level of discriminant validity.

Table 11. Factor Correlation Values of Modified Model

	BAWBA	PQ	RP	BL
BAWBA	0.85*	0.63	0.48	0.51
PQ	0.63	0.84*	0.67	0.73
RP	0.48	0.67	0.94*	0.78
BL	0.51	0.73	0.78	0.86*

*Note: The diagonal (bold) values represent the square root of the AVE for each construct, which is essential for assessing discriminant validity.

The diagonal values, which are the square roots of the AVE values in Table 11, are all greater than the off-diagonal values in their respective rows and columns. This condition is crucial for establishing discriminant validity, suggesting that each construct is distinct and captures unique variance not explained by the other constructs.

The correlation values between constructs (ranging from 0.48 to 0.78) indicate that while constructs are related, they are not so highly correlated as to suggest redundancy (Table 11). This further supports the model's discriminant validity, confirming that each construct represents a distinct concept within the model.

The comprehensive evaluation of CR and AVE values, as depicted in demonstrates the reliability and convergent validity of the modified measuring model. Additionally, the square root of AVE values supports the model's discriminant validity by showing minimal correlations between factors.

5.4. ANALYSIS OF STRUCTURAL EQUATION MODEL AND HYPOTHESIS TESTING

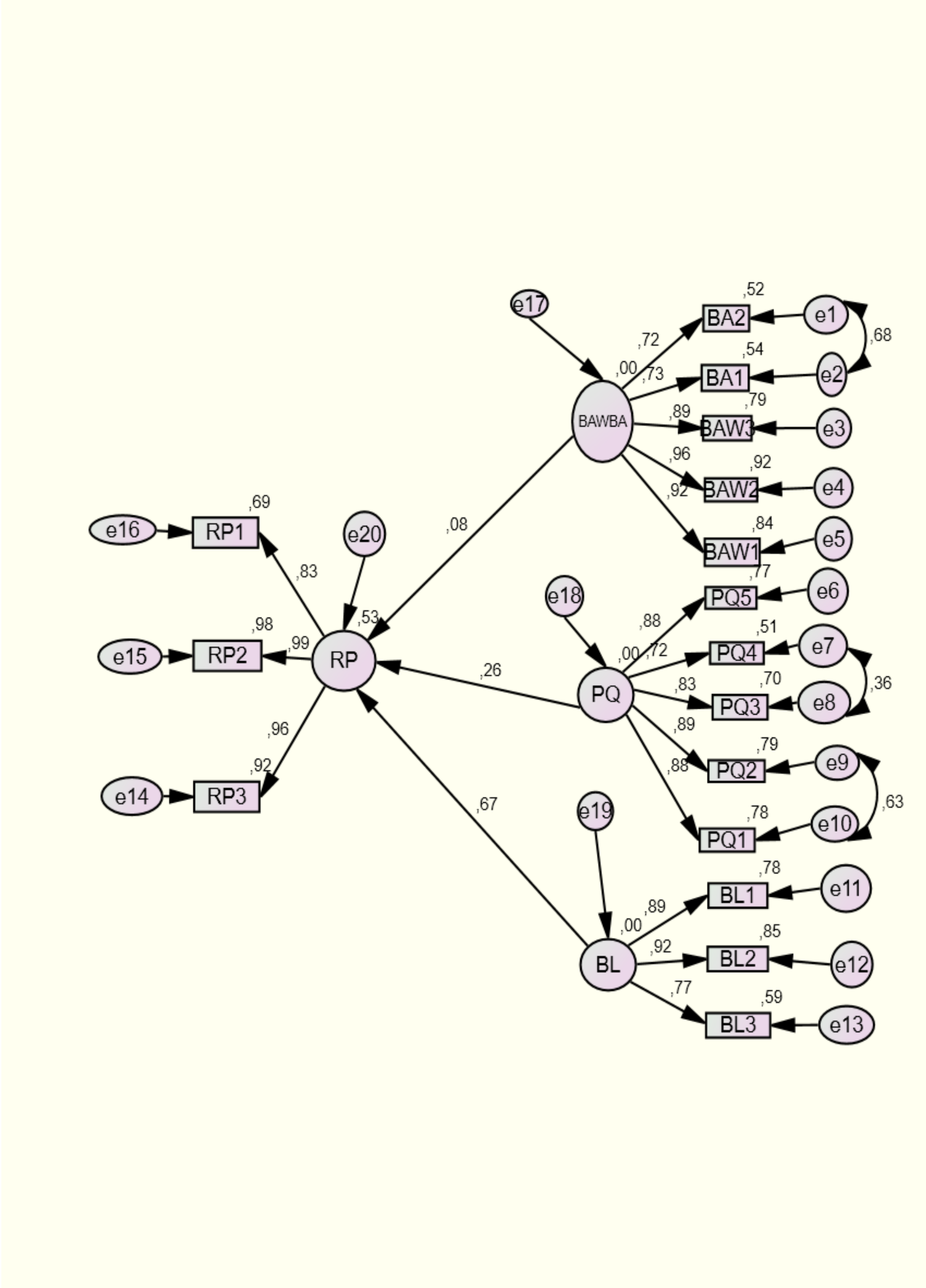
Following the successful confirmation of an acceptable fit in the Confirmatory Factor Analysis (CFA), the Structural Equation Model (SEM) analysis was undertaken. The examination of the structural equation model, as illustrated in Figure 4, was carried out utilizing the AMOS program. The evaluative metrics for the goodness of fit pertaining to this structural model can be found in Table 12.

Table 12. The Goodness of Fit Values for Confirmatory Factor Analysis

Fit Indices	**$\chi 2$ / df**	**RMSEA**	**RMR**	**CFI**	**NFI**	**GFI**	**AGFI**
Structural Model	3,107	,074	,049	,970	,957	,919	,886

The standardized regression coefficients of the structural model are depicted in Figure 4. Notably, the analysis revealed that the pathway from brand loyalty, perceived quality, and brand awareness&association to repurchase intention within the model was found to be statistically significant ($p < 0.001$).

