

Research And Analysis on Brand Marketing Under the Influence of Fan Economy - Taking "Fan Circle Culture" As an Example

Xiaohui Cui

School of Economics and Management, Huangshan University, Huangshan, China

aongiechoi@stu.sdp.edu.cn

Abstract. With the global prevalence of fan culture, various industries have permeated to varying degrees of the impact of cultural collisions. This article focuses on brand marketing in the marketing industry, with fan economy as the basic background to study the impact of fan economy on brand marketing in fan culture. The main research methods used in this article are comparative analysis and examples, with social identity theory as the basic theoretical framework. Based on specific marketing cases of fan groups and brands and the advantages and disadvantages of fan economy in fan culture on brand marketing are summarized aiming to analyze the role of fan groups in marketing purchasing behavior and the interaction between fan culture and brand marketing process, providing new ideas for the development of modern marketing industry. This article analyzes and finds that the fan economy, taking fandom culture as an example, plays an important role in brand development and marketing activities. It interacts and influences brand marketing behavior from different dimensions, and through the influence of fan economy background on consumer behavior activities, it is found that the newly developed fan economy under fandom culture is sweeping the global marketing market with a rapid development trend, becoming an indispensable presence in today's marketing environment, subverting traditional marketing models, and providing auxiliary assistance and guidance for its future industry development.

Keywords: Fan culture; Fan economy, Brand management, Marketing.

1. Introduction

Marketing has always been integrated into our daily activities, and almost all exchanges are achieved through marketing activities as specific media and management as auxiliary means. Nowadays, in the new era of global cultural diffusion and integration, the rise of fan culture, as a natural derivative of the cultural industry, undoubtedly adds a focal point to this wonderful and unparalleled performance. Fan circle is actually the abbreviation of fan circle or fan group, which is an organization and group composed of fans, spontaneously cheering and promoting idols, working together and coordinating for a common goal. Due to the emergence and development of modern industries being inseparable from marketing management activities, and the prevalence of fan culture breaking the traditional marketing pattern, this study has generated more thinking and research on this topic. Although modern marketing master's and management experts have summarized a large number of conclusions and specific examples to serve daily life, as a new field, research on brand marketing activities under the "fan circle culture" is still in its early stages, and there are still varying degrees of differences in views on this aspect of understanding. This article aims to study brand marketing under the fan economy background of fan culture as an example, elucidating the impact and role of fan economy on its development. It provides guidance and assistance for the current and future growth of the industry and may promote new discoveries and progress in the marketing management industry. In order to reveal the theme, this study adopts a research method that combines examples and comparisons and uses social identity theory as the basic theoretical framework, incorporating traditional marketing management research methods to comprehensively explore and summarize the trends of its business formats. Due to limitations in sample size and geographical scope, this study mainly focuses on the cases of China, the United States, and South Korea, and uses them as a microcosm to radiate to the global environment, attempting to provide new ideas for future

related research in this field. The whole article starts from both positive and negative aspects. Firstly, it introduces the global background of fan economy and the dissemination overview of fan culture. Secondly, it analyzes the positive role of fan culture in fan economy with fan consumers as the research object and uses brand cooperation effect as an example to support it. Then, it analyzes the negative role of fan culture, and uses brand bad behavior as an example to summarize the entire article.

