


The Influence of Social Media Communication towards Customer-Based Brand Equity on Netflix

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ARTICLE INFO	ABSTRACT
<p>Keywords: User-generated content Firm-generated content Distribution intensity Social media communication Customer-based brand equity</p> <p>Kata Kunci: <i>User-generated content</i> <i>Firm-generated content</i> <i>Intensitas Distribusi</i> <i>Social media communication</i> <i>Customer-based brand equity</i></p>	<p>This study aims to analyze how social media communication seen from user-generated content, firm-generated content, and distribution intensity affects customer-based brand equity on Netflix. Respondents in the study were 321 Netflix subscribers. This study uses a lower-order construct as a research model. Based on the results of research that has been conducted, show that firm-generated content (FGC), user-generated content (UGC), and distribution intensity (DI) affect customer-based brand equity (CBBE) at different levels. Although UGC has a smaller effect size compared to FGC, it still has significant relevance. Distribution intensity is important for increasing brand awareness and loyalty, although it has no direct impact on perceived quality. This in-depth understanding can guide marketing and brand management decisions to effectively utilize these components.</p>
<p>Corresponding author: Laila Febriyuni Eka Putri laila23007@mail.unpad.ac.id</p> <p>Copyright © 2024 by Authors, Published by IRJBS. This is an open access article under the CC BY-SA License</p> 	<p>SARI PATI</p> <p><i>Penelitian ini bertujuan untuk menganalisis bagaimana komunikasi media sosial yang dilihat dari user-generated content, firm-generated content, dan intensitas distribusi berpengaruh terhadap customer-based brand equity di Netflix. Responden dalam penelitian ini adalah 321 pelanggan Netflix. Penelitian ini menggunakan lower-order sonstruct sebagai model penelitian. Berdasarkan hasil penelitian yang telah dilakukan, menunjukkan bahwa firm-generated content (FGC), user-generated content (UGC), dan distribution intensity (DI) berpengaruh terhadap customer-based brand equity (CBBE) dengan tingkat yang berbeda. Meskipun UGC memiliki ukuran pengaruh yang lebih kecil dibandingkan dengan FGC, UGC masih memiliki relevansi yang signifikan. Distribution intensity penting untuk meningkatkan brand awareness dan loyalty, meskipun tidak memiliki dampak langsung terhadap kualitas yang dirasakan. Pemahaman mendalam ini dapat memandu keputusan pemasaran dan manajemen merek untuk memanfaatkan komponen-komponen ini secara efektif.</i></p>

INTRODUCTION

Many academics and managers have discussed brand management because of the intricacy of the modern socioeconomic environment in which firms operate as well as the developments in information and communication technologies (Morra et al., 2018). New communications technologies, most notably the Internet, have altered social interaction and communications in recent decades (Llopis-Amorós et al., 2019). Social media refers to online materials, media, and platforms that encourage communication among users, teamwork, and the sharing of content (Sandunima & Jayasuriya, 2024). The way that brand marketing is communicated online is progressively changing from being managed and controlled by marketers (Schivinski & Dabrowski, 2015). Consumers are using social media more and more to learn about brands, and they are also turning into brand fans on these platforms (Bruhn et al., 2012). Social media communication is seen as a widespread phenomenon that appeals to a wide range of users (Sun et al., 2021).

Research on the effect of social media communication on customer-based brand equity has been widely conducted on various research objects, including Nguyen et. al (2023, tourism); Wang et. al (2023, e-sports); Perera et. al (2023, higher education); and Bapat et. al (2023, digital payment applications).

This research has also been conducted in previous years with various research objects, including Schivinski et. al (2022, fashion); Stojanovic et. al (2022, destinations); Alvareza et. al (2020, tourist destinations); Cillo et. al (2019, Beer); Morra et. al (2017, beer brand fans and followers); Schivinski and Dabrowski (2014, Facebook); and Burhn et. al (2012, tourism, telecommunications, and pharmaceuticals).

Basically, CBBE has been a widely researched topic with other variables besides SMC, including Bapat and Hollebeek (2023, customer engagement of digital payment applications); Tasci (2020,

financial and perceptual brand equity in tourism and hospitality); Zarangtello et. al (2020, market share for global and local brands); Koay, et. al (2020, perception of social marketing activities of private universities in Malaysia); Dwivedi et. al (2018, consumers' emotional attachment to social media platforms); Hasni et. al (2017, internal branding and organizational loyalty between two retail store chains, e.g. Pakistan); Anselmsson et. al (2016, image of human resource management (HRM) organizations); and Šerić (2015, perception of information and communication technology (ICT) in the hospitality industry).

