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### Aura framing and fan behavioral intentions: a quantitative case study of Harra's digital branding strategy

<sup>1\*</sup>Ahmad Budi Sulistioyuwono, <sup>2</sup>Mulyadi Muchtiar, <sup>3</sup>Erlangga Rahmini, <sup>4</sup>Herman S Soegoto, and <sup>5</sup>Agus Riyanto.

<sup>1,2,3,4,5</sup>Doktor Ilmu Manajemen, Fakultas Pascasarjana, Universitas Komputer Indonesia.

\*e-mail korespondensi: [ahmad.75425012@mahasiswa.unikom.ac.id](mailto:ahmad.75425012@mahasiswa.unikom.ac.id)

Article Info	Abstract
Keywords: aura framing, fan behavioral intention, visual authenticity, digital branding, fan engagement.	This study examines the influence of aura framing on fan behavioral intentions in the context of the Indonesian pop band Harra. The research aims to analyze how visual content affects fan engagement and behavioral responses in digital media. The study employed a quantitative explanatory case study design integrating primary and secondary data. Primary data were collected through an online survey involving 112 fans, while secondary data were obtained from Google Analytics to evaluate engagement metrics from Harra's Instagram posts. The study investigates the effects of Visual Liveness, Visual Authenticity, and Visual Emotionality on fan behavioral intentions, including willingness to buy, membership continuance intention, and electronic word-of-mouth intention. Data analysis was conducted using validity and reliability testing followed by multiple linear regression analysis. The findings reveal that all dimensions of visual aura significantly influence fan behavioral intentions, with Visual Authenticity emerging as the strongest predictor. In addition, digital engagement increased following the release of Harra's single. These findings indicate that emotionally authentic and relatable visual content plays an important role in strengthening fan loyalty and online engagement. Theoretically, this study contributes to the development of digital branding studies by extending the concept of aura framing as a mechanism for fostering emotional closeness and fan loyalty through visual communication. Practically, the study provides insights for independent musicians and creative industry practitioners in developing authentic and emotionally resonant visual branding strategies to strengthen long-term audience engagement.

## 1. INTRODUCTION

Branding has become an essential strategy for musicians to differentiate themselves and engage audiences within the increasingly competitive music industry. Independent musicians, in particular, utilize digital platforms to communicate their values, identity, and artistic image through consistent visual and narrative representation. However, conventional branding theory remains limited in explaining how audiences emotionally interpret and respond to artists in visually driven digital environments, where platforms such as Instagram, TikTok, and YouTube emphasize intimacy, emotional immediacy, and perceived authenticity. As a result, contemporary digital branding operates not only through symbolic



identity construction but also through the formation of a digitally mediated “aura” that shapes fan perception, emotional connection, and engagement (Kartik & Mishra, 2022).

Artists are increasingly shaped and perceived through the perspectives of their fans, with social media strengthening emotional closeness and one-sided relationships between musicians and audiences. Previous studies indicate that fans respond strongly to emotional appeal and authentic content that reinforces brand devotion (Chen et al., 2022), while independent artists such as Harra strategically utilize platforms like Instagram and Twitter to enhance digital engagement. Nevertheless, existing research on digital branding and artist-fan engagement still primarily focuses on general engagement metrics, such as likes, comments, and interaction frequency, rather than examining how visual presentation influences behavioral intentions such as purchasing behavior, loyalty, and advocacy.

To address this limitation, the concept of aura framing offers a more relevant theoretical perspective for understanding digital artist branding in visually oriented media environments. Zulli & Zulli (2022) identify three dimensions of digital aura, visual liveness, visual authenticity, and visual emotionality, which represent real-time presence, candid and behind-the-scenes representation, and emotionally expressive imagery that conveys vulnerability or emotional depth. These dimensions are particularly important in social media contexts because audiences increasingly evaluate artists not only through musical output, but also through emotional relatability and perceived authenticity communicated visually.

Although the concept of digital aura has gained increasing scholarly attention, previous research has rarely examined its influence on fan behavioral intentions in a structured quantitative framework. Existing studies tend to emphasize emotional engagement without fully exploring whether visually framed authenticity and emotionality translate into actionable outcomes such as purchase intention, membership continuance intention, or electronic word-of-mouth (eWOM). Furthermore, high engagement does not necessarily indicate meaningful support, as emotionally engaged audiences may still consume content passively or without financial contribution. While studies on structured fandoms such as BTS demonstrate that integrated digital communication strategies can influence purchasing and loyalty behaviors (Mawardha & Purnamasari, 2022), limited research has explored how aura framing specifically shapes fan behavioral intentions within Indonesian independent music communities.

This study examines Harra, an Indonesian pop band from Bandung known for emotionally relatable lyrics and a strong digital presence across TikTok, Instagram, and YouTube. Through visual content such as behind-the-scenes footage, intimate close-up shots, rehearsal sessions, and acoustic performances, Harra represents a relevant case for exploring visual aura framing in digital branding. The study investigates the effects of visual liveness, visual authenticity, and visual emotionality on fan behavioral intentions, while contributing to the development of aura framing theory and offering practical insights into how independent musicians can strengthen fan loyalty and engagement through emotionally resonant visual communication.

## 2. LITERATURE REVIEW

### Personal Branding in Music Industry

Self-presentation theory has become an important framework for understanding how musicians construct and communicate their public identities within digital environments, particularly through curated visual and narrative content on social media. Previous studies show that musicians' self-presentation strategies influence not only audience engagement and visibility, but also loyalty, attendance intention, and commercial support (Porto et al., 2024). In the music industry, personal branding has evolved into a strategic process of identity construction in which audiences increasingly value authenticity, consistency, and emotional relatability in evaluating artists' digital personas (Citrawati et al., 2024). Consequently, social media functions not merely as a marketing channel, but also as a performative space where artists continuously negotiate identity, intimacy, and audience expectations.

However, while previous studies have extensively examined personal branding and self-presentation in digital music culture, most research primarily focuses on identity construction and audience engagement at a general level. Limited attention has been given to how specific visual strategies shape concrete fan behavioral intentions, such as purchase intention, membership continuance, and electronic word-of-mouth. This limitation becomes increasingly relevant in visually driven platforms such as Instagram and TikTok, where audience perception is strongly influenced by emotionally mediated visual experiences. To address this gap, the concept of aura framing offers a more specific explanatory lens regarding how visual presentation generates emotional proximity and perceived authenticity in digital environments.

