The Book of Stars': Some Alternative Insights into Celebrity Fandom

While consumers have had a keen interest in the works and private lives of celebrities since the dawn of the Hollywood star system in the early 1920s, some consumers experience a significantly more intensive level of interest and admiration for a particular celebrity and, subsequently, become what are commonly known as fans. However, scant attention has been paid to how the relationship between fans and celebrities expresses itself in everyday consumer behaviour. This paper is taking an existential-phenomenological perspective to discuss fan behaviour as a holistic personal lived experience from a fan's point of view. By using subjective personal introspection, the lead author provides hereby insights into his private lived consumption experiences as the fan of the young and talented actress Jena Malone, which were obtained and recorded as contemporaneous data over a period of 15 months. In doing so, the paper demonstrates how drawing on narrative transportation theory may provide a deeper understanding on the nature of celebrity fandom. The study found that a consumer's fan experiences derive from one's personal engagement with the celebrity's artistic work and public persona, which is essentially the consumer's personal intertextual reading of what s/he perceives to be relevant and reliable media texts.

Abstract


Item Type: Conference or Workshop Item (Paper)

Uncontrolled Keywords: celebrity fandom, film star fandom, experiential consumption, narrative transportation theory, autoethnography, introspection, introspective research, fans, fandom, consumer behaviour, consumer culture theory, subjective personal introspection

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Date Deposited: 11 Mar 2011 11:32

Last Modified: 14 Feb 2019 01:00

URI: https://ueaeprints.uea.ac.uk/id/eprint/25922

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Insider study of a consumer's fan relationship with a film actress, the book provides unique insights into the celebrity-fan relationship, revealing the meaning it has for the consumer in everyday life, and how it evolves and expresses itself over time. While this book is primarily located within the field of consumer research, fandom and celebrity are of interest to a variety of academic disciplines. Chapter 1: In Our Nature: The Phenomenon of Celebrity Fandom; Chapter 2: The Dangerous Lives of Fans: Stereotypes & Stigmas; Chapter 3: The Book of Stars: Consuming Human Brands; Chapter 4 The Fandom 250 is the ultimate ranking of fandoms. From sports teams and movie franchises to Instagram celebrities and brands, if something has an avid, sometimes rabid, fanbase, FanSided wants to honor those fans and â€” in the spirit of healthy competition â€” rank â€” em. The Fandom 250 is divided into 16 categories: NBA, MLB, NFL, NHL, Soccer, NCAA, Sports Figures, Celebrities, Music, Movies, TV Shows, Comics, Gaming, Brands, Internet Famous and Other. Qualifying fandoms will be announced by category every Tuesday through early December, with the official ranking â€” and the big reveal of No. 1 fandom â€” announced on Dec. 12. Load Comments. Top Stories. FanSided 1 yearStar Trek: Discovery 'Into the Forest I Go' review.