In general, research on CBBE is often associated with marketing on social media. The way that brand marketing is communicated online is progressively changing from being managed and controlled by marketers (Schivinski & Dabrowski, 2015). In addition to traditional marketing communication channels, social media is thought to have a significant impact on a brand's success because of the trend of consumers becoming brand fans on social media platforms and using social media as an expanding source of information about brands (Bruhn et. al, 2012).

Out of all these studies, not one has looked at Netflix as an object in terms of how social media communication affects customer-based brand equity. The Netflix video streaming service is the focus of this investigation in the meantime. By focusing on digital entertainment media, this study will fill in the knowledge vacuum in the literature about the effect of social media communication on customer-based brand equity.

Theoretical Background

Social Media Communication

The transition from traditional media to social media platforms such as social networks and microblogs indicates burgeoning marketing prospects (Bruhn et al., 2012). The role of Social Media Communication (SMCs) who produce content influenced by professional standards (Carpenter & Lertpratchya,

2016). The transformative impact of firm-generated communications on global consumer-brand interactions, reshaping their dynamics and creating novel touchpoints (Morra et al., 2018). Underscored the significance of two-way technologies in Social Media Marketing Communications, influencing consumer perceptions and nurturing brand loyalty (Álvarez et al., 2020). Firm-created communications as pivotal in altering consumer-brand interactions on a global scale (Mukherjee, 2020).

The multifaceted interactions within the social media landscape, involving both brands and individuals, foster engagement (Schivinski et al., 2022). The role of social media platforms in enhancing brand engagement, driving website traffic, and augmenting brand awareness (Wei et al., 2023). Social media communication is classified into external and controlled categories, elucidating the distinction between organization-shared and participant-shared information (X. Wang et al., 2024). The pivotal role of social media communication in facilitating effective communal communication, relationship building, and information integration between businesses and consumers (Qing et al., 2024). Lastly, a comprehensive definition of social media communication encompasses various online resources and platforms facilitating user interaction, teamwork, and content sharing (Sandunima & Jayasuriya, 2024).

Based on the development of the definition of Social Media Communication that has been presented, this research refers to the concept presented by (Wei, et. al., 2023), underlining the importance of understanding how social media influences consumer behavior and how brands can leverage these platforms to achieve their marketing objectives. To investigate the impact of the SMC dimensions, which consist of Firm-Generated Content (FGC), User-Generated Content (UGC), and Distribution Intensity, this study refers to the concept definitions of (Wei et al., 2023). These concepts provide a foundation for understanding how different types of content generated by companies

and users, as well as DI of such content, can influence brands' interactions with their audiences on social media platforms. With reference to these dimensions, this research aims to explore how the combination and management of content by brands can influence consumer engagement, brand perception, and overall brand awareness in social media environments.

Firm-Generated Content

FGC is the practice of sharing data in different formats created by businesses and distributed through their social media profiles (Qing et. al, 2024). Any type of content produced by the company and distributed directly via its official social media accounts is referred to as FGC (Wei et. al, 2023) to improve brand visibility, FGC is manipulated and under-controlled by marketers (Wei et. al, 2023).

User-Generated Content

UGC refers to any form of autonomous and/or collaborative production of brand-related content. Remarks on the social media profiles of the company, brand endorsements posted on the social media profiles of the customer, and remarks on the social media profiles of other users are a few examples of this kind of material (Schivinski et. al, 2022). From a social media standpoint, UGC consists of UGC interactions on various social media platforms, such as Facebook fan pages, YouTube channels, and comments and discussions on company-sponsored videos (Mukherjee, 2020).

Distribution Intensity

Generally, the dimension of distribution intensity as a dimension of SMC is quite rarely used. Generally, the dimensions of SMC are FGC and UGC. However, since this research refers to the concept of SMC (Wei, et. al., 2023), the DI dimension is added. DI, defined in the context of SMC as the quantity of social media platforms a company employs to facilitate UGC and disseminate its FGC (Wei et. al, 2023).