Figure 4. Standardized Regression Coefficients of the Structural Model



The outcomes from the structural model analysis indicated the model's coherence and the fit index values fell within the desired range. Within the structural equation model (SEM), the path coefficients linking repurchase intention with brand loyalty, perceived quality, and brand awareness & association were determined to be statistically significant. Consequently, the findings lend support to hypotheses H1, H2, and H3 ($\beta < 0.05$).

Table 13. Hypotheses Result

Hypothesis	Independent Variable	Effect on Repurchase Intention	Statistical Significance
H1	Brand Loyalty	Positive	Yes ($\beta < 0.05$)
H2	Perceived Quality	Positive	Yes ($\beta < 0.05$)
H3	Brand Awareness & Association	Positive	Yes ($\beta < 0.05$)

DISCUSSION, CONCLUSION AND SUGGESTIONS

In today's highly competitive market, businesses strive to cultivate robust brand equity to positively influence consumer behavior. This study delves into the dynamics of Customer-Based Brand Equity (CBBE) and its profound impact on repurchase intention. The analysis employs structural equation modeling within the AMOS program, focusing on the context of Netflix, a key player in the streaming industry.

One significant finding of the structural equation model is the substantial positive effect of customer-based brand equity dimensions on repurchase intention. These results align with similar findings in existing literature.

Recent literature extensively supports the notion that Customer-Based Brand Equity (CBBE) significantly influences repurchase intention across various industries. Aaker's (1997) exploration of brand personality dimensions reveals that the development of emotional attachment to brands positively influences consumers' likelihood of repurchasing. Keller's (1993) comprehensive model emphasizes the crucial role of CBBE components, such as brand awareness, brand association, and brand image, in shaping consumer loyalty and, consequently, repurchase intention. The multidimensional CBBE scale developed by Yoo & Donthu (2001) suggests a robust connection between brand equity and both consumer brand loyalty and repurchase intention. Lassar, Mittal, and Sharma's (1995) measurement-oriented research contributes valuable insights by affirming that brand equity positively influences consumers' purchase intention and that this process is measurable. This reinforces the idea that consumers are more likely to repurchase when influenced positively by brand-related content and trustworthy endorsements. Moreover, Eru et al. (2018) contribute to the understanding of perceived quality, a crucial component of CBBE. Various studies have examined the relationship between brand equity and repurchase intention. Findings from Chang & Liu (2009) suggest that factors such as brand image and trust influence brand equity. Establishing a strong customer-based brand equity requires positive brand evaluation, attitude, and consistent brand image (Farquhar, 1989). Chen & Chang (2008) found that brand equity significantly affects brand preference and purchase intention.

However, the number of studies simultaneously investigating customer-based brand equity, brand trust, and brand performance is limited. Syed Alwi et al. (2016) explained brand equity through brand loyalty, brand performance, and brand image. Toksarı & İnal (2010) considered brand performance as a sub-dimension of customer-based brand equity. Additionally, while Chaudhuri & Hollbrook (2001) measured the mediating role of brand loyalty in the relationship between brand trust, brand effect, and brand performance. Kim & Kim (2005) measured the relationship between customer-based brand equity and firm performance. Aligning our findings with the literature, we confirm the importance of the relationship between brand equity and repurchase intention. Consumers tend to prefer and repurchase brands when the components of brand equity are positive.

Therefore, we recommend marketers and businesses focus on strengthening components of brand equity, including perceived quality, brand image, brand trust, and brand loyalty. Enhancing these components can increase repurchase intentions, thereby improving profitability and competitive advantage positive perceptions of brand quality play a crucial role in shaping a strong brand image, which in turn influences consumers' intentions to repurchase. Extensive research highlights the interconnectedness of brand loyalty, awareness, associations, and perceived quality as fundamental components of Customer-Based Brand Equity (CBBE). Among these, brand loyalty stands out as a pivotal factor affecting consumer loyalty and repurchase intentions, even in the realm of digital platforms. The literature consistently demonstrates empirical evidence supporting the correlation between CBBE dimensions and repurchase intention. This study aims to contribute to this body of knowledge by offering insights specific to the dynamic streaming industry, with a focus on Netflix.

In light of the study's findings, several strategic recommendations can be proposed to enhance Netflix's overall brand performance: To begin with, Netflix should prioritize investments in strategies aimed at encouraging loyalty. This involves transparent communication regarding data handling, content policies, and security measures. Such initiatives will contribute to fostering a stronger sense of trust among users.Strategic brand messaging emerges as a pivotal aspect that marketers should focus on. Crafting messages that not only elevate awareness but also elicit positive associations, aligning content and messaging with user expectations, will contribute to a more cohesive brand image. Continuous quality improvement remains paramount for Netflix's sustained success. Prioritizing ongoing enhancements in content quality, streaming capabilities, and overall user experience is imperative to maintain a high level of perceived quality. The implementation of personalized experiences tailored to user preferences is another key recommendation. Customizing content recommendations, user interfaces, and promotional offers can significantly contribute to enhancing Customer-Based Brand Equity (CBBE) by creating a more personalized and engaging platform.

Future research should employ longitudinal methodologies to track changes in CBBE components over time, offering insights into the temporal stability of these effects and how they might evolve with shifts in consumer behavior and technological advancements. Further studies could benefit from comparing the impact of CBBE across different digital platforms and industries. This comparative approach would elucidate the unique and common drivers of repurchase intention across diverse digital contexts, providing a richer tapestry of insights for both academics and practitioners.Further studies could benefit from comparing the impact of CBBE across different digital platforms and industries. This comparative approach would elucidate the unique and common drivers of repurchase intention across diverse digital contexts, providing a richer tapestry of insights for both academics and practitioners. Future theoretical explorations should delve into the differential impacts of each CBBE component on repurchase intention over time, considering the dynamic nature of consumer preferences and digital content consumption patterns. This would offer a more detail understanding of how digital platforms can sustain and enhance brand equity in the face of evolving market conditions.Their insights emphasize the role of perceived quality in shaping consumer perceptions and behaviors.

