



The Influence of Idol Personality of K-Pop “Super Junior” on the Self-Esteem and Self-Construal Among Chinese Fan Club

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Abstract

This survey research aimed to examine the influence of Super Junior’s idol personality on self-esteem and self-construal among Chinese fan club. The sample of the survey are the Chinese fans who were the fans of K-Pop “Super Junior” and majority of the sample are over 23 years old, who have been a fan of Super Junior for at least 6 months or more. Two hundred respondents were selected using purposive sampling and convenience sampling via online survey. The data was analyzed by using Regression analysis and Spearman correlation analysis. The findings found that:

(1) Super Junior’s idol personality significantly influenced the Chinese fan club’s self-esteem. The significant positive predictor of Super Junior’s idol personality that influenced self-esteem of Chinese fan club significantly was competence but rudeness of idol personality was a significant negative predictor.

(2) Idol personality significantly influenced the self-construal. However, the significant negative predictor of Super Junior’s idol personality that influenced self-construal of Chinese fan club was rudeness, which will significantly reduce the self-construal of Chinese fan club.

(3) Self-esteem was positively correlated with independent and interdependent self-construal of Chinese fan club.

Keywords: Super Junior, K-Pop idol personality, Self-esteem, Self-construal



Introduction

Nowadays, K-pop has been more and more famous and popular all over the world. Whoever teenagers or adults, even some older people, are falling in the charm of K-pop. In China, there are lots of teenagers attracted to the charm with their favorite celebrities. Meanwhile, they may change their daily life in unconsciously such as learning a new language and a new skill, and they may see the celebrities as a role model to make them study harder than before. They also watch the series and variety shows which make the fans happier than before when they are in a sad or a hard time. Idol worship study is a very significant knowledge to understand the impact of idols on teenagers who are usually in the stage of finding a passion in their future career and personal life. Many studies have shown idol have effect on teenager's personal growth such as self-construal (Hu & Luo, 2019) and self-esteem (Mayo, 2020). Although past studies have indicated the negative impact of idol on teenagers in their academic performance or personal life such engaging risky behaviors (Liu, 2013), but many studies also have shown that idol also had a positive inspiration for teenager to develop themselves like their admired idol (Sober et. al., 2018). Chasing stars is not necessarily a bad thing. It can let you play your skills in some ways, such as media and designing. Beining Sa (2017) once mentioned that "Chasing stars is actually chasing yourself. You are actually designing a person and state of your ideal life for yourself, what kind of person you want to be". Previous studies found that self-esteem refers to the perception and evaluation of the self, emphasizing the individual aspects of the self, which arises from personal characteristics, abilities and the incomprehension of others. Because of being blind to chase star, self-construal is significant to the development of positive and negative behavior of teenagers. Idol worship behavior has a positive or negative effect can be explained due to the following significant contributing factors affecting the role of idol on fan club: (1) Commercialization of idolatry which make the inseparable relationship between idols and fan club; (2) Homologization of idolatry which is showing that most of the college students like singers, film stars and sport stars; and (3) Immoderation of idolatry that psychological attachment and emotional attachment are the greats of idolatry (Yue, 2010) .

On Weibo as a famous social media in China, more and more people are using it to search different information. The truthfulness of this information cannot be determined, but many people choose to believe it. Some people quarrel with other people or even

commit some illegal things because of this indeterminate information. We call them a keyboard man. These behaviors have a bad effect on young people to a large extent because young people cannot accurately identify the authenticity of the information, this makes it easy for young people to fall into the trap. Hu and Luo (2019) found that contemporary college students were a group that need to pay particular attention to individuality and self-seeking and it can help them to satisfy their psychological needs and it was a good way to improve their social skill and expand the circle of friends. Hu and Luo (2019) also found that social media was a hidden killer to college students that might develop an incorrect attitude towards their lives because the negative and pessimistic stars might be misleading them to choose to give up themselves when they encountered with difficulties in the lives. On the other hand, Harshit (2017) found that using social media web sites is among the most activity of today's children and students. Any website that allows social interaction is considered a social media site, including social networking sites such as Facebook, MySpace and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life and the Sims; video sites such as YouTube and blogs. Harshit (2017) also found the social media had the positive effects including help develop awareness and social skills, inspire teenagers, help fine tune motor skills, and negative effects including make violence normal, risky sexual behavior, make everything commercial and score low in school/colleges.

