



## THE EFFECT OF BRAND AWARENESS ON CONSUMERS' REPURCHASE INTENTION - A STUDY OF STREAMING MEDIA

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### Abstract

The purpose of this study is to explore how brand awareness affects repurchase intention on streaming media. Positive brand awareness and image are critical for a brand to succeed in the market and have become a significant factor influencing consumers' repurchase intention. However, few researchers systematically integrate five variables: brand awareness, engagement, customer satisfaction, brand loyalty, and repurchase intention as the framework for the overall study.

The outbreak of the COVID-19 pandemic has caused a surge in subscriptions to online video platforms; it changed the consumption pattern of people during the lockdown and quarantine. Identifying changes in consumer consumption preferences and developing new operating strategies are crucial for the company. This study selects well-known streaming media such as Netflix, Apple TV+, Disney+, and iQIYI as investigate objects and selects Taiwanese students as the questionnaire sample to complete the questionnaire. The statistical software SPSS 26th version and AMOS 24th version are used to examine the data's reliability and validity between variables and to validate the proposed model and hypotheses. This study demonstrates that brand awareness, engagement, customer satisfaction, brand loyalty, and repurchase intention have a positive effect, clearly indicating how brand awareness affects repurchase intention on streaming media under COVID-19, which has significant managerial implications for companies to establish positive brand awareness and enhance the profit and competitiveness.

Keywords: Brand Awareness, Engagement, Customer Satisfaction, Brand Loyalty, Repurchase Intention, Streaming Media.

## Introduction

This study focuses on how brand awareness affects repurchase intention on online video platforms under COVID-19. Internet technology has expanded fast, with technological innovation driving the growth of online video platforms. Over the past few years, many people have shifted from traditional television to online video platforms. Online video platforms such as Netflix, Disney+, and Apple TV have caught consumers' attention. Due to the widespread outbreak of COVID-19, subscriptions to online video platforms have risen dramatically. During the lockdown period, due to regulations such as quarantine and maintaining social distance, demands for home entertainment have increased significantly, and customer purchase habits have changed, which has led to a significant increase in the subscription rate to online video platforms.

Although there is literature to explore online video platforms, it mainly focuses on brand awareness influence on purchase intention or online video platforms before COVID-19. Little known is how brand awareness influences repurchase intention on video platforms during the COVID-19 pandemic. To fill the research gap, this study investigates whether brand awareness of online video platforms affects consumers' repurchase intention of Taiwanese consumers on online video platforms. This study considers brand awareness and engagement as crucial prerequisites for consumer

participation on online video platforms. With the engagement of online video platforms, those users show their brand loyalty by renewing their membership subscriptions. Furthermore, the outbreak of the COVID-19 pandemic changed the consumption pattern of people during the lockdown and quarantine. It is crucial for operators of online video platforms to identify changes in consumer consumption preferences, develop new operating strategies and maintain their loyalty.

The research method of this study is a quantitative questionnaire survey. Put forward the quantitative analysis according to the problem assumptions proposed in Chapter 2. Based on the literature review, we elaborate on the correlation between brand awareness, engagement, customer satisfaction, brand loyalty, and repurchase intention. Combining with the online video platform under the COVID-19 pandemic, we construct the conceptual model of this study, put forward the corresponding hypothesis, and determine the questionnaire items.

## Literature Review

### *Definition of Streaming Media*

Streaming media use a technique of video delivery that permits anyone with an internet-connected device such as a TV, computer, tablet, or smartphone to view video instantaneously through the internet at any time (Gray, 2020), as

long as consumers pay a membership fee to access the platform. Streaming media enable viewers to be unrestricted by broadcast schedules and content, allowing them to feel free to choose what and when to watch.

### *Brand Awareness*

Brand awareness is the degree to which a potential purchaser recognizes or recalls a brand as being associated with a particular branded product category and is familiar with it (Aaker, 1991; Kashif et al., 2018).

The brand can raise brand awareness through effective media channels such as advertising, television, and mobile phones, which can help ensure product quality and prestige, reducing the risk of purchasing low-quality products (Sasmita & Suki, 2015; Dabbous & Barakat, 2020). By raising brand awareness and image, customers can form a favorable attitude toward recognized items more quickly than unfamiliar ones (Liu et al., 2020) and make proper and satisfying purchasing decisions based on this recognition.

