



Celebrity worship and impulsive buying: The moderating role of emotional intelligence among Indonesian early adult K-Pop fans

Article History

Accepted
June 22, 2026

Received
May 27, 2025

Published
June 30, 2026

Insi Karimiyah^{1*}, Endah Kurniawati Purwaningtyas¹, Ali Ridho¹

¹ Department of Psychology, Universitas Islam Negeri
Maulana Malik Ibrahim Malang, Indonesia

ABSTRACT

Impulsive buying has become increasingly prevalent among K-Pop fans, yet the psychological mechanisms underlying this behavior remain insufficiently understood. In particular, limited research has examined the moderating role of emotional intelligence in the relationship between celebrity worship and impulsive buying among early adults. This study investigated whether emotional intelligence moderates the association between celebrity worship and impulsive buying among 268 Indonesian K-Pop fans aged 20–30 years. Data were analyzed using multiple regression and Moderated Regression Analysis (MRA). The overall model was statistically significant and explained 22% of the variance in impulsive buying ($R^2 = .220$, $p < .001$). Celebrity worship and emotional intelligence were both significant predictors of impulsive buying ($p < .001$). Furthermore, the interaction between celebrity worship and emotional intelligence was significant ($B = 0.039$, $p < .001$), indicating a moderating effect. Specifically, higher levels of emotional intelligence weakened the relationship between celebrity worship and impulsive buying, suggesting that emotional intelligence functions as a psychological resource that enhances self-regulation in consumer decision-making. These findings contribute to the literature on fandom behavior and consumer psychology by demonstrating that emotional intelligence can shape the behavioral consequences of celebrity attachment. The results also offer practical implications for counselors, educators, and marketers seeking to promote healthier consumption patterns among fan communities.

¹ Corresponding Author: Insi Karimiyah, email: 230401220007@student.uin-malang.ac.id, Department of Psychology, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Indonesia

KEY WORDS:

impulse buying; celebrity worship; emotional intelligence; k-pop fans



Copyright ©2026. The Authors. Published by Journal of Indonesian Psychological Science (JIPS). This is an open access article under the CC BY NC SA. Link: [Creative Commons — Attribution-NonCommercial-ShareAlike 4.0 International — CC BY-NC-SA 4.0](#)

Introduction

The rapid expansion of digital commerce has fundamentally reshaped consumer decision-making, increasing susceptibility to impulse buying, particularly among younger generations. Impulsive buying, defined as spontaneous, unplanned purchasing driven by affective impulses rather than deliberative evaluation, has been consistently linked to diminished financial well-being, emotional distress, and maladaptive consumption patterns (Fenton-O'Creevy et al., 2018; Sansone & Sansone, 2012). While this phenomenon has been widely studied in general consumer contexts, it becomes particularly pronounced in emotionally charged environments where identity, attachment, and social belonging are deeply implicated.

One such context is contemporary fan culture, especially within the global rise of K-Pop fandoms. Unlike conventional consumer groups, fandoms operate as affective communities in which consumption is not merely functional but symbolic and identity-expressive. Empirical evidence suggests that fans frequently engage in high-frequency, high-intensity purchasing behaviors, including repeated album purchases, merchandise accumulation, and participation in exclusive fan events, often driven by emotional attachment rather than utilitarian needs (Yue et al., 2023; Chen et al., 2022). This raises important questions regarding the psychological mechanisms that translate fan attachment into consumption behavior.

A central construct in understanding this phenomenon is celebrity worship, defined as an intense parasocial attachment in which individuals develop a one-sided emotional bond with a public figure (Maltby et al., 2005; Brooks, 2018). Through parasocial interaction and identity-based internalization processes, fans may come to incorporate the values, preferences, and symbolic meanings associated with celebrities into their self-concept. As a result, consumption of idol-related products can function as a form of emotional expression, identity reinforcement, and perceived relational closeness. Prior research has generally linked higher levels of celebrity worship to increased susceptibility to consumption-related outcomes, including impulsive and compulsive buying

tendencies (Rehman & Ahmed, 2022; Beltran et al., 2024).

