

Exploring the Influence of Performance Expectancy on Social Media Usage among Korean Pop (K-pop) Fans: An Observational Qualitative Study

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Abstract

This study investigates the influence of Performance Expectancy (PE), as conceptualised in the Unified Theory of Acceptance and Use of Technology (UTAUT), on Social Media (SM) usage among K-pop fans. By using observational qualitative methods, the study observed the SM activity of K-pop fans to discern patterns related to PE and behavioural intention (BI). The analysis revealed that most observed participants (approximately 85%) demonstrated high engagement with SM platforms, frequently sharing and interacting with K-pop-related content. Additionally, a documented case of event promotion demonstrated how users leverage SM to achieve specific fandom-related goals, aligning with PE's emphasis on expected benefits and effectiveness. The findings reveal a strong correlation between perceived benefits of SM and users' engagement with K-pop content, supporting the significance of PE in shaping SM BI among K-pop fans. Furthermore, interactions between users discussing event details, such as dress codes, highlight how SM facilitates information exchange and shapes users' expectations regarding fan events. These results are situated within existing literature and theoretical frameworks, emphasising the pivotal role of PE in driving SM usage in entertainment fandom contexts. The discussion also addresses implications for theory and practice, highlighting the importance of considering PE in interventions aimed at promoting SM engagement among K-pop fans. In conclusion, this study contributes to the researchers' understanding of technology acceptance in the context of entertainment fandoms, providing valuable insights for researchers, practitioners, and industry stakeholders. Further research is recommended to validate these findings and deepen comprehension of technology acceptance processes among diverse fan communities.

Keywords: K-pop, Social Media, Performance Expectancy, Behavioural Intention, Technology Acceptance, and UTAUT

Abstrak

Kajian ini menyelidiki pengaruh jangkaan prestasi (Performance Expectancy, PE), seperti yang dikonsepkan dalam Teori Penyatuan Penerimaan dan Penggunaan Teknologi (Unified Theory of Acceptance and Use of Technology, UTAUT), terhadap penggunaan media sosial dalam kalangan peminat K-pop. Dengan menggunakan kaedah pemerhatian kualitatif, kajian ini memerhati aktiviti media sosial peminat K-pop untuk mengenal pasti corak yang berkaitan dengan PE dan niat tingkah laku (Behavioural Intention, BI). Analisis mendedahkan bahawa kebanyakan peserta yang diperhatikan (kira-kira 85%) menunjukkan penglibatan yang tinggi dengan platform SM, kerap berkongsi dan berinteraksi dengan kandungan berkaitan K-pop. Selain itu, kes promosi acara yang didokumenkan menunjukkan cara pengguna dengan bilangan pengikut yang lebih besar ditandakan oleh penganjur acara untuk memaksimumkan keterlihatan dan penglibatan acara. Kejadian ini menggambarkan cara pengguna memanfaatkan SM untuk mencapai matlamat berkaitan fandom tertentu, sejajar dengan penekanan PE terhadap manfaat dan keberkesanan yang dijangkakan. Hasil kajian menunjukkan terdapat hubungan yang kuat antara manfaat yang dirasakan daripada penggunaan media sosial dan penglibatan pengguna dengan kandungan K-pop, yang menyokong kepentingan PE dalam membentuk BI penggunaan media sosial dalam kalangan peminat K-pop. Tambahan pula, interaksi antara pengguna yang membincangkan butiran acara, seperti kod pakaian, menyelerahkan cara SM memudahkan pertukaran maklumat dan membentuk jangkaan pengguna mengenai acara peminat. Hasil kajian ini diletakkan dalam konteks literatur sedia ada dan kerangka teori, menekankan peranan penting PE dalam mendorong penggunaan media sosial dalam konteks peminat hiburan. Perbincangan turut merangkumi implikasi terhadap teori dan amalan, menyoroti kepentingan mempertimbangkan PE dalam intervensi yang bertujuan untuk meningkatkan penglibatan media sosial dalam kalangan peminat K-pop. Sebagai kesimpulan, kajian ini menyumbang kepada pemahaman penyelidik tentang penerimaan teknologi dalam konteks peminat hiburan, memberikan pandangan yang berguna kepada penyelidik, pengamal, dan pihak berkepentingan industri. Penyelidikan lanjut disarankan untuk mengesahkan penemuan ini dan memperdalam pemahaman tentang proses penerimaan teknologi dalam kalangan komuniti peminat yang pelbagai.

