

The Relationship Between Celebrity Worship and Consumptive Behavior in Teenage K-POP Fans on Social Media X (Twitter)

Febyani Amanda Putri¹, Widyastuti²

^{1,2}Muhammadiyah University of Sidoarjo, Indonesia



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ABSTRACT

Objective: The Korean Wave, or Hallyu, phenomenon has spread globally, especially among teenage K-pop fans on social media X (Twitter). Teenage K-pop fans often show consumptive behavior by buying items used by their idols. This study aims to determine the relationship between celebrity worship and consumptive behavior in teenage K-pop fans on social media X (Twitter). **Method:** This study uses quantitative methods with a correlational approach. The subjects of this study were teenage K-pop fans who were members of the WTS / WTB / WTT All Fandom community on Twitter, which had not been widely studied before. The sample size of this study was 204 respondents, which was calculated using the Jacob Cohen formula. This study uses two measuring instruments, namely the consumptive behavior scale and the celebrity worship scale. The consumptive behavior scale is measured based on the aspects proposed by Fromm with a reliability value of $r = 0.889$. Meanwhile, the celebrity worship scale is measured based on three aspects formulated by Maltby et al with a reliability value of $r = 0.894$. **Results:** The results of this study indicate that there is a positive relationship between celebrity worship and consumptive behavior in adolescent K-pop fans on social media X (Twitter), with a Pearson correlation value of $r = 0.756$ and getting a significance level of 0.001 ($P < 0.05$). **Novelty:** This means that the higher the level of celebrity worship, the higher the consumptive behavior of teenage K-Pop fans on social media X (Twitter). Conversely, if the level of celebrity worship is low, then the consumptive behavior also tends to be low.

INTRODUCTION

The internet and social media play a very important role in disseminating information. Their use not only provides broad access to information for the public but also opens up opportunities for markets in developing countries, such as Korea [1]. One social media that is widely used by K-pop fans is Twitter. Twitter is a platform that allows its users to communicate with each other and stay connected through quick and intense messages. Through this platform, users can share different types of content, such as images, videos, links, and text [2]. In recent years, Korean culture has flourished and spread to various parts of the world, creating the Korean Wave or Hallyu phenomenon [3]. This phenomenon has influenced various aspects of life. One element of Korean culture that has attracted much attention from the global community is Korean pop music or K-pop [4]. Currently, the Korean Wave is popular in Indonesia, especially among teenagers, ranging from junior high to high school students [5].

According to Naim, 57% of K-Pop fans are generally in the teenage age group of 12-20 years, which shows that the majority of fans are teenagers [6]. According to Santrock, adolescence is a period when individuals face new roles. They learn these roles through interactions with the social environment, including family, friends, society, and idol figures they meet in the media. Adolescents who can explore new roles in a healthy way and find good ways to apply them in life will form a positive identity. Meanwhile,

according to Hurlock, adolescents develop a variety of interests during puberty, including recreational, social, and personal interests. These interests contribute to the formation of each individual's unique personality. Nowadays, many teenagers, especially girls, show interest in K-Pop or culture from Korea [7]. K-Pop offers various attractive things that easily attract teenagers, such as the visuals of the idols, trendy dressing styles, easy-to-enjoy music, involvement in fandoms (fan communities), and collection of idol-related items, known as merchandise. Some teens even join several fandoms at once, known as multifandom [8].

According to the perspective of consumer psychology, teenagers, especially girls, are a group of consumers who have special characteristics, such as being easily attracted to fashion trends, easily influenced by advertisements and promotions, tend to spend money excessively, have romantic tendencies, are impulsive, and often less realistic. These traits make them more prone to unwise consumptive behavior [9]. The results of a survey conducted by Hariadi & Rahmawati show that 93.8% of respondents admitted that they like to buy K-Pop related products, with 81.3% of them willing to save money to get these items. In addition, 68.8% of respondents often buy K-Pop merchandise even though they don't really need it [10]. Another survey also conducted by Lubis on 56 teenage K-Pop fans who are members of more than two communities or fandoms showed that 39.3% of respondents claimed to have bought K-Pop goods more than 20 times, 30.4% bought 3 to 5 times, 16.1% bought 10 to 20 times, and 14.1% bought 5 to 10 times. This data shows that the interest of K-Pop fans to buy merchandise is very high [11].

K-Pop fans generally buy various types of goods, such as albums, photo cards, season greetings, calendars, binders, lightsticks, official T-shirts, dolls, hats, shopping bags, highlighters, postcards, posters, key chains, PVC bags, concert tickets, applications to interact with idols, skin care products, and various other merchandise. The habit of teenagers who buy merchandise continuously and their efforts to increase their collections cause teenagers to no longer consider the benefits of purchasing goods. As a result, it causes teenagers to behave consumptively because they prioritize the desire factor over the need to buy merchandise [12].