In conclusion, The study establishes a robust link between CBBE components and repurchase intention within the Netflix ecosystem. Loyalty emerges as a linchpin, influencing immediate repurchase decisions and laying the groundwork for sustained customer loyalty. Brand awareness, brand association, and perceived quality collectively contribute to the intricate tapestry of customer perceptions, shaping their willingness to engage in repeat transactions. The empirical evidence enriches the growing literature on brand equity in digital platforms, providing actionable insights for Netflix and similar entities to refine their marketing strategies. Emphasis on customer loyalty cultivation, consistent brand messaging, and the delivery of high-quality content emerges as crucial for sustained success in the fiercely competitive realm of digital entertainment. this study not only substantiates the critical role of CBBE in driving repurchase intention on digital platforms like Netflix but also opens avenues for further exploration into the complex dynamics of brand equity in the digital era. By implementing the recommended strategies, Netflix can strengthen its brand performance, while the suggested areas for future research provide a roadmap for advancing our understanding of CBBE in the rapidly evolving landscape of digital entertainment.

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APPENDICES

Before starting the survey, please read the information below.

Streaming Service; An online provider of entertainment (music, movies, etc.) that delivers the content via an Internet connection to the subscriber's computer, TV or mobile device. Netflix, Blu Tv, Amazon Prime Video, Hulu, Spotify and Apple Music are high-profile examples.

Netflix; is a streaming service that offers a wide variety of award-winning TV shows, movies, anime, documentaries, and more on thousands of internet-connected devices.

1. Do you have a Netflix membership? ( ) Yes ( ) No *If your answer is “No”, please do not continue.

2. For how long have you had a Netflix membership?

( ) Less than a year ( ) 1-2 years ( ) 2-3 years ( ) More than 3 years

3. Do you have other streaming services memberships except for Netflix? ( ) Yes ( ) No *If your answer is “Yes”, please write down the names of those platforms:…………………………..

4. Your gender ( ) Female ( ) Male

5.Your age ( ) 18-25 ( ) 26-34 ( ) 35-44 ( ) 45-54 ( ) 55 and over **6. Your marital**

status ( ) Single ( ) Married

7. Your occupation
( ) Public employee ( ) Wageworker in the private sector

( ) Self-Employment ( ) Student ( ) Unemployed

8. Your level of education

( ) Secondary education ( ) High School ( ) Associate Degree ( )

Bachelor’s Degree ( ) Graduate (Master’s Degree or Higher) **9.**

Your monthly income

( ) Less than 4250 TL ( ) 4251-5.999 ( ) 6000-7.999 TL ( )

8.000-9.999 TL ( ) 10.000 TL and above

10. How often do you watch Netflix?

( ) Everyday ( ) Several times during the week
( ) Once a week ( ) Less than once a week

11. Approximately how long do you watch Netflix in one sitting?

( ) Less than 1 hour ( ) 1-2 hours ( ) 2-3 hours ( ) 3-4 hours ( ) More than 4 hours

12. What type of content do you mostly prefer watching on Netflix? ( ) Series

contents

( ) Movie contents

( ) Documentary contents

( ) Cartoon contents

( ) Music and Musical contents

( ) Stand-up contents

( ) other (Please
specify)……………………………………………………………………

Please indicate your opinion on the following statements by putting an (X) mark in one of the options:

1-Strongly Disagree,
2-Disagree,
3- Undecided,
4-Agree,
5-Strongly Agree.

Brand Awareness Scale Level	**Participation**				
	1	**2**	**3**	**4**	**5**
1) I know what Netflix looks like.					
2) I can recognize Netflix among other competing brands.					
3) I am aware of Netflix.					

Brand Associations Scale	**Participation Level**				
	1	**2**	**3**	**4**	**5**
1) I can quickly recall the symbol or logo of Netflix.					
2) Some characteristics of Netflix come to my mind quickly.					
3) <u>I have difficulty in imagining Netflix in my mind. (r)</u>					
Perceived Quality Scale	**Participation Level**				
	1	**2**	**3**	**4**	**5**
1) Netflix is of high quality.					
2) The likely quality of Netflix is extremely high.					
3) The likelihood that Netflix would be functional is very high.					
4) The likelihood that Netflix is reliable is very high.					
5) Netflix must be of very good quality.					
6) Netflix appears to be of very poor quality. (r)					

Brand Loyalty Scale	**Participation Level**				
	1	**2**	**3**	**4**	**5**
1) I consider myself to be loyal to Netflix.					
2) Netflix would be my first choice.					
3) I will not buy other brands if Netflix is available.					
Repurchase-Purchase Scale	**Participation Level**				
	1	**2**	**3**	**4**	**5**
1) If I could, I would like to continue using Netflix.					

2) It is likely that I will continue paying for my Netflix membership in the future.					
3) I intend to continue purchasing a Netflix membership in the future					

.

(r) indicates reversed scoring

Appendix 2: Questionnaire in Turkish

Ankete başlamadan önce lütfen aşağıdaki bilgileri okuyunuz.

Digital Yayın Platformu; İçeriği bir internet bağlantısı aracılığıyla abonenin bilgisayarına, TV'sine veya mobil cihazına ileten bir çevrimiçi eğlence (müzik, film vb.) sağlayıcısıdır. Netflix, Blu Tv, Amazon Prime Video, Hulu, Spotify ve Apple Music yüksek profilli örneklerdir.

Netflix; çok çeşitli ödüllü diziler, filmler, animeler, belgeseller ve daha fazlasını internete bağlı binlerce cihazda sunan bir yayın hizmeti sağlayıcıdır..

