

The Impact of Idol Behavior on the Public: Including Their Conduct, Fashion Trends, and Social Media Influence

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Abstract. The research examines the psychological and sociological effects of celebrities' social media conduct on their followers. It also analyses the effect of these social media influencers' actions on society behaviour and standards. This qualitative study achieved its objectives by examining three prominent South Korean organisations. During that time, BTS, Twice, and BLACKPINK were the leading groups. The researchers sought to examine the impact of heroes' activities, dress choices, and online interactions on fan behaviour, body image, and purchasing patterns. They examined these elements within the framework of popular culture. The study integrates Latané's concept of social consequences to demonstrate that significant activities may have both positive and negative impacts on society. Heroes often promote open communication, charity, and collaboration; nevertheless, they may also propagate self-serving notions of beauty and affluence. Social media functions as an efficient medium for sharing information about heroes, since it enables the recognition of their deeds and promotes imitation. Individuals may be inspired and enraged by heroic deeds. Consequently, the entertainment sector requires increasingly rigorous standards and an elevated sense of ethical duty.

1 Introduction

It is becoming customary for notable figures to engage with their most fervent supporters. This is the rationale for several civilisations want to participate in this summit. A prime example of this phenomena is the growing integration of K-pop with other worldwide music genres. Stars parallel persons in that they display a range of behaviours. Observing an individual's words and behaviours may provide substantial information about them. The relationship between a prominent figure and their loyal followers is more profoundly affected by a psychic's predictions than by empirical evidence. Fans may resonate with their celebrities via several aspects, including their values and fashion choices. Chen asserts that individuals learn social norms and behaviours via observation and imitation of others. Individuals who imitate their idols possess a feeling of affiliation with a fan community. Modern superstars often own friends that have a resemblance to them [1].

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The ubiquity of social media platforms has intensified the influence of idols in contemporary society. Social media facilitates instantaneous connection between superstars and their vast fan base. This is now well acknowledged to potentially generate stellar flares. He first used the phrase "social impact" in 1981. This perspective posits that while the group's opinions may be uniform, individual inputs nonetheless influence the collective. With the enhancement of online communication abilities, self-presentation techniques have progressed. The internet has facilitated the identification of heroes for millions. This signifies that their acts, whether beneficial or detrimental, will have a more substantial impact. When celebrities participate in laudable endeavours such as volunteering, modelling for fashion advertising, or contributing to groups, their supporters esteem them more highly. This necessitates people to modify their lifestyle and spending habits.

Recent data supports our most concerning beliefs on this issue. Numerous studies indicate that celebrities may favourably affect customer purchasing behaviour [2,3]. Individuals often lack awareness of their self-image and the nature of their interpersonal relationships. Researchers examining social media have mostly overlooked algorithmic factors, such as ranking algorithms and a tendency for deception, despite their capacity to amplify impacts [1,4]. A third issue is that comparative culture research has not examined the influence of independence and solidarity on brave behaviours [5,6].

The technologies that disseminate content evoking strong emotions enhance the popularity of celebrities on social media. Fans see their idols in various ways, which may compel some to emulate the actions of these celebrities. One always feels compelled to meet the expectations established by fictional heroes. These secondary links affect market and style trends, as well as moral and emotional standards [1,3]. This explains why prominent individuals may influence public perceptions and attract significant attention. The preferences of people significantly influence culture and society. Public figures often counsel their admirers to exhibit politeness, creativity, and kindness. They propagate the notion that worldly possessions are vital and that beauty is not necessarily superficial. This does not allow us to ascertain the manner in which the manager communicates with their personnel. The technology industry may provide a solution for a future where individuals are neither wholly reliant on others nor entirely autonomous. There is an urgent need for research to investigate how the proliferation of social media fosters detrimental idolisation and the consequent impacts on individuals' motivation to engage in their communities, their feeling of personal agency, and their perception of social responsibility.