2. The Global Background of Fan Economy and Its Dissemination

With the progress of modern science and technology, more and more intermediate media are being applied in every corner of our lives. The fan economy, as one of the most typical beneficiaries, has broken the traditional development model and fixed pattern and spread widely across the world through the Internet platform. Compared to today, the manifestation of fan economy has gradually shifted from offline to online, and more and more audience groups are engaged in various commercial activities under the background of fan economy, promoting global economic development to varying degrees. As a shining crystallization of development, "fandom culture" also influences the marketing field to varying degrees. Throughout the existing fan economy, the emotional interaction between consumers and merchants is of great significance to consumers' payment behavior [1]. The "fan culture" in the current fan economy has many characteristics, and this article selects two points as specific explanations: firstly, strong cultural intervention and dissemination capabilities. Taking KPOP fan economy as an example, Korean pop culture has now occupied a significant position in the world cultural and entertainment industry, with its rapidly developing dissemination and ability to interfere with information far exceeding most cultures. Popular album stores can be seen everywhere, and the crowd dancing to beautiful music, whether in Times Square or strolling on the streets of London, it is not difficult to find that this magical force from the Republic of Korea is influencing or intervening in local culture in a new way. the values of many fans are being influenced. By pursuing positive idols, fans can be inspired [2]. Secondly, Extraordinary cohesion ability. Taking the KPOP fan economy as an example, the "fan culture" that permeates from the fan background environment plays an important role in today's society as a derivative of this behavior process. Fans spontaneously form a special representative group to strive for their favorite idols or passionate careers. No matter where you come from or who you are, as long as you have similar preferences and goals, you can spontaneously form a team. This unprecedented social cohesion ability is undoubtedly driven by the invisible hand of the fan economy, and the business income generated under this result is the ultimate goal of the fan economy. With the increasing openness of university campuses, emerging commercial communication methods such as "random dance" and "setting up stalls" are gradually becoming a trend. Everyone cultivates a certain level of familiarity by participating in a certain activity together, defines themselves as a certain type of person from self-awareness driven by social identity theory, and gathers together to achieve common goals. At the same time, as an emerging way of cultural dissemination, "fan culture" has permeated many marketing activities, such as fans buying tickets collectively while watching concerts, fans spontaneously purchasing peripheral products of idols, imitating and studying the daily behavior of idols, and so on, all of which are concentrated manifestations of the goal of "fan culture". It can be said that the emergence of "fan culture" in the fan economy environment has contributed to the development of certain countries and even the whole world.

3. The Positive Role and Influence of "Fan Circle Culture" in Fan Economy

3.1. Performance of Good Consumer Behavior in Brand Marketing

In marketing activities, various enterprises aim to reduce costs and increase profits as their basic development goals. From their own positioning, various industries have launched a plethora of products. These products, which enter the hands of consumers after market operation, have diverse types and different functions, attracting consumers to make behavioral purchases to varying degrees.

In addition, experiential marketing methods have also enhanced the good performance of consumers in their consumption behavior. By allowing consumers to personally experience the product, companies can directly touch the emotions of consumers, leaving a deep impression in their minds. This innovative marketing approach not only helps to enhance brand reputation, but also cultivates consumer loyalty by involving consumers in the product experience [3]. Good purchasing behavior not only benefits consumers themselves, but also serves as a form of word-of-mouth promotion that subtly runs through the entire consumer behavior and public view, aligning with the initial goals of the enterprise and helping it achieve sustainable development. For example, in the 1960s, about 90% of the sports market in the United States was occupied by Converse, and in 1996, Converse All Star shoes sold 700 million pairs a year (from Google. com. hk), considering that the world's population was only about 7 billion at that time. For example, most daily necessities with less elasticity play an indispensable role in daily life, and consumers also maintain good behavior in purchasing daily necessities under the competition of multiple brands. In most cases, consumer groups maintain their original intentions, listen to their own hearts, do not blindly follow the crowd, and do not make impulsive purchases.

