



Does Social Media Strengthen the Effect of Narcissism, Envy, and Materialism on Conspicuous Consumption?

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Abstract

The rational behavior of consumers is to get the best product at a low price. This is in accordance with the economic law which states that rational individuals will make as few sacrifices as possible to get more. The act of envy of other people's ownership also affects the behavior of an individual's consumer, this is seen when someone wants to match or want to own an item or facility that is owned by another person. Conspicuous consumption behavior in the current era is growing rapidly because of the internet and social media. Previous research has not explained the relationship between the three variables, namely narcissism, envy and conspicuous consumption. This study also proves that there is no influence of narcissism with excessive buying behavior patterns. Social media has a role in influencing patterns of excessive buying behavior but is unable to moderate the relationship between envy and narcissism. This study was able to conclude that envy arises because individuals see directly or interact with the surrounding environment without going through social media to make excessive buying behavior patterns.

INTRODUCTION

The rational behavior of consumers is to get the best product at a low price. This is in accordance with the law of economics which states that rational individuals will sacrifice as little as possible to get more. On the other hand, there is an anomaly which states that when consumers pay more, they will get greater satisfaction. When consumers are able to pay as much as possible for a sacrifice, the satisfaction obtained is higher, this is inversely proportional to the economic laws of rational individuals (Cluley & Dunne, 2012). The development of consumer irrational behavior is influenced by several things, (Murray, 2015) stating that this irrational behavior is caused by the desire to show others what one has so

that it can create an impression or impression that can ultimately give satisfaction to oneself. The satisfaction arises not because of the use value of a product, but because of the impressions obtained by others. Social media is a tool used to get an impression, such as Facebook, Instagram, Twitter and others. The impressions obtained are in the form of likes, comments or shares, the higher the interaction that occurs on social media, the higher the satisfaction obtained by consumers. The existence of narcissism in social media was also tested by (Davenport et al., 2014) related to its level on different social media. Two social media were used as research objects, namely twitter and facebook, the results showed that twitter is a platform that becomes a narcissistic media for its users.

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The envy of other people's ownership also affects the behaviour of an individual's consumer; this is seen when someone wants to match or want to own an item or facility that another person owns. An individual gets that information through social media or sees it in person; irrational thoughts emerge. The irrational thinking in question is wanting to get the impression that the concerned individual is not inferior to others, so he has the same position as the person he admires (Sundie et al., 2009). The behaviour of individuals who have a selfish character, jealousy of other people's possessions and materialism are often associated with conspicuous consumption. Conspicuous consumption acts will satisfy individuals who do it (Winkelmann, 2012). The materialistic character of the individual also influences irrational consumption, namely wanting to be seen as having luxurious goods and showing these items to others so that they hope to get praise (Podoshen et al., 2011).

Conspicuous consumption behavior in the current era is growing rapidly because of the internet and social media. The use of social media is thought to be able to reach many people, preferably by individuals or consumers with a conspicuous consumption background when buying products. Previous research has not explained the relationship between the three variables, namely narcissism, envy, materialism and conspicuous consumption. The novelty of this research lies in examining the effect of moderating variables, namely the use of social media will encourage someone who has narcissism, envy, and materialism characters to do conspicuous consumption.

Consumptive behaviour is someone buying an item without any reasonable consideration where the person buying an item is not based on a need factor (Leslie, 2009). Buying behaviour that is not according to needs solely for pleasure, causing someone to be extravagant, is called consumptive behaviour. The large variety of products marketed affects a person's attitude towards purchasing patterns so that the fulfilment of current needs is no longer used to meet needs, rather wants that can be delayed, for example, such as the following fashion, increasing prestige, maintaining prestige, and various reasons that are less important. Such behaviour tends to lead individuals to an orientation that is more focused on material aspects or, in other words, tends toward consumptive behaviour (Saito, 2009).

Enrico, Aron, & Oktavia (2013) say that consumptive behaviour is a behaviour that is no longer based on rational considerations but because of a desire that has reached an irrational level. It encourages people to buy continuously without

realising it, causing them to become more entangled in wasteful behaviour. Pragmatically, consumptive behaviour can be interpreted as an act of using an incomplete product. They were buying goods because of a gift on offer or buying a product because many people use the item. So the conclusion is consumptive behaviour is the behaviour of a person buying a product not based on the need factor but rather on desire and satisfaction alone. Xinhui & Han (2016) stated that humans in consuming goods no longer see their use-value, namely meeting their needs but also being used to fulfil desires, so the consumption of goods becomes excessive.