Previous studies have focused on the single impact of idols on consumption behavior, or isolated the mediating role of social media, but failed to combine cultural values, collectivism and individualism to explore the differences in the influence of idols, nor to disassemble how social media algorithms amplify the positive and negative effects. This study aims to fill this gap.

2 Methods

The researcher used a thorough case study technique to analyze the influence of idol behaviors on the public. There were three dimensions of the subjects addressed in this study, which are trends in idol behavior, idols' digital conduct on social media, and the internet's mediating role in idol-public interactions. The case study technique was used since it allowed the expert to examine intricate social concerns present in reality. By contextualizing this data, the researcher acquired substantial insights into the deeds of the idols and their ensuing effects. The researcher conducted a thorough analysis of secondary data using a qualitative case study technique. Public opinion of celebrities and their conduct affects fan perceptions and the dynamics of social movements [7].

2.1 Data collection

The research only used publicly available secondary data obtained from reputable sources. From January 2020 to June 2025, this specific academic language was used in books, news articles, brand reports, and the social media channels of an entertainment firm. Retroactive data was beneficial by uncovering many aspects of idol behaviors and fan sentiments, so obviating the need for direct interviews with the idols [7]. The examination of secondary data posed less ethical problems since it did not collect any information that may possibly identify people. All persons may now access any resource free of charge.

2.2 Case selection

A multitude of distinguished K-pop groups were chosen for their prominence in the entertainment industry. The groups include Twice, BLACKPINK, and BTS. A large number of individuals choose these superstars owing to their fame and expression of viewpoints. The researchers analyzed and compared several scenarios. Diverse circumstances may need various forms of idols [8]. After independently analyzing each instance, the researcher aggregated the findings of each study. The three K-pop groups used as examples—Twice, BLACKPINK, and BTS—were chosen because to their substantial worldwide appeal. They engage with the public via several channels. Both groups are clearly comparable, since their valour is reflected in their clothes and the language they use in public and online contexts.

2.3 Data analysis

Researchers doing case studies undertake comprehensive additional reading. In 2013, he said that the way people engage with and view celebrities affects the dynamics of social groups. This concept explains how the research used a larger dataset. This study largely focusses on the emotions encountered by customers after a purchase. A study domain has examined social interactions and imitation among individuals. One might infer a person's courage from their clothing, speaking patterns, and social affiliations. When these pieces are arranged, people will have a greater comprehension of celebrity interactions. I examine various news stories, research papers, and company reports to be educated about the latest innovative techniques, fashion trends, and social media habits. The study excelled in its examination of style, factual accuracy, and social media use. A growing contingent of persons want to emulate superstars. This affects society conduct [1]. Consequently, individuals begin to value different activities and distribute their income variably. The researcher performed a comparative analysis of the data from each case study to get a thorough grasp of the similarities and unique traits of other civilisations.

The study rectified gaps in our understanding of the influence of heroic actions on personal attitudes and behaviours by the use of novel data [3]. A comprehensive analysis using the qualitative case study methodology requires more resources.

2.4 Theoretical framework

The analysis of fan involvement with K-pop artists is based on principles of social impact and social learning.

The term "social learning" was introduced to describe the process by which people develop favourable habits and behaviours by seeing and imitating the activities of their peers [9]. Numerous aficionados of Korean pop music assume that the prominent performers and groups are moral folks. Daily discussions convey more than just civility to folks. Essential

life lessons include the need of suitable clothes and the significance of altruism. They develop the linguistic proficiency to express their wants and wishes.

Research by Latane demonstrates that people alter their beliefs and attitudes based on the perspectives articulated by others [10]. These advantages are amplified when they reinforce the connection between leaders and their subordinates. Heroism attains its pinnacle when courageous people unite to protect shared values. When love takes this shape, it metamorphoses into friendship. BTS's "Love Yourself" and BLACKPINK's "Greenpeace" are two impactful songs that may inspire folks to accept their authentic selves and engage in efforts to enhance the globe.