Kata kunci: Pop Korea, Media Sosial, Jangkaan Prestasi, Niat Tingkah Laku, Penerimaan Teknologi, dan UTAUT

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1.0 INTRODUCTION

K-pop music has become increasingly popular throughout the world in recent years (Alexandri, 2024), attracting listeners who live far outside its native country of South Korea (Lee, 2024a). The passionate and committed K-pop fan base, who devoted themselves to their favourite artists goes much greater than simple music consumption, is at the core of this phenomenon. In fact, being a fan of K-pop

involves a diverse range of cultural activities, such as engaging in fan communities, consuming different kinds of media, and developing close emotional bonds with the artists and the music (Ismail & Khan, 2023; Yoon, 2019).

On social media (SM), users can generate, share, and discuss content in a highly interactive way have grown tremendously worldwide (Wan et al., 2017). According to Forbes, an estimated 4.9 billion people use SM across the world in 2023 (Wong, 2023). SM adoption has been phenomenal in which most of the countries use SM platforms for convincing and influencing the public and especially the youth for adopting positive behaviours (Ali et al., 2023). In general, young people are more likely to use SM than older people (Ortiz-Ospina & Roser, 2023).

SM platforms are widely used by K-pop fans as a platform for interaction, communication, and expression (James, 2024; Lacap et al., 2024; Samosir & Wee, 2023). Fans from various backgrounds can connect virtually through SM to discuss music and performances, share their love of K-pop, and take part in group activities like streaming parties and fan projects (Putri & Dilia, 2023; Abd-Rahim, 2019). Additionally, SM platforms give fans direct access to their favourite artists, letting them interact with their content, follow updates, and take part in fan-driven activities and events (Ruskykh, 2023).

In 2021, X (formerly known as Twitter) saw 7.8 billion worldwide tweets for #KpopTwitter, and Malaysia ranked in the top ten countries with the highest population of K-pop fans on X (Agency, 2021). Therefore, understanding why K-pop fans flock to SM is crucial in today's digital landscape, where online interactions shape and amplify fandom experiences. The way K-pop fans behave on SM platforms given the immense popularity of K-pop worldwide and its promotion through SM. Why do they behave that way and what are their intentions to use SM? The research aims to examine these questions as there seems to be a gap in understanding the intention and motivations of K-pop fans to use SM. By examining theories such as the Unified Theory of Acceptance and Use of Technology (UTAUT), this study delves into the motivations and intentions of K-pop fans to use SM, aiming to uncover the reasons behind their active engagement with these online platforms.

The concept of PE, which originates from the UTAUT, is one such factor which demands for attention. According to Venkatesh et al. (2011), Performance Expectancy (PE) describes users' perceptions of how well a technology will assist them in carrying out tasks or achieving their objectives. PE in the context of K-pop fandom may include fans' opinions of how SM platforms make it easier for them to do things like find out about their favourite artists, connect with other fans, and take part in fan-driven projects.

K-pop fandoms exhibit cultural nuances that shape the way fans interact with each other and with the industry globally. In Western countries, fans often emphasize individual expression and personal interpretations of fandom (Jiang, 2024), while in East Asian countries, there is a stronger focus on collectivism, hierarchical fan culture, and structured fan club memberships (Lee, 2019). Additionally, in Southeast Asia and Latin America, K-pop fandoms are deeply intertwined with local cultures, incorporating hybrid fan practices that blend traditional customs with digital activism (Kim, 2021). These cultural differences influence how fans engage on SM platforms, affecting their expectations of performance benefits and shaping their behavioural intentions (BI) to use social media for K-pop-related activities. This study acknowledges these cultural dynamics to provide a more comprehensive understanding of fandom engagement in different contexts.