Consumptive behaviour is no longer based on rational considerations but on buying certain products or services to get pleasure or just emotional feelings. Consumers are influenced by emotional motives such as personal or subjective things such as status, self-esteem, feelings of love and so on. Consumers who are influenced by emotional motives do not consider whether the goods they buy follow themselves according to their needs and abilities. Under the standards of quality, they expect. This is what causes individuals to behave consumptively. Based on the previous description, it can be concluded that consumptive behaviour is the act of a person buying goods in excess, which does not consider whether the goods are following needs and according to financial stability. Purchases that are less needed and not needed only to achieve maximum satisfaction are based on desire, causing waste. Today's modern world shows that the happiness that people want is if they have and show signs or goods that are seen by the general public as luxury goods. In this case, those who have been able to achieve this are people who are in the upper social class. This difference in access to luxury goods shows differences in consumption levels between people belonging to the upper social class and those belonging to the upper social class and lower social class society (Shavitt et al., 2016).

The rationality of consumers in the community system has experienced developments and changes because they buy goods no longer because of needs but rather to fulfil desires. When they want to consume something, individuals must also consider the satisfaction of their desires that must be fulfilled. Consumption is not just a desire to buy so many commodities, one function of pleasure, one individual function, the liberation of needs, self-gratification, wealth or consumption of objects. Humans are not only offered what consumers need but also what they want. Thus, want turns actively into needs; what was originally just a desire becomes what is needed. Consumption is in a meaning that is a sign manipulation, and object manipulation is a

sign. The symbol's value is used as a community's main commodity to consume something. Therefore, what is suitable for consumption by many people is if the object already has the best sign. The symbol or image owned by an object deserves to be one of the factors for them to consider whether the object is suitable for consumption or not. Even though an object has the same purpose, the more it exists and the better the image, so that the object can look different in the eyes of consumers (Schiffman et al., 2012).

Today many individuals prefer to buy brands rather than consider their benefits when consuming them. Brands can determine a person's social status. Consuming objects based on brands, it can be seen that they also pay attention to social prestige. Consuming objects that do not have an image or brand that is not good or well known can be influenced by social prestige, which is always considered. Consuming objects means consuming signs and, in the process defining ourselves. Veblen (2005) proposes the term conspicuous consumption to indicate the goods we buy and show to others to emphasise our prestige and status and support a lifestyle in our spare time. Veblen (2005) suggests the term pecuniary emulation (equalisation of needs related to money), in which groups not included in the leisure class try to match the acquisition and use of certain objects in the hope that they will achieve a state with the groups above them.

H1: Envy affects Conspicuous Consumption

Buying behaviour Consumers will form conspicuous consumption when a person's character is envious. A person's behaviour is formed through his character, so the consumer buying process will have a pattern related to the character. The results of previous studies show that envy affects conspicuous consumption. When a consumer wants the same behaviour as most individuals on social media, the role of social media will strengthen conspicuous consumption. The envious nature of consumers forms a strong influence on the concept of conspicuous consumption, especially when moderated by strong social media.

H2: Social media strengthens the influence of envy on Conspicuous Consumption

Narcissism is one of the characteristics of consumer behaviour to show that character externally. Narcissistic behaviour is a desire to show others that they have something to be proud of. Narcissism is related to self-exploitation shown to external parties. Previous research has shown

that narcissism affects conspicuous consumption. Narcissistic behaviour is a form of desire to show externally related to self-exploitation; hence, consumption can be excessive. Excessive consumption is part of conspicuous consumption related to products consumers do not need.

H3: Narcissism affects Conspicuous Consumption

Social media can be a part that strengthens an individual's narcissistic behaviour in its influence on conspicuous consumption. Excessive buying behaviour is an act that wants to show the character of an individual towards other people around. Social media can increase an individual's narcissistic behaviour, making excessive purchases even though the items purchased are not needed. Purchases made to show these characters are an attempt to give others an impression so that a narcissist's behaviour will have a close relationship with conspicuous consumption.

H4: Social media strengthens the influence of narcissism on Conspicuous Consumption

METHOD

This research is included in quantitative. This study aims to examine the effect of narcissism, envy and materialism moderated by the use of social media on conspicuous consumption. The study used purposive sampling by selecting certain samples that matched the criteria. Several criteria can be sampled in this study, namely liking to show off their belongings on social media, this can be seen in uploads on social media and liking branded goods, be it shoes, clothes, or cell phones that seem luxurious.

