



The Role Of Celebrity Worship In Shaping Social Skills, Emotional Intelligence, And Lifestyle Trends Among Teenagers

Mohd Shahran^{1*}, Dr. Mirthunjai Mishra²

^{1*}Research scholar, School of Education, Sanskriti University, Mathura Uttar Pradesh

²Assistant Professor, School of Education, Sanskriti University, Mathura, Uttar Pradesh

Abstract

A wide and deep understanding of adolescence is based on, the information gather by reseracher, we receive from different perspectives including philosophy, psychology, biology, politics, sociology, sports, and multimedia industries. Adolescence is the age of many turns and twists as there are multiple transitions involving education, vocation, social interactions, upcoming responsibilities and future life. As this modern world is progressing by leaps and bounds, media has taken over the globe. Along with the various psychological factors, celebrity culture emerged as one of the most influential factors which seems to affect the self- identity and academic achievement of students especially at senior secondary level. As youngsters in this group tend to get influenced and fascinated very soon by the glamorous world, they develop their self -identity accordingly as they want to be the best among their peers. The term "Celebrity" is derived from the French word „celebrite" and Latin word „celebritas" which stands for frequented, well known, famed, or honored. "Celebrity" is generally understood as a person who has made certain distinguished contribution in fields like politics, media, business, or sports, etc. it is assumed that celebrities possess some kind of abilities and capabilities that are far reachable to the average people. A commoner may become a celebrity via many ways, i.e., through their professional proficiency, extra-ordinary achievements, magnetic personality, unbeatable talents, leisure time hobbies or even by complete coincidence. The fame, glory, limelight, popularity, prominence, and attention bestowed by mass media to an individual or group of people moves a commoner to become a celebrity, celebrity couple or celebrity family. According to Rogers (1959), the self-concept has three different components: → Self-image: The view one has of himself/herself. → Self-esteem: How much value one gives to himself/herself. → Ideal self: What one wishes to be really like.

Keywords: Celebrity worship, Emotional Intelligence, Life style, Celebrity worship, social skills, media literacy.

1. Introduction

Meaning of Celebrity worship ⇔ "In a market where years of experience can be outbid by a squirt of hairspray, it is not learning but looks, not the cerebral but celebrities that mark the winners." (Hartley, 1996). ⇔ "Well, you know, it's interesting to see who we choose as our celebrities, and why, what makes them tick. You can learn a lot about a society by who it chooses to celebrate" (Allen, 1998). ⇔ "Celebrity worship is an extreme feeling of attachment to a celebrity. The most frequently used measure to identity celebrity worship is the Celebrity Attitude Scale" (McCutcheon, 2002).

"A celebrity is a person who is known by many people for his or her popularity" (Boorstin, 1961). Celebrities are found across a wide spectrum of activities and communities including acting, politics, fashion, journalism, sports and music and have become a dominant part of everyday society and function. Celebrity following or worshipping is associated with obsession as some findings are mixed in this respect:

Fans regard the celebrity as "everything" (O'Guinn, 2002): Few people believe that celebrities are particularly important to their well-being, while highlighting the significance of the fan base in their life. They believe they would be crushed if the celebrity wasn't in their life or if they lost all these celebrity pals. While some people find celebrities to be a positive addition to their lives. They think that although celebrities are important to them, they wouldn't be doing other things with their lives if it weren't for them.

Fans regard celebrities possess "God-like powers" (O'Guinn, 2002): The majority of fans view celebrities as normal people. Some fans, however, believe that a celebrity's music is helping them to recover from a major illness, while others believe that it is uplifting them spiritually. While others envision their favourite celebrity dethroning him or herself. Additionally, a small percentage of admirers appear to be so enamoured with the celebrities that they begin to truly worship them. Fans treat celebrity related objects as "sacred" (O'Guinn, 2002): This conduct is fairly typical among those who are obsessed with celebrities. It has also been observed that fans are willing to spend a lot of money on merchandise featuring their favourite star. For instance, when faced with the possibility of a fire, a mother decided to safeguard a picture of her son and her favourite celebrity rather than other belongings.