Personal branding refers to the strategic and consistent presentation of identity, values, and authenticity to maintain relevance and attract audience attention, particularly within creative industries where identity and expression are closely interconnected (Whitmer, 2019). In the music industry, branding functions not merely as self-promotion, but as the intentional cultivation of a coherent artistic reputation that balances artistic integrity and marketability. Previous studies demonstrate that personal branding significantly influences audience behavior, such as attendance intention in EDM performances through artists' self-disclosure on social media, while musicians like Jinan Laetitia emphasize authenticity-driven branding to strengthen long-term artistic positioning. Similarly, the band Nallar applied Peter Montoya's personal branding principles on Instagram, illustrating that digital music promotion can benefit from established theoretical branding frameworks (Ocheing et al., 2020).

Significantly, the career growth of a musician's brand usually hinges on the artist's active participation in the branding process, rather than mere marketing implementation. According to Chau et al. (2022), involvement in the branding process through identity construction strengthens connection with audiences and fosters greater involvement. This implies that personal branding is optimized when musicians actively craft the story and

visuals that shape their public image. Thus, self-presentation evolves into a blend of artistic agency and a strategic imperative.

### **Aura Framing on Social Media**

Aura framing describes how individuals construct a sense of presence, immediacy, and authenticity through digitally mediated content by using visual narratives and *mise-en-scène* to create the illusion of closeness with audiences (Zulli & Zulli, 2022). As an extension of Self-Presentation Theory, aura framing emphasizes that digital identity is shaped not only through symbolic impression management, but also through visually mediated experiences that generate emotional proximity and engagement. One important dimension of aura framing is visual liveness, which refers to spontaneous and real-time content such as live streams, temporary stories, and candid imagery that creates a “you are here” effect and strengthens audience attention and emotional engagement. However, previous studies primarily examine liveness as a general engagement strategy rather than exploring its influence on specific fan behavioral intentions.

The second dimension, visual authenticity, emphasizes informal and behind-the-scenes representation through candid and unfiltered depictions of everyday life that foster trust and relational closeness between artists and audiences. However, previous studies largely position authenticity as part of personal image construction rather than examining its influence on behavioral outcomes such as purchase intention, loyalty continuation, and digital advocacy within music fandoms. The third dimension, visual emotionality, refers to the communication of emotions through facial expressions, gestures, and symbolic imagery, with emotionally charged content shown to increase audience response, memorability, and sharing behavior. In digital music branding, visual emotionality also strengthens emotional attachment and parasocial relationships between artists and audiences by reinforcing perceptions of emotional openness and relatability.

Perception and audience reaction to digital personas are shaped via responsiveness and emotional connection through liveness, authenticity, and emotionality. These dimensions indicate that aura framing functions not merely as a performative strategy for constructing public image, but also as a persuasive mechanism that influences how fans interpret intimacy, authenticity, and emotional connection in digital environments. However, existing literature still predominantly focuses on general engagement metrics and descriptive audience interaction, while limited research has quantitatively examined how aura framing influences fan behavioral intentions in structured digital branding contexts. Thus, aura framing operates both as a performative and persuasive strategy, enabling musicians to build a vibrant public persona and facilitate deep engagement. At a micro level, these visuals can be tailored to drive engagement through audience behavior like purchasing, loyalty, or even advocacy. Thus, aura framing becomes crucial for contemporary artists within the scope of digital brand management.

### **Fan Behavioral Intentions**

Fan behavioral intention refers to the likelihood of fans engaging in certain actions toward an artist, brand, or community based on their experiences, emotional attachment, and

social interaction within digital environments (Lou et al., 2021). From the perspective of Self-Presentation Theory, these behavioral responses emerge not only from exposure to artistic content, but also from how audiences emotionally interpret artists' digitally constructed personas, transforming engagement into measurable behavioral outcomes such as purchasing and promotion. One important dimension is willingness to buy, which reflects fans' intention to spend money on artist-related products, tickets, or exclusive content and is strongly associated with emotional attachment, loyalty, and perceived relationship quality within fan communities (Lou et al., 2021). Although previous studies have examined purchase intention mainly from marketing and consumer behavior perspectives, limited attention has been given to how visual aura cues and emotionally resonant digital branding influence purchasing behavior within music fandoms.

Membership continuance intention refers to fans' intention to remain actively engaged within a fan community and continue following the artist over time through emotional loyalty and sustained interest in the artist's activities, values, and identity. Previous studies indicate that fans are more likely to maintain long-term engagement when their emotional and social needs are fulfilled through authentic and interactive communication (Lou et al., 2021), while perceptions of intimacy, accessibility, and emotional authenticity conveyed visually also strengthen relational attachment in digital environments. Consequently, membership continuance intention represents an important indicator of long-term relational success in digital branding, particularly for independent musicians who depend heavily on loyal fan communities. Another important behavioral outcome is electronic word-of-mouth (eWOM), which refers to fans' tendency to promote, share, recommend, and interact with artist-related content online, with previous studies showing that eWOM is strongly influenced by perceived credibility, emotional appeal, and visual aura cues (Lou et al., 2021).

Collectively, willingness to buy, membership continuance intention, and electronic word-of-mouth intention represent interconnected dimensions of fan behavioral intentions that capture both emotional attachment and actionable support toward artists in digital environments. Rather than treating fan engagement solely as interaction metrics, this study conceptualizes fan behavioral intentions as behavioral outcomes shaped by artists' visual self-presentation strategies through aura framing. In this framework, visual liveness, visual authenticity, and visual emotionality function as digitally mediated self-presentation mechanisms that influence how fans interpret emotional closeness, authenticity, and relational intimacy with artists. Therefore, this study positions fan behavioral intentions as the measurable consequences of aura framing within contemporary digital branding practices in the music industry.

