Entreprise Review | Volume 15, Number 01 (2026), PP. 217-234 | PISSN: 2335-1438 * EISSN: 2600-6685

The Relationship Between Digital Sensory Advertising Stimuli and the Stability of Brand Image: An Empirical Study of the NETFLIX Platform Using Structural Equation Modeling

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Received: 14/07/2026 ; **Accepted:** 05/08/2026 ; **Published:** 08/09/2026

Abstract:
This research paper aims to analyze the impact of digital sensory advertising on brand image stability through an empirical study of the audiovisual stimuli used by the Netflix platform. The study model includes an independent variable, namely digital sensory advertising, measured through two dimensions: visual stimuli and auditory stimuli. It also incorporates a mediating variable represented by digital advertising structure, operationalized through four dimensions: message clarity and relevance, the nature and context of the advertising display environment, interaction with digital advertisement viewers, and digital advertising language. The dependent variable is represented by brand image stability.

To achieve the study objectives, a questionnaire was developed and administered to a sample of 150 respondents for data collection. The study findings revealed that the audiovisual stimuli of Netflix's digital sensory advertising significantly influence brand image stability.

Keywords: Digital Sensory Advertising ; Visual Stimuli ; Auditory Stimuli ; Brand Image Stability ; Netflix Platform.
Jel Classification Codes : M370

الملخص :
تسعى هذه الورقة البحثية إلى تحليل أثر الإعلان الحسي الرقمي في تحقيق استقرار صورة العلامة التجارية من خلال دراسة تطبيقية على المؤثرات السمع البصرية لمنصة Netflix. وقد تحددت الدراسة بمتغير مستقل تمثل في (الإعلان الحسي الرقمي) بأبعادها الاثنان المتمثلة في (المؤثرات البصرية، المؤثرات السمعية) كما شملت الدراسة متغيرا وسيطا تمثل في هيكلة الإعلان الرقمي تحدد بـ(وضوح وملائمة الرسالة، طبيعة وسياق موقع العرض، التفاعل مع مشاهدي الإعلان الرقمي، لغة الإعلان الرقمي) ومتغير تابع تمثل في استقرار الصورة الذهنية للعلامة التجارية.
ولتحقيق أهداف الدراسة تم تطوير استبانة لغرض جمع البيانات من أفراد العينة، وبلغ تعدادها (150) مفردة، لتتوصل الدراسة في الأخير إلى مجموعة من النتائج كان من أبرزها أن هناك أثر للمؤثرات السمع البصرية للإعلان الحسي الرقمي لمنصة Netflix على استقرار صورة العلامة التجارية للمؤسسة.

الكلمات المفتاحية: الإعلان الحسي الرقمي، المؤثرات البصرية، المؤثرات الصوتية، استقرار الصورة الذهنية، العلامة التجارية، منصة Netflix.
تصنيفات جال: M370

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I- Introduction :

The rapid growth of digital streaming and video-on-demand (VOD) platforms has transformed the contemporary marketing environment, creating intense competition for consumer attention. In this context of attention fragmentation, where consumers encounter countless advertising messages daily, maintaining a strong and memorable brand image has become a strategic priority. Digital advertising offers organizations unprecedented opportunities to deliver personalized, interactive, and targeted promotional messages that shape consumer perceptions and influence purchasing behavior.

To strengthen brand positioning, organizations increasingly employ Digital Sensory Advertising (DSA), which integrates visual and auditory stimuli into digital advertisements to evoke emotional responses and reinforce brand recognition. However, the effectiveness of these sensory cues depends not only on their design but also on advertising characteristics such as interactivity, message content, and the digital platform through which they are delivered.

Against this background, the present study examines the influence of the visual and auditory components of digital sensory advertising on maintaining brand image, using Netflix as a case study. As one of the world's leading streaming platforms, Netflix has developed a distinctive audiovisual identity through its dynamic red logo and iconic "Ta-Dum" sonic logo, making it an appropriate context for investigating how audiovisual elements in YouTube advertisements contribute to sustaining brand image among consumers.

Research Problem:

The research problem arises from the accelerating intensity of digital competition among streaming platforms, where consumers are continuously exposed to an overwhelming volume of advertising content, resulting in fragmented attention and rapid forgetting of brand-related information. To address this challenge, Netflix has condensed its corporate identity and brand image into concise, interactive audiovisual cues, exemplified by its iconic "Ta-Dum" sonic logo and animated visual signature. Accordingly, the central research question is formulated as follows:

To what extent do the visual and auditory stimuli employed in Netflix's digital sensory advertising contribute to the stability of its brand image among consumers, considering the mediating role of digital advertising structure?

Research Questions:

The main research question gives rise to the following sub-questions:

- Does the visual component of digital advertising have a statistically significant effect on the stability of Netflix's brand image?
- Does the auditory component of digital advertising have a statistically significant effect on the stability of Netflix's brand image?
- Does digital advertising structure act as a mediating variable, either fully or partially, in strengthening the effect of audiovisual stimuli on the stability of Netflix's brand image?