1.Netflix üyeliğiniz var mı ? ( ) Evet ( ) Hayır *Cevabınız Hayır ise anketi sonlandırınız. **2.Ne zamandan beri Netflix üyeliğiniz bulunmaktadır?**
( ) 1 yıldan az ( ) 1-2 Yıl ( ) 2-3 ( ) 3 Yıl ve üzeri

3.Netflix harici diğer digital yayın platformu üyeliğiniz var mı ? ( ) Evet ( ) Hayır *Eğer cevabınız Evet ise lütfen bu platformların isimlerini yazınız ………………… **4. Cinsiyetiniz** ( ) Kadın ( ) Erkek
5. Yaşınız ( )18-25 ( ) 26-34 ( ) 35-44 ( ) 45-54 ( ) 55 ve üzeri **6. Medeni Durumunuz** ( ) Bekar ( ) Evli
7.Mesleğiniz

( ) Kamu çalışanı ( ) Özel sektörde ücretli çalışan ( ) Serbest meslek sahibi ( ) Öğrenci ( ) Çalışmıyor

8. Eğitim Durumunuz

( ) İlköğretim ( ) Lise ( ) Ön lisans ( ) Lisans ( ) Lisansüstü **9. Aylık Ortalama Geliriniz**
( ) 4250 TL ve aşağısı ( ) 4251 -5.999 TL ( ) 6.000-7.999 TL ( ) 8.000-9.999 TL ( ) 10.000 TL ve üzerinde
10. Netflix'i ne sıklıkla izliyorsunuz ?

( ) Her gün ( ) Haftada birkaç kez

( ) Haftada bir kez ( ) Haftada bir kereden daha seyrek

11.Netflix'e her girişinizde yaklaşık ne kadar süre boyunca izliyorsunuz? ( ) 1 saatten az ( ) 1-2 saat ( ) 2-3 saat ( ) 3-4 saat ( ) 4 saat ve üzeri **12. Netflix'te en çok ne tür içerikler izlemeyi seviyorsunuz?**
( ) Dizi içerikleri

( ) Film içerikleri
( ) Belgesel içerikleri

( ) Çizgi film içerikleri

( ) Müzik ve müzikal içerikleri

( ) Stand-up içerikleri

( ) Diğer(Lütfen belirtiniz)……………………………………………………

Lütfen aşağıda belirtilen ifadeler ile ilgili görüşünüzü, seçeneklerinden birine (X) işareti koyarak belirtiniz.
1-Kesinlikle Katılmıyorum,
2-Katılmıyorum,
3-Kararsızım,
4-Katılıyorum
5-Kesinlikle Katılıyorum

Mark Farkındalığı Ölçeği	**Katılım Düzeyi**				
	1	**2**	**3**	**4**	**5**
1) Netflix'in neye benzediğini biliyorum.					
2) Netflix'i diğer rakip markalar arasından ayırt edebilirim.					
3) Netflix'in farkındayım.					
Marka Çağrışımı Ölçeği	**Katılım Düzeyi**				
	1	**2**	**3**	**4**	**5**
1) Netflix'in sembol veya logosunu hızlıca hatırlayabilirim.					
2) Netflix'in bazı özellikleri hızlıca aklıma gelir.					
3) Netflix'i kafamda canlandırmakta zorlanıyorum. (r)					
Algılanan Kalite Ölçeği	**Katılım Düzeyi**				
	1	**2**	**3**	**4**	**5**
1) Netflix yüksek kalitelidir.					
2) Netflix'in olası kalitesi son derece yüksektir.					
3) Netflix'in işlevsel olma olasılığı çok yüksektir.					
4) Netflix'in güvenilir olma ihtimali çok yüksektir.					
5) Netflix çok kaliteli olmalıdır.					
Netflix çok kalitesiz görünüyor. (r)					

Marka Sadakati Ölçeği	**Katılım Düzeyi**				
	1	**2**	**3**	**4**	**5**
1) Kendimi Netflix’e sadık olarak görüyorum.					
2) Netflix benim ilk seçeneğim olur.					
3) Netflix mevcutsa başka markaları satın almayacağım.					
Yeniden Satın Alma Niyeti Ölçeği	**Katılım Düzeyi**				
	1	**2**	**3**	**4**	**5**
1) Yapabilirsem, Netflix kullanmaya devam etmek isterim.					
2) Muhtelemen gelecekte Netflix üyeliğim için ödeme yapmaya devam edeceğim.					
3) Gelecekte Netflix üyeliği satın almaya devam etme niyetindeyim.					

(r) Ters puanlamayı gösterir.

GENİŞLETMİŞ TÜRKÇE ÖZET

GİRİŞ

Dijital yayın platformlarının yükselişi, medya tüketim alışkanlıklarını köklü bir şekilde değiştirmiştir. Bu değişim, tüketici davranışlarının anlaşılmasını ve yönetilmesini daha karmaşık hale getirmiştir. Dijital yayın platformlarının hızla yaygınlaşmasıyla birlikte, pazarlama stratejileri de bu yeni medya ekosistemine uyum sağlamak zorunda kalmıştır. Netflix, bu dönüşümün öncülerinden biri olarak, sunduğu geniş içerik yelpazesi ve kullanıcı dostu arayüzü ile küresel çapta büyük bir kullanıcı kitlesine ulaşmıştır.

