

Why are Stans Stans?

LUCAS AZEVEDO ARAÚJO CORREIA

IPAM - INSTITUTO PORTUGUÊS DE ADMINISTRAÇÃO DE MARKETING

MIRIAM SALOMAO

IPAM - INSTITUTO PORTUGUÊS DE ADMINISTRAÇÃO DE MARKETING

Agradecimento à órgão de fomento:

Nothing to declare.

Why are Stans Stans?

Introdução

The term Stan originated from Eminem's 2000 song and refers to extreme fan devotion. This research delves into stan consumer behavior in the music industry, characterized by passionate loyalty to artists. Such behavior is often associated with parasocial relationships, where fans form deep emotional bonds with artists they have never met (Hesmondhalgh, 2008). This phenomenon is significant in the modern digital interactions context and has profound implications for marketing strategies in the music industry.

Problema de Pesquisa e Objetivo

Research on stan consumer behavior highlights a gap in understanding the motivations behind extreme fandom and its implications on consumer loyalty in the music industry. Therefore, this study aims to provide a comprehensive insight into the complexities of stan consumer behavior, being the primary objective to explore why stans exhibit such behavior, focusing on their emotional and social drivers. Specific objectives include examining the psychological dynamics of one-sided fan-artist relationships and understanding how stans maintain loyalty during crises.

Fundamentação Teórica

The stan phenomenon highlights an intense loyalty and emotional investment fans develop for artists. This behavior is often rooted in parasocial relationships, where fans form deep, one-sided emotional bonds with celebrities, driven by the artist's perceived authenticity and the fan's need for belonging and identity expression (Hesmondhalgh, 2008), leading them to express their identity through music (Goulding et al., 2002). Such relationships are crucial for understanding fan loyalty, especially when managing crises or scandals involving the artist (Kim & Song, 2016).

Metodologia

The research employed a qualitative approach. Potential stans were identified via social media to gain insights into their emotional and psychological connections to their favorite artists. After pre-interviews, six people met the stan criteria. Data regarding participants' experiences and perceptions were then collected via semi-structured in-person interviews, lasting 44 minutes on average, and later analyzed following Braun & Clarke's (2006) deductive thematic analysis.

Análise dos Resultados

The results reveal the complexities of stan behavior, highlighting its impact on personal identity and consumer loyalty. Stans form deep emotional bonds with their favorite artists, often seeing them as sources of inspiration and personal growth. Participants expressed a strong sense of identity tied to their fandom, viewing the artists' work as crucial to their self-expression and coping mechanisms, even in crises. The data also highlighted the impact of parasocial relationships on fans' behaviors and attitudes.

Conclusão

The study concludes that stan consumer behavior is driven by a combination of emotional, psychological, and social factors. These fans exhibit high loyalty and engagement with their favorite artists, influenced by deep emotional connections and the artists' perceived authenticity, impacting their response during crisis situations.

Referências Bibliográficas

Braun, V & Clarke, V (2006) Using thematic analysis in psychology. *Qualitative Research in*

Psychology 3(2), 77-101 Goulding, C, Shankar, A & Elliott, R (2002). Working Weeks, Rave Weekends: Identity Fragmentation and the Emergence of New Communities. Consumption Markets & Culture 5(4), 261-84 Hesmondhalgh, D (2008). Towards a critical understanding of music, emotion and self-identity. Consumption Markets & Culture 11(4), 329-43 Kim, J & Song, H (2016). Celebrity's self-disclosure on Twitter and parasocial relationships: A mediating role of social presence. Computers in Human Behavior 62, 570-7