Objectives of Study

1. To examine the influence of perceived idol personality of Super Junior on the self-esteem of Chinese fan club.
2. To examine the influence of perceived idol personality of Super Junior on the self-construal of Chinese fan club.
3. To examine the influence of self-esteem on self-construal among Chinese fan club after interacting with Super Junior's fan club.



Literature Review

Concept of Idol Personality

Personalized view assumes that everyone has a unique psychological structure, and some characteristics are owned by only one person, and sometimes it is impossible to compare one person with others. It tends to use case studies to gather information. On the other hand, the general view emphasizes the comparability between individuals. This view holds that traits have the same psychological significance in everyone (Saul, 2021). Idol personality can be defined as “human characteristics associated with brands” (Aaker, 1997). In this study, the idol personality scale was adopted from Lunardo, Gergaud & Livat (2015) which has divided the idol personality into sophistication, sincerity, competence, excitement, rudeness. Sophistication can defined as the personalities of beautiful, attractive, glamorous, sexy stylish and cute of idol; sincerity refers to the personalities of trustworthy, sincere, good listener, compassionate and can identify with fan club; competence refers to the personality of experienced, intelligent and interesting of the idol; excitement include the personalities of exciting, dynamic and good energy; rudeness refers to the personalities of mean, rude, cold and sleepy of the idol (Lunardo, Gergaud & Livat, 2015). Previous study found that idol had a significant impact on the teenagers’ personal growth in several ways: (1) Teenagers developed a positive sense of "identity" – especially the feeling that they can be real; (2) Teenagers feel that they can control their own life by adopting the inspiration from idol that they admired; (3) Teenagers learnt to understand what is expected of them socially from their admired idol’s behavior, which is related to the positive development of personality over time, including greater emotional stability and responsibility (Christian, 2018). Finally, idol can release their stress or adversity, intricately linked to any personality change in adolescence since many types of stress come with adolescence. (Christian, 2018) .

Concept of Celebrity Credibility

Celebrities can be seen as human brands, and applying brand personality to celebrities means that a mature celebrity will therefore be seen as glamorous, charming or romantic (Lunardo, Geraud, & Livat, 2015). Celebrity credibility can be defined as “through three dimension including trustworthiness, attractiveness and expertise.” (Aziz, Ghani & Niazi, 2013). They also found that this dimension of personality, including charm,



and romanticism, might be close (though not equal) to what some people call physical attractiveness, while physical attractiveness is actually almost perfectly related to these concepts. Social factors such as mass media and communication may support all these behaviors, but many psychological risk factors will also affect a person's progress in the continuous process of celebrity worship (Maltby, Houran & McCutcheon, 2003). In particular, we know that celebrity admirers show worse psychological function than non-admirers. Compared with the elderly, this phenomenon occurs more in teenagers or young people. Celebrity admirers are more likely to pay attention to the love style of "playing games" than non-admirers.

Concept of Self-esteem

Self-esteem can be defined as individual's overall view of yourself - your perception of your abilities and limitations (Mayo, 2020). When individual has healthy self-esteem, he/she feels good about himself/herself and thinks he/she deserves respect. When one's self-esteem is low, he/she will not value your opinions and ideas (Mayo, 2020). Teenagers may always worry that they are not good enough. College students are the group that needs to make some activities with others and they need to grow up their confidence and self-esteem. That is an important time for them to know new things and make kinds of friends which can make their college life happier and more wonderful, for example, students who rated academic ability as self-esteem reported spending more time studying, while students who rated their appearance as self-esteem spent more time exercising, shopping for clothes, and partying (Crocker & Luhtanen, 2003).

