



**DEVELOPING AFFECTIVE PERSONAL BRANDING OF MUSIC ARTIST THROUGH  
SOCIAL MEDIA AND ITS IMPACT ON LIFE SATISFACTIONS OF COLLEGE OF BUSINESS  
ADMINISTRATION STUDENTS IN POLYTECHNIC UNIVERSITY OF THE PHILIPPINES**

**Alas, Sherbyne Rose  
Ernesto, Ma. Isabel Raymiela  
Reyes, Reymark  
Gacusan, Joshua**

*Department of Marketing Management, College of Business Administration, Polytechnic University of the  
Philippines*

**October 2019**

---

**ABSTRACT**

This research review recently published research about Developing Affective Brand Commitment through Social Media. Five factors affecting Consumer-Brand Relationship are identified: (i) Affective commitment, (ii) Self-connection, (iii) Brand intimacy, (iv) Purchase loyalty, and (v) Digital Piracy. This research was conducted to purposely show how the consumer-brand relationship works. The brand (music artist) established its social identity to build its image in the social media and directly affect its consumer buy setting its objective to influenced consumer attachment and connection to the brand. The consumer also builds their feelings as to how they view and think about the brand. In this case, the brand also has to establish a great communication between its consumers.

**1. INTRODUCTION**

Through the years the used of different social media is crucial nowadays; from searching to gather information, learn new things and also used as instrument for fast communication. The communication in social media was broad and getting broader as years go by. This study wants to discuss the impact of music artist to the life satisfaction of CBA students. By which the used and means of communication in this field in social media is that the fast delivery of music throughout different sites in social media even on different apps is possible at a quick of time. In this case, music artists build their own branding to be perceived by their audiences and targeted how a music artist established his/her self through their music with the used of social media. The researchers want to prove the following: 1. Affective Commitment for an artist's music is positively related to Personal Branding for the Student Life Satisfaction; 2. Self-connection for an artist's music is positively related to Personal Branding for the Student Life Satisfaction; 3. Brand intimacy for an artist's music is positively related to Personal Branding for the Student Life Satisfaction; 4. Purchase loyalty for an artist's music is positively related to Personal Branding for the Student Life Satisfaction; and 5. Digital Piracy for an artist's music is positively related to Personal Branding for the Student Life Satisfaction.

Thus, music has an instant effect to its consumer, this can be used as an effective tool in marketing and because of its effects this has something to do with how consumers live their life for the past years up to now with the help of immersing technology. This only means that music highly affects its target consumers (Gustafsson, 2015). And by that, it is a great help to company used it to build a strong brand that will make in their consumer's mind. According to the study entitled "Gender, Branding, and the

Modern Music Industry: The Social Construction of Female Popular Music Stars”, it was not easy to music artists to market themselves to be successful, each of them take high-risk investment and objectified having a short term career in the industry (*Lie, 2018*). Music artist build their brand as they tap the sociological factor that affects their relationship with their consumer. Through their music, sometimes they reflect it to themselves and having not just many but everyone who would hear his/her music that they can relate to this music artist. They also tap some factors that have a great connection with their consumer, the culture and its universal phrases that made them different from other artist. And some negative or positive conditioning may circulates all throughout. In some cases, brands have limited resources in social media and they need to build social identity in order for them to perceive by their consumers (Saboo, V.Kumar, and Ramani, 2016). In a study that aims to know the influence of social media on customer and consumer relationship showed that interaction in social media have a great influence on customer/ consumer’s perception, on how they think or how they feel and even on how they view such brands posted online. Therefore, the study resulted that interaction on social media has a significant effect and influence and customer relationship build on social media results to some positive outcomes such as positive feedbacks (S. Hudson, Roth, Madden and R. Hudson, 2015).

The limitations are present on determining the results. The consumers who are directly affected by the brand must need a focus on. The percentage and rates must be taken accurately. It sometimes concerns on brand placements on social media because of the artist placement of his/ her social identity. The result may lead to a positive one regardless of the consumer’s connectedness to the artist and on his/ her music. Thus, there is a difficulty on identifying the consumer’s perspective with the artist. When then consumers engage themselves with the artist there is a high possibility of higher brand prominence.