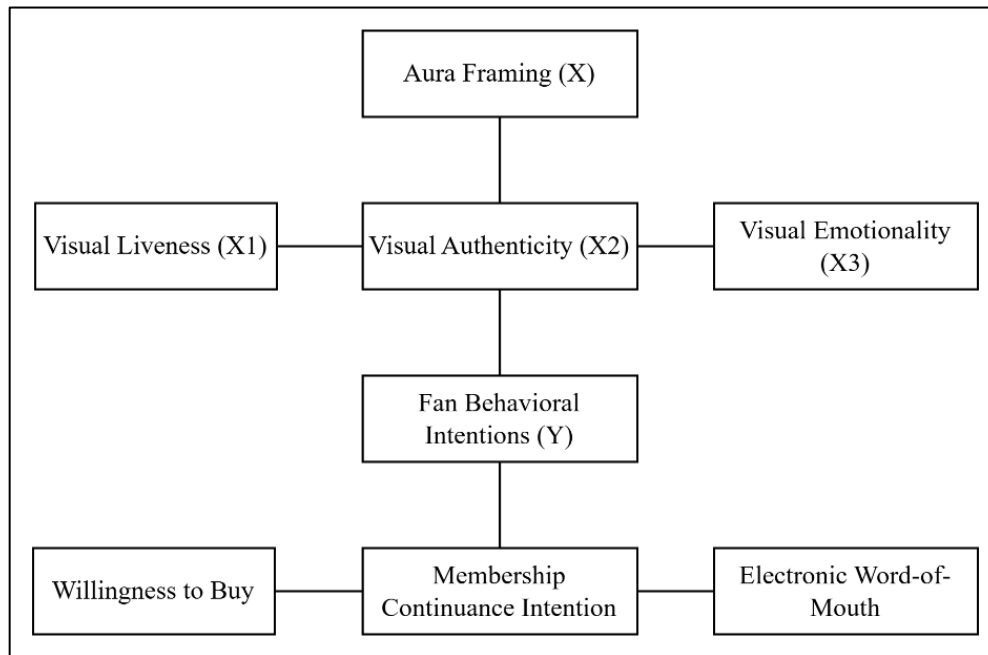


Figure 1. Conceptual Framework

### 3. RESEARCH METHODS

This study utilizes a quantitative explanatory case study approach focusing on the Indonesian pop band Harra. To ensure data validity, this research utilizes data triangulation by integrating primary data collected through a fan survey and secondary data from Google Analytics. This holistic approach allows the study to evaluate engagement from both actual and perceived standpoints. The primary intention is to analyze the impact of various elements of visual aura framing on a specific set of fan behavioral intentions.

The study employed a non-probability purposive sampling technique to recruit participants who were considered relevant to the research objectives. Respondents were selected based on several criteria: (1) they identified themselves as fans or followers of Harra, (2) they actively followed Harra's social media accounts, particularly Instagram, TikTok, or YouTube, and (3) they had previously interacted with Harra's digital content through activities such as liking, commenting, sharing, or viewing posts. Participants were recruited through the official WhatsApp fan community "Warga Hurra – Harra" and by distributing the survey link through social media channels associated with the band's fanbase. Prior to completing the questionnaire, respondents were informed about the purpose of the study and participated voluntarily. A total of 112 valid responses were collected and included in the final analysis.

The primary focus of this study encompasses six variables divided into three independent and three dependent constructs. Using the conceptual framework by [Zulli & Towner \(2021\)](#), the independent variables are Visual Liveness, Visual Authenticity, and Visual Emotionality. Indicators of Visual Liveness include live posting, spontaneous visuals, and behind-the-scenes footage. Visual Authenticity includes everyday candid moments, informal photography, and unedited styles. Expressions such as smiling, looking serious, or emoting deeply capture visually expressive elements categorized as Visual

Emotionality. The dependent variables are modified from earlier studies: Willingness to Buy from Lou et al. (2021) includes purchase intention, likelihood, and motivation; Membership Continuance (Lou et al., 2021) includes fan attachment and following continuity and effort; and eWOM Intention proposed by Fernandes and Pinto (2019) and Lou et al. (2021), which includes the tendency to recommend, share, and promote the band online.

The gathering of information is centered on two primary sources. The first one is secondary data (archival metrics), in this case, data from Google Analytics, particularly the top ten most engaging Instagram posts of Harra's official account. These posts are evaluated based on their engagement metrics, which include likes, comments, shares, as well as their visual framing attributes. The second source is an online survey conducted among the fans (WhatsApp Fanpage: Warga Hurra – Harra), which produced 112 usable responses. The survey captures fans' impressions of Harra's strategic visual communication about the brand's engagement with them by measuring perceptions using a five-point Likert scale on six research variables.

As for data analysis, the survey is first checked for reliability and validity using the Cronbach's Alpha. Regression modeling assumption tests of normality, multicollinearity, and heteroscedasticity are checked to ensure the data is suitable for the regression model. Following this, a multiple linear regression analysis is performed on three models. Model 1 assesses the impact of three independent variables on Willingness to Buy. Model 2 analyses their impact on Membership Continuance, while Model 3 analyzes their impact on eWOM Intention. This approach makes it possible to determine the particular visual elements that most effectively forecast each category of fan behavior.

#### 4. RESULTS AND DISCUSSION

##### Validity and Reliability

A corrected item-total correlation test was done to check the validity of all 25 items of the questionnaire. The results indicate that all items achieved Corrected Item-Total Correlation values significantly higher than the standard r-table threshold ( $r > 0.157$  for  $N=112$ ). In fact, all items scored above 0.70, demonstrating excellent construct validity. This finding supports the position that all the statements are pertinent and congruently aligned with the considered variables

Table 1 Validity Test Table

Statement	Corrected Item-Total Correlation	Validity Decision
I often see HARRA's posts that show live or real-time activities. (VL1)	0.752	Valid
HARRA's Instagram Stories or Live features give me a sense of being present in the moment. (VL2)	0.779	Valid
HARRA's visual content appears spontaneous and not overly staged. (VL3)	0.744	Valid
I feel like I am witnessing HARRA's everyday life as it happens. (VL4)	0.720	Valid
HARRA's visual style gives a "you could be here with me" feeling. (VL5)	0.731	Valid