It is important to understand how K-pop fans' BI to use SM and PE relate to one another for several reasons. First, it shows the underlying motives behind fans' interactions with SM platforms in the context of their fandom. Furthermore, it offers significant perspectives for academics and professionals who aim to comprehend and utilise SM's ability to develop and sustain virtual fan communities. Finally, it adds to the body of knowledge about technology adoption and use by illustrating how theoretical frameworks like UTAUT can be applied to unconventional settings like entertainment communities.

Taking these factors into account, the purpose of this study is to investigate how PE affects K-pop fans' BI to use SM. By looking at this relationship, the researcher hopes to learn more about the variables influencing SM use in the context of K-pop fandom, which will have an impact on future research, theory, and practice.

■ 2.0 LITERATURE REVIEW

2.1 K-pop Fandom and SM

K-pop fans are a unique and energetic subculture that is distinguished by its widespread popularity, passionate fandom, and active use of digital media. Originating in South Korea, K-pop music has gained a significant international fan base, largely due to the fans' extensive use of SM. SM sites like X, Instagram, and TikTok function as online communities where fans can communicate with one another, exchange content, and have real-time conversations with their favourite artists (Abdullah & Ubaidillah, 2023).

Academics have observed that SM plays a crucial role in forming the identities and practices of K-pop fans, allowing fans to engage in a variety of fandom-related activities and encouraging the development of online communities (Ranieses, 2024; Ismail & Khan, 2023). Fans organise fan projects and events, participate in music-related discussions, share fanfiction and art, and show their support for their favourite artists by liking, commenting, and sharing their content on SM (Lee, 2024b; Komsiah & Nugraha, 2022; Syawal, 2023).

Despite the growing popularity of K-pop and the extensive use of SM platforms by its fans, there is a lack of comprehensive understanding regarding the specific factors influencing K-pop fans' intentions to engage with SM. Vlive is a live broadcasting app used by K-Pop idol groups from different entertainment houses, mostly to hold online interaction with the fans (i.e., fans can leave comments or reactions directly while an idol group turns on a live broadcast) (Kusuma et al., 2020). Ham & Lee (2020) stated that even though it has been almost more than five years since V Live commenced services and its size and profits have steadily risen, extant research mainly deals with live streaming services such as Periscope, Twitch, and Afreeca TV. There is a lack of user-level research on V Live. Therefore, rather than looking and studying about the features of SM, this study will focus on the user on user-level research.

2.2 Theoretical Framework: Unified Theory of Acceptance and Use of Technology (UTAUT)

To understand the variables affecting K-pop fans' use of SM, scholars have chosen theoretical models from the field of technology adoption. A framework that offers a thorough model for understanding users' acceptance and adoption of technology is the UTAUT (Venkatesh et al., 2003).

According to UTAUT, users' BI to use technology is influenced by four main factors: social influence, PE, effort expectancy, and facilitating conditions. PE, a construct that describes users' perceptions of how much using a technology will improve their ability to do tasks more effectively or efficiently, is particularly relevant to this study (Venkatesh et al., 2003).

By applying and integrating the technology acceptance model (TAM) to the brand personality of Korean dance, Jung et al. (2021) study included global consumers who had listened to or watched Korean dance music and videos on TV and the Internet, searched for and watched Korean dance videos on YouTube, and searched for Korean dance information on SM at least once. Jung et al. (2021) suggests there may be other potential variables that influence sustainable BI that should be added in the future. Theoretical frameworks such as TAM, UTAUT, and TPB (Theory of Planned Behaviour) have been widely used to examine technology acceptance and usage behaviour (Rejali et al., 2023; Nnaji et al., 2023), yet their applicability and relevance within the unique cultural context of K-pop fandom remain largely unexplored. Therefore, this study will enhance the current study of the BI and PE in UTAUT of SM users within the context of K-pop fans.

