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Cognitive, affective, and social drivers of fan-related behavior: an abstract

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ABSTRACT

Music has been an integral part of human life for centuries, but it has now become even more crucial to the physical and psychological well-being of consumers (International Federation of the Phonographic Industry (IFPI), 2022). The advent of digital music has brought about a significant change in the way consumers experience and interact with music, as it is now much more accessible and available at their fingertips (Kowald et al., 2021). Within the music industry, the topic of fan-related behavior is barely researched, as literature on the music market has mainly focused on piracy (Borja et al., 2015), economic theories on superstars (Coelho & Mendes, 2019), and music information retrieval (Fricke et al., 2018), among others. Hence, there is a big research gap related to what makes consumers consistently prefer certain music artists, to the detriment of others, and how the loyalty progressive dynamic works in this industry. What factors influence fan-related behavior in the music industry? Grounded on the affective-cognitive consistency theory of Rosenberg we consider two factors affecting the attitude and fan-related behavior toward music artists: perceived quality and brand coolness.

An online questionnaire was designed and conducted in the platform Qualtrics. First, the participants had to choose a music artist to be able to answer the rest of the questionnaire. The rest of the questions were answered with a specific artist that they liked in mind, to grant more accurate responses. A total of 500 individuals answered the questionnaire, of which 484 were valid answers. To ensure data validity and reduce potential bias, the survey guaranteed participants that their responses would remain confidential and completely anonymous. This precautionary step is crucial when collecting behavioral and attitudinal data through self-report questionnaires, as it contributes to mitigating the common method bias (Chang et al., 2010; Kock et al., 2021). The questionnaire was pre-tested to analyze content validity.

The more the fans perceive a certain artist to be cool, the more they will have a positive attitude toward him/her. This is consistent with prior relationship marketing studies (Warren et al., 2019), and a willingness to pay a premium for it (Guerreiro et al., 2023). We found a positive effect of a perceived sense of artists' community on attitudinal. Thus, feeling relational bonds with other fans that do not require any kind of interaction (Carlson et al., 2008) will make the

individuals develop more positive feelings and preferences toward the artist (Obiegbu et al., 2019).

Keywords: fan-related behavior; brand coolness; attitude

References Available Upon Request