I often see HARRA's content showing their personal side, such as home, family, or daily life. (VA1)	0.785	Valid
HARRA's visual posts feel honest and authentic, not just for appearance's sake. (VA2)	0.812	Valid
HARRA's clothing style and photo backgrounds look natural and unfiltered. (VA3)	0.744	Valid
HARRA shares backstage moments or behind-the-scenes content on social media. (VA4)	0.772	Valid
HARRA's content makes me feel personally closer to the band or its members. (VA5)	0.791	Valid
I often see clear emotional expressions in HARRA's visuals (e.g., smiling, crying, serious). (VE1)	0.762	Valid
The emotional appeal of HARRA's content draws me into the moment. (VE2)	0.787	Valid
The emotions in HARRA's visuals feel sincere and moving. (VE3)	0.799	Valid
HARRA expresses joy, sadness, or anger honestly through their social media visuals. (VE4)	0.750	Valid
HARRA's emotional expressions in their photos or videos increase my emotional connection with them. (VE5)	0.769	Valid
The likelihood of purchasing HARRA's music or merchandise is high. (Y1_1)	0.714	Valid
I would seriously consider buying products from HARRA. (Y1_2)	0.689	Valid
My willingness to buy from HARRA is high. (Y1_3)	0.661	Valid
It would be difficult for me to leave HARRA's fan community. (Y2_1)	0.788	Valid
I intend to remain a member of HARRA's fan community. (Y2_2)	0.735	Valid
I am willing to make more effort to stay as a member of HARRA's fan community. (Y2_3)	0.702	Valid
I would even pay or subscribe to continue being part of HARRA's exclusive fan content or group. (Y2_4)	0.679	Valid
I would say positive things about HARRA to other people on the internet. (Y3_1)	0.744	Valid
I would encourage my friends and relatives to support HARRA through online platforms. (Y3_2)	0.713	Valid
I would recommend HARRA to someone who asks my opinion on music or musicians online. (Y3_3)	0.695	Valid
I would share or repost content about HARRA voluntarily on social media. (Y3_4)	0.665	Valid

For the Visual Liveness (VL) variable, all items demonstrated high correlation values (0.720–0.779), indicating that aspects of spontaneity, presence, and real-time interaction in HARRA's social media content effectively represent fans' perceptions of closeness to the artist. The Visual Authenticity (VA) variable obtained correlation values ranging from 0.744 to 0.812, suggesting that informal and behind-the-scenes content is perceived as authentic and contributes to strengthening audience trust and emotional closeness toward the artist. Meanwhile, Visual Emotionality (VE) also showed strong validity coefficients (0.750–0.799), indicating that emotional expressions presented in visual content effectively foster

emotional connections between the artist and fans. For the dependent variables, all items related to Willingness to Buy, Membership Continuance, and eWOM Intention met the validity threshold with correlation values ranging from 0.661 to 0.788. These findings indicate that all research indicators adequately represent the measured constructs and are suitable for further analysis.

Table 2. Reliability Test Table

No.	Variable (Construct)	Number of Items	Cronbach's Alpha ( $\alpha$ )
1	Visual Liveness (X1)	5	0.884
2	Visual Authenticity (X2)	5	0.902
3	Visual Emotionality (X3)	5	0.893
4	Willingness to Buy (Y1)	3	0.832
5	Membership Continuance Intention (Y2)	4	0.875
6	eWOM Intention (Y3)	4	0.857

To assess internal consistency, Cronbach's Alpha was calculated for each construct, and all variables exceeded the recommended threshold of 0.70, indicating good reliability. Among the independent variables, Visual Authenticity (X2) obtained the highest reliability score (0.902), followed by Visual Emotionality (X3) at 0.893 and Visual Liveness (X1) at 0.884. These results suggest that the indicators measuring the dimensions of visual aura are internally consistent and reliable.

For the dependent variables, Willingness to Buy (Y1) recorded a Cronbach's Alpha of 0.832, Membership Continuance Intention (Y2) scored 0.875, and eWOM Intention (Y3) reached 0.857. All reliability values exceeded the acceptable threshold, indicating strong internal consistency across the behavioral intention constructs. Overall, the reliability results demonstrate that all constructs are statistically stable and suitable for further analysis. The high Cronbach's Alpha values confirm that the research instrument is reliable and appropriate for hypothesis testing using multiple regression analysis.

### Descriptive Statistics

The respondents for this study came from an online fan survey in WhatsApp Group Fansbase, contributing to a total of 112 respondents. In regard to gender, the predominant segment of respondents were female, comprising 58.3% (n = 91). Male respondents were 37.2% (n = 58) of the sample, and 2.6% (n = 4) identified as non-binary or other. An additional 1.9% (n = 3) did not disclose their gender.

Table 3. Respondent Characteristics

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	58	37.2%
	Female	91	58.3%
	Non-binary/Other	4	2.6%
	Prefer not to say	3	1.9%
Age Group	Under 18	10	6.4%
	18-24	104	66.7%
	25-30	33	21.2%
	Over 30	9	5.8%

City of Residence	Bandung	45	28.8%
	Jakarta	38	24.4%
	Other Java cities	49	31.4%
	Outside Java	20	12.8%
	Overseas	4	2.6%
Fan Type	Active follower	84	53.8%
	Casual listener	47	30.1%
New to HARRA		25	16.0%

The sample was largely made up of respondents from 18 to 24 years of age, comprising 66.7% (n = 104) of the total respondents. Participants aged 25 to 30 years made up 21.2% (n = 33) and those under 18 years comprised 6.4% (n = 10). 12.9 (n= 2) were aged 30 years or older. Collectively, these findings suggest the fanbase skews heavily toward younger adults. Geographically, 28.8% (n = 45) of respondents were located in Bandung, the bands hometown. Respondents from Jakarta made up 24.4% (n = 38) and those from other parts of the island of Java comprised 31.4% (n = 49). Those residing outside of Java accounted for 12.8% (n = 20) and 2.6 (n=4) were located outside the country. Overall, the data suggests that the fanbase, while predominantly centered in Java, does extend geographically. Regarding the type of fandom, active followers constituted the largest segment at 53.8% (n = 84) of the sample. Casual listeners comprised 30.1% (n = 47), suggesting a sizable secondary audience. 16.0% (n = 25) were new to the band. These data suggest that HARRA's digital branding strategies are potentially expanding their reach while still keeping a loyal base.

