

The Influence of Fan Economy on Explosive Dramas

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Abstract: In this era of Internet development, the emergence of TV dramas, web series, movies and other entertainment products has made some stars, and intellectual properties gain great attention. Fan economy is a kind of business operation mode to obtain economic and social benefits by enhancing the stickiness of the users. The fan economy has enabled many companies to create not only ordinary entertainment products but also promoted companies to establish derivative stores. This paper analyzes the consumer's preference of chasing stars through the questionnaire survey and further analyzes that the emotional orientation in the fan economy. This paper also briefly analyzes the commercial value transformation of the fan economy, and the results of the research can help more companies find new business opportunities as well as the direction of company transformation. Finally, this paper proposes the negative impacts of the fan economy as well as solutions.

1 INTRODUCTION

In the era when the Internet is becoming more and more prevalent, fans are changing from passive marketing objects to active Participants and even becoming co-creators of content, the economy is gradually changing from a THINKING economy to a FEELING economy, and people's needs have shifted from the most basic material needs to the need for emotional value as a result of generating a FAN ECONOMY. Fan economy is a dynamic business model that relies on the interaction of fans and followers to realize economic and social benefits by enhancing user engagement and leveraging the power of word-of-mouth marketing (Xu, 2024).

According to FundInfo.com, it is mentioned that the global market size of fan economy-related industries exceeded RMB 3.5 trillion (about USD 500 billion) in 2019 and is expected to exceed RMB 6 trillion (about USD 850 billion) in 2023 (Academia Sinica Puhua Industry Research Institute, 2022).

So far, some previous articles have been able to summarize the impact of the fan economy, and in the article about the marketing strategy of makeup brands studied by Xin Zhao, it was summarized that the fan economy, the online e-commerce platform, and the era of web traffic are not new concepts (Zhao, 2022). They are an emerging marketing model spawned by the development of the Internet and changes in consumption patterns. Under this model, major

network e-commerce platforms mainly take fan groups as their target audience, and through precise positioning and personalized marketing strategies, they have successfully attracted the attention and Participation of a large number of fans, thus achieving great sales performance. The core of this marketing model lies in utilizing fans' loyalty and emotional commitment to idols or brands and transforming them into actual consumption behavior. By establishing a close interactive Relationship with fans, e-commerce platforms can better meet the needs of fans and provide personalized goods and services, which in turn enhances the shopping experience and satisfaction of fans. This fan-centered marketing strategy not only improves brand awareness and influence but also brings considerable economic benefits to the e-commerce platform, which has become an important development trend in the field of current Internet marketing. Therefore, fan economy helps enterprises realize cost-effective marketing and reduce brand promotion and marketing costs through word-of-mouth communication and interaction with fans (L i, 2022).

In some study of commercial benefits in 101 (China), also mentioned that combining different forms of digital media with the fan economy can indeed realize great benefits. In today's digital era, the diversity and interactivity of digital media provided a wide space for the development of fan economy. Through various forms of digital media such as social

media platforms, live video streaming, online games, etc., fans can interact with idols or brands more conveniently and express their emotions and support. This interaction not only enhances fans' sense of Participation and belonging but also creates more marketing opportunities for brands and businesses (Zhang, 2023). There is also literature that suggests fans can positively influence trends and pop culture in addition to serving as a platform. The fan economy is no longer limited to the pan-entertainment industry but extends to multiple dimensions such as commercial brand IP (Quan, 2023). Fan culture has the power to evolve from a pure social phenomenon to a creative and commercial entertainment business that affects society. All these articles illustrate that various types of industries can incorporate the fan economy and utilize it to bring in a significant amount of revenue.