Today's technological advances provide convenience to its users in various fields. In addition to communicating and exchanging information, social media can also be utilized in the field of buying and selling. One of the effective social media used to market products is Twitter. Apart from being used as a medium for communicating and making friends, Twitter is a medium that can be used to market products [13]. In an interview with Kompas.com, Dwi Adriansah, Country Industry Head of Twitter Indonesia, said that one in four Twitter users have a habit of shopping online through their mobile phones. As many as 39 percent of Twitter users in Indonesia like to look for promos and discounts on the platform, while another 48 percent often share or show off the items they buy to their followers [14].

Twitter is also the main medium for K-Pop fans to interact, especially in buying and selling merchandise. One of the terms often found on Twitter when looking for K-Pop merchandise is WTB, WTS, and WTT. These three terms come from the English language,

where WTB (Want to Buy) is used when someone wants to buy a certain item, WTS (Want to Sell) is used to announce that someone wants to sell an item, and WTT (Want to Trade) is used to offer an exchange of goods [15]. Based on a Katadata Insight Center survey, Twitter is the social media platform most often used to interact with fandom communities. When you want to market K-Pop merchandise as a product, Twitter is the right social media because Twitter is where K-Pop fans gather. From the explanation above, it can be concluded that Twitter is the right platform to market K-Pop related products such as merchandise, because Twitter is a gathering place for K-Pop fans [16].

The result of using Twitter as a means to meet needs can encourage excessive consumption patterns. The definition of consumptive behavior according to Tambuna, the tendency of individuals to buy products or use services excessively in order to obtain satisfaction. Fromm also states that this action is often done excessively in search of pleasure, even though the satisfaction obtained is only temporary [17]. Meanwhile, Sumartono explains that the act of buying a product without logical consideration and not based on need is part of an irrational consumption pattern. Therefore, it can be concluded that excessive consumption patterns occur when a person makes purchases not because of need, but because of desire, so they tend to overdo it in order to get maximum satisfaction [18].

According to Fromm, consumptive behavior has three main aspects. First, it is the spontaneous and emotional act of buying a product without thinking about long-term consequences or reviewing needs, so that often the items purchased are useless. Second, extravagance, which is a purchase based on the desire to pursue happiness alone, without regard to actual interests. Third, value-less (irrational) buying, which is the act of buying goods that have no functional value or are not needed, where a person shows interest in a particular product without controlling the amount of money spent, solely to satisfy desires [19].

Previous research conducted by Hariadi & showed that there is a positive relationship between celebrity worship and consumptive behavior. In other words, the higher the level of celebrity worship, the greater the consumptive behavior among teenage K-Pop fans in Malang City, and vice versa.[1]. Research by millah also found a similar positive correlation between celebrity worship and consumptive behavior among teenage fans of boy band BTS [15]. Research conducted by Ciptaningtyas on 110 fans aged 12-21 years from 14 provinces in Indonesia shows that the majority of participants, namely 60.9%, fall into the category of high consumptive behavior towards purchasing merchandise [16]. Meanwhile, the results of research by Lubis on 290 respondents revealed that the majority of participants (77.6%) were classified as being in the moderate consumptive behavior category, while 14.1% were in the high category, and 8.3% were in the low category. Overall, this study shows that the consumptive behavior of adolescent K-Popers is generally at the level of the moderate category [8].

Another study that supports this research is Amani's thesis involving 350 respondents. The results showed that 53 subjects (15%) had low levels of consumptive behavior, 245 subjects (70%) had moderate levels of consumptive behavior, and 52

subjects (15%) had high levels of consumptive behavior [17]. Another study conducted by Simalango found that of the total respondents, 32 people (8%) showed very high consumptive behavior, 89 people (22%) had high consumptive behavior, while 145 people (36%) were at a moderate consumptive level. In addition, 108 people (27%) showed low consumptive behavior, and 26 people (7%) had very low consumptive behavior [18].

Based on the results of an initial survey conducted by researchers on June 29-30, 2024 in the WTS / WTB / WTT All Fandom Community on social media X (Twitter) conducted online, with a total of 35 teenage K-POP fans as respondents. All respondents in this study are teenagers who like K-Pop, consisting of 4 men (11%) and 31 women (89%). Based on an initial survey conducted by researchers using a consumptive behavior scale consisting of 15 questions, the results showed that 5 respondents (14%) had a very high level of consumptive behavior, 5 respondents (14%) showed high consumptive behavior, 14 respondents (40%) were at a moderate consumptive level, 10 respondents (29%) had low consumptive behavior, and 3 respondents (3%) showed very low consumptive behavior. Based on the data analysis, it can be concluded that most teenage K-Pop fans in the WTS/WTB/WTT All Fandom community on social media X (Twitter) have a moderate level of consumptive behavior.

