



The impact of social media
to influence and leverage emerging
electronic music artists engagement,
driving their personal brand relevance,
consideration and purchase

Mohamed Haouet

Dissertation written under the supervision of Professor
Pedro Tavares

Dissertation submitted in partial fulfilment of requirements for the
MSc in Management with Specialization in Strategic Marketing, at the
Universidade Católica Portuguesa, January 2025.

Abstract

Title: The impact of social media to influence and leverage emerging electronic music artists engagement and drive their brand relevance, consideration, and purchase

Author: Mohamed Haouet

The electronic music industry has undergone significant evolution, with social media becoming a pivotal tool for emerging artists to connect with fans and build their brands. This thesis proves how emerging electronic music artists can leverage social media platforms to influence consumer engagement and drive brand relevance, consideration, and purchase. Through a mixed-methods approach, the study combines qualitative insights from fan interviews and quantitative analysis from an online survey. While artists were initially included as stakeholders in the qualitative phase to understand effective engagement strategies, the focus shifted to fans due to limited artist availability. Key findings indicate that social media algorithms, particularly on platforms such as Instagram, YouTube, and SoundCloud, play a critical role in artist discovery and consideration. Fans prioritize music quality, authenticity, and alignment with humanitarian values when evaluating artists, while exclusive content and direct interactions foster emotional connections and loyalty. Additionally, performance videos and collaborations significantly influence artist visibility and audience engagement. Quantitative results emphasize that digital media, particularly streaming platforms, is the most important discovery channel, with trust and purchase decisions driven by interactive content, community-building tools, and alignment with audience values. This study provides actionable insights for emerging electronic music artists to refine their social media strategies and enhance their online presence, fostering meaningful connections and brand growth.

Keywords:

Electronic music, social media engagement, emerging artists, brand relevance and consideration, consumer trust, purchase decisions, audience interaction, exclusive content, social media algorithms, digital branding.

Resumo

Título: O impacto das redes sociais na influência e alavancagem do engajamento de artistas emergentes de música eletrônica e na promoção da relevância, consideração e compra de suas marcas

Autor: Mohamed Haouet

A indústria da música eletrônica evoluiu significativamente, com as redes sociais tornando-se ferramentas essenciais para artistas emergentes se conectarem com fãs e construírem suas marcas. Esta dissertação explora como artistas emergentes podem utilizar essas plataformas para influenciar o engajamento dos consumidores e aumentar sua relevância, consideração e intenção de compra. O estudo adota uma abordagem de métodos mistos, combinando insights qualitativos de entrevistas com fãs de música eletrônica e análises quantitativas de uma pesquisa online. Inicialmente, artistas também foram incluídos na fase qualitativa para identificar estratégias eficazes de engajamento; no entanto, o foco foi direcionado aos fãs devido à limitada disponibilidade dos artistas. Descobertas indicam que algoritmos em plataformas como Instagram, YouTube e SoundCloud têm um papel central na descoberta e consideração de artistas emergentes. Fatores como autenticidade, alinhamento com valores humanitários e qualidade musical são fundamentais para os fãs, enquanto conteúdos exclusivos e interações diretas promovem conexões emocionais e fortalecem a lealdade. Além disso, vídeos de performances ao vivo e colaborações ampliam significativamente a visibilidade dos artistas e impulsionam o engajamento do público. A pesquisa quantitativa revelou que mídias digitais, especialmente plataformas de streaming, são os principais canais de descoberta, enquanto confiança e decisões de compra são influenciadas por conteúdos interativos, iniciativas de construção de comunidade e alinhamento com valores dos fãs. Este estudo fornece insights práticos para que artistas emergentes de música eletrônica otimizem suas estratégias nas redes sociais, fortaleçam sua presença online e criem conexões autênticas com seu público.

Palavras-chave:

Música eletrônica, engajamento em redes sociais, artistas emergentes, consideração de marca, confiança do consumidor, interação com o público, conteúdo exclusivo, algoritmos de redes sociais, branding digital.

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1. Introduction:

The electronic music industry has seen significant growth and transformation in recent years, driven largely by the evolution of digital platforms and social media. Emerging electronic music artists face unique challenges in this competitive landscape: not only must they create compelling music, but they also need to establish a strong online presence to engage with audiences, build trust, and drive brand relevance and consideration. Social media has become an indispensable tool for achieving these objectives, offering artists a direct channel to interact with fans, showcase their creativity, and expand their reach globally.

This thesis investigates the impact of social media on influencing and leveraging electronic music artists' engagement driving their personal brand relevance, consideration, trust, and purchase. It explores consumer preferences for social media strategies, content creation, and audience interaction, identifying key factors that contribute to a successful online presence. The study also examines the roles of social media algorithms, exclusive content, and interactive features in shaping fan perceptions and engagement with artists. Additionally, it highlights how exclusive content and direct interactions significantly enhance consumer purchase decisions, while music quality and alignment with audience values build trust and brand relevance.

With that purpose, the present study is structured across six chapters.

-Chapter 2: The Literature Review explores concepts such as social media engagement, consumer behavior in digital spaces, and branding strategies for emerging artists. These topics establish a comprehensive theoretical framework supporting the hypotheses.

-Chapter 3: The Methodology outlines the research design, which combines qualitative in-depth interviews and a quantitative online survey to ensure a robust mixed-methods approach.

-Chapter 4: The Analysis and Findings section integrates results from both phases of the study to address the research objectives.

-Chapter 5: The Conclusions chapter synthesizes key insights from the research findings.

-Chapter 6: This chapter highlights the study's limitations and provides recommendations for future research.

This research employed a mixed-methods approach, combining qualitative interviews with fans and quantitative analysis using an online survey.

It provides actionable recommendations for emerging electronic music artists to refine their social media strategies, enhance their online presence, and foster long-term brand growth.

2. Literature Review

Driven by the proliferation of digital platforms and social media, the electronic music industry has undergone substantial transformation in recent years. These tools have enabled emerging electronic music artists to engage with their audiences, build trust, enhance brand relevance and purchase decisions. This literature review explores the theoretical and empirical foundations underlying the role of social media in shaping fan engagement and brand strategies for emerging electronic music artists.

Social Media and Artist-Fan Engagement

Social media platforms have redefined the dynamics of artist-fan interaction, offering artists unprecedented access to their audiences. Kaplan and Haenlein (2010) identify social media as a crucial channel for interactive communication, enabling artists to engage directly with fans. Platforms such as Instagram, YouTube, and SoundCloud are particularly significant in the electronic music genre, where visual and auditory content plays a pivotal role in audience perception (Hutchinson, 2020).

Interactive content, such as interacting with fans private messages, live Q&A sessions, and direct responses to fan comments, has emerged as a critical driver in influencing consumer purchase decisions. Research highlights that such interactions foster emotional connections and create a sense of community among fans (Tafesse, 2016). This aligns with the findings of this study, where interactive content was shown to significantly enhance fan engagement and purchase decisions.

Exclusive Content and Audience Loyalty

The provision of exclusive content, such as unreleased tracks, behind-the-scenes footage, and early access to events, has been shown to foster a sense of exclusivity and loyalty among fans. According to Laroche et al. (2012), exclusive offerings create a perception of value, strengthening the bond between artists and their audiences. This is particularly relevant in the electronic music scene, where fans often seek unique and immersive experiences (Rowley, 2017).

This study's findings support this notion, indicating that exclusive content not only enhances fan engagement but also fosters a sense of community. These insights align with the work of

Park and Kim (2014), who argue that exclusive content serves as a strategic tool for differentiation in highly competitive markets.

Authenticity and Trust-Building

Authenticity is a cornerstone of trust in artist-fan relationships. Scholars such as Beverland and Farrelly (2010) emphasize the importance of authenticity in fostering consumer trust and loyalty. Fans are more likely to trust artists who stay true to their creative identity and align with shared values (Napoli et al., 2014). This is particularly significant for emerging electronic music artists, who must navigate a competitive landscape while maintaining their artistic integrity.

The findings of this research aligns with existing literature, highlighting that authenticity is a key determinant of trust. Fans value originality and align with artists who demonstrate genuine interactions and non-commercialized content. This is consistent with the work of Gilmore and Pine (2007), who argue that authenticity is a critical differentiator in building long-term consumer relationships.

Social Media Algorithms and Discoverability

Social media algorithms play a pivotal role in enhancing the visibility of emerging artists. Platforms like Instagram and YouTube employ algorithmic recommendations to introduce users to content aligned with their preferences (Boerman et al., 2017). This has significant implications for emerging electronic music artists, as algorithmic features can amplify their reach and facilitate audience discovery.

Empirical research underscores the importance of leveraging platform-specific features, such as Instagram Reels and YouTube recommendations, to optimize discoverability (Kemp, 2021). The quantitative phase of this study confirms these findings, demonstrating a statistically significant relationship between social media algorithms and fan consideration.

Artist Collaborations and Audience Expansion

Collaborations between artists have long been recognized as a strategic approach for audience expansion and brand relevance. According to Bengtsson and Servais (2005), collaborations enable artists to tap into new fan bases, enhance credibility, and create shared value.

This is particularly relevant in the electronic music genre, where collaborations often lead to cross-promotion and increased visibility.

The findings of this research highlight the significant role of artist collaborations in influencing fan consideration and engagement. These insights align with prior studies by Brown and Reingen (1987), who emphasize the importance of social networks and collaborative efforts in shaping consumer perceptions and behaviors.

Integration of Digital Branding Strategies

Effective digital branding strategies are essential for emerging electronic music artists to establish and maintain their online presence. Scholars such as Hearn (2008) argue that artists must strategically manage their digital identities to build and sustain their brands. This includes creating visually cohesive content, maintaining consistency in messaging, and leveraging interactive features to engage with audiences.

The literature also highlights the role of digital platforms in shaping consumer perceptions of professionalism and credibility (Schivinski et al., 2016). This study's findings reinforce these principles, indicating that high-quality visual and auditory content significantly influences fan engagement and trust.

The insights drawn from this review provide a robust theoretical foundation for the research hypotheses and methodologies employed in this study. By integrating these elements, this research contributes to the broader understanding of digital branding and audience engagement in the context of the electronic music industry.

3. Methodology

3.1 Research Topic and Hypotheses

In today's digital era, social media platforms have become pivotal tools for emerging electronic music artists to connect with their audience, showcase their creative work, and build trust.

This study, titled <The Impact of Social Media to Influence and Leverage Emerging Electronic Music Artists' Engagement and Driving Their Personal Brand Relevance, Consideration, and Purchase,= investigates the impact of social media strategies employed by emerging electronic music artists on key consumer behaviors and which social media tools are the most efficient.

The research focuses on three dependent variables:

1-Consideration: The likelihood of fans recognizing and evaluating the artist as a credible creator and deciding to start following them

2-Trust: The perception of the artist as reliable and authentic

3-Purchase: Fans likelihood of engaging in real-world actions such as purchasing tickets or merchandise.

These behaviors are essential indicators of an artist's ability to connect with audiences, build credibility, and drive meaningful interactions.

To analyze these relationships, the study investigates five independent variables that encapsulate the core elements of an artist's social media presence:

1-Interactive Content: Two-way communication methods like responding to comments, private messages, or reposting fan-generated content, are designed to create personal connections and foster emotional engagement.

2-Exclusive Content: The provision of unique offerings such as unreleased tracks, behind-the-scenes content, free music downloads, and private event access, which aims to foster a sense of exclusivity and value among fans.

3-Authenticity of the Artist: The perception of an artist as genuine to their creative identity, avoiding overly commercialized or curated presentations.

4-Social Media Algorithms: The role of platform-specific features, such as Instagram Reels, Soundcloud or YouTube recommendations, in increasing artist visibility and facilitating audience discovery.

5- Artist Collaborations: Joint projects with other artists that increase exposure, introduce

the artist to new audiences, and build shared credibility. This independent variable, along with its corresponding research question (RQ5) and hypothesis (H5), was identified during the qualitative research phase. The insights gained from in-depth interviews highlighted the significant role of collaborations in influencing fan engagement and brand consideration, prompting its inclusion in this study.