Research Hypotheses:

Drawing upon previous studies on the sensory transformation of digital advertising, the following hypotheses were formulated in accordance with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach:

H1: Digital sensory advertising has a statistically significant effect on the stability of Netflix's brand image at the significance level of $\alpha \leq 0.05$.

H1a: Visual stimuli have a statistically significant effect on the stability of Netflix's brand image.

H1b: Auditory stimuli have a statistically significant effect on the stability of Netflix's

brand image.

H2: Digital advertising structure—including message clarity and relevance, the nature and context of the advertising platform, interactivity, and advertising language—has a statistically significant effect on the stability of Netflix's brand image at the significance level of $\alpha \leq 0.05$.

H3: Digital advertising structure plays a statistically significant mediating role in the relationship between digital sensory advertising stimuli and the stability of Netflix's brand image.

Significance of the Study:

The significance of this study lies in the growing use of digital media, which requires organizations to adopt effective advertising strategies that enhance consumer engagement and strengthen brand image. Specifically, the study contributes by:

- Extending theoretical and practical understanding of the role of digital sensory advertising in strengthening brand image stability.
- Providing practical insights from the Netflix case to help managers and decision-makers, particularly in Algerian organizations, design more effective digital advertising campaigns by integrating visual and auditory stimuli to reinforce brand image.

Path Diagram:

A hypothetical model was proposed to illustrate the dimensions of the investigated research problem, as follows:

1. Independent Latent Variables:

The independent latent variables in this study are **visual stimuli** and **auditory stimuli**.

- **Visual stimuli** refer to Netflix's dynamic visual identity, including its animated red "N" logo, consistent color scheme, and adaptive digital posters (thumbnails). This construct is measured using three observed indicators (X1–X3): the animated logo, screen color consistency, and adaptive digital posters.
- **Auditory stimuli** refer to Netflix's sonic branding, particularly its distinctive two-second "Ta-Dum" audio signature. This construct is measured through three observed indicators (X4–X6): the Ta-Dum sonic logo, the sense of entertainment and comfort it evokes, and consumers' emotional association with the sound.

2. Mediating Latent Variable:

The mediating latent variable is represented by digital advertising structure. It is measured through four observed indicators (M7, M8, M9, M10), including:

- Message clarity and relevance.
- The nature and context of the advertising display environment.
- Interactivity (instant clicking/engagement).
- Advertising language.

In the path diagram, this variable appears as a recipient of paths originating from audiovisual stimuli and as a transmitting variable directing paths toward the dependent variable.

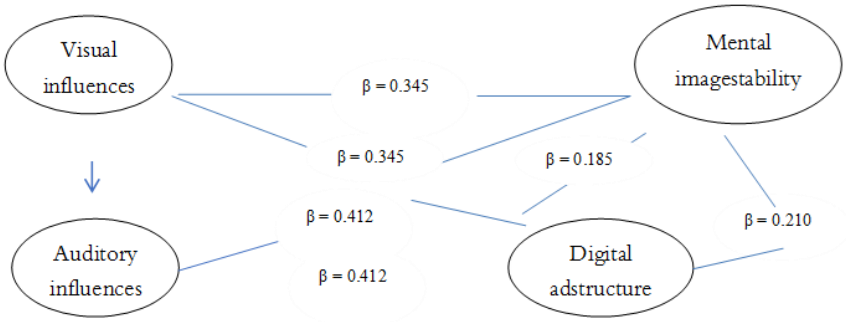
3. Dependent Latent Variable:

The dependent latent variable is represented by Netflix brand image stability, which constitutes the final outcome of all statistical relationships within the proposed model. It is measured through four dimensions (Y1, Y2, Y3, Y4), namely:

- **Brand Personality:** Netflix is perceived as an innovative, youthful, and entertaining brand personality.
- **Values:** Represented by values of freedom of choice, content abundance, and exclusive global productions.
- **Identity:** Associated with home cinema experiences and the digital future of the entertainment industry.
- **Renown:** Represented by Netflix's global leadership in the digital streaming and Video-on-Demand (VOD) market.

The proposed model was developed based on the theoretical foundations and references presented below.

Figure (01): Path Diagram of the Proposed Relationships



The source: Prepared by the researchers based on the outputs of SmartPLS 4 and the following references: (Kevin , FLECK , & FONTAINE, 2009), (AAKER, Aug), (LEWI, 2005), (Wang & Lee, 2024).

Path Diagram and Structural Relationships:

The previous figure, represented by the Path Diagram, accurately reflects the interactive relationships among the latent variables based on the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach applied to the Netflix platform.

- The first direct path: The arrow extending from (Auditory Effects) to (Brand Image Stability) indicates a direct impact coefficient of 0.412, representing the strongest path in the model.
- The second direct path: The arrow extending from (Visual Effects) to (Brand Image Stability) indicates a direct impact coefficient of 0.345.
- The mediation path (indirect effect): The paths passing through (Digital Advertising Structure) illustrate how the effects of sound and visual elements are indirectly transmitted toward brand image stability within the interactive environment, with additional weights of 0.210 and 0.185, respectively.

