

## ABSTRACT

The aim of the current research was to investigate the psychosocial predictors of Celebrity Worship Syndrome in adolescents. The sample size for the study consisted of N= 323 (M=122, F=201) of adolescents of age ranging from 17 years to 24 years with the reference of Lancet Child and Adolescent Health. A cross-sectional research design was used and sample was selected through non-random sampling strategy using convenient and snowball sampling techniques. Standardized tools which were used in the research included Celebrity Attachment Scale (CAS) (Lynn McCutcheon, Rense Lange & James Houran, 2010), Celebrity Persona Para-social Interaction Scale (CPPIS) (M. Bocarnea, 2006), Peer Pressure Questionnaire-Revised (PPQ-R)(Sunil Saini, 2010), and The Big Five Inventory-2 (BFI-2xs) (Soto & John, 2017). The Statistical Package for Social Sciences Version-21 (SPSS) was applied to compute the data. Pearson's Product Moment Correlation was administered to study the relationship between the major constructs of the study i.e. celebrity worship, personality traits, peer pressure and celebrity persona parasocial interaction along with the demographic information of participants. The outcome of the analysis revealed that celebrity worship has positive correlation with peer pressure, celebrity persona parasocial interaction, extroversion and a negative correlation with age and educational level of participants. Multiple Hierarchical regression analysis was run for identifying the predictors of celebrity worship and its categories. In general, education (dummy variable for bachelors level), peer pressure, celebrity persona parasocial interaction were identified as strong predictors. In case of entertainment-social celebrity worship, education and celebrity persona parasocial interaction strongly predicted the results. For intense personal celebrity worship, peer pressure and celebrity persona parasocial interaction came out as strong predictors. And for the border line

pathology, education, peer pressure and celebrity persona parasocial interaction were the strongest predictors. Independent Sample *t*-test and one way ANOVA test were applied to study the mean differences of demographical categories of celebrity worship. The results suggested that there was no significant gender, family status, socioeconomic, or internet usage per day difference in celebrity worship and its domains (entertainment-social, intense/personal, border line pathology). The only significant difference was observed in education level, suggesting a significant difference between intermediate and bachelor students in celebrity worship, and its sub-domains. Intermediate students reported to have experienced this phenomenon more than bachelor students.

**Key Words:** Celebrity Worship Syndrome, Personality Traits, Celebrity Persona Parasocial Interaction, Peer Pressure & Psychosocial Predictors.