Customer-based Brand Equity

Beginning in 1989 and evolving significantly

until its most recent definition in 2020, the idea of Customer-Based Brand Equity (CBBE) has experienced substantial change. Company, industry, and consumer viewpoints are all included in the definition of brand equity, which is defined as the added value that a product receives from a brand (Farquhar, 1989). The distinction between the impact of brand knowledge and customer reaction to marketing initiatives is known as CBBE (Keller, 1993). Additional researchers have contributed to the understanding of CBBE. The improvement in perceived value and appeal that comes with a brand name (Lassar, et. al., 1995). Customer-based brand equity refers to how consumers view the brand in relation to several factors including associations, perceived quality, loyalty, and awareness (Aaker, 1996). The brand's worth and the several aspects that contribute to it (Yoo et al., 2000).

The effect of marketing expenditures over time on how customers react to branded goods (Yoo & Donthu, 2001). Customers view brand equity as the added value that a product has over equivalent non-branded alternatives (Hakala et al., 2012). Consumers' behavioral, emotional, and cognitive reactions to brands (L. Wang & Finn, 2013). A framework for CBBE is multidimensional and includes elements such as perceived quality, loyalty, associations, and brand awareness (Schivinski & Dabrowski, 2015). Customer impressions of product attributes and branding are the source of CBBE, which helps identify businesses (Hasni et al., 2018). The modern definition of CBBE emphasizes the brand's intangible strength—that is, how customers' familiarity with it shapes their perceptions, feelings, and behaviors—and includes aspects like brand image, quality, value, and loyalty (Tasci, 2021). The CBBE definitions have evolved sequentially throughout time, reflecting a more sophisticated comprehension of the intricate relationship between brands and consumer behavior.

The present investigation employs the conceptual framework delineated by Aaker (1996), which places significant emphasis on customer-based

brand equity (CBBE), defined as the brand's perception along four critical dimensions, namely loyalty, perceived quality, associations, and awareness. These dimensions were chosen because they are essential to comprehending and evaluating a brand's power and value from the standpoint of the customer. By integrating these dimensions, this study seeks to offer a thorough comprehension of CBBE, taking into account both the emotional and rational facets of the consumer-brand relationship. This will allow for a more comprehensive assessment of a brand's potency and position relative to competitors in the market.

Hypothesis Development

Firm-Generated Content (FGC) and Customer-based Brand Equity

FGC, an element of the Social Media Communication variable, has an influence on several CBBE features. The findings of (Cillo et al., 2019), showing brand awareness and social media communication (FGC and UGC) are related are consistent with this. Consumers' levels of brand recognition can be influenced by FGC and UGC when they are exposed to user-generated and shared material. Additionally, it was discovered that there is a link between Social Media Communication (FGC and UGC) and Brand Loyalty, which is another dimension of CBBE. Social media user-generated and shared content might affect consumers' brand loyalty to beer brands (Cillo et al., 2019). The study carried out clarifies the impact of FGC on additional CBBE parameters by (Schivinski et al., 2022), which claims that FGC has a direct impact on how fashion brands are viewed as high quality. Furthermore, the impact of FGC on the Brand Association dimension is clarified by the study carried out by (X. Wang et al., 2024), which states that FGC may mold desirable brand connections by providing the audience with messages that are relevant and consistent. This fosters a favorable relationship between the company and its customers. The following theories are tested in this thesis research based on these:

H1: FGC has a positive impact on brand awareness.

H2: FGC has a positive impact on brand association.

H3: FGC has a positive impact on perceived quality.

H4: FGC has a positive impact on brand loyalty

User-Generated Content (UGC) and Customer-based Brand Equity

Customers with high levels of CBBE are more likely to be responsive to fashion brands' social media content, which in turn influences their purchasing behavior, according to a study by (Schivinski et. al, 2022), that looked into the impact of social media communication on CBBE. The link between the dimensions is detailed in depth in the research by (X. Wang et al., 2024), where user interactions, reviews, and shared material may also increase brand recognition when externally uncontrolled communication occurs. It might not, however, have the same impact on brand recognition as managed communication. User-generated content (UGC) may significantly increase brand recognition, according to research (Wei et. al, 2023), increasing brand recognition may be greatly aided by user-generated content. Increased customer visibility for a brand can come via reviews, comments, and post-sharing. Additionally, the link between SMC (FCC and UGC) and Brand Loyalty is examined in the study by (Cillo et al., 2019). User-generated content on social media might affect consumers' brand loyalty to beer brands. Next, Wei et al.'s research (Wei et al., 2023), explains how UGC relates to other dimensions, including perceived quality. UGC significantly improves perceived product quality. Social media user reviews, comments, and feedback can affect how customers see the quality of a product. The study for this thesis investigates the following theories in light of these findings:

H5: UGC has a positive impact on brand awareness.