Concept of Self-construal

According to the observation of the researchers, there are some changes in their views on themselves after they become fans of K-pop music. According to Sober et. al. (2018), in explaining the self-concept changes of Korean fans before and after the Korean wave, researchers use phenomenological research to explore the experience of Korean fans. Phenomenological research allows researchers to study self-concept, also known as "the study of direct consciousness". An independent and interdependent self-explanatory measurement method proposed by Singelis (1994) has been used in many studies (Lu & Gilmour, 2007), but the validity of its measurement has been questioned. The reliability of

the scale varies from sample to sample, and the item does not control the tendency of some respondents to respond positively to all items. Self-construal is defined as “how individuals view themselves fundamentally; whether they see themselves primarily as separate from or connected to others” (Markus & Kitayama, 1991). Self-construal is further divided into independent self-construal and interdependent self-construal. Independent self-construal is comprised of internal abilities, feelings and thoughts; being unique and expressing the self; and realizing internal attributes and promoting one’s goals. People who have an interdependent self-construal want to fit in with others, act appropriately, promote others’ goals and value conformity and cooperation. Independent self-construal is associated mainly with people of collectivistic cultures. The self-construal is associated mainly with people of individualistic cultures, whereas interdependent self-construal is associated mainly with people collectivistic cultures. The self-construal construct is argued to provide individual-level explanation for cultural differences (Rubin, Rubin, Graham, Perse, & Seibold, 2010).

Research Framework

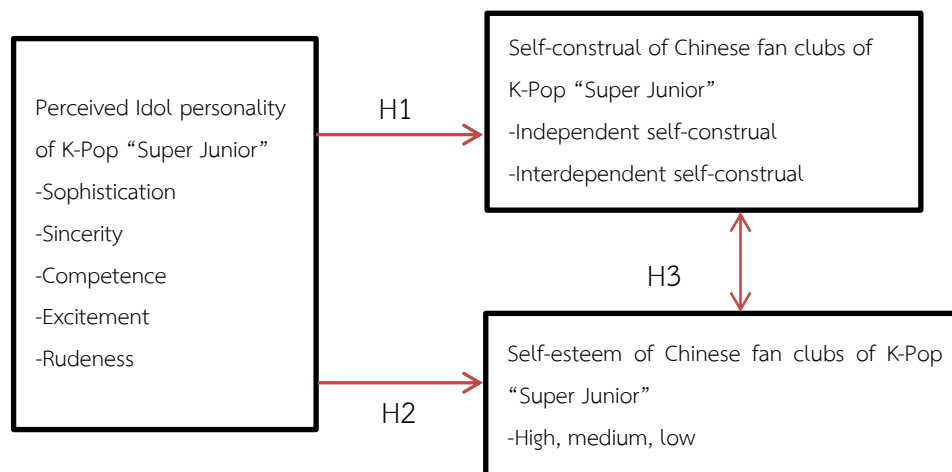


Figure 1: Theoretical framework



Research Hypotheses

Hypothesis 1: Perceived idol personality significantly influences the self-esteem among Chinese fan clubs.

Hypothesis 2: Perceived idol personality significantly influences the self-construal among Chinese fan clubs.

Hypothesis 3: Self-esteem of Chinese fan clubs of K-Pop “Super Junior” is positively correlated with their self-construal.

Research Methodology

1. Research Design

This study was to investigate the influence of idol personality on self-esteem and self-construal among Chinese fan club. The research approach of the study is quantitative research using survey. Quantitative research is a process of collecting and analyzing digital data (Pritha, 2020). In quantitative studies, its purpose is to determine the relationship between one thing (an independent variable) and another (a dependent variable) in a population. Therefore, quantitative research methods are appropriate. The data collection is conducted from 2nd May to 11th May, 2021 via online survey called “Tencent Questionnaire”.

2. Population and Sample

The subjects of this study are Chinese teen viewers who are currently Super Junior's fans and have been Super Junior's fan clubs for at least six months or more. The primary group in the sample was between the ages of 18 years old and 23 years old, because most of their fans are teenage or someone in their 20s. They dominate the social media most. They dominate the chart with their willingness to stream the song. They dominate social media with their wit to broke previous record such as Youtube views (Novita, 2020.). Two hundred respondents were selected using a convenience sampling method and purposive sampling method.

