

Identification of Factors Influencing Fan Engagement and Fan Perception on Continuance Intention Among Taylor Swift's Myanmar Fans

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Abstract

Purpose: This study investigates the influence of fan engagement and fan perception on continuance intention among Myanmar fans of Taylor Swift. It aims to identify key factors—including social connectivity, personal factors, quality, ubiquity, satisfaction, and enjoyment—that shape fans' experiences and sustain their ongoing relationship with the artist. **Research design, data and methodology:** A quantitative survey of 200 Taylor Swift fans in Myanmar was conducted through purposive and snowball sampling between February and June 2025. Descriptive analysis, reliability testing, and regression analysis were applied to examine how the six variables predict fans' intention to remain engaged. **Results:** The results indicate that all variables are reliable, with Cronbach's alpha values above 0.6. Regression results show that satisfaction and enjoyment exert the strongest influence on continuance intention, followed by social connectivity and quality, while personal factors and ubiquity also contribute positively. Most hypotheses were significant at $p < 0.05$. **Conclusions:** The study recommends that artist management and marketing teams focus on strategies that evoke enjoyment, uphold high-quality standards, and foster meaningful community interaction. Strengthening digital accessibility and emotional resonance will effectively support long-term artist-fan relationships and enhance engagement within the Myanmar fanbase.

Keywords: Taylor Swift, Fan engagement, Fan perception, Satisfaction, Continuance Intention

JEL Classification Code: A22, I23, L86, O30

1. Introduction

Music acts as a universal language that connects people across cultures and enriches lives. With the growth of technology and social media, music now transcends geographical boundaries, enabling fans worldwide to engage with international artists (IFPI (2020)). The global music industry increasingly relies on digital media to foster fan interaction, promote artists, and expand multicultural influences (Baker, 2021). Pop concerts also serve as platforms for brand promotion and social advocacy; for example, Coca-Cola and Red Bull have used music events to engage youth (Garland, 2019), while festivals like Global Citizen link entertainment with social causes (Bennett &

Taylor, 2020).

In Myanmar, despite political and social constraints, the music industry is evolving. Local artists such as the Me N Ma Girls and Ah Moon have gained recognition through online platforms, using digital media to overcome barriers and reach international audiences (The Irrawaddy, 2021). Social media has become an essential space where Myanmar fans interact with global music, creating opportunities for cultural exchange.

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1.1 Who is Taylor Swift?

Taylor Swift is one of the most successful international pop artists, widely recognized for her commercial achievements, Grammy Awards, and cultural influence. Over approximately 17 years of her career, she has released eleven studio albums and consistently topped global charts (Keong & Roberts, 2019). Swift's appeal lies in her ability to form deep emotional connections with fans through relatable lyrics and themes of love, empowerment, and self-discovery. She also actively engages fans via social media, building trust and relatability that sustain her global popularity.

Her performances are known for high production value and emotional storytelling, but more importantly, her digital presence has amplified her reach. Even in Myanmar, where access to international concerts is limited, fans connect with Swift through online content. This case study focuses on Taylor Swift because her global influence, combined with her strong fan engagement strategies, provides a meaningful context to examine how international fandom operates within Myanmar's cultural and technological environment.

1.2 Taylor Swift Fanbase in Myanmar

Taylor Swift's fanbase, known as "Swifties," are one of the most loyal and influential fan communities worldwide. Their strong emotional connection to Swift's themes of love, empowerment, and self-discovery has contributed significantly to her global success, boosting her sales, streams, and tour attendance. In Myanmar, where access to international media was once limited due to political isolation (Angelova & Johnning, 2023), Swift's online presence and authentic themes resonate strongly with Myanmar youth, where fans use Facebook, YouTube, and streaming platforms to access her music. (Houtman, 2019).

Myanmar fans regularly engage with her content on YouTube and streaming platforms, making her music part of their daily lives. Despite restrictions on communication, fans use digital tools to stay connected with her and each other. This connection bridges cultural gaps and introduces global musical influences into Myanmar's music scene. Economically and emotionally, her influence is shaping Myanmar's modern music consumption, offering both local engagement and global inspiration through digital access and emotional resonance.

1.3 Statement of the Problem

Myanmar's music industry struggles with media exposure, artist perception, streaming monetization, and fan engagement, limiting its global reach and development. Social media plays a key role in boosting artist visibility and shaping fan perceptions.