Research Methodology:

Based on the review of previous studies, it became evident that the most appropriate approach for this study is the descriptive-analytical method, employing both its theoretical and empirical dimensions. This approach was selected because it facilitates an in-depth analysis of the research problem under investigation.

Research Population and Sample:

The study population comprised viewers and subscribers of the Netflix platform. Because the size of this population could not be determined, a non-probability convenience sample was

employed. The questionnaire was distributed online through social media communities interested in digital cinema and technology to reach individuals familiar with Netflix's digital advertising.

A total of 150 valid responses were collected. This sample size is considered adequate for Partial Least Squares Structural Equation Modeling (PLS-SEM), as it satisfies the recommended minimum sample requirements based on the ten-times rule. Although the findings provide meaningful insights into the relationship between digital sensory advertising and brand image stabilization, future research should employ larger and more representative samples to enhance the generalizability of the results.

Previous Studies and Theoretical Background:

Previous research has consistently highlighted the importance of digital advertising in shaping consumer perceptions and strengthening brand image. For example, BENKACHOUA and REGUE (2016) found that digital advertising influences consumer behavior through a sequential cognitive-to-behavioral process, emphasizing the role of advertising characteristics, format, duration, and platform. Likewise, Barhoum and Zioud (2014) demonstrated that advertising messages and media contribute significantly to brand image, although their study was conducted before the widespread adoption of digital streaming platforms.

More recent studies have focused on the role of audiovisual elements in digital advertising. Hayes and Kim (2023) reported that congruence between visual and auditory cues in YouTube advertisements enhances brand recall and consumer engagement by reducing cognitive effort. Similarly, Al-Shammari (2025) showed that auditory and visual effects reinforce symbolic memory and facilitate immediate brand recognition, while Wang and Lee (2024) emphasized that interactive digital advertising and platform characteristics help stabilize brand image in increasingly fragmented digital environments. In the specific context of Netflix, Jumper (2025) found that the platform's distinctive sonic logo creates a strong emotional association that reinforces its innovative brand identity across cultures.

Research Gap Identified from Previous Studies:

Through a critical review of previous studies, the research gap addressed by the current study can be identified through the following points:

- **Limited integration of visual and auditory effects:** Most previous studies have either focused separately on visual effects and interface design or examined radio and audio marketing independently. The current study seeks to address this gap by introducing an integrated sensory model that investigates audio-visual effects and their combined interactive influence within the same advertising moment.
- **Sectoral gap (the transition from tangible products to fluid digital services):** Most previous Arabic and international studies (such as BENKACHOUA & REGUE, 2016, and Barhoum, 2014) were applied within traditional productive sectors involving physical goods. The current study distinguishes itself by shifting the research context toward digital streaming and Video-on-Demand services (SVOD), represented by the Netflix platform.
- **Addressing digital attention fragmentation and brand image stability:** Previous studies have primarily focused on "building" brand image, while overlooking the challenge of maintaining its "stability and consistency" within the context of fragmented online attention. This study uniquely explores the mechanisms through which the four dimensions of brand image (personality, identity, values, and reputation) can be reinforced and sustained through

the exploitation of advertising micro-moments, represented by Netflix's two-second audio-visual signature.

- **Scarcity of Arab empirical studies in this field:** To the best of the researchers' knowledge, the Arab academic literature lacks empirical studies that establish a relationship between (digital sensory advertising and brand image). This gap provides the current research with scientific originality and added value.

First: Digital Sensory Advertising:

Digital advertising has become a central component of digital marketing, enabling organizations to communicate persuasive messages through online platforms using text, images, audio, and video. Strauss and Frost (2009) defined it as a paid, non-personal communication process that disseminates promotional information through digital media, while Souttah (2010) emphasized its role in influencing consumers' knowledge, attitudes, and behavior through creative message design.

Unlike traditional advertising, digital advertising integrates visual and auditory elements to create more engaging consumer experiences. Beyond attracting attention, these sensory cues stimulate emotional responses and strengthen brand associations. Ahmed (2023) argued that the effective integration of digital design and audiovisual effects shapes consumer preferences, whereas Hayes and Kim (2023) demonstrated that congruent visual and auditory stimuli in YouTube advertisements enhance brand recall and consumer engagement.

Building on this perspective, Krishna and Schwarz (2024) defined digital sensory advertising as a marketing strategy that employs audiovisual stimuli in digital environments to remotely engage consumers' senses and create emotional connections with brands. Streaming platforms such as Netflix exemplify this approach by combining distinctive visual and auditory identities to reinforce brand recognition and strengthen consumers' psychological attachment to the brand.

Second: Characteristics of Digital Sensory Advertising:

Digital sensory advertising possesses several characteristics that distinguish it from other promotional tools. First, the integration of visual and auditory elements captures attention, reinforces advertising messages, and improves their retention in consumers' memory. Second, the use of animation, editing techniques, colors, and diverse artistic formats enables advertisers to demonstrate product features, evoke emotional responses, and create engaging advertising experiences. Third, its flexibility allows advertisements to be easily designed, modified, and distributed across digital platforms. Finally, advanced production techniques and viewers' increasing trust in digital content contribute to the credibility, creativity, and persuasive power of digital advertising.