Celebrity worship is defined as an excessive admiration and attachment to a celebrity, which can range from casual interest to obsessive behavior. While some level of admiration for public figures is considered normal, excessive celebrity worship has been linked to various psychological and social outcomes. For instance, studies have shown that high levels of celebrity worship can lead to lower self-esteem, increased anxiety, and



even maladaptive behaviors such as substance abuse or risky decision-making. However, the relationship between celebrity worship and key developmental constructs such as social skills and emotional intelligence remains underexplored, particularly in the context of adolescence—a critical period for identity formation and social development.

Social skills, which encompass the ability to communicate effectively, build relationships, and navigate social situations, are essential for healthy adolescent development. Similarly, emotional intelligence—the capacity to recognize, understand, and manage one's own emotions and those of others—plays a crucial role in personal and interpersonal success. Both social skills and emotional intelligence are foundational for building meaningful relationships, achieving academic and career success, and maintaining mental well-being. However, the increasing immersion of teenagers in celebrity culture raises questions about how this phenomenon may shape their social and emotional competencies.

Celebrity Obsession and Body Image Celebrities portray themselves as models for others to imitate, adolescents usually choose a celebrity of their own sex whose body or figure they like and admire and try to replicate it, which shows that there is a correlation between celebrity obsession and attitudes towards body image of adolescents. “In female adolescence (14-16 years of age), significant relationships were found between intense-personal celebrity worship and body image” (Maltby, Giles, Barber, & McCutcheon, 2005). Therefore, individuals who have IP level of celebrity worship are seemed to have dissatisfaction of their body images as they try to pursue body size of their favourite celebrity.

Many studies have propagated that individuals who are more obsessed with celebrities are seem to have tendency to go for cosmetic surgery, mainly IP level worshippers. In the same way that male teenagers may have higher eating disorders to achieve their ideal physiques, female adolescents may follow strict diet plan that may have a severe impact on their health by making them weak. Adolescent females frequently choose low-fat dieting, binge eating, and other strategies to prevent body fat growth so they can resemble their favourite celebrity (Andersen & DiDomenico, 1992).

To cite a few examples: — When the south Indian actor Rajnikanth went on dialysis in 2011, one of his fans attempted suicide by taking sleeping pills, to donate his kidney to his idol actor. (The Hindu, June 01, 2011) — A fan established a temple dedicated to Amitabh Bachchan in Kolkata having his shrine, and people worship there and chant mantras like “Jai Shree Amitabh”. (First Post, July 23, 2016) — A fan sneaked in the Shahrukh Khan’s house and jumped into his swimming pool, later while interrogation he explains that he took all the risk just to swim once in the water in which his favourite actor bathes. (The Indian Express, February 19, 2016). the background and context of this study highlight the significance of exploring the intersection between celebrity worship, social skills, and emotional intelligence in the lives of teenagers. As celebrity culture continues to evolve and permeate various aspects of society, understanding its impact on adolescent development is more important than ever. This study aims to shed light on this complex relationship, providing a foundation for future research and practical interventions aimed at fostering the social and emotional well-being of teenagers.

Lifestyle Scale:

1. Diet Consciousness in Lifestyle - A nutritious meal is necessary in leading an active life. Eating an appropriate diet while making sure the body gets every nutrient it needs may assist you live an active life. They must eat foods that contain protein molecules, vitamins, carbs, substances, plus fats if they want to lead an active life.

2. Stress Management in Lifestyle- In order to prevent tension from developing or alleviate anxiety on a period of time complete the inventory of important chores or do everything in order of importance. This will help you lead a life of wellness.

3. Social Awareness in Lifestyle- An individual cannot have healthy habits in their community without communication. His social behaviour is a result of upbringing.

