

Relationship between Celebrity Worship and Interpersonal Relationship among Indian BTS Female Fans

Dr. Lakshmi Arun¹ and Ms. Ankita Kumar²

¹Associate Professor, Department of Psychology, Mount Carmel College (Autonomous), Bengaluru, Karnataka, India

²Post Graduate Student, Department of Psychology, Mount Carmel College (Autonomous), Bengaluru, Karnataka, India

*Corresponding Author
Dr. Lakshmi Arun

Article History

Received: 21.09.2025

Revised: 30.09.2025

Accepted: 22.10.2025

Published: 11.11.2025

Abstract: The study aims to explore the relationship between Celebrity Worship and Interpersonal Relationship among Indian BTS female fans. For the present study, three hypotheses were formulated. The sample chosen for the study consisted of 80 individuals using purposive sampling and belonging to the age group of 18 to 25 years from different educational and occupational background. As the test data was found to be not-normally distributed, non-parametric statistics of correlation, Spearman Rho Correlation was used for analysis. The findings of the study showed no significant relationship between Celebrity Worship and Interpersonal Relationship among Indian BTS female fans.

Keywords: Celebrity Worship, Interpersonal Relationship, Indian BTS female fans.

INTRODUCTION

A **fan** or **fanatic** is a person who displays a strong and deep interest or admiration for something or somebody. Nowadays, people are becoming fans of any famous or renowned person or a **celebrity** who has a fame and position in his/her field such as entertainment industry (including Actor/actresses, singers, choreographers), sports, journalism, politicians, gamers, etc. In the Gen Z era with the rise in technological advancements, individuals are becoming fans of social media influencers as well where few examples could be Taylor Swift, Cristiano Ronaldo, Virat Kohli, and the list goes on and on.

Indian scenario of relationship between celebrities and their fan

In the Indian subcontinent, fans primarily follow the entertainment industry, which includes celebrities like Bollywood, Tollywood, and Hollywood. The sports field, particularly cricket and football, has a significant fan base, particularly among celebrities in the entertainment industry. Gestures like sending gifts, writing letters, opening fan clubs, liking, and commenting on social media are acceptable gestures. However, when fans become possessive about celebrities and their lives, they may engage in acts considered "insane and unacceptable," highlighting the concept of normality and abnormality. Few incidents of the acts of crazy and insane fans are discussed. An obsessive individual wrote love letters to actress Kareena Kapoor Khan for years, but after no response, he gifted her a diamond necklace worth Rs 40 lakh (E., 2022). A male fan cycled from Ranchi, Jharkhand to Mumbai, Maharashtra to meet actor Aamir Khan (E., 2022). The list of craziest fans and their activities showcase the closeness and empathy a fan has towards their celebrity.

Celebrity Worship Syndrome

An individual's external identity, such as being a fan of multiple celebrities, can interfere with their daily life functioning, especially in late adolescence and young

adult populations. These individuals are ideally focused on academic achievements and career building, but the obsession with being highly involved in the personal and professional life of the celebrity can hinder their daily functioning. This phenomenon is called as the Celebrity Worship Syndrome (Sansone, & Sansone, 2014). Researchers John Maltby and Lynn E. McCutcheon originally used the term "celebrity worship" in 2003. Celebrity Worship Syndrome is a one-sided, non-reciprocal relationship where a fan invests significant time and energy in a connection with a celebrity, often unaware of their existence (Gillette, 2022). Celebrity Worship Syndrome involves a sudden shift from admiration to obsessive fixation, leading to socially unacceptable and irrational actions. Celebrity worship can range from naming a child after a famous hero to undergoing cosmetic surgery to resemble a celebrity, to severe cases involving harassment, stalking, or unwanted interaction (Gillette, 2022). In 2020, the late actor Sushant Singh Rajput committed suicide, leading to the suicide of his two female fans (Desk, 2020). The incident highlights the obsessional thoughts of the fans towards the late celebrity, which is prevalent at both national and international levels in the Indian subcontinent.

Celebrity worship is categorized into three types based on intensity and favourableness towards the celebrity, as follows:

- Entertainment-Social celebrity worship is at low level, focusing on individualistic activities like reading biographies and discussing favourite stars with friends. This type of worship is seen as interesting and engaging (Maltby et al., 2003).
- Intense-Personal celebrity worship is an intermediate level, characterized by strong, compulsive attitudes towards a celebrity, such as believing a certain pop singer is their soulmate (Maltby et al., 2003).
- Borderline-Pathological celebrity worship is the highest and extreme stage, characterized by

unhealthy attitudes and behaviours. This type exhibits excessive empathy towards celebrities, over-identification, and compulsive following of their lives, often willing to pay thousands for autographed mementos (Maltby et al., 2003).