H6: UGC has a positive impact on brand association.

H7: UGC has a positive impact on perceived quality.

H8: UGC has a positive impact on brand loyalty.

Distribution Intensity and Customer-based Brand Equity

Meanwhile, the dimension of DI was only found in the study conducted by (Wei et. al, 2023), which

explains that DI has a significant positive impact on the dimension of brand awareness. When product information is distributed across various social media platforms with high intensity, it can enhance brand awareness among consumers. DI can also contribute to perceived product quality. With intensive content distribution, consumers can more easily receive product information that can influence their perception of product quality. DI can affect brand associations. Intensive content distribution across various social media platforms can shape consumers' perceptions and emotional connections to the brand. Furthermore, DI on several social media channels can boost brand loyalty. Engaging with target consumers across a variety of social media channels may yield better experiences and value, which will increase brand loyalty. The study for this thesis investigates the following theories in light of these findings:

H9: DI has a positive impact on brand awareness.

H10: DI has a positive impact on brand association.

H11: DI has a positive impact on perceived quality.

H12: DI has a positive impact on brand loyalty

Social Media Communication and Customer-based Brand Equity

Referring to the research by (Wei et. al, 2023), both UGC and FGC disseminated through social media can strengthen the relationship between brands and consumers, influencing perceptions of product quality, and building consumer trust in the brand. SMC significantly impacts CBBE by influencing various critical dimensions such as brand awareness, brand associations, perceived quality, brand loyalty, and brand trust (Wei et. al, 2023). The influence of SMC on CBBE in the context of esports events can be observed through increased brand awareness, the formation of positive brand associations, and overall brand equity enhancement. Interactions occurring on social media platforms can be key to strengthening the relationship between esports brands and consumers, creating memorable experiences, and enhancing brand value in the minds of the

audience (X. Wang et al., 2024). Similarly, the study by (Cillo et al., 2019) also illustrates that SMC plays a significant role in shaping and enhancing CBBE. Based on these findings, this thesis research tests the following hypotheses:

H13: SMC has a positive impact on customer-based brand equity.

METHODS

In order to collect primary data for this study, questionnaires were used. Convenience sampling was used to distribute the data, which was collected online using a Google Form. On the basis of already published material, survey questions were developed. Using a 5-point Likert scale, the final measurement items were assessed.

This research uses a bootstrapping strategy to determine statistical significance at the 5 percent significance level using a partial least squares (PLS) approach to data analysis. SMC (UGC, FGC, and DI) and CBBE (brand awareness, brand association, perceived value, and brand loyalty) are the constructs used in this study. This study looks at the value of the R-square coefficient and path coefficients at the 5 percent significance level.

This study uses a data processing method with Partial Least Squares (PLS) path modeling which focuses on the use of lower-order constructs. This method makes it possible to break down complex constructs into more specific and measurable dimensions, referred to as lower-order constructs (Hair et al., 2024). Within the framework of this investigation, the SMC and CBBE variables each possess many dimensions that are considered lower-order constructs.

RESULTS AND DISCUSSION

Descriptive Analysis

The respondents' profiles' degree of familiarity with Netflix in the area or population under investigation are intriguingly displayed in Table 1. The majority of respondents are female, comprising 75 percent (228 individuals) of the total, while males represent 25 percent (77 individuals). In terms of age distribution, most respondents are aged between 21 and 25 years, accounting for 72 percent (221 individuals). Those under 20 years old make up 11 percent (35 individuals), ages 26 to 30 represent 16 percent (49 individuals), ages 31 to 35 are 2 percent (6 individuals), and ages 36 to 40 are 1 percent (2 individuals). There are no respondents over 40 years old. Regarding education levels, the majority hold an