3. Research Instrument

The researcher developed the questionnaire that contained four sections. In Section 1, the questionnaire mainly involved gender, age, the length of time of using Weibo, the length of time of becoming the fans, and the most important reason to become a fan of Super Junior. There are 5 nominal questions in Section 1. Section 2 summarized



the idol personalities of Super Junior by asking the participants' perception toward the members of Super Junior's idol personality, including their appearance, personality charm and negative personality image. The researcher adopted the idol personality scale adopted from Lunardo, Geraud and Livat (2015) which contained 5 dimensions, including sophistication, sincerity, competence, excitement, and rudeness. Sixteen interval questions were asked using five-point likert scale, arranging from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. Section 3 focused on the self-esteem of the respondents who are Super Junior fan club. In this part, the researcher used a scale developed by Rubin (2010) to measure self-esteem in the areas communication and social sciences. Ten interval questions were asked using five-point likert scale, arranging from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. Finally, Section 4 examined the self-construal of members of fan club. Leung and Kim's (1997) scale were adopted to indicate to think of "groups" as a peer group which included independent self-construal and interdependent self-construal. Fourteen interval questions were asked using a five-point likert scale, arranging from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, and (5) strongly agree. The English questionnaire was translated into Chinese and did a back translation. In respect to the reliability of the questionnaire, the cronbach alpha of the whole questionnaire is 0.869, having 0.844 for idol personality, 0.896 for self-esteem and 0.822 for self-construal. In addition, each dimension of idol personality (e.g., sophistication 0.836, sincerity 0.898, competence 0.728, and rudeness 0.872), and self-construal (e.g., independent self-construal 0.825 and interdependent self-construal 0.822) also have cronbach alpha higher than 0.70. Thus, the questionnaire was reliable.

4. Data Collection

All participants were able to access the online questionnaire on the 'Tencent Questionnaire' platform via a website provided by the researcher, or by clicking on the link to the questionnaire on Weibo. A total of 200 questionnaires were collected over a period of 9 days and all the questionnaires were valid.

5. Data Analysis

For hypothesis 1, the independent variable is idol personality and the dependent variable is self-esteem. Regression analysis was used to test hypothesis 1. For hypothesis 2, the independent variable is idol personality and the dependent variable is self-construal. Regression analysis was used to test hypothesis 2. Finally, for hypothesis 3, the

independent variable of hypothesis 3 is self-esteem of Chinese fan club and the dependent variable is self-construal of Chinese fan club. Spearman's rho was used to test hypothesis 3.

Findings

1. Descriptive Findings

The descriptive findings revealed that majority of the sample were female (96%, $n=192$) and male (4%, $n=8$). who were higher than 23 years old (57%, $n=114$). Most of them used Weibo to view the post of idols in less 2 hours (47.5%, $n=95$). On the other hand, most of them have been a fan of Super Junior for more than 3 years (41.5%, $n=83$). The reason why the respondents fall in love with Super Junior is that members are handsome and attractive (58%, $n=116$).

The questionnaire showed that the respondents had the highest perception toward competence (Mean = 4.56, SD = 0.67) and excitement (Mean = 4.56, SD = 0.66), followed sophistication (Mean = 4.43, SD = 0.67), sincerity (Mean = 4.42, SD = 0.71), rudeness (Mean = 3.79, SD = 1.33), respectively. The sample agreed with the statements measuring self-esteem and they had high self-esteem after joining Chinese fan club of Super Junior (Mean = 3.78, SD = 0.73). The sample's self-construal revealed that they agreed with all the statements measuring self-construal and they had high self-construal of Chinese fan club of Super Junior (Mean = 3.8, SD = 0.62), having high level of independent self-construal (Mean = 3.9, SD = 0.68) and high level of interdependent self-construal (Mean = 3.7, SD = 0.67).