Taylor Swift's rising popularity in Myanmar highlights the influence of international artists, though fans still face cultural and access barriers. This study addresses the research gap by examining the influence of fan engagement and fan perception on continuance intention among Taylor Swift's fans in Myanmar. By identifying the factors that sustain fan-artist relationships, this study provides insights into how global fandom operates in localized cultural contexts. The findings offer insights for enhancing artist management, digital engagement, and sustainability in Myanmar's music industry, helping local artists build stronger connections with audiences through modern platforms and global exposure.

1.4 Research Objectives

1. To describe fan engagement and fan perception of Taylor Swift among Myanmar fans through online and,
2. To examine the extent to which Myanmar fans' engagement and perception of Taylor Swift influence on their continuance intention.

1.5 Research Questions

1. RQ1: What describe fan engagement and fan perception of Taylor Swift among Myanmar fans through online?
2. RQ2: To what extent do Myanmar fans' engagement and perception of Taylor Swift influence on their continuance intention?

1.6 Scope of the Research

This study takes a survey research approach using a quantitative method. Participants or respondents to the survey are Myanmar people aged 20 and above, who may live in Myanmar or outside Myanmar. This study surveyed 200 self-identified or real Taylor Swift Myanmar fans and all respondents must possess substantial information about Taylor Swift and must have followed her for at least 6 months. Experiencing a Taylor Swift concert or an online concert should be included in the respondents' qualification.

The questionnaire is distributed to online social media platforms and Taylor Swift's Myanmar fan groups. Time of the research conduct is from February to June 2025.

1.7 Limitation of the Research

This study primarily explores how Taylor Swift's Myanmar fans see her exposure in the Myanmar business. Evaluation of the respondents' views or opinions on the aesthetic impact of the music of Taylor Swift are not included. Analysis of her production methods, critical response, or the complexity of her lyrics are excluded. The survey emphasizes fan viewpoints above professional evaluations or comparisons across the music industry. Furthermore, there is no comparison between her impact on audience and that of other artists'. Results are more concentrated on general perception of Taylor Swift than her skills.

1.8 Significance of the Research

This study analyzes the influence of fan engagement and fan perception on Myanmar fans' continuance intention toward Taylor Swift, within technical and cultural constraints. By analyzing how fans perceive and interact with Taylor Swift's content through social media, this research identifies the key elements that shape long-term fan sustained engagement. Understanding these influences can help artists and music businesses design more effective marketing strategies, enhance digital fan engagement, and increase artist visibility in emerging markets like Myanmar. The study offers practical implications for celebrity agencies and artist management teams, providing data-driven insights to guide the development of culturally responsive and fan-centered approaches. By these insights, agencies can foster stronger and long-lasting artist-fan relationships. Ultimately, this study bridges the gap between global fan culture and Myanmar's developing digital music landscape.

2. Literature Review

2.1 Social Connectivity

Social connectivity has become a crucial aspect of how individuals explore identities and build relationships Boyd (2014). It has revolutionized the way fans discover, share, and engage with music, strengthening the connection between artists and their audiences (Dewan & Ramaprasad, 2014). Digital platforms such as livestreams, fan forums, and interactive Q&A sessions enable direct communication between artists and fans, fostering emotional closeness and loyalty (Marshall, 2021; Tufekci, 2021). Platforms that enhance social connectivity, such as fan forums and interactive livestreams, have significantly impacted music promotion by facilitating direct engagement between artists and fans (Baym, 2021). Features like live streaming allow artists to reach global audiences while maintaining localized fan interactions, blending broad reach with personal connections (Nunes et al., 2023). Advanced analytics further empower artists to understand audience behavior, optimizing engagement strategies (Gashi & Sandoval, 2024). By leveraging digital tools for performances and exclusive content, independent musicians have gained unprecedented visibility, reshaping traditional power dynamics within the music industry (Scolari, 2020).

2.2 Ubiquity

Ubiquity refers to the ease of accessing music across multiple platforms and devices. Mobile technologies and streaming services allow music to permeate everyday life. This availability strengthens fan loyalty by making artists part of daily routines. (Anderson, 2021; Morris & Powers, 2022). The ability to explore an artist's entire discography at one's convenience fosters deeper fan engagement and strengthens emotional connections (Behr et al., 2021). Taylor Swift exemplifies this digital ubiquity through her strong social media presence. By consistently interacting with fans, teasing upcoming projects, and responding to public discourse, she remains relevant and highly visible (Lorenz, 2021). Her influence also extends beyond music into fashion, film, and cultural conversations. Strategic appearances—such as her role in *Cats* or collaborations with major brands—help maintain her visibility across industries, reinforcing her omnipresence in both digital and cultural spaces (Holloway, 2020).