Interpersonal relationship

In 350 BCE, Aristotle, an ancient Greek Philosopher, wrote a book series named **Politics** in which he emphasized on the fact that humans thrive in groups, as being alone can trigger mental and physical collapse, emphasizing the importance of social life in influencing our physical and mental health (Man, 2024).

Interpersonal Relationship is defined as the “reciprocal social and emotional interactions between the individual and other persons in the environment” (Griffin, 1990). Interpersonal relationships, rooted in trust, empathy, communication, self-disclosure, mutual respect, and loyalty, can occur in various settings such as family, work, and school.

Individuals' obsession with celebrities weakens interpersonal relationships, leading to deterioration of relationships with friends, family, and coworkers. People avoid social gatherings and compare partners to celebrities' ideals, resulting in a weak foundation of interpersonal relationships (Gillette, 2022).

BTS and fandom in Indian Subcontinent

K-Pop culture, originating in South Korea in the 1990s, is a global phenomenon influencing the Indian subcontinent, showcasing mainstream Korean pop music (Gerocs, 2023). Hallyu, or the Korean Wave, emerged in the 1990s, characterized by Korean skincare dominance in the cosmetics market, Netflix dramas, and K-pop's rise in international music (Gerocs, 2023). BTS, a globally recognized group, has become a significant hit in the USA and other nations, surpassing South Korea's popularity (Gerocs, 2023).

Bangtan Soneyondan, or "Bulletproof Boy Scouts," is what BTS stands for BTS, a seven-member boy band from Big Hit Entertainment, made their debut on June 13, 2013 (Gerocs, 2023). ARMY, or Adorable Representative MC for Youth, was established on July 9, 2013, by their fans (Tina & Utami, 2020). BTS's global popularity stems from their relatable music, which primarily addresses bullying and mental health issues, making them a popular choice for fans and listeners (Gerocs, 2023).

BTS is gaining popularity in India due to its deep connection to its idols, attracting a new generation of fans (Sharma, 2023). The Indian ARMY's fascination with BTS stems from its vibrant outfits, captivating songs, iconic style, catchy melodies, multilingualism, dancing, and charismatic personalities (Sharma, 2023). ARMY fans are increasing due to BTS's positive attitude towards mental health, school bullying, and women's

empowerment, as well as their care and concern for fans' feelings (Sharma, 2023).

In an article published on *How a Korean Boy Band Saved My Daughter*, it discussed how BTS band saved a girl's life from depression and anxiety attacks during the COVID era. The band released new songs, music videos, and live streaming, making her laugh and discussing their personal mental health battles. The girl expressed that BTS kept her alive and served as healers (Hieftje, 2022).

Rationale of the Study

The aim of the present study was to examine the relationship between Celebrity Worship and Interpersonal Relationship among the Indian ARMY female fans. The study investigates if excessive admiration towards BTS band affects interpersonal relationships of Indian female fans, assessing components of relationships affected by celebrity worship. This study focuses on the 18-25-year-old age group of BTS fans due to their significant fan base, particularly in adolescence and adulthood. The research aims to understand the impact of excessive admiration on relationships and to help reduce it to a normal range, thereby balancing well-being and relationship well-being. This research aims to raise awareness among adolescents and young adults about celebrity worship and its negative impact on interpersonal relationships, lifestyles, attitudes, and behaviours, promoting healthy balance between celebrity and family relationships.

REVIEW OF LITERATURE

The study variable, Celebrity Worship is negatively correlated with cognitive flexibility (Martin et al., 2003), influenced by the factors such as celebrity products, personal traits, and peer pressure along with the emotional impact, self-determination, cultural awareness, and improved social interactions (Ang & Chan, 2016), significantly impacts the adolescent lifestyle (Kader, 2018), linked to problematic internet use, maladaptive daydreaming, and fame desire, with females being more obsessed (Zsila et al., 2018), significantly linked with self-esteem suggesting that high self-esteem naturally adores idols, while low self-esteem leads to excessive idol worship (Sitasari et al., 2019), linked to negative attitudes and behaviours such as anxiety, depression, obsessive thoughts, gambling, disordered eating, and relationship difficulties (McCutcheon & Aruguete, 2021) and strongly negatively correlated with self-esteem in women as well as strongly correlated with reported daytime sleepiness in younger individuals (Zsila et al., 2021).