The number of samples in this study followed the recommendation of (Hair et al., 2014), which is 5-10 times the number of research indicators. In this study, there are 24 indicators, so the research sample has an interval of 120 to 240 respondents. The research employs 158 respondents as samples.

The indicators refer to previous research, shown in Table 1. Narcissism indicators were adopted from (Taylor & Strutton, 2016; Velov et al., 2014), envy was adopted from (Krasnova et al., 2015; Taylor & Strutton, 2016), materialism adopted from (Goldsmith & Clark, 2012; Taylor & Strutton, 2016), social media usage (Brooks, 2015; Taylor & Strutton, 2016) and conspicuous consumption from (Taylor & Strutton, 2016).

RESULT AND DISCUSSION

The results of the validity test have several indicators that need to be removed, leaving indicators that are able to meet the validity test rules as shown in Table 4.1, which has a loading factor value of > 0.7 (JF Hair et al., 2014).

Table 4.1 Validity Test Result

Indikator	N	E	C	S
N1	0.931			
N2	0.804			
N3	0.741			
E1		0.762		
E2		0.849		
E3		0.841		
C1			0.756	
C2			0.842	
C3			0.845	
S1				0.948
S2				0.831
S3				0.950

Description: N (Narcissism); E (Envy); S (Social Media); C (Conspicuous Consumption)

Reliability Test Results

The results showed that the reliability had met the requirements, namely having a Cronbach alpha value ≥ 0.7 and CR ≥ 0.7 as shown in Table 4.2

Table 4.2 Reliability Test Results

Variable	Cronbach Alpha	CR
Envy	0.753	0.859
Narcissism	0.769	0.868
Social Media	0.896	0.936
Conspicuous Consumption	0.749	0.856

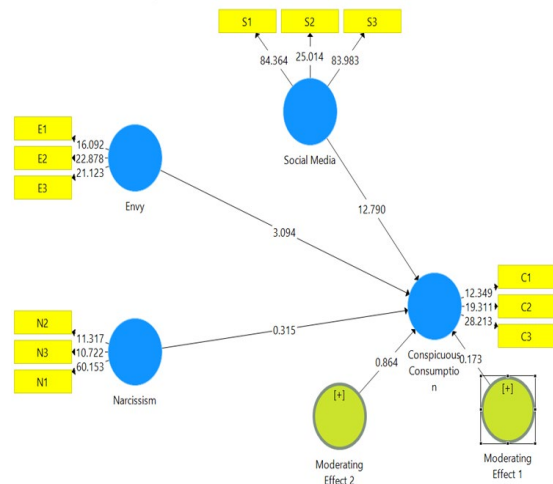


Figure 4.4 Relationship Between Variables

The test results between variables are shown in Table 4.3

Table 4.3 Hypothesis Test Results

Hypothesis Test	Standard Deviation	T Statistic	P Values
Envy -> Conspicuous Consumption	0.067	3.094	0.002**
Envy -> Conspicuous Consumption	0.043	2.173	0.036
Narcissism -> Conspicuous Consumption	0.057	2.454	0.027
Narcissism -> Conspicuous Consumption	0.058	0.864	0.388
Social Media -> Conspicuous Consumption	0.060	12.790	0.000**

Description: **sig at 0.05

The results of this study indicate that envy has a positive and significant effect on consumption. The human personality desires to emulate other people; this shows that envy is a desire to dislike to see other people higher or have more money so that there is a desire that arises to equal or exceed ownership of other people's goods. This study shows that when a person is envious of others, it will lead to consumption so that a behaviour pattern appears to buy an item in excess (Taylor & Strutton, 2016). The needs of a human being have three basic needs that must be met: clothing, housing and food. This indicates that one example, when a person lives in the world

needs a basic thing, namely clothing. Clothing is a necessary component to appear in front of others, however, in the pattern of excessive consumption behaviour, an individual will choose clothes that have certain brands, so it appears that the clothes or clothes used have prices above the average so that the desire to appear excessively in front of other people will bring up a pattern of buying clothes that have a certain brand. When there is more desire to appear in front of others by using certain brand clothes, giving rise to the impression that the clothes they have are expensive, this pattern of behaviour can show others that an individual has certain symbols so that they cannot be underestimated by others, because the clothes used are clothes that have an expensive price. This research shows that when other colleagues see that the appearance of other colleagues looks better or more expensive will create a sense of belonging or wanting to look better than others, this can encourage excessive consumption patterns in children's clothes.