Bu çalışma, Netflix'in tüketici temelli marka denkliliğinin tekrar satın alma niyeti üzerindeki etkisini incelemektedir. Araştırmanın temel amacı, dijital platformların marka denkliliğini nasıl oluşturduğunu ve bu denkliliğin kullanıcıların tekrar satın alma niyetlerini nasıl etkilediğini ortaya koymaktır. Marka denkliliği, bir markanın tüketicinin zihninde oluşturduğu değer olarak tanımlanmaktadır ve bu değer, marka sadakati, marka farkındalığı ve algılanan kalite gibi bileşenlerden oluşur. Yüksek marka denkliliğine sahip markaların tüketici sadakati ve tekrar satın alma niyetini artırdığı bilinmektedir. Bu bağlamda, çalışmanın sonuçları, dijital yayın platformları ve benzer hizmet sağlayıcılar için stratejik pazarlama planlarının oluşturulmasında önemli bir rehber niteliği taşımaktadır.

Netflix örneği üzerinden yürütülen bu araştırma, dijital platformlarda marka denkliliği ve tüketici davranışları arasındaki ilişkiyi ortaya koymayı amaçlamaktadır. Araştırma bulguları, dijital platformların pazarlama stratejilerini optimize etmelerine ve kullanıcı sadakatini artırmalarına yardımcı olacak teorik ve pratik bilgiler sağlamayı hedeflemektedir. Bu çalışma, dijital yayın platformlarının hızla değişen rekabet ortamında başarılı olmaları için gerekli olan stratejik yaklaşımları belirlemeye yönelik önemli katkılar sunmaktadır.

1. İLGİLİ LİTERATÜR

Tüketici temelli marka denkliliği kavramı, pazarlama literatüründe geniş bir yer tutmaktadır. Aaker (1991) ve Keller (1993) gibi araştırmacılar, marka denkliliğinin bileşenlerini detaylı bir şekilde incelemişlerdir. Aaker, marka sadakati, marka farkındalığı, algılanan kalite ve marka çağrışımları olmak üzere dört ana bileşen tanımlamıştır. Keller ise, tüketici temelli marka denkliliğinin, markanın tüketici zihninde yarattığı benzersiz ve olumlu çağrışımlar yoluyla oluşturulduğunu belirtmiştir. Bu araştırmalar, yüksek marka denkliliğine sahip markaların tüketici tercihlerini ve satın alma davranışlarını olumlu yönde etkilediğini göstermektedir. Literatürde, marka denkliliğinin tekrar satın alma niyeti üzerindeki etkisini inceleyen birçok çalışma bulunmaktadır.

Örneğin, Yoo ve Donthu (2001), marka denkliliğinin tüketici davranışları üzerindeki etkilerini analiz etmiş ve marka sadakatinin tüketici tercihleri üzerindeki kritik rolünü vurgulamıştır. Bu çalışmalar, dijital platformlarda marka denkliliği ve tüketici davranışları arasındaki ilişkiye dair önemli bulgular sunmaktadır. Dijital platformların marka denkliliği üzerindeki etkisini anlamak için, bu platformların kullanıcı deneyimi ve memnuniyeti üzerinde nasıl bir etki yarattığını incelemek gerekmektedir. Dijital platformlar, kullanıcılarına kişiselleştirilmiş içerik sunarak ve kullanıcı dostu arayüzler sağlayarak marka denkliliğini artırmaktadır. Özellikle Netflix, algoritmaları sayesinde kullanıcılarına ilgi alanlarına uygun içerikler sunmakta ve bu da kullanıcıların platforma olan bağlılıklarını artırmaktadır.

Ayrıca, Netflix'in sunduğu yüksek kaliteli içerikler, kullanıcıların algılanan kalite ve marka sadakati algılarını güçlendirmektedir. Kullanıcı deneyimi, marka denkliliğinin önemli bir bileşeni olarak kabul edilmektedir ve bu deneyim, kullanıcıların platforma olan bağlılıklarını artırmada kritik bir rol oynamaktadır. Dijital platformların marka denkliliğini artırma stratejileri arasında, kullanıcıların ilgisini çeken ve onları platformda tutan içeriklerin sunulması, kullanıcı geri bildirimlerinin dikkate alınması ve kullanıcı dostu arayüzlerin geliştirilmesi yer almaktadır. Bu stratejiler, dijital platformların marka denkliliğini güçlendirerek rekabet avantajı elde etmelerine ve kullanıcı sadakatini artırmalarına yardımcı olacaktır.

Netflix gibi dijital yayın platformlarının kullanıcı sadakatini artırmada oynadığı rol, tüketici temelli marka denkliliği kavramının önemini daha da vurgulamaktadır. Netflix'in kişiselleştirilmiş öneri sistemleri, kullanıcı deneyimini iyileştirerek kullanıcıların platforma olan bağlılıklarını artırmaktadır. Ayrıca, kullanıcıların platforma duyduğu güven ve memnuniyet, marka denkliliğinin önemli bileşenleri arasında yer almaktadır. Bu bağlamda, dijital platformların kullanıcı memnuniyetini sürekli olarak izlemeleri ve iyileştirmeleri gerekmektedir.

2. AMAÇ/ÖNEM/HİPOTEZLER

Bu araştırmanın temel amacı, Netflix kullanıcılarının tüketici temelli marka denkliliği algılarının tekrar satın alma niyeti üzerindeki etkisini belirlemektir. Dijital yayın platformlarının hızla büyüyen rekabet ortamında, kullanıcıların tekrar satın alma niyetini etkileyen faktörlerin anlaşılması, markalar için stratejik bir avantaj sağlayacaktır. Araştırmanın hipotezleri şu şekildedir:

1. H1: Marka sadakati, tekrar satın alma niyeti üzerinde pozitif bir etkiye sahiptir.
2. H2: Algılanan kalite, tüketicinin tekrar satın alma niyetini pozitif yönde etkiler.
3. H3: Marka farkındalığı ve çağrışımı tekrar satın alma niyetini artırır.

Bu hipotezler, dijital yayın platformlarının pazarlama stratejilerini geliştirmek için önemli ipuçları sunmaktadır. Marka denkliliğinin bileşenlerinin tekrar satın alma niyeti üzerindeki etkisini anlamak, dijital platformların kullanıcı memnuniyetini ve sadakatini artırmalarına yardımcı olacaktır. Bu araştırma, dijital yayın platformlarının marka denkliliği stratejilerini optimize etmeleri için gerekli olan teorik ve pratik bilgileri sağlayacaktır.