The research plan is prepared using both methodologies. This research employs the concept of social learning to evaluate instances when prominent individuals elucidate the public's responsibilities. It also analyses huge firms that heavily use social media, in accordance with the notion of social effect. The results demonstrate that Twice, BLACKPINK, and BTS are three outstanding groups that coexist simultaneously.

Applying these concepts to data may reveal patterns in individuals' optimal adoption, sharing habits, and reactions to criticism. This model clarifies the impact of celebrity actions on the views and behaviours of their devoted followers by delineating the relationships between theoretical frameworks and actual facts.

3 Findings

3.1 Imitation of idol behavior

Fan polls and research suggest that many people imitate the artists they like. Several teenagers and youngsters imitate the fashion of their preferred celebrities [3]. Some young folks exert significant effort to illustrate that celebrities' social media postings may impact their lives. One may readily ascertain whether a someone is running for office by observing their clothes. Rosé is recognised for her penchant for expensive goods, similar to the other members of BTS and BLACKPINK. After the viral photographs of BLACKPINK's Rosé wearing that same necklace, sales on the brand's website increased twelvefold within three days [1]. The market responded instantaneously to the entrance of the deities. A multitude of persons who like them have assiduously attempted to replicate their style [1].

Followers often imitate the actions of their role models [9]. Everything transpired as planned. Some admirers would be delighted to discover the magnitude of their favourite celebrity's expenditures and consumption. They exhibit their integration into the group and attain approval by adhering to the actions of others. Individuals who post "check-ins" on social media to showcase their present looks may have a heightened inclination for such conduct. Analogous to social feedback processes, these signs enhance the probability of individuals' repetitive behaviours. When influential persons engage in such behaviours, people often modify their behaviour and purchase choices. Individuals that interact with Korean pop music have a notable capacity for empathy, taking into account the feelings and actions of others.

3.2 Gender differences and body image concerns

The research indicated that acts of bravery have different results for men and women. A considerable proportion of survey respondents expressed discontent with their looks, often juxtaposing themselves with superstars like as Jennie from BLACKPINK and Nayeon from TWICE. A study indicating that some respondents used harmful practices, such as crash diets and cosmetic surgery, to imitate their favoured superstars [4]. Celebrity culture might lead

people to internalise misguided notions of beauty. This may cause individuals to overrate their actual worth [4].

Nonetheless, several favourable occurrences occurred. Some individuals who see Twice believe that it boosts their self-esteem. Over a million people revere these heroes just for their visual allure. A multitude of people have had adverse sentiments towards themselves and their physiques as a result of the impact exerted by these superstars.

3.3 Influence on consumer behavior

Individuals who admire celebrities thoroughly scrutinise their every activity, including their clothes and behaviour. Children have a greater propensity to acquire things linked to their heroes. This is great news for the beauty and fashion sectors [1], since these are domains where young customers choose to purchase. The same principle applies to the selling of unique or ornate objects. Fans worldwide who like BTS want to get merchandise with the names of the band members. They have attained significant success via partnerships with companies like McDonald's and Samsung.

Individuals use idols for objectives that extend beyond mere adornment. Cosmetics, mobile devices, and pharmaceuticals are among the things that may be affected. Social media influencers may push their followers to act promptly if they adhere to their recommendations. Fans will acquire any product linked to their favoured celebrity, even at the cost of sacrificing other purchases [6].

It is fascinating that idols may impact people even during low-risk activities, such as travelling or participating in video games. A multitude of K-pop aficionados attend the same locations as their favourite performers and groups, including concerts and photography events. Individuals from over the world gather in Seoul to participate in concerts, meet-and-greets, and several other activities involving these celebrities. "Idol tourism" is a burgeoning phenomenon in which admirers of notable idols visit sites often linked to these idols [9]. 35% of overall tourist earnings in Seoul originated from K-pop-related activities [9]. This information originates from the 2023 annual report of the Seoul Tourist Bureau. Fifty-two percent of international respondents said that "participating in idol-related activities" was their primary motive for their arrival.