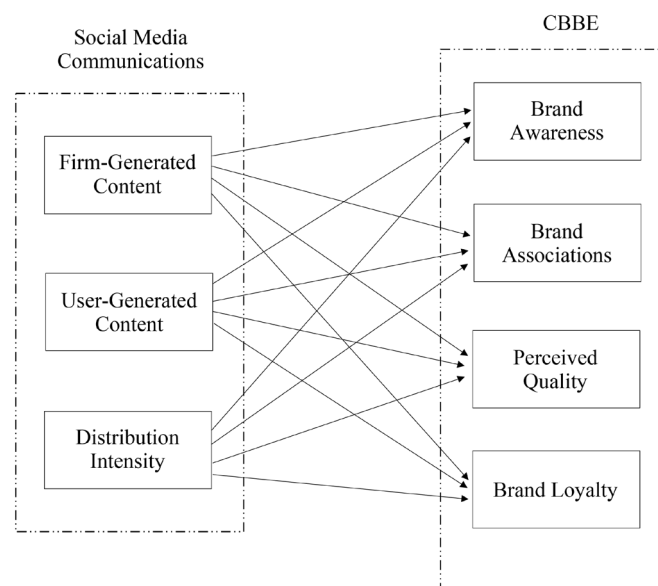


Figure 1. Conceptual Framework

Table 1. Respondent Profile

Profile		Frequency	%	Profile		Frequency	%
Gender	Male	77	25%	Occupation	Junior/High School student	10	3%
	Female	228	75%		college student	133	44%
Age	Under 20	35	11%		employee	111	36%
	21-25	221	72%		business owner	23	8%
	26-30	49	16%		Freelance	13	4%
	31-35	6	2%		unemployed	8	3%
	36-40	2	1%		other	7	2%
	over 40				Domicile	Sumatra	13
Education	below high school	3	1%	Java		263	86%
	Junior or High School	61	20%	Kalimantan		16	5%
	Diploma/Certificate	26	9%	Sulawesi		4	1%
	Undergraduate degree	206	68%	Bali and Nusa Tenggara		4	1%
	Postgraduate Degree	9	3%	Papua		1	0%
			Other	4		1%	
			Do you know Netflix?	Yes	305	1	
				No			

undergraduate degree, which includes 68 percent (206 individuals) of the respondents. High school graduates constitute 20 percent (61 individuals), those with a diploma or certificate make up 9 percent (26 individuals), and postgraduate degree holders represent 3 percent (9 individuals). A small fraction, 1 percent (3 individuals), have an education level below high school.

In terms of occupation, college students make up 44 percent (133 persons) while employees make up 36 percent (111 individuals). 23 persons make up the 8 percent of the population who run their own businesses, followed by 13 freelancers, 10 high school students, 8 unemployed people, and 2 other people (7 people). Geographically, 263 persons, or 86 percent of the replies, are from Java. 13 individuals, or 4 percent of the total, are from Sumatra, 16 individuals from Kalimantan, 4 individuals from Sulawesi and Bali/Nusa Tenggara, and 1 individual from Papua. One percent, or four respondents, are not from the area in question. When it comes to respondents' knowledge of Netflix, 305 out of them—a large majority—are aware of the service, while it is unclear how many respondents do not specify.

Model Fit

Table2. Model Fit

	Saturated Model	Estimated Model
SRMR	0,066	0,100
d_ ULS	1,645	3,812
d_ G	0,636	0,894
Chi-square	1107,179	1378,910
NFI	0,772	0,716

The results from both models show significant differences in model suitability and significant error. First, the Standardised Root Mean Square Residual (SRMR) coefficient is used as an indicator of model compliance with observational data. The optimal model has an SRMR of around 0,100, whereas the saturation model has a more generous nilai of 0,065. This indicates that the saturation model agrees more with observational data than with the model that is chosen. Furthermore, the two models' d_ ULS (difference from the Unweighted Least Squares) and d_ G (different from the Geodesic) exhibit significant variations. The values of d_ ULS and d_ G in the model that is more suitable than the saturation model indicate a significant difference between the two. Subsequently, a statistical analysis using Chi-square is used to identify significant

differences between the two models. The Chi-square value for the suitably adjusted model is 1419,801, while the saturation model's value is 1126,630. Finally, NFI (Normed Fit Index) is used as a model fit indicator. The saturation model has a higher NFI value of 0.780 when compared to the suitably fitted model, which has an NFI value of 0.723. This indicates that the saturation model has a better fit to the observed data as compared to the appropriate model. In this way, the results provide

further insight into the suitability and significance of the model used in the study.

Factor Loadings Analysis

Outer loading values less than 0.50 are not considered or reproduced, so some items are removed without rotation (Hair et al., 2014). Therefore, based on the above results, Items BA3 and BAS3 are deleted without rotation on this data processing.