Overall, these technical and artistic capabilities have positioned the Internet as a dominant advertising medium, enabling organizations to attract attention, stimulate interest, strengthen brand communication, and influence consumer behavior.

Third: Auditory and Visual Effects as Formative Elements in Digital Sensory Advertising:

Digital sensory advertising integrates multiple elements, particularly sound and visual components, with the aim of employing these elements to achieve the primary objective of digital advertising, namely, reinforcing the brand image among viewers through a process of harmony and consistency between different sensory stimuli.

1. Digital Visual Effects:

In the modern digital advertising environment, visual stimuli are no longer limited to static images; rather, they have evolved into dynamic experiences shaped according to user behavior. They can be defined as "the collection of digital visual elements, such as dynamic colors, animated logos, cinematic background lighting, and customized interactive interface designs, which are created and displayed through digital platforms with the aim of immediately attracting recipients' attention and stimulating emotional and cognitive responses that contribute to shaping their mental image of the brand" (Santos & Silva, 2024).

Some researchers specialized in communication argue that visual (non-verbal) communication extends beyond images to include facial expressions, gestures, clothing, symbols, dance, diplomatic protocols, and other forms of non-verbal expression. Researchers have classified types of visual (non-verbal) effects into the following categories (Mekawi & El-Sayed, 2009):

1.1 Sign Language:

It consists of simple or complex signs used by advertisers to communicate with viewers.

2.1 Movement Language (or Action Language):

Also referred to as performance symbols or paralanguage, it encompasses all forms of movement, including facial expressions, eye movements, gestures, and other actions performed by the advertiser or product presenter to convey specific meanings or emotions to viewers.

3.1 Object Language:

This refers to the artificial symbols used by advertisers to express meanings or emotions to audiences. These include the use of clothing, cosmetics, furniture, architecture, and other symbolic elements within advertisements to convey a sense of atmosphere and time, enabling viewers to experience the environment presented throughout the advertisement.

4.1 Situational Symbols:

These emerge from the advertiser's use of time and space and from the arrangement of individuals and objects around them, such as organizing guests' seating positions according to their social importance or intentionally ignoring a familiar person (Meribai, 2000).

5.1 Media Symbols:

These include the following elements (Müller & Schmidt, 2025):

A. Lighting:

Lighting is a fundamental visual element in digital advertising that enhances object perception, creates spatial depth, and guides viewers' attention. Kadri (2012) argued that lighting can emphasize specific subjects, highlight important details, and transform textual or emotional meanings into compelling visual experiences. In digital advertising, lighting is used to direct attention, reveal the form and composition of objects, create an appropriate visual environment, and establish balance among different design elements (Mamdouh, 2012).

The effectiveness of lighting depends on three key dimensions: quantity, which determines the intensity of illumination; color, which shapes the visual and emotional atmosphere; and distribution, which ensures balanced lighting across the composition to achieve the intended artistic effect (Boukari, 2009).

B. Colors

Colors are of great importance in digital advertising, as they effectively contribute to conveying advertising messages in an artistic and emotional manner, attracting viewers' attention and creating a specific emotional atmosphere. The aesthetic value of colors lies in their appropriate and purposeful use.

C. Décor

Décor contributes to communicating and simplifying the digital advertising message for viewers, as it helps create the appropriate natural and psychological atmosphere. Therefore, décor design must be based on the advertising script, serving as a supporting element and a background consistent with the context of the message. It should also maintain simplicity, as viewers do not have sufficient time to interpret ambiguous decorative meanings. Moreover, décor defines the spatial and temporal characteristics of the advertisement and can therefore suggest multiple meanings (Souttah, 2010).

D. Font Size Used in the Digital Advertising Message:

2. Digital Sound Effects and Sonic Branding:

Sound is a key component of digital advertising, complementing visual elements to enhance message comprehension and create richer sensory experiences. The synchronization of sound and visuals strengthens viewers' perception of movement and improves their understanding of advertising content. According to Jumper (2025), sound effects and short musical signatures are strategically incorporated into digital advertisements to evoke unconscious associations with a brand, enabling consumers to recognize it even without seeing its visual logo. Similarly, Müller and Schmidt (2025) argued that distinctive sonic cues function as an auditory fingerprint that strengthens brand identity, reinforces brand image, promotes emotional loyalty, and facilitates automatic brand recall with minimal cognitive effort.

Digital sound effects are employed in advertising for several purposes (Mamdouh, 2012), including:

- Identifying the location.
- Indicating the time period.
- Expressing the passage of time.
- Creating the psychological mood of the advertisement.
- Reinforcing the effects represented visually.