In this study, the following research questions and hypotheses are posed:

RQ1: How does interactive content (e.g., responding to comments, private messages, reposting fan stories) Influence consumer purchase intention for emerging electronic music artists?

H1: Emerging electronic music artists who engage with fans through interactive content (e.g., responding to comments, private messages, reposting fan stories) experience higher consumer purchase intention compared to artists that are non-interactive with their audience.

-Independent Variable: Interactive content

-Dependent Variables: Consideration, Trust, Purchase

RQ2: How does offering exclusive content (e.g., unreleased tracks, free downloads) Impact fan interest in purchasing event tickets or merchandise from emerging electronic music artists?

H2: Offering exclusive content (e.g., unreleased tracks and free downloads) leads to greater fan interest in purchasing event tickets or merchandise from emerging electronic music artists.

-Independent Variable: Exclusive content

-Dependent Variables: Consideration, Trust, Purchase

RQ3: How does authenticity in music affect trust among fans?

H3: Emerging artists who demonstrate originality and authenticity in their music are more likely to build trust among fans compared to those who prioritize trends.

-Independent Variable: Authenticity of the artist

-Dependent Variables: Consideration, Trust, Purchase

RQ4: How do social media algorithms impact fan relevance and consideration for emerging electronic music artists?

H4: Emerging artists who leverage platform-specific algorithmic features (e.g., Instagram Reels, YouTube recommendations) experience greater fan consideration.

-Independent Variable: Social media algorithms

-Dependent Variables: Consideration, Trust, Purchase

RQ5: What role do artist collaborations play in expanding audience reach and influencing brand relevance and consideration?

H5: Collaborations with other artists significantly increase exposure to new audiences, positively influencing brand relevance and consideration for emerging electronic music artists.

-Independent Variable: Artist collaborations

-Dependent Variables: Consideration, Trust, Purchase

3.2 Research Design

This study employed a mixed-methods approach, combining qualitative and quantitative phases to thoroughly examine the influence of social media on consumer relevance and consideration for electronic music artists. It also explored how social media fosters trust between artists and fans, enhances fan engagement with artist-posted content, and influences purchase decisions.

The qualitative phase provided in-depth insights into fan perceptions and behaviors through interviews, playing a crucial role in identifying key independent variables and refining the research hypotheses. Moreover, these findings informed the design of a structured survey used in the quantitative phase, which validated the hypotheses and provided additional insights into consumer preferences. The quantitative research was an essential step in analyzing the significance of the defined hypotheses and gathering robust, data-supported conclusions. These insights offered a comprehensive understanding of the consumer perspective, highlighting the key drivers of engagement and trust.

This sequential approach effectively combined rich, exploratory data with statistically significant findings, thoroughly addressing the study's objectives with taking into consideration secondary data gathered.

3.3 Data Collection

3.3.1 Primary Data

3.3.1.1 Stakeholders Target Identification (Electronic music fans)

The primary stakeholders for this study were electronic music fans actively engaging in the music scene and demonstrating a strong interest in this field of study. These individuals were selected for their relevance to the research objectives, as they represent the target

demographic for emerging electronic music artists leveraging social media strategies.

The qualitative phase targeted participants aged 20 to 26, ensuring insights were drawn from a highly relevant and engaged demographic. Semi-structured interviews were conducted online between October 12 and October 25, 2024, enabling the inclusion of participants from various geographic locations. The selection process prioritized music enthusiasts with a demonstrated interest in electronic music and familiarity with its consumption and engagement practices.

The quantitative phase extended the scope to a broader demographic, targeting fans aged 18 to 45+ through an online survey distributed across multiple channels, including social media groups and platforms popular among electronic music enthusiasts. Data collection for this phase began on November 11, 2024, and concluded on November 30, 2024, upon reaching 100 completed responses from the 189 respondents initially gathered. This approach ensured a comprehensive representation of fan behaviors, preferences, and attitudes, aligning with the study's objectives.

3.3.1.1.1 In-depth Interviews (Qualitative Method)

1) Nature of Research

The qualitative phase aimed to delve into consumer attitudes and preferences regarding the social media practices of emerging electronic music artists. By engaging with fans, the research identified key factors influencing their decision to consider an artist (developing interest and choosing to follow them), elements that foster trust, and strategies that resonate with music enthusiasts to ensure active community engagement. These engagement behaviors include social media interactions (liking, commenting, sharing) and purchase decisions, such as attending events and buying records.

Additionally, this phase sought to uncover any overlooked independent variables, such as artist collaborations, and to validate and refine existing hypotheses. Insights from this phase were instrumental in guiding the development of the quantitative survey, ensuring it addressed relevant themes identified during the interviews.

2) Data Collection Method

Semi-structured interviews were conducted online, offering a flexible yet consistent framework for gathering comprehensive data.

An interview guide with open-ended questions was used to encourage participants to share

their perspectives in detail. Initially, interviews included both music fans (10 participants) and emerging electronic music artists (5 participants). However, the analysis ultimately focused exclusively on fans due to challenges in artist availability, influenced by their demanding lifestyle and work schedule. Fans provided valuable insights into factors influencing artist consideration (e.g., developing interest and choosing to follow them), trust-building elements, and preferred social media tools for engaging with these artists.

3) Sample

Participants were selected using purposive sampling to ensure they represented the target demographic active electronic music fans familiar with social media platforms central to the research focus. The sample consisted of individuals aged between 20 and 26 years, identified through personal networks, including friends and music enthusiasts with a strong passion for electronic music. This approach was tailored to target an audience capable of offering rich, relevant insights into music consumption habits, social media engagement, and purchasing behaviors. Participants contributed diverse perspectives regarding their interactions with emerging electronic music artists, both online and offline, particularly in terms of purchasing event tickets, music, or merchandise.

4) Method of Analysis

Thematic analysis was applied to the qualitative data to identify recurring patterns and key insights. Major themes included the role of social media in artist discovery, the impact of direct interactions on fostering emotional connections, and the importance of artist authenticity and collaborations in building trust. These themes directly informed the development of the online survey by guiding the structure of questions and the definition of variables.

One significant outcome of the qualitative phase was identifying a previously unconsidered independent variable, Artist collaborations. This discovery led to adding a new research question (RQ5) and hypothesis (H5), focusing on how collaborations influence consumer trust and brand consideration.

Furthermore, the qualitative findings also validated the relevance of the initial hypotheses and independent variables, ensuring a cohesive alignment between the qualitative and quantitative phases.

3.3.1.1.2 Online Survey (Quantitative method)

1) Nature of Research

The quantitative phase aimed to validate the hypotheses developed during the qualitative research phase, address the study's research questions, and generate statistically significant insights into three dependent variables: brand relevance and consideration, consumer trust, and engagement. This phase focused on evaluating the impact of five key independent variables: interactive content, exclusive content, artist authenticity, social media algorithms, and artist collaborations.

The survey provided a deeper understanding of consumer preferences through engagement interests and consumption habits, exploring how trust is fostered between fans and emerging electronic music artists. Additionally, it investigated how authenticity, quality interactions, and perceived transparency in social media practices contribute to fan trust and loyalty. The ultimate objective was to identify the strategies that most effectively resonate with electronic music enthusiasts to drive engagement, consideration, trust, and purchase intentions.

2) Sample Characterization

An online survey was developed and distributed across various digital platforms, including social media channels, electronic music communities, and forums. These included Facebook groups dedicated to electronic music fans, Telegram music-sharing groups, Reddit communities for electronic music enthusiasts, and Instagram stories shared by emerging electronic music artists and fans. This distribution strategy ensured a wide reach and targeted the appropriate demographic for the study.

The survey included structured questions designed to capture detailed insights into engagement behaviors, content preferences, and trust-building factors. These questions were crafted to assess the relative impact of the independent variables on the dependent variables, providing robust quantitative data for analysis.

3) Sample

The survey gathered responses from 189 participants, but only 100 respondents completed the full survey. The respondents' ages ranged from 18 to over 45, with the majority (67%) falling within the 18-24 age group. This age group reflects the demographic most active on social media and most influenced by electronic music.

Participants represented a diverse cross-section of electronic music fans, contributing valuable

data on their engagement behaviors, preferences for social media content, and the factors influencing their trust and loyalty to emerging artists. This sampling approach ensured that the data was representative of the most engaged and active demographic for emerging electronic music artists.

4) Method of Analysis

The quantitative data was analyzed using statistical techniques to test the validity of the hypotheses and measure the relationships between the independent and dependent variables. Key statistical methods, including descriptive analysis, correlation analysis, and regression analysis, were employed to identify significant patterns and relationships within the data. The results quantified the impact of the five independent variables on brand relevance and consideration, trust, and engagement. The analysis revealed which factors had the most significant influence on fan behaviors and provided critical insights into how emerging electronic music artists can optimize their social media strategies to achieve greater engagement and loyalty.

3.3.2 Secondary Data

Secondary data provides critical insights that contextualize and enhance the findings of this research. For instance, the International Music Summit (IMS) Business Report (2024) reveals that the global dance music industry is valued at \$11.8 billion, marking a 17% increase over the past year which highlights the development of the music industry in the past years. Digital platforms play a significant role, accounting for a major share of artist revenue and audience engagement. Social media analytics from platforms like Instagram and YouTube emphasize the role of algorithm-driven content recommendations, which influence a significant portion of user discoveries of new artists (Kemp, 2023).

Market surveys from Nielsen (2023) highlight that 78% of electronic music fans prefer exclusive content, such as unreleased tracks and behind-the-scenes videos, associating them with higher levels of artist loyalty. Furthermore, Statista (2023) reports that collaborations between artists increase fan engagement, particularly when shared across multiple platforms. Academic research from journals like *Journal of Business Research* underscores the importance of authenticity, revealing that 72% of fans trust artists who align with personal and humanitarian values (Laroche et al., 2012).

4. Results and Analysis

4.1 In-depth Interviews Results (Qualitative Phase)

The qualitative research involved conducting in-depth interviews with 10 music fans to explore their behaviors, preferences, and perceptions regarding social media engagement with emerging electronic music artists. Initially, four independent variables were considered: Exclusive Content, Interactive Content, Social Media Algorithms, and Artist's authenticity. These variables were derived from preliminary insights about this subject.

However, the findings from the in-depth interviews refined and focused these variables, leading to the discovery of a new dependent variable which is Artist Collaborations.

Each question posed during the interviews revealed significant insights, which are detailed below.

Demographics and frequency of Electronic Music consumption.

The interviews began with a demographic overview. When asked, "Can you tell me your age and how you typically consume electronic music (e.g., streaming, live events)?", participants revealed they were aged between 20 and 26 years. Most respondents consumed electronic music primarily through streaming platforms like Spotify and SoundCloud, while live events such as festivals and club performances were noted as complementary channels.

Artists Discovery

To understand how fans discover artists, participants were asked, "How do you usually discover new emerging electronic music artists?" The majority pointed to social media platforms such as Instagram and YouTube as the dominant discovery tools. Features like algorithmic recommendations and collaborative posts were particularly appreciated for introducing new artists. Live events and word-of-mouth recommendations from friends also played an important role in artist discovery.

Definition of Engagement.

When exploring the concept of engagement, the question, "When you think of engagement with an artist, what does that mean to you?" was posed. Respondents described engagement as a multi-dimensional connection, including liking posts, commenting, sharing content, purchasing artist's records, and attending live events. Many emphasized that engagement often stemmed from feeling represented by the artist's creative vision.

Preferred Social media platforms for Engagement.

When asked, "What social media platforms do you primarily use to discover and engage with emerging electronic music artists?", respondents identified Instagram, YouTube, and SoundCloud as the most popular platforms. Spotify's curated playlists were also highlighted as an important tool for discovering new artists. Algorithmic recommendations and collaborative posts were frequently mentioned as effective features for showcasing talent and connecting with audiences.