According to Sumartono, the factors that influence consumptive behavior are divided into internal and external factors. Internal factors include motivation and self-esteem, observation and learning processes, as well as personality and self-concept. Motivation and self-esteem are the reasons for a person to fulfill their desires, where purchases are often associated with emotions such as pride and comfort. In addition, the observation and learning process also plays a role in influencing a person's decision to buy a product or service, because usually someone will observe first before making a decision. Personality and self-concept also play a role as individual behavior patterns that influence their views on brands and images, thus shaping consumptive behavior. On the other hand, external factors include culture, social class, social group, reference group, and family. Culture reflects a person's way of life, habits and actions, while social class influences individual buying patterns. Social groups have a direct influence on individual views and preferences in choosing products, while reference groups have a major role in shaping individual behavior and are often used as guidelines. Family, as the main reference group, has the most influence on consumer tastes and decisions [5].

One form of consumptive behavior that is influenced by these factors is a phenomenon known as celebrity worship. This condition where a person has an emotional attachment to a public figure often drives the desire to own goods or things related to that figure. This situation can trigger excessive consumptive behavior, where a person buys goods or services related to the figure without considering rationality or actual needs, which can ultimately disrupt financial stability. Parasocial relationships are usually driven by emotional factors, where individuals seek to maintain these feelings by purchasing related goods or services as a form of recognition and identity as a fan [4].

Celebrity worship is often defined as the behavior of a person who tends to isolate themselves, obsess over their idol, and exhibit pathological traits. Celebrity worship describes a fan's excessive and obsessive feelings of love towards their idol, creating a one-sided fantasy relationship that develops from the fan to the idol. Fans often fantasize about their idol, imagining or dreaming of a life with the idol, even connecting it to their personal lives. In addition, fans often imitate their idol's lifestyle or appearance [19]. Maltby explains that celebrity worship refers to the level of parasocial closeness between fans and their idols, which can be considered abnormal if fans become overly obsessed. [15]. In a study conducted by Maltby et al, it was shown that people who engage in celebrity worship tend to experience less healthy psychological conditions than those who do not. This phenomenon is more common in adolescents and young adults than in older individuals [20].

According to Maltby et al, celebrity worship has three levels that describe different aspects of the phenomenon. The first level is the Entertainment-Social aspect, which is the lowest level of celebrity worship. This aspect usually relates to an individual's desire to discuss their idol with friends who share similar interests, as well as seeking information about the idol through various sources such as magazines, newspapers, social media, or television. The second level is the Intense-Personal Feeling aspect, which reflects fans' intense and compulsive feelings towards their idol. This aspect is similar to obsessive tendencies, where fans feel they have a deep personal connection with their idols. The last level is the Borderline Pathological aspect, which is the highest or most extreme level of celebrity worship. At this level, fans begin to exhibit irrational and uncontrollable behavior, and begin to fantasize that their idol is their life partner. [21]

Factors that influence celebrity worship according to Maltby et al include: first, age, where the peak of celebrity worship occurs at the age of 11 to 17 years, and tends to decline after that period. Secondly, education, where celebrity worship is more common among individuals with lower intelligence levels. Those with higher levels of intelligence tend to be better able to see the "admired personality" and feel that their idol is less intelligent than themselves, so they will tend to admire the idol less. Third, gender, where men are more likely to idolize sports figures, while women more often idolize figures from the entertainment world. However, women do not show a higher level of intensity in idolizing behavior than men. Fourth, race or ethnicity, where black people in America are more likely to idolize black idols, while white people idolize white idols more often. [1]. The results of research conducted by Velicia show that intense personal and borderline pathological factors have a positive and significant influence on the consumptive behavior of teenage fans of girl group TWICE while entertainment-social has a negative and insignificant influence on their consumptive behavior [22]. Consumptive behavior will increase along with the greater sense of admiration for idols among teenage K-Pop fans, while consumptive behavior tends to decrease when the level of admiration for idols decreases [8].

K-pop fans often seek more information about their idols to feel closer to them, but some go overboard. Fans who have high levels of celebrity worship tend to show

obsessive behavior towards their idols. This obsession makes fans want to always be near their idols, even to the point of stalking or getting involved in their idols' personal affairs. They are willing to spend time following idol activities in order to support and feel close. One of the ways they do this is by attending idol concerts or buying various items related to their idols, such as albums, light sticks, and other accessories. Not only do fans buy these items once or twice, but they also do so every time their idols make a comeback, hold a concert, or when new merchandise is released, in order to gain personal satisfaction [1].

The consumptive behavior of K-pop fans can have negative impacts, such as wastefulness, lack of desire to save, and a tendency to spend more money [23]. Another impact of this consumptive behavior is financial problems, where fans who engage in excessive consumption can spend large amounts of money and face financial difficulties.[24]. In addition to impacting financial conditions, excessive consumptive behavior also affects the psychological and social conditions of K-pop fans. This behavior can lead to shopping addiction, making it difficult for fans to distinguish between wants and needs. Socially, consumptive behavior can create a gap between individuals, where one tends to withdraw from the social environment and is reluctant to hang out with their friends [25].