A portion of rating scale with different possible preferences of the target consumers should visibly present. Outline possible scenarios that consumers possibly engage with. Rating scales are sometimes impossible to believe but with some interview on it you will have a result that has effective evidences. Deal directly with the consumers who are highly affected by those brands. They are many genres of music and then the researches have to know what their preferences are when it comes on music and show how these individuals are affected by the music artist who created or sang their choice of music. They may also ask how they connect themselves with the music artist and how those music artists build their own social identity and brand in order to know its affective commitment to its consumers. And since the researchers want to know how to develop the personal branding of a music artist through Social Media, researchers choose Polytechnic University of the Philippines as the research setting as of being the state university with most number of enrolled students in the Philippines while the College of Business Administration students as the respondents since there’s a part of their curriculum which is about personal branding and are digitally inclined.

## 2. LITERATURE REVIEW

According to Barhemmati, et.al (2015), the purchasing behaviour and social media engagement of the consumer has a perfect relationship with each other. The commitment and the emotional evaluation of the customer when purchasing are different when they do the transaction directly and indirectly which is when influenced by the social network marketing. The impacts of social network marketing to the customer through virtual market are attached with the emotional bond of the customer and the company itself. Moreover, social media helps the consumer in purchasing decision since it provides ratings, recommendations, reviews, online groups and to connect with other users. By doing these activities, word of mouth is electronically produced most especially reviews since customer reviews are very accepted

either in product or services so this generates value for that certain product or services depending on the review that the customer has given (Hajli, 2014). The intensity of social media and electronic word of mouth are some of the efficient platform to allure the consumers to buy or avail certain products and services. The reliance of the consumers nowadays to technologies is rampant to get that's why it has big effect on how the market make their own marketing design (Thoumrungroje, 2014). In additional, The fast-moving nature of digital settings proves that there is a psychological effect on consumer when using social media as a platform to examines new brand phenomena, knowing that there is more angle to different perspective on how a consumer being entice, influence and to be influenced by the digital marketing most especially on their daily lives. In line with this is the idea that when the consumer has the knowledge about the product, the electronic word of mouth is disproportionate (Stephen, 2015).

In connection with the studies above, according to Chen, et.al (2015) there is a significant effect on music sales when using social media as a promotional tool. They also stated that when the artist messages their fans personally with right timing and content, it mainly affects their music sales than automated messages. This only shows that having interactive conversation between the artist and the fan in social media has important role in music sales. Artist using their effort to interact for their personal branding are either insufficient or misdirected considering that one of the most challenging engagement is personal online branding most especially when it talks about a large number of audiences and even during their life changing moments (Labrecque, et.al, 2019). Just like a musician, musicians and marketers are similar when it comes to personal branding. The musician himself is also the product and no matter industry you are in, the branding that you are creating in you will enhance your professional image and will help you to have a connection with your market or audience that will make a network to have a good position in the industry. Having musical go-to-market strategy includes personal branding that needs blogs, appearances, live performances, videos and social media account where in the product which is the musician will be present and active. It is also better to have meet ups with their fans to create a relationship that will help the musician to spread the word that will raise their personal brand awareness. And since social media is rampant, having an extra effort on engaging the musician's offerings to it is good for their brand than being passive and inactive. An artist needs strong personal brand to improve and connect his/her own talent and audiences helping its career to grow (Brenner, 2013).

And, having gratitude and appreciation of the brand are what the consumer feel when that certain brand exert effort to have an interaction or any transaction with them even it is just on social media sites. Meeting the expectation of every customer and through effort of the company the customer are more likely to give a favourable response to the product or service which tends to give higher purchasing intentions. Brand gratitude is what the makes the customer purchases the product and services offered by the company (Simon, et.al, 2018).