Consumption patterns related to hands are more directed to the food consumed by individuals. In the current era where the internet is growing rapidly, one's food will become an ingredient that can be used for uploads on social media. Therefore, when someone eats food considered to have a high value, it can be uploaded to show others the food being ordered. In this era, it is very easy for other people to find out through social media about food that can be used as an interesting upload. When someone uploads food photos, it can give the impression that the individual is eating expensive food. Therefore, it can be used as material for uploads on social media; consumption patterns like this can encourage a desire to buy excessively. It is not based on the need to eliminate hunger but on the desire to provide a positive self-image or image.

The need for boards is related to new habits or ways to enjoy hotels in big cities or staycations. This effort is a way to break away from the routine that is felt every day so that an individual will rent a hotel in the same city or a different city to release the boredom of work and daily routines. This effort is a form to coordinate between work and entertainment consumption patterns carried out by an individual concerning things obtained or information from other people. If other people have felt the station at quality hotels, then there is also a desire to feel the happiness of others by staying at certain hotels to give a sense of satisfaction. The desire to stay overnight will encourage excessive consumption patterns so

that it seems as if an individual will compete with other individuals to book or stay at an expensive hotel, the more expensive it is. The hotel will be more satisfied by someone carrying an excessive consumption pattern. This consumption pattern will encourage more and more individuals to buy or book a hotel at a higher cost so that with satisfactory service and certain specificities, it can encourage more consumers.

Excessive consumption patterns are a concept to show others that an individual has been able to buy or own a product, whether in the form of goods or services purchased. When someone has been able to buy an item, it will encourage a desire to show off to others the products they have. This is closely related to consumption patterns that are not based on needs but on the desire to show others (Wu et al., 2017). This consumption pattern is based on envy of other people's ownership of an item or service. The same or more expensive goods when compared to other people's, this consumption pattern can encourage consumers' hedonic desires and consumptive patterns.

Sigmund Freud's theory can be divided into three forms of a person's motivation; the first motivation is the desire to have, which is based on the existence of a personality (Koffka, 2013). According to Sigmund Freud, personality is divided into three components, namely the id, ego, and superego, stating that motivation is an impulse that arises from within humans that is not realised, especially biological drives which are the core of human motivation. Motivation encourages primitive and impulsive needs so that it does not involve other norms and behaviours. The impulse that arises from this element is still a very human component because it comes purely from within humans. This need is a response that is owned to the behaviour of others towards the ownership of an item or service. When someone has an item that is considered luxurious, then there is a desire to have the same item. Therefore, primitive and impulsive desires arise from this element; besides that, there is another element, namely the superego, which is a behaviour that arises from personality by involving moral and ethical values so that when buying an item or another service. An individual will involve social values and norms so that decisions taken can consider other values; this can encourage consumption patterns that involve norms and values.

CONCLUSION AND RECOMMENDATION

The results of this study have proven that there is an effect of envy on excessive behaviour patterns. This phenomenon shows that a personality to appear in front of others can encourage the desire to buy more products or services. Envy arises over the personality to show the advantages of wealth possessed to others. This study also proves that narcissism does not influence excessive buying behaviour patterns. Social media has a role in influencing patterns of excessive buying behaviour but is unable to moderate the relationship between envy and narcissism. This study concluded that envy arises because individuals see directly or interact with the surrounding environment without going through social media to make excessive buying behaviour patterns.

This study has proven that envy can affect a person's excessive buying behaviour pattern. Marketers need to take advantage of the results of this study by providing a hedonic aspect to the goods being sold. This can encourage more and more behavioural patterns because there are individuals who have the personality to appear better in front of others. Marketers can adjust the products sold with a touch of hedonic aspects because an individual's motivation has two components, namely utilitarian and hedonic; a marketer needs to take advantage of these situations and conditions to get sales. Therefore, marketers need to advertise products sold through social media that can be reached by individuals who are envious of others. This study proves that social media is an element that can be put to good use. Further research needs to elaborate on the influence of locus of control on narcissism and its relationship to excessive buying behaviour patterns to encourage better knowledge and insight

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