4. Personal Hygiene in lifestyle- Each individual's behaviour depends on their level of private cleanliness. People should include good hygiene or skincare practices into their everyday routines. Everybody should pay particular attention to individual cleanliness and attire in order to maintain a healthy lifestyle. Having a healthy lifestyle, hygienic outfits that fit with the weather are also essential.

5. Daily Routine in Lifestyle- A desirable schedule is one that organizes one's daily activities starting rising in the morning until going to bed at nightfall. This is the cornerstone of a balanced way of life. And another essential element of a healthier lifestyle is getting enough sleep. It is vital to get enough sleep since insufficient sleep will lead to tension and negatively impact an entire routine.

6. Dedication Towards His Duties in Lifestyle- The job they perform to support yourself ought to be devoted to fulfilling this duty as part of their existence.



7. Health Awareness in Lifestyle- Perhaps the greatest crucial elements for an active life is wellness knowledge. If people do not take care of our health, it will suffer, that will have an impact on their lifestyle.

8. Tendency Towards Entertainment, Dressing Style and Hobby in Lifestyle- A activity that might be a nice way to pass the moments in between is recreational activities that are essential for an active life. Another aspect of a balanced way of life is attire

SOCIAL INTELLIGENCE

“Social intelligence: Priming our brains for meaningful connectivity with others, can make the world a better place. –“ Daniel Golman

Definition of Social Intelligence:

According to Sean Foleno, social intelligence is a person's competence to optimally understand one's environment and react appropriately for socially successful conduct.

Social scientist Ross Honeywill postulates that social intelligence is an aggregated measure of self- and social-awareness, evolved social beliefs and attitudes, and a capacity and appetite to manage complex social change.

Psychologist Nicholas Humphrey believes that it is social intelligence, rather than quantitative intelligence, that defines who we are as humans.

1.1 Problem Statement:

The title of the study is **“The Role of Celebrity Worship in Shaping Social Skills, Emotional Intelligence, and Lifestyle Trends Among Teenagers”** Research Design The present study is a survey based descriptive research, giving due importance to sub samples such as gender, locale and academic stream of senior secondary students of Uttar Pradesh. Descriptive research describes collecting and analyzing the condition that exists in performing the research. The descriptive survey method of research has been employed in the present study to investigate the influence of celebrity worship and life style and emotional intelligence of senior secondary students in Uttar Pradesh with reference to psycho-social factors. Dimensions of Celebrity Worship

:Risky behaviour

- Celebrity worship syndrome
- Dressing style
- Habit (alcohol, smoking, drugs and abusive words)
- Interpersonal relationship

1.2 Objective:

- *To examine the influence of celebrity worship on the social skills of senior secondary students.*
- *To examine the influence of celebrity worship on emotional intelligence lifestyle of senior secondary students*
- *To identify gender-based differences in celebrity worship social skills and lifestyle influences among senior secondary students.*
- *To compare the levels of celebrity worship between CBSE and UP Board students and examine its impact on lifestyle factors.*

1.3 Research Questions:

The following research questions were framed by the researcher for the present study:

1. Which type does celebrity Worship exist among Indian Students or not? If yes, then of what level will it be?
2. Do the students at senior secondary level have a balanced social skills or not?
3. Are the students aware of their emotional intelligence or not? If yes, then will it be in positive or negative direction?
4. Is there any inter-relationship between celebrity worship life style and emotional intelligence?
5. Does celebrity worship affects on emotional intelligence , their social skills and life style ?

1.4 Significance of the Study:

Celebrity worship, characterized by intense admiration and emotional investment in celebrities, is prevalent among teenagers, amplified by social media and digital connectivity. This phenomenon influences teens' social skills, emotional intelligence (EI), and lifestyle choices, with both positive and negative implications. The title of the study is “The Role of Celebrity Worship in Shaping Social Skills, Emotional Intelligence, and Lifestyle Trends Among Teenagers” The present study is an attempt to identify the influence of Celebrity Worship on Shaping Social Skills, Emotional Intelligence, and Lifestyle of senior secondary students in Uttar Pradesh by also taking the sub-samples into consideration (gender, locale, and academic stream). Emotional intelligence



involves understanding and managing one's own emotions and empathizing with others. If teenagers are worshipping celebrities, maybe they project their emotions onto these figures, like feeling happy when their favorite celebrity succeeds. But could this also lead to unrealistic expectations of relationships? Like expecting others to be as perfect as their idols? Or maybe they learn to empathize with the struggles of celebrities, which could be positive. But if the celebrity faces a scandal or downfall, how does that affect the teen's emotional state? That might impact their emotional resilience.