### *Engagement*

Engagement refers to the interactive experience between a brand and a customer (Rather et al., 2019). It assists the company in creating better consumption choices, driving customer engagement through interactivity, thereby creating customer utility. (Mokhtaruddin et al., 2018).

Customer brand engagement occurs in the context of consumer interac-

tion. The model describes three types of brand engagement: customer experiences, shopping habits, and brand conversations (Maslowska et al., 2016; Machado et al., 2019). Increasing the degree of customer engagement has become one of the critical marketing concepts for a company, which significantly influences consumers' purchase and repurchase intention to increase the profit and revenue of companies (So et al., 2014; Li & Xie, 2020).

### *Effect of Brand Awareness on Engagement*

A brand has high brand awareness, and its marketing strategy successfully attracts customers to focus on the brand and seek to use product services in-depth (Jaitly & Gautam, 2021). Customers may instantly watch and discuss a brand when it releases a new photo or video or updates its contents. They are likely to rate and provide positive or negative reviews, which may influence other potential or existing buyers to make purchasing decisions (Mohammed & Rashid, 2018). Customers' enhanced brand recognition during the engagement process deepens their impression of the brand, increasing their capacity to recall and recognize the brand in the future and strengthening brand awareness and image (Khurram et al., 2018).

The following hypothesis has been developed:

*Hypothesis 1: Brand awareness has a positive effect on engagement.*

### *Customer Satisfaction*

Researchers define customer satisfaction as a person's feelings of pleasure or dissatisfaction as a result of comparing the performance and product quality to the expected standards (Otto et al., 2020). Customer satisfaction is the expression of perception, appraisal, and psychological reactions to the experience of purchasing a product or service (Benoit et al., 2020). Customer product review is formed from customer satisfaction and influence customer' decisions about whether the product is suitable for future or continuous consumption (Ritz et al., 2019). Customers who are satisfied with the performance of a product are more likely to recommend the product to others (Díaz & Duque, 2021).

#### *Effect of Engagement on Customer Satisfaction*

A brand has high customer engagement, the customer will carefully evaluate the product or service before making subsequent purchasing decisions to enhance customer satisfaction (Kliestik et al., 2022). Conversely, if the customer has low engagement, they may not carefully evaluate the product or service (Chung et al., 2018).

The higher the degree of engagement, the more correct choices people will make because of a deeper understanding of the product or brand, and increased frequency of use enhance the degree of engagement, which in turn improves customer satisfaction (Churchill & Surprenant, 1982; Russell-Bennett et al., 2007; Dam et al., 2021). By obtaining feedback from the customer, customer engagement with a brand has a positive effect on service quality and

customer satisfaction. It enhances message trustworthiness (Carlson et al., 2018).

The following hypothesis has been developed:

*Hypothesis 2: Engagement has a positive effect on customer satisfaction.*

#### *Brand Loyalty*

Brand loyalty refers to a consumer's preference for a brand's reputation or a specific product or service (Ibrahim, 2022). It means that customers will more likely repurchase the product compared to another brand. Researchers identified factors that may influence brand loyalty: brand attachment, brand love, brand connection, brand identity, and brand trust (Park et al., 2010; Atulkar, 2020) and brand name, brand awareness, product and service quality, and pricing are also affected to brand loyalty (Lau et al., 2006; Foroudi, 2019).

Creating stable relationships with customers and encouraging their lifetime loyalty is essential for establishing brand loyalty among customers with their comprehensive understanding and trust of the brand name, brand awareness, product, price, and service quality (Selnes, 1998; Malik et al., 2013; Rather & Camilleri, 2019).

#### *Effect of Customer Satisfaction on Brand Loyalty*

Customer satisfaction and brand loyalty are prerequisites for influencing behavior and establishing long-term customer connections (Hwang et al., 2021).

Customer Satisfaction reveals the overall health of the corporation and its prospects. It delivers numerous benefits to the company, including developing customer loyalty, preventing customer loss, reducing marketing expenses, and enhancing brand reputation (Fornell, 1992; Fraering & Minor, 2013; Nasir et al., 2021). It affects customer loyalty, retention, and the acquisition of new consumers (Tandon et al., 2017; Hwang et al., 2021). Customers who are satisfied with a product or service are likely to share positive word of mouth about the company (Meilanova, 2021).