Perception of Social Media Efficiency in Artist Discovery

The effectiveness of social media as a tool for connection was explored with the question, "How effective do you find social media in connecting with emerging electronic music artists?" Respondents consistently affirmed its effectiveness, citing its ability to eliminate geographical barriers and provide direct access to artists.

Value of Exclusive Content

Participants were also asked, "How do you value exclusive content (e.g., unreleased tracks, behind-the-scenes access) shared by artists? Does it foster a sense of community among fans?" The unanimous response was that exclusive content was highly valued. It made fans feel special and connected to the artist, while also creating a sense of belonging within the fan community.

Trust-Building.

To understand trust-building, the question, "What elements of an artist's social media presence contribute to your trust in them as a musician?", was posed. Trust was most strongly associated with music quality, professionalism, and authenticity. Respondents valued artists who showcased originality and avoided overly commercialized content, often linking trust to the artist's ability to stay true to their creative identity

Content preferences

When exploring content preferences, participants were asked, "What types of content do you find most engaging from emerging electronic music artists (e.g., music releases, behind-the-scenes content, personal stories)?" Music releases were identified as the most engaging, followed by behind-the-scenes footage and personal stories.

Behind-the-scenes content provided fans with a new perspective on the artist's creative process, while personal stories helped to create emotional connections.

Direct interaction

Direct interaction with fans was another area of interest, participants were asked, "How does direct interaction with artists (e.g., responding to comments) affect your emotional connection to them?" interviewers noted that activities like replying to comments, private messages, or reposting fan-generated content fostered a sense of friendship and relevance. Interactive content, such as live Q&A sessions and polls, was also appreciated, even by those who did not actively participate

Influence of Social Media on Purchase Intentions

The influence of social media on purchase intentions was explored with the question, "How does discovering an artist's social media presence influence your decision to purchase tickets or merchandise?" All respondents agreed that a strong social media presence positively influenced their likelihood of attending events or purchasing merchandise. They noted that visually appealing content, combined with authentic interactions, created a compelling case for real-world engagement.

4.1.1 Conclusion of In-depth Interviews (Qualitative Phase)

-Demographics and Music Consumption:

The primary audience for electronic music consists of young listeners aged 20 to 26, who engage with music predominantly through streaming platforms like Spotify and SoundCloud. Live events, while secondary, serve as complementary spaces that enhance their connection with the genre. This dual reliance on digital and physical spaces highlights the need for artists to maintain a presence across both channels.

-Artist Discovery:

Social media platforms, particularly Instagram and YouTube, play a central role in artist discovery. Features like algorithmic recommendations and collaborative posts were highly valued for introducing new artists. Additionally, live events and word-of-mouth remain influential, suggesting the importance of integrating digital strategies with in-person engagement to maximize reach.

-Engagement Perception:

Engagement extends beyond mere interactions on social media; it encompasses emotional and active connections, such as liking posts, sharing content, purchasing records, and attending

live events. Fans feel most engaged when they see their values reflected in the artist's creative vision. This underscores the importance of creating content that resonates emotionally and actively involves fans.

-Preferred Social Media Platforms:

Instagram, YouTube, and SoundCloud emerged as the most preferred platforms for engaging with artists, while Spotify's curated playlists were also notable for discovery. The effectiveness of algorithmic recommendations and collaborative posts on these platforms indicates that artists should prioritize these features to enhance visibility and fan connection.

-Effectiveness of Social Media:

Social media was affirmed as a powerful tool for connecting with fans, overcoming geographical barriers, and providing direct access to artists. Its role as both a discovery mechanism and a medium for deeper fan-artist relationships highlights the need for a strategic, authentic presence on these platforms.

-Value of Exclusive Content:

Exclusive content, such as unreleased tracks and behind-the-scenes material, fosters a sense of belonging and loyalty among fans. This type of content strengthens fan engagement and builds community connections, making it a critical element in sustaining long-term relationships with fans.

-Trust in Artists:

Trust is deeply rooted in the artist's authenticity, originality, and professionalism. Fans value artists who maintain creative integrity and avoid overly commercialized content. Authentic interactions and consistent music quality are essential for building trust and credibility.

-Content Preferences:

Fans are most engaged by music releases, followed by behind-the-scenes content and personal stories. These types of content provide fans with deeper insight into the artist's creative process and personal journey, strengthening emotional connections and sustaining their interest over time.

-Direct Interaction with Fans:

Direct interaction, such as responding to comments or reposting fan content, fosters a sense of friendship and relevance. Even passive fans value interactive elements like live Q&A sessions, highlighting the importance of engaging with the audience to build emotional bonds.

-Influence on Purchase Intentions:

A strong social media presence directly impacts fans' likelihood to purchase tickets or merchandise. Visually appealing content, combined with authentic and interactive

engagement, translates into real-world support, such as event attendance and merchandise sales.

-Emerging Themes in Fan Engagement:

The study refined the independent variables to include Exclusive Content, Interactive Content, Social Media Algorithms, and Authenticity of the Artist. Additionally, a new dependent variable, Artist Collaborations, emerged as a significant factor influencing engagement.

These findings emphasize the multi-faceted nature of fan engagement and the importance of a tailored, multi-channel approach to meet audience expectations.

4.1.2 Hypotheses Testing(Qualitative Phase)

Hypothesis 1: Impact of Interactive Content on Purchase Intention

-Hypothesis Statement: Emerging electronic music artists who engage with fans through interactive content (e.g., responding to comments, private messages, reposting fan stories) experience higher consumer purchase intention compared to artists who are non-interactive with their audience.

-Qualitative Evidence:

The in-depth interviews revealed that interactive content significantly influences fans' emotional connection to artists. Respondents consistently emphasized that activities like replying to comments, private messages, or reposting fan-generated content fostered a sense of friendship and relevance. Interactive content, such as live Q&A sessions and polls, was also valued, even by fans who did not actively participate. These interactions were described as enhancing the perceived accessibility and relatability of artists, which in turn positively influenced purchase intentions.

Participants noted that artists who took the time to engage with their audience personally were more likely to inspire ticket or merchandise purchases. This finding underscores the importance of interactivity in building emotional connections that drive real-world support.

-Conclusion: The hypothesis is supported. Fans highly value interactive content, associating it with increased emotional bonds and a stronger likelihood of supporting artists through ticket or merchandise purchases.

Interactive content acts as a bridge between digital engagement and real-world action, making it a critical strategy for emerging electronic music artists.

Hypothesis 2: Impact of Offering Exclusive Content on Purchase Intention

-Hypothesis Statement: Offering exclusive content (e.g., unreleased tracks and free downloads) leads to greater fan interest in purchasing event tickets or merchandise from emerging electronic music artists.

-Qualitative Evidence:

Respondents unanimously valued exclusive content, describing it as fostering a sense of belonging and loyalty. Examples like unreleased tracks, behind-the-scenes footage, and access to private events were seen as making fans feel special and appreciated by the artist. This sense of exclusivity created a stronger emotional connection and encouraged fans to take actions that supported the artist, such as purchasing tickets or merchandise.

Additionally, participants highlighted that exclusive content gave them a deeper insight into the artist's creative process, further enhancing their attachment and willingness to support the artist in tangible ways. These findings align with the idea that exclusive content creates a more personal and meaningful fan-artist relationship, which translates into consumer action.

-Conclusion: The hypothesis is supported. Exclusive content is a powerful driver of fan interest and purchase intentions, as it fosters a sense of belonging, loyalty, and deeper connection with the artist. Emerging electronic music artists should prioritize exclusive content as part of their social media strategy to strengthen fan engagement and drive consumer action.

Hypothesis 3: Impact of Authenticity on Trust

-Hypothesis Statement: Emerging artists who demonstrate originality and authenticity in their music are more likely to build trust among fans compared to those who prioritize trends.

-Qualitative Evidence:

Respondents identified authenticity as a crucial factor in fostering trust. They valued artists who stayed true to their creative identity and avoided overly commercialized content. Trust was also linked to originality, music quality, and alignment with personal values, indicating that fans associate authenticity with professionalism and credibility.

-Conclusion: The hypothesis is supported. Fans place high importance on authenticity as a key element of trust-building, making it a differentiating factor for emerging artists.

Hypothesis 4: Impact of Social Media Algorithms on Fan Consideration

-Hypothesis Statement: Emerging artists who leverage platform-specific algorithmic features (e.g., Instagram Reels, YouTube recommendations) experience greater fan consideration.

-Qualitative Evidence:

Social media platforms, particularly Instagram and YouTube, were cited as dominant tools for discovering new artists, with algorithmic recommendations being a valuable feature.

Respondents appreciated features like curated playlists and suggested content for introducing them to new artists, showcasing the importance of leveraging these algorithm-driven mechanisms.

-Conclusion: The qualitative data supports this hypothesis. Social media algorithms play a critical role in enhancing artist visibility and driving fan consideration.

Hypothesis 5: Artist Collaborations and Consideration

-Hypothesis Statement: Collaborations with other artists significantly increase exposure to new audiences, positively influencing brand relevance and consideration for emerging electronic music artists.

-Qualitative Evidence:

Respondents noted that collaborative posts on social media were effective in introducing them to new artists. They appreciated the opportunity to discover emerging artists through collaborations with artists they already followed.

Collaborations were also mentioned as a tool for expanding audience reach and building brand relevance.

-Conclusion: The hypothesis is validated. Artist collaborations are an effective strategy for increasing exposure, broadening audience reach, and influencing fan consideration.

4.2 Online Survey Results (Quantitative Phase)

Demographics and Listening Habits:

Q1/What is your age ?

-The majority of respondents (93 participants, 79%) were aged 18-34, followed by 25-34 (25 respondents, 21%) and 45+ (4 respondents, 3%).

Q2/How often do you listen to electronic music?

-The largest group of respondents (34 participants, 29%) reported daily listening habits, followed by weekly listeners (25%), rarely (26%), monthly (14%), and never (7%).

Discovery Channels:

Q3/Rate the importance of each channel in discovering new electronic music artists

(1 = Not Important at All, 5 = Extremely Important)

-Highest Average response with a rate of 4.15 was Digital Media followed by Social Media 3.97 ,Live events with 3.78, friends or word of mouth 3.77,traditional media2.27.

Q4/Rate the effectiveness of each channel in contributing to your trust in electronic music artists.

-Highest Average response rate was 3.97 Live events ,Digital media 3.85,friends or word of mouth 3.74,then social media 3.72,then traditional media 2.58

Q5/Rate the effectiveness of each channel in shaping your respect and admiration for an artist.

(1 = Not Effective at All, 5 = Extremely Effective)

-Highest Average response rate was Live events with a mean of 4.20,followed by Social media 3.79, Digital media 3.66,Friends or word of mouth 3.54,lastly Traditional media with a mean equal 2.93

Q6/Rate the effectiveness of each channel in helping you understand the artist's personality

(1 = Not Effective at All, 5 = Extremely Effective)

-Highest Average response rate was social media with a mean equal to 3.98 and then Live events 3.86,Friends or word of mouth 3.39,digital media 3.04,and lastly traditional media 2.80.

Q7/Rate the effectiveness of each channel in affecting your perception of the artist's music quality.

(1 = Not Effective at All, 5 = Extremely Effective)

-Highest Average response rate was live events 4.10,digital media 3.95,social media 3.59,friends or word of mouth 3.36,,Traditional media 2.73

Q8/Rate the effectiveness of each channel in contributing to your interest in supporting the artist's work (e.g., buying tickets or merchandise).