2.3 Enjoyment

Enjoyment plays a vital role in shaping fans' intention to continue engaging with musicians on social media. It refers to the pleasure and emotional satisfaction individuals experience while interacting with an artist's content. In the context of music marketing, perceived enjoyment significantly influences fans' willingness to stay connected. Artists who consistently provide entertaining, interactive, and emotionally resonant content foster stronger engagement and long-term loyalty (Li & Huang, 2022). Enjoyment includes consuming music, participating in fan communities, and interacting with artist-generated or fan-generated content (Zhao & Wu, 2021). Additionally, emotional satisfaction through social media presence deepens the bond between fans and artists, enhancing commitment and loyalty (Kim & Park, 2023). This connection encourages fans to remain engaged over time, making perceived enjoyment a key driver of continuance intention and a cornerstone of sustainable success in the digital music industry.

2.4 Personal Factors

Personal factors—such as motivation, personality traits, social identity, and individual background—significantly influence how fans perceive and engage with artists like Taylor Swift. These internal drivers shape fans' attitudes toward celebrities and their content on social media, often prompting them to connect with artists who reflect their own values or self-concept (Krause, 2018). Through social media, fans gain personal insights into an artist's life, creating a sense of closeness and emotional intimacy. Even without direct interaction, this perceived connection can enhance loyalty and positively influence perceptions of the artist's creativity (Rubin & McHugh, 2007). Fans often identify with musicians who reflect their own values, making engagement personally meaningful (Dessart et al., 2015). An artist's actions and authenticity—shaped by their own personal and social factors—play a key role in maintaining this bond (Xiang, 2016). Fans remain engaged when their expectations are met through high-value content such as exclusive releases, live sessions, or behind-the-scenes moments, reinforcing long-term loyalty (Hennig-Thurau et al., 2022).

2.5 Quality

Taylor Swift's artistic quality is defined by her exceptional songwriting, emotional depth, and genre-spanning versatility. Her ability to fuse universal themes with personal storytelling has positioned her as one of the most influential artists of her generation. Kornhaber (2020) praises her lyrical brilliance, noting how she expresses complex emotions with clarity and relatability. Swift's seamless transitions across genres—from country to pop and indie-folk—demonstrate her adaptability while maintaining authenticity and creative identity (Click et al., 2013). High-quality content—including songwriting, production, and performance—remains a key determinant of loyalty (Bennett, 2021). Her music's aesthetic quality influences emotional and cognitive reactions, with well-produced songs leaving a lasting impact (North & Hargreaves, 2021). Beyond recordings, Swift's live performances and music videos showcase attention to detail, often including hidden messages or Easter eggs that invite fan interaction (Campbell, 2021). This layered, immersive approach to content creation not only sustains engagement but also cements her status as a cultural icon in modern music.

2.6 Satisfaction

Listener satisfaction in music is closely tied to how it meets or exceeds expectations. Leonard Meyer's Expectation Theory suggests that satisfaction arises when music either follows predictable patterns or introduces surprising, yet enjoyable, variations (Lange, 2020). Similarly, the Uses and Gratifications Theory emphasizes how music fulfills emotional, psychological, and social needs, helping listeners regulate moods, express identity, and connect with others (Hsu et al., 2021). Expectation Disconfirmation Theory further explains that satisfaction results from the gap between expected and actual experiences. Affective Response Theory highlights music's ability to trigger strong emotions like joy, nostalgia, or melancholy, enhancing listener enjoyment when the content aligns with their emotional state (Juslin & Västfjäll, 2008). Satisfaction also extends beyond the music itself to include interactions with celebrities and fellow fans. Theories such as Expectation Disconfirmation and Affective Response explain how positive emotions reinforce loyalty. Prior research often confirms satisfaction as a significant

predictor of continuance intention (Zhang et al., 2015). Together, these factors shape fans' lasting satisfaction and continued engagement.

2.7 Continuance Intention

Continuance intention refers to a fan's sustained willingness to engage with an artist or platform over time. It is a key concept in consumer behavior, especially in media and music contexts, where consistent satisfaction reinforces long-term engagement. Fans are more likely to remain loyal if a platform meets their expectations for music availability, audio quality, and ease of use (Nyce, 2024). When fans feel emotionally connected to an artist and consistently enjoy their work and public persona, their intention to stay engaged strengthens. Similarly, satisfaction with a music platform's features fosters ongoing usage and subscriptions (Hsu et al., 2021). Continuance intention reflects a fan's willingness to maintain long-term engagement (Limayem et al., 2007). It is influenced by emotional resonance, social influence, and consistent satisfaction (Lai & Chen, 2021). Additionally, fan-generated content deepens community ties and personal investment. Active participation in creating and sharing content enhances the artist-fan bond, reinforcing long-term loyalty (Zhou et al., 2021).