Based on the phenomenon and various related studies on excessive consumptive behavior in teenage K-pop fans, the researcher felt compelled to examine further the consumptive behavior carried out by teenage K-pop fans. Therefore, the researcher chose the topic of the relationship between celebrity worship and consumptive behavior in teenage K-pop fans on social media X (Twitter). The hypothesis in this study is that there is a positive and significant relationship between celebrity worship and consumptive behavior in teenage K-pop fans, which means that the higher the level of celebrity worship, the greater the consumptive behavior shown by fans, and vice versa. The uniqueness of this study lies in the selection of subjects of teenage K-pop fans who are members of the WTS / WTB / WTT All Fandom community on social media X (Twitter), which has not previously been widely studied regarding consumptive behavior. The purpose of this study is to determine the relationship between celebrity worship and consumptive behavior in adolescent K-pop fans on social media X (Twitter). In addition, it is hoped that this research can contribute to future research in expanding knowledge or deepening understanding of the relationship between celebrity worship and consumptive behavior.

RESEARCH METHOD

In this study, researchers used quantitative methods with a correlational research approach. The variables used are consumptive behavior as the dependent variable and celebrity worship as the independent variable. The dependent variable is denoted as Y and the independent variable as X, where the Y variable is influenced by the X variable. Azwar explained that quantitative research focuses on analyzing data in the form of numbers (quantitative), which are collected through measurement methods and

analyzed using statistical techniques. The correlational approach is used to measure the extent of the strength and direction of the relationship between existing variables [8].

The population studied in this research is teenage K-Pop fans who are members of the WTS/WTB/WTT All Fandom community on social media X (Twitter). The number in this study is still unknown with certainty. In this study, researchers wanted to examine the relationship between celebrity worship and consumptive behavior of Kpop fans on social media X (Twitter). This study uses a non-probability sampling method, in which the possibility of each individual in the population to be selected as a sample cannot be determined. This uncertainty arises due to the absence of accurate data regarding these opportunities. The sampling technique used in this research is accidental sampling.

According to Sugiyono accidental sampling is a sample selection method in which participants are selected spontaneously, that is, individuals who accidentally meet with researchers and meet the criteria needed for research can be sampled. The researcher chose this technique because it was considered to make it easier to obtain samples that were in accordance with the research needs. The criteria for respondents needed by researchers are teenagers who are K-Pop fans and follow the WTS/WTB/WTT All Fandom community on social media X (Twitter). Researchers used the formula introduced by Jacob Cohen to determine the sample size. This formula is applied to determine the sample size when the total population cannot be known with certainty. From the results of calculations using the Jacob Cohen formula, a number of 203.6 was obtained, which was then rounded up to 204 samples for research purposes [26].

This study uses two measurement instruments, namely the Consumptive Behavior Scale (Y) and the celebrity worship Scale (X). The scale for measuring consumptive behavior is based on aspects put forward by Fromm, namely making impulsive purchases, wasteful buying and purchasing is not valuable as a necessity (Non Rational Buying). The consumptive behavior scale of this study was taken from Kartika Andriani's scale. [27] which will then be adopted by the researcher. This research scale has 15 items and has a Cronbach alpha value of 0.844 ($\alpha = 0.844$). Meanwhile, the Celebrity Attitude Scale (CAS) is used to measure the level of celebrity worship. The measurement is based on three aspects formulated by Maltby et al, namely the entertainment-social aspect, the Intense-Personal Feeling aspect, and the Boderline Pathological aspect. The Celebrity Attitude Scale (CAS) in this study was adopted from Diah Rahmawati Putri's scale. [28] This research scale has 21 items.

This study uses a Likert scale as a method for data collection. According to Sugiyono, the Likert scale is used to measure the attitudes, opinions, and perceptions of individuals or groups towards a social event. In this scale, the variables measured are broken down into several indicators. In this study, the Likert scale used has four answer options, namely Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS). For positive or favorable items, respondents get a score of 4 if they choose "Strongly Agree" (SS), score 3 for "Agree" (S), score 2 for "Disagree" (TS), and score 1 for "Strongly Disagree" (STS). Conversely, for negative or unfavorable items, respondents

get a score of 1 for “Strongly Agree” (SS), score 2 for “Agree” (S), score 3 for “Disagree” (TS), and score 4 for “Strongly Disagree” (STS) [27].

Researchers tested measuring instruments using research data or used trials on the consumptive behavior scale and celebrity worship scale. The consumptive behavior scale test has a high reliability with a value of $r = 0.889$ and has aitem validity with a range of 0.310 to 0.722, so that 15 items about consumptive behavior are declared valid. Furthermore, the celebrity worship scale test is known to also have high reliability with a value of $r = 0.894$ and has aitem validity with a range of 0.342 to 0.639 so that 21 items from the celebrity worship scale are declared valid.