2.3 PE and Technology Adoption

PE has been studied and defined from different viewpoints (Sewandono et al., 2023). It is a result of learning about different technologies and tools (Riady et al., 2022). Past research shows that PE can influence BI in many Information Systems (IS) settings, especially in using SM (Kokab et al., 2023; Waransanang & Charnsak, 2023). In the context of SM, studies have found that users are more likely to engage with platforms that they perceive as offering benefits such as access to information, opportunities for social interaction, and support for achieving personal or professional goals (Ham & Lee, 2020; Amri, 2020).

2.4 PE in the Context of K-pop Fandom

PE factors are significant in the world of K-pop fans on SM for a variety of reasons. To begin with, K-pop fans are extremely engaged in staying up to date on the newest releases, events, and idols and groups that they admire (Malik & Haidar, 2021). An article says that K-pop fans often go to meet-and-greet sessions, concerts, and other events to support their idols and stay connected (Tai, 2018). SM platforms make it easy for fans to stay connected and get updates in real-time, which makes their overall experience better (Cho et al., 2023).

According to behavioural learning theories (Bandura & Walters, 1977), changes in situations can change people's behaviour if they are enjoyable or not. So, what people expect and what happens can affect their intention to use technology. K-pop fans on SM are expected to think they will get different benefits like getting information, connecting with others, taking part in interactive fan activities, getting special content, building their fandom, and connecting with fans worldwide which leads to the following hypothesis formulation:

H1: **PE** has a significant effect on **BI** to use SM among K-pop fans. Figure 1 shows the theoretical framework that will be used in this study.

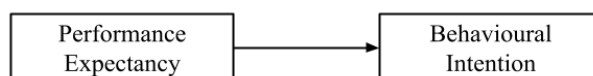


Figure 1 Theoretical framework that will be used in this study.

3.0 METHODS

3.1 Research Design

This study employed an observational qualitative research design to investigate the relationship between PE and BI to use SM among K-pop fans. The researcher observed participants' SM accounts to gain insights into their posting behaviours, interactions, and usage patterns related to K-pop fandom. In-depth interviews, documentation, and non-participant observation were the methods employed by researchers to collect data. Non-participant observation refers to observing people without taking part in their activities (McFarlan, 2022). Observational qualitative methods were preferred because they allow researchers to capture real-time, authentic fan behaviours in their natural digital environment without interference (Ellis, 2024). This approach ensures a more accurate representation of how K-pop fans interact with SM platforms (Roslan et al., 2024b).

3.2 Data Collection

The selection of participants will be based on their participation in K-pop-related discussions or events, as well as their observed behaviours. Since the study only uses observational data that the researcher has gathered, there will be no participant recruitment or interaction. Instead, to analyse the usage patterns, behaviours, and perceptions related to SM usage within the K-pop fandom, the

researcher will passively observe and record the behaviours of K-pop fans on X SM platform. By using this method, the researcher hopes to collect information in the form of observations from several SM users that will be documented as implemented by Widya & Wahyuengsih (2023).

3.3 Data Analysis

Data analysis involved a qualitative interpretation of the observed SM activity to identify patterns, themes, and trends related to PE and BI to use SM among K-pop fans. The researcher analysed the collected data systematically, looking for recurring themes and noteworthy observations.

The analysis focused on identifying instances where participants' posting behaviours and interactions with SM content reflected expectations about the benefits and effectiveness of using SM for K-pop-related activities. These instances were examined in relation to the broader context of K-pop fandom and participants' engagement with SM platforms.

3.4 Conclusion Drawing

Based on the analysis of observed SM activity, conclusions were drawn regarding the relationship between PE and BI to use SM among K-pop fans. Patterns and trends identified in participants' posting behaviours and interactions were interpreted considering theoretical frameworks such as the UTAUT.