The following hypothesis has been developed:

*Hypothesis 3: Customer satisfaction has a positive effect on brand loyalty.*

#### *Repurchase Intention*

Repurchase intention is a customer's intention to continue purchasing products or services from the same vendor (Gensler et al., 2012; Filieri et al., 2020). Some factors affect customers' purchase and repurchase intentions. The aspect of the brand includes product prices, quality, customer service, delivery time, payment options, payment security, and product availability (Meilatinova, 2021). The aspect of the customer is customer support, the expectation of products, on-time delivery, and order tracking (Meilatinova, 2021).

Empirical research has demonstrated that consumers' repurchase intention significantly affects their future actual purchasing behavior. Customers will continue to purchase and invite the new

consumer to purchase from their favorite brands, providing a profitable source of company revenue (Chen, 2012; Filieri et al., 2020). It is one of the critical metrics used to evaluate the possibility of customer repurchase and assess a company's performance (Razak et al., 2014; Meilatinova, 2021).

#### *Effect of Brand Loyalty on Repurchase Intention*

Customer satisfaction and brand loyalty are prerequisites for influencing behavior and building long-term customer relationships (Hwang et al., 2021).

Brand loyalty significantly influences consumers' repurchase intention. Consumers with a favorable brand attitude support the brand on word-of-mouth and consumption performance. They are generally less sensitive to price fluctuations and have higher purchase and repurchase intentions (See-To et al., 2014; Trivedi & Yadav, 2020). Customers typically purchase products that they are familiar with or have already used. Consumers are generally more willing to pay for it based on their satisfaction with brand awareness, brand image, product price, product quality, product features and service (Meilanova, 2021).

The following hypothesis has been developed:

*Hypothesis 4: Brand loyalty has a positive effect on repurchase intention.*

#### Research Methodology

This study used a cross-sectional and quantitative design to investigate the relationship between variables to evaluate objective hypotheses, used a causal study to evaluate the cause-and-effect relationship, and the primary data collecting method was using a paper questionnaire.

The survey was conducted from March 10th to March 31th, 2022. There were 276 valid and 29 invalid responses out of a total of 305 responses. The main steps for questionnaire development are literature review, the wording of the questions, identifying, sizing, and coding, and translation of the preliminary questionnaire and the pilot study. We invited 30 Taiwanese students to complete the questionnaires in the pilot study. The pilot study results indicated that the questionnaire items were intelligible and sufficient for confirming their apparent validity and overall survey completion time. The statistical software SPSS 26th version and AMOS 24th version is used to examine the data's reliability and validity between variables and to validate the proposed model and hypotheses.

Among the 276 respondents, 40.9% (113) were male, 59.1% (163) were female. The respondents age group were: under 19 years old (inclusive) (10.5%, 29 individuals), 20-24 years old (64.9%, 179 individuals), 25-29 years old (19.6%, 54 individuals), 30-34 years old (2.2%, 6 individuals), 35-39 years old (0.7%, 2 individuals) and over 40 years old (inclusive) (2.2%, 6 individuals). For educational degree, high school students (1.4%, 4 individuals), bachelor students (62.3%, 172 individuals), and master students (36.2%, 100 individuals).

## Data Analysis and Results

### *Exploratory Factor Analysis (EFA)*

To explore the presence of standard method variance (CMV), The severity was investigated using Harman's single-factor analysis (Zubielevitch et al., 2021). The results revealed that the first factor accounted for less than half of the overall variance (29.289%). Consequently, there was no single factor that could explain the covariance. It suggests that CMV had no significant effect on the results. The Kaiser-Meyer-Olkin Measure (KMO) of Sampling Adequacy (MSA) metric of the measuring scales was 0.924, which was higher than the allowed limit of 0.8. (Joo & Woosnam, 2020). The chi-square value for Bartlett's sphericity test was around 4341.631, and the degree of freedom was 351 degrees ( $p=0.000$ ). It demonstrated that the statistics of this study proved appropriate for factor analysis. The factors based on EFA demonstrate the effectiveness of convergence, ranging from 0.589 to 0.814.