However, emerging evidence suggests that this relationship may not be uniformly positive or straightforward. Some studies indicate that the effects of celebrity worship on consumer behavior may vary depending on contextual and individual factors, with certain forms of fandom engagement associated with more reflective or regulated consumption patterns (Chen et al., 2022; Shahran & Mishra, 2025). This inconsistency highlights a critical limitation in the existing literature, which has largely relied on direct-effect models and overlooked the potential role of individual-level regulatory mechanisms.

One theoretically relevant mechanism is emotional intelligence, defined as the capacity to perceive, understand, and regulate emotions in ways that facilitate adaptive functioning (Salovey & Mayer, 1990; Goleman, 1999). Emotional intelligence has been consistently associated with improved self-regulation, reduced impulsivity, and more deliberate decision-making in consumption contexts (Šeinauskienė et al., 2021; Vihari et al., 2022). Importantly, rather than acting solely as a direct predictor of behavior, emotional intelligence may function as a boundary condition that shapes how emotional attachments, such as those found in celebrity worship, translate into purchasing actions.

Despite these theoretical linkages, research integrating celebrity worship and emotional intelligence within a single analytical framework remains limited. Existing studies tend to examine either the direct influence of celebrity-related variables on impulsive buying (Khoi, 2023) or the role of emotional intelligence in regulating consumption behavior more broadly (Vihari et al., 2022), without explicitly modeling their interaction. Moreover, such relationships have rarely been examined within non-Western cultural contexts, where collectivistic values and identity-based consumption may further shape the dynamics of fan behavior.

Addressing this gap, the present study investigates the moderating role of emotional intelligence in the relationship between celebrity worship and impulsive buying among early adult K-Pop fans in Indonesia. By adopting a moderated regression framework, this study aims to move beyond simplistic assumptions of linear effects and provide a more nuanced understanding of how affective attachment and emotional regulation jointly shape consumer behavior in fandom contexts.

Method

This study employed a quantitative, cross-sectional survey design to examine the relationships among celebrity worship, emotional intelligence, and impulsive buying. While this design is appropriate for testing associational relationships among psychological constructs, it does not permit causal inference. Accordingly, all directional terms are interpreted in a statistical rather than causal sense (Creswell, 2014). Participants in this study were 268 K-Pop fans residing in Malang City, Indonesia. The inclusion criteria were: (a) aged 20–30 years (early adulthood), (b) self-identifying as a fan of Korean artists (including groups, soloists, actors, or actresses), and (c) having purchased at least one K-Pop-related item (e.g., concert tickets, merchandise, or idol-endorsed products). The sample comprised 206 females (76.9%) and 62 males (23.1%). The female-predominant composition is consistent with K-Pop fan demographics reported in prior studies (Gusliani et al., 2023) and is acknowledged as a limitation for generalizability.

The sample consisted of 206 females (76.9%) and 62 males (23.1%). Due to the lack of a definitive sampling frame for the K-Pop fan population in Malang, the sampling method used was non-probability sampling. Specifically, a purposive sampling technique was applied to ensure that all participants met the predetermined inclusion criteria. This approach is appropriate when the target population is difficult to identify and access to a list of all population members is unavailable (Ayomi, 2021).

Instrumentation

Data were collected via an online survey distributed through social media platforms and fan community networks. Participation was voluntary and anonymous. Informed consent was obtained before participation.