2.8 Conceptual Framework

This study's conceptual framework is developed by synthesizing prior research models that examine factors influencing fan engagement and continuance intention. The first model emphasizes how ubiquity and enjoyment drive continued usage of music streaming platforms (Mantymaki & Islam, 2015). The second framework highlights the impact of personal, physical, and situational factors on fan satisfaction (Zhang et al., 2015). The third framework shows how satisfaction, driven by perceived quality, leads to loyalty and ongoing support for artists (Gallarza et al., 2013). Together, these frameworks support the current study's aim to explore how fans' satisfaction, emotional engagement, and perception of quality influence their long-term intention to engage with artists, particularly in the context of social media and streaming.

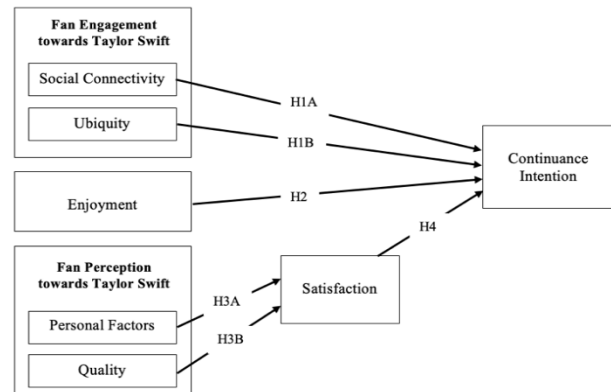


Figure 1: Conceptual Framework

Source: Author.

2.9 Research Hypotheses

H1A: Social connectivity as an entity of fan engagement towards Taylor Swift have a significant impact on continuance intention.

H1B: Ubiquity as an entity of fan engagement towards Taylor Swift has a significant impact on continuance intention.

H2: Taylor Swift Fan's Enjoyment in Myanmar has a significant impact on continuance intention.

H3A: Personal factors as an entity of fans perception towards Taylor Swift have a significant impact on satisfaction.

H3B: Quality as an entity of fans perception towards Taylor Swift has a significant impact on satisfaction.

H4: Satisfaction has a significant impact on continuance intention.

3. Research Methods and Materials

3.1 Research Design

Due to the instability of the country of Myanmar, an online questionnaire survey is the most suitable method for this study, and Taylor Swift's Myanmar fans should fill it out on social media. The purpose of the research instrument for this study is to collect significant data and perspectives from Taylor Swift's fans in Myanmar and examine how social media affects their impression of the singer. The survey's

design is derived from an in-depth review of the literature, ensuring that relevant questions are asked.

There is a total of 46 questions across the three sections of the questionnaire including 4 screening questions, 34 questions on measuring variables, 7 demographic and general questions all of which are from the research conceptual framework. Respondents answered on a five-point Likert scale, ensuring consistency and comparability across items. This design allowed the study to systematically examine the influence of engagement and perception factors on continuance intention.

3.2 Respondents and Sampling Procedures

3.2.1 Target Population

This study investigates Taylor Swift fans in Myanmar, a country where her fanbase spans various age groups and actively engages with her music on social media and internet platforms. As of Reddit data from 2021, there are approximately 481,000 Taylor Swift fans in Myanmar. The research focuses on a sample of 200 respondents who follow of Swift and her work online. To balance feasibility with reliability, this study used a purposive and snowball sampling approach to recruit 200 respondents. This sample size aligns with similar studies (e.g., Asavataweechok, 2019) and provides a margin of error suitable for a 90% confidence level. This allows the study to accurately explore fan behaviors, influencing factors, and engagement patterns within Myanmar's Swiftie community. The sample provides meaningful insights into how digital platforms shape fan-artist relationships in the Myanmar context.

3.2.2 Sampling Procedures

The participants were Taylor Swift's fans who have the background knowledge about Taylor Swift and have followed her at least 6 months. In this study, the number of the participants are 200 participants based on the previous studies, and the age of the participants are above 20 years old to ensure maturity in consent, decision-making, and digital engagement. Younger fans were excluded because of ethical concerns in administering online surveys. The questionnaire combined purposive sampling (targeting specific fan groups) and snowball sampling (participants sharing the survey link with other fans).