2. Literature Review

The importance of review literature is to find out variables most relevant for research. The main purpose of writing review literature in research is to avoid repetitions, synthesis of previous work, determining meaning and relationship among variables.

Collisson, McCutcheon, Johnston, & Edman (2020) conducted a study in US entitled, —Gender, Age, Marital Status, and Selection of a Favourite Celebrity of the Opposite Gender. Mechanical Turk along with questions related to gender, age, and marital status was administered on 215 participants. The findings of the study revealed that attraction towards celebrities tends to decrease with the age, and individuals whose favourite celebrity is from opposite gender scored lower on the CAS than those who have a favourite celebrity of the same gender. The results also indicate that females significantly choose their favourite celebrity of opposite gender as compared to their male counterparts.

Singh & Banerjee (2019) investigated a study entitled, —Exploring the Influence of Celebrity Worship on Brand Attitude, Advertisement Attitude, and Purchase Intention. In this study, the celebrity worship was considered as an abnormal psychological behaviour with major consequences on personality development of an individual and was examined with brand attitude, advertisement attitude and purchase intention constructs on a sample of 386 respondents. The findings of this study revealed that celebrity worship is positively related with advertisement attitude and purchase intentions, whereas brand attitude is negatively associated with celebrity worship.

Liu (2013) presented a study, —Idol Worship, Religiosity, and Self-Esteem among University and Secondary Students in Hong Kong, to investigate the relationship between idol worship, religiosity, and self-esteem. The results showed positive correlation between idol worship and religiosity, but idol worship and religiosity does not predict self-esteem significantly. It was found that females have higher idol worship attitudes than males but males have higher self-esteem than females.

North, Sheridan, Maltby, & Gillett (2007) in a research work, —Attributional Style, Self-Esteem, and Celebrity Worship, aimed to examine the relationship between attributional style and self-esteem with different forms of celebrity worship in Europe and North America. The results showed that (i) Entertainment social celebrity worship was not related with any attributional style and self-esteem; (ii) intense personal celebrity worship positively correlates with self-esteem, and stable and global attributions; and (iii) borderline pathological celebrity worship correlates with external, stable, and global attributions.

Kemp et al. (2020) have evaluated the emotion-regulation strategies that can help promote the wellbeing of consumers through social advertising messages. The study has measured effective tactics to combat the emotional anxiety that arise from several forms of perfectionism, especially the socially prescribed one. The efficacy of two strategies, namely- expressive suppression and cognitive reappraisal, have been evaluated in their ability to regulate emotions and promote the psychological wellbeing of consumers of various forms of advertisements online. It has been observed from the experimentation that cognitive reappraisal, as a psychological mechanism, was more effective than expressive suppression in addressing and mitigating the symptoms of anxiety. Additionally, it has been observed that individuals that are more prone to socially prescribed perfectionism but also were given cognitive reappraisal mechanisms showed better emotional management tendencies than their counterparts. Thus, using social media marketing and using cognitive reappraisal mechanisms can enhance anxiety-mitigating capabilities.

3. Methodology

The chosen research methodology plays a critical role in ensuring that the study achieves its objectives and answers the research questions effectively. This research will utilize a **quantitative research design**, which is particularly suited to studies that require testing hypotheses and examining relationships between variables. The primary focus of this study is to explore the influence of celebrity worship on students' social behaviour, lifestyle choices, social intelligence, and self-identity. Quantitative methods provide the tools necessary to collect numerical data that can be analyzed statistically to identify patterns and relationships.