Araştırmanın önemi, dijital platformların kullanıcı sadakatini ve tekrar satın alma niyetini artırma stratejilerini belirlemede yatmaktadır. Netflix gibi büyük dijital yayın platformları, kullanıcı deneyimini ve memnuniyetini sürekli olarak iyileştirmek için yenilikçi ve etkili stratejiler geliştirmek zorundadır. Bu araştırma, dijital platformların pazarlama stratejilerini optimize etmeleri ve rekabet avantajı elde etmeleri için gerekli olan bilgi ve anlayışı sunmayı hedeflemektedir.

Ayrıca, bu çalışma, dijital yayın platformlarının kullanıcı deneyimini ve memnuniyetini nasıl optimize edebileceğine dair önemli ipuçları sunmaktadır. Kullanıcıların platforma olan bağlılıklarını artırmak için marka denkliliği stratejilerinin nasıl geliştirilebileceği ve uygulanabileceği konusunda değerli bilgiler sağlamaktadır. Bu bağlamda, araştırmanın bulguları, dijital yayın platformlarının pazarlama stratejilerini optimize etmeleri ve kullanıcı memnuniyetini artırmaları için rehber niteliğindedir.

3. YÖNTEM

Bu araştırmada, veri toplama yöntemi olarak çevrimiçi anket kullanılmıştır. Araştırmanın örneklemi, aktif Netflix kullanıcılarından oluşmaktadır. Anket, tüketici temelli marka denkliliği bileşenleri olan marka sadakati, marka farkındalığı, algılanan kalite ve marka çağrışımları ile ilgili soruları içermektedir. Anket soruları, Likert ölçeği kullanılarak hazırlanmış ve katılımcılardan bu ifadeleri ne derece kabul ettiklerini belirlemeleri istenmiştir. Veriler, SPSS yazılımı kullanılarak analiz edilmiştir. Demografik verilerin frekans dağılımları hesaplanmış, ölçeklerin geçerlilik ve güvenilirliği faktör analizi ve Cronbach's Alpha katsayısı ile test edilmiştir. Hipotezlerin test edilmesinde ise korelasyon ve regresyon analizleri kullanılmıştır.

Araştırmanın örneklemi, demografik çeşitliliği sağlamak amacıyla farklı yaş gruplarından, cinsiyetlerden ve sosyo-ekonomik statülerden kullanıcıları içermektedir. Anket, sosyal medya platformları ve Netflix kullanıcı forumları üzerinden dağıtılarak katılımcılara ulaştırılmıştır. Toplamda 500'ün üzerinde anket toplanmış ve analiz için uygun olan 450 anket değerlendirilmiştir. Anket verileri, eksik veya tutarsız yanıtlar açısından incelenmiş ve bu tür veriler analiz dışı bırakılmıştır.

Veri analizinde kullanılan faktör analizi, tüketici temelli marka denkliliği bileşenlerinin yapısal geçerliliğini test etmek amacıyla yapılmıştır. Faktör yükleri, her bir bileşenin güvenilirliğini ve geçerliliğini sağlamak için incelenmiştir. Cronbach's Alpha katsayısı, ölçeklerin iç tutarlılığını belirlemek için kullanılmıştır ve bu katsayıların 0.70'in üzerinde olması, ölçeklerin güvenilir olduğunu göstermiştir. Korelasyon analizi, tüketici temelli marka denkliliği bileşenleri ile tekrar satın alma niyeti arasındaki ilişkileri belirlemek için kullanılmıştır. Regresyon analizi ise, bu bileşenlerin tekrar satın alma niyeti üzerindeki etkisini test etmek için kullanılmıştır.

Anketin içeriği, tüketici temelli marka denkliliği bileşenlerini detaylı bir şekilde ölçmeye yönelik hazırlanmıştır. Katılımcılardan, Netflix'e olan sadakatleri, marka farkındalıkları, algıladıkları kalite ve marka ile ilgili çağrışımları hakkında değerlendirmeler yapmaları istenmiştir. Bu değerlendirmeler, katılımcıların Netflix'e olan genel bakış açısını ve tekrar satın alma niyetlerini anlamamıza yardımcı olmuştur. Anket sonuçları, dijital platformların marka denkliliğini nasıl yönetebileceğine dair önemli ipuçları sunmaktadır.

Veri analiz sürecinde, öncelikle demografik verilerin frekans dağılımları ve tanımlayıcı istatistikleri hesaplanmıştır. Ardından, ölçeklerin geçerlilik ve güvenilirliğini sağlamak amacıyla faktör analizi ve Cronbach's Alpha katsayısı hesaplanmıştır. Hipotezlerin test edilmesi için korelasyon ve regresyon analizleri yapılmış ve elde edilen bulgular yorumlanmıştır. Bu analizler, tüketici temelli marka denkliliği bileşenlerinin tekrar satın alma niyeti üzerindeki etkilerini detaylı bir şekilde ortaya koymuştur.

4. BULGULAR

Araştırma bulguları, Netflix kullanıcılarının marka denkliliği algılarının tekrar satın alma niyetlerini önemli ölçüde etkilediğini göstermektedir. Özellikle marka sadakati ve algılanan kalite, tekrar satın alma niyetini en güçlü şekilde etkileyen faktörler olarak ortaya çıkmıştır. Kullanıcıların Netflix'e duydukları sadakat, platformun sunduğu içeriklerin kalitesi ve kullanıcı deneyimi ile doğrudan ilişkilidir. Ayrıca, marka farkındalığının da kullanıcıların tekrar satın alma niyetini artırdığı görülmüştür. Bu bulgular, dijital yayın platformlarının marka denkliliğini artırarak kullanıcı sadakatini ve tekrar satın alma niyetini güçlendirmeleri gerektiğini göstermektedir.

