

# Empirical Research on the Influence Factors of Fandom Culture on Star Worship Behaviors of Contemporary Teenager Fan Groups

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## Abstract

Along with the upgrading and transformation of the traditional economy and the rapid development of the virtual economy on the Internet, social media seizes the chance and develops rapidly, the phenomenon of star worship is becoming more and more frequent under the influence of talent shows on various video platforms, and the fan economy derived from this has also developed to a relatively mature stage. By investigating and studying the influencing factors behind fans' willingness to worship star, this paper clarifies the links between idol perception, community influence, emotional identification, media influence and fans' willingness to worship star, more intuitively and deeply understand the fan groups, and provide scientific suggestions for correctly guiding young people to worship star rationally.

## Keywords

Fandom Culture; Willingness to Worship Star.

## 1. Research Background

According to the "2020 Analysis Report of China Fan Economy Market Development Scale Status and Future Prospects", only 26.78% of the post-90s generation, 50.82% of the post-95s, and nearly 70% of the post-00s worship star, students are the core group of fans, accounting for more than half. In the development process of "fan effect", the "fandom" and its corresponding "rice fandom culture", which takes the gathering and organizational activities of fans online as the main form of expression, gradually moved from the small circle to the public view.

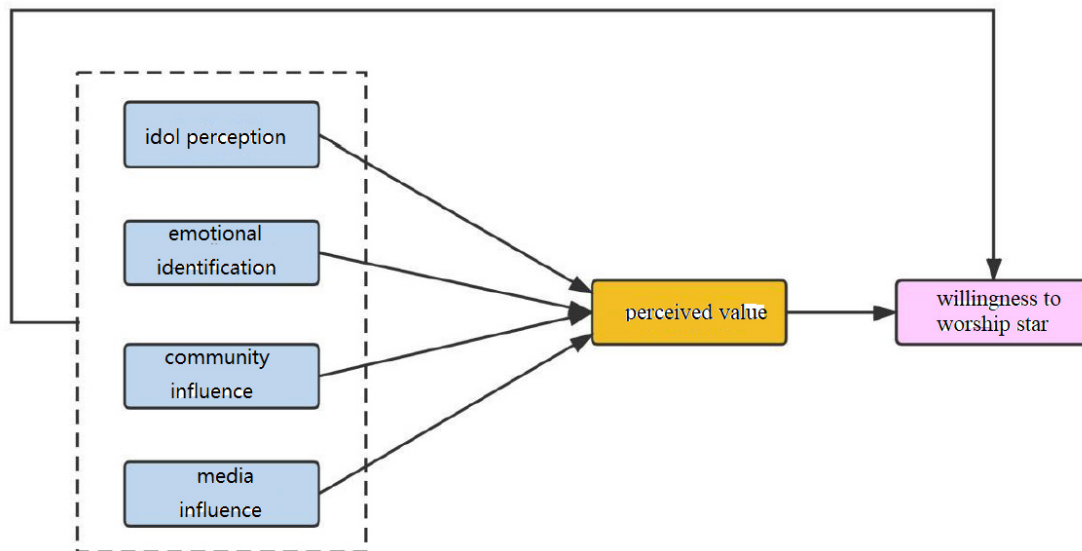
Teenager is an important stage of human development from infancy to maturity, at this stage, the outlook on life and values of teenagers have not been completely finalized, and they are vulnerable to various external factors, the glamorous star demonstration effect captures the teenagers' exploration of the outside world and their curiosity, and the star worship meets their psychological and physiological desires at this stage, thus having an indescribable sense of belonging and psychological tendency towards idols, as a result, the phenomenon of idolatry is particularly prominent in youth.

## 2. Building of Research Model

On the basis of domestic literature and behavioral theory, we conduct study design on the influencing factors of young fans' willingness to worship star, build research models, define variables, propose research hypotheses, design questionnaires, and collect and analyze data as the basis for empirical analysis.

The dependent variable is the willingness to worship star; four independent variables are idol perception, community influence, emotional identification and media influence; mediator variable is perceived value.

The overall model is shown in Fig 1.



**Fig 1.** Investigation and Research Model

### 3. Variable Definition and Research Hypotheses

#### 3.1. Definition of Independent Variable

**Idol perception:** fans love their idols due to their recognition of idols, this perception and understanding, on the one hand, make judgments and choices independently through social interaction, on the other hand, are deeply influenced by society.

**Emotional identification:** emotional identification is the degree of satisfaction, recognition and attachment of fans to the group based on their perception of the development and existence of the fandom, as well as their own situation and status in the group and other objective factors.

**Community influence:** in a community of fans, star worship can become a seemingly serious matter, therefore, community influence as a variable in this research, can further analyze the personal value that fans want to express when they worship star.

**Media influence:** fans need access to various media platforms to get information about their idols, so it is necessary to include media influence as one of the variables in this investigation.