### *Reliability and Validity*

Cronbach's  $\alpha$  and the Average Variance Extracted (AVE) method are the most used method for determining the reliability and convergent validity of the factors. The reliability and validity results are: Brand awareness (AVE is 0.580, CR is 0.892, Cronbach's  $\alpha$  is 0.887), Engagement (AVE is 0.473, CR is 0.817, Cronbach's  $\alpha$  is 0.850), Customer Satisfaction (AVE is 0.536, CR is 0.852, Cronbach's  $\alpha$  is 0.872), Brand Loyalty (AVE is 0.491, CR 0.852, Cron-

bach's  $\alpha$  0.899) and Repurchase intention (AVE is 0.614, CR is 0.864, Cronbach's  $\alpha$  is 0.908).

In this study, Cronbach's  $\alpha$  for five factors ranged from 0.850 to 0.908. For all factors, Cronbach's  $\alpha$  exceeds 0.7, indicating strong internal consistency. The value of AVE for all constructions exceeds 0.5 (Hair Jr. et al., 2016), and the CR (composite reliability) values all exceed 0.7 (Fornell & Larcker, 1981). Therefore, the item's convergent validity has been demonstrated.

### *Correlations*

After confirmation of the reliability and validity of the item, in the process of supplementary statistical analysis, the mean value of the extracted factor-related items is used as the independent variable. The results indicate significant correlation between brand awareness and engagement ( $r = 0.550$ ,  $P < 0.01$ ). Likewise, a significant correlation exists between engagement and customer satisfaction ( $r = 0.551$ ,  $P < 0.01$ ). There is a significant correlation between consumer satisfaction and brand loyalty. ( $r = 0.622$ ,  $P < 0.01$ ). Furthermore, a significant correlation exists between brand loyalty and repurchase intention ( $r = 0.649$ ,  $P < 0.01$ ). The correlation analysis results provide strong evidence for evaluating all hypotheses in the model.

### *Model Fit*

The results indicate that the model of the hypotheses was a good fit for the data. The Chi-square of freedom ratio is 2.208, which is between 1.00 and

2.50, which indicates a good fit. The Chi-square goodness of fit is considered significant ( $\chi^2 = 651.270$ ,  $df = 295$ ,  $P = 0.000$ ), and all the SEM measures and all SEM metrics of fit represent good fit, with all goodness-of-fit indices in the appropriate ranges: Goodness-of-Fit Index (GFI) = 0.847, Adjusted Goodness-of-Fit Index (AGFI) = 0.818, Root Mean Square Residual (RMR) = 0.032, Comparative Fit Index (CFI) = 0.921, Normal Fit Index (NFI) = 0.866, Incremental Fit Index (IFI) = 0.922, Root Mean Square Error of Approximation (RMSEA) = 0.066. Overall, the fitting statistics indicate that this study's model is a good fit with the data.

### *Conclusion*

This study chooses streaming media as a target industry to explore how brand awareness impacts on consumers' repurchase intention. This study developed an innovative conceptual model incorporating the effects of engagement, customer satisfaction and brand loyalty on consumers' repurchase intention, took into consideration the fact that consumers' consumption decisions are affected by various factors, and made innovative changes to the systematic aspect of the research variables.

According to statistical significance, we discovered that brand awareness positively influences engagement, engagement positively affects customer satisfaction, customer satisfaction positively affects brand loyalty, and brand loyalty positively affects repurchase intention.

Positive brand awareness and image are critical for a brand to succeed in the market. Companies should effectively use market research to determine the features of consumer demand, preference, and willingness to repurchase to build and improve products that fulfill the needs of consumers. Setting up some marketing strategies such as products, services, prices, advertisement promotion, and value creation to enhance brand loyalty to induce customers to repurchase the product would effectively raise the profit and competitiveness of the companies.

Due to time constraints and personal research abilities, this study has certain limitations. This study will recommend that future researchers use a longitudinal research design. Examine the same individuals to detect any changes that occur in a period, ensure a complete development process, and the stability of development and early influence. To increase the study's accuracy, broaden the study's geographic scope to include other countries, and expand the study's selection of study factors for comparative analysis. Broaden the research sample selection area and sample range to accommodate different consumer groups. Large sample numbers can improve study results' reliability and applicability.

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