This leads to a discussion of the psychological dimension stimulated by sound effects and the meanings associated with each type, as presented in the following table:

Table (01): The Psychological Dimension of Sound Effects

Type of Sound Effect	**Meaning/Connotation**
Constant sound	Provides a sense of directness, continuous movement, and stability.
Calm sound	Creates feelings of comfort, reassurance, and tranquility.
Changing sound or rhythm	Conveys determination, dynamic movement, sincerity, perseverance, and persistence.
Intermittent sound	Expresses confusion, hesitation, disorder, disturbance, and failure to achieve the objective.
Sounds that suddenly increase in volume	Convey feelings of climax, intensity, concentration, impatience, and struggle.
Sounds that suddenly increase in volume and stop abruptly	Create a sense of contrast, frustration, and conflict regarding a particular issue.
Short, loud, explosive sounds	Generate feelings of fear and horror.
High-pitched sounds	Convey feelings of happiness and, in some cases, tension.
Low-pitched sounds	Tend to evoke feelings of sadness.

The source: (Mamdouh, 2012)

The sound element consists of three main components (Glucksmann, 2000; White, 2005; Shadi, 2006; Fouad, 1998):

2.1 Music:

Music is used to create a general atmosphere within the digital advertising message, enhance its events, and prepare viewers for the emotional responses intended by the director. Music can either "be specifically composed for the organization or selected from existing musical libraries." Advertising music can be classified into three main types:

A. Descriptive music: It matches the movement displayed on the screen through precise synchronization.

B. Accompanying music: It provides scenes with a specific mood and rhythm.

C. Transitional music: It facilitates smooth transitions from one scene to another.

2.2 Sound Signifiers:

Sound signifiers play an important role in determining the meaning of a scene. They can be classified according to their method of use into two types:

- A type that must visually correspond with the scene presented.
- A type that can be heard without being associated with a specific movement on the screen.

2.3 Human Voice:

The human voice appears in digital advertising through narration, dialogue between characters, songs performed by characters, or voice-over commentary accompanying the visual content displayed on the screen.

A. Narration: An attempt to add meaning and interpretation to the presented visual content.

B. Dialogue: It contributes to enhancing concentration and attention while compensating for limitations in visual movement.

Accordingly, visual and auditory effects contribute to achieving multiple functions in digital advertising, as they support the advertising content and enhance its dramatic dimension. Images have the ability to embody ideas and convince viewers of the possibility of the existence of what they observe in reality. However, for visual elements to effectively influence viewers, the director must employ sound effects that facilitate the interpretation and understanding of the presented image.

Fourth: Detailed Audio-Visual Conceptual Scenario of the Netflix Platform:

The following section illustrates how Netflix's visual and auditory effects interact cognitively and psychologically to reinforce brand image through a temporal sequence lasting only two seconds.

Table (02): Sensory Cognitive Flow Model of Netflix's Advertising Identity

Stage	Temporal and Sensory Interaction of Netflix Digital Advertisement
Stage 1: Initial Stimulus (Time: 0.0–0.5 seconds)	**Visual effect:** A completely black screen appears, with a subtle red glow gradually forming in the shape of the letter (N). **Auditory effect:** Complete silence (digital silence that interrupts attention dispersion). **Consumer psychological process:** Immediate attention capture. The high contrast between black and red isolates the viewer's attention from any visual distractions within the browser or YouTube application.
Stage 2: Peak of Sensory Harmony (Time: 0.5–1.5 seconds)	**Visual effect:** The letter (N) expands dynamically in an explosive manner, then the depth of the logo transforms into colorful and luminous spectral lines (a futuristic cinematic depth effect). **Auditory effect:** The launch of the famous "Tu-Dum" sonic signature (two powerful clicks accompanied by echo and deep cinematic sound

	amplification). **Consumer psychological process:** Sensory integration and cognitive interpretation. An immediate conditioned response occurs in the brain. The powerful sound synchronized with the visual explosion provides the brain with a signal that the consumer has entered a "special and high-quality entertainment environment."
Stage 3: Reinforcement and Stabilization (Time: 1.5–2.0 seconds)	**Visual effect:** Colors gradually fade, returning the screen to its normal state and initiating the promotional content, while the logo's impression remains within the viewer's peripheral vision. **Auditory effect:** The sound resonance gradually fades (decay) into a low and comfortable tone. **Consumer psychological process:** Brand image storage and stabilization. The four dimensions of the brand become consolidated, as long-term memory associates the platform with (fame, leadership, youthful innovation, and luxury).

The source: Prepared by the researchers.

The above table demonstrates how Netflix's digital sensory advertising strategy achieves complete sensory congruence[*] between the dynamic visual logo and the sonic signature (Tu-Dum). Through three sequential cognitive stages, the consumer is guided from reducing digital distraction, to generating an emotional conditioned response, and finally to achieving stable consolidation of the four dimensions of brand image within the recipient's deep memory. This process statistically explains the high value of audio-visual effects in ensuring the durability and stability of brand image within a highly competitive and attention-fragmented digital environment.

Fourth: Digital Brand Image Stabilization:

A brand is commonly defined as a name, symbol, sign, or combination of these elements that identifies an organization's products or services and distinguishes them from those of competitors (Keller, Fleck, & Fontaine, 2009). Beyond its marketing function, a brand is also recognized as a form of protected intellectual property by the World Intellectual Property Organization (WIPO) and under Algerian trademark legislation (Ordinance No. 03/06, 2003). Accordingly, a brand represents both a distinctive identity and a promise of consistent value to consumers.