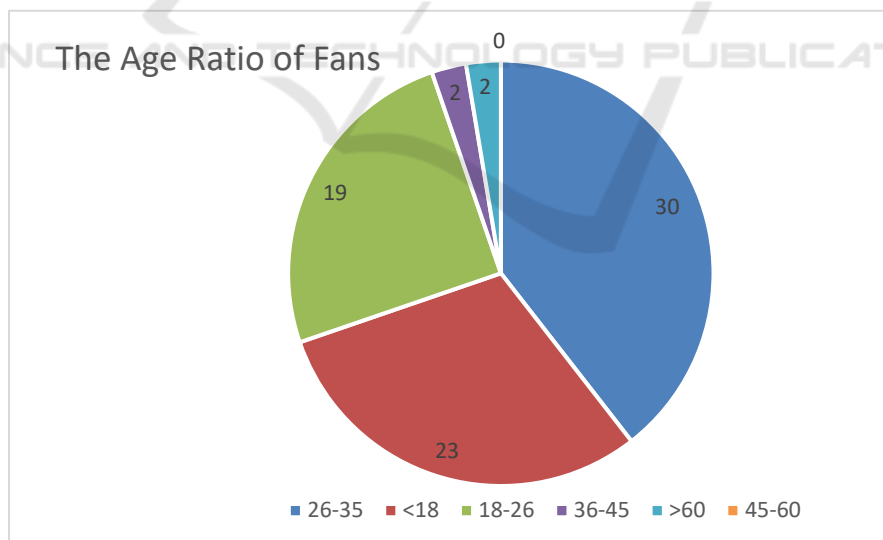
In this paper, we will analyze the impact of IP's fans on its derivative products and episode airplay in different cases by referring to the quantitative survey of questionnaires on the consumption habits of people with different levels of consumption, determine the impact of the fan economy on the commercial value of the episodes, and provide new ideas for new companies to transform their commercial value.

2 METHOD DESIGN

2.1 Basic Information on Questionnaire Survey

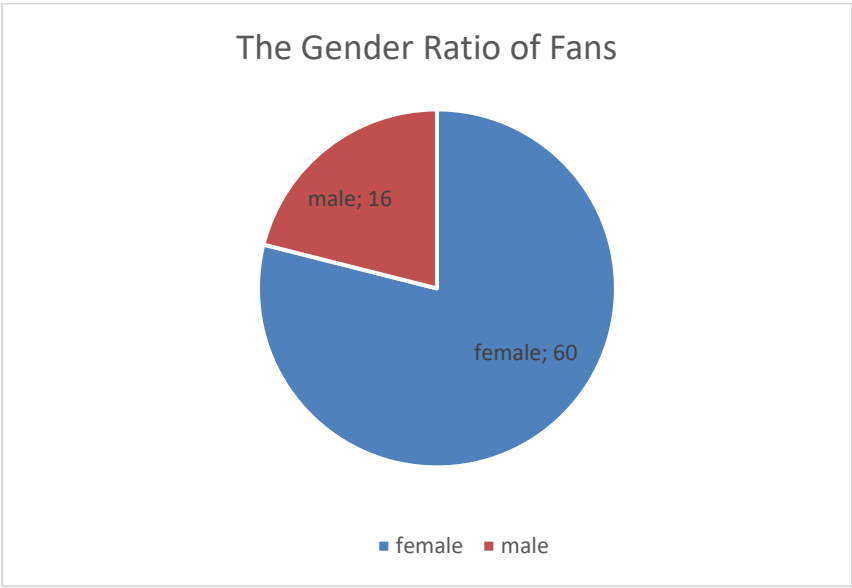
While previous studies on fan economy have used less quantitative methods, this paper uses sampling to study the percentages of various types of indicators in different types of people's stargazing activities. This paper studies the marketing of fan economy on explosive dramas, and the questionnaire is mainly designed around the Relationship between fans' consumption behavior and explosive dramas and then explores the impact of fan economy on explosive dramas by analyzing different indicators.

This paper analyzes the impact of fan behavior on explosive drama episodes by means of a questionnaire. The number of samples recovered was 76, and the questionnaire questions included age, gender, number of years of chasing stars, monthly income or parents' monthly income, what products were usually bought for chasing stars, activities participated in when chasing stars, and how much money was willing to invest for chasing stars. These questionnaires were posted on the official website of Questionnaire Star for data collection, and the collected data were made into these figures. The results are shown below.