Another study variable, interpersonal relationship is negatively correlated with loneliness but positively affect trust due to the dependency on parasocial interactions which is linked to loneliness but negatively affects interpersonal distrust (Baek et al., 2013) and also

impacted by smartphone addiction among Indian teenagers (Davey & Davey, 2014).

Remarkable findings on the BTS band shows that it is quite popular among the age-group 14-29 and fans are primarily driven by psychological factors, BTS's relatable music and lyrics as a contributory factor in the Northeast (Bora, 2020), the fans have a decent quality of life in physical, psychological, social, and environmental domains, despite high celebrity worship (Safithri et al., 2020) and their messages of optimism, self-love, self-empowerment, inclusion, and overcoming adolescent challenges resonate with the fan base, motivating the ARMY to take up social concerns and engage in charitable endeavours by witnessing the band members (Kanozia & Ganghariya, 2021).

The relationship between Celebrity Worship and K-Pop fans is evident with respect to a strong positive association exists between appearance-oriented body image and entertainment-social celebrity worship, with a negative correlation with borderline-pathological aspects and no significant difference seen with intense-personal celebrity worship (Tresna et al., 2021), no significant relationship between Psychological Well-Being (PWB) and celebrity worship, indicating PWB does not influence this behaviour (Oktavinita & Ambarwati, 2022) and parasocial interactions with BTS, characterized by fan adoration, have a positive impact on daily life, according to ARMY (Alisya et al., 2023).

Research Gap

Various researches on celebrity worship, BTS ARMY, and K-Pop culture has explored the self-esteem, psychological well-being, and interpersonal relationships. However, the relationship between celebrity worship and interpersonal relationships is not well-explored. This study focuses on the Indian subcontinent, including adolescents and adults, adding to existing knowledge on celebrity worship and BTS K-Pop fandom.

RESEARCH METHODOLOGY

Quantitative methodology including a pure correlational design was employed for this study. The method necessitates meticulous planning, meticulous data collection, thorough analysis, and precise interpretation to draw accurate conclusions. A total of 80 Indian BTS female fans were chosen through purposive sampling, a type of non-probability sampling. The two study variables were Celebrity Worship and Interpersonal

Relationship. The data collection was done online via Google forms.

Celebrity Attitude Scale (CAS) developed by McCutcheon, Lange, and Houran (2002) was employed to measure Celebrity Worship. The Modified Interpersonal Relationship Scale (MIRS) developed by Garthoeffner, Henry, and Robinson (1993) was also employed to assess the overall quality of relationships. The study analysed the correlation between Celebrity Worship Scale and Modified Interpersonal Relationship Scale scores using SPSS Version 29.0.2.0. The data distribution was deemed abnormal, prompting the use of a non-parametric correlation test i.e., Spearman rho correlation to examine the correlations between Celebrity Attitude Scale and Modified Interpersonal Relationship Scale dimensions.

Objectives of the Study

1. To assess the relationship between entertainment-social level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans.
2. To assess the relationship between intense-personal level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans.
3. To assess the relationship between borderline-pathological level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans.

Hypotheses

Hypothesis 1-

H₀. There is no relationship between entertainment-social level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans.

Hypothesis 2-

H₀. There is no relationship between intense-personal level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans.

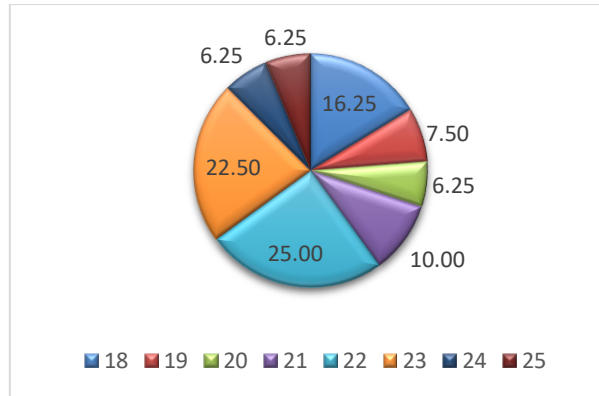
Hypothesis 3-

H₀. There is no relationship between borderline-pathological level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans.