-Highest Average response rate was Live events 4.06,Social media 3.94,Friends word of mouth 3.57,digital media 3.49,traditional media2.79

Q9/To what extent do you agree with the following statement: <Social media is my primary channel for discovering new electronic music artists.=

(1 = Strongly Disagree, 5 = Strongly Agree)

-Average responses was 3.88

Brand Consideration

Q10/How important are these factors for you when deciding to follow an emerging artist ? (1 = Not Likely at All, 5 = Extremely Likely)

-Highest average response is 4.35 Music type, followed by 3.94 Performamnce videos, 3.55 recommendations by friends 3.55, Social media 3.49, quality of visual content is 3.28 , consistency in branding 3.04, Professionalism in online presence 2.97, Frequency of music releases 2.91

Q11/Rate your agreement with the following statement: When artists I follow collaborate with others, it gives me the opportunity to discover new artists who might be interesting for me to start following.= (1 = Strongly Disagree, 5 = Strongly Agree)

-Average response rate was 4.12

Q12/Rate your agreement with the following statement: "Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree)

-Average response rate is 3.86

Q13/To what extent do you agree with the statement: (1 = Strongly Disagree, 5 = Strongly Agree) <I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages, reposting fans stories)

-Average response rate was 3.66

Social Media Engagement Preferences :

Q14/How interesting are these type of contents for you to interact with . Please rate the level of interest to each type of content

(1 = Not Interested, 5 = Very Interested)

- The Highest average response rate was Live performances, DJ sets, or events footage 3.96, next Music releases with 3.82, podcasts and interviews 3.58, exclusive content 3.45,

free track downloads 3.44, behind the scenes production videos 3.16, personal life insights 3.15, interactive content 3.07, community channel and groups was 3.02,

Q15/To what extent do you agree with the statement: <Having access to exclusive content (unreleased tracks, free downloads) of an artist makes me feel more engaged with them = (1 = Strongly Disagree, 5 = Strongly Agree)

-Average response rate was 3.59

Consumer Trust

Q16/Rate your agreement with the following statement: <I trust an artist more when they regularly post high-quality content on social media. = (1 = Strongly Disagree, 5 = Strongly Agree)

-Average response rate was 3.15

Q17/How important are the following elements in fostering trust in an artist? (1 = Not Important at All, 5 = Extremely Important)

-Highest average response rate consistency in music quality 4.12, Alignment with personal or humanitarian values with a mean equal to 3.92, , variety in music style 3.79, non commercial music style 3.65, Collaborations with Professional artists or events (established artists, industry-recognized figures) mean 3.55, Professionalism in online presence (e.g., consistent branding, quality of content) 3.54, Consistency in quality of visual content average response was 3.34, Responsiveness to fan comments/messages 3.04

Q18/To what extent do you agree with the following statement: <Artists who engage with fan-generated content (e.g., reposting fan stories) feel more trustworthy to me. = (1 = Strongly Disagree, 5 = Strongly Agree)

-Average response rate was 3.30

Q19/To what extent do you agree with the following statement: =I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree)

-Average response rate was 3.99

Purchase Intentions :

Q20/Rate your likelihood to attend an event of an artist that you have discovered through social media (1 = Not Likely at All, 5 = Extremely Likely)

-Average response rate is 3.50

Q21/ How important is it to see exclusive content (unreleased tracks, free downloads) for you to consider attending an artist's event? (1 = Not Important at All, 5 = Extremely Important)

-Average response rate was 3.31

Q22/To what extent do you agree with the following statement: <My interest in purchasing an artist's event ticket increases if I feel closer to the artist and that I belong to his community= (1 = Strongly Disagree, 5 = Strongly Agree)

-Average response rate 3.72

4.2.1 Conclusion of Online Survey (Quantitative Phase) :

The Online Survey has provided various insights highlighting the behaviors of younger listeners, particularly those aged 18-24, form the primary demographic for electronic music. Their active listening habits demonstrate a high level of engagement, emphasizing the need for artists to maintain consistency in their music and availability across key platforms. Daily or frequent listening trends underline the importance of remaining relevant in a fast-paced digital environment.

Discovery channels play an essential role, with digital and social media platforms being the most influential for introducing new artists. Fans value the dynamic and accessible nature of these platforms, which facilitate the discovery of fresh talent. Live events, however, emerged as a powerful complement, offering fans a deeper sense of connection and trust through authentic, real-world experiences. In contrast, traditional media plays a minimal role in shaping fan perceptions or fostering engagement.

The findings also reveal a preference for content that emphasizes music and performances. Fans are particularly drawn to live event footage, music releases, and performance-related content, underscoring the importance of aligning content strategies with these preferences.

While valued, exclusive content plays a supporting role in enhancing engagement rather than being a primary driver. Authenticity remains a cornerstone, with fans gravitating toward artists who demonstrate originality and align with personal or humanitarian values.

Trust is significantly influenced by consistency in music quality and the artist's ability to stay true to their identity.

Authenticity, as opposed to following commercial trends, reinforces the perception of reliability and credibility among fans. Collaborative efforts, such as partnerships with other artists or industry-recognized events, further enhance trust and open pathways for audience expansion.

Live events and direct interactions of the artists with his community most strongly drive purchase intentions, reflecting the pivotal role of in-person experiences in fostering loyalty and interest. Social media complements these efforts by creating a sense of community and providing exclusive content that strengthens fan-artist relationships.

Fans who feel a sense of belonging or personal connection are more likely to support artists by attending events or purchasing merchandise.

4.2.2. Hypotheses Testing(Quantitative Phase)

-Hypothesis H1: Impact of Interactive Content on Purchase Intention

Emerging electronic music artists who engage with fans through interactive content (e.g., responding to comments, private messages, reposting fan stories) experience higher consumer purchase intention compared to artists that are non-interactive with their audience..

-Quantitative Evidence:

A linear regression analysis was conducted using interactive content as the independent variable (IV) and purchase intention as the dependent variable (DV).

-Purchase intention was measured using the survey question: <My interest in purchasing an artist's event ticket increases if I feel closer to the artist and that I belong to his community.=

-Interactive content was measured through the statement: <I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages, reposting fans' stories).=

The results of the analysis of this hypothesis are as follows:

-The Model Summary (see Table 4) revealed that The R^2 value was 0.134, indicating that 13.4% of the variance in purchase intention is explained by interactive content.

-The ANOVA Table (see Table5) showed an F-value of 15.118 with a p-value < 0.001 , confirming that the relationship between interactive content and purchase intention is statistically significant.

-The Coefficients Table (see Table6) Showed that the unstandardized coefficient (B) was 0.350, suggesting that for every one-unit increase in interactive content, purchase intention increases by 0.350 units on a Likert scale (135).The standardized coefficient (Beta) was 0.366, indicating a moderate positive effect of interactive content on purchase intention. The t-value was 3.888, and the p-value was < 0.001 , reinforcing the statistical significance of the relationship.

-Conclusion

The quantitative analysis strongly supports the hypothesis that interactive content significantly enhances consumer purchase intention. Activities such as responding to comments, engaging in private messages, and reposting fan-generated stories have a measurable positive impact on fans' likelihood of purchasing event tickets or merchandise. While 13.4% of the variance in purchase intention is explained by interactive content, the remaining variance suggests that additional factors, such as exclusive content, authenticity, or social media algorithms, also influence purchase intention. These results align with digital marketing principles that emphasize interaction and personalization as key drivers of consumer behavior.

For emerging electronic music artists, integrating interactive content strategies into their social media practices is critical for fostering deeper connections with their audience. Practical measures include responding to fan inquiries, conducting live Q&A sessions, and amplifying fan contributions through reposts. Such practices not only boost engagement but also help solidify the artist's presence in a highly competitive digital landscape.

Hypothesis H2: Impact of Offering Exclusive Content on Purchase Intention

Offering exclusive content (e.g., unreleased tracks, and free downloads) leads to greater fan interest in purchasing event tickets or merchandise from emerging electronic music artists.

-Quantitative Evidence:

A linear regression analysis was conducted to evaluate the hypothesis.

-The independent variable used was the perceived importance of exclusive content, measured through the survey question:

"How important is it to see exclusive content (unreleased tracks, free downloads) for you to consider attending an artist's event? (1 = Not Important at All, 5 = Extremely Important)."

-The dependent variable, purchase likelihood, was measured through the survey question:

"Rate your likelihood to attend an event of an artist that you have discovered through social media (1 = Not Likely at All, 5 = Extremely Likely)."

This methodology directly links exclusive content to event attendance likelihood as a purchase behavior.

The results of the analysis of this hypothesis are as follows:

-Model Summary (see table10): R Square: 0.024, this indicates that the perceived importance of exclusive content explains 2.4% of the variance in purchase likelihood. This explains that it is a weak relationship.

-ANOVA (see Table11): The ANOVA results showed an F-value of 2.388 and a p-value (Sig.) of 0.125. Since the p-value is above the 0.05 threshold, the relationship between the independent and dependent variables is not statistically significant.

-Coefficients Table(see table12): The unstandardized coefficient (B) for exclusive content importance was 0.136 , demonstrating a weak positive relationship between exclusive content importance and purchase likelihood. However, the p-value (0.125) indicates that this relationship is not statistically significant.

-Correlation Coefficient: The correlation between exclusive content importance and purchase likelihood was 0.154 (see table 12), indicating a weak positive relationship.

-Conclusion:

The analysis does not provide statistically significant evidence to support the hypothesis that exclusive content significantly enhances purchase decisions. While the positive unstandardized coefficient (B = 0.136) and weak correlation (r = 0.154) suggest a small effect of exclusive content on purchase likelihood, the p-values indicate that this relationship cannot be generalized confidently.

The R Square value of 0.024 suggests that exclusive content plays a minimal role in explaining purchase likelihood.

This highlights the need to consider other factors, such as interactivity, artist authenticity, and social media algorithms, which may strongly influence consumer purchase behavior.

Hypothesis H3: Impact of Authenticity on Trust

Emerging artists who demonstrate originality and authenticity in their music are more likely to build trust among fans compared to those who prioritize trends.

-Quantitative Evidence:

To test this hypothesis, a linear regression analysis was conducted.

-The Independent Variable was artist authenticity represented by this survey question, "I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do," measured on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree).

-Dependent Variable: was represented by a composite score named Trust_composite, which was created by averaging responses to survey questions related to trust-building factors represented as follows: Consistency in music quality, Collaborations with professionals or recognized artists, Non-commercial style, Alignment with personal or humanitarian values, Responsiveness to fan comments/messages.

The analysis aimed to evaluate the degree to which authenticity influences fans' trust in emerging electronic music artists.

The results of the analysis of this hypothesis are as follows:

-Model Summary:

The R Square value was 0.106 (see table 16), indicating that 10.6% of the variance in the Trust_composite score is explained by the perceived authenticity of the artist. This suggests that authenticity is a contributing factor, with room for additional factors impacting trust.

-ANOVA Table:

The ANOVA table showed an F-value of 11.632 and a p-value (Sig.) < 0.001 (see table17). Since the p-value is below the 0.05 threshold, the relationship between the independent and dependent variables is statistically significant.

-Coefficients Table:

The unstandardized coefficient (B) for artist authenticity was 0.258 (see table18), indicating a positive relationship between authenticity and trust. This value suggests that an increase in perceived authenticity corresponds to an increase in trust. The p-value (< 0.001) confirms that this relationship is statistically significant.

-Correlation Coefficient:

The correlation coefficient between the authenticity variable and the Trust_composite score was 0.326 (see table18). This indicates a positive but relatively moderate relationship, showing that while authenticity contributes to trust, its impact is not overwhelmingly strong.

-Conclusion:

The findings support the hypothesis that authenticity significantly impacts fan trust in emerging electronic music artists. The positive coefficient ($B = 0.258$) and the moderate correlation ($r = 0.326$) demonstrate that fans are more likely to trust artists who remain true to their creative identity and avoid strictly adhering to commercial trends.

However, the R Square value of 0.106 suggests that authenticity is only one of several factors contributing to trust. Other variables, such as consistency in music quality, artist-fan interactions, and social media transparency, may also play critical roles in fostering trust.

For emerging artists, these results emphasize the importance of demonstrating authenticity in their music and social presence. Sharing personal stories, maintaining originality, and aligning with values that resonate with their audience can help artists build stronger and more genuine relationships with their fans.