All constructs were measured using previously validated scales adapted into Indonesian. Celebrity Worship was assessed using the Celebrity Attitude Scale (CAS; Maltby et al., 2005; Stever, 2011), comprising 22 items across three dimensions. Internal consistency in the present study was acceptable ($\alpha = .84$). Emotional Intelligence was measured using a scale based on Goleman's (1999) framework, adapted by Mafiroh (2014), which covers five domains. Reliability was satisfactory ($\alpha = .82$). Impulsive Buying was assessed using a scale based on Verplanken and Herabadi (2001), consisting of 26 items that capture affective and cognitive aspects. Reliability was good ($\alpha = .85$). All items were rated on a four-point Likert scale. This format was selected to reduce central tendency bias

associated with midpoint responses (Weijters et al., 2010). Evidence for construct validity is supported by prior validation studies of the original instruments.

Data Analysis

Data were analyzed using RStudio and JASP (Version 17.2). Prior to hypothesis testing, descriptive statistics were calculated for all study variables. Assumption testing included examinations of normality, linearity, homoscedasticity, independence of errors, and multicollinearity. Pearson correlation analyses were conducted to examine bivariate relationships among study variables. Hierarchical multiple regression was subsequently employed to test the study's hypotheses.

In Step 1, celebrity worship and emotional intelligence were entered as predictor variables to examine their main effects on impulsive buying. In Step 2, an interaction term was entered to test the moderating role of emotional intelligence. Following recommendations by Aiken and West (1991), predictor variables were mean-centered before creating the interaction term to reduce multicollinearity and facilitate interpretation. Moderation effects were evaluated using the significance of the interaction coefficient and changes in explained variance (ΔR^2). To further interpret significant interactions, simple slope analyses were conducted at one standard deviation above and below the mean of emotional intelligence. Statistical significance was evaluated using an alpha level of .05.

Result

Participants in this study were men and women in their early adulthood, aged 20-30, in Malang City who were fans of South Korean artists/celebrities. A total of 268 respondents, 206 women and 62 men, or 76.9% female respondents and 23.1% male respondents, were included.

Table 1
Descriptive Statistics

	N	Min	Max	Mean	Sd. Dev
<i>Celebrity Worship</i>	268	35	81	62.6	8.97
<i>Emotional intelligence</i>	268	71	104	87.1	7.64
<i>Impulsive Buying</i>	268	37	77	54.1	9.02

The table above shows the descriptive statistics for the three research variables, the 'celebrity worship' variable, which has an average value (mean) of 62.6, and a standard deviation (SD) of 8.97. The 'emotional intelligence' variable has an average value (mean) of 8.71, and a standard deviation (SD) of 7.64. Finally, the 'impulsive buying' variable has an average value (mean) of 54.1 with a standard deviation (SD) of 9.02. These results show a varied distribution of data among respondents.

Table 2*Categorization of Celebrity Worship (N = 268)*

Category	Frequency	Presentation
High	41	15%
Moderate	193	72%
Low	34	13%

Table 3*Categorization of Emotional Intelligence (N = 268)*

Category	n	%
High	49	18.3
Moderate	200	74.6
Low	19	7.1

Table 4*Categorization of Impulsive Buying (N = 268)*

Category	n	%
High	46	17.2
Moderate	183	68.3
Low	39	14.6

In the categorization test above, the results show that in the celebrity worship level categorization, 41 respondents or 15% of the total respondents fall into the high celebrity worship behavior category, 193 respondents or 72% of all respondents fall into the medium celebrity worship behavior category, and 34 respondents or 13% of 268 respondents fall into the low category. So the conclusion in this study is that the respondents who dominate the celebrity worship variable are in the medium category.

In the categorization test above, the results show that as many as 49 respondents, or 18% of the total respondents, fall into the emotional intelligence category. Of the 268 respondents, or 75% of all respondents, 200 respondents fell

into the medium emotional intelligence category, and 19 respondents, or 7% of the 268 respondents, fell into the low category. Therefore, this study concludes that the respondents who dominate the emotional intelligence variable are in the medium category.

The categorization test above shows that 46 respondents, or 17% of the total respondents, fall into the high impulsive buying category, 183 respondents, or 68% of all respondents, fall into the medium impulsive buying category, and 39 respondents, or 15% of the 268 respondents, fall into the low impulsive buying category. Therefore, this study concludes that the respondents who dominate the impulsive buying variable are in the medium category.