Data Analysis and Interpretation

The following figures from Figure 01 to Figure 03 as well as tables from Table 01 to Table 03, respectively, present the descriptive statistics, data analysis, and discussed interpretation and discussions of the findings:

Figure 1: Showing the age distribution of the sample



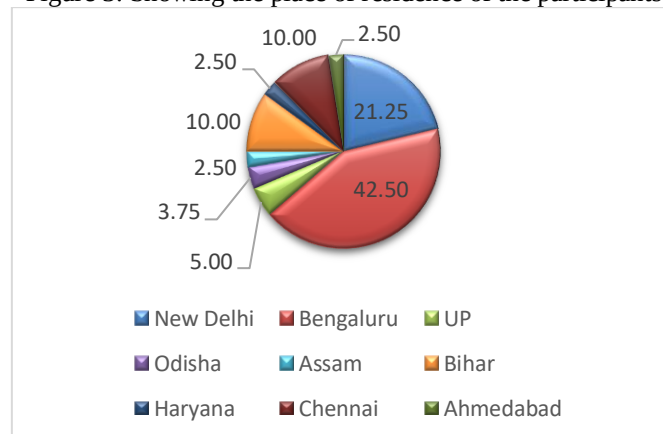
The majority of participants aged 18-25 are in the emerging adulthood phase, with 25% aged 22, followed by the 22.50% aged 23, 16.25% aged 18 years, 10.0% aged 21 years, 7.5% aged 19, and 6.25% aged 20, 24 and 25 years respectively.

Figure 2: Showing the years of being the BTS fans among the participants



BTS fans are predominantly 40% who aged 4 years and above, with 18.75% between 3-4 years, 15.50% between 2-3 years, 13.75% between 1-2 years, and 12.50% between 6 months to 1 year respectively.

Figure 3: Showing the place of residence of the participants



Across Indian subcontinent, BTS fans from Bengaluru i.e. 42.50% occupy the highest percentage followed by New Delhi (21.25%), Bihar, Chennai (10.00% each), Uttar Pradesh (5.00%), Odisha (3.75%), Assam, Haryana, and Ahmedabad (2.5% each).

Table 1: Test of Normality for the sub-scales of Celebrity Attitude Scale (CAS) and Modified Interpersonal Relationship Scale (MIRS)

Kolmogorov-Smirnov ^a			Shapiro-Wilk		
Statistic	df	Sig.	Statistic	df	Sig.

CASIP ¹	.066	80	.200*	.986	80	.511
CASES ²	.067	80	.200*	.985	80	.485
CASBP ³	.106	80	.026	.975	80	.118
MIRST ⁴	.094	80	.077	.957	80	.009
MIRSSD ⁵	.120	80	.006	.955	80	.007
MIRSG ⁶	.189	80	<.001	.822	80	<.001
MIRSE ⁷	.114	80	.012	.946	80	.002
MIRSCOMF. ⁸	.161	80	<.001	.874	80	<.001
MIRSC ⁹	.319	80	<.001	.721	80	<.001

*. This is a lower bound of the true significance. a. Lilliefors Significance Correction

As per the Table 1, the study uses the Shapiro-Wilk test to analyse data distribution. The p-values for Celebrity Attitude Scale ratings on the three sub-scales i.e., Intense-Personal, Entertainment Social and Borderline-Pathological are 0.511, 0.485 and 0.118 respectively are greater than 0.05, indicating normal distribution. However, the p-values for Modified Interpersonal Relationship Scale ratings on the six sub-scales i.e., Trust, Self-Disclosure, Genuineness, Empathy, Comfort and Communication are .009, .007, <.001, .002, <.001 and <.001 respectively are less than 0.05, indicating non-normal distribution. As one variable is not normally distributed, non-parametric statistics are used to analyse the relationship between celebrity worship and interpersonal relationships.

Table 2: Descriptive Statistics for three levels of Celebrity Worship and various sub-scales of Interpersonal Relationship

	Descriptive Statistics		
	Mean	Std. Deviation	N
CASES	22.63	5.174	80
CASIP	78.93	20.704	80
CASBP	19.16	5.232	80
MIRST	40.68	12.973	80
MIRSSD	29.63	9.475	80
MIRSG	6.61	2.962	80
MIRSE	12.11	5.001	80
MIRSCOMF.	10.15	4.183	80
MIRSC	2.98	1.405	80

The above table shows the Descriptive Statistics for three levels of Celebrity Worship and various sub-scales of Interpersonal Relationship for the 80 study participants.