#### 3.2. Definition of Mediator Variable

The mediator variable is perceived value. Davis (1989) believed that willingness is the key to directly influencing people's behavior, quantified willingness as a measurable variable, whether using a system or object is useful to the subject, whether it is easy to operate and use a system or object, mainly including whether it has a positive impact on itself in the process of worshipping star, namely perceive usefulness. On this basis, the measurement of mediator variables was adapted from research scale of Wang Tao and Wang, Haijun (2008).

#### 3.3. Definition of Dependent Variable

The choice of the dependent variable was adapted from Zeng Qingxiang's (2019) study, he believed that the willingness to worship stars should be described from money, time and energy. Willingness to worship star is a subjective feeling of fans. This feeling reflects how much fans really like their idols, and can also indirectly indicate the actual probability that fans will show their support for their idols in their actions.

According to the above analysis, the hypotheses of the investigation and study are:

Hypothesis 1: idol perceptions have a positive impact on perceived value.

Hypothesis 2: community influence has a positive impact on perceived value.

Hypothesis 3: emotional identification has a positive impact on perceived value.

Hypothesis 4: media influence has a positive impact on perceived value.

Hypothesis 5: idol perception has a positive impact on the willingness to worship stars.

Hypothesis 6: community influence has a positive impact on the willingness to worship star.

Hypothesis 7: emotional identification has a positive impact on the willingness to worship star.

Hypothesis 8: media influence has a positive impact on the willingness to worship star.

Hypothesis 9: perceived value has a positive impact on the willingness to worship star.

Hypothesis 10: Perceived value has a mediating impact on the relationship between idol perception and willingness to worship star.

Hypothesis 11: there is a mediating effect of perceived value on the relationship between community influence and willingness to worship star.

Hypothesis 12: there is a mediating effect of perceived value on the relationship between emotional identification and willingness to worship star.

Hypothesis 13: there is a mediating effect of perceived value on the relationship between media influence and willingness to worship star.

## 4. Empirical Research

This research conducted descriptive statistical analysis, variance analysis, correlation analysis and regression analysis through the basic information of the interviewees and drew different conclusions.

### 4.1. Descriptive Statistical Analysis of Dependent Variable

**Table 1.** Descriptive Statistical Analysis of Dependent Variables

dependent variable item	minimum value	maximum value	mean value	standard deviation
Q31. I am willing to spend money on my idol	1	5	3.52	1.031
Q32. I am willing to spend time on my idol	1	5	3.64	0.986
Q33. I am willing to spend energy on my idol	1	5	3.58	0.996

According to Table 1, the mean values of money, time and energy of fans are all greater than 3.5, fans are willing to pay valuable time, money and energy for "idol", these actions suffice to illustrate that true fans love their idols deeply.

### 4.2. Correlation Analysis

Correlation analysis showed that emotional identification was significantly positively related with community influence, media influence, perceived value and willingness to worship star; community influence was significantly positively correlated with media influence, perceived value and willingness to worship star; media influence was significantly positively correlated with perceived value and willingness to worship star; idol perception was significantly positively correlated with perceived value; and perceived value was significantly positively correlated with willingness to worship star.

**Table 2.** Correlations among variables

	emotional identification	community influence	media influence	idol perception	perceived value	willingness to worship star
emotional identification	1					
community influence	.495**	1				
media influence	.507**	.420**	1			
idol perception	0.001	-0.077	0.027	1		
perceived value	.418**	.379**	.399**	.182**	1	
willingness to worship star	.371**	.384**	.294**	.035	.397**	1

**4.3. Regression Analysis of Independent Variables, Mediator Variables and Dependent Variables**

**Table 3.** Model summary of independent variables, mediator variables and dependent variables

model	R	R-squared	adjusted R-squared	standard error of estimate
1	.499 <sup>a</sup>	.249	.242	.8683012

According to Table 3, the adjusted R-squared is 0.249, it indicates that the independent variables and mediating variables explain 24.9% of the variation in the dependent variable.

**Table 4.** Independent variables, mediator variables and dependent variable Anovaa

model	quadratic sum	df	mean square	F	Sig.	
1	regression	135.673	5	27.135	35.990	.000 <sup>a</sup>
	residual error	410.147	544	.754		
	total	545.820	549			

According to Table 4, the F-value of the model is 35.990,  $p=0.000 < 0.01$ , it indicates that the overall explanatory variables have a significant effect on the dependent variable at the 0.01 level of significance, and the research model is effective overall.

According to Tables 5, the tolerance and variance inflation factor (VIF) the collinearity condition to measure the independent variables. The VIFs of the independent variables are all less than 5, it indicates that there is no collinearity problem in the respective variables and the mediator variables. The table shows that the emotional identification, community influence and perceived value  $p < 0.05$ , and the Beta coefficient is greater than 0, it indicates that the higher the score of emotional identification, community influence and perceived value, the higher the willingness to worship star.