Bulgulara göre, kullanıcıların Netflix'e duydukları sadakat, tekrar satın alma niyetleri üzerinde pozitif bir etkiye sahiptir. Marka sadakati, kullanıcıların platforma bağlılıklarını ve uzun vadede platformu kullanmaya devam etme isteklerini artırmaktadır. Ayrıca, algılanan kalite de kullanıcıların tekrar satın alma niyetini önemli ölçüde etkilemektedir. Kullanıcılar, yüksek kaliteli içerikler sunan platformlara daha fazla güven duymakta ve bu platformları tekrar kullanma olasılıkları artmaktadır. Bu nedenle, Netflix gibi dijital yayın platformlarının içerik kalitesini sürekli olarak yüksek tutmaları ve kullanıcı memnuniyetini sağlamak için çaba göstermeleri önemlidir.

Marka farkındalığı, kullanıcıların Netflix'i tercih etme ve tekrar kullanma niyetlerini artıran bir diğer önemli faktördür. Kullanıcılar, marka hakkında ne kadar fazla bilgi sahibi olursa, platformu kullanma olasılıkları da o kadar artmaktadır. Marka farkındalığı, kullanıcıların marka ile ilgili olumlu çağrışımlar geliştirmelerine ve bu çağrışımların satın alma kararlarını etkilemesine yardımcı olmaktadır. Netflix'in geniş çaplı pazarlama kampanyaları ve kullanıcıları bilgilendiren içerikleri, marka farkındalığını artırmada etkili olmuştur.

Araştırma bulguları, dijital platformların marka denkliliğini artırmak için kullanıcı memnuniyetini ve deneyimini sürekli olarak iyileştirmeleri gerektiğini göstermektedir. Netflix'in kullanıcılarına sunduğu içeriklerin kalitesi, kullanıcıların platforma olan bağlılıklarını ve tekrar satın alma niyetlerini artırmaktadır. Kullanıcılar, platformun sunduğu içeriklerin çeşitliliği ve kalitesinden memnun olduklarında, platformu tekrar kullanma olasılıkları da artmaktadır. Bu nedenle, Netflix'in içerik stratejilerini sürekli olarak gözden geçirmesi ve kullanıcı taleplerine uygun içerikler sunması önemlidir.

Bunun yanı sıra, kullanıcıların platforma olan güvenleri de marka sadakati ve tekrar satın alma niyetini etkileyen önemli bir faktördür. Kullanıcılar, platformun güvenilirliğinden emin olduklarında, platforma olan bağlılıkları artmakta ve tekrar satın alma niyetleri güçlenmektedir. Bu bağlamda, dijital yayın platformlarının kullanıcı güvenini sağlamak için etkili güvenlik önlemleri ve şeffaf iletişim stratejileri geliştirmeleri gerekmektedir. Netflix, kullanıcı verilerinin güvenliği konusunda şeffaf politikalar izlemekte ve bu da kullanıcıların platforma olan güvenlerini artırmaktadır.

Araştırma bulguları ayrıca, demografik faktörlerin de marka denkliliği ve tekrar satın alma niyeti üzerinde etkili olduğunu göstermektedir. Farklı yaş gruplarından ve cinsiyetlerden kullanıcıların marka denkliliği algıları ve tekrar satın alma niyetleri arasında farklılıklar gözlemlenmiştir. Örneğin, genç kullanıcılar, teknolojiye daha aşina oldukları için dijital platformları daha sık kullanmakta ve marka denkliliğine daha fazla önem vermektedirler. Bu bulgular, dijital yayın platformlarının pazarlama stratejilerini demografik faktörlere göre özelleştirmeleri gerektiğini ortaya koymaktadır.

Kullanıcıların platforma olan bağlılıkları, aynı zamanda sosyal çevrelerinin etkisiyle de şekillenmektedir. Sosyal çevre, kullanıcıların içerik tercihlerinde ve platform seçimlerinde önemli bir rol oynamaktadır. Araştırma bulguları, kullanıcıların arkadaşları ve aileleri tarafından tavsiye edilen içerikleri daha fazla tercih ettiklerini göstermektedir. Bu nedenle, Netflix'in kullanıcılarına sosyal etkileşim fırsatları sunarak marka denkliliğini artırabileceği önerilmektedir.

Sonuç olarak, bu araştırma, Netflix kullanıcılarının marka denkliliği algılarının tekrar satın alma niyetlerini önemli ölçüde etkilediğini göstermektedir. Marka sadakati, algılanan kalite ve marka farkındalığı, kullanıcıların platforma olan bağlılıklarını ve tekrar satın alma niyetlerini güçlendiren önemli faktörler olarak öne çıkmaktadır. Bu bulgular, dijital yayın platformlarının marka denkliliğini artırmak için kullanıcı memnuniyetini ve deneyimini sürekli olarak iyileştirmeleri gerektiğini ortaya koymaktadır. Ayrıca, demografik faktörlerin ve sosyal çevrenin de marka denkliliği üzerinde etkili olduğu görülmektedir.

5. TARTIŞMA, SONUÇ VE ÖNERİLER

Bu çalışma, Netflix gibi dijital yayın platformlarında marka denkliliği ve tekrar satın alma niyeti arasındaki ilişkiyi incelemiştir. Bulgular, marka denkliliğinin tüketici davranışları üzerinde güçlü bir etkisi olduğunu ortaya koymaktadır. Özellikle marka sadakati ve algılanan kalite, kullanıcıların platforma olan bağlılıklarını artırmakta ve tekrar satın alma niyetlerini güçlendirmektedir. Dijital platformların, kullanıcı deneyimini ve memnuniyetini artıracak stratejiler geliştirmesi önerilmektedir. Bu stratejiler arasında, yüksek kaliteli içerik sunumu, kullanıcı dostu arayüzler ve kişiselleştirilmiş hizmetler yer almaktadır.