4.0 RESULTS

4.1 Case 1: Fan Screening Event

Based on the analysis of observed SM activity, conclusions were drawn regarding the relationship between PE and BI to use SM among K-pop fans. Patterns and trends identified in participants' posting behaviours and interactions were interpreted considering theoretical frameworks such as the UTAUT.

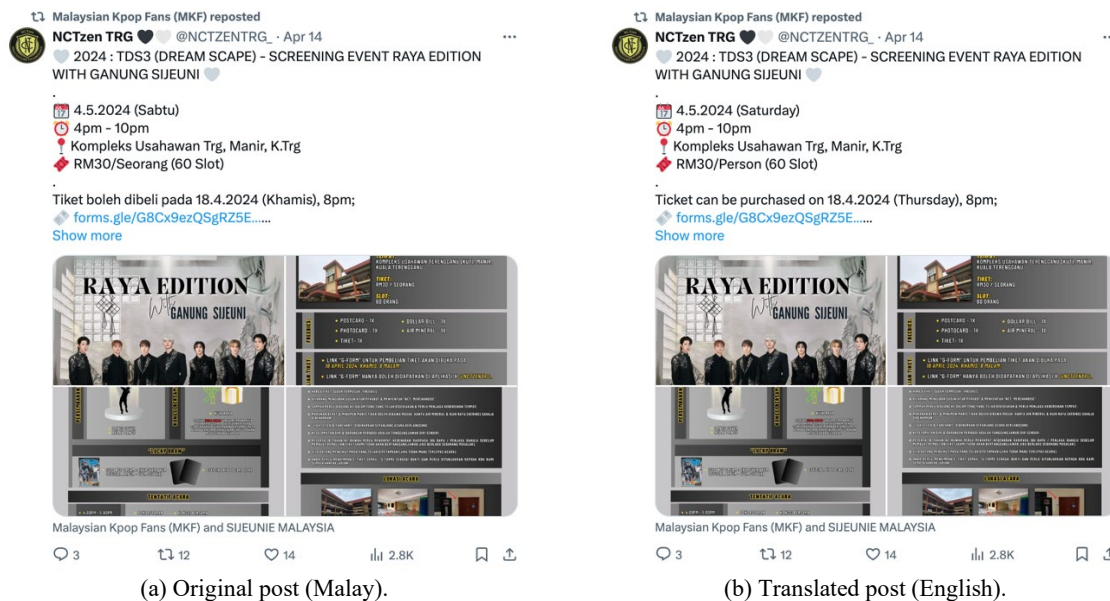


Figure 2 Screen capture from Malaysian Kpop Fans (MKF) repost to promote other organiser's event.

Figure 2 displays a screenshot of a repost by User A (@msiakpopfans) from User B (@NCTZENTRG_), who is an event organiser for NCT fans. User B is planning a screening event for NCT fans specifically targeted at NCT fans in Terengganu, Malaysia. In the screenshot, User B tagged User A and another user, User C (@SIJEUNIE_MY), to help spread the event information to a larger audience. This is because User A and User C have more followers compared to User B. User A has 65.2K followers, and User C has 4.3K followers, while User B has 284 followers, as shown in Figure 3 (a)(b)(c).