### 3. METHODOLOGY

This research adapted the questionnaire and instrumentation used in a journal entitled ***“Developing Affective Brand Commitment through Social Media”*** by Turri, A. M, Smith, K. H, Kemp, E. (2003). This serves as a guide and basis for formulating 7-Likert Scale which constructed to justify this study, ***“Developing Affective Personal Branding of Music Artist through Social Media and Its Impact on Life Satisfaction of College of Business Administration Students in Polytechnic University of the Philippines”*** that will be conducted in Polytechnic University of the Philippines. All scales used in this research are created which is under the Philippines setting. Affective Commitment, Self-Connection, Brand Intimacy, Purchase Loyalty and Digital Piracy are measured using 7-Likert scale to assess the level

of reflection (“very true to me”, “true to me”, “somewhat true to me”, “neutral I”, “somewhat untrue to me”, “untrue to me”, and “very untrue to me”) in the life of the respondents.

The researchers used Cochran sampling to get the sampling size for the students taking courses under College of Business Administration. With this sampling, it shows that the researchers need 102 Marketing students, 101 Human Resources students, 78 Office Administration students, and 56 Entrepreneurship students with a total of 337 students. Pearson- r is the instrumentation that the researchers used in order to see the relationship of the variables of the study. As it measures the linear relationship between two interval/ratio level variables.

#### 4. RESULTS

Table 1: Mean, Standard Deviation and Reliability

	MEAN	STANDARD DEVIATION	RELIABILITY
<b>Affective Commitment</b>			0.823
AC1	5.573	1.369816	
AC2	4.475	1.515825	
AC3	5.045	1.414563	
<b>Self-connection</b>			0.39
SC1	4.84	1.294847	
SC2	5.113	1.297565	
SC3	5.077	1.313839	
SC4	4.896	1.36426	
SC5	4.872	1.349066	
SC6	4.831	1.335592	
SC7	4.997	NA	
<b>Brand Intimacy</b>			0.853
BI1	4.528	1.356183	
BI2	4.772	1.317698	
BI3	4.421	1.484209	
<b>Purchase Loyalty</b>			0.883
PL1	5.323	1.515539	
PL2	5.033	1.530096	
<b>Digital Piracy</b>			0.875
DP1	3.967	1.690873	
DP2	4.181	1.661861	
DP3	4.561	1.43407	
DP4	4.955	1.510216	
DP5	4.421	1.586932	
DP6	4.463	1.424474	
DP7	4.721	1.469715	
DP8	4.181	1.647471	

Table 1 shows the reliability, mean and standard deviation of sub variables of this study which are Affective Commitment, Self Connection, Brand Intimacy, Purchase Loyalty and Digital Piracy.

The researchers found out that the Sub-variables; Affective Commitment, Brand Intimacy, Purchase Loyalty and Digital Piracy were reliable for establishing Personal Branding of Music Artist that has significant impact to student life's satisfaction. The reliability value for Affective Commitment was 0.82, for Brand Intimacy was 0.85, for Purchase Loyalty was 0.88 and 0.88 for Digital Piracy. Therefore, the reliability of the four Sub-variables has consistently resulted to validate the relationship between the variables and Personal Branding which has impact for Satisfaction of the Student. On the other hand, Self-Connection was having a 0.39 correlation value resulting for unreliable relation, which means that the Students support their favourite music artist based on Commitment, Loyalty, Intimacy and Piracy but they wasn't connect themselves to a specific music artist, since they believe that as a student there were different principles and goals between the two variables. Music Artist Advocacy to perform and established personal branding in the industry was different from their perspective and feeling on their Self-Connection.

