LOYALTY OF TAYLOR SWIFT'S FANS AND THEIR USES OF SOCIAL MEDIA DURING CRISIS REGARDING MUSIC OWNERSHIP CONTROVERSY

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ความภักดีและการใช้สื่อสังคมออนไลน์ของแฟนเพลงเทย์เลอร์ สวิฟต์
ช่วงวิกฤติข้อโต้แย้งลิขสิทธิ์เพลง

น.ส.นิดาวรรณ อัศวทวีโชค

สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญานิเทศศาสตรมหาบัณฑิต
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นิดาวรรณ อัศวทวีโชค : ความภักดีและการใช้สื่อสังคมออนไลน์ของแฟนเพลงเทย์เลอร์ สวิฟต์ ช่วงวิกฤติข้อโต้แย้งลิขสิทธิ์เพลง. (LOYALTY OF TAYLOR SWIFT'S FANS AND THEIR USES OF SOCIAL MEDIA DURING CRISIS REGARDING MUSIC OWNERSHIP CONTROVERSY) อ.ที่ปรึกษาหลัก : ผศ. ดร.ธีรดา จงกลรัตนาภรณ์

การวิจัยในครั้งนี้มีจุดประสงค์เพื่อศึกษาความภักดีและการใช้สื่อสังคมออนไลน์ของแฟนเพลงเทย์เลอร์ สวิฟต์ ช่วงวิกฤติข้อโต้แย้งลิขสิทธิ์เพลง รวมไปถึงการศึกษาความสัมพันธ์ระหว่างทั้งสามตัวแปรดังกล่าว โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บข้อมูลด้วยวิธีการวิจัยเชิงสำรวจแบบออนไลน์จากกลุ่มตัวอย่างที่เป็นแฟนเพลงเทย์เลอร์ สวิฟต์ ซึ่งมีอายุระหว่าง 18-35 ปี จำนวน 223 คน จากผลการศึกษาแสดงให้เห็นว่า กลุ่มตัวอย่างมีความภักดีในเชิงบวกต่อเทย์เลอร์ สวิฟต์ ($M = 4.39$) นอกจากนี้ผู้ตอบแบบสอบถามยังมีการรับรู้เชิงบวกต่อการจัดการภาวะวิกฤติของเทย์เลอร์ สวิฟต์ ($M = 4.53$) และมีการใช้สื่อสังคมออนไลน์ในเชิงบวก ($M = 4.28$). ในส่วนของความสัมพันธ์ระหว่างตัวแปรทั้งสามดังกล่าว จากผลวิจัยแสดงให้เห็นว่า การใช้สื่อสังคมออนไลน์มีความสัมพันธ์เชิงบวกกับความภักดีของแฟนเพลงเทย์เลอร์ สวิฟต์ ($r = 0.795$) และยังมีความสัมพันธ์เชิงบวกกับการรับรู้ต่อการจัดการภาวะวิกฤติของเทย์เลอร์ สวิฟต์ ($r = 0.557$) อีกด้วย

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สาขาวิชา	การจัดการการสื่อสารเชิงกลยุทธ์	ลายมือชื่อนิสิต ....
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6185003728 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT
KEYWORD: FANS LOYALTY, FANS' PERCEPTION ON CRISIS MANAGEMENT OF TAYLOR SWIFT, USE OF SOCIAL MEDIA, TAYLOR SWIFT
Nidawan Asavataweechok : LOYALTY OF TAYLOR SWIFT'S FANS AND THEIR USES OF SOCIAL MEDIA DURING CRISIS REGARDING MUSIC OWNERSHIP CONTROVERSY. Advisor: Asst. Prof. TEERADA CHONGKOLRATTANAPORN, Ph.D.

The objectives of this research were to study fans loyalty, fans' perception on crisis management of Taylor Swift, and their uses of social media and to explore the relationship among these three variables. Two hundred and twenty-three respondents who are Taylor Swift's fans, aged between 18 and 35 years old were asked to complete an online questionnaire survey. The results depicted that the respondents had a positive opinion about fans loyalty ($M = 4.39$). Moreover, the respondents had a positive perception on crisis management of Taylor Swift ($M = 4.53$) and use social media in a positive way ($M = 4.28$). In regard to the relationship among the variables, the research results demonstrated that the use of social media is positively related with fans loyalty ($r = 0.795$) and fans' perception on crisis management of Taylor Swift ($r = 0.557$).

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Chapter 1

Introduction

1.1 SIGNIFICANCES OF THE RESEARCH

Nowadays, pop music industry is considered as a big market for the music industry all over the world. In 2018, according to IFPI (International Federation of the Phonographic Industry)'s latest Music Consumer Insight Report, 64 percent of the 19,000 consumers from 18 countries surveyed listen to pop music (Richter, 2018). In order to promote the music and artist as well as maintain artist position, fan is one of the most significant factors that can drive the artist to the achievement point because fan is willing to invest more of him/herself in the favourite artist or celebrity (Kosinets, 2001). Among varied concepts of fan, fan loyalty is another factor that both artist him/herself and artist management team should consider. The loyalty of fans is very important for the artist because it can help preventing fans change from him/her to some other. Fan loyalty has more important role when the crisis happens to celebrity. These loyal fans will keep supporting their celebrity and at the same time protect their favourite celebrity from opposers' attack. And in order to build and keep a loyal fan base, social media is a potential platform that the music labels and artists can use to interact with their fans. Especially, when the crisis happens, the celebrity can use social media to explain or announce the messages that he/she wants fans to know (Hornmoen & Backholm, 2018). On the other hand, fans also can use social media to protect their favourite celebrity during crisis through social media interactions such as posts or comments (Stavros et al., 2014).

Crisis does not only happen to an organisation, but also can happen to an individual. The crisis can cause mental and emotional problem that might lead to a significant loss (Hood, 2012). Moreover, the impacts of individual crisis can affect not only personal image of the specific individual, but also anything related to the individual (Hornmoen & Backholm, 2018). In case of celebrity crisis, the crisis can affect the image of celebrity, and most of the time also affect fans, supporters as well as sponsors (Jiang, Huang, Wu, Choy & Lin (2015).

Among famous pop singers in the United States, Taylor Swift is the one that is worth studying in this topic because of the large number of fans, especially on social media, and she is also in the top 10 most-followed celebrities on Instagram in 2019 (Keong & Roberts, 2019, "Twitter: Most Followers," 2019). She is not only famous in the United States, but also has a huge fan base worldwide including 122 million followers on Instagram and 84 million followers on Twitter. Apart from her own social media accounts, there are still many other supports like fan-made accounts on different social media platforms such as "Swifties Secret Session", a closed group for Taylor Swift's fans on Facebook etc. In addition, Taylor Swift is one of the artists that have been through many dramas and crises, but still can keep the huge fan base with her, including the latest crisis about music ownership controversy that caused her to lose the ownership of all of her songs in the previous six albums. However, her fans still keep supporting her, apparently on social media with the hashtag #WeStandWithTaylor.

The crisis of music ownership controversy of Taylor Swift began on June 30th when Taylor posted a post on Tumblr about all of her 6 previous albums were sold to

Scooter Braun, the person who purchased Big Machine Label from Scott Borchetta. In that post, Taylor explained her pain about this crisis and also show the picture that Scooter Braun, Kanye West and Justin Bieber were bullying her since 2016. After that, some of the celebrities have shown their supports for Swift and Swifties also created a hashtag #WeStandWithTaylor to show their supports. Moreover, Swifties have created a petition on Change.org for "Make Taylor Swift re-release her 6 albums" and have more than 200,000 people to sign the petition including her old friend, Katy Perry. Finally, Taylor had an interview with CBS Sunday Morning about her solution for this crisis. She is going to re-record all of her 6 previous albums with her new record label, Republic Records and the process will start on November 2020.

This research aims to explore the way Taylor Swift's fans express their loyalty by focusing on their responses on social media in the period of music ownership controversy crisis. The result of this study can help the artist creating strategic plans to interact with their fans in order to create loyalty among his/her fans more effectively. In addition, this study can also help marketers in music labels precisely developing better marketing plan and communication plan to promote the artists and their songs.

1.2 RESEARCH OBJECTIVES

1. To explore how Taylor Swift's fans express their loyalty

2. To explore how Taylor Swift's fans perceive crisis management of Taylor Swift

3. To explore how Taylor Swift's fans use social media during crisis of Taylor Swift

4. To explore relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis

5. To explore relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis

1.3 RESEARCH QUESTIONS

1. How do fans express their loyalty towards Taylor Swift?

2. How do fans perceive on crisis management of Taylor Swift?

3. How do fans use social media during crisis of Taylor Swift?

4. What is relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis?

5. What is the relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis?

1.4 RESEARCH HYPOTHESES

H1: There is a relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis.

H2: There is a relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis.

1.5 SCOPE OF THE RESEARCH

This research is based on a quantitative approach, using an online survey distributed during the month of mid-October to early November 2019 to gain understanding of loyalty of Taylor Swift's fans and their uses of social media during crisis regarding music ownership controversy. The participants were fans of Taylor Swift who have the background about the music ownership controversy crisis of Taylor Swift. In addition, the participants must follow all 7 albums (Taylor Swift, Fearless, Speak Now, Red, 1989, Reputation, and Lover) and used to buy a product of Taylor Swift. The number of participants were 200 participants and the age of the participants must be 18-35 years old. The questionnaire was distributed online through "Swifties Secret Session" Facebook closed group because "Swifties Secret Session" is a special Facebook closed group for Taylor Swift's fans, with screening questions before entering the group.

1.6 OPERATIONAL DEFINITIONS

Fans refer to the "Swifties" (name for Taylor Swift's fans) who adore and follow all of seven albums of Taylor Swift (Taylor Swift, Fearless, Speak Now, Red, 1989, Reputation, and Lover), follow her on social media, and also buy products of Taylor Swift.

Fans loyalty refers to the behaviours of fans that expressed their love towards Taylor Swift in many ways such as prefer Taylor Swift or fan community of hers in the future, purchase products associated with Taylor Swift, encourage friends and

relatives to listen to Taylor Swift's songs and shop products related to Taylor Swift, make an effort to search for information about Taylor Swift, and say positive things about Taylor Swift etc.

Taylor Swift's crisis refers to music ownership controversy of Taylor Swift beginning on June 30th that caused her to lose all of her songs in the six previous albums. After that, Swifties created a hashtag #WeStandWithTaylor on social media and also have created a petition on Change.org for "Make Taylor Swift re-release her 6 albums" to show their supports.