Table 3. Factor Loadings Analysis

	Factor Loading
UGC1	0.834
UGC2	0.879
UGC3	0.849
UGC4	0.803
FGC1	0.762
FGC2	0.843
FGC3	0.830
FGC4	0.806
DI1	0.835
DI2	0.884
DI3	0.845
BA1	0.853
BA2	0.870
BA3	0.167
BAS1	0.867
BAS2	0.839
BAS3	0.463
BAS4	0.653
PQ1	0.770
PQ2	0.815
PQ3	0.787
PQ4	0.702
LO1	0.885
LO2	0.885
LO3	0.582
LO4	0.814
LO5	0.833

Measurement Model Test

Table 4. Validity (Convergent and Discriminant) and Measurement Items

Code	Measurement	Loading Factor
Social Media Communication (X):		
User-generated Content (X.1) a = 0,863, CR = 0,907, AVE = 0,709		
UGC1	Ratings on Netflix are important to me.	0,834
UGC2	Customer reviews on Netflix are important to me.	0,879
UGC3	Product ratings (series/movies) on Netflix are important to me.	0,849
UGC4	Comments posted by other customers on Netflix's social media accounts are important to me.	0,803
Firm-generated Content (X.2) a = 0,826, CR = 0,885, AVE = 0,657		
FGC1	I depend on Netflix social media content for the latest information.	0,762
FGC2	I am satisfied with the social media content posted by Netflix.	0,843
FGC3	The content in Netflix's social media communications is engaging.	0,830
FGC4	I trust the information provided by Netflix on social media.	0,806
Distribution Intensity (X.3) a = 0,816, CR = 0,891, AVE = 0,731		
DI1	Netflix appears on many social media platforms.	0,835
DI2	Netflix is more active on many social media platforms than its competitors.	0,884
DI3	The number of social media platforms discussing with Netflix is more than its competitors.	0,845
Customer-based Brand Equity (Y):		
Brand Awareness (Y.1) a = 0,653, CR = 0,852, AVE = 0,742		
BA1	I think of Netflix when I wanted to use a streaming video app.	0,852
BA2	I can recall the kind of service offered by Netflix.	0,871
Brand Association (Y.2) a = 0,716, CR = 0,842, AVE = 0,644		
BAS1	Netflix is known as a reputable streaming platform among users.	0,885
BAS2	The Netflix service is known for its attractive design appearance.	0,846
BAS4	Netflix provides various bonus offers, such as free trials or special promotions, which is one of the advantages of this platform.	0,656
Perceived Quality (Y.3) a = 0,769, CR = 0,853, AVE = 0,592		
PQ1	The payment system on the Netflix application makes it easy for consumers to subscribe.	0,770
PQ2	The Netflix operating system offers a selection of features that are very easy to use in choosing the video to watch.	0,815
PQ3	The streaming video service from Netflix is very quickly accessible.	0,787
PQ4	The streaming video service from Netflix provides a pleasant access experience.	0,702
Brand Loyalty (Y.4) a = 0,860, CR = 0,902, AVE = 0,653		
LO1	I use Netflix's streaming video service in my daily activities.	0,885
LO2	I feel satisfied after using the streaming video service from Netflix.	0,885
LO3	I adore Netflix's streaming video service.	0,582
LO4	The video streaming service from Netflix that I have used makes me not want to use video streaming services from other brands.	0,814
LO5	I want to reuse the streaming video service from Netflix in the future.	0,833

NOTE: The dimensions and indicators of social media communication variables are adapted from research conducted by (Wei, et. al., 2023). Meanwhile, the dimensions of CBBE refer to (Aaker, 1996).

Discriminant Validity

The Fornell-Larcker Criterion matrix, which primarily emphasizes Distribution Intensity (DI) and Brand Loyalty (LO), demonstrates the discriminant validity of the dimensions. With a square root of the Average Variance Extracted (AVE) of 0.855, DI shows strong internal validity. This value is higher

than the correlations of DI with other constructs, including UGC (0.518), FGC (0.613), BA (0.623), BAS (0.636), PQ (0.518), and LO (0.580). This suggests that compared to other variables, DI has a greater variation with its indicators. Likewise, LO has an AVE square root of 0.808, greater than the correlations it has with other variables such as