The consumptive behavior scale (Y) and celebrity attitude scale (CAS) (X) were given to participants, namely teenage K-Pop fans who were willing to become respondents and in accordance with the criteria determined by the researcher. Data collection was carried out online by distributing Google Form links containing research questionnaires through social media X (Twitter). The data from the research results were then processed using statistical analysis assistance, namely by using the JASP application. Hypothesis testing in this study was carried out using the moment product correlation technique. Data analysis has the aim of making it easier to understand and interpret to answer the problems carried out in the research. The main purpose of this analysis is to identify the relationship between celebrity worship and consumptive behavior in adolescent K-Pop fans on social media X (Twitter) [1].

RESULTS AND DISCUSSION

Results

Before testing the hypothesis, this study first conducted an assumption test, including normality test and linearity test. The normality test aims to determine whether the data is normally distributed or not. Based on the results of the normality test using the Kolmogorov-Smirnov (KS) method, a significance value (p) of 0.200 was obtained for the consumptive behavior variable and 0.181 for the celebrity worship variable. The significance value of this normality test shows that the data on both variables are normally distributed, because the significance value is greater than 0.05 ($p > 0.05$).

The results of the linearity test on the consumptive behavior and celebrity worship variables show that the linear F value is 268.893 with a significance value of p-value < 0.001 . This shows that the two variables have a linear relationship because they get a p-value < 0.01 . Thus, the correlation test can be carried out. This study uses the product moment correlation method to test the hypothesis, which is to determine whether there is a relationship between celebrity worship and consumptive behavior in adolescent K-Pop fans on social media X (Twitter).

Table 1. Product moment correlation hypothesis test.

Pearson's Correlations			
Variable		Consumptive Behavior	Celebrity Worship
1. Consumptive Behavior	Pearson's r	—	
	p-value	—	
2. Celebrity Worship	Pearson's r	0.756	—
	p-value	< .001	—

Table 1. The results of hypothesis testing conducted through product moment correlation analysis using the JASP statistical application show a Pearson correlation value of $r = 0.756$ with a significance value of 0.001 ($p < 0.05$). Based on the correlation test results, it can be concluded that there is a positive relationship between celebrity worship and consumptive behavior. That is, the higher the level of celebrity worship, the greater the consumptive behavior shown by teenage K-Pop fans on social media X (Twitter). Conversely, if the level of celebrity worship is low, consumptive behavior also tends to be low.

The following is a description of the characteristics of respondents grouped by age, gender, and education level.

Table 2. Description of respondent characteristics grouped by age, gender and education.

Age Range	Total	Percentage
13 - 15	10	5 %
16 - 18	47	23 %
19 - 21	147	72 %
Gender		
Female	192	94 %
Male	12	6%
Current Education		
Junior High School	10	5 %
High School	37	18 %
Vocational High School	21	10%
Bachelor's degree	136	67%

Table 2. The results showed that the most respondents came from the late adolescent age group, namely 19-21 years old at 72%. This age grouping of respondents refers to Erikson's psychosocial development theory, which divides adolescence into three stages, namely early adolescence (13-15 years), middle adolescence (16-18 years), and late adolescence (19-21 years). The proportion of respondents in this study was dominated by women who totaled 94% and men as much as 6%. Most of the respondents in the current study are currently studying at the Bachelor's level (67%), Senior High School (18%), Vocational High School (10%) and Junior High School (5%).

Table 3. Overview of Fandoms followed by respondents.

Fandoms	Total	Percentage
Aespa (My)	9	4%
Ateez (Atiny)	3	1%
Nct (Nctzen)	39	19%
Exo (Exo-l)	29	14%
Bts (Army)	36	18%
Seventeen (Carat)	24	12%
Treasure (Teume)	10	5%
BlankPink (Blink)	26	13%
TXT (Moa)	10	5%
Enhypen (Engene)	5	2%
Twice (Once)	6	3%
Red Velvet (Reveluv)	4	2%
Straykids (Stay)	3	1%

Table 3. Shows an overview of the distribution of Kpop fandoms followed by respondents. The most respondent fandoms are in the Nct fandom (Nctzen) which is 19% of the total respondents, Bts (Army) at 18% and Exo (Exo-l) at 14%. In addition to these three fandoms, there are BlankPink (Blink) fandom with 13% and Seventeen (Carat) with a percentage of 12% of the total number of respondents. Meanwhile, other fandoms such as Ateez (Atiny), Aespa (My), Treasure (Teume) and others have smaller percentages. Nonetheless, the diversity of these fandoms still shows the diversity of Kpop fan preferences among the respondents.

Table 4. Categorization of consumptive behavior scale.