3.2. Positive effects of fan economy in the "fan circle" on brand marketing

Culture is the soul of a brand, and cultural marketing is the advanced stage of brand marketing. With cultural values as the core, we can achieve a holistic brand marketing strategy that includes brand sales, brand personality, brand communication, and brand management [4]. The "Fan circle" can be summarized as a primitive ecosystem, where various systems cooperate and coordinate with each other, jointly interpreting the wonders of this environment. "Fan culture" includes music "Fan culture", sports "Fan culture", fashion "Fan culture", and so on. Due to the special significance of existence, fans of "Fan circle" spontaneously pour their resources into their favorite idols. In this circle, whether providing corresponding human or material resources, everyone can find their own suitable position. Under the fan economy framework, through the occurrence of collective purchasing activities, enterprises have gained a considerable amount of wealth in brand marketing strategies. Word-of-mouth economy is a marketing method widely used in the market at present, which can not only help the development of a brand but also promote the operation of an industrial chain [5]. By collaborating with one or several idol brands, while achieving commercial win-win, the fan base is used as the main force of communication to achieve high-level word-of-mouth marketing, thereby achieving progress in enterprise marketing. In this marketing campaign, the recognition of the company's brand and products through the fan base is generated. With the promotion and recognition of the company's products, the audience is increased, the target market is expanded, and the company's competitive advantage and survival and development opportunities in the industry are improved.

Among numerous behavioral activities, brand cooperation is one of the important measures taken by enterprises to maintain the industrial ecosystem. The formation of brand cooperation is a manifestation of commercial win-win for both partners and partners. The cooperating party achieves commercial transactions with the cooperating party through various methods such as resource allocation, commission payment, and product priority. For the partner, utilizing their own advantages such as fan base size, social influence, network of contacts, etc. to assist the partner in completing marketing activities. It can be said that brand cooperation is one of the important marketing methods adopted by various industries today, and "fan culture" is an important component of it. And the intimate relationship between celebrities and their fans is the key to the successful implementation of brand communication marketing strategies by enterprises [6]. Through the purchasing behavior of fans, fan group economy has become a viable source of income for some enterprises to survive.

Taking the American clothing brand SKIMS as an example, for most consumers, their basic understanding of the brand is mostly limited to its famous women's clothing product line. However, in October 2023, the American corset brand SKIMS, founded by Kim Kardashian, officially reached a partnership with the NBA and became the official partner of the NBA, and founder Kim Kardashian

has also signed Thunder star Alexander and football superstar Neymar as brand ambassadors on the men's ready to wear underwear line. The achievement of this cooperation not only fundamentally promoted the SKIMS ready to wear line, but also resulted in countless word-of-mouth campaigns and traffic marketing, like a large fortune falling into the Kardashian family's wallet. A large number of male fans began to be interested in SKIMS's men's ready to wear products. As a fan, the satisfaction gained from owning one or more items of the same clothing as one's favorite football star is great, which once again confirms the emergence of fan purchasing behavior under social identity theory. At the same time, in the NBA, as SKIMS has previously gained a large number of female fans due to its high-quality product quality and fashion trends, cooperation with the NBA undoubtedly has a profound impact on the transfer of fan groups. While female fans focus on co-branded products, they will definitely be interested in the player's attire, which means these people may watch the game, thereby increasing NBA ratings. From any perspective, this is a win-win situation, an excellent manifestation of good brand cooperation effects, and a case of positive interaction in brand marketing based on the specific environment of "Fan culture".

4. The Negative Effects and Impacts of "Fan Culture" in the Fan Economy

4.1. Consumer Degradation and Behavioral Decline of "Fan Circle" Fans in Brand Marketing

However, each coin has two sides. A good fan economy in the fan circle can play a positive role in implementing brand marketing activities in enterprises, but some bad behaviors can also lead to marketing downgrading. Brand cooperation itself is a mutually beneficial thing, which is undoubtedly the original intention of the cooperation purpose, but the inequality of cooperation also shows its drawbacks in this process.