Hypothesis H4: Impact of Social Media Algorithms on Fan Consideration

-Emerging artists who leverage platform-specific algorithmic features (e.g., Instagram Reels, YouTube recommendations) experience greater fan consideration.

-Quantitative Evidence:

To evaluate the hypothesis, a linear regression analysis was conducted with the following variables:

-Independent Variable: Social media algorithms, represented by the question:

"How important are social media algorithms when deciding to follow an emerging artist?"

-Dependent Variable: Consideration, represented by "Rate your agreement with the statement: Social media recommendations help me discover emerging artists I wouldn't find otherwise."

This approach measured how fans' perceptions of social media algorithms influence their decision-making processes for following emerging artists.

The Results of this analysis are represented as follows:

-Descriptive Statistics: The mean score for the independent variable (importance of social media algorithms) was 3.43, while the dependent variable (effectiveness of social media

recommendations) averaged 3.88 (see table19). These scores indicate moderate perceptions of importance and effectiveness among respondents.

-Correlation Analysis: A Pearson correlation coefficient of 0.311 (see table20) was observed between the variables, indicating a moderate positive relationship. The p-value (< 0.001) confirms the statistical significance of this correlation.

-Regression Analysis, Model Summary: The R Square value was 0.097 (see table22), showing that social media algorithms account for 9.7% of the variance in fan consideration. The adjusted R Square value of 0.087 reflects a similar, slightly lower explanatory power.

-ANOVA Table: The F-value of 10.478 and a p-value of 0.002 (see table23) demonstrate the statistical significance of the model.

-Coefficients Table: The unstandardized coefficient (B) was 0.329 (see table24), indicating that a one-unit increase in the perceived importance of social media algorithms corresponds to a 0.329-unit increase in fan consideration. The standardized coefficient (Beta) was 0.311, reflecting a moderate effect size. The p-value (0.002) further supports the statistical reliability of these results.

-Conclusion :

The findings support the hypothesis that social media algorithms significantly influence fan consideration for emerging electronic music artists. The positive unstandardized coefficient ($B = 0.329$) shows that higher perceived importance of algorithmic features correlates with increased fan consideration. The statistically significant p-value (0.002) reinforces the reliability of this relationship.

However, the R Square value of 0.097 highlights that algorithms explain only 9.7% of the variance in fan consideration, implying that other factors such as artist authenticity, music quality, or visual content likely play substantial roles.

Hypothesis H5: Artist Collaborations and Consideration

Collaborations with other artists significantly increase exposure to new audiences, positively influencing brand relevance and consideration for emerging electronic music artists.

-Quantitative Evidence

To evaluate this hypothesis, a linear regression analysis was conducted

-Independent variable: artist collaborations represented by the question <Rate your agreement with the following statement: "When artists I follow collaborate with others, it gives me the

opportunity to discover new artists who might be interesting for me to start following. (1 = Strongly Disagree, 5 = Strongly Agree)=

-Dependent variable: composite consideration score, the consideration composite was created by averaging responses to survey questions on factors influencing the decision to follow an emerging artist, such as :music type/frequency of music releases/visual content quality/professionalism in online presence/consistency in branding/recommendations by friends/performance videos at events and festivals/social media algorithms/Exclusive content. Key results from the analysis are as follows:

-Model Summary: The R Square value is 0.056 (see table28), indicating that 5.6% of the variance in fan consideration is explained by artist collaborations.

-ANOVA Table: An F-value of 5.862 and a p-value of 0.017 (see table29) confirm that the relationship between artist collaborations and fan consideration is statistically significant.

-Coefficients Table: The unstandardized coefficient (B) for artist collaborations is 0.180 (see table30), indicating a positive relationship between artist collaborations and fan consideration. The p-value (0.017) further supports the statistical significance of this relationship.

-Correlation Analysis: A correlation coefficient of 0.238 (see table 30) shows a moderate positive relationship between artist collaborations and fan consideration. While this correlation is significant, it suggests that other factors also contribute to fan consideration.

-Conclusion

The analysis supports the hypothesis that artist collaborations play a significant role in enhancing fan consideration for emerging electronic music artists. The positive coefficient (B = 0.180) and statistically significant p-value (0.017) indicate that fans are more likely to consider following an artist when they observe collaborations with other artists. This highlights collaborations as a strategic tool for reaching new audiences and enhancing brand relevance.

However, the R Square value of 0.056 suggests that other factors, such as musical style, quality of content, or alignment with personal values, also influence fan consideration. These findings align with previous research emphasizing the importance of partnerships in expanding reach and visibility within the music industry.

For emerging electronic music artists, this underscores the importance of including collaborative projects in their branding strategy. By leveraging the fan bases of their collaborators, artists can enhance visibility, attract new followers, and strengthen their market positioning.

4.2.3 Research Questions:

-Research Question 1: How Does Interactive Content (e.g., responding to comments, private messages, reposting fan stories) Influence Consumer Purchase Intention For Emerging Electronic Music Artists?

-Answer: The results show that interactive content positively influences consumer purchase intention for emerging electronic music artists. The R Square value of 0.134 (see Table 4) indicates that 13.4% of the variance in purchase intention is explained by interactive content. The positive unstandardized coefficient ($B = 0.350$, $p < 0.001$; see Table 6) and moderate correlation ($r = 0.366$) suggest that interactive content has a significant and measurable impact on purchase intention.

As a result, interactive content, such as responding to comments, private messages, and reposting fan stories, is an effective approach for enhancing purchase intention. However, additional factors, such as exclusive content, artist authenticity, and social media algorithms, also contribute to consumer behavior and should be considered in future research.

-Research Question 2: How Does Offering Exclusive Content (e.g., unreleased tracks, free downloads) Impact Fan Interest In Purchasing Event Tickets Or Merchandise From Emerging Electronic Music Artists?

-Answer: The results do not provide statistically significant evidence that offering exclusive content significantly impacts fan interest in purchasing event tickets or merchandise. The R Square value of 0.024 (see Table 10) indicates that only 2.4% of the variance in purchase likelihood is explained by the perceived importance of exclusive content. The unstandardized coefficient ($B = 0.136$, $p = 0.125$; see Table 12) and weak correlation ($r = 0.154$) suggest a small positive effect, but the p-value exceeds the conventional threshold for statistical significance ($p < 0.05$).

While exclusive content shows some potential as a driver of purchase interest, it appears to play a minimal role compared to other factors like interactivity or artist authenticity

-Research Question 3: How Does Authenticity In Music Influence Trust Among Fans?

-Answer: Yes, the results show that authenticity positively influences trust among fans of emerging artists. The R Square value of 0.106 (see Table 16) indicates that 10.6% of the variance in trust is explained by authenticity, and the positive coefficient ($B = 0.258$, $p < 0.001$; see table18) suggests that artists perceived as authentic are more likely to be trusted by

fans. Thus, authenticity is an effective approach for building fan trust, although it is one among several other factors that influence trust levels.

-Research Question 4: How Do Social Media Algorithms Impact Fan Relevance and Consideration for Emerging Electronic Music Artists?

-Answer: The results show that social media algorithms do significantly impact fan consideration for emerging electronic music artists. The regression analysis demonstrated a statistically significant relationship between the importance of social media algorithms and fan consideration, with an R Square value of 0.097 (see table 22) indicating that 9.7% of the variance is explained by this factor. Therefore, while algorithms play an important role in helping fans discover emerging artists, they are just one of many factors contributing to fan consideration.

-Research Question 5: What Role Do Artist Collaborations Play in Expanding Audience Reach and Influencing Brand Relevance and Consideration?

-Answer: Artist collaborations play a significant role in expanding audience reach and positively influencing brand relevance and consideration for emerging electronic music artists. The results of the regression analysis show a positive relationship between collaborations and fan consideration, with 5.6% of the variance in fan consideration being explained by artist collaborations (see table 28). The correlation coefficient (0.238, $p = 0.017$; see table 30) suggests that collaborations increase exposure to new audiences, leading to greater fan consideration.

5. Conclusions

This study, titled **<The Impact of Social Media to Influence and Leverage Emerging Electronic Music Artists' Engagement, Driving Their Brand Relevance, Consideration, and Purchase>**, provides a nuanced understanding of how social media strategies resonate with fans. By integrating qualitative insights from in-depth interviews and quantitative survey data, the research explores key drivers of consideration, trust, and purchase behaviors, addressing the research question and aligning with the thesis title.

Engagement, as explored in this study, is a multifaceted construct encompassing relevance, consideration, trust, admiration, purchase, recommendation, and defense. Social media serves as a tool for visibility and a platform for fostering deeper connections that lead to meaningful consumer actions. This study demonstrates that strategically using social media content, interactive practices, and live events can effectively drive brand growth and loyalty.

Addressing the Research Question:

From Discovery to Engagement: How Do Emerging Electronic Music Artists Leverage Social Media and Its Tools to Influence Brand Consideration, Build Trust, and Drive Consumer Engagement?

1. Demographics and Listening Habits:

The majority of respondents (79%) were aged 18-34, indicating the dominance of younger audiences in the electronic music scene. Most participants reported daily (29%) or weekly (25%) listening habits, highlighting high engagement levels within this demographic.

Emerging artists should focus on younger, highly engaged listeners by tailoring social media strategies to their preferences. Platforms like Instagram and YouTube, popular among this age group, are critical for maximizing reach and engagement.

2. Discovery Through Digital and Social Media:

Digital media (avg. score = 4.15) and social media (avg. score = 3.97) were identified as the most important channels for discovering new artists (Q3). Additionally, social media algorithms, such as recommendations and Reels (Q12, avg. score = 3.86), significantly enhanced artist discoverability.

Social media and digital platforms are indispensable for artist discoverability. Optimizing content for algorithms and engaging actively on these platforms are essential strategies for emerging artists.

3. Building Trust Through Authenticity:

Consistency in music quality (Q17, avg. score = 4.12) and alignment with personal or humanitarian values (avg. score = 3.92) were the most important factors influencing trust. Fans valued authenticity and originality (Q19, avg. score = 3.99) over commercialized content.

Authenticity is the cornerstone of trust. Emerging artists who maintain creative integrity and align with shared values are more likely to foster long-term fan loyalty and credibility.

4. Engagement Through Interactive and Exclusive Content:

Interactive content (Q13, avg. score = 3.66) and exclusive content (Q15, avg. score = 3.59) were moderately valued for building fan engagement. Qualitatively, fans emphasized that interactive practices, such as responding to comments and reposting fan stories, created emotional connections, while exclusive offerings fostered a sense of privilege and loyalty.

Interactive content directly drives engagement and purchase behaviors, while exclusive content strengthens loyalty and emotional connection. Together, they form a powerful combination for enhancing fan relationships.

5. Social Media as a Driver of Admiration and Understanding:

Social media was rated as the most effective channel for helping fans understand an artist's personality (Q6, avg. score = 3.98) and shaping respect and admiration for artists (Q5, avg. score = 3.79).

Social media plays a dual role as a discovery and emotional connection tool. Artists can leverage it to build deeper admiration and foster personal connections with fans.

6. Expanding Reach Through Collaborations:

Fans strongly agreed that collaborations helped them discover new artists (Q11, avg. score = 4.12). Joint projects were praised for enhancing credibility and broadening audience reach.

Collaborations are a strategic avenue for mutual exposure and audience expansion, enabling emerging artists to connect with new demographics and strengthen their brand relevance.

7. Live Events as a Catalyst for Trust and Purchase:

Live events were rated as the most effective channel for building trust (Q4, avg. score = 3.97), admiration (Q5, avg. score = 4.20), and interest in supporting artists through ticket or merchandise purchases (Q8, avg. score = 4.06).

Live events remain unparalleled in converting digital engagement into real-world support, solidifying trust, and influencing purchase behaviors.