The R Square coefficient of determination (R²) test value is 0.220, meaning that 22% of the variance in the dependent variable, namely impulsive buying, is explained by the independent variables of celebrity worship and emotional intelligence, indicating minimal or small predictive power. Or it can be explained that the variables of celebrity worship and emotional intelligence have a 22% influence on impulsive buying. Other factors not included in this study have an impact on the remaining 78%. Thus, it can be said that impulsive buying is influenced by emotional intelligence and celebrity worship factors together.

Table 5
Moderated Regression Analysis (MRA) Results

	Unstandardized	Standard Error	Standardized	t	P
H ₀ (intercept)	54,108	0.542	-	99,790	<.001
H ₁ (intercept)	261,207	48,891	-	5,343	<.001
Celebrity Worship	-2,939	0.761	-2,876	-3,860	<.001
Emotional Intelligence	-2,686	0.564	-1,980	-4,763	<.001
Celebrity Worship X Emotional Intelligence	0.039	0.009	3,988	4,400	<.001

From Table 5 of the results of the moderated regression analysis MRA calculation above, it shows that the regression coefficient of the celebrity worship variable is -2.939 (p= <.001) and the emotional intelligence variable is -2.686 (p=

<.001), indicating that these two variables are each stated to be significant in influencing impulsive buying. The interaction coefficient between the celebrity worship variable and the emotional intelligence score was 0.039 ($p < .001$), indicating significance, meaning that the interaction between the two variables significantly influences impulsive buying. Thus, emotional intelligence can moderate, in this case, inhibiting impulsive buying behavior that arises from celebrity worship.

Discussion

This study aims to examine the role of emotional intelligence as a moderator in the relationship between celebrity worship and impulsive buying among young adult K-Pop fans in Indonesia. Based on the data analysis conducted, there are three main findings. First, celebrity worship has a significant negative effect on impulsive buying. Second, emotional intelligence also has a significant negative effect on impulsive buying. Third, emotional intelligence is proven to significantly moderate the relationship between celebrity worship and impulsive buying with a positive interaction direction. This research model together explains 22% of the variance in impulsive buying, indicating that although the contribution of both independent variables is significant, there are still other factors outside the model that also influence impulsive buying behavior in this context.

The first finding indicates that celebrity worship has a negative influence on impulsive buying. This result is interesting because it contradicts the common assumption that celebrity admiration will lead fans to impulsively purchase idol-related products. Several factors may explain this finding.

First, the characteristics of respondents, the majority of whom fall into the moderate category of celebrity worship, require attention. This category indicates that the respondents' worship is more functional as a source of entertainment, rather than a pathological obsession that leads to compulsive behavior. Within Maltby's framework, this level likely falls within the entertainment-social level, where fans value celebrities as entertainment without excessive emotional attachment. Second, the respondents' characteristics as early adults (20-30 years old) also play a significant role. At this age, individuals generally have greater financial responsibilities, such as daily living expenses, savings, or installment payments. Awareness of these financial limitations serves as a protective factor that consciously dampens the urge to make impulsive purchases. Third, Indonesia's collectivist cultural context needs to be considered. In collectivist cultures, financial decision-making often takes into account social norms and

family expectations. The pressure to adhere to values of frugality and avoid waste may be stronger than the individual's drive to satisfy personal desires triggered by idols.

The second finding shows that emotional intelligence has a significant negative effect on impulsive buying. This means that the higher a person's emotional intelligence, the lower their tendency to make impulsive purchases. This finding supports the findings of Andika & Mawardah (2022) and Lekavičienė et al. (2022), which states that the ability to recognize, understand, and manage emotions plays a crucial role in rational decision-making. More specifically, aspects of emotional intelligence, such as emotional management and impulse control (delay of gratification, enable individuals to resist the temptation to buy spontaneously. Individuals with high emotional intelligence are better able to recognize when a buying urge arises from emotional factors (e.g., the euphoria of seeing an idol) and can divert or delay the urge until they consider the consequences (Carr, 2013; Goleman, 1999). Consequently, emotional intelligence functions as an internal resource that protects individuals from detrimental consumer behavior.