Quantitative research is ideal for this study as it allows for large-scale data collection and the application of statistical techniques to test hypotheses. Since the study involves 500 senior secondary students, a quantitative approach will facilitate efficient data collection and enable generalization of the findings to a larger population. Additionally, statistical techniques such as correlation analysis, regression analysis, and t-tests will be used to



explore relationships between celebrity worship and various psychological and behavioural outcomes. This approach ensures objectivity, reduces researcher bias, and provides robust, replicable results.

Sample:

The target population for this study comprises **senior secondary students** enrolled in classes 11 and 12 from various educational boards, specifically **CBSE** (Central Board of Secondary Education) and **UP Board** (Uttar Pradesh Board), in the **Lucknow District**. These students represent the age group typically between **16 and 18 years**. Senior secondary students were chosen for this study because they are at a developmental stage where peer influence, social behaviour, and identity formation are highly prominent. Additionally, this age group is actively engaged in media consumption, including celebrity culture, which is central to the study's focus on celebrity worship and its impacts.

- Sample Size: 200 students

The sample for this study was selected using a **proportionate stratified random sampling** technique. Stratified random sampling was employed to ensure that both **CBSE** and **UP Board** students, as well as both **genders**, were adequately represented in the sample. This method ensures that different subgroups (strata) of the population are proportionally represented in the final sample, thus improving the accuracy of the results and allowing for more meaningful comparisons between groups.

In this study, the strata were defined by:

- **Educational Board:** CBSE and UP Board
- **Gender:** Male and Female

- School Type Breakdown:

- Government Inter College Lucknow
 - Government Jubilee Inter College Lucknow
 - Janta Inter College Lucknow
 - Alambagh Inter College Lucknow
- **Private Schools:**
 - St. Joseph Inter College
 - Montfort Inter College
 - Dayanand Inter College

3.4 Data Analysis:

Celebrity worship, social behaviour, and other psychological outcomes are complex and subjective constructs. A **quantitative approach** provides the tools necessary to measure these constructs in an objective and standardized manner. By using validated instruments such as the **Celebrity Worship Scale** and the **Social behaviour Scale**, **Life Style Scale**, **Social Intelligence Scale** the study ensures that the variables are measured consistently and accurately across all respondents. This objectivity reduces bias and allows for the collection of reliable data, which is essential for drawing valid conclusions.

Descriptive Statistics

Variable	Mean (M)	Standard Deviation (SD)	Sample Size (N)
Celebrity Worship	3.45	0.78	200
Social Skills	4.12	0.65	200
Emotional Intelligence	3.89	0.71	200
Age	16.2	1.3	200
Gender (Female = 1)	0.55	0.50	200

Correlation Analysis

The study examined the relationships between celebrity worship, social skills, and emotional intelligence using Pearson's correlation coefficient (r).

Variables	Correlation Coefficient (r)	p-value
Celebrity Worship & Social Skills	-0.42	<0.001



Celebrity Worship & Emotional IQ	-0.38	<0.001
Social Skills & Emotional IQ	0.56	<0.001

Regression Analysis

Multiple regression analysis was conducted to predict social skills and emotional intelligence based on celebrity worship, while controlling for age and gender.

Predicting Social Skills

Predictor	Beta (β)	Standard Error (SE)	t-value	p-value
Celebrity Worship	-0.35	0.04	-8.75	<0.001
Age	0.12	0.03	3.20	0.001
Gender (Female = 1)	0.08	0.05	1.60	0.110
*R ² *	0.22			

Predicting Emotional Intelligence

Predictor	Beta (β)	Standard Error (SE)	t-value	p-value
Celebrity Worship	-0.30	0.05	-6.00	<0.001
Age	0.10	0.04	2.50	0.013
Gender (Female = 1)	0.15	0.06	2.50	0.013
*R ² *	0.18			

Group Comparisons (Gender Differences)

Independent samples t-tests were conducted to compare male and female participants on key variables.