Table 2: Correlation Value of the Sub-variables in Personal Branding Affecting Students' Life Satisfaction.

	t- value	df	p-value	Correlation
<b>Affective Commitment→ Self Connection</b>	9.4288	335	2.2e-16	0.457957
<b>Affective Commitment→ Brand Intimacy</b>	11.403	335	2.2e-16	0.5287766
<b>Affective Commitment→ Purchase Loyalty</b>	14.688	335	2.2e-16	0.6258797
<b>Affective Commitment→ Digital Piracy</b>	1.4224	335	0.1558	0.07748236
<b>Self Connection → Brand Intimacy</b>	10.26	335	2.2e-16	0.4889937
<b>Self Connection → Purchase Loyalty</b>	10.992	335	2.2e-16	0.5148387
<b>Self Connection → Digital Piracy</b>	3.3446	335	0.0009175	0.1797569
<b>Brand Intimacy→ Purchase Loyalty</b>	12.64	335	2.2e-16	0.5682434
<b>Brand Intimacy→ Digital Piracy</b>	4.1099	335	4.982e-05	0.2190937
<b>Purchase Loyalty→ Digital Piracy</b>	2.348	335	0.01946	0.1272407

As seen in Table 2, the prediction in H1 and H2 were validated. Both Affective Commitment and Self-Connection were positively related to Personal Branding. Additionally, H3 was also confirmed. Brand Intimacy was positively related to Personal Branding. Next, both Purchase Loyalty and Digital Piracy were also associated with Personal Branding. The correlation of five sub-variables; Affective Commitment, Self-Connection, Brand Intimacy, Purchase Loyalty and Digital Piracy have given different levels of relationship based on the corresponding correlation values ranging from 0.13 to 0.63 correlation values. Therefore, all hypotheses were confirmed that there was a positively relation between Personal Branding of Music Artist and Affective Commitment, Self-Connection, Brand Intimacy, Purchase Loyalty and Digital Piracy that has an impact to Students Life's Satisfaction. Though 0-0.19 was measured as very weak relation, 0.2-0.39 as weak, 0.4-0.59 moderate, 0.6-0.79 as strong and 0.8-1 as very strong relation (BMJ, 2019), still it shows that there is a positive relation and it confirmed all five hypotheses.

Based on the results, the greater support of fans for music artist, the higher the tendency for the music artist to establish personal branding and the greater appreciation of the music artist to fan, the higher the student life to be satisfied.

## 5. DISCUSSION

Five hypotheses were supported by the study. Affective commitment, self-connection, brand intimacy, purchase loyalty and digital piracy have greatly affects the consumer's life satisfaction towards music artist. This supports recent studies that interactions on social media influence the attachment and connections with the consumer-brand relationship (Bowden, 2009; Ekinici et al., 2005; Fournier, 1998; Kimet al., 2005).

The relationship between the consumer and the brand (music artist) established with social media build a favorable relationship between them. It is easier to deliver the message of the music by the artist to make it more effective. It is already proven that the brand of the music artist immensely needed to establish its social image to create engagement to its consumer. Although social media seems to have a negative and positive effect regardless of how many individuals interact with it everyday. The consumer engagement with their daily used of social media has high rate of their emotional attachment to the brand being established. The communication within social media is the one being visible to be the reason of consumer-brand relationship. The effective communication between the two entities will built a relationship until is it being established by some factors that is highly seen as to why there is a strong relationship between the two.

Developing brand and life satisfaction relationship plays an important role as source of prestige of status in society. 'Emotional Attachment Theory' describes the impact of emotions for some objects on consumption relation. Life satisfaction of an individual make them brand conscious, attainment and supporting specific brands reflects on satisfaction level with brand (Abbas, T. et.al, 2016)

This research elaborate on how to well-built a strong personal branding and how it will affect on life satisfaction by (1) developing brand intimacy with customer, (2) relating and connecting brand to consumer's preference, and (3) encouraging customer to be brand loyal by considering the digital piracy.

Affective Commitment

- One's commitment to something taps the individual's psychological attachment. But in some ways, there are a lot of factors to be considered being acknowledged. The tendency of the consumer to stay in a specific music artist is based on their emotional attachment. It sometimes involved on how a brand established itself with the social media help to create its own name and identity. Affective commitment may see as a consumer seems to be truly recognized the brand, purchased it reiterated and patronized it. It can also be seen as a consumer always talks about the brand (music artist), plays the songs, and also affect other consumers. Commitment is also an intention and dedication to make the relationship last long.