The hypothesis testing has provided us with the following conclusions:

-Interactive Content and Purchase Intention:

Qualitative Findings: Fans emphasized that interactive content, such as responding to comments, private messages, and reposting fan-generated stories, fosters emotional connections and makes them feel valued. These interactions create a sense of friendship and relevance, which encourages fans to attend events or purchase merchandise.

Quantitative Findings: Regression analysis demonstrated that interactive content explained 13.4% of the variance in purchase intention ($R^2 = 0.134$, $p < 0.001$)(table4). Fans who perceived artists as interactive reported higher likelihoods of supporting them through ticket or merchandise purchases.

Both qualitative and quantitative findings strongly align, confirming that interactive content significantly influences purchase behaviors by fostering emotional bonds and creating a sense of personal connection.

- Exclusive Content and Purchase Intention:

Qualitative Findings: Fans expressed that exclusive content, such as unreleased tracks, behind-the-scenes footage, and early access to events, increased their interest in supporting artists. Many reported that this type of content deepened their emotional connection to the artist, making them more likely to attend events or purchase merchandise.

Quantitative Findings: Exclusive content showed a weaker statistical relationship with purchase intention, explaining only 2.4% of the variance ($R^2 = 0.024$, $p = 0.125$)(table10). While fans valued exclusive content, it was not a primary driver of purchase behaviors in the quantitative results.

The findings partially align. Qualitative insights underscore the emotional value and loyalty generated by exclusive content, while quantitative results suggest it has a limited direct

impact on purchase behaviors. This indicates that exclusive content may support purchase intention, primarily through enhancing fan loyalty and engagement. The divergence between qualitative and quantitative findings highlights exclusive content's emotional impact compared to the behavioral impact. While it fosters emotional connections and loyalty, its immediate effect on purchase decisions is less pronounced. This could be due to Emotional Value Over Transactional Influence, where fans perceive exclusive content as an essential part of their connection to the artist, but it may lack the immediacy needed to drive direct purchases, such as tickets or merchandise. Furthermore, Exclusive content may serve as a secondary driver that enhances other purchase-inducing factors, such as interactive engagement or live events. For example, fans engaged through exclusive content may convert to paying customers when combined with other engagement strategies.

-Authenticity and Trust:

Qualitative Findings: Fans consistently highlighted authenticity as a cornerstone of trust. They valued artists who stayed true to their creative identity and aligned with personal or humanitarian values. Authenticity was seen as critical for building long-term credibility and loyalty.

Quantitative Findings: Authenticity explained 10.6% of the variance in trust ($R^2 = 0.106$, $p < 0.001$)(table16). Fans who perceived artists as authentic were more likely to trust them, associating authenticity with professionalism and credibility.

The findings align strongly. Both qualitative and quantitative data confirm that authenticity is essential for building trust, making it a key factor in fan-artist relationships.

-Social Media Algorithms and Brand Consideration

Qualitative Findings: Fans identified algorithmic recommendations on platforms like Instagram and YouTube as essential tools for discovering new artists. Features such as curated playlists and suggested posts were particularly effective in introducing fans to emerging talent.

Quantitative Findings: Social media algorithms explained 9.7% of the variance in fan consideration ($R^2 = 0.097$, $p = 0.002$)(table22). Fans who valued algorithmic recommendations were more likely to consider following emerging artists.

Both phases highlight the importance of algorithms in enhancing artist visibility and discoverability, though they may need to be paired with high-quality content for maximum effectiveness.

-Collaborations and Brand Consideration

Qualitative Findings: Collaborations were praised for introducing fans to new artists. Fans appreciated joint projects as a way to discover talent and viewed collaborations as a strategy for building credibility and expanding reach.

Quantitative Findings: Collaborations explained 5.6% of the variance in fan consideration ($R^2 = 0.056$, $p = 0.017$)(table28). Fans who noticed artist collaborations were more likely to consider following them, although the effect size was modest.

Both qualitative and quantitative data emphasize the value of collaborations in increasing exposure and strengthening brand relevance, though the quantitative results indicate a moderate impact.

In summary to address the research topic <**The Impact of Social Media to Influence and Leverage Emerging Electronic Music Artists' Engagement, Driving Their Brand Relevance, Consideration, and Purchase**,= This study confirms that social media is a transformative tool for emerging electronic music artists, providing them with the means to engage with fans, build trust, and drive consumer purchase behaviors. Key takeaways include:

-Engagement as a Comprehensive Concept:

Social media fosters emotional bonds and loyalty through interactive practices (Q13, avg. score = 3.66) and exclusive content (Q15, avg. score = 3.59), solidifies fans' connection to artists.

-Enhancing Brand Relevance Through Algorithms and Collaborations:

Social media algorithms (Q12, avg. score = 3.86) and collaborations (Q11, avg. score = 4.12) enhance discoverability and credibility, ensuring artists remain relevant in a competitive landscape.

-Building Trust Through Authenticity:

Authenticity (Q19, avg. score = 3.99) and consistent music quality (Q17, avg. score = 4.12) differentiate emerging artists and foster fan trust.

-Driving Purchase Behaviors:

While social media engagement lays the foundation, live events (Q8, avg. score = 4.06) uniquely foster trust and admiration, directly translating into ticket and merchandise sales.

By strategically leveraging these tools, emerging electronic music artists can navigate the complexities of a digitally driven industry, fostering sustainable growth and meaningful fan relationships.

6. Limitations :

While this study provides valuable insights into the influence of social media on engagement, trust, consideration and purchase for emerging electronic music artists, several limitations must be acknowledged to contextualize the findings and guide future research.

The sample size and composition represent a key limitation. The quantitative survey included 100 respondents, and the qualitative phase involved 10 participants, primarily targeting individuals aged 18-24 who are highly active on social media platforms. While this demographic is highly relevant, it may not fully capture the perspectives of older or less digitally engaged audiences. Furthermore, although the survey aimed to reach a geographically diverse audience, it did not explicitly address regional or cultural nuances that may influence social media usage and music preferences. This limits the generalizability of the findings to broader populations.

The cross-sectional design of the research presents another constraint. By capturing attitudes and behaviors within a specific timeframe, the study offers a snapshot of current trends but does not track changes over time or establish causality between the variables studied. Social media trends, platform algorithms, and user behaviors are dynamic and subject to rapid evolution. A longitudinal approach could provide a more comprehensive understanding of how these relationships develop and change over time.

Additionally, the study focused exclusively on the fan perspective due to the limited availability of emerging electronic music artists for interviews. While the fan insights were rich and detailed, the exclusion of artist perspectives restricts the understanding of the strategies, challenges, and decision-making processes from the artist's point of view. Including artist perspectives in future research could offer a more balanced and holistic view of social media's role in artist-fan dynamics.

The reliance on self-reported data introduces potential biases into the findings. Survey and interview responses may be influenced by social desirability, with participants providing answers they believe are socially acceptable or aspirational rather than accurately reflecting their actual behaviors. This limitation is particularly relevant to questions regarding engagement and purchase intentions, where responses may not fully align with participants' real-world actions.

Another limitation lies in the study's focus on major platforms like Instagram, YouTube, and SoundCloud. Emerging or region-specific platforms, such as TikTok or localized social networks, were excluded, potentially overlooking preferences and behaviors of fans who predominantly engage on these platforms. Exploring these platforms in future research could uncover additional insights into fan engagement and artist visibility.

The statistical models employed in the quantitative phase revealed modest R Square values. The results indicate that while the selected independent variables (e.g., exclusive content, artist collaborations) significantly influence the dependent variables, they only partially explain the variance. Additional factors, such as the frequency of content posting, content quality, or external market influences, were not included in this study but may play a critical role in shaping fan behaviors.

Moreover, the qualitative phase was limited to a small and relatively homogeneous group of participants. A broader and more diverse qualitative sample could provide richer and more nuanced insights into the multifaceted nature of fan engagement. Including participants from a wider range of demographics, geographic locations, and cultural backgrounds would enhance the depth and applicability of future findings.

Finally, the rapidly evolving nature of social media presents a challenge to the longevity of the study's findings. Platform updates, the introduction of new features, or the emergence of entirely new platforms could quickly render some strategies and insights identified in this research less relevant. External factors, such as global events or economic shifts, were also not explored but may significantly influence fan engagement and trust dynamics.

Acknowledging these limitations is essential for interpreting the scope of the findings and understanding their applicability. They also serve as a foundation for future research, which should include more diverse samples, longitudinal designs, and an exploration of additional variables to capture the complexities of social media's impact on emerging electronic music artists. By addressing these gaps, future studies can provide a deeper and more comprehensive understanding of this dynamic and evolving field.

APPENDIX 1 – In-depth interviews Script and Results

Demographics:

-Can you tell me your age and how you typically consume electronic music? (Streaming, live events, etc.)

Age Range (20-26),

Electronic music consumption: Majority of responses was streaming but also events

-How do you usually discover new emerging electronic music artists? (e.g., vinyl stores, clubs, bars, social media, radios)

Majority of responses : Social media , live events(bars /clubs festivals), friends (word of mouth)

Defining Engagement

-When you think of engagement with an artist , what does that mean to you?

Most respondents feel that the artists represent them in their artistic vision, so they interact with the artist's content in some way

-How do you typically engage with artists (e.g., liking posts, commenting, sharing content, participating in live events)?

Majority of responses: Following on Social media platforms,liking the content ,be updated on music releases and if they have high engagement they attend the artist’s events and share content.

General Social Media Usage:

-What social media platforms do you primarily use to discover and engage with emerging electronic music artists?

Majority of responses were: Instagram, Youtube and Soundcloud some said Spotify (electronic music labels that introduce a variety of emerging artists)

-What features of these platforms do you find most appealing for discovering and engaging with artists?

Application Algorithms recommending what they have searched or liked before , collaborations posts between artists

Perception of Social Media Presence:

-How effective do you find social media in connecting with emerging electronic music artists?

Majority of respondents confirmed that social media plays an important role in connecting with emerging electronic music artists with no geographical barriers

-What specific elements (such as posts, visuals, or interactions) influence your consideration of an artist?

Majority said that the audio content (music experience) presented is the most important element that influences their consideration of the artist ,but also videos of their event performances (crowd reaction, Hype, dopamine boost),some said the content's Visual quality

Engagement and Interaction:

-Can you describe a recent interaction you had with an artist on social media that made you feel more connected to them?

Majority of responses mentioned a direct interaction with artists(replying to their messages or comments ,or the artist reposting a story that they have shared), some also mentioned finding them selves in the artists social media account from an event they attended (photos, videos)

-Can you describe your engagement with emerging artists on social media meaning what kind of content do you interact with the most?

Most of respondents said they admire content that distinguishes the artist from others in the music industry (Innovative content) ,videos format is the most attractive for them(Podcast/Interviews)

-What types of content do you find most engaging from emerging electronic music artists (e.g., music releases, behind-the-scenes content, personal stories)?

Most respondents said they engage the most with music releases mentioning also that the behind the scenes content gives them a new perspective about the artists that they didn't see before which results in more consideration, and the personal stories creates a bond with the artists resulting in more engagement ,relevance and emotional connection.

-How does direct interaction with artists (e.g., responding to comments) affect your emotional connection to them?

Majority mentioned that having this kind of direct interaction fosters an emotional connection with the artist meaning a feeling of friendship and relevance to them

-How important is interactive content (such as polls, live Q&A sessions, and direct messaging) in your engagement with artists

Respondents affirmed that interactive content shows that the artist cares about his fans and followers meaning that he focuses on engaging with them, even though some mentioned that they wouldn't necessarily engage with the content every time but they appreciate seeing the artist do this type of interaction.

Exclusive Content:

-How do you value exclusive content (e.g., unreleased tracks, behind-the-scenes access) shared by artists?

All respondents have affirmed their interest in the exclusive content and the way it makes them feel more exclusive and valued by the artist resulting in more engagement and fostering consideration

-Does exclusive content foster a sense of community among fans? If so, how?

All respondents have affirmed that they feel connected to the community that is also having the same relationship with the artist.