2. Hypotheses Findings

Regression Analysis and Spearman Correlations Analysis were used to prove the hypotheses in the research. For hypothesis 1 results, Regression Analysis revealed that idol personality of Super Junior significantly influenced the self-esteem of their Chinese fan club ($F= 5.523^{**}$, $p<0.05$). Idol personality of members of Super Junior can explain 4.2% of the variability of the self-esteem of Chinese fan club, which was considered to be low prediction ($R^2=0.042^{**}$, $p< 0.05$). When examining the influence of each dimension of Super Junior's idol personality on self-esteem, the highest positive predictor was competence ($\beta = 0.287^{**}$, $p<0.05$). However, the highest negative predictor was rudeness ($\beta = -0.154^{**}$, $p<0.05$). In addition, sophistication ($\beta = 0.00$, $p>0.05$) of Super Junior's idol personality did not significantly influenced their fan club's self-esteem, followed by

sincerity ($\beta = -0.102^{**}$, $p < 0.05$) and excitement ($\beta = 0.131$, $p > 0.05$). The findings suggested that all key constructs of idol personality are positively significant predictors of Chinese fan club's self-esteem, especially fan club's competence will increase self-esteem significantly; however, their rudeness of idol will reduce the self-esteem significantly. Their perception on sophistication, sincerity, and excitement are not significant predictors of their self-esteem among Chinese fan club. (Table 1).

Table 1: Regression analysis on the influence of idol personality of Super Junior on Chinese fanclub self-esteem

Regression Analysis Table							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	β			Lower Bound	Upper Bound
(Constant)	2.528	0.391		6.461	0.000	1.757	3.300
N overall	0.284	0.092	0.215	3.101	0.002	0.104	0.465
Sophistication	-0.000	0.144	0.000	0.000	1.000	-0.285	0.285
Sincerity	-0.105	0.119	-0.102	-0.877	0.382	-0.340	0.131
Competence	0.312	0.154	0.287	2.029	0.044	0.009	0.616
Excitement	0.144	0.044	0.131	0.977	0.330	-0.147	0.436
Rudeness	-0.099	0.148	-0.154	-2.265	0.025	-0.185	-0.013

1. Predictors: (Constant), Sophistication, Sincerity, Competence, Excitement, Rudeness

2. Dependent Variable: Self-esteem, $R^2 = 0.042^{**}$, $p < 0.05$, $F = 5.523$, $df = 5$

For hypothesis 2 results, Regression Analysis revealed that idol personality of Super Junior influences the self-construal of their Chinese fan club ($F = 5.523^{**}$, $p < 0.05$), which was shown in Table 2. Idol personality of members of Super Junior can explain 19% of the variability of the self-construal of Chinese fan club, which was considered to be low prediction ($R^2 = 0.190^{**}$, $p < 0.05$). When examining the influence of each dimension of Super Junior's idol personality, the highest negative predictor was rudeness ($\beta = -0.234^{**}$, $p < 0.05$). However, sophistication ($\beta = -0.025$, $p > 0.05$) of Super Junior's idol personality did not significantly influence their fan club's self-construal, following by sincerity ($\beta = 0.057$, $p > 0.05$), competence ($\beta = 0.173$, $p > 0.05$), excitement ($\beta = 0.221$, $p > 0.05$). The findings suggested that Chinese fan club who have high perception of idol personality will have significant higher self-construal. However, their perception of rudeness will reduce their

self-construal significantly. Nevertheless, their perception on idol's sophistication, sincerity, competence, and excitement did not shape their self-construal.

Table 2: Regression analysis on the influence of self-construal on idol personality of Super Junior

Regression Analysis Table							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	β			Lower Bound	Upper Bound
(Constant)	2.473	0.319		7.744	0.000	1.843	3.103
N overall	0.311	0.078	0.274	4.005	0.000	0.158	0.464
Sophistication	-0.023	0.118	-0.025	-0.196	0.845	-0.255	0.209
Sincerity	0.50	0.097	0.057	0.518	0.605	-0.142	0.243
Competence	0.162	0.126	0.173	1.291	0.198	-0.085	0.410
Excitement	0.210	0.121	0.221	1.738	0.084	-0.028	0.48
Rudeness	-0.129	0.036	-0.234	0.000	0.000	-0.200	-0.059
1. Predictors: (Constant), Sophistication, Sincerity, Competence, Excitement, Rudeness							
2. Dependent Variable: Self-construal, $R^2 = 0.190^{**}$, $p < 0.05$, $F = 5.523$, $df = 5$							

For Hypothesis 3 results, Spearman correlations analysis found that there was a positive relationship between self-esteem and self-construal of Chinese fan club at the high level ($r^2 = 0.648^{**}$, $p < 0.01$). When examining the relationships between self-esteem and self-construal, the result as shown in Table 3 found that:

Perception of self-esteem is positively correlated with independent self-construal at the high level ($r^2 = 0.701^{**}$, $p < 0.01$).

