

## ABSTRACT

The growing fanaticism towards artists and celebrities among Filipinos is rampant in today's society. Shown by the popularity of products being endorsed by these celebrities. Describe the relationship between local fans' attitudes towards their idolized artists or celebrities and their attitude towards the product being endorsed by those celebrities. Using correlational method, the study intended to find out if there is a significant relationship between celebrity worship and compulsive buying behavior and the perceived celebrity attitude of the respondents using McCutcheon et al. (2002) Celebrity Attitude Scale. Moreover, the demographic data of the respondents were also determined and their buying behavior was also assessed. The respondents of this study were active members of different fandoms in the Philippines as well as those who were frequent buyers from online shops. The study likewise used the adaptation of Celebrity Worship Scale (Maltby, et al, 2006) and Compulsive Buying Scale (Valence, 1988). Data were analyzed with the help of a statistician using Pearson Correlation Coefficient. Findings revealed that among 207 respondents, 51.7% were categorized at Intense Personal Subscale as assessed by the said scale. While 34.8% were specified as compulsive. Results also showed that Celebrity Worship has a low correlation with Compulsive Buying Behavior ( $r^2=0.1213$ ). On the other hand, 34.8% were specified as non-compulsive buyers. In addition, Celebrity Worship has a low correlation with Non-compulsive buying behavior ( $r^2=0.1391$ ).

*keywords: celebrity worship, compulsive buying behavior, artists, fanatics*