

LEVEL OF CELEBRITY IDOLIZATION AND LONELINESS AMONG BINI YOUNG ADULT FANS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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KEYWORDS

*celebrity idolization; young
adults; filipino pop culture;
bini; loneliness; mental health*

ARTICLE ID

AASGBCPJMRA-B84026

BINI, hailed as the Philippines' "Nation's Girl Group," has gained widespread popularity both locally and internationally for their dynamic performances, infectious music, and empowering themes. As a symbol of modern Filipino pop culture, BINI has built a strong fanbase, particularly among young adults. However, the psychological effects of idolization—especially its connection to loneliness and emotional dependence—are often overlooked. While many fans view celebrity admiration as harmless, excessive attachment can lead to emotional and mental health concerns. Most existing studies on celebrity worship concentrate on Western figures or K-pop idols, leaving a gap in understanding its impact in the Filipino context. Research focusing on BINI's fans remains scarce. This study seeks to explore the possible relationship between celebrity idolization and loneliness among young adult fans of BINI, aiming to contribute insights that can guide mental health awareness and support initiatives. The study adopted a quantitative research design and involved 200 psychology students from Bestlink College of the Philippines, aged 18 to 25. Participants were selected through purposive sampling based on their pre-survey results, which confirmed their status as active fans. Data were gathered using two standardized instruments: the Celebrity Attitude Scale (CAS), which measured the level of celebrity idolization, and the UCLA Loneliness Scale Version 3, which assessed the participants' degree of loneliness. The analysis showed that BINI's young adult fans exhibit a moderate level of celebrity idolization in the Entertainment-Social and Intense-Personal dimensions, while Borderline Pathological idolization remains low. Additionally, participants demonstrated a moderate level of loneliness. A weak positive correlation was observed between celebrity idolization and loneliness, with a mean idolization score of 2.84 and a mean loneliness score of 2.47. However, the correlation was not statistically significant ($p = 0.29$), indicating insufficient evidence to reject the null hypothesis. Therefore, no meaningful relationship between celebrity idolization and loneliness can be established based on the study's findings. In light of the findings, future research should further investigate the psychological effects of celebrity idolization and its association with loneliness among young adults. This study recommends the implementation of targeted interventions, including educational workshops, peer support groups, and counseling services, to help address emotional dependency and promote healthier fan behavior. It also emphasizes the role of parental guidance and the availability of mental health resources in mitigating loneliness and encouraging the formation of meaningful, real-life relationships.

RECOMMENDED CITATION

Baldo, E., Calvadores, S., Catacutan, J. V., Rosel, A. J., & Ybañez, K. C. (2025). Level of Celebrity Idolization and Loneliness Among BINI Young Adult Fans at Bestlink College of the Philippines. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(3), 133.