Category	Guidelines	Total	Percentage
High	$X \geq 45,0$	30	14%
Medium	$29,7 \leq X < 45,0$	140	69%
Low	$X < 29,7$	34	17%

Based on Table 4. shows that respondents in this study have a high level of consumptive behavior in the high category of 30 respondents 14%, a medium category of 140 respondents 69% and a low category of 34 respondents 17%. The results of the above calculations indicate that in general, consumptive behavior among adolescents who are members of the WTS/WTB/WTT All Fandom community on social media X (Twitter) is included in the moderate category.

Table 5. Celebrity worship scale categorization.

Category	Guidelines	Total	Percentage
High	$X \geq 65,6$	25	12%
Medium	$46,8 \leq X < 65,6$	139	68%
Low	$X \geq 65,6$	40	20%

In Table 5. Shows the results of categorization calculations on the celebrity worship scale. The results of the above calculations show that the distribution of celebrity worship levels in respondents in this study is as follows: 25 respondents (12%) are in the high category, 139

respondents (68%) are in the medium category, and 40 respondents (20%) are in the low category. From these results, it can be concluded that most respondents, namely 139 respondents or 68%, have a level of celebrity worship in the moderate category.

Discussion

This research is a quantitative research that uses a correlational approach. The sample in this research is teenage K-Pop fans who are members of the WTS/WTB/WTT All Fandom community on social media X (Twitter). Sampling was conducted online by distributing Google Form links containing research questionnaires through social media X (Twitter). The results of sampling conducted on December 23, 2024 - January 03, 2025 obtained 279 respondents which the researcher then took 204 for analysis. The sampling of 204 is based on the calculation of the number of samples using the Jacob Cohen formula. The purpose of this study was to determine the relationship between celebrity worship and consumptive behavior in adolescent K-pop fans on social media X (Twitter).

Based on the results of the hypothesis testing conducted, this study reveals a positive relationship between celebrity worship and consumptive behavior in adolescent K-Pop fans on social media X (Twitter). The correlation test results show a significance value of 0.001 ($p < 0.05$) between the consumptive behavior and celebrity worship variables. This shows that there is a significant relationship between the two variables, because the significance value obtained is smaller than 0.05. Therefore, the hypothesis in this study is accepted, with a correlation coefficient value of $r = 0.756$. Based on the coefficient value, the relationship between the two variables can be categorized as strong, and because the correlation value is positive, the direction of the relationship between the two can be said to be unidirectional. That is, the higher the level of celebrity worship, the higher the consumptive behavior, and vice versa.

The findings in this study are in line with previous research conducted by Apriliani with a population of teenagers who follow the online community of k-pop idol enthusiasts who coincide in city X found a significant positive relationship between celebrity worship and consumptive behavior. Based on these findings, it can be concluded that the higher the level of celebrity worship, the higher the consumptive behavior, and vice versa, the lower the level of celebrity worship, the lower the consumptive behavior [29]. A similar study also conducted by Millah with a research population of teenage BTS fans who live in Surabaya also produced consistent findings, namely there is a positive relationship between celebrity worship and consumptive behavior in teenage fans of boy band BTS. The higher the level of celebrity worship, the more their consumptive behavior increases, while the lower the level of celebrity worship, the lower the consumptive behavior shown [15].

Research conducted by Setiawan et al. found that there are several things related to consumptive behavior involving idols, including collecting idol merchandise (photopack), watching concerts, watching theater, participating in handshake events and other activities involving idol groups so as to increase consumptive behavior. This study also categorizes each variable to determine the level of celebrity worship and

consumptive behavior. The results of categorization calculations carried out from data as many as 204 respondents show that the majority of respondents in this study are at the level of consumptive behavior in the moderate category. Respondents who were at a moderate level were 140 people or 69% of the total respondents. Meanwhile, respondents who have a low category level are 34 respondents and 30 people in the high category. [30].

According to Hurlock, consumptive behavior occurs a lot among adolescents who tend to follow their groups [29]. This research also describes the level of consumptive behavior based on the fandom followed by the respondents. Respondents who follow the Aespa (my), Nct (Nctzen), Exo (Exo-l), Bts (Army), Blackpink (Blink) and Enhypen (Engene) fandoms are at a moderate level of consumptive behavior. While respondents who follow the fandom Ateez (Atiny), Seventeen (Carat), Treasure (Teume), TxT (Moa), Redvelved (Reveluv), and Straykids (Stay) are at a low level of consumptive behavior.

Fromm suggests that adolescents at the level of moderate consumptive behavior category tend to be quite impulsive in buying an item that is less needed, buying goods because they are attractive, and want to look more than others. Supported by Sumartono, at a moderate level, teenagers usually tend to buy goods with the premise of wanting to get a gift that they think is interesting after buying the item. [31]. Research conducted by Millah shows that a moderate level of consumptive behavior can be influenced by various factors, both internal and external. Internal factors include motivation, self-esteem, observation, learning process, personality, and self-concept. While external factors include culture, social class, social groups, and reference groups [15].