The CASES domain of the Celebrity Worship shows the Mean(M)=22.63 and Standard Deviation (SD)=5.174, respectively. The CASIP domain of the Celebrity Worship shows the Mean(M)=78.93 and Standard Deviation (SD)=20.704, respectively. The CASBP domain of the Celebrity Worship shows the Mean(M)=19.16 and Standard Deviation (SD)=5.232, respectively.

Likewise, The MIRST domain of the Interpersonal Relationship shows the Mean(M)=40.68 and Standard Deviation (SD)=12.973, respectively. The MIRSSD domain of the Interpersonal Relationship shows the Mean(M)=29.63 and Standard Deviation (SD)=9.475, respectively. The MIRSG domain of the Interpersonal Relationship shows the Mean(M)=6.61 and Standard Deviation (SD)=2.962, respectively. The MIRSE domain of the Interpersonal Relationship shows the Mean(M)=12.11 and Standard Deviation (SD)=5.001, respectively. The MIRSCOMF. domain of the Interpersonal Relationship shows the Mean(M)=10.15 and Standard Deviation (SD)=4.183, respectively. The MIRSC domain of the Interpersonal Relationship shows the Mean(M)=2.98 and Standard Deviation (SD)=1.405, respectively.

Table 3: Spearman's rho correlation matrix for three levels of Celebrity Worship and various sub-scales of Interpersonal Relationship

	CASES	CASIP	CASBP
MIRST	+0.134	+0.140	+0.048
MIRSSD	-0.068	-0.027	-0.155
MIRSG	+0.074	+0.186	+0.061

MIRSE	+0.271*	+0.237*	+0.161
MIRSCOMF.	-0.088	-0.034	-0.177
MIRSC	-0.008	-0.013	-0.151

*. Correlation is significant at the 0.05 level (2-tailed).

The above table shows the Spearman's rho Correlation Matrix for three levels of Celebrity Worship and various sub-scales of Interpersonal Relationship for the 80 study participants.

Hypothesis 1 of the study proposes that there is no relationship between entertainment-social level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans. According to the table 3, there is a *negligible positive relationship* between entertainment-social level of celebrity worship (CASES) and trust sub-scale of interpersonal relationship (MIRST), with a **+0.134** coefficient; followed by a *negligible negative relationship* between entertainment-social level of celebrity worship (CASES) and self-disclosure sub-scale of interpersonal relationship (MIRSSD), with a **-0.068** coefficient; a *negligible positive relationship* between entertainment-social level of celebrity worship (CASES) and genuineness sub-scale of interpersonal relationship (MIRSG), with a **+0.074** coefficient; a *significant low positive relationship* between entertainment-social level of celebrity worship (CASES) and empathy sub-scale of interpersonal relationship (MIRSE), with a **+0.271** coefficient; a *negligible negative relationship* between entertainment-social level of celebrity worship (CASES) and comfort sub-scale of interpersonal relationship (MIRSCOMF.), with a **-0.088** coefficient; and a *negligible negative relationship* between entertainment-social level of celebrity worship (CASES) and communication sub-scale of interpersonal relationship (MIRSC), with a **-0.008** coefficient.

As per the above data, there is a negligible or no relationship between entertainment-social level of celebrity worship and sub-scales of interpersonal relationship, leading to the acceptance of hypothesis 1, except empathy sub-scale where there is a *significant low positive relationship* with entertainment-social level of celebrity worship. It implies that though being the BTS fan leading to follow them on social media and discussing about the it with friends/family members does not affect the trust, self-disclosure, genuineness, comfort and communication with the family members or friends and theses components remain intact. BTS fans trust their friends/family and self-discloses the information with them genuinely which shows a sense of comfort and effective communication system between them. BTS fans also empathize low but well with their family and friends because of the positive messages and affirmations spread by BTS across the globe.