Perception on crisis management of Taylor Swift refers to the process of how Taylor Swift's fans perceive the way Taylor Swift dealt with the music ownership controversy crisis such as Taylor Swift's ability to prevent crisis, plan to handle the crisis, crisis communication and solution for the crisis etc.

The use of social media refers to the way Taylor Swift's fans use social media to post, share or record what they do related to Taylor Swift, to watch Taylor Swift's shows or listen to Taylor Swift's songs, as well as interact with other fans of Taylor Swift or even to protect Taylor Swift from competitor or competitor's fans through posts or comments.

1.7 EXPECTED BENEFITS FROM THE RESEARCH

1. Academically, the results from this research should extend the knowledge for further understanding on fans loyalty and celebrity crisis, and also the use

of social media. This could be beneficial for those who are interested in this area.

2. Practically, the findings can also be significant to celebrity and music business in that the celebrity, music labels or artist management team can use the results as a guideline to develop their strategies including social media strategy for building fans loyalty and create a strong bond between celebrity and the fans that will be useful even when crisis happens.

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Chapter 2

Literature review

In order to explore fans loyalty in crisis period, the second chapter aims to provide a clearer understanding of what constitutes the concept of fan loyalty and online crisis, and also the use of social media. The literature review is attained from past research, journals and related articles. This chapter is divided into three main sections.

2.1 Fans loyalty

    2.1.1 The Components of Fan Loyalty

    2.1.2 The Process of Fan Loyalty Development

2.2 Crisis Communication

    2.2.1 Crisis

    2.2.2 Three Directions that can Generate a Crisis

    2.2.3 Crisis Management

    2.2.4 Crisis Perception

    2.2.5 Online Crisis Communication

    2.2.6 Crisis and Celebrity

2.3 Social Media

    2.3.1 The Use of Social Media

    2.3.2 Social Media and Crisis Management

2.4 Related Research

2.5 Research Framework

2.1 FANS LOYALTY

The term "fan" can be used to differ between the casual follower and the obsessed person (Sterver, 2009). Kosinets (2001) defined fan as a committed and loyal customer who is willing to invest more of him/herself in special interest. While Gray, Sandvoss, and Harringtion (2007) mentioned that a fan is an individual who has a high level of liking or loving for specific thing. Moreover, if compare fan with general audience, a fan shows a higher level of belonging, group identity, emotional attachment, as well as shared beliefs (Obst, Zinkiewicz, and Smith, 2002).

According to the previous study of Guo, Zhang, Kang and Hu (2017), in order to transform a normal follower into a fan, one has to have fan engagement that will lead to stickiness. This study adapted the concept of fan engagement from the previous study of Yoshida, Gordon, Nakazawa, and Biscaia (2014) that fan engagement can be divided into two sides which are "in-role behaviours" which refer to self-interest in joining and consuming information about their celebrity and fans' "extra-role behaviours" which refer to fan activity related with transactional and non-transactional behaviours. Nowadays, fan engagement can appear in many different forms, including the interactions on social media such as likes, comments and shares on Facebook, Instagram, Twitter, Tumblr etc. These fan engagement behaviours can lead to stickiness which refers to the behaviour of a fan that willing to revisit and check about favourite celebrity on social media unconsciously, and finally lead to loyalty. This study defines "fan" based on the fan engagement in terms of non-

transactional behaviour that contains the relationship shared with fans of the same community within online context (Santos, Correia, Biscaia, and Pegoraro, 2019).

Fans have their own community that they can obtain and exchange the information as well as find the way to support their favourite celebrity. Fan community identification occurs when a member of community sees him/herself as psychologically linked with the characteristics of an online fan community, because individuals perceive people in their own group as the in-group and other's groups as the out-group (M. S. Kim & H. M. Kim, 2017). Based on the previous study, members in an online community are able to recognise and communicate with each other based on their common interest in favourite celebrity. This kind of social interaction might create a bond between the members in the online community such as fan club and influence them to visit the specific online community more often and become a part of their daily routine (Kim, Park, and Jin, 2008). In other word, fan club is significant to the fan in that it provides an identity for a fan as well as create links between the fan and the star (Zhang et al., 2015).

The fan phenomenon can be studied in many perspectives. One of interesting perspectives is "loyalty". However, there are many definitions about the concept of loyalty from researchers in different fields. Some researchers focus on behaviour and mind of people, while some focus on simple behavioural standards to explain the degree of loyalty such as repeat purchases.

In the context of "fan", fan loyalty can show the loyalty that a fan felt and expressed towards the specific object or person of individual's fanaticism in both everyday and academic discourses (Sandvoss, 2005).

In this study, Fans refer to the "Swifties" (name for Taylor Swift's fans) who adore and follow all of seven albums of Taylor Swift (Taylor Swift, Fearless, Speak Now, Red, 1989, Reputation, and Lover), follow her on social media, and also bought products of Taylor Swift.

In order to understand about fan loyalty, this literature review will focus on the components of fan loyalty and also the process of fan loyalty development that regulated by these components.

2.1.1 The Components of Fan Loyalty

Fan loyalty of celebrity is constructed by three main components which are involvement, satisfaction, and affiliation (Zhang et al., 2015).

Figure 2.1: The Components of Fan Loyalty

Source: Adapted from Zhang, X., Liu, L., Zhao, X., Zheng, J., Yang, M., & Zhang, J. Q. (2015). Towards a three-component model of fan loyalty: A case study of Chinese youth. *Plos one*.

Involvement

In the context of fan loyalty, Zhang et al., (2015) stated that involvement can be defined as fan's behaviour and emotion devoted to the recipient of individual's fanaticism. The involvement includes various activities about the specific celebrity that performed by the fan both individually and in a group setting. One characteristic of fan is liking to collect all type of information about the celebrity. The information acquisition can be considered as a type of reinforcement for fan's involvement in that it stimulates a fan to purchase or consume the products of the celebrity. Moreover, it can increase a fan's adoration of the celebrity to the degree of the faith.

In order to find and gain the information of the celebrity they like, nowadays fans can learn to know more about the celebrity through many different channels. A fan always spends considerable time searching for the information of the celebrity including the updated information. Thus, the way the celebrity keeps updating his/her own information constantly can provide a chance to gain more fans. Apart from searching the information about the celebrity, in some situations, a fan might make an effort to support the celebrity by voting or boosting for the celebrity. This can also increase fan's involvement and at the same time can help maintaining and promoting status of his/her favourite celebrity (Zhang et al., 2015).

Zhang et al. (2015) mentioned that the success of a celebrity not only depends on the celebrity him/herself, but relies on the shared responsibilities between fans and their celebrity. Besides, fan loyalty is constituted not only of consumption but also includes everything that related to the celebrity, such as complimentary word-of-

mouth, purchase decision's recommendation and acceptance of celebrity-related brands or products (M. S. Kim & H. M. Kim, 2017). To find the way to support the celebrity, this might affect fan's time and money. Fans hope their favourite celebrity is better than others, so they make an effort to keep and strengthen their celebrity's position, especially compared with other celebrities. In order to be successful in supporting the celebrity, fan club can be another great choice that fans can gather together and do something to support their favourite celebrity. Furthermore, fan club can be considered as a significant source of information about the celebrity. The members of a fan club can communicate to each other and obtain or exchange more information about the celebrity. In addition, members in an online community tend to trust the information from their community than other sources from non-members, and these members are seen twice more loyal than others (Brown, Tilton, and Woodside, 2002). At the same time, they can create some campaigns and events in order to support their favourite celebrity (Zhang et al., 2015).

From the previous study, the interaction among the members of a fan club can be divided into two major forms which are "virtual communication" and "face-to-face contact." In the past, the members of a fan club involved in the exchange of ideas about their favourite celebrity using a web chat room or web forum. When the time passed, the members had more choices in the involvement, they can interact by participating in different activities or events held by the fan club, such as the fan meeting and the celebrity's birthday celebration (Zhang et al., 2015).

In conclusion, there are three factors that can influence fan involvement divided by category which are personal factor, physical factor and situational factor.

The personal factor focuses on different levels of involvement among fans, because each fan has different level of involvement. The physical factor focuses on the privileges or information that affect fan involvement because fans in different levels of the fan club have different privileges and information about the celebrity they adore. For situational factor, it focuses on the situation that influence the involvement such as fan club (Zhang et al., 2015).

Figure 2.2: The Factors that Influence Fan Involvement
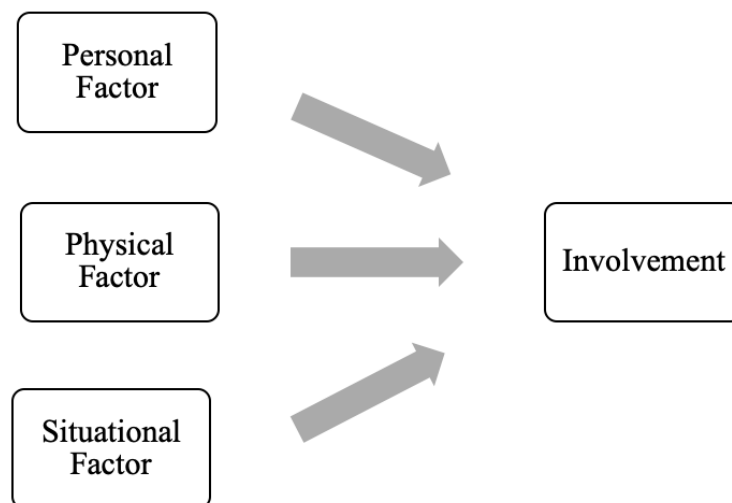
Source: Adapted from Zhang, X., Liu, L., Zhao, X., Zheng, J., Yang, M., & Zhang, J. Q. (2015). Towards a three-component model of fan loyalty: A case study of Chinese youth. *Plos one*.

Satisfaction

In the context of fan loyalty, satisfaction refers to the positive effect that fans experience when they interact or communicate with the celebrity as well as other members of a fan club. Satisfaction can be generated from many ways. Normally, fans always have an expectation to meet and contact to the celebrity directly. So, every time they decide to participate in an activity or event that cost their time and money, they will compare their rewarding experience of meeting the celebrity to the travel costs in time and money. Obviously, this can be a factor that affect their satisfaction that can link to loyalty (Zhang et al., 2015).

According to Zhang et al. (2015), the response such as a call, comment or reply from the celebrity is also important for fans in that it will make them feel that doing anything for their favourite celebrity was worthwhile. When fans receive the responses from their favourite celebrity, they will feel proud. The responses from the celebrity can help fans evaluate that their devotion to the celebrity was not useless, and this can satisfy fans.