**Table 5.** Regression coefficients of the model of the independent variables, mediator variables and dependent variables

model		unstandardized coefficient		standard coefficient	t	Sig.	collinearity statistics	
		B	standard error	beta version			tolerance	VIF
1	(constant)	1.443	0.318		4.536	0		
	emotional identification	0.239	0.063	0.201	2.987	0.003	0.619	1.615
	community influence	0.228	0.063	0.231	3.604	0.000	0.682	1.467
	media influence	0.198	0.056	0.113	1.756	0.000	0.677	1.478
	idol perception	0.006	0.052	0.007	0.122	0.903	0.941	1.062
	perceived value	0.278	0.064	0.27	4.328	0.000	0.718	1.392

The regression equation is:

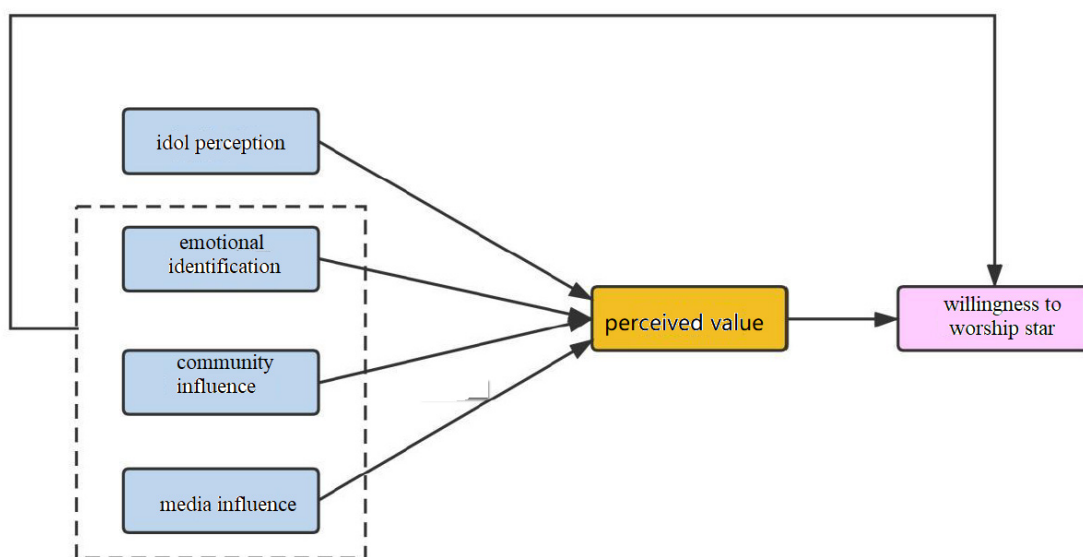
$$\text{Willingness to worship star} = 0.239 * \text{emotional identification} + 0.228 * \text{community influence} + 0.198 * \text{media influence} + 0.278 * \text{perceived value} + 1.443$$

## 5. Research Conclusion and Policy Recommendations

### 5.1. Research Conclusion

On the basis of combining existing research on fans' starstruck behaviors and willingness to worship star and the S-O-R theoretical model and in-depth interviews, the respondents are mainly fans aged 12-24, first-hand information is collected through online survey and offline snowball survey, the young people's willingness to worship star is studied through descriptive analysis, reliability and validity analysis, correlation analysis, regression analysis, etc., the model and assumptions are tested. The verification results of hypotheses are all valid except that "perceived value has a mediating effect on the relationship between idol reception and willingness to worship star".

The model adjustment of the research is shown in Fig 2.



**Fig 2.** Adjusted model

Stimulating four variables have a positive impact on the willingness to worship star, but only three of them can enter the regression equation, in the subjective stimuli, only emotional identification enters into the regression equation of the willingness to worship star, in the objective stimuli, community influence, media influence enters into the regression equation of the willingness to worship star.

The specific findings are summarized in four points.

1. The group of teenagers is universal, organized and highly involved in star worship
2. High school and undergraduate students are more likely to have a sense of value in star worship
3. Stimulus factors such as emotional identification, community and media influence affect teenagers' willingness to worship star
4. Perceived value has a positive effect on teenagers' willingness to worship star

## 5.2. Recommendations

The healthy development of fandom culture is a process of joint efforts, it requires the cooperation of schools and families, industry regulations and government supervision, and most importantly, fans must have a clear understanding of themselves. Therefore, this paper makes the following five recommendations.

- (1) Teenage fans should be sensible and strengthen their self-discipline;
- (2) The internal fans need to be standardized and strengthen supervision;
- (3) Schools and families respect their interests and guide them positively
- (4) The media weaken fame and wealth and take responsibility
- (5) The government shape values and take the initiative to administer fandom

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