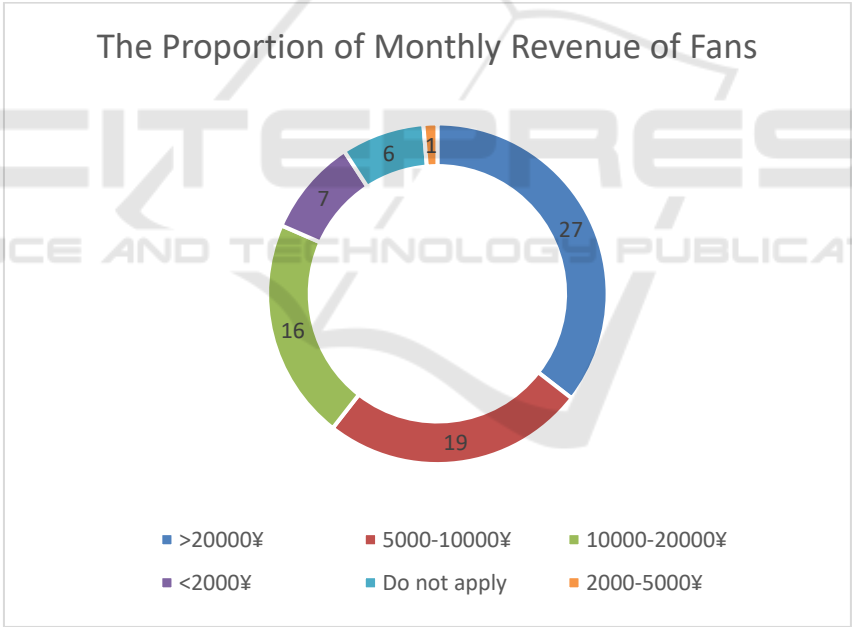
Alt Text for the figure: This picture reflects the number of fans of all ages.

Figure. 1: Age group distribution of stargazers.



Alt Text for the figure: This picture reflects the gender ratio of fans.

Figure. 2: Gender distribution of stargazers.

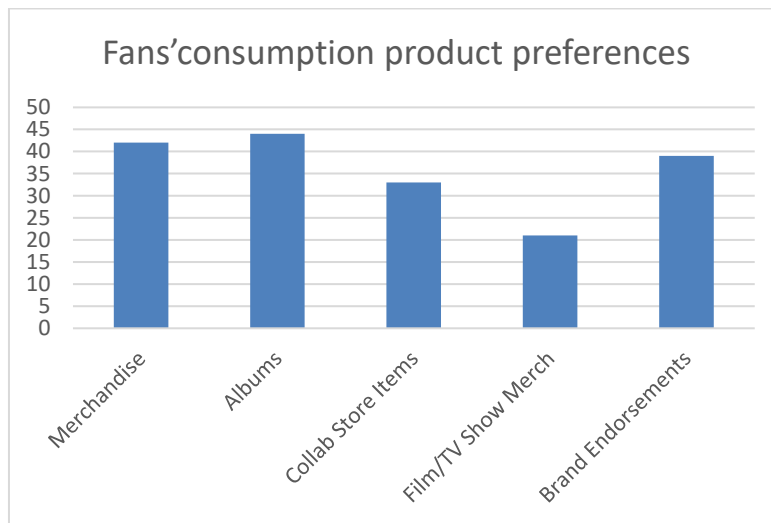


Alt Text for the figure: This pie chart reflects the monthly income of people in idolize.

Figure. 3: Distribution of monthly income levels of stargazers.

From the above three figures, it can be concluded that in all age groups, minors and people aged 18-35 account for a large proportion of groupies, while in all idolized people surveyed, the proportion of men and women is unbalanced, with women accounting for 78.96%. Among 76 people, the monthly income of more than 20,000 RMB accounts for the largest proportion, followed by 10,000-20,000 RMB, which

indicates that many people with relatively high incomes will put their money into activities in idolize.