Electric vehicles, as one of the main means of transportation for most families in China, can be seen everywhere on the streets and alleys of various cities. The price of daily electric vehicles ranges from a few hundred to thousands of yuan, while in China, the endorsement fees for top celebrity endorsers in the high echelon can reach millions or even millions of yuan. Taking a well-known Chinese electric vehicle brand as an example, this brand adopts brand marketing cooperation with the top celebrities in China in its marketing activities. Undoubtedly, the result is inevitably what the enterprise hopes to see, such as the continuous purchase behavior, the trend and fanaticism of consumer purchasing attitudes, etc., which ultimately have a huge impact on the enterprise's profit acquisition. However, delving deeper into it, it is not difficult to find that due to the unequal positioning, this artist's endorsement products in certain fields are expensive, and ordinary people cannot directly touch these ranks. In addition, they engage in commercial cooperation with relatively inexpensive product brands, which fundamentally leads to the decline of their fan group's purchasing behavior and consumption degradation. If, as a member of the "Fan circle", the psychological satisfaction level of a concert ticket worth thousands of yuan and the actual material effect of purchasing an electric car worth thousands of yuan are not equal, and there is a lack of coordination, then the consumption ability of such fans will inevitably decrease. This also means that if the pricing is relatively high after the subsequent product release, they may develop a resistance and resistance mentality towards such new products in their hearts, which is not conducive to long-term consumption and purchase, and will lead to a series of problems such as difficulties in industrial transformation, restricted development trends, and decreased survival activity for certain enterprises. These are all negative effects directly or indirectly caused by the downgrading of consumption and the decline of purchasing behavior among fans in the "fan circle". It is worth noting that as consumers increasingly focus on product functionality, practicality, and cost-effectiveness, it does not necessarily equate to "consumption downgrading". Perhaps it is more appropriate to call it an upgrade in consumer attitudes [7].

4.2. The Negative Effects of Fan Economy on Brand Marketing in the Fan Circle

Fans in "Fan circle", as the main force in the cultural and entertainment field of the new era, play an important role, and their behavior directly affects the development of a certain industry. In a large amount of news and reports, there are endless reports of fans excessively purchasing and pursuing a certain product or idol due to their excessive love. For example, teenagers are the main group, and this group without sufficient self-restraint and consumption ability is one of the victims of the multiple influences of the "Fan circle" culture. Whether the guardian is willing to pay money to purchase celebrity works and related peripheral products is an important indicator in the process of helping their beloved idol achieve remarkable performance through a series of behaviors such as direct remittance and indirect purchase of peripheral products without their knowledge. Through these symbols, teenagers showcase their unique identity and interests to others, thereby strengthening their identification with individual identity [8]. Compared to these irrational, blindly impulsive purchasing behaviors, the fault tolerance of fans towards the product is also one of the most significant characteristics that appear in this behavior. Not allowing any mistakes in favorite brands or products, and extremely strict supervision of the operation of the enterprise product ecosystem. From the perspective of consumer purchasing, it is indeed a good thing, but for most small and medium-sized enterprises, this is not conducive to the long-term development of the enterprise. They do not have sufficient resources to coordinate and control product development, do not have sufficient financial resources to conduct research and development expenditures, and these enterprises in the capital growth stage do not have enough ability to support such a large number of product quality assurance, which means they will inevitably encounter problems in certain aspects. As a group with extremely strong communication capabilities, their decrease in fault tolerance will directly lead to obstacles in the operation of the enterprise, a decrease in their preference towards products, or a cessation of purchasing such products. For example, if the after-sales service does not meet the psychological expectations of fans in the "fan circle", it leads to a decrease in the social happiness of this group of people, which in turn affects their consumption decisions. Moreover, due to their strong promotional ability, the acceleration of information dissemination has led to the emergence of varying degrees of enterprise problems among these product creators, which affects the survival and development of enterprises from multiple dimensions. However, individuals with high brand commitment, due to their strong level of infatuation and attachment, may develop brand protective motives, which in turn defend negative information about brand scandals and reduce the impact of negative events on brand scandals [9]. These are all changes in consumer behavior and attitudes in the "fan circle". From a more profound perspective, the pause of purchasing behavior and the termination of marketing activities can lead to the lack of sustainable sources of income for enterprises, further hindering their survival, development, and industry competition. This is a negative manifestation of the fan economy in the "fan circle" on brand marketing, and it is also a problem hidden in the modern marketing market.