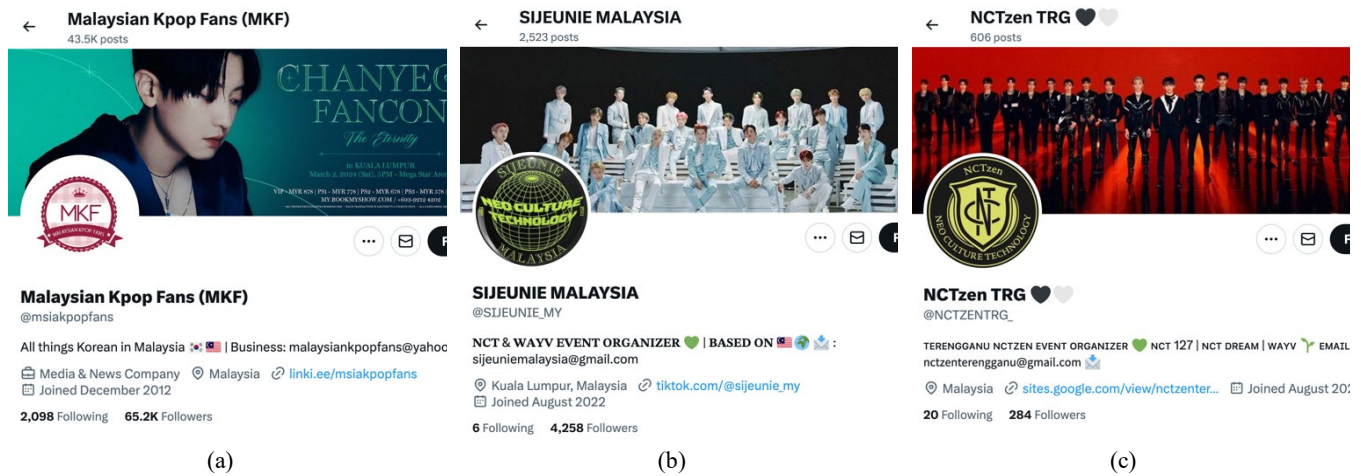


Figure 3. K-pop fans organisers' X account information.

In the context of PE, the actions described in the statement reflect users' expectations about the outcomes or benefits they anticipate from engaging with SM platforms and events within the K-pop fandom. User B, as the event organiser, tags User A and User C in a repost of the event announcement. This action suggests that User B anticipates that involving users with larger follower counts will lead to wider dissemination of the event information. By leveraging the larger audience reach of User A (65.2K followers) and User C (4.3K followers), User B aims to enhance the visibility and attendance of the screening event for NCT fans in Terengganu, Malaysia. From User B's perspective, the anticipated outcome of tagging User A and User C is the increased exposure and promotion of the event, ultimately leading to a higher turnout and greater participation. This aligns with the PE construct, which encompasses users' beliefs about the effectiveness of using technology or engaging in certain behaviours to achieve desired outcomes or goals. Therefore, in the lens of PE, User B's actions demonstrate an expectation that involving users with larger follower counts will enhance the success and impact of the event by reaching a broader audience within the K-pop fan community.

Figure 4 displays a chat between the event organiser and people interested in the event. User D (@hfdiaryyy) asks User B if there is any specific dress code for the event. Usually, K-pop fans have a themed dress code for events to show unity and stand out. User B replies that there is no specific theme for the event. Any outfit worn for Eid festivals is acceptable. SM can enhance both experiences and can support PE. User D informed that there is no specific dress code, and User B explained that any Eid festivals are acceptable. The interaction highlights the role of SM in shaping PE. SM platforms serve as a means for users to gather information, communicate with event organisers, and set expectations regarding event details and experiences. User D's inquiry and User B's response demonstrate how SM interactions can influence users' perceptions of event details and their anticipated outcomes, thereby impacting their PE.



Figure 4. Interaction between X users discussing about their interested event.

4.2 Case 2: Future K-pop Related Event Information Sharing

Figure 5 depicts User A sharing a list of upcoming K-pop events like concerts and fan meetings. This post has received a total of 6 comments, 91 reposts, 182 likes, and has been viewed 24,000 times.

From the observation, it is believed that participants displayed a high level of engagement with SM platforms for K-pop-related activities. They posted about their favourite artists, shared content like photos and videos, and interacted with other fans through likes, comments, and reposts. This indicates a strong BI among participants to use SM for K-pop fandom purposes. Secondly, the observed SM activity offered insights into the researchers' belief regarding the benefits and effectiveness of using SM for K-pop-related activities. The researcher believes that SM platforms provide access to timely information about participants' favourite artists, opportunities for interaction and engagement with other fans, and a sense of community and belonging within the K-pop fandom. These findings are consistent with the concept of PE, as outlined in the UTAUT.