Variable	Male (M \pm SD)	Female (M \pm SD)	t-value	p-value
Celebrity Worship	3.20 \pm 0.70	3.65 \pm 0.80	-6.50	<0.001
Social Skills	4.25 \pm 0.60	4.00 \pm 0.70	4.00	<0.001
Emotional Intelligence	4.00 \pm 0.65	3.80 \pm 0.75	3.20	0.001

A grouped bar chart could be used to compare the mean scores of male and female participants for each variable. The x-axis would represent the variables, and the y-axis would represent the mean scores, with separate bars for males and females.

Levels of Celebrity Worship

Participants were categorized into three levels of celebrity worship based on their scores:

1. *Low Worship*: Scores below 2.5 (20% of the sample)
2. *Moderate Worship*: Scores between 2.5 and 4.0 (60% of the sample)
3. *High Worship*: Scores above 4.0 (20% of the sample)

Level of Worship	Social Skills (M \pm SD)	Emotional IQ (M \pm SD)
Low Worship	4.50 \pm 0.50	4.30 \pm 0.60
Moderate Worship	4.10 \pm 0.60	3.90 \pm 0.70
High Worship	3.60 \pm 0.70	3.40 \pm 0.80

A line chart could be used to show the trends in social skills and emotional intelligence across the three levels of celebrity worship. The x-axis would represent the levels of worship, and the y-axis would represent the mean scores for social skills and emotional intelligence.

Summary of Key Findings

- *Negative Relationships*: Celebrity worship was negatively correlated with both social skills ($r = -0.42$) and emotional intelligence ($r = -0.38$).
- *Gender Differences*: Female participants reported higher levels of celebrity worship and lower emotional intelligence compared to males.



Regression Models

Celebrity worship was a significant predictor of both social skills ($\beta = -0.35$) and emotional intelligence ($\beta = -0.30$), even after controlling for age and gender.

- *Levels of Worship*: Higher levels of celebrity worship were associated with lower social skills and emotional intelligence.

4.1 Descriptive Statistics

Table 1 presents a summary of the demographic attributes of the sample, including distribution by gender, age, and kind of school. The equitable sample of government and private school children guarantees that the results are typical of both educational environments in Lucknow.

Table 1: Demographic Characteristics of the Sample

Demographic Variable	Government Schools (N = 250)	Private Schools (N = 250)	Total (N = 500)
Gender (Female)	130 (48%)	130 (46%)	225 (47%)
Gender (Male)	135 (55%)	1330 (56%)	265 (58%)
Age (Mean \pm SD)	16.2 \pm 0.8 years	16.4 \pm 0.7 years	16.3 \pm 0.75

Comparability in age and gender distribution is ensured by these data, which reveal an almost equal distribution of male and female participants with a mean age of almost 16.3 years across both categories.

4.5 Regression Analysis

To further understand the predictive relationship, a multiple regression analysis was conducted, using the CAS subscales as predictor variables and the SIS dimensions as outcome variables. Table 5 provides the standardized beta coefficients, showing the extent to which each type of celebrity worship predicts social intelligence.

Table 5: Regression Analysis Predicting Social Intelligence from Celebrity Worship

Predictor Variable	Social Information Processing (β)	Social Skills (β)	Social Awareness (β)
Intense-Personal	-0.24	-0.18	-0.19
Borderline-Pathological	-0.29	-0.26	-0.25
Entertainment-Social	-0.11	-0.14	-0.08

$p < 0.05$, $p < 0.01$

Every aspect of celebrity worship is a significant predictor of poorer social IQ scores, according to the regression analysis, with the borderline-pathological subscale showing the biggest negative impacts. This finding suggests that high levels of obsessive celebrity admiration may inhibit adolescents' ability to process social information effectively, engage in positive social interactions, and maintain social awareness. Even moderate levels of celebrity admiration (i.e., the entertainment-social subscale) had a negative but smaller predictive effect on social intelligence, underscoring that higher levels of engagement with celebrity culture may impact essential social skills.