In the categorization of consumptive behavior at a low level, Fromm states that respondents who fall into the low-level category are less likely to make sudden purchases of products or goods that are not really needed, buy goods for reasons of satisfaction alone, and desire to be more than others [32]. So it can be concluded that respondents who are in the low category and respondents who follow the fandom Ateez (Atiny), Seventeen (Carat), Treasure (Teume), TxT (Moa), Redvelved (Reveluv), and Straykids (Stay) have good self-control. According to Kotler, consumptive behavior is behavior in which individuals consume, use, or wear something not because of need, but because of personal impulses and desires to satisfy desires alone [33].

Research conducted by Fajria et al. shows that respondents in the low category only buy NCT-related items according to their needs, while respondents in the medium category consume a fairly high number of these products because of the urge to want, not need, and respondents in the high category continue to consume NCT-related items excessively because of desire and desire alone not because of need. Consumption behavior in the K-popers community shows that their actions aim to encourage individuals to continue buying K-pop products due to emotional factors. In addition, after joining the community (fandom), fans' desire to buy K-pop products tends to increase, which ultimately strengthens their identity as fans and encourages greater consumptive behavior [34].

Teenagers buy merchandise and concert tickets with the aim of strengthening their relationship with their idols, so they continue to try to get everything related to the idol. When admiration for idols becomes excessive, it can lead to celebrity worship behavior. This term refers to the various attitudes and feelings of a person in admiring their idol as a form of personal fulfillment. According to Maltby, some of the behaviors that often arise due to celebrity worship include the habit of discussing idols with other fans, keeping up with the latest news about idols, feeling an emotional bond with idols, showing excessive empathy, and even being willing to take actions that violate social norms [15].

This study found that the level of celebrity worship in adolescents who follow the WTS/WTB/WTT All Fandom community on social media X (Twitter) is at a moderate category level. The categorization calculation results show that 68% of respondents or 139 subjects have a moderate level, 40 respondents are at a low level and 25 respondents are at a high celebrity worship level. In the description of the level of celebrity worship based on the fandom that respondents follow, most respondents from the fandoms Aespa (My), Ateez (Atiny), Nct (Nctzen), Exol (Exo-l), Bts (Army), Seventeen (Carat), Treasure (Teume), TxT (Moa), Enhypen (Engene), Straykids (Stay) are at a moderate level of celebrity worship. Meanwhile, respondents from Blackpink (Blink) and Twice (Once) fandoms are at a low level. On the other hand, respondents who joined the Red Velvet (Reveluv) fandom are known to have a high level of celebrity worship [21].

According to Maltby, behaviors arising from celebrity worship include the habit of discussing idols with fellow fans, always following the latest information about idols, and feeling excessive emotional attachment to show excessive empathy that has the potential to encourage actions that are contrary to social norms. Maltby classifies celebrity worship into three levels, namely low (entertainment-social), medium (intense-personal), and high (borderline-pathological). Each level shows different forms and behaviors of worship, where respondents who are members of several fandoms have an almost even distribution in each level. Respondents with low levels, according to Fromm, belong to the entertainment-social celebrity worship dimension, where they discuss celebrities with friends and utilize the media to find information about idols. Meanwhile, respondents from the Blackpink (Blink) and Twice (Once) fandoms show a reasonable interest in their idols without excessive behavior.

Respondents who have a moderate level of celebrity worship belong to the intense-personal feeling dimension, which means they have a deeper emotional attachment to their idols. Individuals in this dimension tend to feel love and emotional closeness with their idols. [15]. These respondents tend to think about their idols all the time, even when not consciously doing so. Because of these feelings, teens are compelled to find out more about their idol's personal life and keep up with the latest news about them. If this emotional involvement gets more intense, teens may start to think of their idol as someone close and build a parasocial one-way relationship. At this level, the teen's behavior tends to constantly think about their idol on a daily basis [31]. According to Maltby, in the intense-personal feeling dimension, individuals show deep feelings and

strong empathy for their idols, which are often accompanied by obsessive tendencies and feelings of emotional ownership [15].

Meanwhile, respondents with high levels of celebrity worship are in the borderline-pathological category. At this level, individuals exhibit extreme behaviors, such as being willing to do anything for their idols, even if it is against the law. Individuals at this level tend to have unrealistic fantasies about intimate relationships with idols and often have difficulty controlling themselves and being rational. Maltby also states that fans in this phase exhibit obsessive traits, resulting in difficulty in integrating their experiences, emotions, and thoughts into everyday memory and consciousness.[35]. In this study, red velvet (reveluv) fandom has a high level of celebrity worship compared to other fandoms. In a study conducted by Laksono et al found that subjects with a high level of Celebrity Worship or at the Borderline-pathological level showed rigidity in the cognitive process [36].