3.3 Research Instruments/Questionnaire

The research questionnaires are used as indicators to assess the crucial elements and the connections between them and the research variables. The qualifying samples were given access to the three-part questionnaire using an online survey. There are 4 screening questions in the first section, a total of 34 scale items including dependent and independent variables in the second section, and 7 demographic and general questions in the final section.

3.4 Data Gathering Procedures

The study uses both primary and secondary data collection procedures. Data collection was conducted between February and June 2025. First, obtaining raw data directly from original sources that are categorized as target respondents is the main technique for gathering data. To gather primary data, the researchers created an online survey and sent it to the target respondents. Through online platforms, the online survey was broadly distributed to the target respondents. The researchers included four screening questions in the first section of the online questionnaire in order to collect data with a high degree of validity. Following that, screening questions were designed to clear out respondents who answered "No" to any of the screening questions. Once a respondent is done, the questionnaire survey will automatically end, and the researchers will receive the response data. To obtain accurate sources of information, the researchers analyzed the target respondents who are engaged related to the research topic criteria. The remaining target respondents will then move on to the second section on measuring variables, which asks them to rate on a five-point Likert scale according to their opinions and experiences related to the factors. The third section requires the target respondents to respond to their demographic and general information about Taylor Swift for contributing further demographic data analysis.

Secondary data for this research is gathered from credible articles, academic journals, and reliable online sources. The researchers used the institution's online library and searched expert-reviewed publications from reliable websites, including those of established institutions and organizations, ensuring proper citations and references.

3.5 Statistical Treatment of Data

After obtaining 200 valid responses, this study organized and categorized the data for analysis. The statistical analysis was conducted using the Jamovi application, a versatile statistical tool capable of performing both univariate and multivariate analyses. Jamovi supports various methods including descriptive statistics, regression analyses, and non-parametric tests. In this research, Cronbach's Alpha was used to assess the reliability of the measurement scales, ensuring internal consistency. Descriptive analysis was applied to summarize the demographic characteristics of the respondents. For inferential analysis, the study employed both Simple Linear Regression Analysis and Multiple Linear Regression Analysis to examine the relationships between key variables and to determine the influence of factors affecting fans' continuance intention to support Taylor Swift through online media platforms. These analyses helped validate the conceptual framework and test the hypotheses established in the study.

4. Results and Discussion

4.1 Descriptive Analysis of Demographic and General Information Data

Table 1: Summary of the highpoint of demographic factors and general information

Factor	Highest Category	Frequency (%)	Insight
Gender	Male	125 (62.5%)	Majority of respondents are male.
Age	25-30 years	93 (46.5%)	Most participants are young adults.
Occupation	Private organization employee	93 (46.5%)	Most work in the private sector.
Fan Duration	4-6 years	94 (47.0%)	Most have been fans for 4-6 years.
Purchase Frequency	5-9 items/year	130 (65.0%)	Majority made moderate annual purchases.
Top social media	Facebook (Top 1)	150 (75.0%)	Facebook is the most preferred platform.
Top Album	Fearless (Top 1)	63 (31.5%)	"Fearless" is most commonly chosen as number 1.

The majority of participants in the study were male with (62.5%), with females making up 37.5%, and no respondents identifying as another gender. The age range was primarily concentrated between 25 and 35 years old, with the highest proportion aged 25-30 (46.5%), followed by 31-35 (36%). A smaller portion (16.5%) were 20-24, and only 1% were above 40, with no participants aged 36-40.

46.5% of the respondents were employed in the private sector while 34% were self-employed and 16% were students. Only a small percentage worked in government sector or other occupations, suggesting that most participants are from business or entrepreneurial backgrounds. In terms of fandom duration, nearly all participants have been Taylor Swift fans for a long time, thereby, 47% for 4-6 years and 46% for more than 6 years, highlighting a strong base of long-term loyalty. Only 7% have been fans for 1-3 years, and none for less than a year.

Fan purchasing behavior was also high, with 65% reporting that they buy 5-9 Taylor Swift items annually. Another 22% purchased fewer than four items, while 12.5% bought over 10 items, and only 0.5% had never made a purchase. In terms of social media usage, Facebook was the dominant platform, with TikTok and YouTube also widely used. In fact, fans typically used a combination of these platforms, suggesting strong digital engagement. Regarding favorite albums, "Fearless," "Speak Now," and "Red" were consistently ranked the highest. This reflects their enduring popularity among fans in Myanmar.