The most crucial finding in this study also lies in the significant moderating effect of emotional intelligence on the relationship between celebrity worship and impulsive buying. The positive interaction coefficient requires careful interpretation. Statistically, the positive interaction coefficient indicates that emotional intelligence weakens the negative influence of celebrity worship on impulsive buying.

In individuals with low emotional intelligence, increased celebrity worship is associated with a sharper decrease in impulsive buying. Conversely, in individuals with high emotional intelligence, the negative relationship between celebrity worship and impulsive buying is weaker. In other words, high emotional intelligence makes someone more resistant to the "protective" effects of moderate celebrity worship, making the urge to buy impulsively slightly more likely when admiration for idols is combined with good emotional abilities (Nafisah & Cahyanti, 2021).

This phenomenon can be explained through the mechanism of rationalization. Individuals with high emotional intelligence may be better able to reframe idol-related purchases not as impulsive acts, but as legitimate forms of emotional investment, rewards for hard work, or controlled ways to express their identity as fans. Their ability to understand others' emotions (empathy) may also make them more emotionally connected to the narratives constructed by

idols or fan communities. This finding aligns with a study by Ananda et al. (2024) that found a positive effect of celebrity worship on impulsive buying, and suggests that the psychological dynamics involved are complex and not always linear.

The findings of this study provide several theoretical insights. First, empirical evidence from this study challenges the assumption that celebrity worship always drives negative consumption behavior. In the context of young adult fans in Indonesia with moderate levels of adoration, celebrity worship can actually be balanced with controlled purchasing behavior. This finding aligns with research by Gusliani et al. (2023) , which found that not all dimensions of celebrity worship negatively impact consumer behavior and underscores the importance of considering demographic and cultural contexts in understanding consumer behavior (Armstrong, 2008; Sinaga & Marpaung, 2023) .

Second, this study enriches the reference sources regarding the role of emotional intelligence as a moderator. Rather than merely functioning as a "suppressor" of negative impacts (Lekavičienė et al., 2022; Vihari et al., 2022) , Emotional intelligence has been shown to moderate in a more complex way, namely by changing the strength of the relationship between variables. In this case, the positive interaction indicates that emotional intelligence functions contextually, supporting Kidwell et al.'s (2008) view that emotional intelligence influences consumer decision-making through different pathways depending on its level.

Third, these findings indicate the need for a more integrative theoretical model to understand impulse buying behavior among fans. Such a model would need to consider not only predisposing factors such as celebrity worship but also factors such as the underlying cause (Maltby et al. 2005) , but also individual capacity factors such as emotional intelligence (Antonopoulou, 2024; Goleman, 1999) , as well as situational and contextual factors such as peer pressure (Firdaus & Yusuf, 2018) , and cultural norms (Sinaga & Marpaung, 2023) . This integrative approach aligns with Brooks' (2018) recommendation that further explores the factors that moderate the relationship between celebrity worship and fan behavior.

This study makes three theoretical contributions. First, it provides empirical evidence challenging the assumption that celebrity worship necessarily drives negative consumption behavior, suggesting that cultural context, developmental stage, and level of worship may shape consumer outcomes, including the possibility of inverse or attenuated effects in non-pathological fandom contexts.

Second, it enriches the literature on emotional intelligence as a moderator rather than merely a direct predictor of impulsive buying, consistent with Kidwell et al.'s (2008) multi-pathway model, demonstrating that emotional intelligence can reshape rather than simply suppress consumption tendencies. Third, it demonstrates how moderation analysis can reveal counterintuitive relationships that may be obscured in direct-effect models, particularly within emotionally driven consumer contexts.