Brand image refers to the perceptions and associations that consumers develop toward a brand. Kapferer (2003) described it as the interpretation of brand-related symbols, whereas Michon (2003) viewed it as the overall set of perceptions that produces either favorable or unfavorable attitudes toward the brand. In this study, brand image is understood as the collection of beliefs, perceptions, and impressions that individuals form about a brand.

While classical theories regarded brand image as relatively stable and largely shaped by organizations, recent research conceptualizes it as a dynamic construct that continuously evolves through consumer interactions and audiovisual experiences in digital environments (Wang & Lee, 2024). Consequently, maintaining a stable brand image has become increasingly important in the face of digital attention fragmentation. Wang and Lee (2024) argued that brand image stabilization results from repeated exposure to coherent communication stimuli, while Mansour (2023) and

[*] **Adaptive Sensory Congruence (Sensory Congruence):** "Sensory congruence refers to the degree of complete compatibility and harmony between visual and auditory stimuli presented simultaneously through a digital medium. This congruence reduces the cognitive effort exerted by viewers, facilitating the processing of advertising messages and their storage in deep memory, thereby contributing to the stabilization of brand dimensions (personality, identity, values, and reputation)" (Hayes & Kim, 2023).

Keller and Swaminathan (2024) emphasized that consistent digital marketing communication and visually engaging content are essential for sustaining brand identity and reinforcing long-term consumer's recall.

Mechanisms of Digital Brand Image Stabilization:

In the digital attention economy, where consumers are exposed to countless advertising stimuli, maintaining a stable brand image has become increasingly challenging. Wang and Lee (2024) argued that brand image stabilization depends on repeated exposure to coherent communication stimuli that strengthen long-term memory and reduce the risk of brand dilution. Two key mechanisms support this process: dual sensory coding, in which visual and auditory cues are encoded simultaneously to enhance brand recall, and micro-moments conditioning, whereby distinctive brand elements are presented within the first few seconds of an advertisement to capture attention before viewers disengage. Consistent with this view, Lee and Choi (2025) found that combining visual and auditory stimuli enables digital platforms such as Netflix to reinforce brand identity while minimizing consumers' cognitive effort.

In digital environments, brand image extends beyond recognition to include consumers' perceptions of the brand's personality and credibility. Contemporary literature identifies three key dimensions: brand humanization, whereby audiovisual cues create a sense of emotional connection; brand authenticity, reflected in the consistent use of visual and auditory brand identities across digital platforms; and tailored brand image, in which personalized, algorithm-driven content enhances consumers' perceptions of the brand as responsive to their individual preferences. Together, these dimensions contribute to strengthening brand image and fostering long-term consumer engagement in highly competitive digital markets.

Fifth: Components of Brand Image According to the Objective Approach:

This approach compares corporate image to a puzzle, where brand image is composed of several interconnected elements. According to Aaker (1997), Keller et al. (2009), and Lewi (2005), brand image consists of four fundamental components:

1- Brand Personality:

Brand personality refers to the human characteristics and traits that consumers attribute to a brand based on its advertising communication. Netflix's personality is conveyed through its advertising stimuli as a "young, intelligent, responsive, and innovative" brand, which corresponds to the preferences of contemporary Internet users.

2- Brand Values:

Brand values originate from within the organization and are expressed through its marketing messages. They represent the principles and intangible benefits that the platform offers and promises to its viewers. Netflix advertisements reinforce values such as "absolute freedom of choice, unlimited abundance, and accessible entertainment."

3- Brand Identity:

Brand identity emerges from the tangible and symbolic appearance of an organization, including its name, color scheme, logo, geometric design, and the overall set of material elements (visual and auditory) associated with audiences. Brand identity can also be defined through four fundamental questions:

- **Why?** (The organization's objectives)
- **Who?** (The individuals managing the organization)
- **What?** (The field of activity)

- **How?** (The main operational processes)

Accordingly, brand identity refers to the essential characteristics and stable visual and auditory attributes that distinguish a platform from its competitors, such as Prime Video or Disney+. Operationally, Netflix's identity is represented by the unique combination of its red visual logo and its distinctive auditory signature associated with the modern home cinematic experience.

4- Brand Renown:

Brand renown represents the level of recognition, reputation, and leadership that a brand enjoys in the market. It is primarily formed through public beliefs and evaluations regarding the brand, including the quality of its management, financial strength, innovation capacity, marketing effectiveness, and the quality of its products and services.

Netflix's intensive and strategically organized audio-visual effects contribute to maintaining its position in consumers' minds as the leading and default choice for entertainment streaming services worldwide and across Arab markets.

Applied Section

First: Evaluation of the Measurement Model (Reliability and Convergent Validity):

Before proceeding with hypothesis testing, the researchers verified the validity and reliability of the latent variables to ensure the adequacy and suitability of the research instrument. Table (1) presents the statistical outputs of the outer measurement model.