4.2 Reliability Analysis

This study adapted item statements from multiple sources to construct the questionnaire. Each variable's items were assessed for internal consistency using Cronbach's Alpha reliability coefficient. Jamovi was used to analyze responses from 200 participants during the testing phase. As shown in Table 4.8, the Cronbach's Alpha values ranged from 0.755 to 0.863, indicating that the items demonstrated an acceptable level of reliability.

Table 2: Summary of Reliability Analysis

Variables	Numbers of Items	Cronbach's Alpha	Beta
Social Connectivity	5	.863	0.309
Ubiquity	4	.755	0.195
Enjoyment	5	.852	1.00
Personal Factors	5	.848	0.301

Variables	Numbers of Items	Cronbach's Alpha	Beta
Quality	5	.819	0.303
Satisfaction	5	.849	1.00
Continuance Intention	5	.756	-

The reliability analysis of the study's variables, based on Cronbach's Alpha coefficients, demonstrates strong internal consistency across all constructs. Social Connectivity, Enjoyment, Personal Factors, and Satisfaction show high reliability with alpha values of .863, .852, .848, and .849 respectively. Quality also demonstrates good reliability at .819. Ubiquity and Continuance Intention, meet the acceptable threshold, with alpha values of .755 and .756 respectively, indicating reliable measurement. Overall, all variables exhibit satisfactory internal consistency, confirming the reliability of the questionnaire items used in this study.

4.3 Hypotheses Testing Analysis

Table 3: Multiple Linear Regression Analysis Summary for Hypothesis H1A, H1B

Variables	B	SE	β	t	p	VIF
Intercept	0.752	0.1594	-	4.72	< .001	-
Social Connectivity	0.385	0.0611	0.309	6.3	< .001	3.23
Ubiquity	0.3	0.0776	0.195	3.87	< .001	4.12

The results support both Hypothesis 1A and 1B, confirming that social connectivity and ubiquity significantly influence fans' continuance intention toward Taylor Swift's content. Social connectivity shows a strong positive impact ($\beta = 0.309$) with no multicollinearity concerns (VIF = 3.23), highlighting its substantial role in driving fan engagement. Ubiquity also has a significant but more moderate effect ($\beta = 0.195$), with acceptable VIF levels (5.12), indicating it positively contributes to fan interaction, though to a lesser extent than social connectivity.

Table 4: Simple Linear Regression Analysis Summary for Hypothesis H2

Variables	B	SE	β	t	p	VIF
Intercept	1.116	0.1659	-	6.73	< .001	-
Enjoyment	0.737	0.038	1	19.41	< .001	1

Regarding the result, the alternative hypothesis is supported, as the p-value for enjoyment is less than 0.001, which is statistically significant and meets the accepted

threshold for rejecting the null hypothesis. The standardized coefficients ($\beta = 1.000$, $B = 0.737$) indicate that enjoyment has a positive influence. While its effect is not as strong as other variables in the model, it still plays an important role in encouraging continued intention with Taylor Swift's content. Furthermore, the VIF score of 1 confirms that there are no multicollinearity concerns, strengthening the reliability of the result. Overall, enjoyment contributes meaningfully to shaping positive fan experiences and sustaining engagement among Myanmar fans.

Table 5: Multiple Linear Regression Analysis Summary for Hypothesis H3A, H3B

Variables	B	SE	β	t	p	VIF
Intercept	0.481	0.2034	-	2.37	0.019	-
Personal Factors	0.402	0.0784	0.301	5.13	< .001	3.23
Quality	0.464	0.0822	0.303	5.65	< .001	3.34

The findings support both Hypothesis 3A and 3B, confirming that personal factors and quality significantly impact fan satisfaction with Taylor Swift. Personal factors show a strong positive influence ($\beta = 0.301$, $B = 0.402$) with no multicollinearity concerns (VIF = 3.23), indicating they meaningfully enhance fan interaction. Similarly, quality demonstrates a significant positive effect ($\beta = 0.303$, $B = 0.464$) on satisfaction, with an acceptable VIF score of 3.34. Overall, both personal factors and perceived quality play crucial roles in shaping fans' satisfaction and engagement.