The celebrity cannot only give a good work to fans, but also has to give them "self-affirmation." The fans consider the achievement of celebrity such as the prize as a kind of feedback for them. The achievement of their favourite celebrity can confirm them that they made the right decision in being a fan of the favourite celebrity and can lead to the satisfaction which also influence their further involvement (Zhang et al., 2015).

Figure 2.3: The Factors that Cause Satisfaction of a Fan
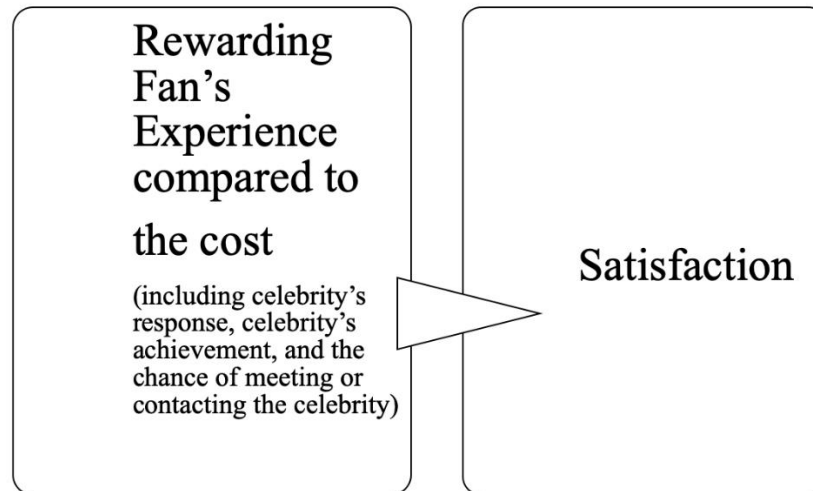
Source: Adapted from Zhang, X., Liu, L., Zhao, X., Zheng, J., Yang, M., & Zhang, J.

Q. (2015). Towards a three-component model of fan loyalty: A case study of

Chinese youth. *Plos one*.

Affiliation

The fan club is significant to a fan. In the context of fan loyalty, affiliation can

indicate the relationships between fans and the fan community they joined (Zhang et

al., 2015). The fan club is like most of other communities in our society in that it also

has hierarchy and its own regulations. Zhang et al. (2015) stated that in this hierarchy,

fans are separated into different levels from junior fans to senior fans. Normally,

junior fans are the individuals that just join the fan club and they will obtain just a

little information of the celebrity and also do not have much influence on their

favourite celebrity or other members in the fan club. While the junior fans have only

little power in the club, the senior fans or "big fans" have more power in the specific

fan club because these big fans are considered as the core members of the fan club. Big fans always devote themselves much both to the celebrity and the group. They are usually seen as opinion leader of the fan club and receive "first-hand" information. Besides, these big fans typically have much more experiences of meeting or contacting with their favourite celebrity or the agent of the celebrity that can cause them to be at higher levels of fan loyalty (Zhang et al., 2015).

A hierarchical chain of a fan club makes fans at different levels in a fan club gained benefits in different degrees. Fan's position in a fan club was considered by a lot of factors of a fan which are age, location, spending power, expertise, and information channels. Moreover, the relationship a fan has with other fans in higher levels also can affect the position of a fan in a fan club (Zhang et al., 2015).

In a fan club, there are obligations that regulate a fan's behaviours and also affect his/her privileges in a fan club. Importantly, consolidating his/her position in a fan club is a necessary thing a fan has to do because the higher position in a fan club can make a fan obtain more special benefits such as the opportunity to meet or contact with the favourite celebrity. A fan can maintain and raise his/her position in a fan club by contributing time as well as energy to the club to achieve favourable privileges. In conclusion, every factor that can help a fan enhance their status or level in the fan club will be able to influence the affiliation between a fan and the fan club he/she joined (Zhang et al., 2015).

Figure 2.4: The Factors that Enhance the Level of a Fan and Influence the Affiliation

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┌─────────────────────────┐      ┌──────────────────┐
│  • Age                  │      │                  │
│  • Location             │      │                  │
│  • Spending Power       │      │                  │
│  • Information          │ ▷    │  Higher Level    │
│    Channels             │      │  in a Fan Club   │
│  • Expertise            │      │                  │
│  • Relationship with    │      │                  │
│    Other Higher-level   │      │                  │
│    Fans                 │      │                  │
└─────────────────────────┘      └──────────────────┘
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Source: Adapted from Zhang, X., Liu, L., Zhao, X., Zheng, J., Yang, M., & Zhang, J.

Q. (2015). Towards a three-component model of fan loyalty: A case study of

Chinese youth. *Plos one*.

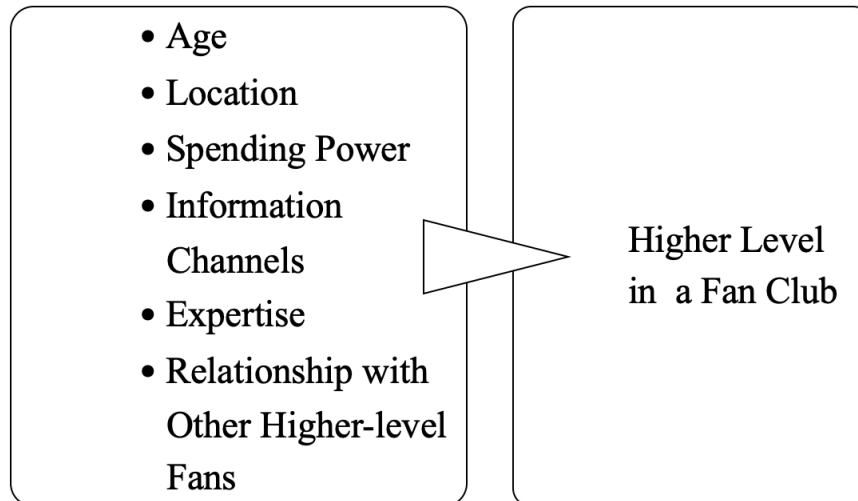The hierarchy in a fan club not only can affect different benefits a fan can get,

but also causes comparison between the fans in a fan club that typically lead to two

results which are envy of others or being frozen out. In addition, the affiliation

between a fan and the fan club can come out in negative way too. This negative

relationship might influence a fan to devote more of him/herself in order to obtain

good status in a fan club. On the other hand, it could destroy a fan's enthusiasm and

eliminate his/her affiliation with the fan club (Zhang et al., 2015).

2.1.2 The Process of Fan Loyalty Development

According to the previous study, Zhang et al. (2015) mentioned that the degree of three components of fan loyalty change continuously during the process of fan loyalty which lead to the development of loyalty. The three components of fan loyalty which are involvement, satisfaction, and affiliation control the process of fan loyalty development. The process of fan loyalty development can be divided into four stages which are inception, upgrade, zenith, and decline.

Figure 2.5: An Interpretative Framework of Fan Loyalty Development
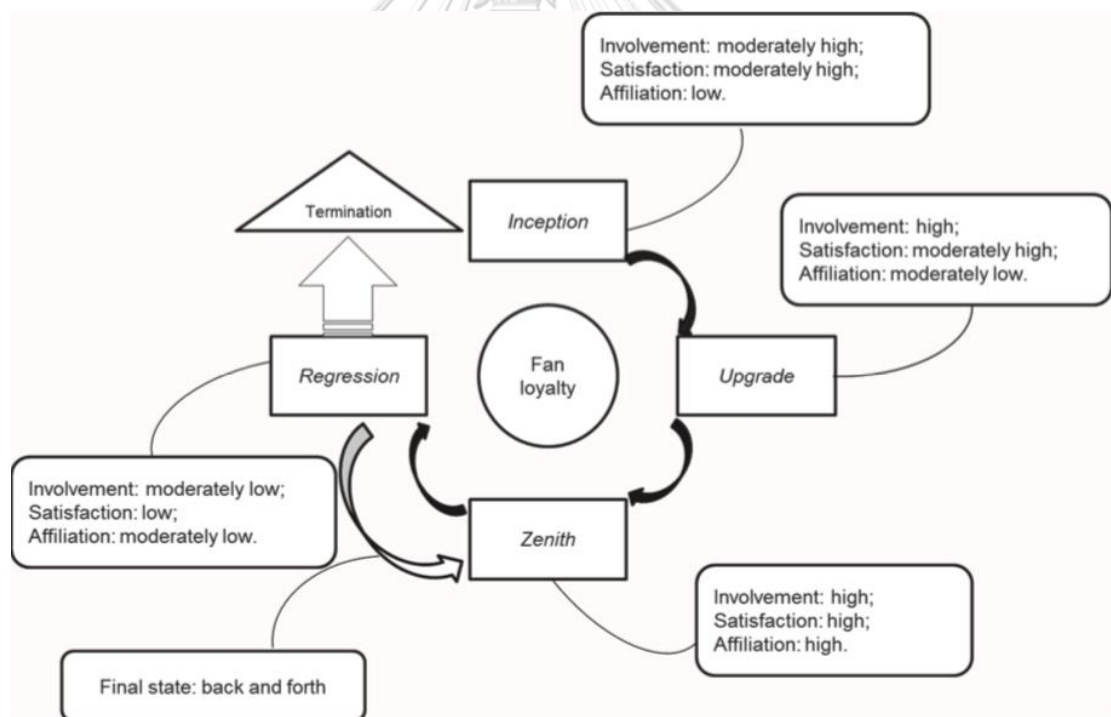
Source: Zhang, X., Liu, L., Zhao, X., Zheng, J., Yang, M., & Zhang, J. Q. (2015). Towards a three-component model of fan loyalty: A case study of Chinese youth. *Plos one*, 9.

Inception

Inception stage begins when an individual becomes a fan of a celebrity. In this stage, fans are seen as "freshmen", they will be keen to find and learn information from different channels of media and join a fan club. By joining a fan club, a fan obtains much more information about his/her favourite celebrity from other members of the club, and also reinforce his/her fan loyalty process. Furthermore, a fan will have more involvement in activities relating to the celebrity he/she like. In this stage, although a fan is only a junior member of a fan club and had a low affiliation with the fan club, but a fan will be moderately highly satisfied with his/her status as a fan (Zhang et al., 2015).