Hypothesis 2 of the study proposes that there is no relationship between intense-personal level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans. According to the table 3, a *negligible positive relationship* between

intense-personal level of celebrity worship (CASIP) and trust sub-scale of interpersonal relationship (MIRST), with a **+0.140** coefficient; followed by a *negligible negative relationship* between intense-personal level of celebrity worship (CASIP) and self-disclosure sub-scale of interpersonal relationship (MIRSSD), with a **-0.027** coefficient; a *negligible positive relationship* between intense-personal level of celebrity worship (CASIP) and genuineness sub-scale of interpersonal relationship (MIRSG), with a **+0.186** coefficient; a *significant low positive relationship* between intense-personal level of celebrity worship (CASIP) and empathy sub-scale of interpersonal relationship (MIRSE), with a **+0.237** coefficient; a *negligible negative relationship* between intense-personal level of celebrity worship (CASIP) and comfort sub-scale of interpersonal relationship (MIRSCOMF.), with a **-0.034** coefficient; and a *negligible negative relationship* between intense-personal level of celebrity worship (CASIP) and communication sub-scale of interpersonal relationship (MIRSC), with a **-0.013** coefficient.

As per the above data, there is a negligible or no relationship between intense-personal level of celebrity worship and sub-scales of interpersonal relationship, leading to the acceptance of Hypothesis 2, except empathy sub-scale where there is a *significant low positive relationship* with intense-personal level of celebrity worship. It implies that though being the BTS fan and having the strong, compulsive attitudes and sentiments for the BTS members, it does not affect the trust, self-disclosure, genuineness, comfort and communication with the family members or friends and theses components remain intact. BTS fans tries to balance their relationship with celebrity and with family members/friends. Even though after having strong feelings for BTS members, fans trust their friends/family and self-discloses the information with them genuinely which shows a sense of comfort and effective communication system between them. BTS fans also empathize low but well with their family and friends because the fans take into consideration the words of the BTS members and how they empathize with their fans during live streams and concerts.

Hypothesis 3 of the study proposes that there is no relationship between borderline-pathological level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans. According to the table 3, there is a *negligible positive relationship* between borderline-pathological level of celebrity worship (CASBP) and trust sub-scale of interpersonal

relationship (MIRST), with a **+0.048** coefficient; followed by a *negligible negative relationship* between borderline-pathological level of celebrity worship (CASBP) and self-disclosure sub-scale of interpersonal relationship (MIRSSD), with a **-0.155** coefficient; a *negligible positive relationship* between borderline-pathological level of celebrity worship (CASBP) and genuineness sub-scale of interpersonal relationship (MIRSG), with a **+0.061** coefficient; a *negligible positive relationship* between borderline-pathological level of celebrity worship (CASBP) and empathy sub-scale of interpersonal relationship (MIRSE), with a **+0.161** coefficient; a *negligible negative relationship* between borderline-pathological level of celebrity worship (CASBP) and comfort sub-scale of interpersonal relationship (MIRSCOMF.), with a **-0.177** coefficient; and a *negligible negative relationship* between borderline-pathological level of celebrity worship (CASBP) and communication sub-scale of interpersonal relationship (MIRSC), with a **-0.151** coefficient.

As per the above data, there is a negligible or no relationship between borderline-pathological level of celebrity worship and sub-scales of interpersonal relationship, leading to the acceptance of Hypothesis 3. It implies that even though being the BTS fan and displaying unhealthy attitudes and behaviours, exhibiting an excessive amount of empathy towards the triumphs and setbacks of celebrities, etc. it does not affect the trust, self-disclosure, genuineness, empathy and communication with the family members or friends and these components remain intact. Even though at this stage, BTS fans has an extreme ideas and dreams about BTS band and they could purchase their memento as well but still their trust for their friends/family, leading to self-disclosing of the information with them genuinely which shows a sense of empathy and an effective communication system between them remains intact. BTS fans also has low sense of comfort with their family and friends because the feelings and experiences the BTS provides with their songs and messages about mental health leading them to build a warm bond with them which is not generally seen in friends and family.

From the above analysis and discussions, it is evident that despite being a long-time BTS fan and being categorized on a various scale of celebrity worship towards the BTS band, the interpersonal relationship with the family members or friends are not affected, unlike previous studies that focused on personal appearance, cognitive flexibility, and lifestyles.

CONCLUSION

The study found no correlation between celebrity worship and interpersonal relationships among Indian BTS female fans. It also found no relationship between entertainment-social level of celebrity worship and various interpersonal relationships. Additionally, there was no relationship between intense-personal level of celebrity worship and various interpersonal relationships

among Indian BTS female fans. Lastly, there was no relationship between borderline-pathological level of celebrity worship and various sub-scales of interpersonal relationship among Indian BTS female fans. All the three study hypotheses were accepted.