Table 6: Simple Linear Regression Analysis Summary for Hypothesis H4

Variables	B	SE	β	t	p	VIF
Intercept	0.989	0.1618	-	6.11	< .001	-
Satisfaction	0.778	0.0376	1	31.87	< .001	1

Regarding the result, the alternative hypothesis is accepted, and the null hypothesis is rejected since the p-value for satisfaction is less than 0.001. The standardized coefficients $\beta = 1$ and $B = 0.778$ show that dedication is strongly and positively impacted by satisfaction. Multicollinearity issues with other factors are not indicated by the VIF of 1. Therefore, dedication is strongly influenced by satisfaction, which significantly affects the outcome.

4.4 Result of the Structural Model

This conceptual model illustrates the relationships between fan engagement, fan perception, satisfaction, and continuance intention among Taylor Swift fans. It highlights that components of fan engagement including social connectivity, ubiquity, and enjoyment significantly influence fans' intention to continue following Taylor Swift ($R^2 = 0.727$ or 72.7%). Additionally, personal factors and quality—elements of fan perception—have a strong impact on fan satisfaction ($R^2 = 0.642$ or 64.2%), which in turn significantly affects continuance intention ($R^2 = 0.683$ or 68.3%). The model also shows that enjoyment and satisfaction have a direct and perfect influence ($\beta = 1$) on continuance intention, reinforcing their critical roles. All relationships are statistically significant at $p < 0.001$, which confirms the strength of each pathway in shaping fans' intention and ongoing engagement.

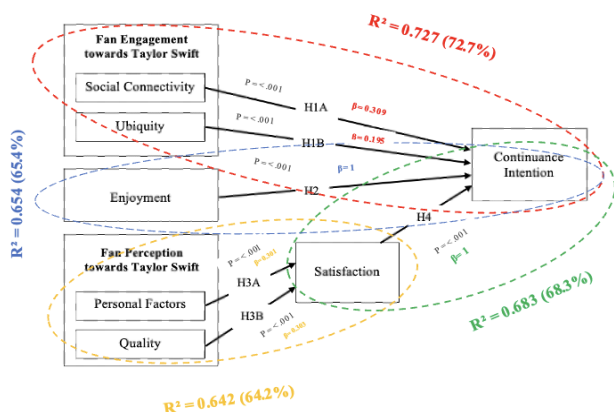


Figure 2: The result and R-square for Hypotheses

Source: Author.

5. Conclusions and Recommendations

5.1 Discussion

Based on the hypothesis testing, this study suggests that Myanmar fans' continuance intention toward engaging with Taylor Swift on social media is primarily driven by satisfaction and enjoyment, both showing the highest beta values ($\beta = 1.000$). These emotional components are key predictors of long-term fan engagement. As Li and Huang

(2022) suggested, subjective enjoyment plays a central motivational role in fan behavior, especially in diverse communities where access, preferences, and interaction shape engagement styles. In the Myanmar context, fans are particularly responsive to emotionally rich and exploratory content, though listening enjoyment and discussion were rated lower, suggesting a multifaceted engagement pattern.

Social connectivity ($\beta = 0.309$) emerges as the next most influential factor. As described by Baym (2021), participatory fan culture thrives on platforms such as Facebook and YouTube, where Myanmar fans comment, react, and share content, reinforcing emotional connection. This finding supports Tufekci's (2021) perspective that social media fosters emotionally intimate ties by enabling artists to maintain closeness with their followers. Creating interactive opportunities such as fan Q&As or featured content can further elevate fans' sense of community and engagement.

Quality ($\beta = 0.303$) also significantly impacts continuance intention. High-quality media, including music videos and branding, sustains interest, particularly in regions with limited Western media access. This aligns with North and Hargreaves (2021), who highlighted the emotional and cognitive effects of polished musical experiences, and with Kornhaber (2020), who underscored the power of Taylor Swift's authentic storytelling in building long lasting fan connections.

Personal factors ($\beta = 0.301$), including identification with Taylor Swift's values and emotional authenticity, also contribute meaningfully. Krause (2018) emphasized how alignment between artists and fans' self-concept fosters deeper engagement. Likewise, Rubin and McHugh (2007) argued that para-social relationships formed through media exposure shape sustained fan behaviors, especially relevant to fans who view Swift's vulnerability and sincerity as personally inspiring.

Lastly, ubiquity ($\beta = 0.195$), while least influential, still enables fan interaction across platforms. As Anderson (2021) and Behr et al., (2021) noted, digital integration of music into everyday life strengthens engagement. In Myanmar's context, ensuring broad accessibility enhances other key predictors like satisfaction and connectivity. The findings align with global theories of emotional engagement but reveal a local pattern in Myanmar, where emotional resonance is more influential than structural accessibility, highlighting the central role of emotional and relational

factors in constrained media environments.