Upgrade

When a fan moved to the upgrade stage, he/she will be more active in activities of the fan club and also receive more benefits such as more role and more chance to interact with other fans in the club. In this stage, a fan still wants to achieve a higher status in the club because he/she is still not at the highest level and has moderately low affiliation with the fan club. In addition, though a fan might already had some chances to contact with the celebrity, a fan still expresses only moderately high satisfaction and realises that the bigger fans would have more privileges than him/her. Thus, a fan is willing to devote more to enhance him/herself to become a big fan. This makes the involvement of a fan in this stage turn to be in high level (Zhang et al., 2015).

Zenith

Zenith stage is the stage that a fan obtains the highest status in the fan club. Zhang et al. (2015) explained that in this stage, a fan usually has high affiliation with the fan club he/she joined, and for sure, a fan will get a lot of benefits both from the celebrity and the fan club. A fan can reach both information and contact with the celebrity a lot easier than the previous stage. As a result, a fan could obtain what he/she long for as a fan of the celebrity. And the most importantly, when a fan is in this stage, it means he/she reaches the top of his/her loyalty process. At the same time, involvement and satisfaction of a fan also increase to the high degree in this zenith stage too.

Decline

After zenith stage, a fan might begin questioning that the benefits they get can satisfy him/her or not. According to the previous study of Zhang et al. (2015), there is no way the celebrity could be a real friend of a fan, the best relationship between them can only be "a distant friend." Moreover, after zenith stage, a fan might see the devotion as wasteful cost that also can affect the declination of satisfaction, involvement and affiliation. Normally, there are two types of endings for this decline stage which are "termination of loyalty" or "back and forth." In case of the termination of loyalty, the fan will have no expectations of future affiliation or benefits, hence the fan will discard his/her loyalty. On the other hand, "back and forth" refers to a final state of an ideal loyal fan in that even though the degree of three components have been declined since zenith stage, there is still a bond between

a fan and the celebrity or the fan club that can help to stop a loyal fan from eliminating loyalty. In this case, a loyal fan considers the decline stage as a sort of rest, then he/she might recover the three components of fan loyalty to some degree again. Luckily, because a loyal fan already had good qualifications, it is easier to regenerate the affiliation in a short period of time. So, if the process from decline to zenith can be considered as a kind of ongoing process in the degree of involvement and satisfaction, then "back and forth" from decline to zenith could be seen as the final state of an ideal loyal fan.

Fans loyalty in this study refers to the loyalty that fans felt and expressed towards Taylor Swift in both everyday and academic discourses.

2.2 CRISIS COMMUNICATION

2.2.1 Crisis

Most people in the society defined "crisis" as a significant problem or a catastrophe of something. But actually, crisis is not necessary to be a catastrophy, it sometimes can be just a small-scale problem or interruption that if ignore of handle it poorly, it might turn out to be a great reputational or operational harm. A crisis is a non-routine event such as an attack from competitors that may causes undesired results and turn into significant reputational damage (Doorley & Garcia, 2015). According to the definition of crisis by Doorley and Garcia (2015), there are a few lists that can check if the problem is considered as a crisis or not. First, one has to ask oneself "is it a non-routine event?". Second, "does it cause undesired results?", and third, "would these undesired results turn into reputational harm?" If the answer for

these three questions is "yes", then one can considered the specific problem as a crisis and for sure, has to find the way to resolve it. Hornmoen and Backholm (2018) stated that a crisis can also be defined as a psychological trauma of an individual that will threaten the normal situation and cause physical or psychological harm, then the harm might develop and cause catastrophic loss.

Figure 2.6: The Lists to Check if the Problem is a Crisis or Not
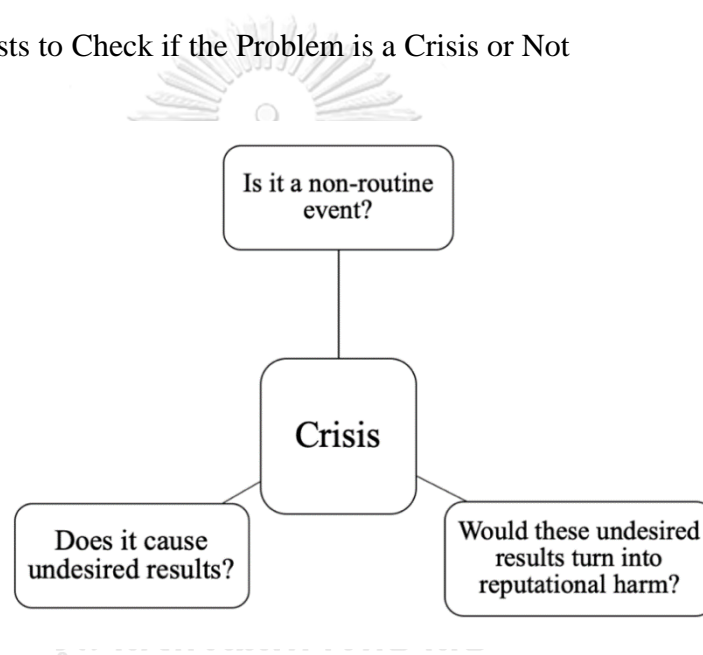
Source: Adapted from Doorley, J., & Garcia, H. F. (2015). Reputation Management: *The Key to Successful Public Relations and Corporate Communication* (3rd ed.). New York, NY: Routledge.

2.2.2 Three Directions that can Generate a Crisis

Doorley and Garcia (2015) explained that a crisis can generate from three ways which are self-generated, where the individual or company is a target, and where there is a change in related environment. Sometimes an unusual event or

problem is generated from the behaviour or misbehaviour of the individual or the company itself. Sometimes the individual or company can be a target of the competitors, and their attacks might cause a crisis. And sometimes even the individual or company is well-behalf and doesn't get any attacks from competitors, a crisis can generate from the changing in related environment such as the changing in the industry of business, the organisation's competitive position etc.

Figure 2.7: Three directions that can generate a crisis
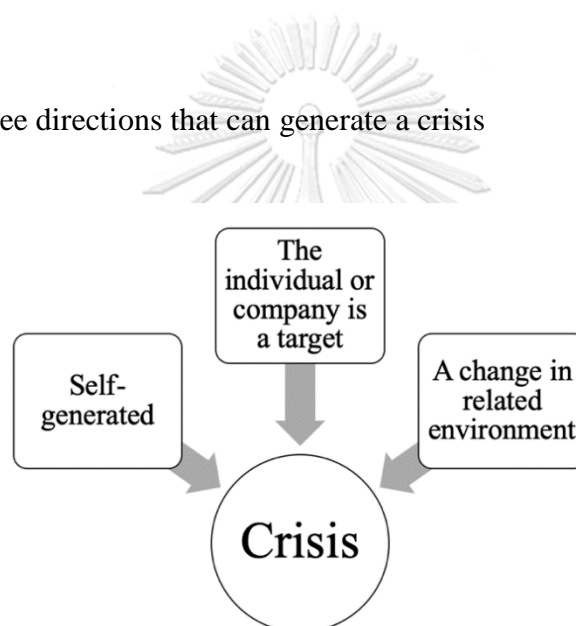
Source: Adapted from Doorley, J., & Garcia, H. F. (2015). Reputation Management:
The Key to Successful Public Relations and Corporate Communication (3rd

ed.). New York, NY: Routledge.

2.2.3 Crisis Management

Doorley and Garcia (2015) defined "crisis management" as the management of decisions that an individual or company makes at a turning point moment which can turn the destiny of an individual or company into danger or chance, in other

words, these decisions can make an individual or company lose reputation or gain reputation. Before the crisis comes, individuals or companies has to prepare themselves to handle it. According to Doorley and Garcia (2015), there are two ways to prepare to handle a crisis. First, they need to understand what generates a crisis. Second, it is necessary to prepare an early warning system that helps the individual or company know and understand when the right time is the business or usual operation has to stop, but for sure, when crisis happens, the business or usual operation need to be suspended. On the other hand, the crisis is not always a bad thing for an individual or company. Fink (1986) mentioned that a crisis can be considered as a "turning point" meaning that the specific crisis can turn to be a good opportunity for an individual or a company because crisis is like a "precursor" or "predictor" of something that has not happen yet, so the individual or company still has time to prepare about it and turn it into a great opportunity. A small problem can develop into crisis and if the development occurs, the turning point most likely will take a turn in the worse way. Thereby, the individual or company has to prepare a well plan to handle it in order to stop and resolve it, and if the individual or company get a well plan or strategy, of course, the crisis can be resolve conveniently.

According to Hornmoen and Backholm (2018), there are some important things that individual or company has to have when the crisis happens. First, individual or company has to have "resilience" which refers to the ability for positive adaptation after non-usual events happen. Second is situation awareness. When a crisis generates, individual or company has to have a high level of situation awareness. In other words, individual or company has to feel in control and understand the happening situation at the crisis moment as well as know its effects.

Importantly, building and maintaining trust as well as credibility can be considered as potential tools to implement the effective crisis management (Christensen, Fimreite, & Lægreid, 2011).

There are some techniques or approaches for crisis management from the previous study. Doorley and Garcia (2015) recommended that the individual or company can prepare to do the issue management in advance to prevent the issue from develop into crisis. When the issue happens, the individual or company should try to list the consequences that might happen and prioritising them by considering the magnitude and likelihood of situation. After that, the individual or company can start analysing and preparing the plan to solve the problem by giving the primary attention to high likelihood and high magnitude issues.

The individual or company should focus on the goal, not just on the processes, and try to adapt the tactics to changes in the situation, but still stick to the goal. In addition, the individual or company need to consider about the timeliness of response which is the need for speed to respond in each period of issue or crisis, as well as the effective communication, so setting tangible communication objectives and measure success against them can help the individual or company creating effective communication that will lessen the impact of crisis (Doorley & Garcia, 2015).

2.2.4 Crisis Perception

When the crisis happens to an organisation or an individual, both internal and external stakeholders will have perception on a crisis and crisis management. The stakeholders will doubt and consider about the organisation or individual's ability to

prevent and handle crises whether the leader of the organisation or individual have relatively clear objectives, choose structures that correspond with these clear objectives and implement well along with the plan. Moreover, stakeholders also perceive and consider about the preparedness and the management tools the organisation or individual choose to use. In conclusion, if the stakeholders trust the organisation or individual ability of crisis management, they will perceive it in a high score (Christensen et al., 2011).

2.2.5 Online Crisis Communication

Crisis communication refers to the collecting, processing, and spreading of information in order to explain the crisis's situation. The main objective of crisis communication is to protect or repair the reputation of the individual or organisation (Coombs, 2010). Because communication technologies develop quickly nowadays, audiences are no longer passive in receiving information. They changed their behaviours from passive receivers that always wait for the information from traditional media like newspaper and television to active audience who always search for information that they are interested in. Moreover, internet makes information and news spread easier and faster, so information-seekers can get the information and can interact to each other instantly (Stephens & Malone, 2009).