Table (03): Results of the Measurement Model Evaluation (Reliability and Convergent Validity)

Latent variable	Indicator / Item	Loading	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Visual Effects	X1 Dynamic motion logo	0.812	0.765	0.864	0.680
	X2 Spectral colors (screen color harmony)	0.795			
	X3 Adaptive digital posters	0.841			
Auditory Effects	X4 TU-DUM audio signature	0.885	0.781	0.873	0.696
	X5 Feeling of comfort / entertainment (sonic clarity)	0.820			
	X6 Retention and memory (affective conditioning)	0.798			
Advertising Structure (Mediator)	M1 Clarity and relevance of the message	0.745	0.810	0.876	0.640
	M2 Nature and context of the placement / YouTube	0.811			
	M3 Instant interaction / click	0.862			
	M4 Ad language and	0.789			

	translation				
Brand Image Stabilization	Y1 Youthful brand personality	0.801	0.824	0.884	0.656
	Y2 Freedom and abundance values	0.834			
	Y3 Home cinema identity	0.766			
	Y4 Fame and digital leadership	0.850			

The source: Prepared by the researchers based on SmartPLS outputs.

The statistical results presented in Table (03) indicate that the outer measurement model demonstrates a high level of validity and reliability. The outer loading coefficients of all observed indicators ranged between (0.745) and (0.885), exceeding the statistically accepted minimum threshold of (0.70), according to Saunders, Lewis, and Thornhill (2023). The indicator (X4), related to the sonic signature (Tu-Dum), recorded the highest loading coefficient, reaching (0.885), which reflects the significant importance of the sonic identity in representing the independent variable.

Furthermore, the values of Cronbach's Alpha coefficients and Composite Reliability (CR) for all latent variables exceeded the threshold of (0.70). The CR values ranged between (0.864) and (0.884), confirming the high level of internal consistency of the research instrument developed for the Netflix platform. Regarding convergent validity, the Average Variance Extracted (AVE) values for all latent variables were above (0.55), ranging between (0.640) and (0.696). This demonstrates that the designed measurement items accurately represent the dimensions of digital sensory advertising and the targeted brand image, allowing the researchers to proceed to the hypothesis testing stage. These results confirm, according to Saunders, Lewis, and Thornhill (2023), the quality and suitability of the model for structural relationship modeling.

Second: Evaluation of the Structural Model and Testing of Direct Hypotheses (Structural Model):

The Bootstrapping technique available in the SmartPLS software was employed to examine the statistical significance of the proposed direct hypotheses. The results are summarized in Table (04).

Table (04): Results of Direct Hypothesis Testing for the Structural Model

Hypothesis	Path (relationship between variables)	Path coefficient (β)	T-Statistic	P-Value	Result
H11	Visual Effects → Brand Image Stabilization	0.345	4.215	0.000	**Supported**
H12	Auditory Effects → Brand Image Stabilization	0.412	5.632	0.000	**Supported**
H2	Advertising Structure → Brand Image Stabilization	0.288	3.104	0.000	**Supported**

The source: Prepared by the researchers based on SmartPLS outputs.

It is observed that the auditory effects, represented by the Tu-Dum sonic signature (β =

0.412), have the strongest direct impact on brand image.

Based on the outputs of the Structural Model presented in Table (04), all direct hypotheses of the study were supported at a statistically significant level ($P < 0.05$), with the critical T-value exceeding (1.96):

The results supported Hypothesis H11, revealing a statistically significant positive effect of visual effects on Netflix's brand image stabilization ($\beta = 0.345$, $T = 4.215$). This finding suggests that visual elements, such as the platform's dynamic logo and distinctive color scheme, contribute to strengthening consumers' perceptions of the brand by attracting attention and enhancing brand recognition.

Hypothesis H12 was also supported, with auditory effects exerting the strongest influence in the model ($\beta = 0.412$, $T = 5.632$). This result indicates that Netflix's sonic logo ("Tu-Dum") plays a particularly important role in reinforcing brand image, possibly because distinctive auditory cues facilitate brand recognition and recall. This finding is consistent with Jumper (2025), who emphasized the effectiveness of sonic branding in creating strong emotional associations with brands.

Overall, the findings suggest that the combination of visual and auditory cues contributes to brand image stabilization more effectively than visual elements alone. A possible explanation is that the congruence of audiovisual stimuli strengthens memory encoding while reducing cognitive processing demands, thereby improving brand recall. This interpretation supports the dual sensory coding perspective and is consistent with the findings of Hayes and Kim (2023) and Al-Shammari (2025), who reported that audiovisual congruency enhances brand recognition and engagement in digital advertising.

The results also supported Hypothesis H2, demonstrating a statistically significant positive effect of advertising structure on brand image stabilization ($\beta = 0.288$, $T = 3.104$). This finding suggests that structural characteristics of digital advertising—including message clarity, relevance, interactivity, advertising language, and platform context—play an important role in reinforcing brand image. The result is consistent with Al-Zoubi (2024), who highlighted the influence of digital interaction on brand identity and reputation, and with Wang and Lee (2024), who identified advertising structure as a key determinant of brand image stability in interactive digital environments.