Table 5. Discriminant Validity

	UGC	FGC	DI	BA	BAS	PQ	LO
UGC	0.842						
FGC	0.656	0.811					
DI	0.518	0.613	0.855				
BA	0.521	0.650	0.623	0.862			
BAS	0.552	0.616	0.636	0.672	0.802		
PQ	0.548	0.642	0.518	0.627	0.723	0.769	
LO	0.540	0.638	0.580	0.672	0.718	0.842	0.808

FGC (0.638), DI (0.580), BA (0.672), BAS (0.718), PQ (0.842), and UGC (0.540). This demonstrates how LO continues to have discriminant validity, setting itself apart from the other variables in the model. Both constructs exhibit sufficient discriminant validity despite the relatively high correlation (0.842) between LO and PQ. This is because their AVE square roots are larger than the correlations with other constructs and each other, confirming their uniqueness within the model.

Path Coefficients

Table 6. Path Coefficients

	Path Coefficients
DI-> BA	0.344
DI-> BAS	0.393
DI-> PQ	0.274
DI-> LO	0.165
FGC-> BA	0.376
FGC-> BAS	0.245
FGC-> PQ	0.367
FGC-> LO	0.416
UGC-> BA	0.097
UGC-> BAS	0.181
UGC-> PQ	0.158
UGC-> LO	0.191
SMC->CBBE	0.766

The analysis findings indicate a strong correlation between the CBBE's dimensions and the dimensions of DI, FGC, and UGC. The direction and degree of the link between these variables are reflected in the route coefficients.

First, DI and CBBE have a comparatively high positive link, as indicated by the path coefficients of 0.161 for brand loyalty (LO), 0.269 for perceived

quality (PQ), 0.366 for brand association (BAS), and 0.331 for brand awareness (BA). All of the CBBE's dimensions (BA, BAS, PQ, and LO) have a positive path coefficient with DI. This suggests that a rise in Netflix's social media distribution intensity corresponds favorably with an increase in perceived quality, brand awareness, brand association, and brand loyalty. However, according to the path coefficient value of DI->LO (0.161), the impact of DI on brand loyalty is not as great as it is for other dimensions.

Second, FGC also significantly affects CBBE, as evidenced by the high path coefficients of 0.390 for LO, 0.274 for BA, 0.441 for PQ, and 0.380 for BA. All of the CBBE's dimensions (BA, BAS, PQ, and LO) have a positive path coefficient with FGC. According to this, Netflix-produced content on social media has a beneficial impact on brand recognition, brand association, perceived quality, and brand loyalty.

Third, while it is less powerful than FGC and DI, UGC still has a considerable impact. For BA, 0.174, 0.172, and LO, the path coefficients are 0.110, 0.174, and 0.147 for UGC. The aforementioned values suggest that, to a lesser extent than FGC and DI, user-generated content on social media positively impacts consumers' brand awareness, brand association, perceived quality, and brand loyalty toward Netflix.

With a route coefficient value of 0.766, the path analysis results indicate a substantial link between SMC and CBBE. A rise in the SMC variable will benefit CBBE proportionately, according to this

positive path coefficient value. Additionally, a route coefficient value of around 1 show that the two variables have a significant link. Thus, in the context of the study that was done, this data indicates that SMC significantly positively affects CBBE. Thus, better SMC techniques can increase CBBE.

In summary, the findings validate the significance of Netflix's self-generated content (FGC), social media distribution intensity (DI), and user-generated content (UGC) in relation to the platform's CBBE. Netflix can further deepen its brand link with customers by bolstering its content delivery and management strategies.

Structural Model Analysis Results

The study reveals numerous important findings about how distribution intensity, firm-generated material, and user-generated content affect several brand-related characteristics. The study reveals that firm-generated content plays a crucial role in creating many brand characteristics, as seen by its notable positive influence on brand awareness, perceived quality, brand loyalty, and brand connections. With modest impact sizes of 0.134 and 0.121, respectively, it specifically explains 50.8 percent of the variance in brand awareness and 47.8 percent of the variance in brand loyalty.

In comparison to firm-generated content, user-generated material likewise greatly increases brand recognition, brand associations, perceived quality, and brand loyalty. However, its effect sizes are often smaller, emphasizing its relevance but having a more constrained influence.