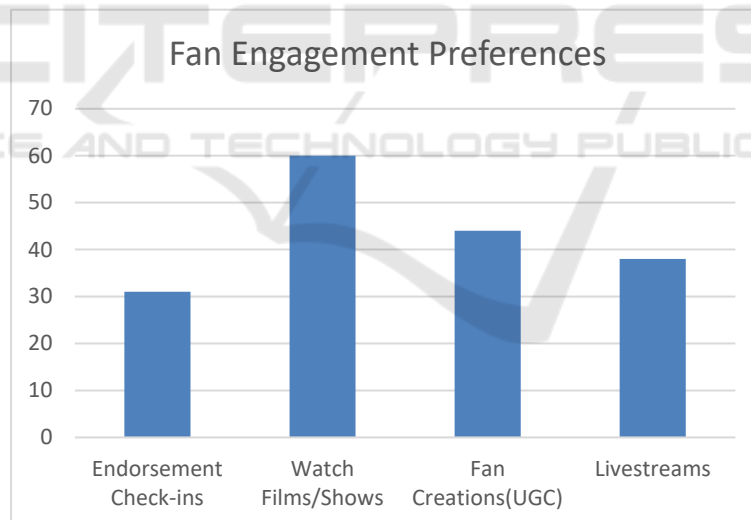


Alt Text for the figure: This bar chart reflects the situation of fans buying derivative products.

Figure 4: Consumption preference of stargazers.

It can also be inferred from Figure 4 that when people consume products, Peripheral categories (small cards, posters, pillows, etc.), albums (records, electronic albums, etc.), offline co-branded Peripheral products and brand endorsement products

all account for a high proportion of their purchases. Whether it is the small cards sold by the company when chasing idols, the new albums or records released by singers, or the products endorsed by their favorite stars or IP are very attractive to fans.



Alt Text for the figure: This column chart reflects the fans' preferences for viewing channels, such as live broadcasts and second-generation content.

Figure 5: Activity preferences of stargazers.

As can be seen from Figure 5, the proportion of fans watching TV dramas or movies starring their favorite stars in this item is 78.95%, and the remaining three options all account for at least 40%, so it can be inferred that fans are most fond of TV dramas or movies starring their favorite stars, and

there are also many who like to watch the derivative of the secondary works such as video clips and homoerotic novels, etc., and at the same time, watching live broadcasts and going to places endorsed by celebrities Carding is also their favorite star-chasing activity.

Through the data of fans' star chasing activities and the proportion of consumption when chasing stars, it can infer that fans increase the emotional value of star chasing for themselves through consumption and star chasing activities, and at the same time, it will have a great impact on the stars and some companies or products themselves, so we can infer that the consumption of fans is positive and can have a great impact on the publicity and marketing of the explosive drama episode.

3 ANALYSIS STUDY

In addition to the first-hand information obtained through the questionnaire, there are many past articles that can help to understand the positive impact that the fan economy has had on the breakout episodes, and this paper will continue to analyze the impact that the fan economy has had through specific case studies.

3.1 Case Study of the Untamed

The Untamed was adapted from the Chinese web novel Grandmaster of Demonic Cultivation, which quickly became a breakout hit after it aired. Fans' emotional investment in it comes from the fact that the content of the show aired is very much in line with the original book and has no extraneous parts, and although some fans of the original book will be very atmospheric about the book flopping into a TV series, there are still many fans of the original book who will enjoy this new TV series (Zou & Guan, 2019). Just because it has many fans of the original books, it will be easier for fans to get invested in the show, and there is a base fan base for the show itself. The Untamed reached 280 million views in just one week online, and by the end of 2019, the Douban rating was already as high as 9.2, which made Xiao Zhan and Wang Yibo the two main stars. Tencent video has developed a series of animation, radio drama, TV drama, film and television through the original "Grandmaster of Demonic Cultivation" IP as a starting point, thus giving full play to the maximum value of IP cross-border. Therefore, the influence of fans' emotional investment in the work is great (Zhang, 2023). Fans' love for the original novels translates into their attention and support for the episodes, and they further enhance the heat of the episodes by purchasing Peripheral products related to the episodes, watching the secondary creative works (e.g., fan-made homoerotic novels, comics, videos, etc.), and engaging in a great deal of discussion on

social media. For example, fans created trending topics such as "Weilan" on Weibo, and the readership and discussion of these topics were very high, providing a strong impetus for the dissemination of the episodes.