Practical Implications

For counselors and educators, these findings highlight the value of emotional intelligence training programs particularly those targeting affective regulation and delay of gratification, as tools for reducing impulsive financial behavior in young adults. For marketers and the entertainment industry, the findings suggest that long-term, emotionally resonant fan engagement strategies may be more sustainable and less likely to trigger maladaptive consumption patterns than approaches that heavily rely on parasocial attachment. For fan communities, cultivating reflective consumption practices and peer norms around financial well-being may reduce vulnerability to impulsive purchasing behavior.

Limitations

Several limitations constrain the interpretability of these findings. First, the cross-sectional design precludes causal inference. Second, all variables were measured via self-report, raising concerns about common method bias and limiting the accuracy of real-world purchasing behavior. Third, the use of a total score for celebrity worship precluded dimensional analysis across its subcomponents. Fourth, the sample was geographically limited to Malang City and skewed toward female participants, limiting generalizability.

Conclusion

This study examined the moderating role of emotional intelligence in the relationship between celebrity worship and impulsive buying among 268 early adult K-Pop fans in Malang, Indonesia. Three hypotheses were supported: celebrity worship negatively predicted impulsive buying (H1), emotional intelligence negatively predicted impulsive buying (H2), and emotional intelligence significantly moderated this relationship (H3), such that the negative association between celebrity worship and impulsive buying became weaker at higher levels of emotional intelligence. Together, these variables explained 22% of the variance in impulsive buying.

Theoretically, these findings challenge the dominant assumption that celebrity worship uniformly drives impulsive consumption, demonstrating instead that its effects are context-dependent and shaped by individual regulatory capacities. Emotional intelligence does not merely suppress impulsive tendencies but appears to reshape how fan admiration translates into purchasing behavior.

Practically, the results highlight the importance of emotional regulation skills in moderating consumption impulses within highly affective fan cultures, suggesting the relevance of integrating emotional intelligence into financial literacy interventions targeting young adults. Future research should expand the geographic scope, apply dimensional analyses of celebrity worship, incorporate behavioral purchasing measures, and examine additional variables such as peer influence, social comparison, and digital marketing exposure. Longitudinal designs are also needed to capture how fan engagement and consumption behavior evolve over time.

References

- Abubakari, A., Boateng, R., & Mutabangun, A.K. (2023). Mobile payment systems and impulsive buying: A conceptual paper. In *Exploring the Dark Side of FinTech and Implications of Monetary Policy* . <https://doi.org/10.4018/978-1-6684-6381-9.ch007>
- Ananda, HN, Arpandy, GA, & Ariani, L. (2024). The influence of celebrity worship on impulsive buying behavior in fans buying Jaemin NCT dream merchandise. *Journal of Psychology* , 1 (4), 17. <https://doi.org/10.47134/pjp.v1i4.2832>
- Andika, D., & Mawardah, M. (2022). The relationship between emotional intelligence and consumer behavior in young non-commissioned officers of the South Sumatra Regional Police's Samapta Directorate. *Bulletin of Counseling and Psychotherapy* , 4 (3). <https://doi.org/10.51214/bocp.v4i3.426>
- Antonopoulou, H. (2024). The value of emotional intelligence: Self-awareness, self-regulation, motivation, and empathy as key components. *Technium Education and Humanities* , 8 , 78–92. <https://doi.org/10.47577/teh.v8i.9719>
- Apriani, F., & Listiyandini, RA (2019). Emotional intelligence as a predictor of psychological resilience in adolescents in orphanages. *Persona: Indonesian Journal of Psychology* , 8 (2). <https://doi.org/10.30996/persona.v8i2.2248>
- Armstrong, M. (2008). Armstrong's handbook of reward management practice:

improving performance through rewards. In *Human Resource Management International Digest* (Vol. 16, Issue 5).

