

ABSTRACT

The Effect of Celebrity Worship on Impulsive Buying in Emerging Adulthood K-Pop Fans

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Celebrity worship is a behavior of extreme admiration towards a favorite idol. One of the factors influencing celebrity worship is age, where the behavior peaks in adolescence and decreases over time. During this age, adolescents also have poor emotional regulation skills, which can lead to impulsive behaviors such as impulsive buying. The aim of this study is to investigate the influence of celebrity worship on impulsive buying among emerging adult K-Pop fans. There are two measurement tools in this study: the Celebrity Attitude Scale and the Impulsive Buying Tendency Scale. The researcher used logistic regression to test the hypotheses. The results of the study show that celebrity worship significantly influences impulsive buying among emerging adult K-Pop fans.

Keywords: K-Pop, Celebrity Worship, Impulsive Buying, Fans, K-Pop

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