### Preliminary Findings (Google Analytics)

The evaluation of HARRA's social media performance following the release of the single *Jurus Jitu* provides quantitative insight into audience reach and engagement trends. Spotify monthly listeners increased from 82,094 to 107,382, reflecting a 30.8% growth and indicating that the promotional activities successfully expanded audience exposure. However, the conversion rate declined from 7.6% to 6%, suggesting that although listenership increased, not all audiences developed deeper engagement with the music.

Spotify's popularity index also rose modestly from 33 to 36, while the number of followers increased by 190 users (3.01%). Although these increases were relatively small, they indicate steady organic growth and expanding audience awareness. The findings suggest that HARRA's digital strategy has been effective in increasing reach and impressions, but stronger retention strategies may still be required to sustain long-term audience engagement.

On YouTube, channel views for music videos increased by more than 377,000 views, representing a 20.44% rise after the release of the song. Subscriber numbers also grew from 3,140 to 3,380, an increase of 7.64%. These results indicate improved audience engagement following the release and demonstrate that HARRA's visual content strategy effectively attracted and maintained audience attention across digital platforms.

Table 4. Social Media Metrics Comparison – 3 Months Before vs. 1 Month After Song Release

Platform	Metric	3 Months Before	1 Month After	Change (▲/▼)	% Change
Spotify	Monthly Listeners	82,094	107,382	▲ +25,288	+30.8%
	Fan Conv. Rate	7.6%	6%	▼ -1.6%	-21.2%
	Popularity Index	33	36	▲ +3	+9.09%
	Followers	6,317	6,507	▲ +190	+3.01%
YouTube	Channel Views	1,845,926	2,223,187	▲ +377,261	+20.44%
	Subscribers	3,140	3,380	▲ +240	+7.64%
TikTok	Likes	2,100,000	2,200,000	▲ +100,000	+4.76%
	Followers	33,900	35,100	▲ +1,200	+3.54%
Instagram	Followers	3,443	3,618	▲ +175	+5.08%

TikTok’s engagement metrics continued to trend positively with likes increasing from 2.1 to 2.2 million. The platform also added 1,200 new followers, marking a 3.54% increase in the userbase. While the increase is modest, it suggests a degree of virality and effective audience engagement. It seems that TikTok is a suitable platform for increasing HARRA’s engagement among younger audiences

As for Instagram, followers increased from 3,443 to 3,618, marking a 5.08% growth in the userbase. This specific growth is probably the cause of cohesive brand identity, interpromotional activities, and the band’s visual branding. The platform still functions as a center for self-marketing and for the community to engage with their idols. All in all, the numbers indicate that the digital activities across the different platforms have been effective, even if the results varied.

### Regression Results

Model 1: Visual Liveness (X1), Visual Authenticity (X2), Visual Emotionality (X3) → Willingness to Buy (Y1). A multiple linear regression analysis was performed to determine how the framing dimensions of visual aura impact the willingness to buy. The analysis was performed with three independent variables: Visual Liveness, Visual Authenticity, Visual Emotionality, and one dependent variable, Willingness to Buy. The model summary provided an R value of 0.742 and R<sup>2</sup> of 0.550. This means that 55.0% of the variance in willingness to buy can be attributed to the three visual dimensions combined.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.742	0.550	0.534	0.462

From the ANOVA test, a significant model emerged with an F-value of 44.38 and a significance level of  $p < 0.001$ . This is sufficient evidence to support the regression model's validity and reliability in capturing the dependent variable. The strong fit is indicated by the high F-value and low p-value, suggesting that the model can be used confidently to interpret the remaining coefficient results.

Table 6. ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	28.447	3	9.482	44.38	0.000
Residual	23.253	109	0.213		
Total	51.700	112			

As indicated within the coefficients table, the three predictors were found to be significant at the 0.05 alpha level. Both Visual Liveness and Visual Emotionality exhibited significant but moderately positive relationships ( $B = 0.231$ ,  $p = 0.014$ ;  $B = 0.198$ ,  $p = 0.029$ , respectively) with the criterion variable. In addition, Visual Authenticity showed the strongest behavioral intention effect to buy ( $B = 0.387$ ,  $p = 0.000$ ) and also the highest standardized coefficient ( $\beta = 0.362$ ). Thus, these findings propose that the social media influencers profoundly impacted fans purchasing intentions through perceived authenticity.

Table 7. Coefficients Table

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta		
(Constant)	0.712	0.278	–	2.561	0.012
X1 (VL)	0.231	0.092	0.233	2.509	0.014
X2 (VA)	0.387	0.104	0.362	3.716	0.000
X3 (VE)	0.198	0.089	0.198	2.221	0.029

The findings from Model 1 indicate that all three dimensions of visual aura significantly contributed to fans' willingness to buy, collectively explaining more than 50% of the variance in the dependent variable. Among the predictors, Visual Authenticity emerged as the strongest factor, suggesting that visually authentic content plays a crucial role in encouraging economic support and purchasing behavior within digital fandoms. Furthermore, the results from Model 2 revealed a strong relationship between visual aura and Membership Continuance Intention, with the model explaining 59.0% of the variance in long-term fan engagement. These findings indicate that visual content significantly influences fans' intention to remain emotionally connected and actively involved within HARRA's fan community over time.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.768	0.590	0.576	0.448

According to the ANOVA table, the regression model was significantly statistically relevant with an F value of 58.51 and p value of 0.000. This demonstrates that the three independent variables, when observed together, are meaningful to the dependent variable and will enhance the ability of the model to explain the fan's Membership Continuance Intention. Thus, the model is fit to be used for interpreting the individual coefficients. The existence of a significant model further supports the argument for the strategic importance of visual aura in long-term fan engagement and retention.

Table 9. ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	35.237	3	11.746	58.51	0.000
Residual	24.463	109	0.201		
Total	59.700	112			

All three independent variables were found to predict statistically membership continuance. Visual Liveness ( $B = 0.203$ ,  $p = 0.019$ ), Visual Authenticity ( $B = 0.354$ ,  $p = 0.000$ ), and Visual Emotionality ( $B = 0.245$ ,  $p = 0.003$ ) were also found to be positively related to the dependent variable. Of these, Visual Authenticity had the largest impact, as noted by the highest standardised coefficient ( $\beta = 0.348$ ) supporting its dominant influence. This emphasises how critical authentic content is in promoting fan loyalty.