5.2 Conclusions

In conclusion, based on the samples of the study, fan engagement and perception particularly through satisfaction ($\beta = 1.000$), enjoyment ($\beta = 1.000$), social connectivity ($\beta = 0.309$), and content quality ($\beta = 0.303$), play essential roles in influencing continuance intention among Taylor Swift's Myanmar fans. Social connectivity facilitates active community interaction and fan bonding, while satisfaction and quality content maintain emotional interest and artist loyalty. Personal factors ($\beta = 0.301$) such as relatability and perceived authenticity deepen emotional investment, while ubiquity ($\beta = 0.195$) and enjoyment function as supportive mechanisms that maintain fan access and pleasure.

These findings affirm that celebrity success in emerging markets like Myanmar relies on a nuanced strategy—one that leverages emotional resonance, digital accessibility, and fan community dynamics. By applying a culturally informed, content-rich approach, artist management teams and marketing professionals in Myanmar can cultivate lasting fan relationships Myanmar audience which can also enhance artist visibility and sustain engagement within global music ecosystems.

5.3 Recommendations and Implication

Based on the study's findings, the author suggests three key recommendations to enhance fan engagement for artist management and celebrity agencies in Myanmar. These are grounded in the significant results of four tested hypotheses and emphasize emotional, social, and content-based strategies to strengthen fans' continuance intention.

First, Hypotheses 2 (H2) and 4 (H4), with the highest beta values ($\beta = 1.000$), confirm that fan satisfaction and enjoyment are the strongest predictors of continued engagement. To deepen emotional bonds, management team should consistently provide content that evokes joy and connection such as localized updates, emotionally rich stories, and culturally relevant themes.

Second, Hypothesis 1 (H1) ($\beta = 0.309$) highlights the role of social connectivity, especially through platforms like Facebook and YouTube. These platforms act as both media hubs and communal fan spaces. Interactive strategies such as fan challenges, live Q&As, and community campaigns

should be used to cultivate belonging. Contingency table findings show that fans who favor Facebook, TikTok, and YouTube reported high social connectivity (over 80%). Long-term fans (4+ years) also showed consistently high personal factor scores (88.2-92.5%), emphasizing that strong social bonds and emotional investment grow over time.

Third, Hypothesis 3 (H3) ($\beta = 0.303$) underscores the value of content quality. Fans associate favorite albums such as Red, Speak Now, and Fearless with high quality, and over 90% of responses confirm this. Management should continue investing in high production value and emotionally resonant content to maintain fan loyalty. Promoting existing high-quality albums can help reinforce emotional connections and sustain fan engagement in Myanmar's growing digital fan culture.

5.4 Limitation of the Study

Despite its contributions, this study has some limitations. Firstly, as it focuses exclusively on Myanmar fans' exposure to Taylor Swift's performance via online channel, the study is confined within the virtual context as opposed to those experiencing Taylor Swift's concert and performance in real concerts. Secondly, the study uses a cross-sectional survey method, records opinions at a single moment in time without considering how engagement may change over time. Thirdly, data were collected primarily from social media users, especially on platforms like Facebook, which may introduce sample bias and exclude fans those are not active online. Additionally, the use of self-reported data may be influenced by social desirability or recall bias.

5.5 Further Studies

The study has provided valuable insights into the factors influencing Myanmar fans' engagement and perception of Taylor Swift on digital platforms, several areas remain open for further exploration. Future research could extend these findings by examining the differences between onsite concert experiences and online fan engagement. Such a comparison would help uncover how live performance environments shape emotional connection, satisfaction, and loyalty compared to virtual interactions. Additionally, qualitative research methods such as focus groups or in-depth interviews could provide a deeper understanding of

how fans interpret key concepts about Taylor Swift's contents and performances and which emotional or cultural themes resonate most strongly in the Myanmar context. These methods would offer richer, more personal insights that complement the quantitative findings. Furthermore, future studies could explore cross-cultural comparisons by examining fan engagement in other Southeast Asian countries, allowing researchers to identify both shared and country-specific behaviors, preferences, and motivations. This regional perspective would be especially valuable for global artist management teams, seeking to localize content strategies effectively. In summary, future research should consider combining qualitative methods, live versus digital fan contexts, and regional comparisons to deepen our understanding of fan engagement dynamics and to support more inclusive and effective entertainment marketing strategies.

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