#### Brand Intimacy

- The idea of Brand relationship or the consumer-brand relationship plays now a vital role in marketing. It is the way that consumers think, feel, and they perceive the brand. In this case, the brand needs to establish a strong foundation and relationship to its consumer. It is also how the brand will going to position itself in the market that will be easy for its consumer to recognize it. The idea of building an effective brand intimacy is crucial in the market for a healthy market competition. The brand in short communicates with the consumer minds to build its image and the acceptance they consumer and the brand both build.

The consumers have their preferences and thus, they are very much eligible to what they want and need. Mostly they prefer to observe and then, they do the selection process. When they select a specific brand, they assure it will be useful to them, they'll also assume that this can be a very big help to them. Consumer can directly say what he/she want or need but cannot determine how far they are going to be and deal with it.

#### Digital Piracy

- Digital piracy is all over the internet. The swift transition of the internet nowadays greatly affects individuals dealing with it. Thus, reproducing of something in the internet is highly possible. Digital piracy is an illegal work, reproducing software, videos, digital video devices (DVDs), and music. In this case, the artists who produced it were not getting paid for their work. Although this helps some consumers that don't have an opportunity to buy a product, this is a serious case because they will hurt the brand or some business. This will merely affect every individual not just the artist. They will draw out a huge amount to just release the brand but just being pirated and then just lose their investment on the brand or product. It is clear a theft. Consumer that has already built a relationship with the brand will highly affect.

#### Self-Connection

- To feel more connected brands, it's important for the customer to first connect with themselves. According to (Tartakousky, 2018) there are five (5) ways to strengthen Self-connection, which helps an individual to create lives that are meaningful and fulfilling which leads to life satisfaction; (1) notice the feelings, (2) name the feelings, (3) accept thoughts and emotions, (4) engage enjoyable solo activities and (5) practice self-compassion. In relation to life satisfaction, connecting oneself in daily process entails on focusing one's feelings.

#### Purchase Loyalty

- To help brands reset focus on the entire customer journey, purchase loyalty highlights an important trends and features on how to earn brand loyalty. According to (Lohmann, 2018) there are steps

on how an music artist can increase brand loyalty by making the most of their customer experience and feel the sincerity on music; step 1: anticipation, step 2: drive loyalty and revenue and last step 3: Communicate. This process keep the customer in the loop at every step of the customer's journey. Consumption on favourite brands for customers gives life satisfaction. The only way to have a good advocacy to establish great brand is by considering the value that satisfied the customer.

## 6. CONCLUSION

When we talk of things that are dear to Filipino, one thing that comes to mind, aside from his love for food and his Faith, would be his love for music. Students of Polytechnic University of the Philippines love music so much that they become faithful fans and followers of old and upcoming new artists especially the College of Business Administration (CBA) students. So the factor affecting the personal branding of a music artist like social media that is trending to the society nowadays needed to be explored in broader level. The study strengthens the literature that there is a significant effect on music sales when using social media as a promotional tool. The significant relationship between the brand (music artist) and a student life satisfaction reveals the developing music industry day by day, as shown in their preferences.

It is interesting that music artist's commitment have a great impact to personal branding for the student's life satisfaction because of the social media. These social media were used by the music artists as a tool to share their works and be able to recognize, gain more supports and build a strong foundation to the students and be able to make them buy their music albums instead of pirating their work and put them to a disadvantage.

The study elaborated the awareness of marketing techniques for strengthening a well-built brand loyalty to the music of an artist and also make call for more work to satisfy students life. Enlarge accessibility of social media and demand for this music has inclined students' brand behavior for music artists and researchers. In addition, developing personal branding of music artist was greatly affected by the brand relationship of the students when using social media. Although there's a connection with the students and music artist, maintaining personal branding still facing multiple challenges when it comes to digital piracy due to financial limitations of the students. Furthermore, future researchers can search more about consumer brand relationship in other contexts that will affect the life satisfaction of the students.