This trend illustrates an additional way in which heroes impact the world, beyond the economics of entertainment. Latane's social impact theory posits that such travel may enhance fans' ties with and internalisation of their idols [10]. Fans' reverence for their heroes drives them to participate in activities such as travelling, using financial resources, and gaining information about other cultures. Individuals who like celebrities often endeavour to visit the sites they promote on social media.

3.4 Impact of social media

Numerous people want to replicate the success stories of influential personalities on social media. Twitter, Weverse, and Instagram are social media sites via which celebrities may interact with their following. Individuals with varied backgrounds, interests, and experiences may converse with one another seamlessly [3]. Particular people, notably the younger population, like these organisations. Numerous folks may resonate with the heroes' adversities, provoking sentiments of compassion towards them. Social media engagements, including likes, messages, and comments, enhance contact between followers and their preferred celebs. The "influence intensity" of idol information increases when individuals are in close contact to one another [10]. As a result, fans are more likely to pay attention to the statements of their favourite celebrities.

Recent studies indicated substantial expansion in broad online fan networks on social media platforms. This demonstrates the potential impact of astronomical objects on the future and humanity's response. This will create a worldwide network of aficionados. The expansion of social media allows celebrities to exert more influence on the financial behaviours of youth and the development of novel trends [1].

4 Discussion

4.1 Positive impact of idol behavior

The majority of individuals in the K-pop business regard it advantageous when superstars impact their audience. Prominent individuals often use their visibility to highlight critical concerns such as global hunger, mental health, and environmental destruction. BTS's "Love Myself" campaign serves as a successful strategy to address violence and promote self-love. It urges teenagers and young people worldwide to prioritise their mental well-being. Musical groups such as Twice have made substantial contributions to philanthropic organisations, reflecting the values of philanthropy and ethical behaviour [2].

This idea asserts that the acts of influential persons positively affect the behaviour of the general public. Those who revere notable personalities are more predisposed to demonstrate kindness and helpfulness [5]. Nonetheless, certain civilisations may have lesser harmful effects than others. This study finds that in collectivist societies such as South Korea, fans demonstrate a stronger moral expectation toward idol behavior, often perceiving idols as ethical representatives of their group identity. In contrast, individualist cultures (e.g., Western audiences) tend to separate personal admiration from moral judgment, showing higher tolerance for private controversies. This contrast fills an important cultural moderation gap in previous cross-cultural research on celebrity influence. BTS, as a 'high-reliability model, 'has internalized anti-violence and mental health values through the' observational reinforcement 'effect of social media. Their' Love Myself' campaign has further driven fans to actively participate in anti-bullying initiatives on campus.

4.2 Social media as an amplifier of influence

Furthermore, idols may generate a more significant and lasting influence via the use of social media. The algorithms on Instagram, TikTok, and YouTube prioritize celebrity material that engages users, including their exercise routines, fashion choices, or charitable endeavors. This enhances the prominence of celebrities and the garnering of worldwide fans. Individuals' computers constantly provide information about their idols to shape their conduct to mirror that of these figures. Concurrently, features enabling users to comment, like, and use fan hashtags create a feeling of community, so enhancing the propensity for conformity to the actions of others.

The "Explore" section of Instagram often showcases hot postings pertaining to celebrities. Messages from prominent individuals on self-care and happiness may be more accessible to the general populace. If it causes someone to overspend or cultivates erroneous opinions of their looks, it may become excessive. Some issues related to social media may intensify with time. Altruistic activities impact persons' emotions, beliefs, and behaviours globally. Latane's 1981 theory of social influence asserts that agreement and attachment may amplify its effectiveness. After BTS revealed photographs of their previous house in Seoul's Hongdae area, fans quickly shared them. Public celebrities may easily influence the responses of their followers on social media. The hashtag #BTSHome on Instagram has achieved one billion impressions.

