

## Fan Engagement Sustainability and Fan Fatigue: Understanding the Role of Marvel Franchise for Fans

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**Abstract :** This paper is trying to understand the issues related to maintaining a fan base over a period of time. The paper would be trying to look into how the fan base can be actually engaged. That is what are the attributes of keeping a fan base interested and not feeling fatigued or tired. It would also try to understand that what are the key elements required for a franchise to be active and keep the fans engaged. The paper would look to understand the primary elements of a franchise like Marvel to keep the fans engaged for such a long period of time. This will help to improve the scope of literature on consumer engagement and consumption behaviour in modern times of unpredictability. It will also help to understand how the consumers take in a longer period of engagement. This would help to understand that despite huge success and investment in fan engagement and what could be the possible reasons for disengagement? This would include in-depth interviews with a global sample of around 50 people, which would be connected through purposive, convenient, and snowball sampling. It will help to understand whether the customer lifetime value as a theory can be sustained based on customer relationship management. If yes, how can products from certain companies predict and keep up the strategy for the prediction of the consumer engagement process?

**Keywords :** consumption, fatigue, brand loyalty, sustainable consumption

**Conference Title :** ICCB 2024 : International Conference on Consumer Behaviour

**Conference Location :** Seoul, Korea, South

**Conference Dates :** April 25-26, 2024