Third: Analysis of the Indirect Effect (Testing the Mediating Role of Advertising Structure):

This analysis examines how the structural and interactive environment of digital sensory advertising contributes to activating or strengthening the effect of sound and visual stimuli on consumers. The results are presented in Table (05).

Table (05): Results of Indirect Effect Analysis (Mediating Role of Advertising Structure)

Indirect Path (Through Mediator)	Indirect Effect	T-Value	P-Value	Type of Mediation
Visual Effects → Advertising Structure → Brand Image Stabilization	0.185	2.941	0.003	Partial Mediation
Auditory Effects → Advertising Structure → Brand Image Stabilization	0.210	3.450	0.001	Partial Mediation

The source: Prepared by the researchers based on SmartPLS outputs.

The mediation analysis revealed that digital advertising structure (message clarity and relevance, platform context, interactivity, and advertising language) partially mediates the relationship between digital sensory advertising and brand image stabilization. The indirect effects were statistically significant for both visual effects (β = 0.185, *T* = 2.941) and auditory effects (β = 0.210, *T* = 3.450), indicating that the influence of sensory cues is enhanced when they are delivered through well-structured digital advertising.

These findings suggest that audiovisual elements alone are insufficient to maximize brand image stabilization. Their effectiveness increases when advertisements are presented in interactive digital environments with clear messaging and appropriate platform characteristics. In the context of Netflix, features such as YouTube-based promotional trailers, interactive engagement, and seamless access to the platform may strengthen the impact of audiovisual branding on consumers' perceptions of the brand.

The findings are consistent with Wang and Lee (2024), who argued that interactivity and digital advertising structure are essential mechanisms for stabilizing brand image in dynamic digital environments and reducing the effects of attention fragmentation.

Fourth: Overall Explanatory Power of the Structural Model (R^2):

The statistical analysis outputs recorded an R-Square (R^2) value of (0.614) for the dependent variable, Brand Image Stabilization of Netflix. This value demonstrates the high predictive and explanatory capability of the proposed model. The sensory stimuli (sound and visuals), combined with the interactive structural characteristics of advertising, collectively explain (61.4%) of the variance in the platform's brand image stabilization among consumers. The remaining percentage (38.6%) is attributed to other external factors not addressed in the current study (such as exclusive content quality, subscription pricing strategies, and other factors), providing opportunities for future research exploration.

Findings:

Based on the findings of this study, several conclusions can be drawn:

First, digital sensory advertising plays an important role in brand communication by combining visual and auditory elements to enhance message comprehension, attract consumer attention, and strengthen brand image. The findings suggest that audiovisual cues contribute to shaping consumers' perceptions of brands and supporting brand recognition in digital environments.

Second, the empirical results confirmed that both visual and auditory effects have a significant positive influence on Netflix's brand image stabilization. Among these, auditory effects exerted the strongest influence (β = 0.412), followed by visual effects (β = 0.345), highlighting the importance of integrating distinctive sonic and visual branding within digital advertising strategies.

Third, the study demonstrated that digital advertising structure—including message clarity, interactivity, language, and platform context—partially mediates the relationship between sensory advertising and brand image stabilization. This finding indicates that audiovisual elements become more effective when delivered through well-designed and interactive digital advertising environments.

Finally, the PLS-SEM results supported all the proposed direct and indirect hypotheses. The structural model explained 61.4% of the variance in Netflix's brand image stabilization (R^2 = 0.614), indicating that digital sensory advertising and advertising structure jointly make a substantial contribution to maintaining brand image. Overall, the findings underscore the value of integrating consistent visual identity, distinctive sonic branding, and effective digital advertising design to strengthen brand image in competitive digital environments.

Recommendations:

Based on the findings, the researchers recommend that Algerian organizations and digital streaming platforms place greater emphasis on audiovisual branding because of its significant contribution to brand image stabilization.

- Strengthen digital sensory marketing by integrating distinctive sonic branding with consistent visual identities to improve brand recognition and recall in attention-fragmented digital environments.
- Design advertisements in which auditory and visual elements support, rather than distract from, the advertising message, ensuring coherent sensory communication.
- Invest in advanced audiovisual technologies, such as spatial audio, adaptive visual effects, and AI-driven personalization, to create more engaging and immersive advertising experiences.
- Enhance interactive digital advertising by incorporating features that encourage user engagement and facilitate seamless interaction with digital platforms.
- Reinforce strong and consistent associations between brand elements and advertising content to improve brand recall, strengthen consumer loyalty, and maintain a favorable brand image.
- Preserve consistent dual sensory coding during the initial moments of digital advertisements to maximize attention and reinforce brand identity across digital platforms.
- Encourage future research using larger and more diverse samples while examining additional mediating variables, such as digital loyalty, user experience (UX), and consumer engagement.

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How to cite this article:

Djelloul BENKACHOUA, Zineb REGUE (2026), **The Relationship Between Digital Sensory Advertising Stimuli and the Stability of Brand Image: An Empirical Study of the NETFLIX Platform Using Structural Equation Modeling**, Entreprise Review, Volume 15 (Number 01), Algeria: University of Tipaza, PP. 217-234.

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