Distribution intensity has a small effect size but a favorable impact on brand awareness, brand associations, and brand loyalty, highlighting its importance in these domains. Though distribution intensity is important for boosting brand exposure and customer loyalty, its effect on perceived quality is not statistically significant, indicating that customers' perceptions of the brand's quality may not be directly impacted by it.

In general, these results highlight the diverse functions of various content kinds and dissemination approaches in brand development. User-generated content is nonetheless important even with lesser impact sizes than firm-generated material, which is especially powerful in all dimensions. Distribution intensity does not seem to directly affect perceived quality, but it is significant for awareness and loyalty. To successfully utilize these components, marketing and brand management decisions may be guided by this deep knowledge.

Table 7. Hypothesis Test

Hypothesis	Relationship	t-value	p-value	Decision	R2	f2
H1	Firm-generated content → Brand Awareness	4.587	0.000	Accepted	0.508	0.134
H2	User-generated content → Brand Awareness	4.966	0.000	Accepted		0.011
H3	Distribution Intensity → Brand Awareness	3.556	0.000	Accepted		0.144
H4	Firm-generated content → Brand Assosciacions	2.055	0.040	Accepted	0.505	0.065
H5	User-generated content → Brand Associations	5.158	0.000	Accepted		0.037
H6	Distribution Intensity → Brand Associations	3.515	0.000	Accepted		0.176
H7	Firm-generated content → Perceived Quality	5.237	0.000	Accepted	0.456	0.149
H8	User-generated content → Perceived Quality	5.805	0.000	Accepted		0.037
H9	Distribution Intensity → Perceived Quality	1.624	0.105	Rejected		0.030
H10	Firm-generated content → Brand Loyalty	2.705	0.007	Accepted	0.478	0.121
H11	User-generated content → Brand Loyalty	2.358	0.018	Accepted		0.026
H12	Distribution Intensity → Brand Loyalty	2.814	0.005	Accepted		0.086
H13	SMC → CBBE	25.922	0.000	Accepted	0.589	1.431

MANAGERIAL IMPLICATION

The literature has raised questions about how SMC can successfully affect CBBE, which this study has addressed. Breaking down SMC into its component parts and presenting actual data to show how it relates to the formation of CBBEs are two important contributions. CBBE is frequently associated with social media marketing and communication, according to the research.

In order to evaluate the effectiveness of marketing and communication initiatives, brand equity is evaluated as a criterion (Morra et al., 2018). Social media gives users a creative platform to share their thoughts, feelings, and experiences regarding hotels, travel locations, events, etc (Stojanovic, et. al., 2022). Consumer communication is a significant source of information distribution (Bruhn et al., 2012).

Path analysis study has shown data that indicate varied levels of impact on brand equity from FGC, UGC, and distribution intensity. FGC outperforms other SMC components in terms of its impact on the CBBE dimension. This is in line with research conducted by (Wei et al., 2023) in which the influence of the FGC dimension on the CBBE dimension is also greater than the other two dimensions of SMC, namely UGC and DI.

Path analysis study has shown data that indicate varied levels of impact on brand equity from FGC, UGC, and distribution intensity. FGC outperforms other SMC components in terms of its impact on the CBBE dimension. This is consistent with research by (Wei et al., 2023) that shows the FGC dimension has a stronger effect on the CBBE dimension than the UGC and DI dimensions of SMC (Wei et al., 2023).

Regarding DI, it was discovered that the two variables had a rather substantial positive correlation with CBBE. This is also consistent with studies (Wei et al., 2023) showing that all CBBE parameters are positively impacted by distribution intensity. DI is pertinent to the social marketing theory's claim that people's memories would get stronger if they were exposed to the same message over and over again via many channels (Wei et al., 2023).

The findings of the study highlight the critical role that effective content and distribution strategies have in influencing social media users' perceptions of and allegiance to businesses like Netflix. This research substantially aids in understanding the potential effects of SMC's unique features on the development of CBBE. The results hold practical significance as Netflix might enhance the distribution and management of social media content to establish more robust relationships between users and brands.

CONCLUSION

According to the study's findings, self-generated content (FGC), social media distribution intensity (DI), and user-generated content (UGC) all have a major influence on Netflix's CBBE. The biggest influences on CBBE are FGC, DI, and UGC. These results demonstrate the importance of content management strategies and distribution in strengthening brand-consumer interactions. Additionally, this study provides empirical evidence supporting the relationship between SMC and CBBE development, demonstrating the importance of social media in the growth of customer loyalty and brand impression. ■

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