The characteristics of this study include age, gender and current education being pursued by respondents. The results show that the majority of respondents are in the late adolescent category with 72% of the total research respondents, middle adolescence with 23% and early adolescence as much as 5%. According to Maltby, age also affects the level of celebrity worship, where on average a person begins to admire idols in the age range of 17-25 years. As age increases, the intensity of celebrity worship tends to decrease. In addition, social skills also play a role, where individuals with low social skills tend to use celebrity worship as compensation for their lack of social relationships in the real world. In the respondent's education level, it is known that most of the respondents are currently studying at the S1 level as much as 67%, SMA by 18%, SMK by 10% and SMP by 5%.

The results of the questionnaire distribution revealed that female respondents outnumbered males, with a percentage of 94% and 6% respectively. Gender is one of the factors that influence the level of celebrity worship, where men tend to idolize female celebrities, while women more often idolize male celebrities. The dominance of female fans in this study (94%) suggests that the K-Pop industry is targeting the female market more.[37]. The findings in this study are in line with the results found by McCutcheon, who mentioned that gender plays a role in the onset of celebrity worship behavior. In addition, according to Maltby, female fans are more likely to idolize celebrities engaged in entertainment, such as musicians and film actors [35].

The results above show that celebrity worship has a significant role in influencing the consumptive behavior of teenage K-Pop fans. The higher the level of celebrity worship in a person, the greater their tendency to consumptive behavior. Teenagers who idolize celebrities will continue to try various ways to get closer to their idols. One form of closeness they build is by buying various idol merchandise, such as albums, photo cards, and other products. Although they are not yet financially independent and still depend on their allowance, they still allocate the money to buy items related to their idols. Some even have the principle that it is better to regret after buying than to regret not buying [8].

According to Cheung & Yue, celebrity worship has various impacts, including consumptive behavior, where fans tend to buy idol-related products for temporary gratification. In addition, other negative impacts include decreased performance in work and education, low self-esteem, and difficulty in finding self-identity. Excessive consumptive behavior in adolescents can also lead to poor financial management, which in turn risks financial problems [38]. Meanwhile, the weakness in this study lies in the use of Google Form as an online data collection tool, because the researcher cannot fully control the subject and cannot ensure the accuracy of the answers given by the participants. In addition, this study has also not been able to explain in depth whether involvement in a fandom can encourage consumptive behavior in K-pop fans, and has not compared those who engage in consumptive behavior and those who do not.

CONCLUSION

Fundamental Finding : The results of this study indicate that the proposed hypothesis is accepted, which means that there is a positive relationship between celebrity worship and consumptive behavior in adolescent K-Pop fans on social media X (Twitter). The relationship is evidenced by the correlation coefficient value of $r = 0.756$ and a significance level of 0.001 ($p < 0.05$). This shows that the higher the level of celebrity worship, the higher the consumptive behavior of teenage K-Pop fans. Conversely, if the level of celebrity worship is low, their consumptive behavior also tends to be low. Overall, the results of this study reveal that teenage K-Pop fans who are members of the WTS/WTB/WTT All Fandom community on Twitter are in the category of celebrity worship and moderate consumptive behavior. **Implication :** The grouping results of the categorization of consumptive behavior results found that respondents who follow the fandoms Aespa (My), NCT (NCTzen), EXO (EXO-L), BTS (Army), Blackpink (Blink), and Enhypen (Engene) are at the level of consumptive behavior in the moderate category, while respondents who follow the fandoms Ateez (Atiny), Seventeen (Carat), Treasure (Teume), TXT (Moa), Red Velvet (Reveluv), and Stray Kids (Stay) are at a low level of consumptive behavior category. Meanwhile, in the results of celebrity worship categorization, it is found that respondents who follow the Aespa (My), NCT (NCTzen), EXO (EXO-L), BTS (Army), Blackpink (Blink), and Enhypen (Engene) fandoms are at a moderate level of consumptive behavior. Meanwhile, respondents who joined the Ateez (Atiny), Seventeen (Carat), Treasure (Teume), TXT (Moa), Red Velvet (Reveluv), and Stray Kids (Stay) fandoms were at a low level of consumptive behavior. On the contrary, respondents who joined the Red Velvet fandom (Reveluv) are known to have a high level of celebrity worship. **Limitation :** Based on the limitations of this study, it is suggested that future research examining the variables of consumptive behavior and celebrity worship use different data collection methods. **Future Research :** In addition, future research can also further explore whether involvement in a fandom significantly encourages fans to behave consumptively, and can compare between individuals who engage in consumptive behavior and those who do not, in order to provide a more comprehensive understanding.

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Febyani Amanda Putri

Muhammadiyah University of Sidoarjo, Indonesia

Email: wiwid@umsida.ac.id

***Widyastuti (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: wiwid@umsida.ac.id