Perception of self-esteem is positively correlated with interdependent self-construal at the middle level ($r^2 = 0.487^{**}$, $p < 0.01$).

Table 3: Correlations between self-esteem and self-construal of Chinese fan club

Correlations			Self-esteem	Self-construal	Independent self-construal	Interdependent self-construal
Spearman's rho	Self-esteem	Correlation Coefficient	1.000	.648**	.701**	.487**
		Sig. (2-tailed)	.	.000	.000	.000
	Self-construal	Correlation Coefficient	.648**	1.000	.916**	.900**
		Sig. (2-tailed)	.000	.	.000	.000
	Independent self-construal	Correlation Coefficient	.701**	.916**	1.000	.677**
		Sig. (2-tailed)	.000	.000	.	.000
	Interdependent self-construal	Correlation Coefficient	.487**	.900**	.677**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
	**. Correlation is significant at the 0.01 level (2-tailed).					

Discussion

According to the self-construal theory, individual personality is being shaped by the extent of independence and interdependence that individual has developed since his/her childhood and socialization. Independence involves the self being separate from context, understood as an autonomous agent who strives for uniqueness. Interdependence, by contrast, involves the self being intertwined with social context, understood as an agent who depends on others and strives for harmony (Voyer & Franks, 2014). The survey results showed that most of the respondents perceived the key statements of ability and excitement of Super Junior's members are ranked at a higher level. The respondents strongly agreed that the personalities of Super Junior are attractive, glamorous and stylish. Chinese fan club perceived K-Pop Super Junior to be trustworthy and sincere personality and perceived that they are good listeners who the fan club can identify with them. The respondents also agreed that the members of Super Junior are very experienced and they also agreed that Super Junior's members were intelligent, interesting, exciting, dynamic and full of good energy. The findings showed that the respondents agreed with the statements of self-esteem, and they had a high level of their self-esteem. The study also



revealed that the majority of the respondents agreed with the statement measuring self-construal and they had a high level of self-construal of Chinese fan club of Super Junior.

Hypothesis 1 revealed that idol personality of Super Junior significantly influenced Chinese fan clubs' self-esteem. Hypothesis 1 results coincided with Muzafer (1968) who found that people's perceptions could change dramatically due to group membership. The findings also proved the three areas to constitute attitude (including reception area, rejection area and neutral area) that fan clubs had different opinions on what their idol did before in the past, whether it was good or bad, leading them to accept or oppose or neither oppose nor accept, if it contradicts with their standpoint or personal values.

Hypothesis 2 revealed that idol personality of Super Junior influenced Chinese fan clubs' self-construal. The findings showed that higher rudeness of idol made fan club reduce the self-construal of Chinese fan club significantly. These findings suggested that Chinese fan club with independent self-construal see the self as stable and separate from interpersonal context and value self-promotion, autonomy, assertiveness and uniqueness. Rudeness for fan club is Hooligan's behavior which is defined as rude, useless, aimless behavior, followed by obvious expressing contempt towards individuals or whole society, behavior that violates public order, insultingly offends citizens and all other similar acts that violate public order and peace (Trivan, 2019). Idol worship has a certain impact on personal growth. Young people will use the behaviors and values advocated by idols as their role models. For example, some celebrities are enthusiastic about public welfare undertakings, and they also drive young people to actively do good deeds. At the same time, in the process of "chasing stars", there are also opportunities to meet a group of like-minded friends, or form a "fan group" and hold important positions, including opening and managing special pages on social platforms to share idol information, participate in video editing, or plan some Fan exchange activities, etc. These experiences have allowed them to learn more skills and understand the skills of dealing with others through interpersonal communication, from which they build a sense of self-identity and spiritual satisfaction. (Shao, 2020) People with interdependent self-construal see the self as more flexible and intertwined with the social context and value maintaining group harmony and fitting in (Hardin, Leong, & Bhagwat, 2004). Thus, Chinese fan club who has high independent self-construal will have their personal judgment, not attached with their idol and has the ability to evaluate the idol personality that they perceived as "appropriate". And, rudeness is