Quality of Content:

-How important is the quality of visuals (photos, videos) in your perception of an artist's professionalism and credibility?

Most respondents affirmed that quality fosters the perception of Professionalism as it shows that the artist is investing in his content quality and is trying his best to deliver quality content to his fans/audience

-Do you believe that high-quality social media content (e.g., polished music videos, professionally edited photos) affects your perception of the artist's music quality? How so?

Most respondents affirmed that it does not really affect the perception of the music quality but when there is good visual quality it does make the experience better and makes the artist brand look more interesting, others mentioned that the quality of the visual is very important to them as they focus a lot on it while experiencing the music content

-Does the perceived quality of an artist's social media content influence your decision to engage with them or follow their work? Why or why not?

Majority of respondents affirmed that it depends on the type of social media if it's a streaming platform(soundcloud/spotify) than the most important factor is the music quality and not the visual quality but if it's (instagram/facebook)the quality of the content is quite influential(aesthetic feed,original posts)shows that the artist is authentic and original but the most important factor is that they need to relate mostly to the music he releases as that it is their main interest in engaging with him

Trust and Authenticity:

-What elements of an artist's social media presence contribute to your trust in them as a musician?

Majority of respondents expressed that trust is built on music quality/quality of content/humanitarian positions /alignement with personal interests/latest collaborations/music style/events or festivals that he works with/linktree presence /Professionalism.

- How do you evaluate the authenticity of their interactions and content? Style of music/trying varieties in music and not following what is commercial

Brand Identity:

-How do you respond to the visual branding (logos, color schemes) of artists on social media? In what ways does consistency in visual branding affect your recognition of an artist?

Visual branding is not that important for respondents when it comes to deciding to consider the artist and follow him. However they expressed that when an artist has a specific symbol(emoji)that he uses when promoting a new post or when he has a visual branding that represents him this provides efficiency in the recognition of the artist among others in the music industry

Personal Connection:

-How does an artist's personality and lifestyle influence your engagement and trust in them on social media?

Some of the respondents expressed that it enhances the feeling of engagement with the artist and makes them feel that they know him in real life as a person and not only as an artist that they follow on social media which leads to more trust, others expressed that seeing some personal opinions or seeing something personal about the artist that doesn't match their opinions or ideas could lead to less engagement and less trust, some even expressed that they don't want to see the artist as influencer but as an electronic music artist only.

Purchase Intentions:

-How does discovering an artist's social media presence influence your decision to purchase tickets for their events or festivals?

All respondents expressed that discovering the artist on social media enhances consideration leading to engagement with the content that the artist is providing which mostly would lead to real life engagement either through attending live events or purchasing artist merch or even by records of the artist's

APPENDIX II - Survey

Dear Participant, I am currently undertaking this survey as part of my master's thesis at Católica Lisbon School of Business and Economics. I kindly request that you allocate approximately 7 minutes of your time to carefully read and complete this survey. Please be aware that there are no right or wrong responses, as the survey is solely concerned with your individual assessment. Rest assured that your data will be handled confidentially and will not be shared with any third parties. I sincerely appreciate your participation. Should you have any questions pertaining to the survey, please don't hesitate to reach out to me at the following email address: s-mhaouet@ucp.pt

*What is your age?

- 18-24
- 25-34
- 35-44
- 45+

*How often do you listen to electronic music?

- Daily
- Weekly
- Monthly
- Rarely
- Never

*Rate the importance of each channel in discovering new electronic music artists
(1= Not Important at All, 5 = Extremely Important)

| | | | |
|--|-----------------------|-------|-----------------------|
| Social Media(Platforms like Instagram, YouTube, and Facebook) | <input type="radio"/> | _____ | <input type="radio"/> |
| | 1 | | 5 |
| Traditional Media(forms of media like radio, TV, and print magazines) | <input type="radio"/> | _____ | <input type="radio"/> |
| | 1 | | 5 |
| Digital Media(Streaming platforms like Spotify, SoundCloud, and Apple Music) | <input type="radio"/> | _____ | <input type="radio"/> |
| | 1 | | 5 |
| Live Events(In-person events, such as concerts, festivals) | <input type="radio"/> | _____ | <input type="radio"/> |
| | 1 | | 5 |
| Friends or word of mouth(Recommendations from friends, community groups) | <input type="radio"/> | _____ | <input type="radio"/> |
| | 1 | | 5 |

*Rate the effectiveness of each channel in contributing to your trust in electronic music artists.

(1 = Not Effective at All, 5 = Extremely Effective)

Social Media(Platforms like Instagram, YouTube, and Facebook)

_____ 1 5

Traditional Media(forms of media like radio, TV, and print magazines)

_____ 1 5

Digital Media(Streaming platforms like Spotify, SoundCloud, and Apple Music)

_____ 1 5

Live Events(In-person events, such as concerts, festivals)

_____ 1 5

Friends or word of mouth(Recommendations from friends, community groups)

_____ 1 5

*Rate the effectiveness of each channel in shaping your respect and admiration for an artist.

(1 = Not Effective at All, 5 = Extremely Effective)

Social Media(Platforms like Instagram, YouTube, and Facebook)

_____ 1 5

Traditional Media(forms of media like radio, TV, and print magazines)

_____ 1 5

Digital Media(Streaming platforms like Spotify, SoundCloud, and Apple Music)

_____ 1 5

Live Events(In-person events, such as concerts, festivals)

_____ 1 5

Friends or word of mouth(Recommendations from friends, community groups)

_____ 1 5

*Rate the effectiveness of each channel in helping you understand the artist's personality

(1 = Not Effective at All, 5 = Extremely Effective)

Social Media(Platforms like Instagram, YouTube, and Facebook)

_____ 1 5

Traditional Media(forms of media like radio, TV, and print magazines)

_____ 1 5

Digital Media(Streaming platforms like Spotify, SoundCloud, and Apple Music)

_____ 1 5

Live Events(In-person events, such as concerts, festivals)

_____ 1 5

Friends or word of mouth(Recommendations from friends, community groups)

_____ 1 5

*Rate the effectiveness of each channel in affecting your perception of the artist's music quality.

(1 = Not Effective at All, 5 = Extremely Effective)

Social Media(Platforms like Instagram, YouTube, and Facebook)

_____ 1 5

Traditional Media(forms of media like radio, TV, and print magazines)

_____ 1 5

Digital Media(Streaming platforms like Spotify, SoundCloud, and Apple Music)

_____ 1 5

Live Events(In-person events, such as concerts, festivals)

_____ 1 5

Friends or word of mouth(Recommendations from friends, community groups)

_____ 1 5

*Rate the effectiveness of each channel in contributing to your interest in supporting the artist's work (e.g., buying tickets or merchandise). (1 = Not Effective at All, 5 = Extremely Effective)

Social Media(Platforms like Instagram, YouTube, and Facebook)

1 5

Traditional Media(forms of media like radio, TV, and print magazines)

1 5

Digital Media(Streaming platforms like Spotify, SoundCloud, and Apple Music)

1 5

Live Events(In-person events, such as concerts, festivals)

1 5

Friends or word of mouth(Recommendations from friends, community groups)

1 5

*To what extent do you agree with the following statement: "Social media is my primary channel for discovering new electronic music artists."
(1 = Strongly Disagree, 5 = Strongly Agree)

1 5

How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important)

Music type (genre or style of music he plays/produces)

1 5

Frequency of music releases

1 5

Quality of visual content (photos, videos)

1 5

Professionalism in online presence (agency management, Presence in different social media paltforms)

1 5

Consistency in branding (e.g., use of logo, color schemes,personal emoji)

1 5

Recommendations by Friends

1 5

Performance videos events/festivals (crowd interaction)

1 5

Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on y recent searches and preferences)

1 5

Exclusive content (e.g., unreleased tracks, behind-the-scenes footage)

1 5

*Rate your agreement with the following statement: "When artists I follow collaborate with others, it gives me the opportunity to discover new artists who might be interesting for me to start following."
(1 = Strongly Disagree, 5 = Strongly Agree)

_____ 5
1

*Rate your agreement with the following statement: "Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise."
(1 = Strongly Disagree, 5 = Strongly Agree)

_____ 5
1

*To what extent do you agree with the statement:
(1 = Strongly Disagree, 5 = Strongly Agree)
"I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages, reposting fans stories)

_____ 5
1

*How interesting are these type of contents for you to interact with . Please rate the level of interest to each type of content (1 = Not Interested, 5 = Very Interested)

Music releases

_____ 5
1

Exclusive content (unreleased tracks, access to exclusive events)

_____ 5
1

Behind-the-scenes production Videos/Stories

_____ 5
1

Personal life (moments from the artist's personal, life, routine, surroundings) posted on IG/Fb Stories

_____ 5
1

Podcasts, interviews

_____ 5
1

Free track downloads

_____ 5
1

Live performances, DJ sets, or events footage

_____ 5
1

Interactive content (e.g., polls, Q&A sessions)

_____ 5
1

Community channels/groups

_____ 5
1

*To what extent do you agree with the statement: "Having access to exclusive content(unreleased tracks,free downloads) of an artist makes me feel more engaged with them"

(1 = Strongly Disagree, 5 = Strongly Agree)

_____ 5
1

Rate your agreement with the following statement: "I trust an artist more when they regularly post high-quality content on social media."

(1 = Strongly Disagree, 5 = Strongly Agree)

_____ 5
1

How important are the following elements in fostering trust in an artist?

(1 = Not Important at All, 5 = Extremely Important)

Consistency in music quality

_____ 5
1

Consistency in quality of visual content

_____ 5
1

Collaborations with Professional artists or events(established artists, industry-recognized figures)

_____ 5
1

Responsiveness to fan comments/messages

_____ 5
1

Alignment with personal or humanitarian values

_____ 5
1

Non-commercial music style

Variety in music style (not strictly following trends)

_____ 5
1

Professionalism in online presence (e.g., consistent branding, quality of content)

_____ 5
1

To what extent do you agree with the following statement: "Artists who engage with fan-generated content (e.g., reposting fan stories) feel more trustworthy to me." (1 = Strongly Disagree, 5 = Strongly Agree)

_____ 1 5

To what extent do you agree with the following statement: "I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree)

_____ 1 5

*Rate your likelihood to attend an event of an artist that you have discovered through social media (1 = Not Likely at All, 5 = Extremely Likely)

_____ 1 5

*How important is it to see exclusive content (unreleased tracks, free downloads) for you to consider attending an artist's event? (1 = Not Important at All, 5 = Extremely Important)

_____ 1 5

*To what extent do you agree with the following statement: "My interest in purchasing an artist's event ticket increases if I feel closer to the artist and that I belong to his community" (1 = Strongly Disagree, 5 = Strongly Agree)

_____ 1 5

RQ1 Data, Hypothesis 1:

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|------|----------------|-----|
| To what extent do you agree with the following statement: "My interest in purchasing an artist's event ticket increases if I feel closer to the artist and that I belong to his community" _x005F_x000D_ (1 = Strongly Disagree, 5 = Strongly Agree) - 2 | 3.81 | .971 | 100 |
| To what extent do you agree with the statement: (1 = Strongly Disagree, 5 = Strongly Agree) "I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages, reposting fans stories) - 1 | 3.77 | 1.014 | 100 |

Table1: Descriptive statistics

Correlations

| | To what extent do you agree with the following statement: "My interest in purchasing an artist's event ticket increases if I feel closer to the artist and that I belong to his community" _x005F_x000D_ (1 = Strongly Disagree, 5 = Strongly Agree) - 2 | To what extent do you agree with the statement: (1 = Strongly Disagree, 5 = Strongly Agree) "I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages, reposting fans stories) - 1 |
|---------------------|--|---|
| Pearson Correlation | 1.000 | .366 |
| | .366 | 1.000 |
| Sig. (1-tailed) | .000 | <.001 |
| N | 100 | 100 |
| | 100 | 100 |