3.2 The Soul Case Study

The Soul is adapted from a Chinese web novel of the same name by Priest, a Jinjiang web writer, which has accumulated more than 3 billion views after airing and created 5,869,000 discussions on Weibo (Zou & Guan, 2019). During the airing of The Soul, there were daily related reports on social media such as Weibo, WeChat friend circles, Zhihu, Douban, and video websites to maintain the heat. According to relevant statistics, as of July 2, 2018, the Sina Weibo super topic Drama version of The Soul has been ranked TOP1 for 7 consecutive days. Moreover, fans' love for the original novels translates into their attention and support for the drama episodes, and they have been able to keep their attention and support for the series by purchasing peripheral products related to the drama episodes, watching the secondary creative works (such as the fan-made homage novels, comics, videos, etc.) and discussing a lot on social media, which further boosted the heat of the drama..

3.3 Youth with You Case Study

Youth with You is adapted from Gu Man's novel of the same name, and the drama quickly became a breakout hit after airing; it directly exceeded 1.5 billion views in the first 60 hours of broadcasting (Ji, 2020). Fans also purchased many peripheral products related to the drama (e.g., the same type of clothing and accessories in the drama), watched the secondary creative works (e.g., fan-made video clips, comics, etc.) as well as engaged in a great deal of discussion and dissemination on social media due to their love for the drama, which greatly increased the drama's popularity. For example, fans created several popular topics related to Youth with You on Weibo, which have very high readership and discussion, and the super-high discussion will make more people start to know about the drama, which further promotes the dissemination of the drama.

All these cases show how fan activity can have a huge impact on the sales of entertainment products itself.

3.4 Case Study of Swords of Legend

In Zhang, J. M.'s article, 'Produce 101' drove the market success of the show and its spin-off content through fan voting and social media communication (Zou & Guan, 2019). Fans expanded the influence of the show through social media interaction and communication. They utilized the fan voting mechanism and social media communication to enable viewers to participate in voting on the internet, increasing the sense of experience and emotional value, forming a mechanism similar to that of a foster system idol, successfully creating pop idol groups such as Rocket Girls 101, and driving the sales of related episodes and derivative products (Zhang, 2023).

4 THE TRANSFORMATION OF COMMERCIAL VALUE OF FAN ECONOMY

Most companies care a lot about their revenues and profits, and using the principles of the fan economy to promote the consumption of fans can bring a lot of profit to the company. Therefore, the significant impact of the fan economy on the economy will affect the company's decision-making, and this chapter analyzes the commercial transformation path of the fan economy.

4.1 Derivative Works

Some high-quality and attractive derivative works such as clips of TV series and novels can extend the life cycle of the product itself, because after the TV series and movies have passed their own popularity, the derivative works can make some fans interested in the product again or attract some new viewers. They will start discussing the product again and even develop some new ideas for the company's reference.

A study has analyzed the role of NetEase LOFTER in driving the heat of film and television works. LOFTER is a social software, which involves photography, illustration, handmade works, handbooks, dressing, food and other fields, and at the same time, it also expands the software feature of "original works platform" to make it more refined, providing users with channels to display original works and communicate with each other. The article analyzes some of its features. The article analyzes some of its functions, so that the same person with more clicks is recommended to the homepage of more

people, thus attracting more people's attention, so that more people can understand the original works and increase the heat of the original works.

4.2 Immersive Consumption Promotes the Growth of Commercial Value

Creating some consumption scenes combined with IP or characters can better stimulate consumers' consumption desire. The most typical examples are Disney and Universal Studios, who use the heat of their own IP to develop entertainment facilities and resorts, so that people can consume more products with their liking and enthusiasm for IP. There are also some new cases in recent years. First, the restaurants linked by Original Spirit and Universal Studios present IP-centered offline scenarios and entertainment experiences in the unique way of theme parks, further satisfying the diversified entertainment needs of young groups. Secondly, once the theme coffee shop of Fox Spirit Matchmaker as an immersive consumption scene combined with the IP of the explosive series, this novel approach also had a considerable impact at that time. In Chongqing's S,95 Super Dimension Center, the stationing of secondary yuan brand stores and related activities led to a 5% year-on-year increase in customer traffic and a 52% increase in the chain, and sales of secondary yuan brands drove the sales of the entire center to a 31% increase in the chain (Xu, 2025).