Table 10. Coefficients Table

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta		
(Constant)	0.643	0.265	–	2.427	0.017
X1 (VL)	0.203	0.085	0.221	2.388	0.019
X2 (VA)	0.354	0.096	0.348	3.688	0.000
X3 (VE)	0.245	0.080	0.276	3.056	0.003

The results indicate that all dimensions of visual aura significantly influence fans' intention to remain active within the community, with Visual Authenticity and Visual Emotionality emerging as the strongest contributors to long-term engagement. These findings suggest that emotionally meaningful and authentic visual communication plays an important role in strengthening fan relationships and sustaining participation over time. Therefore, audience retention within digital fandoms is strongly shaped by visually driven emotional connection and perceived authenticity.

Model 3: X1 (Visual Liveness), X2 (Visual Authenticity), X3 (Visual Emotionality) → Y3 (eWOM Intention). The impact of the three dimensions of visual aura was evaluated using the third regression model to examine its impact on fans' intention to engage in electronic word-of-mouth (eWOM). The model summary showed an R value of 0.754 and  $R^2$  of 0.569, indicating that 56.9% of the variance in eWOM Intention is explained by the independent variables. This indicates that the model has a strong predictive capacity. The adjusted  $R^2$  of 0.554 further supports model adequacy and stability across the sample.

Table 11. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.754	0.569	0.554	0.455

The ANOVA table reported an F-value of 52.98 with a significance of  $p = 0.000$ . This indicates that the model in its entirety is statistically significant. The independent variables created a collective framework that is sufficient to explain variations in fans' willingness to

promote the artist online. Therefore, the model is suitable for assessing the impact of visual aura on the organic promotion behaviour.

Table 12. ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	32.896	3	10.965	52.98	0.000
Residual	24.939	109	0.206		
Total	57.835	112			

The coefficients table shows that all three predictors were significant at the 0.05 alpha level. Visual Liveness, Authenticity, and Emotionality were indicated as eWOM Intention predictors with a positive contribution of ( $B = 0.215$ ,  $p = 0.017$ ), ( $B = 0.329$ ,  $p = 0.001$ ), and ( $B = 0.262$ ,  $p = 0.003$ ) respectively. Among the three, Visual Authenticity possessed the highest standardised coefficient ( $\beta = 0.315$ ) followed by Visual Emotionality ( $\beta = 0.285$ ). The findings suggest that content which is both genuine and rich in emotion strongly impacts promotional behaviour among fans online.

Table 13. Coefficients Table

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta		
(Constant)	0.585	0.271	–	2.158	0.033
X1 (VL)	0.215	0.089	0.232	2.416	0.017
X2 (VA)	0.329	0.100	0.315	3.290	0.001
X3 (VE)	0.262	0.085	0.285	3.088	0.003

The results of Model 3 indicate that all dimensions of visual aura significantly influence fans' electronic word-of-mouth (eWOM) intention, with Visual Authenticity and Visual Emotionality emerging as the strongest predictors. These findings suggest that emotionally authentic visual content effectively encourages fans to share, recommend, and promote artists within digital environments, highlighting the strategic importance of visual framing in fan-driven digital marketing.

### Insights from Google Analytics

As shown in the Google Analytics data, the launch of Jurus Jitu considerably increased digital reach, specifically on Spotify and YouTube. Spotify monthly listeners increased by 30.8% and YouTube views increased by more than 20% as a result of the band's promotional efforts. Regardless of this reach, however, the fan conversion rate on Spotify dropped from 7.6% to 6%, indicating that simply having exposure does not assure deeper fan engagement. Psychologically, perceived authenticity plays a critical role in reducing social distance between artists and audiences, allowing fans to experience a sense of intimacy, trust, and emotional identification. When artists present candid, emotionally expressive, and less curated content, audiences are more likely to perceive them as genuine and relatable, strengthening parasocial attachment and long-term loyalty. This supports the claim from [Lou et al. \(2021\)](#) that engagement quality, rather than quantity, is what fuels fan loyalty and

behaviour. This supports the concept that the consideration stage is only the primary step of a multi-stage process of digital interaction within brand ecosystems.

Platform-level performance metrics underscore the need for visual branding with strategic relevance. Platform-level performance metrics underscore the need for visual branding with strategic relevance. Data shows a Spotify follower increase of only 3.01%, such modest growth often conveys a lack of emotionally driven support; yet such an appeal is critical for progression from a casual listener into a devoted fan. On the other hand, YouTube's 7.64% subscriber increase is a suggestion that the audience engages more with the long-form video content that is often rich in emotion, which supports [Zulli & Zulli \(2022\)](#) argument that emotional visuals enable deeper connections through aura framing. This suggests that emotionally resonant content is more critical for retention than reach. Therefore, the platform's growth is most likely the result of the effective deployment of visual emotionality and authenticity, especially through the music video content.

TikTok and Instagram showed positive follower gains, likely stemming from some instant virality and aesthetic considerations. TikTok's brevity may opportunistically capitalise on what [Zulli & Zulli \(2022\)](#) refer to as visual liveness, which fosters immediacy and real-time engagement. However, low follower growth suggests that liveness, while engaging, does not build deeper attachment. Instagram's 5.08% growth in followers is likely also driven by visual branding and aesthetics, serving as curated identity expressions ([Ocheing et al., 2020](#); [Porto et al., 2024](#)). Based on these observations, it appears that followers rely on different visual elements for each platform's affordances.

The discrepancy in growth on different platforms underscores the distinctly layered levels of digital engagement. While the use of visuals and liveness may boost engagement, the lack of authenticity and emotionality is more likely to drive real sustained behavioural responses, including advocacy and loyalty ([Whitmer, 2019](#); [Citrawati et al., 2024](#)). This finding contributes theoretically to digital branding studies by extending the concept of branding beyond symbolic identity construction toward emotionally mediated aura formation. In other words, digital branding in contemporary music culture increasingly depends on the artist's ability to cultivate perceived emotional authenticity through visual communication.