On the other hand, the individual or company can use internet to create online crisis communication. Surprisingly, Wigley and Fontenot (2011) found that when crisis happens, media sources usually use the information collected from social media than the information from company's spokesperson because it's easier to disseminate.

Thus, internet and social media is considered as an important and potential tool in crisis response, both for individual and organisation.

2.2.6 Crisis and Celebrity

Crisis not only can happen to organisations but also individuals, especially, people in the spotlight like "celebrity". The impact of crisis not only affect to celebrity's reputation, but in case that the celebrity is a presenter of the brand, it also can affect brand image and even a fall in stock market value. Moreover, the impact of celebrity crisis might decrease the number of supporters like fans or followers (Jiang, Huang, Wu, Choy & Lin (2015).

Tiger Woods is one of the famous examples of celebrity crisis. The impact of his scandals or crises affected both his own image and endorsement deals. According to the previous study of Knittel and Stango (2010), the scandal of Tiger Woods caused his sponsors lost up to 12 billion dollars. Even though, the scandals might not affect his physical ability to play golf that much, but golf is a game that needs great mental concentration to make a decision in a competition under high pressure, and the scandals did affected his mental and emotional health that cause his ability to focus and also his performance in the game decreased during the crisis. Finally, the crisis made lots of sponsors decided to reduce his role or end their business relationship with him (Hood, 2012).

Anyway, as we mentioned above that a crisis can turn to be a turning point or a great opportunity. The crisis of Liu Xiang, a famous Chinese hurdle jumper, is a good example. During the 110-metre hurdle at the London Olympics 2012, he crashed

into the first hurdle because of his injured tendon. He showed the true spirit by picking himself up and hopped all the way to finish the line, then kissed the last hurdle in the way that seemed like a goodbye kiss and left the track. His fall shocked and saddened supporters, especially Chinese. By the way, only 15 minutes after he left the track, Nike's official Sina Weibo account posted Liu Xiang's photo and the post got over 130,000 shares and 26,000 comments within 24 hours. Although all the supporters were disappointed, but instead of blaming Liu, Nike officially showed that they were proud of him and stated that they would continue cooperating with Liu Xiang. Moreover, Nike also tried to appeal people to come to support their endorser. Clearly, during the crisis, Nike considered Liu Xiang as a part of their in-group, and at the same time, most people still kept supporting him as a "hero" (Jiang et al., 2015).

Crisis in this study refers to the case of Taylor Swift's music ownership controversy crisis. For information background, the crisis began when Taylor called Scooter Braun out for acquiring her music ownership back, when his company Ithaca Holdings purchased Big Machine Label Group, who own her past music. Taylor accused the 38-year-old Scooter Braun of being behind "incessant, manipulative bullying". This crisis of Taylor Swift brought her the great impact because it made her lose ownership of all of her songs. She even described the situation as her "worst case scenario", and "never in my worst nightmares did I imagine the buyer would be Scooter." Luckily, during the harsh time, huge number of her fans are still supporting her and created a hashtag #WeStandWithTaylor. This study will explore the loyalty of Taylor Swift's fans and their uses of social media during crisis regarding music ownership controversy.

2.3 SOCIAL MEDIA

Social media platforms might be defined as internet-based, computer-mediated communication applications with many features that allow users to create personal profile and group of connections that might have common interest in order to generate, share or exchange the information as well as user-generated content with each other (Boyd & Ellison, 2007). Social media allows people to engage in activities both in one-to-one way and group interaction while other platforms cannot.

Nowadays, social media have a significant role in communicating with stakeholders. (Mei, Bansal & Fang, 2010).

2.3.1 The Use of Social Media

Fans can interact on social media in many different forms such as likes, shares, comments etc. Adapted from the previous study of Stavros, Meng, Westberg, and Farrelly (2014) about understanding fan motivation for interacting on social media, fan interaction on social media can be categorised by fan motivation into four types: passion, hope, esteem, and camaraderie.

Passion

Fan motivation in this category refers to the way fans express their passion such as love, encouragement, adoration through social media. Fans give regular and serious attention to everything related to their favourite celebrity in their daily lives. If study from their comments, most of the expression of passion are brief and fans

usually use the words and terms such as "always", "day in, day out", "fan for life", as well as "forever" to express a constant and enduring connection. Sometimes, fans use capital letters as the way they are shouting on social media and exclamation marks to express their passion in comments when they would like to make public announcements of their love (Stavros et al., 2014).

Hope

Fans always want to see their favourite celebrity successful in their career. This kind of motivation expressed by fan can show the anticipation of future success that fans expect the celebrity to achieve. The comments and posts contain optimism and enthusiastic expectation in their statements. If compare "hope" posts or comments to other types, this one usually stimulates interaction from other fans, and this can generate a sense of collective optimism and consensus because it shows that fans have the same supportive standpoint. This kind of interaction can show the level of emotional investment in celebrity's performance and this value can be increased by collective show of faith and solidarity (Stavros et al., 2014).

Esteem

This type of fan motivation focuses on individual esteem needs as drive for interaction. The statements in posts and comments are unique in that they can show specialist knowledges, authority, commitment and status of fans. The posts and comments usually contain the tone of righteousness of what kind of relationship a

highly committed fan expect. Sometimes, this kind of esteem-enhancing posts and comments can come in critical or negative statement form. They usually focus on the specific events or thoughts and most of statements are quite long compared to "passion" and "hope" comments (Stavros et al., 2014).

Normally, this type of motivation generates three forms of interaction. First are the posts or comments related to disappointment or frustration of fans towards past performance of celebrity. Second are the posts or comments that express the sharing of experiences. This motive can be linked to affection of the celebrity but focuses on the success of fans such as being present at a significant event related to celebrity or succeed in buying the concert ticket etc. The last form of interaction motivated by esteem needs are posts or comments that show fans' expertise and knowledge because they don't have authority to control the celebrity in real life, so they choose to suggest their opinion and knowledge through the posts or comments. Plus, fans know that social media can help amplifying their opinions to a large amount of supportive audience (Stavros et al., 2014).

Camaraderie

This kind of motivation strongly expresses a sense of group identity and preserves the group from negative influences. These comments or posts generally come in the form of emotional sharing in high involvement as a team with friendship. This motivation often links to broader conversation in other irrelevant topics that occurred on a fan-to-fan basis as well as in personal terms. This kind of interaction can come in problem-solving form when fans ask for the advice. For example, if a fan

wants to know how to buy a concert ticket, other fans might come to provide the useful answer for him/her. Even though, sometimes the answers are supposed to replied directly from the celebrity or manager, but fans obviously see the fan community as an informed and trusted resource. Fan community on social media is not only a platform to share common interests and experiences, but also considered as a protector of fans, because fans in community mostly have consistent opinions and attitudes. Specially, fans usually protect their celebrity from competitor or competitor's fans through posts or comments. When there are posts or comments that overly critical, fans would come together to protect their celebrity (Stavros et al., 2014). This kind of interaction is very useful for this study because it provides the explanation the way fans interact in protective way during the celebrity's crisis.

2.3.2 Social Media and Crisis Management

The social media connectivity element also creates a convenient solution of crisis management in that individual can use social media to communicate with the public as well as related stakeholders to solve the crisis and recover the situation. Nevertheless, social media does not only provide good benefits to individuals or company. Hornmoen and Backholm (2018) mentioned that such interactions on social media may cause bad results or reputation harms which will bring the situation of crisis into worse place if individual or company misuse it, so individual or company has to create a well strategy of crisis management before using social media.

From the previous study, social media is significant for generating situation awareness, and the features using in online community such as hashtags is also

considered as a useful tool to communicate with people in online community too. One can strengthen he/she's public presence by engaging social media in daily communication and make it become a routine, so when the crisis comes, individual or company can use social media as a tool to solve the bad situation effectively. Hornmoen and Backholm (2018) suggested individual or company develop a great communication and well strategy in the pre-crisis phrase to prevent the catastrophic loss in crisis stage. This can help individual or company avoid increasing the chance of spreading fake information on social media because individual or company already has a well-prepared strategy to launch on social media before the fake information spread out. In addition, it is important for an individual or company to keep improving practical skills in using social media and its functions, because it can also help individual or company understand the nature of audience or people in online community, as well as the content they prefer to watch or read. Therefore, individual or company can plan, create content, and respond to them effectively.

A strong social media presence of individual or company can bring lots of advantages to individual or company. For example, monitoring the conversations on social media can make individual or company know the attitudes of people towards a specific topic. In other words, it can help individual or company dealing with rumours easier and also explain the situation or provide correct information more conveniently by understanding what information people exactly want to know in the crisis moment (Hornmoen & Backholm, 2018). Another suggestion from Hornmoen and Backholm (2018) is that individual or company can learn to engage with people in online platform and social media by looking at the way celebrities posting their photos or contents as well as the way they interact with their fans.

In this study, social media refers to online platforms that Taylor Swift's fans use to follow information of Taylor Swift, as well as interact both directly to Taylor Swift and other fans of Taylor Swift.

2.4 RELATED RESEARCH

There are many previous pieces of research related to this study. For example, the previous study of Jiang et al. (2015) in the topic of "At the crossroads of inclusion and distance: Organizational crisis communication during celebrity-endorsement crises in China" shows that when the crisis happens to a celebrity, the stakeholders may choose to consider the celebrity as a part of their in-group or abandon that celebrity after perceiving the crisis, and this will have a huge effect on the celebrity. The previous study of Stavros et al. (2014) about "Understanding fan motivation for interaction on social media" also shows that the way fans use social media can be divided into several categories depends on different motivations. Moreover, some fans choose to protect their favourite celebrity through posts or comments. These researches also help to gain more understanding about fans loyalty and their uses of social media during the crisis of celebrity.