considered to be inappropriate personality of idol as perceived by Chinese culture because it reflects lack of respect toward the fan club, which is expected from Chinese fan club. As long as blind pursuit is avoided, which disrupts life or invades the privacy of others, star chasing can also become a way to relieve stress and social identity. At the psychological level, when people encounter adversity in the real environment, it will lead to a decline in personal self-worth, there is an object of belief and identification, which can stabilize people's emotions, and can even bring positive change.

Hypothesis 3 revealed that there was a significant positive relationship between self-esteem and self-construal of Chinese fan club at a high level. The result showed that the higher perception of self-esteem, the higher perception of self-construal. Baker and McNulty (2013) found the interactive effects of self-esteem and relational self-construal on people's willingness to risk rejection to increase interdependence did not depend on the interpersonal risk. People with higher independent self-construal perceive themselves as separate from others. They are more characterized by individualism with a weaker sense of connectedness with others (friends, family, colleagues, society, etc.) and a weaker sense of belonging to groups and their roles in these groups (Hawi & Samaha, 2019).

The study confirmed that positive idol personality significantly influenced higher self-esteem of Chinese fan club, thereby affected the self-construal of fan club. The renewal of idols and fans continues to change with the changes of the times. When idol had some bad news for the team, fan club would lose confidence in the group, which would affect the self-esteem and the self-construal of the fan club. However, individual self-esteem should be built on themselves, not only from the idol personality. They could learn from their families, their classmates, their schools, or their workmates, which they might learn from their lives. The findings also supported the assumptions of Social Cognitive Theory, which assumes that learning takes place in a dynamic and mutually beneficial social environment of human, environment and behavior. People can learn from the consequences of their actions. This may affect their living environment. People can observe by observing the behavior of others, which will increase their self-esteem and make themselves compensated. The environment they live will make them more confidence. The findings also supported the assumptions of Self-construal theory, which is based on a person's perception and experience of their own uniqueness, independence, consistency and continuity. People could expect that these motivations are universal

regardless of personal characteristics or social and cultural background. Furthermore, the effect of relational self-construction was not associated with attachment insecurity, relationship satisfaction, commitment, intimacy, and affinity, highlighting the unique importance of relational self-construction over and above the importance of specific relationships.

The study can be applied to implement policy and initiatives for companies and academic in several ways. First, practitioners in the Entertainment companies should reinforce a personnel development among the celebrities or singers, by offer training among celebrity and singer about the personality development and personal image in order to upgrade the quality of celebrity and idols of their company, who have found to be a significant role model affecting the personal development of teenagers. Celebrity or idols should have good conscience and social responsibility, recognizing the impact of their role in shaping the teenagers' personal growth who are our future generation. Secondly, schools and universities should offer media literacy class, that aims to provide teenagers and young adults' knowledge about the positive and negative impact of idol worship and ways to develop their personal growth via idol worship. Thirdly, the media should set an ethical conduct for idolatry contents, by promoting a constructive content that will enhance the social values and personal growth of the teenagers and the public instead of focusing only the rating of the media program alone.

Recommendations of the Future Research

1. Since this study used quantitative methods focusing only 200 respondents, aged 18-23 years old. Future researcher can extend the study by examining other age group range who are working people and are current fan club to examine how idol personality affect their self-esteem and self-construal.

2. Future research may use qualitative methods to interview the fan club which might provide a more personal insight of the fan club. Or consider combining both qualitative and quantitative methods which can greatly improve the reliability and effectiveness of research.

3. This research mainly studies the influence of the personality of super juvenile idols on the self-esteem and self-composition of Chinese fan clubs. In future research, other variables such as self-identity and fan support may also be added. This can improve the research level of the idol industry and increase the diversity of idol research.



4. Each country has its own type of idol. On the basic argument of this study can be compared to fans' worship behavior of different countries, such as Thailand and Japan. On the other hand, it can be compared to different idol personalities of Black Pink or BTS.

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