Furthermore, these findings also reflect the contextual uniqueness of Indonesian fandom culture, where emotional closeness and relational intimacy often become central elements of fan engagement. Within Indonesian digital fan communities, audiences frequently value humility, emotional openness, and interpersonal warmth as indicators of authenticity. As a result, fans may develop stronger loyalty toward artists who appear approachable and emotionally relatable rather than excessively commercial or highly manufactured. This cultural context helps explain why emotionally authentic visual content appears more effective in fostering sustained engagement within Indonesian independent music communities.

### **Aura Framing and Willingness to Buy**

Analysis of regression results indicates that visual framing of an aura substantially impacts fans' willingness to purchase, accounting for 55.0% of the model's explanatory

power on the outcome variable. Each of the three visual dimensions, Visual Liveness, Visual Authenticity, and Visual Emotionality, were significant and usable predictors suggesting that fans' economics are driven by digital cues. Visual Authenticity was the strongest predictor of the three, having the highest standardised coefficient of 0.362 ( $p = 0.000$ ). This corroborates [Zulli & Zulli \(2022\)](#) claim that authentically conveyed visuals cultivate trust and credibility within digital spaces. It further supports [Whitmer \(2019\)](#) who argued that integrated, value-oriented personal branding enhances brand attachment and increases opportunities for monetisation. Psychologically, authenticity functions as a mechanism that reduces perceived distance between artists and audiences, allowing fans to experience intimacy, trust, and emotional identification toward the artist. As a result, audiences are more likely to support artists financially when visual content is perceived as genuine and emotionally relatable.

The influences of visual liveness and visual emotionality, although significant, are comparatively weaker. This suggests that spontaneity and emotional expressiveness enhance purchase intention, but function more as peripheral rather than primary influences. Visual liveness focuses on drawing attention. As discussed by [Lupinacci \(2021\)](#), liveness is real-time presence, which may not fully convert fans without deeper resonance. Similarly, Visual Emotionality strengthens affective connections which is consistent with shareable and memorable content is emotionally charged. Without authenticity, grounding emotional cues cannot drive consumer behaviour. These dynamics illustrate that strategic visuals are equally important but must work in balance with one another to optimise economic engagement.

The findings also suggest that visual branding goes beyond aesthetics and has behavioural impact. Fans are more likely to support a brand through purchases, be it digital products, merchandise, or exclusive content, when visual content is perceived to be candid and aligns with the brand persona. This reinforces the findings of [Lou et al. \(2021\)](#) regarding the willingness to purchase being strongly associated with emotional attachment and authenticity within community ecosystems. Furthermore, the model's high  $R^2$  and sound analysis substantiating that visual framing decisions are economically consequential strengthens the claim. This emphasises the economic importance of branding decisions made on social media. These findings extend digital branding theory by demonstrating that branding in digital music culture operates not only through symbolic identity construction, but also through emotionally mediated aura formation capable of shaping behavioral and economic outcomes.

From a practical standpoint, the results set the need for integrating Visual Authenticity into content strategies for independent musicians and music marketers. Posts that are highly polished or overly curated may anchor buying behaviour only when perceived authenticity is present. Thus, prioritising honest visual representation, candid moments, and behind-the-scenes footage is more effective. Within the context of Indonesian fandom culture, emotionally authentic communication is often associated with humility, sincerity, and interpersonal closeness. Fans tend to develop stronger loyalty toward artists who appear approachable and relatable rather than overly commercialized or heavily manufactured. This cultural characteristic helps explain why authenticity emerged as the strongest predictor of willingness to buy in this study. Visually and behaviourally, these results are relevant to the

strategic construction of emotional appeal. In summary, community engagement will be driven by authenticity, but will fundamentally be mobilised by the act of consumption.

### **Aura Framing and Membership Continuance**

The outcomes derived from Model 2 corroborate that all three dimensions of visual aura, Visual Liveness, Visual Authenticity, and Visual Emotionality, have a considerable impact on the fans' intention to stay within the artist's community. The model explained 59.0% of the variance in Membership Continuance Intention, showcasing a considerable impact of visual content on trust and long-term engagement. This is consistent with the findings of [Lou et al. \(2021\)](#) which highlighted that fans' involvement persists when their emotional, informational, and social needs are adequately catered to. The considerable  $R^2$  is evidence supporting the hypothesis that the loyalty of the fans is fundamentally tied to the visual self-presentation of the artist. Hence, the construction of digital identity becomes a principal determinant for retention of the audience.

Of all the predictors, Visual Authenticity exerted the strongest influence which underscores its importance to the fan connection over time. This is in agreement with [Zulli & Zulli \(2022\)](#) claim which states that authenticity enhances perceived intimacy and relational trust in social media. Fans with the aid of social media portrayals or informal accounts narrated by the artists feel a stronger identification with the artist. Psychologically, authenticity reduces perceived social distance between artists and audiences by creating a sense of sincerity, emotional safety, and interpersonal closeness. When fans perceive artists as "real" and emotionally transparent, they are more likely to develop parasocial attachment and maintain long-term commitment toward the fandom community. This enriches the emotional connection and enhances the meaningfulness of enduring engagement in the community. Content driven by authenticity functions as a form of relational capital and thus, digital fan engagements are considerably deepened rather than through mere aesthetic value.

Visual Emotionality clearly impacted fandom the most, indicating that fans respond more readily to emotionally charged material, especially to audiovisual content that is both dynamic and visually striking. Rich emotional content not only results in greater engagement, but also enhanced recall and shareability. This is consistent with the proposal that emotionally vulnerable or celebratory content enables greater audience empathy. Emotionality, within the fandom context, is interpreted as an emotional expression of sincerity that invokes greater distance and strengthens bond ([Lou et al., 2021](#)). Emotionality is thus a key requirement to sustain a fan's perpetual desire to feel part of a community. This suggests that emotional expression in digital branding is not merely performative, but functions as an affective mechanism that sustains fans' desire to remain emotionally connected to the artist and fandom community.