2.5 RESEARCH FRAMEWORK

RQ1

Fans Loyalty towards Taylor Swift

RQ2

Fans' Perception on Crisis
Management of Taylor Swift

H1

H2

RQ4

RQ5

The Use of
Social Media

RQ3

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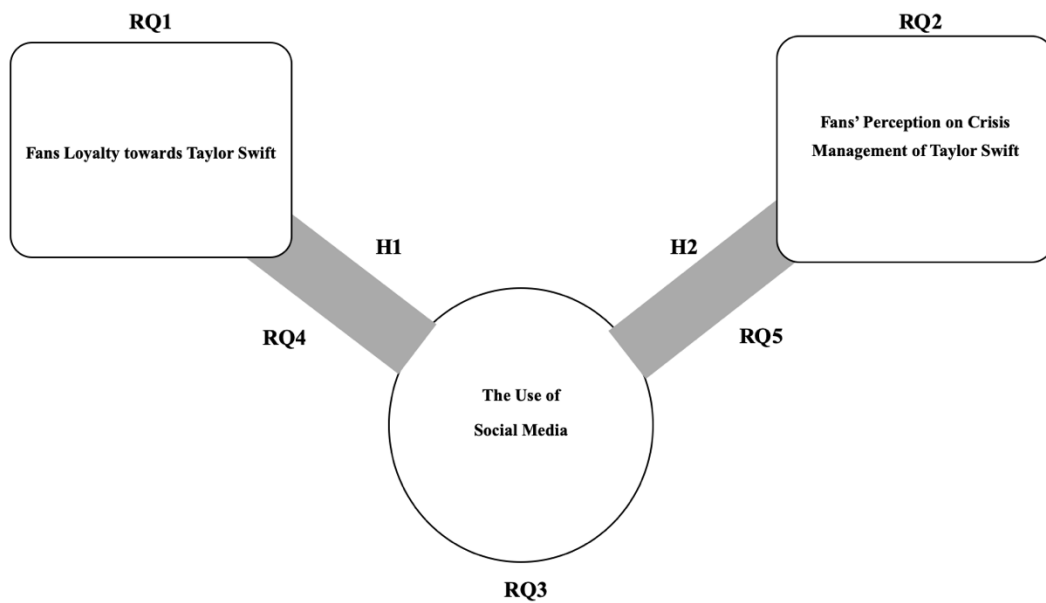
Chapter 3

Methodology

This research is based on a quantitative approach, using an online survey to gain understanding of loyalty of Taylor Swift's fans and their uses of social media during crisis regarding music ownership controversy. The questionnaire consisted of five parts focusing on the studies of fan loyalty, perception on crisis management, and the use of social media.

3.1 RESEARCH SAMPLE AND SAMPLING METHOD

As this research aims to study loyalty of Taylor Swift's fans and their uses of social media during crisis regarding music ownership controversy, so the participants were Taylor Swift's fans who have the background about the music ownership controversy crisis of Taylor Swift (the crisis started at 30 June 2019 when Taylor Swift posted it on her Tumblr), and must follow all 7 albums (Taylor Swift, Fearless, Speak Now, Red, 1989, Reputation, and Lover) and used to buy products of Taylor Swift. In this study, the number of the participants were 200 participants and the age of the participants was 18-35 years old because the majority of Taylor Swift's fans are young adults and this study also relates to crisis management, so the participants at this age are considered as the most suitable target for this research.

The questionnaire was distributed online based on the purposive sampling and snowballing sampling through "Swifties Secret Session" Facebook closed group because "Swifties Secret Session" is a special Facebook closed group for Taylor Swift's fans, with screening questions before entering the group.

3.2 RESEARCH INSTRUMENT AND QUESTIONNAIRE FORMAT

For this research, the most appropriate approach is an online questionnaire survey that should be filled out by Taylor Swift's fans throughout social media platform. The research instrument for this study aims to gather relevant data and insights from Taylor Swift's fans, and study their loyalty and perception on Taylor Swift's crisis management through social media platform. The design of the survey is critically based on reviewed literature, making sure suitable questions are being asked.

The questionnaire was divided into five parts and contained 20 questions in total. The questions of the questionnaire was comprised of close-ended questions and also used Likert scales where respondents were asked to identify a level of agreement towards certain questions. Overall, the questionnaire had details as follows:

Part one is comprised of two screening questions that used to screen out the respondents who are not qualified for this research. The respondents, who are not meet the requirements at this screening stage, were directed to end the survey. Part two contains two questions on respondents' demographic information about gender and nationality. Part three contains five questions on the respondents' loyalty towards Taylor Swift using a five-point Likert-type scale. Part four consists of five questions on the respondents' perception towards Taylor Swift's crisis management using a five-point Likert-type scale. Part five was comprised of six questions on the way respondents using social media using a five-point Likert-type scale.

3.3 MEASUREMENT OF THE VARIABLES

In the study of loyalty of Taylor Swift's fans and their uses of social media during crisis regarding music ownership controversy, the researcher studied the three major key variables which are fans loyalty, fans' perception on crisis management of Taylor Swift, and the use of social media. The first two variables are independent and the last variable, the use of social media, is a dependent variable.

3.3.1 Independent Variables

There are two independent variables for this research: fans loyalty and fans' perception on crisis management of Taylor Swift.

Fans Loyalty

To measure fans loyalty, five items of question were adapted from the previous study of Bettencourt (1997). The scale items used in this part were measured using a five-point Likert-type scale anchored by "Strongly Disagree" to "Strongly Agree."

Fans' Perception on Crisis Management of Taylor Swift

This research adapted the questions from the previous study of Christensen et al. (2011) into five questions to measure crisis management of Taylor Swift. The scale items used in this part were measured using a five-point Likert-type scale anchored by "Strongly Disagree" to "Strongly Agree."

3.3.2 Dependent Variable

The Use of Social Media

To measure the use of social media, this research used six items of question adapted from the previous study of Liu, Cheung, and Lee's (2010). In total, this research asked participants to express their agreement/ disagreement from "Strongly Disagree" to "Strongly Agree."

3.4 VALIDITY AND RELIABILITY

To ensure *validity*, the questionnaire was checked, revised and modified by the advisor of this study to avoid any unexpected errors, confusions and problems before actually distributing the online survey. Moreover, a Pilot Study was conducted. The samples selected for the Pilot Study must obtain similar characteristics to the sample of the main study – a total of 30 fans of Taylor Swift were selected to run the study. Any errors or problems that occur were rectified before running the main study.

The results of the alpha coefficient of reliability for fans loyalty is valued at 0.725, fans perception on crisis management of Taylor Swift is valued at 0.867 and the use of social media is valued at 0.763, considering that the items have relatively high internal consistency as a reliability coefficient of 0.70 of higher is consider acceptable.

3.5 DATA COLLECTION AND ANALYSIS

The researcher in this study reviewed a number of literature books, articles, and related studies that have been conducted by other researchers. In the case of the primary data of this study, the researcher used a questionnaire which was distributed based on the purposive sampling that indicates a specific qualified target group during the month of mid-October to early November 2019. The survey was distributed online through "Swifties Secret Session" Facebook closed group. Due to the convenience, snowballing sampling was used in this research.

The analysis of the data was computed by the SPSS (Statistical Package for the Social Science) program. Two main types of analysis were conducted. For *Descriptive* Analysis, once the result is presented in the form of a Percentage, Mean, and Standard Deviation, sampling topics were selected to express their thoughts in the questionnaire across following topics: fans loyalty, fans' perception on crisis management of Taylor Swift, and the use of social media. The descriptive analysis will be analysed into levels using the measurements in table 3.1. Furthermore, for *Inferential statistics* Analysis, Pearson's Correlation was used to examine the two hypotheses of the study.

Table 3.1: Likert Scale Calculation

5-Point Likert Scale		Scoring Scale with Interval for Inferential	
Level of Agreement or Disagreement	**Score**	**Definition**	**Scoring Range**
Strongly Agree	5.0	Strongly Agree	5.00-4.21
Agree	4.0	Agree	4.20-3.41
Neutral	3.0	Neutral	3.40-2.61
Disagree	2.0	Disagree	2.60-1.81
Strongly Disagree	1.0	Strongly Disagree	1.80-1.00

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Chapter 4

Findings

This chapter will discuss findings of the questionnaire survey. The data was analysed and presented in two main parts: descriptive analysis and inferential analysis which include fans loyalty, fans' perception on crisis management of Taylor Swift, the use of social media, and a correlation analysis to explore the relationship among the variables.

The questionnaires were distributed online to the target group. The target number of completed questionnaires for this pilot research was 200. Nevertheless, 402 responses were collected. However, the 223 sets were used for the data analysis in this study.

4.1 FINDINGS FROM DESCRIPTIVE ANALYSIS

Findings of the descriptive analysis from 223 samples will be discussed in the following order:

1. Demographic information of Taylor Swift's fans: Gender and Nationality

2. Fans loyalty: Preference of Taylor Swift and her fan community, Purchase intention of products associated with Taylor Swift, Tendency of encouraging friends and relatives to like Taylor Swift, Attempt to searching for information about Taylor Swift, and Tendency of saying positive things about Taylor Swift.

3. Fans' perception on crisis management of Taylor Swift: Trust in ability to prevent crisis, Plan to handle the crisis, Ability to handle crisis, Crisis communication, and Crisis solution.

4. The use of social media: Share, Record, Connect, Entertain, Express adoration, and Protect.

4.1.1 Demographic Profile of the Sample

An analysis of demographic information of 223 Taylor Swift's fans includes analysis of gender and nationality.

Table 4.1: Demographic Information

Demographic Information	n	Percentage
Gender		
Female	124	55.61
Male	76	34.08
Other	23	10.31
Nationality		
Thai	216	96.86
American	1	0.45
Vietnamese	4	1.79
Laos	2	0.90

As expected, 55.61% which is most of the respondents are female, while the remaining 34.08% are male and 10.31% are other gender. For nationality of the respondents, the highest percentage of 96.86% are Thai fans. However, there are still

other nationalities which 1.79% are Vietnamese, 0.90% are Laos and 0.45% are American.

4.1.2 Fans Loyalty

This part of analysis will present the loyalty of Taylor Swift's fans in the following subjects: Preference of Taylor Swift and her fan community, purchase intention of products associated with Taylor Swift, tendency of encouraging friends and relatives to like Taylor Swift, attempt to searching for information about Taylor Swift, and tendency of saying positive things about Taylor Swift.