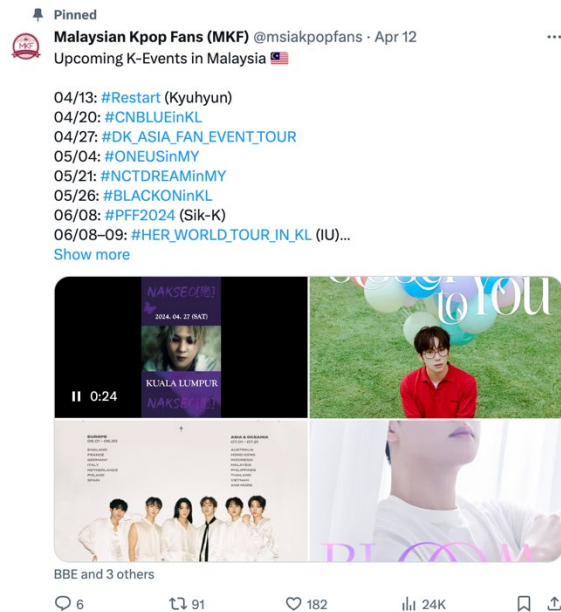


Figure 5. K-pop related events and information sharing on X.

5.0 DISCUSSION

The results of this study provide support for the hypothesis that PE has a positive significant effect on BI to use SM among K-pop fans. The observation of participants' SM activity revealed that their posting behaviours and interactions were influenced by their expectations about the benefits and effectiveness of using SM for K-pop-related activities.

The high level of engagement observed among participants suggests that they perceive SM platforms as valuable tools for accessing information, connecting with other fans, and participating in fandom-related activities. This aligns with previous research on technology acceptance, which has found that users are more likely to adopt and use technology when they perceive it as providing tangible benefits and helping them accomplish tasks more effectively (Tian et al., 2023; Harnadi et al., 2022; Venkatesh et al., 2003).

Several studies across different domains have emphasized the significant impact of PE on BI to use SM, aligning with the findings of this study on K-pop fandom. Waransanang & Charnsak (2023) examined the adoption of SM banking among youths in Northeast Thailand, finding that PE, along with social influence and perceived convenience, played a critical role in shaping users' BI. Similarly, Mohd Suki et al. (2023) highlighted the importance of PE in influencing youths' engagement with SM campaigns for zakat contributions, demonstrating how perceived usefulness of digital platforms can drive behavioral adoption. In the education sector, Trivedi et al. (2022) found that PE significantly affected students' BI to use SM for academic purposes, reinforcing the notion that individuals adopt SM platforms when they perceive them as beneficial for their specific needs.

These findings parallel the results of this study on K-pop fandom, where PE was identified as a major determinant of BI to use SM for fandom-related activities. Across different contexts—financial services, charitable campaigns, education, and entertainment—users consistently exhibit higher engagement with SM when they believe it enhances their ability to achieve personal, social, or professional goals. This cross-domain similarity strengthens the argument that PE is a fundamental predictor of SM adoption, regardless of the specific purpose or target audience.

By comparing these studies, the generalizability of PE's role in SM engagement is reinforced, highlighting its broad applicability beyond entertainment fandoms. These insights suggest that platforms aiming to boost user engagement—whether in banking, philanthropy, education, or fan communities—should focus on enhancing perceived benefits to encourage adoption and sustained participation.

■6.0 CONCLUSION

As recommended by Roslan et al. (2024a) to focus on K-pop fans behaviour, this study provided insight into the relationship between K-pop fans' BI to use SM and PE. The researcher has discovered sufficient proof to back up the theory that PE significantly influences BI's use of SM for K-pop-related activities by observing participants' SM activity.

