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Abstract
Spread quickly and conveniently in the information, the diverse and sophisticated and social and various foreign cultural pounds at under, "idolatry" becomes teenager hot issue within growth process, idolatrous and strong emotion power, will be interested in the related information of idol, firm also via idol generation speech, give particular symbol and symbol the product, facilitate the teenager's consume action. This search the trial inquires into the consume characteristic that action factor and idolatry action of teenager's idolatry extend from the teenager's attribute.
The search shows that teenager's idolatry can be classified into success to approve as a result, motion copy, and the information sharing wait for the adoration action of three category types, the family attribute is more low, the value of wad obligee is more low, the age range is more low, residence metropolis(contra in residence village sector) of teenager, succeed the idolatry action of approbation is more high;(for idol artistic talent's inclining to with the attribute hobby of shape more high).
The attribute of the peers is more high, wad fame and prestige the value is more high, wad scheme the idea is more low, residence metropolis(contra in residence village sector) of teenager, motion copy of the idolatry action is more high;(have no notable variance to the hobby trend of the idol attribute). The family attribute is more low, peers the attribute is more low, the age range is more high and live the teenager of village sector(contra in residence metropolis), information sharing of the idolatry action is more high.(for idol personality's inclining to with the attribute hobby of artistic talent more high). The idolatry action succeeding to approve is more high, the extension of experience article the consume is more high;(idol for the generation of the experience article the speech result is more good. The idolatry action that the motion copies is more high, the extension of the function and symbol article the consume is more low;(idol for the generation of the function and symbol article speech the result is more bad).Idolatry action and each kind of extension consume action of article of information sharing have no notable variance. Study to show as a result in addition, live a metropolis(contra in residence village sector), personal controllable figure more higher teenager, for the adoration extension of each kind of article consume the action is also more high.
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