Table 4.2: Fans Loyalty

Level of agreement or disagreement	Frequency (%)					*M*	*SD*
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
I am going to prefer Taylor Swift or fan community of hers in the future	0.90	1.35	8.07	22.87	66.82	4.53	0.78
I intend to purchase products associated with Taylor Swift	3.14	4.48	16.59	30.94	44.84	4.10	1.04

Level of agreement or disagreement	Frequency (%)					*M*	*SD*
	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**		
I encourage friends and relatives to listen to Taylor Swift's songs and shop products related to Taylor Swift	1.79	4.04	15.70	28.25	50.22	4.21	0.97
I make an effort to search for information about Taylor Swift	1.79	3.14	7.62	26.01	61.43	4.42	0.90
I say positive things about Taylor Swift	0.45	0.90	4.48	19.28	74.89	4.67	0.65
Total						4.39	0.68

Table 4.2 shows that the level of agreement on fans loyalty is very high (*M* = 4.39, *SD* = 0.68). Most of respondents strongly agree that they will say positive things about Taylor Swift (*M* = 4.67, *SD* = 0.65) , prefer Taylor Swift and her fan community in the future (*M* = 4.53, *SD* = 0.78), as well as make an effort to searching for information about Taylor Swift (*M* = 4.42, *SD* = 0.90), and encourage friends and relatives to listen to Taylor Swift's songs and shop products related to Taylor Swift

(M = 4.21, SD = 0.97). While most of respondents agree that they intend to purchase

products associated with Taylor Swift (M = 4.10, SD = 1.04).

4.1.3 Fans' Perception on Crisis Management of Taylor Swift

This part of analysis will present fans' perception on crisis management of

Taylor Swift in the following subjects: Trust in ability to prevent crisis, plan to handle

the crisis, ability to handle crisis, crisis communication, and crisis solution.

Table 4.3: Fans' Perception on Crisis Management of Taylor Swift

Level of agreement or disagreement	Frequency (%)					*M*	*SD*
	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**		
I trust in Taylor Swift's ability to prevent crisis	1.35	0.90	5.38	21.97	70.40	4.59	0.75
Taylor Swift has a well-prepared plan to handle the crisis	0.90	0.90	9.87	24.22	64.13	4.50	0.78
Taylor Swift can handle this crisis very well	0.45	0.00	7.17	29.15	63.23	4.55	0.67

Level of agreement or disagreement	Frequency (%)					*M*	*SD*
	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**		
Taylor Swift has a good crisis communication	0.45	0.90	8.07	28.25	62.33	4.51	0.72
Taylor Swift has a great solution for this crisis	0.45	0.90	7.62	29.15	61.88	4.51	0.72
Total						4.53	0.63

Table 4.3 shows that the level of agreement on fans' perception on crisis management of Taylor Swift is very high ($M = 4.53$, $SD = 0.63$). Most of respondents strongly agree that they trust in Taylor Swift's ability to prevent crisis ($M = 4.59$, $SD = 0.75$). They also strongly agree that Taylor Swift can handle this crisis very well ($M = 4.55$, $SD = 0.67$). Furthermore, most of respondents strongly agree that Taylor Swift has a good crisis communication ($M = 4.51$, $SD = 0.72$). and a great solution for this crisis ($M = 4.51$, $SD = 0.72$), as well as a well-prepared plan to handle the crisis ($M = 4.50$, $SD = 0.78$).

4.1.4   The Use of Social Media

This part of analysis will present the use of social media of Taylor Swift's fans in the following subjects: Share, record, connect, entertain, express adoration, and protect.

Table 4.4: The Use of Social Media

Level of agreement or disagreement	Frequency (%)					*M*	*SD*
	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**		
I use social media to share information about Taylor Swift	3.14	2.69	11.66	23.32	59.19	4.33	1.00
I use social media to record what I do related to Taylor Swift	5.38	3.59	18.39	24.22	48.43	4.07	1.14
I use social media to connect with people who are fans of Taylor Swift	3.14	3.59	16.59	21.97	54.71	4.22	1.05
I use social media to entertain myself by watching Taylor Swift's shows or listening to Taylor Swift's songs	1.35	0.45	3.59	16.14	78.48	4.70	0.69

Level of agreement or disagreement	Frequency (%)					*M*	*SD*
	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**		
I use social media to express my adoration towards Taylor Swift	3.14	3.59	11.66	21.97	59.64	4.31	1.02
I use social media to protect Taylor Swift from competitor Or competitor's fans through posts or comments	6.28	3.14	17.94	26.91	45.74	4.03	1.15
Total						4.28	0.80

Table 4.4 shows that the level of agreement on the use of social media is very high (*M* = 4.28, *SD* = 0.80). Most of respondents strongly agree that they use social media to entertain themselves by watching Taylor Swift's shows or listening to Taylor Swift's songs (*M* = 4.70, *SD* = 0.69), share information about Taylor Swift (*M* = 4.33, *SD* = 1.00), express their adoration towards Taylor Swift (*M* = 4.31, *SD* = 1.02), as well as connect with people who are fans of Taylor Swift (*M* = 4.22, *SD* = 1.05). While most of respondents agree that they use social media to record what they do related to Taylor Swift (*M* = 4.07, *SD* = 1.14) and protect Taylor Swift from competitor or competitor's fans through posts or comments (*M* = 4.03, *SD* = 1.15).

4.2 FINDINGS FROM INFERENTIAL ANALYSIS – HYPOTHESIS TESTING

Findings of the inferential analysis or hypothesis testing from 223 samples will be discussed in the following orders: *Hypothesis1*: There is a relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis, *Hypothesis2*: There is a relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis. The Pearson's Correlation was applied for finding relationship among the variables.

4.2.1 Hypothesis1

There is a relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis.

Table 4.5: The Relationship between Fans Loyalty towards Taylor Swift and Their Uses of Social Media during the Crisis

Relationship between	*r*	*p*
Fans loyalty towards Taylor Swift and their uses of social media during the crisis	0.795	0.000

The result in Table 4.5 shows that there is positive correlation between fans loyalty towards Taylor Swift and their uses of social media during the crisis (*r* = 0.795) at 0.05 significance level.

4.2.2 Hypothesis2

There is a relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis.

Table 4.6: The Relationship between Fans' Perception on Crisis Management of Taylor Swift and Their Uses of Social Media during the Crisis

Relationship between	r	p
Fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis	0.557	0.000

The result in Table 4.6 shows that there is positive correlation between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis ($r = 0.557$) at 0.05 significance level.

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Chapter 5

Summary and Discussion

The study of "Loyalty of Taylor Swift's Fans and Their Uses of Social Media during Crisis regarding Music Ownership Controversy" was conducted in order to achieve the following research objectives:

1. To explore how Taylor Swift's fans express their loyalty via social media

2. To explore how Taylor Swift's fans perceive crisis management of Taylor Swift

3. To explore how Taylor Swift's fans use social media during crisis of Taylor Swift

4. To explore relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis

5. To explore relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis

5.1 SUMMARY

The research was conducted in quantitative study using survey research with the sample size of 223. The research conclusion is divided into two parts as in the previous chapter (descriptive analysis and inferential analysis).

- Descriptive part: Demographic Information, Fans Loyalty, Fans' Perception on Crisis Management of Taylor Swift, the Use of Social Media

- Inferential part: Hypothesis1 and Hypothesis2

5.1.1 Summary of Descriptive Analysis

5.1.1.1 Demographic Information

As stated in the previous chapter, most of the respondents are female (55.61%) and of Thai nationality (96.86%).

5.1.1.2 Fans Loyalty

The level of agreement on fans loyalty is very high ($M = 4.39$, $SD = 0.68$). Most of respondents strongly agree that they say positive things about Taylor Swift ($M = 4.67$, $SD = 0.65$) which is the highest score in fans loyalty topic. While most of respondents agree that they intend to purchase products associated with Taylor Swift ($M = 4.10$, $SD = 1.04$) which is the lowest score in fans loyalty topic.

5.1.1.3 Fans' Perception on Crisis Management of Taylor Swift

The level of agreement on fans' perception on crisis management of Taylor Swift is very high ($M = 4.53$, $SD = 0.63$). The highest score of fans' perception on crisis management of Taylor Swift is trust in Taylor Swift's ability to prevent crisis ($M = 4.59$, $SD = 0.75$). While the lowest level is they think that Taylor Swift has a well-prepared plan to handle the crisis ($M = 4.50$, $SD = 0.78$).

5.1.1.4 The Use of Social Media

The level of agreement on the use of social media is very high (M = 4.28, SD = 0.80). Most of respondents strongly agree that they use social media to entertain themselves by watching Taylor Swift's shows or listening to Taylor Swift's songs (M = 4.70, SD = 0.69) which is the highest score and the activity that generate the lowest score in the use of social media topic is protecting Taylor Swift from competitor or competitor's fans through posts or comments (M = 4.03, SD = 1.15).

5.1.2 Summary of Inferential Analysis – Hypothesis Testing
5.1.2.1 Hypothesis1

There is a relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis.

The result shows that there is positive correlation between fans loyalty towards Taylor Swift and their uses of social media during the crisis (r=0.795) at 0.05 significance level.

Figure 5.1: The Relationship between Fans Loyalty towards Taylor Swift and Their Uses of Social Media during the Crisis
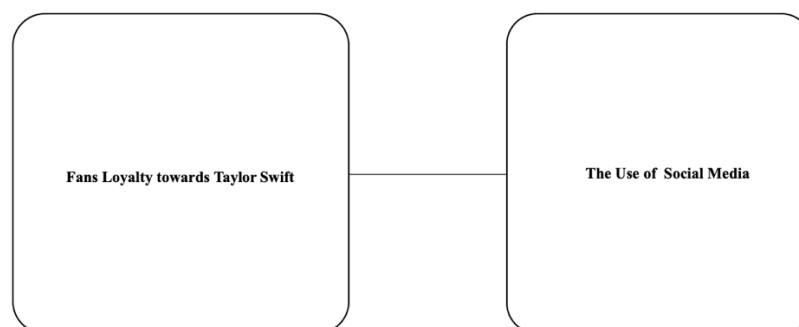
5.1.2.2 Hypothesis2

There is a relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis.

The result shows that there is positive correlation between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis (r=0.557) at 0.05 significance level.

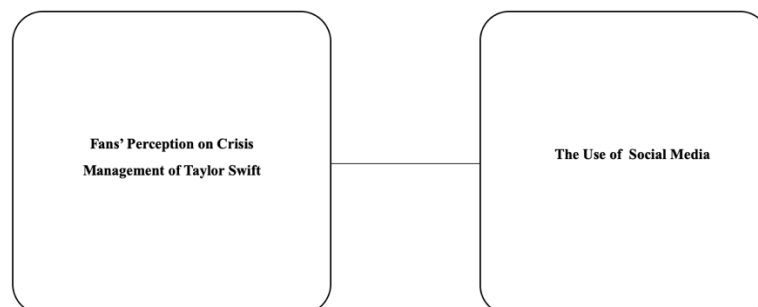Figure 5.2: The Relationship between Fans' Perception on Crisis Management of Taylor Swift and Their Uses of Social Media during the Crisis

5.2 DISCUSSION

Interpretation of data analysis will be discussed in this section where findings will be analysed into context with relevant research literature, drawing conclusions to the study.