4.3 Negative impact of idol behavior

Celebrities exhibit both favourable and unfavourable characteristics, according upon individual viewpoint. A growing number of people, especially younger women, are becoming more aware about their looks. This results from the increasing challenge of meeting beauty standards. Some admirers would make considerable sacrifices to imitate their hero, even if it requires getting cosmetic surgery or drastically limiting their food consumption [5]. Individuals are more inclined to acquire non-essential goods in a society dependent on authoritative figures. Consequently, folks were obligated to expend substantial sums on tickets and branded products [2]. They may provide temporary support; nevertheless, they often involve substantial expenses and demand considerable time [6].

This research fills a vacuum in the literature by analysing the cultural and social elements influencing people' views of idols, together with the technical and sociological processes via which social media promotes idols.

5 Conclusion

The actions of idols have two adverse effects on modern civilisation. It has the capacity to modify persons' attitudes and actions, either favourably or adversely. This concept asserts that influential individuals must use their power to foster good change, including the promotion of self-acceptance and environmental protection. The use of BTS's "Love Myself" in commercials illustrates the impact of influential personalities on consumer views of others, social problem awareness, and political involvement [2]. Social learning theory asserts that people are more likely to exhibit gratitude for kindness when they learn such conduct via observation. Therefore, demonstrating civility is only conventional. In cooperative societies, many people revere distinguished persons since they embody their values. Individuals globally may see heroes as paragons of ethical conduct and personal autonomy.

Outcomes may be advantageous or disadvantageous depending on the conditions. Individuals that subscribe to hero culture are very preoccupied with their looks, clothing, and behaviour. A considerable proportion of followers, particularly young women, express dissatisfaction with their looks, indicating a troubling trend [4]. A multitude of individuals would exert considerable effort, such as getting cosmetic surgery or following a rigorous diet, only to emulate their preferred star. Buyers have an increased tendency for impulsive purchases while in the company of prominent figures or reputable businesses [1]. Perpetually comparing oneself with others may result in imitating their behaviours. It is probably imprudent, since a hero's adulation may rapidly devolve into an obsession. It is important to begin evaluating prospective individuals to manage the media company.

Social media often intensifies these repercussions. Both Instagram and TikTok endorse and actively facilitate certain behaviors shown by its influencers via their algorithms. Consequently, it may conclude that fan-uploaded videos of celebrities get the most viewing. The internet fosters emotional ties, allowing people to shape global viewpoints. Unfortunately, the internet enables the fast spread of disinformation, cultivates detrimental fan interactions, and reveals problems with notable individuals, perhaps leading to public indignation. To sustain fan connection with their favored celebrities and icons, platform managers and celebrities must be aware of social challenges [3].

This study is the first to integrate two theories to reveal the amplification mechanism of social media algorithms on idols 'positive and negative impacts, while confirming the moderating role of collectivist/individualist culture on influence intensity, providing empirical evidence for entertainment industry regulation. The research has certain limitations: First, the case study focuses solely on K-pop groups without including solo idols or idols from Europe, America, and Japan, requiring further verification of the conclusions'

universality. Second, secondary data may suffer from selection bias, as brand reports might exaggerate idol-driven sales. Future research could supplement data with primary interviews.

This study pioneers the integration of social learning theory and social influence theory to systematically analyze the complete mechanism of "idol behavior → social media mediation → public response". Through comparative analysis of collectivism (Korea) and individualism (Western societies), it reveals cultural values 'moderating effect on the intensity of idol influence, thereby addressing a neglected cultural dimension in previous research. The findings provide ethical guidance for the entertainment industry by recommending that idol management teams incorporate positive value transmission into their operational frameworks. For social media platforms, these insights offer regulatory directions to optimize algorithms, reduce excessive promotion of idol appearance beautification content, and alleviate fans' body image anxiety. Idol management companies should implement internal value transmission systems, including monthly public welfare training sessions and quarterly positive image assessments. Social media platforms should optimize algorithms to reduce excessive beautification content recommendations, lowering the proportion of appearance-focused content from 40% to 20%, while increasing exposure of public welfare and positive energy content.

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