While the effect of Visual Liveness is the least of the three, it is still noteworthy. This subdimension, linked to the idea of presence, is helpful in engaging fans appreciably and in real time ([Zulli & Zulli, 2022](#); [Lupinacci, 2021](#)). Awe-inspiring is difficult to achieve; it is most potent when the appeal is emotionally driven. Alone, it is not enough to sustain community engagement, as it may only serve as a temporary means to connect. Without emotional depth and authenticity, real-time interaction risks becoming temporary

engagement rather than meaningful relational connection. Thus, real-time content must be part of a broader emotionally rich framework and, instead, real-time content must be seamlessly woven into an overarching story that is both emotional and authentic.

To summarise, the findings confirm the role of Visual Aura in retention strategies within digital fan communities. Particular emphasis on Visual Authenticity and Emotionality will foster greater involvement in content participation over time. These dimensions maintain not only affective allegiance but also strengthen the identity synergetics between the fan and the artist. Fans are more likely to be active over the years if they feel connected, as pointed out by [Lou et al. \(2021\)](#) supports. Thus, retention strategies in audience engagement should emphasise feeling and sincerity rather than mere contact in the context of music branding.

The findings also contribute theoretically to digital branding studies by demonstrating that branding in digital music culture operates beyond symbolic identity construction and increasingly depends on emotionally mediated relationships shaped through visual communication. Aura framing therefore functions not only as an aesthetic strategy, but also as a mechanism for cultivating relational loyalty and community continuity.

Furthermore, the findings reflect the contextual uniqueness of Indonesian fandom culture, where emotional closeness, humility, and interpersonal warmth are highly valued within artist-fan relationships. Indonesian fan communities often perceive candid and emotionally expressive content as indicators of sincerity and approachability. As a result, fans are more likely to remain actively engaged in fandom communities when artists appear relatable, emotionally open, and socially grounded rather than excessively commercialized or overly curated. This cultural characteristic helps explain why Visual Authenticity emerged as the strongest predictor of Membership Continuance Intention in this study. Thus, retention strategies in music branding should prioritise emotional sincerity, relational intimacy, and authentic storytelling rather than relying solely on visibility or frequency of interaction.

### **Visual Aura Framing and eWOM Intention**

In confirming Model 3, all three dimensions of visual aura framing predict, with fans' intentions to participate in electronic word-of-mouth (eWOM) in a significant fashion. The model accounts for 56.9% of the eWOM intention's variance, demonstrating a strong correlation between eWOM intention and visual strategies. This supports the proposition that the fans' and netizens' decisions to advocate for and endorse the artists' activities are impacted by the way visual elements are displayed ([Lou et al., 2021](#)). The model, bolstered by a high adjusted  $R^2$  of 0.554 and a significant F-statistic, demonstrates stability and reliability for the results. The dimensions of liveness, authenticity and emotionality combine to illustrate a model of organic audience amplification.

Among the factors, Visual Authenticity appeared as the most powerful factor impacting influence eWOM and eWOM campaign (Facebook, post, Instagram Stories, TikTok) ( $\beta = 0.315$ ) and eWOM campaign teilverisuals ( $\beta = 0.285$ ) as to how videos and photos explain. This confirms earlier results [Zulli & Zulli \(2022\)](#) make as the case that authentic and no filter visuals help some practitioners and brand representatives capture and emotionally connect to the audience. When the users admire the digital image of the artists they like as

pure and admirable, they can easily influence their friends not only to admire but also to ally social media and public image. Visual Emotionality also helps to achieve this goal by appealing to the emotions of users who engage and like to promote. The partnership of seemingly uncomplicated emotions and appealing strongly persuades users to support the advocacy.

Visual Liveness significantly affected eWOM in most cases reported, even though its overall influence was weaker than some of the other factors. This supports the thesis of real time visuals in the form of live broadcasts or even through spontaneous social media updates as they create the feel of time and distance (Lupinacci, 2021). While Liveness (also known as presence) may help improve engagement, the sharing motives driving long-term engagement, including the sharing, are the emotional and authentic constructs. That is to say, liveness may assist in commencing engagement, while authenticity in liveness and emotionality in liveness act as stronger motivators. The three dimensions do not support this as they only make the marketing augment fan or user participation to assist in marketing.

The findings complement existing literature on the use of aura framing as a promotional innovation for augmenting fan engagement in digital marketing. As noted by Lou et al. (2021), the eWOM phenomenon is often interpreted within the context of perceived closeness and emotional bonds which, in turn, reflects the user's authentic and emotive engagement. This illustrates the fact that musicians who structure their visual stories purposefully can activate fan-based marketing. This tactic helps achieve low-cost marketing while simultaneously improving the credibility of the message as it is shared among peers. In a digitally saturated environment, the marketing power of fan-driven endorsement becomes invaluable.

Lastly, eWOM as a promotional tool is the centre of Model 3, which also illustrates the effects of digitally visual elements on fan behaviour regarding artist promotion. By confirming predictive factors of Visual Authenticity and Emotionality, this core proposition underlines that eWOM is motivated by a sincere and emotive portrayal. It is recommended that visual framing should be intentionally designed to evoke emotional as well as relational responses to strengthen resonance. Emotion and authenticity, when infused into an artist's digital footprint, catalyse fan engagement as brand ambassadors. Hence, aura framing serves the purpose of brand marketing and simultaneously fosters the notion of developing momentum in a phenomenon where digital movement is self-propagating.

## 5. CONCLUSION

This study concludes that framing aura has a significant effect on shaping fan behavioral intentions. While Google Analytics data showed that "Visual Liveness" generates high exposure, it does not guarantee conversion, evidenced by the declining Spotify conversion rate despite increased reach. Crucially, the regression results identify Visual Authenticity as the strongest predictor of fan behavioral intentions, followed by Visual Emotionality. This substantiates the premise that content created with high emotional authenticity is the most impactful driver for fan spending (Willingness to Buy), loyalty (Membership Continuance), and advocacy (eWOM). In essence, for digital branding in the music industry, being "real"

(authentic) is more profitable than just being "live". Despite these contributions, this study has limitations. First, the sample size is relatively small and focused solely on one indie band (Harra), which may limit the generalizability of the findings to mainstream artists or other genres. Second, the study relies on cross-sectional survey data, which captures fan perceptions at a single point in time. Future research is encouraged to expand the scope by comparing multiple artists across different genres and employing longitudinal methods to observe how fan loyalty evolves over time.

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