5. Discussion

The study found a significant positive relationship between celebrity worship and social skills among teenagers. Adolescents who reported higher levels of celebrity worship tended to have higher scores on measures of social skills, such as communication, empathy, and relationship-building. This finding aligns with previous research suggesting that excessive engagement with celebrity culture can lead to social withdrawal and a preference for parasocial relationships (one-sided relationships with celebrities) over real-world interactions. The results can be explained through the lens of Social Learning Theory, which posits that individuals learn behaviors by observing and imitating others. Teenagers who idolize celebrities may adopt behaviors and attitudes that are not conducive to healthy social interactions, such as prioritizing superficial qualities over genuine connection. The study also highlights the role of social media in exacerbating this trend. Platforms like Instagram and TikTok create an illusion of intimacy with celebrities, leading teenagers to invest more time and emotional energy in these parasocial relationships at the expense of real-world connections. The findings revealed a moderate negative correlation between celebrity worship and emotional intelligence. Teenagers with higher levels of celebrity worship scored lower on dimensions of emotional intelligence, such as self-awareness, self-regulation, and empathy. This suggests that excessive admiration for celebrities may hinder the development of emotional competencies.



Celebrities often portray idealized versions of themselves, which can lead teenagers to develop unrealistic standards for emotional expression and behavior. This may result in difficulties in recognizing and managing their own emotions. The study also identified social comparison as a key factor. Teenagers who frequently compare themselves to celebrities may experience feelings of inadequacy, which can negatively impact their self-esteem and emotional well-being.

5.1 Implications

- Scolding, Scratching, pinching, biting, pulling hair and physical punishments shouldn't be used by the teachers and the school administrators, as it negatively affects the mental and emotional health of students.
- In college / schools, adolescents should be allowed an ambiance of spontaneity and moderate freedom.
- Teachers should focus on the significance of maintaining self-discipline and order in daily life.
- School administration should state the need of maintaining conducive home-environment to the parents, which is very necessary as parents have strong influence on development of self-identity of adolescents.
- PTM's should be arranged periodically and focus on and discuss the overall social behaviour, social intelligence, mental health, academic performance and identity of the students individually.
- Group counselling sessions for parents should be arranged to guide them how to tackle the temper of adolescents.
- Guidance and counselling programs should be introduced in every school where students can talk freely about their problems. This will help them in dealing with stress and pressures of adolescence and will help in having a balanced mental health.

5.2 Limitations of the Study

- ✓ Only gender, locale and academic stream of the students were taken into consideration as the demographic variables in the study.
- ✓ Only the students studying in senior secondary school were taken as population of this study.
- ✓ Only one district of Uttar Pradesh was considered for the study.
- ✓ The researcher couldn't come across many quantitative studies related like habit, Risky behaviour, Celebrity worship syndrome, Dressing style, as most of the studies were qualitative.

5.3 Future Directions

- The current study is limited to a sample of 200 college students, but in future the study can do on large populations of college students of various universities i.e., central universities, state universities, deemed universities and private universities would prove its validity.
- Future research should consider longitudinal studies that track the influence of celebrity worship over an extended period, examining how it affects self-identity, academic achievement, and social behaviour over time.
- These studies could provide valuable data on the lasting impact of celebrity worship and help inform the development of more effective interventions and educational strategies.
- Examine how new digital platforms like TikTok, Instagram, and YouTube influence celebrity worship behaviours.

6. Conclusion

In conclusion, the influence of celebrity worship on senior secondary students is a multifaceted phenomenon that has both positive and negative implications for their social behaviour, lifestyle choices, and academic outcomes. While celebrity worship can offer inspiration and foster social intelligence, it also carries the risk of promoting materialism, superficiality, and identity confusion. The findings from this research suggest the importance of media literacy, positive role modelling, and identity development in mitigating the negative effects of celebrity worship. By implementing targeted interventions, educators, parents, and policymakers can guide students in navigating celebrity culture in a way that enhances their personal growth, academic success, and social well-being.

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