<https://doi.org/10.1108/hrmid.2008.04416eae.001>

- Ayomi, G. (2021). Understanding non-probability sampling in sampling techniques . Data Analysis and Quality Engineering Laboratory (SRK), Department of Industrial Engineering, Brawijaya University.
- Brooks, S. (nd). FANAtics: Systematic literature review of factors associated with celebrity worship, and suggested directions for future research. *Current Psychology* , 40 , 864–886. <https://doi.org/10.1007/s12144-018-9978-4>
- Carr, A. (2013). Positive psychology: The science of happiness and human strength. In *Positive Psychology: The Science of Happiness and Human Strengths* (Vol. 4, Issue 1). <https://doi.org/10.4324/9780203156629>
- D. Azul, R., Q. Cadano, K.D., M. Guiao, R.J., Maranga, N., H. Salonga, C., & N. Usita, M. (2023). The impulse buying behavior and financial well-being profile of young professionals in the Philippines. *International Journal of Scientific and Research Publications* , 13 (3). <https://doi.org/10.29322/ijserp.13.03.2023.p13537>
- Fauziah, SN, Prayitno, PH, Wahyono, H., & Inayati, R. (2023). The effect of financial literacy and self-control on consumptive behavior with paylater as a mediating variable. *Journal of Management and Entrepreneurship* , 11 (1). <https://doi.org/10.26905/jmdk.v11i1.10209>
- Fenton-O'Creevy, M., Dibb, S., & Furnham, A. (2018). Antecedents and consequences of chronic impulsive buying: Can impulsive buying be understood as dysfunctional self-regulation? *Psychology and Marketing* , 35 (3). <https://doi.org/10.1002/mar.21078>
- Firdaus, D., & Yusuf, U. (2018). The relationship between self esteem and impulsive buying. *Psychology Proceedings* , 4 (1).
- Goleman, D. (1999). Emotional Intelligence . <https://lib.ui.ac.id>
- Gusliani, S., Widhyastuti, C., & Junjuran, IM (2023). The effect of celebrity worship on impulsive buying among adolescent k-pop fans in Bandung city. in search , 21 (2). <https://doi.org/10.37278/insearch.v21i2.560>
- Hanan, MS (2021). Parasocial interactions between idols and their fans (A Fan Study of K-Pop Boy Group Seventeen). *frontiers in neuroscience* , 1–19.
- Kafadar, H., & Yilmaz, S. (2022). Impulsive buying tendency: The role of

- cognitive factors, personality traits and affect. *Yaşam Becerileri Psikoloji Dergisi* , 6 (12). <https://doi.org/10.31461/ybpd.1170318>
- Kidwell, B., Hardesty, D. M., & Childers, T. L. (2008). Consumer emotional intelligence: conceptualization, measurement, and the prediction of consumer decision making. *Journal of Consumer Research* , 35 (1), 154–166. <https://doi.org/10.1086/524417>
- Kusumawardani, V., & Agustina. (2023). Celebrity worship behavior and psychological well-being among teenage NCT fans during the Pandemic. *Journal of Social Sciences, Humanities, and Arts*, <https://doi.org/10.24912/jmishumsen.v6i3.19442.2022>
- Lekavičienė, R., Antinienė, D., Nikou, S., Rūtelionė, A., Šeinauskienė, B., & Vaičiukynaitė, E. (2022). Reducing consumer materialism and compulsive buying through emotional intelligence training among Lithuanian students. *Frontiers in Psychology* , 13 . <https://doi.org/10.3389/fpsyg.2022.932395>
- Makki, S. (2019). Earning Hundreds of millions from fellow K-Pop fans . CNN Indonesia. <https://www.cnnindonesia.com/hiburan/20190202120344-227-365928/meraup-ratusan-juta-dari-sesama-penggemar-k-pop>
- Maltby, J., Giles, D. C., Barber, L., & McCutcheon, L. E. (2005). Intense-personal celebrity worship and body image: Evidence of a link among female adolescents. *British Journal of Health Psychology* , 10 (1). <https://doi.org/10.1348/135910704X15257>
- Nabila, WJ, Nurbaiti, N., & Harahap, MI (2022). Student consumer behavior in purchasing sharia fashion products: A case study of female students of the Faculty of Economics and Business, UINSU. *El-Mujtama: Journal of Community Service* , 3 (1). <https://doi.org/10.47467/elmujtama.v3i1.2265>
- Nafisah, A., & Cahyanti, IY (2021). A description of the emotional intelligence of adolescents raised by single fathers. *Psychology and Mental Health Research Bulletin (BRPKM)* , 1 (1). <https://doi.org/10.20473/brpkm.v1i1.26946>
- Reyes, MES, Santiago, AGF, Domingo, AJA, Lichingyao, EN, Onglengco, MNM, & McCutcheon, L. (2016). Fandom: Exploring the relationship between mental health and celebrity worship among Filipinos. *North American Journal of Psychology* , 18 , 307.
- Sagita, A., & Kadewardana, D. (2017). Parasocial relationships on social media: A study of Army fandom on Twitter. *CoverAge* , 8 (1), 45–58.