Table2: Correlations

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | To what extent do you agree with the statement: (1 = Strongly Disagree, 5 = Strongly Agree) "I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages, reposting fans stories) - 1 ^b | | Enter |

Table3: Variables Entered/Reşoved

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .366 ^a | .134 | .125 | .909 |

a. Predictors: (Constant), To what extent do you agree with the statement: (1 = Strongly Disagree, 5 = Strongly Agree) "I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages, reposting fans stories) - 1

Table4: Model Suşşary

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|--------------------|
| 1 | Regression | 12.482 | 1 | 12.482 | 15.118 | <.001 ^b |
| | Residual | 80.908 | 98 | .826 | | |
| | Total | 93.390 | 99 | | | |

a. Dependent Variable: To what extent do you agree with the following statement: "My interest in purchasing an artist's event ticket increases if I feel closer to the artist and that I belong to his community" _x005F_x000D_ (1 = Strongly Disagree, 5 = Strongly Agree) - 2

b. Predictors: (Constant), To what extent do you agree with the statement: (1 = Strongly Disagree, 5 = Strongly Agree) "I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages,

Table5: Anova

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.489 | .352 | | 7.080 | <.001 |
| | To what extent do you agree with the statement (1 = Strongly Disagree, 5 = Strongly Agree) "I feel closer and more engaged with artists when they are interactive with their audience (responding to comments, private messages, reposting fans stories) - 1 | .350 | .090 | .366 | 3.888 | <.001 |

a. Dependent Variable: To what extent do you agree with the following statement: "My interest in purchasing an artist's event ticket increases if I feel closer to the artist and that I belong to his community" _x005F_x000D_ (1 = Strongly Disagree, 5 = Strongly Agree) - 2

Tablec: coefficients

RQ2 Data,Hypothesis2:

Descriptive Statistics

| | Mean | Std. Deviation | N |
|--|------|----------------|-----|
| Rate your likelihood to attend an event of an artist that you have discovered through social media_x005F_x000D_ (1 = Not Likely at All, 5 = Extremely Likely) - 1 | 3.46 | .869 | 100 |
| How important is it to see exclusive content (unreleased tracks,free downloads) for you to consider attending an artist's event? _x005F_x000D_ (1 = Not Important at All, 5 = Extremely Important) - 2 | 3.39 | .984 | 100 |

Table7: Descriptive statistics

Correlations

| | Rate your likelihood to attend an event of an artist that you have discovered through social media_x005F_x000D_ (1 = Not Likely at All, 5 = Extremely Likely) - 1 | How important is it to see exclusive content (unreleased tracks,free downloads) for you to consider attending an artist's event? _x005F_x000D_ (1 = Not Important at All, 5 = Extremely Important) - 2 |
|---------------------|---|--|
| Pearson Correlation | 1.000 | .154 |
| Sig. (1-tailed) | | .063 |
| N | 100 | 100 |

Table8: Correlations

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | How important is it to see exclusive content (unreleased tracks,free downloads) for you to consider attending an artist's event?_x005F_x000D_ (1 = Not Important at All, 5 = Extremely Important) - 2 ^b | | Enter |

- a. Dependent Variable: Rate your likelihood to attend an event of an artist that you have discovered through social media_x005F_x000D_ (1 = Not Likely at All, 5 = Extremely Likely) - 1
- b. All requested variables entered.

Table 5: Variables Entered/Removed

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .154 ^a | .024 | .014 | .863 |

- a. Predictors: (Constant), How important is it to see exclusive content (unreleased tracks,free downloads) for you to consider attending an artist's event?_x005F_x000D_ (1 = Not Important at All, 5 = Extremely Important) - 2

Table 10: Model Summary

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 1.781 | 1 | 1.781 | 2.388 | .125 ^b |
| | Residual | 73.059 | 98 | .746 | | |
| | Total | 74.840 | 99 | | | |

- a. Dependent Variable: Rate your likelihood to attend an event of an artist that you have discovered through social media_x005F_x000D_ (1 = Not Likely at All, 5 = Extremely Likely) - 1
- b. Predictors: (Constant), How important is it to see exclusive content (unreleased tracks,free downloads) for you to consider attending an artist's event?_x005F_x000D_ (1 = Not Important at All, 5 = Extremely Important) - 2

Table 11: Anova

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.998 | .311 | | 9.631 | <.001 |
| | How important is it to see exclusive content (unreleased tracks,free downloads) for you to consider attending an artist's event?_x005F_x000D_ (1 = Not Important at All, 5 = Extremely Important) - 2 | .136 | .088 | .154 | 1.545 | .125 |

- a. Dependent Variable: Rate your likelihood to attend an event of an artist that you have discovered through social media_x005F_x000D_ (1 = Not Likely at All, 5 = Extremely Likely) - 1

Table 12: Coefficients

Data RQ3,Hypothesis3:

Descriptive Statistics

| | Mean | Std. Deviation | N |
|--|--------|----------------|-----|
| Trust_composite | 3.7325 | .62564 | 100 |
| To what extent do you agree with the following statement:"I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree) - 1 | 4.04 | .790 | 100 |

Table13: Descriptive Statistics

Correlations

| | | Trust_composite | To what extent do you agree with the following statement:"I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree) - 1 |
|---------------------|--|-----------------|--|
| Pearson Correlation | Trust_composite | 1.000 | .326 |
| | To what extent do you agree with the following statement:"I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree) - 1 | .326 | 1.000 |
| Sig. (1-tailed) | Trust_composite | .. | <.001 |
| | To what extent do you agree with the following statement:"I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree) - 1 | .000 | .. |
| N | Trust_composite | 100 | 100 |
| | To what extent do you agree with the following statement:"I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree) - 1 | 100 | 100 |

Table14: Correlations

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|--|-------------------|--------|
| 1 | To what extent do you agree with the following statement: "I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree) - 1 ^b | | Enter |

a. Dependent Variable: Trust_composite

b. All requested variables entered.

Table15: Variables entered/removed

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .326 ^a | .106 | .097 | .59453 |

a. Predictors: (Constant), To what extent do you agree with the following statement: "I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do."

(1 = Strongly Disagree, 5 = Strongly Agree) - 1

Table1c: Model Summary

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|--------------------|
| 1 | Regression | 4.111 | 1 | 4.111 | 11.632 | <.001 ^b |
| | Residual | 34.639 | 98 | .353 | | |
| | Total | 38.751 | 99 | | | |

a. Dependent Variable: Trust_composite

b. Predictors: (Constant), To what extent do you agree with the following statement: "I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do."

(1 = Strongly Disagree, 5 = Strongly Agree) - 1

Table17: Anova

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|-------|---|-----------------------------|------------|---------------------------|-------|-------|---------------------------------|-------------|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 2.691 | .311 | | 8.647 | <.001 | 2.073 | 3.308 |
| | To what extent do you agree with the following statement: "I feel that artists who are authentic and original, without strictly following trends, are more trustworthy than those who do." (1 = Strongly Disagree, 5 = Strongly Agree) - 1 | .258 | .076 | .326 | 3.411 | <.001 | .108 | .408 |

a. Dependent Variable: Trust_composite

Table18: Coefficients

Data RQ4,Hypothesis4:

| Descriptive Statistics | | | |
|--|------|----------------|-----|
| | Mean | Std. Deviation | N |
| Rate your agreement with the following statement:" Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree) | 3.88 | .967 | 100 |
| How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | 3.43 | .913 | 100 |

Table1S: Descriptive statistics

| Correlations | | | |
|---------------------|--|--|-------|
| | Rate your agreement with the following statement:" Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree) | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | |
| Pearson Correlation | Rate your agreement with the following statement:" Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree) | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | .311 |
| | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | Rate your agreement with the following statement:" Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree) | .311 |
| Sig. (1-tailed) | Rate your agreement with the following statement:" Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree) | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | <.001 |
| | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | Rate your agreement with the following statement:" Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree) | .001 |
| N | Rate your agreement with the following statement:" Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree) | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | 100 |
| | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | Rate your agreement with the following statement:" Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree) | 100 |

Table20: Correlations

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your ^b | | Enter |

Table21: Variables Entered/Re\$oved

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .311 ^a | .097 | .087 | .924 |

a. Predictors: (Constant), How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your

Table22: Model Su\$\$ary

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 8.940 | 1 | 8.940 | 10.478 | .002 ^b |
| | Residual | 83.620 | 98 | .853 | | |
| | Total | 92.560 | 99 | | | |

a. Dependent Variable: Rate your agreement with the following statement:"Social media recommendations (e.g., Reels, suggested videos,suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree)
 b. Predictors: (Constant), How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending

Table23: Anova

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|-------|--|-----------------------------|------------|---------------------------|-------|-------|---------------------------------|-------------|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 2.751 | .361 | | 7.624 | <.001 | 2.035 | 3.467 |
| | How important are these factors for you when deciding to follow an emerging artist ? (1 = Not important at All, 5 = Very important) - Social media algorithms (recommended accounts/posts on platforms like Instagram, YouTube or SoundCloud depending on your | .329 | .102 | .311 | 3.237 | .002 | .127 | .531 |

a. Dependent Variable: Rate your agreement with the following statement:"Social media recommendations (e.g., Reels, suggested videos, suggested tracks) help me discover emerging artists I wouldn't find otherwise." (1 = Strongly Disagree, 5 = Strongly Agree)

Table24: Coefficients

Data RQ5,Hypothesis5:

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|--------|----------------|-----|
| consideration_composite | 3.8111 | .59585 | 100 |
| Rate your agreement with the following statement: "When artists I follow collaborate with others, it gives me the opportunity to discover new artists who might be interesting for me to start following." (1 = Strongly Disagree, 5 = Strongly Agree) - 4 | 4.26 | .787 | 100 |

Table25: Descriptive Statistics

Correlations

| | consideration_composite | Rate your agreement with the following statement: "When artists I follow collaborate with others, it gives me the opportunity to discover new artists who might be interesting for me to start following." (1 = Strongly Disagree, 5 = Strongly Agree) - 4 |
|---------------------|----------------------------------|---|
| Pearson Correlation | consideration_composite 1.000 | .238 1.000 |
| Sig. (1-tailed) | consideration_composite .. | .009 . |
| N | consideration_composite 100 | 100 100 |

Table2c: Correlations

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Rate your agreement with the following statement: "When artists I follow collaborate with others, it gives me the opportunity to discover new artists who might be interesting for me to start following." (1 = Strongly Disagree, 5 = Strongly Agree) - 4 ^b | | Enter |

a. Dependent Variable: consideration_composite

b. All requested variables entered.

Table27: Variables Entered/Removed

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .238 ^a | .056 | .047 | .58173 |

a. Predictors: (Constant), Rate your agreement with the following statement: "When artists I follow collaborate with others, it gives me the opportunity to discover new artists who might be interesting for me to start following." (1 = Strongly Disagree, 5 = Strongly Agree) - 4

Table28: Model Summary

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 1.984 | 1 | 1.984 | 5.862 | .017 ^b |
| | Residual | 33.164 | 98 | .338 | | |
| | Total | 35.148 | 99 | | | |

a. Dependent Variable: consideration_composite

b. Predictors: (Constant), Rate your agreement with the following statement: "When artists I follow collaborate with others, it gives me the opportunity to discover new artists who might be interesting for me to start following." (1 = Strongly Disagree, 5 = Strongly Agree) - 4

Table29: Anova

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|-------|---|-----------------------------|------------|---------------------------|-------|-------|---------------------------------|-------------|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 3.044 | .322 | | 9.455 | <.001 | 2.405 | 3.683 |
| | Rate your agreement with the following statement: "When artists I follow collaborate with others, it gives me the opportunity to discover new artists who might be interesting for me to start following." (1 = Strongly Disagree, 5 = Strongly Agree) - 4 | .180 | .074 | .238 | 2.421 | .017 | .032 | .328 |

a. Dependent Variable: consideration_composite

Table30: Coefficients

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