Araştırmanın bulguları, dijital platformların kullanıcı sadakatini artırmak için yenilikçi ve kullanıcı odaklı stratejiler geliştirmeleri gerektiğini göstermektedir. Kullanıcıların platforma olan bağlılıklarını ve tekrar satın alma niyetlerini güçlendirmek için, dijital platformların sürekli olarak içerik kalitesini ve çeşitliliğini iyileştirmeleri gerekmektedir. Ayrıca, kullanıcı deneyimini kişiselleştirmek ve kullanıcıların ihtiyaçlarına ve beklentilerine uygun hizmetler sunmak da önemlidir. Netflix'in kişiselleştirilmiş öneri sistemleri, kullanıcıların platformda geçirdikleri zamanı artırmakta ve tekrar satın alma niyetlerini güçlendirmektedir.

Gelecekteki araştırmaların, farklı dijital platformlarda ve farklı demografik gruplar arasında benzer ilişkileri incelemesi faydalı olacaktır. Ayrıca, uzun vadeli kullanıcı davranışlarını inceleyen boylamsal çalışmalar da literatüre önemli katkılar sağlayacaktır. Dijital platformların marka denkliliği stratejilerini optimize etmeleri için kullanıcı geri bildirimlerine daha fazla önem vermeleri ve kullanıcı ihtiyaçlarını karşılayacak yenilikçi çözümler geliştirmeleri gerekmektedir. Örneğin, kullanıcıların içerik tercihlerine dayalı olarak kişiselleştirilmiş içerik önerileri sunmak, kullanıcı memnuniyetini ve sadakatini artırabilir.

Dijital yayın platformlarının hızla değişen rekabet ortamında başarılı olabilmeleri için, kullanıcıların ihtiyaçlarını ve beklentilerini karşılayan stratejiler geliştirmeleri büyük bir önem taşımaktadır. Kullanıcıların platforma olan bağlılıklarını artırmak için, platformun sunduğu içeriklerin çeşitliliği ve kalitesi sürekli olarak iyileştirilmelidir. Ayrıca, kullanıcı deneyimini daha da kişiselleştirmek ve kullanıcıların platformda geçirdiği zamanı optimize etmek için gelişmiş algoritmalar ve yapay zeka teknolojileri kullanılabilir. Netflix, kullanıcılarının ilgi alanlarına göre içerik önerileri sunarak kullanıcı deneyimini iyileştirmekte ve kullanıcı bağlılığını artırmaktadır.

Dijital platformların, kullanıcı memnuniyetini artırmak için etkili geri bildirim mekanizmaları geliştirmeleri ve kullanıcı geri bildirimlerini sürekli olarak izlemeleri önemlidir. Kullanıcıların platformla ilgili görüş ve önerilerini dikkate alarak, hizmet kalitesini sürekli olarak iyileştirmek ve kullanıcı beklentilerini aşmak mümkündür. Bu stratejiler, dijital platformların marka denkliliğini artırarak rekabet avantajı elde etmelerine ve uzun vadeli kullanıcı sadakatini sağlamalarına yardımcı olacaktır. Örneğin, kullanıcı geri bildirimlerine dayalı olarak platformun arayüzünde yapılan iyileştirmeler, kullanıcı memnuniyetini ve bağlılığını artırabilir.

Sonuç olarak, bu genişletilmiş özet, Netflix kullanıcıları üzerinde yapılan araştırmanın ana bulgularını ve teorik çerçevesini sunmaktadır. Tüketici temelli marka denkliliğinin, tekrar satın alma niyeti üzerindeki etkileri detaylı bir şekilde incelenmiş ve dijital yayın platformları için stratejik önerilerde bulunulmuştur. Marka denkliliğini artırmak, dijital platformların rekabet avantajını güçlendirecek ve uzun vadeli kullanıcı sadakatini sağlayacaktır. Bu çalışma, pazarlama stratejilerinin geliştirilmesi ve uygulanması sürecinde önemli bir rehber niteliği taşımaktadır.

Araştırma, dijital yayın platformlarının pazarlama stratejilerini optimize etmeleri ve kullanıcı memnuniyetini artırmaları için gerekli olan teorik ve pratik bilgileri sağlamaktadır. Dijital platformların, kullanıcı deneyimini iyileştirmek ve kullanıcı sadakatini artırmak için yenilikçi ve kullanıcı odaklı stratejiler geliştirmeleri büyük bir önem taşımaktadır. Bu stratejiler, dijital platformların hızla değişen rekabet ortamında başarılı olmalarına ve uzun vadeli sürdürülebilirlik sağlamalarına yardımcı olacaktır.

Bu çalışma, dijital yayın platformları ve benzer hizmet sağlayıcılar için önemli bir referans niteliği taşımaktadır. Gelecekteki araştırmaların, bu çalışmanın bulgularını genişleterek ve farklı demografik gruplar ve dijital platformlar üzerinde benzer analizler yaparak literatüre katkı sağlaması beklenmektedir. Ayrıca, dijital platformların uzun vadeli stratejik planlarının oluşturulmasında bu bulguların dikkate alınması, pazarlama ve yönetim süreçlerinin etkinliğini artıracaktır.

Netflix'in dijital yayın platformları arasındaki rekabet gücünü artırmak için, kullanıcı deneyimini ve memnuniyetini sürekli olarak iyileştirmesi gerekmektedir. Bu, kullanıcıların platforma olan bağlılıklarını güçlendirecek ve uzun vadeli sürdürülebilirliği sağlayacaktır. Dijital platformların, kullanıcı geri bildirimlerini dikkate alarak sürekli iyileştirmeler yapmaları, rekabet avantajı elde etmelerine ve kullanıcı sadakatini artırmalarına yardımcı olacaktır.