Limitations of the Study

The study has limitations, including focusing on female fans and a limited age range, and being limited to the Indian subcontinent. Data from other states like Madhya Pradesh, Rajasthan, and Punjab was not collected. The study also only examined one K-Pop musical group and was viewed quantitatively.

Implications of the Study

The study highlights the negative impact of celebrity worship on interpersonal relationships, lifestyles, attitudes, and behaviors among adolescents and young adults. It suggests that awareness can help them balance their relationships with celebrities and their families and friends, leading to a healthy and normal well-being. This awareness can help them navigate their relationships effectively.

Further Recommendations

The study recommends a qualitative approach to understanding the relationship between celebrity worship and interpersonal relationships among fans, including male and female fans. It suggests incorporating various K-Pop musical bands to increase diversity and richness in fandom experiences. This would contribute significantly to the literature on celebrity worship and K-Pop culture, enhancing our understanding of the complex relationship between fandom and interpersonal relationships.

REFERENCES

1. Alisya, V., Nurhayati, S. & Boer, R. F. (2023). Study Of Parasocial Interaction Between Bangtan Boys (BTS) And Army In Indonesia: The Meaning Of One-Way Closeness Between Fans And Idols. *Interdisciplinary Journal and Humanity (INJURITY)*. 2(5). <https://doi.org/10.58631/injury.v2i5.70>
2. Ang, C. S., & Chan, N. N. (2016). Adolescents' Views on Celebrity Worship: A Qualitative Study. *Current Psychology*, 37(1), 139–148. <https://doi.org/10.1007/s12144-016-9497-0>
3. Baek, Y. M., Bae, Y., & Jang, H. (2013). Social and Parasocial Relationships on Social Network Sites and Their Differential Relationships with Users' Psychological Well-Being. *Cyberpsychology, Behavior, and Social Networking*, 16(7), 512–517. <https://doi.org/10.1089/cyber.2012.0510>
4. Bora, E. (2020). The popularity of K-POP in north east India: case on the increasing fame of BTS between 14-29 age group. <https://doi.org/10.58837/chula.the.2020.281>