- Sansone, R. A., Sellbom, M., Chang, J., & Jewell, B. (2012). Mental health care utilization and compulsive buying. In *International Journal of Social Psychiatry* (Vol. 58, Issue 6). <https://doi.org/10.1177/0020764011420500>
- Sarwar, M.A., Nasir, J., Sarwar, B., Hussain, M., & Abbas, A. (2023). An investigation of precursors of online impulse buying and its effects on purchase regret: the role of consumer innovation. *International Journal of Innovation Science* . <https://doi.org/10.1108/IJIS-12-2022-0244>
- Sinaga, YE, & Marpaung, N. (2023). The effect of visual merchandising and price discounts on impulse buying. *Transeconomika: Accounting, Business And Finance* , 3 (1). <https://doi.org/10.55047/transeconomika.v3i1.338>
- Stever, G.S. (2011). Celebrity worship: Critiquing a construct. *Journal of Applied Social Psychology* , 41 , 1356–1370. <https://doi.org/10.1111/j.1559-1816.2011.00765.X>
- Sulianti, A., Lubis, FS, Az-Zahra, F., & Hambali, A. (2018). Can emotional intelligence restrain excess celebrity worship in bio-psychological perspective? *IOP Conference Series: Materials Science and Engineering* , 434 (1). <https://doi.org/10.1088/1757-899X/434/1/012137>
- Tomar, R. S., Tomar, D., & Tomar, V. S. (2023). Impulsive buying among youth: a dominating component of compulsive buying behavior. *Indian Journal of Marketing* , 53 (10). <https://doi.org/10.17010/ijom/2023/v53/i10/171988>
- Vihari, N.S., Sinha, N.K., Tyagi, A., & Mittal, S. (2022). Effect of mindfulness on online impulse buying: Moderated mediation model of problematic internet use and emotional intelligence. *Frontiers in Psychology*, 13 . <https://doi.org/10.3389/fpsyg.2022.1012331>
- Warmath, D., Chen, P.J., Grable, J., & Kwak, E.J. (2021). Soft landings: Extending the cushion hypothesis to financial well-being in collectivistic cultures. *Journal of Consumer Affairs* , 55 (4), 1563–1590. <https://doi.org/10.1111/joca.12408>
- Zahara, S. (2023). Indonesians go crazy about online shopping, the end of the year is the peak! CNBC Indonesia. <https://www.cnbcindonesia.com/news/20231127112340-8-492275/warga-ri-gila-belanja-online-akhir-tahun-jadi-puncaknya>
- Zhou, X. (2023). A study of the phenomenon of celebrity idols among adolescent students in Chinese popular culture. *Communications in Humanities Research* , 4 (1). <https://doi.org/10.54254/2753-7064/4/20220846>