4.3 Co-Branded Products

Many companies have gained a larger user base by co-branding with IP's that match the characteristics of their products. When they co-brand with other entertainment products, it will not only make the company's own user group feel novel, but also make the fans of these IP interested, and to support their favorite IP or celebrity, they will invest more money and energy into this product. IP can play a big role in the promotion of the product.

For example, IPs with international influence can help brands break through geographical and cultural restrictions and spread their products and brand culture to a wider international market. For example, products co-branded with Hollywood movie IPs can quickly spread among consumers in different countries and regions as the movie is released and promoted globally, enhancing the brand's international popularity and influence and promoting cross-border communication and integration of brand culture.

5 NEGATIVE IMPACTS

Fan economy can bring positive impacts to explosive dramas, but at the same time there must be negative impacts. First, fans may buy a large number of peripheral products to support their idols, which are often discarded after use, resulting in a waste of resources (Song, 2024). For example, some studies have shown that many fans purchase idol-related support items (e.g., glow sticks, support hand signs, etc.), which are often discarded after use, resulting in a waste of resources. Second, fans spend a lot of money on concert tickets, peripheral products, etc., to support their idols, which may create a financial burden for fans. For example, many fans had to borrow money from their families or banks to buy tickets for TFBOYS' 10th anniversary concert, which puts financial pressure on fans. Finally, to pursue fan traffic and commercial interests, some production companies may neglect the quality of the content of the episodes, resulting in problems with the episodes in terms of plot and production level (Zhang, 2023). Some dramas may make too many changes to the original book in the process of adaptation, leading to dissatisfaction of "book fans", who may feel that the rehashed dramas do not satisfy the characterization of the original work, and therefore boycott the filming. *The Untamed* in the shooting, is also received by the original fans of the boycott, fans of the main story line changes caused by the filming of the unsatisfactory adaptation of the event, resulting in the final crew compromise, cut out the extraneous episodes (Zou & Guan, 2019). Based on this, the team of the star or the official team of the IP should advise the fans to follow the star rationally and not to follow the star excessively fanatically. Secondly, businessmen should pay attention to screening what is a good stargazing phenomenon and should not develop products blindly following the trend, which is a waste of natural resources and causes a bad social atmosphere. Thirdly, the government can also guide people's stargazing behavior by issuing policies, which can set up some taxes or incentives against both bad and good stargazing behaviors. Lastly, some companies should produce under the government's control and self-supervision to ensure high quality and high reputation dramas instead of ignoring the quality for the sake of profit. Through these four advocated methods, society can develop the fan economy in a relatively orderly manner, and businessmen can rationally profit from the fan economy boom.

6 CONCLUSION

This paper explores the influence of fan economy on explosive dramas through the methods of questionnaire survey and case analysis. For the positive impacts of fan economy on explosive dramas, firstly, this paper concludes that fan economy can increase the broadcasting volume and heat of the original works through the second creation products, and secondly, the reasonable use of fan economy for different consumer groups can make the dramas bring higher income for the company. At the same time, fan behavior can also bring some negative impacts, including wasting resources, increasing the economic burden of fans and decreasing the quality of work. The article also suggests some solutions to the negative effects. Specifically, the writers should advocate fans to pursue stars sensibly and guide the development of star-chasing in the direction of rationalization. Government departments should also formulate corresponding industry norms to participate in supervision. Secondly, the company should focus on the commercial value and artistic value of the drama itself and create a work that meets the expectations of the fans and at the same time can bring influence and high returns.

In addition, there are still shortcomings in this paper. Due to sample availability, 76 questionnaires were collected in this survey, which may lead to biased results as well as representative flaws. In the future, the data can be further expanded to accurately assess the impact of the fan economy.

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