5. Davey, S., & Davey, A. (2014). Assessment of Smartphone Addiction in Indian Adolescents: A Mixed Method Study by Systematic-review and Meta-analysis Approach. *International journal of preventive medicine*, 5(12), 1500–1511.
6. Desk, H. E. (2020). *Sushant Singh Rajput's fan ends life in Visakhapatnam: report*. Hindustan Times. Retrieved from <https://www.hindustantimes.com/bollywood/sushant-singh-rajpur-s-fan-ends-life-in-visakhapatnam-report/story-QKOexaEj1X6nNPoXBOobKK.html>
7. E. (2022). *Salman Khan, Priyanka Chopra, Kareena Kapoor Khan: Craziest things fans have done for Bollywood celebrities*. The Times of India. Retrieved from <https://timesofindia.indiatimes.com/entertainment/hindi/bollywood/news/salman-khan-priyanka-chopra-kareena-kapoor-khan-craziest-things-fans-have-done-for-bollywood-celebrities/photostory/89452980.cms>
8. Garthoeffner, J. L., Henry, C. S., & Robinson, L. C. (1993). The Modified Interpersonal Relationship Scale: Reliability and Validity, *Psychological Reports*, 73(3_part_1), 995–1004. <https://doi.org/10.1177/00332941930733pt141>
9. Gerocs, J. (2023). *What is Kpop? Here is everything you need to know*. 90 Day Korean. Retrieved from <https://www.90daykorean.com/what-is-kpop/#what-does-kpop-stand-for>
10. Gillette, H. (2022). *Fan or Obsession? All About Celebrity Worship Syndrome*. Psych Central. Retrieved from <https://psychcentral.com/blog/the-psychology-of-celebrity-worship>
11. Griffin, J. B. (1990). *Interpersonal Relationships*. Clinical Methods - NCBI Bookshelf. Retrieved from <https://www.ncbi.nlm.nih.gov/books/NBK314/>
12. Hieftje, K. D. (2022). How a Korean Boy Band Saved My Daughter. *Journal of Adolescent Health*, 71(3), 376–377. <https://doi.org/10.1016/j.jadohealth.2022.02.022>
13. Kader, N. A. (2018). Influence of Celebrity Worship on Life Style of Senior Secondary Students. *American International Journal of Research in Humanities, Arts and Social Sciences (AIJRHASS)*, 22(1), pp. 64- 66
14. Kanozia, R., & Ganghariya, G. (2021). More than K-pop fans: BTS fandom and activism amid COVID-19 outbreak. *Media Asia*, 48(4), 338–345. <https://doi.org/10.1080/01296612.2021.1944542>
15. Maltby, J., Houran, J., & Mccutcheon, L. E. (2003). A Clinical Interpretation of Attitudes And Behaviors Associated With Celebrity Worship. *The Journal of Nervous and Mental Disease*, 191(1), 25–29. <https://doi.org/10.1097/00005053-200301000-00005>
16. Man. (2024). *Humans are Social Animals*. Org.uk. Retrieved from <https://www.st-thomas-of-aquins.org.uk/wp-content/uploads/2020/06/6-tips-for-survival-tip-3-1.pdf>
17. Martin, M. M., Cayanus, J. L., McCutcheon, L. E., & Maltby, J. (2003). Celebrity worship and cognitive flexibility. *North American Journal of Psychology*, 5(1), 75-80
18. McCutcheon, L. E., & Aruguete, M. S. (2021). Is celebrity worship increasing over time. *Journal of Studies in Social Sciences and Humanities*, 7(1), 66-75
19. McCutcheon, L. E., Lange, R., & Houran, J. (2002). Conceptualization and measurement of celebrity worship. *British Journal of Psychology*, 93, 67-87.
20. Oktavinita, P. A., & Ambarwati, K. D. (2022). Psychological Well-Being On Celebrity Worship Levels In Early Adult Korean Pop (K-Pop) Fans. *Jurnal Ilmiah Psyche*, 16(2), 93–110. <https://doi.org/10.33557/jpsyche.v16i2.2094>
21. Safithri, N. A., Sahrani, R., & Basaria, D. (2020). Quality of Life of Adolescent (Korean Pop fans). *Proceedings of the Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2019)*. <https://doi.org/10.2991/assehr.k.200515.124>
22. Sansone, R. A., & Sansone, L. A. (2014). "I'm Your Number One Fan"- A Clinical Look at Celebrity Worship. *Innovations in clinical neuroscience*, 11(1-2), 39–43.
23. Sharma, S. (2023). *Why Indian teenagers girls are so much obsessed with K-pop (BTS, Blackpink)?* Isrg Rajan. Retrieved from <https://www.isrgrajan.com/why-indian-teenagers-girls-are-so-much-obsessed-with-k-pop-bts-blackpink.html>
24. Sitasari, N. W., Rozali, Y. A., Arumsari, A. D., & Setyawan, D. (2019). Self-Esteem And Celebrity Worship In Social Network Bollywood Mania Club Indonesia Members In Jakarta. In *ICBLP 2019: Proceedings of the 1st International Conference on Business, Law And Pedagogy, ICBLP 2019, 13-15 February 2019, Sidoarjo, Indonesia* (p. 310). European Alliance for Innovation. <https://doi.org/10.4108/eai.13-2-2019.2285982>
25. Tina, L., & Utami, L. S. S. (2020). Formation of Tokopedia Image Perceptions in Public (Study On BTS Fans, ARMY). *Proceedings of*

- the 2nd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2020). <https://doi.org/10.2991/assehr.k.201209.106>
26. Tresna, K. A. A. D., Sukanto, M. E., & Tondok, M. S. (2021). Celebrity worship and body image among young girls fans of K-pop girl groups. *HUMANITAS: Indonesian Psychological Journal*, 18(2), 100. <https://doi.org/10.26555/humanitas.v18i2.19392>
27. Zsila, G., McCutcheon, L. E., & Demetrovics, Z. (2018). The association of celebrity worship with problematic Internet use, maladaptive daydreaming, and desire for fame. *Journal of Behavioral Addictions*, 7(3), 654–664. <https://doi.org/10.1556/2006.7.2018.76>
28. Zsila, G., Orosz, G., McCutcheon, L. E., & Demetrovics, Z. (2021). Individual Differences in the Association Between Celebrity Worship and Subjective Well-Being: The Moderating Role of Gender and Age. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.651067>