The evaluation of a brand by consumers is of great significance to the brand. At the financial level, consumers who have higher evaluations of the brand are more inclined to purchase the brand's products and services, and better word-of-mouth is also an intangible asset of the brand. At the market level, higher rated brands generally have better market performance, which is usually reflected in performance indicators such as market share and market competitiveness [10]. On the contrary, if a brand is exposed to rumors or scandals of well-known figures, it will affect the development of its industry or even field to varying degrees.

Taking the Dolce&Gabbana brand as an example, the reason is that Dolce&Gabbana posted a video on social media similar to product promotion, which involved many inappropriate remarks and racial discrimination content. As a well-known brand, this will inevitably have a fatal impact on expanding its global market and attracting consumer purchases. However, Dolce&Gabbana did not delete this video at the first time of its release. On the contrary, the relevant person in charge and video opponents had a direct conflict on the platform. There was no apology or brand public relations intervention, and the public opinion grew exponentially. Relevant fields from multiple countries strongly condemned Dolce&Gabbana in international forums and stated that it would reduce its

market share and development in the country. Prominent brand spokespersons from various countries have also stated in the first instance that they will not attend the global business event of Dolce&Gabbana and have terminated their contracts. The release of this news directly led to Dolce&Gabbana dropping from the global fashion darling overnight. According to statistics, the number of stores in Chinese Mainland has gradually decreased since the end of 2018, and Dolce&Gabbana stores in some famous business circles in first tier cities such as Beijing, Shanghai and other places have closed one after another. Dolce&Gabbana has completely lost some overseas markets with good development momentum from this matter. At the same time, for some fans of the fashion industry's "fan circle", there is no hesitation in choosing to stand in the former between ethnicity and fashion. Fans spontaneously resist and produce a large number of promotional materials to spread negative news. The process from "may buy" to "no longer buy" has undergone a fundamental change. For the economic development of the fashion industry, this is inevitably a heavy blow. For the development of Du Jiabanna, this is due to the brand's bad behavior, which is a comprehensive reflection of the dissemination and purchase functions of "fan circle" fans. It is also used as a case to reveal the impact of the "fan circle" fan economy on the brand marketing process caused by the problems of the brand itself. The negative impact of certain enterprises. At the same time, it also verifies the role of fan groups in marketing and purchasing behavior, as well as the interactive effect of fan culture on the brand marketing process.

5. Conclusion

This article takes two perspectives, positive and negative, with fan economy as the foundation and "fan circle" fan group in "fan circle culture" as the research object, to study its impact on the brand marketing process. Based on basic communication, management, and marketing knowledge, social identity theory, and consumer behavior theory as the basic framework, the article jointly analyzes and studies the occurrence and completion of the marketing and purchasing behavior process with "fan circle" fans as a microcosm, providing new ideas and risk avoidance strategies for the modern marketing field, enterprise survival and development, and industry competition trends. It emphasizes the interweaving of culture and economy, the synergy of economy and communication contained in global integration development, and fundamentally analyzes marketing, consumer behavior, and management related issues. Through research and analysis, it has been found that, based on the strong background of fan economy, every stage of marketing activities is directly or indirectly integrated with consumer behavior participation. Due to the internal drive of social identity theory, the fan group represented by "fan circle" fans continuously intensifies and develops the entire group to achieve certain common goals. Enterprises can seize their behavior and psychology to formulate relevant development strategies to meet or cater to consumer expectations, and by summarizing the disadvantaged role of consumers in brand marketing for a series of enterprise risk avoidance, it can improve the competitive advantage and development ecology of the company and brand in the industry, in order to achieve better profits and scale expansion. In addition, this study has certain limitations, as the collection of relevant actual data and the survey of consumer actual consumption stress are not supported by corresponding surveys and cannot be directly applied to enterprise development solutions. Moreover, since this article takes a brand perspective and focuses on fan consumers as the research object, combined with their consumer behavior to contrast brand marketing, its research group can be expanded to other fields such as "lost customer groups" and "non loyal customer groups" in the future to compensate for the incompleteness of marketing research object types, improve its marketing process, and provide guarantees for the formulation of relevant strategies for brand marketing.

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