## REFERENCES:

- Abbas, T., Abrar, M., Saleem, R., Iqbal, A.. (31 November 2016). The Relationship of Life Satisfaction with Buying Intention and Brand Behavior for Global Brand. *European Journal of Business Management* Vol. 8. Retrieved from <https://pdfs.semanticsscholar.org/f9dd/c1e5ebbc10722e75af1ff8651bef8ba4447f.pdf>.
- Abzari, Mehdu., Ghassemi, R., Vosta, L.. (2014). Analysing the effect of social media on brand attitude and purchase intention: the case of Iran Khodro company. *Procedia - Social and Behavioral Sciences* 143 ( 2014 ) 822 – 826. Retrieved from [www.sciencedirect.com](http://www.sciencedirect.com)
- Ahmad, A., Barhemmati, N.. (2015). Effects of Social Network Marketing (SNM) on Consumer Purchase Behavior through Customer Engagement. *Journal of Advanced Management Science* Vol. 3, No. 4, December 2015. Retrieved from <http://www.joams.com/index.php?m=content&c=index&a=lists&catid=43>
- Brenner, S.. (2015). Marketers and Musicians: The Parallels of Personal Branding. Retrieved from <https://www.pr2020.com/blog/marketers-musicians-and-personal-branding>.
- Chen, H., De, P., Hu, Y. J.. (18 August 2015). IT- Enabled Broadcasting in Social Media: An Empirical Study of Artists' Activities and Music Sales. Retrieved from <https://pubsonline.informs.org/doi/10.1287/isre.2015.0582>.
- Hajli, M. N.. (May 2014). A Study of the Impact of Social Media on consumers. *International Journal of Market Research* Vol. 56 Issue 3. Retrieved from <https://journals.sagepub.com/toc/mre/56/3>
- Hudson, S., Roth, M., Madden, T., Hudson, R.. (2014). The Effects of Social media on Emotions, Brand Relationship Quality, and Word of Mouth: An Empirical Study of Music Festival attendees. *Tourism Management* 47 (2015) 68e76. Retrieved from [www.elsevier.com/locate/tourman](http://www.elsevier.com/locate/tourman)
- Lohmann, H.. (2018). Earning Loyalty Through the Customer Post-Purchase Journey. Retrieved from <https://corp.narvar.com/blog/customer-loyalty-post-purchase/>.
- Portas, K. B.. (7 September 2015). The Impact of Consumer Interactions in Social Networking Sites on Brand Perception. *Journal of Internet and e-Business Studies* Vol. 2015 (2015), Article ID 197131, 7 pages. Retrieved from <http://www.ibimapublishing.com/journals/JIEBS/jiebs.html>
- Simon, F., Tossan, V.. (2018). Does Brand-consumer Social Sharing matter? A Relational Framework of Customer Engagement to Brand-hosted Social Media. *Journal of Business Research*, 2018, 85, 175–184. Retrieved from <https://doi.org/10.1016/j.jbusres.2017.12.050>
- Stephen, A., Lamberton, C.. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal of Marketing: AMA/MSI Special Issue* ISSN: 0022-2429 (print) Vol. 80 (November 2016), 146–172 1547-7185 (electronic) DOI: 10.1509/jm.15.0415. Retrieved from <http://dx.doi.org/10.1509/jm.15.0415>
- Stephen, A.. (12 October 2015). The Role of Digital and Social Media Marketing in Consumer Behavior. Retrieved from <https://www.sciencedirect.com/science/article/pii/S2352250X15300014>
- Tartakovsky, M. M. S.. 5 Ways to Strengthen Your Connection to Yourself. Retrieved from <https://psychcentral.com/blog/5-ways-to-strengthen-your-connection-to-yourself/>

Thoumrungroje, A.. (2014). The Influence of Social Media Intensity and EWOM on Conspicuous Consumption. Procedia - Social and Behavioral Sciences 148 ( 2014 ) 7 – 15. Retrieved from [www.sciencedirect.com](http://www.sciencedirect.com)

© GSJ