Given the high degree of engagement that was seen among the participants and their expectations about the advantages and efficacy of using SM for K-pop fandom, it appears that SM platforms are essential for promoting K-pop fans' interaction and engagement. The UTAUT's definition of PE is consistent with the perceived usefulness of SM for information access, fan interaction, and fandom-related activities.

From a practical perspective, these findings offer several recommendations for stakeholders, including marketers, fan organizers, entertainment agencies, and SM platform developers. Marketers should leverage K-pop fans' strong engagement with SM by designing campaigns that incorporate interactive content, such as exclusive livestreams, behind-the-scenes footage, and interactive polls. Creating limited-time events, such as virtual fan meetings and Q&A sessions with idols, can enhance PE by making the platform more valuable to fans. Additionally, brands looking to collaborate with K-pop fandoms should consider integrating fan-driven challenges, contests, and reward systems that incentivize participation and engagement.

For fan organizers, SM can serve as a powerful tool for strengthening community bonds and mobilizing collective actions, such as streaming projects, charity initiatives, and online voting for music awards. Organizers should optimize engagement by encouraging user-generated content (UGC), such as fan art, dance covers, and reaction videos, which help sustain the community's enthusiasm. Establishing dedicated fan spaces, such as private groups or forums within SM platforms, can foster deeper interactions among fans while keeping engagement levels high.

Entertainment agencies and music labels can maximize PE by using algorithm-driven content strategies to ensure that official updates, teaser videos, and promotions reach the right audience. Personalized recommendations, interactive AI-driven experiences, and collaboration with influencers can further boost engagement. Moreover, agencies should encourage idols to engage directly with fans through regular updates, surprise interactions, and personalized messages, reinforcing the perceived usefulness of SM as a direct channel between artists and fans.

Theoretically, these results shed light on how technology is accepted and used within the context of fandoms for entertainment, emphasising the significance of perceived advantages and performance in influencing users' BI. Applying the findings practically, it is suggested that efforts to encourage K-pop fans to use SM should highlight how important these platforms are for meeting fans' demands and improving their interaction with K-pop communities and content.

Nonetheless, it is essential to recognise this study's limitations. It is more difficult to determine the cause-and-effect relationship between PE and BI using the observational approach, and the sample size might not be entirely representative of all K-pop fans. Future studies could overcome these limitations by using quantitative techniques on larger, more varied sample sizes and by looking into other variables that might affect K-pop fans' use of SM.

Future research should also consider exploring demographic differences within K-pop fandoms, such as variations in SM usage across different age groups, gender identities, and levels of fan commitment. For example, younger fans might engage more frequently with interactive features like live streaming and virtual events, while older fans may prioritize discussion forums or long-form content. Additionally, cultural differences in how fans from different regions perceive and engage with K-pop-related SM content could be a valuable area of investigation. While K-pop has a global fanbase, the way fans in East Asia, North America, and Europe interact with and interpret content may differ significantly due to cultural norms, language barriers, and local SM platform preferences.

Another important avenue for follow-up studies is the role of additional psychological and social factors influencing BI, such as emotional attachment to idols, social comparison among fans, and the impact of digital communities on fandom engagement. These factors could further refine our understanding of how K-pop fans navigate SM and how PE interacts with other motivational variables. By expanding the scope of research to include diverse demographic groups and cross-cultural perspectives, future studies can provide a more comprehensive view of technology acceptance and fandom behaviours in digital environments.

All things considered, this study advances knowledge about the variables affecting K-pop fans' use of SM and offers insightful information to scholars, professionals, and industry stakeholders who want to encourage participation and communication within K-pop fandom communities. The researcher can more effectively develop and put into practice strategies to maximise the potential of SM platforms in cultivating lively and engaged online fan communities by acknowledging the role of PE in shaping users' BI.

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Conflicts of Interest

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper

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