5.2.1 Discussion on Descriptive Data

5.2.1.1 Demographics of Taylor Swift's Fans

Most of the respondents in this research are Thai female because the questionnaire was distributed online to "Swifties Secret Session" Facebook closed group, which most of the fans in the group are Thai. Thus, the result from this research can refer to Taylor Swift's Thai fans.

5.2.1.2 Fans Loyalty

Gray, Sandvoss, and Harringtion (2007) mentioned that a fan is an individual who has a high level of liking or loving for specific thing. Moreover, if compare fan with general audience, a fan shows a higher level of belonging, group identity, emotional attachment, as well as shared beliefs (Obst, Zinkiewicz, and Smith, 2002).

From this research, the majority of respondents express their loyalty towards Taylor Swift by saying positive thing about her. This can reflect that if the fans have loyalty towards their favourite artist which constructed by three main components: involvement, satisfaction, and affiliation (Zhang et al., 2015), they will express it in positive actions to support their favourite celebrity. Especially, when they are in a fan community, they will have strong bonds between one another within the fan community.

The achievement of their favourite celebrity can confirm them that they made the right decision in being a fan of the favourite celebrity and can lead to the satisfaction which also influence their further involvement (Zhang et al., 2015). In Taylor Swift case, fans also have many reasons that make them proud of being fans of

Taylor Swift such as her ability to compose, sing, and perform the songs, including the awards that she got.

5.2.1.3 Fans' Perception on Crisis Management of Taylor Swift

Most of the time, crisis will generate the negative perception. Especially, if individual or organisation manage it in the wrong way. Anyway, the highest score from the result of this research shows that fans trust in Taylor Swift's ability to prevent crisis which is positive perception. Christensen et al. (2011) mentioned that building and maintaining trust as well as credibility can be considered as potential tools to implement the effective crisis management, this result can lead the fans of Taylor Swift to perceive the crisis management of Taylor Swift in the positive way. Moreover, the results in perception on crisis management part are all in high score. The fans not only trust in Taylor Swift's ability to prevent crisis, but also perceive other factors under crisis management such as crisis communication, plan to handle the crisis, and crisis solution in the positive way. The reason that make fans have positive perception on crisis management of Taylor Swift might because fans are special group of people that different from the casual followers (Sterver, 2009), they have a high level of loving for Taylor Swift and always ready to support Taylor Swift. Therefore, the result of perception on crisis management from fans might be different from other group of respondents in other research.

5.2.1.4 The Use of Social Media

The highest score from the result in the use of social media part shows that the majority of Taylor Swift's fans use social media to entertain themselves by watching Taylor Swift's shows or listening to Taylor Swift's songs which can be considered as

the general use of social media, especially for the fans. Social media allows people to engage in activities both in one-to-one way and group interaction (Mei, Bansal & Fang, 2010). The result in the use of social media part also shows that apart from using social media to entertain themselves, fans also use it to connect with people who are fans of Taylor Swift and express their love towards Taylor Swift through posts and comments.

According to the previous study of Stavros (2014), fan interaction on social media can be categorised by fan motivation into four types: passion, hope, esteem, and camaraderie. The result in this part also show that the fans not only express their adoration towards Taylor Swift through posts and comments, but they also protect Taylor Swift from competitor or competitor's fans through posts or comments. The result showing that fans use social media to protect Taylor Swift is consistent with the previous study of Stavros et al. (2014) in that "Camaraderie" motivation will happen when there are posts or comments that overly critical, fans would come together to protect their celebrity. In this case, because Taylor Swift is in crisis, plus, has been bullied from the competitor, fans are willing to protect Taylor Swift through posts and comments in the form of emotional sharing in high involvement as a team with friendship.

5.2.2 Discussion on Inferential Analysis - Hypothesis Testing

5.2.2.1 Relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis

This section will discuss the research results in regard to the relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis.

The findings from the correlation analysis revealed that there was a significant positive relationship between fans loyalty towards Taylor Swift and their uses of social media during the crisis, thus accepting the first hypothesis. This reflects that when fans have loyalty towards their favourite celebrity, they also use social media to do activity relating to their favourite celebrity in positive way.

This finding was also consistent with the Stavros (2014)'s study which mentioned four kinds of fan's motivations of using social media. These motivations are all expressed in positive way because fans have strong positive feelings with their favourite celebrity, and this can help celebrity get more supports from fans through online platform.

5.2.2.2 Relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis

The last part of this section focuses on the relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis.

It was discovered that there is also a significant positive relationship between fans' perception on crisis management of Taylor Swift and their uses of social media during the crisis, thus also accepting the second hypothesis. This meant that those respondents who had a positive perception on crisis management of Taylor Swift were most likely to use social media in positive way. This finding is interesting because normally when crisis happens, it will impact both celebrity's reputation and everything that relates to the celebrity. Moreover, the impact of celebrity crisis might decrease the number of supporters like fans or followers (Jiang, Huang, Wu, Choy & Lin (2015). For example, when Tiger Wood was in the crisis, it ruined his reputation and also cause his sponsors lost up to 12 billion dollars (Knittel and Stango, 2010).

However, the finding from this study shows that when fans' perception on crisis management of their favourite celebrity is positive, they will use social media in positive way, in order to support and protect their favourite celebrity. This is also consistent with the previous case of Liu Xiang, a famous Chinese hurdle jumper in that he had a good and effective crisis management that, finally, can turn crisis to a great opportunity with supports from the brand and lots of people (Jiang et al., 2015).

5.3 LIMITATIONS

Overall, the study was successful and yield positive results, which could extend the body of knowledge on fans loyalty, fans' perception on crisis management, and the use of social media. However, there was one limitation that can be identified and worked upon in the future.

Due to data collection method and distribution channels (mainly via "Swifties Secret Session" Facebook closed group), most of the examined samples are Thai, as the creator and most of the members in this Facebook closed group are Thai.

5.4 SUGGESTIONS

5.4.1 Suggestions for Future Research

• In the future, researchers should study by using different questionnaire distribution channels such as other Facebook closed group with more various nationalities to gain more understanding of Taylor Swift's fans worldwide.

• This study only explored fans loyalty, fans' perception on crisis management, and the use of social media through a quantitative approach, thus, the findings were restricted to the content and questions in the questionnaire. In the future, researchers should attempt at expanding the method of data collection and also using a qualitative approach in the form of in-depth interviews or focus groups to gain more understanding and in-depth knowledge on the factors generating fans loyalty, the opinion on fans' perception on crisis management, and also the details of how these fans use social media relating to their favourite celebrity.

5.4.2 Suggestions for Communication Practitioners

The findings of this research provide valuable knowledge about fans loyalty, fans' perception on crisis management, and the use of social media. Based on these findings, various practical implications are gained.

- From the results of the study, it is apparent that social media is a potential tool for the celebrity that fans, especially loyal fans, can use to support their favourite celebrity. Thus, the communication practitioners and the marketers should try to create a strategic communication plan that can help the celebrity gain more loyal fans by guiding the celebrity how to use social media to interact with fans in the most effective way.

- It is important to find the way to guide the celebrity how to keep these loyal fans with them by using social media, because they will be the main power to support celebrity and drive their favourite celebrity to the success. Especially, when the crisis happens, the celebrity will have these loyal fans as a fan base that will be ready to keep supporting and protecting them.

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APPENDIX

APPENDIX A

QUESTIONNAIRE

Research Questionnaire

This "Loyalty of Taylor Swift's Fans and Their Uses of Social Media during Crisis regarding Music Ownership Controversy" research project is conducted in partial requirement of a Professional Project, run by a student of the Master of Arts Program in Strategic Communication Management, from the Faculty of Communication Arts, Chulalongkorn University.

The purpose of this questionnaire is to explore participants about fans loyalty, fans' perception on crisis management of Taylor Swift, the use of social media.

The questionnaire is entirely in English. It will take approximately 15 minutes and is voluntary. Participants are requested to complete all of the following questions based on his or her opinions and as accurately as possible. The questionnaire is anonymous and the information collected will be strictly confidential. The data collected will be analysed and used for educational purpose only.

Part 1: Screening Questions

    1. Are you 18-35 years old?

☐ Yes

☐ No

2. Do you identify yourself as Taylor Swift's fan?

(fan means the "Swifty" who adores and follows all of seven albums of Taylor Swift

(Taylor Swift, Fearless, Speak Now, Red, 1989, Reputation, and Lover), follow her on

social media, and also buy products of Taylor Swift.)

☐ Yes

☐ No

If all the answers above are 'No', end of the questionnaire.

Part 2: Personal Information

3. Gender

☐ Male

☐ Female

☐ Other

4. Nationality

☐ Thai

☐ American

☐ Other

Part 3: Fans Loyalty

Fans Loyalty					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5. I am going to prefer Taylor Swift or fan community of hers in the future					
6. I intend to purchase products associated with Taylor Swift					
7. I encourage friends and relatives to listen to Taylor Swift's songs and shop products related to Taylor Swift					
8. I make an effort to search for information about Taylor Swift					
9. I say positive things about Taylor Swift					

Part 4: Fans' Perception on Crisis Management of Taylor Swift

Information: Music ownership controversy crisis refers to the crisis that Scooter Braun made Taylor Swift lost the ownership of all of her previous six albums, then the Swifties kept supporting her with the hashtag #WeStandWithTaylor on social media. Finally, Taylor Swift decided to start re-recording all of her previous songs at the end of 2020.)

Fans' Perception on Crisis Management of Taylor Swift					
	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
10. I trust in Taylor Swift's ability to prevent crisis					
11. Taylor Swift has a well-prepared plan to handle the crisis					
12. Taylor Swift can handle this crisis very well					
13. Taylor Swift has a good crisis communication					
14. Taylor Swift has a great solution for this crisis					

Part 5: Use of Social Media

Use of Social Media					
	Strongly Agree	**Agree**	**Neutral**	**Disgree**	**Strongly Disagree**
15. I use social media to share information about Taylor Swift					
16. I use social media to record what I do related to Taylor Swift					
17. I use social media to connect with people who are fans of Taylor Swift					
18. I use social media to entertain myself by watching Taylor Swift's shows or listening to Taylor Swift's songs					
19. I use social media to express my adoration towards Taylor Swift					
20. I use social media to protect Taylor Swift from competitor or competitor's fans through posts or comments					

Thank you!

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