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Effect of the intensity of Instagram usage as a social media tool on conspicuous consumption

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Effect of the intensity of Instagram usage as a social media tool on conspicuous consumption

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Abstract

As internet usage grew, social media sites proliferated, and consumers began to use them more frequently. On social media, people share their daily lives, but they also express what they want to symbolize. This sharing includes conspicuous buying or consumption, presenting both opportunities and challenges for organizations. Therefore, the aim of this research was to investigate how the intensity of Instagram's usage as a social media platform affects conspicuous consumption. The data was gathered through a questionnaire administered to Instagram users ($N = 230$). Partial least squares structural equation modeling (PLS-SEM) determined the effect of the intensity of Instagram's usage as a social media platform on conspicuous consumption. According to the findings, the intensity of Instagram usage influenced the dimensions of conspicuous consumption (status, social impact, and sociability). By emphasizing conspicuous consumption, companies have an opportunity to impress their customers.

Keywords

conspicuous consumption, intensity of Instagram usage, social media

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Effect of the Intensity of Instagram Usage as a Social Media Tool on Conspicuous Consumption

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Abstract

As internet usage grew, social media sites proliferated, and consumers began to use them more frequently. On social media, people share their daily lives, but they also express what they want to symbolize. This sharing includes conspicuous buying or consumption, presenting both opportunities and challenges for organizations. Therefore, the aim of this research was to investigate how the intensity of Instagram's usage as a social media platform affects conspicuous consumption. The data was gathered through a questionnaire administered to Instagram users ($N = 230$). Partial least squares structural equation modeling (PLS-SEM) determined the effect of the intensity of Instagram's usage as a social media platform on conspicuous consumption. According to the findings, the intensity of Instagram usage influenced the dimensions of conspicuous consumption (status, social impact, and sociability). By emphasizing conspicuous consumption, companies have an opportunity to impress their customers.

Keywords: conspicuous consumption, intensity of Instagram usage, social media

Introduction

With the advent of the internet, everything has become available to humans. Social media has gained in popularity over the past two decades, and most notably in the last decade. Following the launch of Facebook in 2004, social media acquired importance, beginning with blogs. Other social media services such as YouTube, Twitter, Foursquare, Tumblr, Instagram, Pinterest, and Snapchat then entered people's lives, following in the footsteps of Facebook. Individuals utilize social media networks extensively.

In January 2022, there were 4.62 billion active social media users globally—a 10.1% rise from the previous year. Every day, social media users spend around 2 hours and 27 minutes on social media (Kemp, 2022; We Are Social, 2022). This study focused on Instagram users in Turkiye. In Turkiye, 80.8% of the population are active social media users and 76.5% of those aged 13 and older utilize social media. Daily social media usage in Turkiye accounts for approximately 2 hours and 59 minutes. Furthermore, Instagram is the fourth most popular social media network worldwide as of January 2022, and it is the second most popular social media network in Turkiye (Kemp, 2022; We Are Social, 2022).

The development of social media has provided individuals with a new means of expression. Many people display their *perfect* lives on social media. In other words, they share parts of their public lives with their followers. Thus, they ensure that their followers replicate their lifestyle and use the

same goods and services. People share the products and services they acquire via conspicuous consumption (Bayuk & Öz, 2018; Sabuncuğlu, 2015). Examples of conspicuous consumption include buying jewelry with an unusual design, buying an air conditioner that remains unused to save money on electricity, and buying prohibitively costly brands. Other forms of conspicuous consumption include incurring loans and carrying out non-essential household renovations to impress friends or to be popular.

Consequently, social media has evolved into a platform for people to talk about their consumption (Thoumrungroje, 2014). People employ social media to share what they eat, where they go, what they buy, what they have in their homes, and more. (Efendioğlu, 2019). Sabuncuoğlu (2015) observed that people display their belongings on social media, their followers admire them when they consume specific products, and their followers aspire to raise their own status by purchasing and advertising the goods or services they see on social media. Therefore, the purpose of this study was to determine the impact of the intensity of Instagram usage on conspicuous consumption.

Literature Review

Conspicuous Consumption

Veblen (1899) established the notion of conspicuous consumption. He remarked that the high-income group, characterized as the *idle class*, consumed conspicuously but other groups also engaged in conspicuous consumption. According to Veblen (1899), conspicuous consumption appears in all socioeconomic classes, including the lowest. Individuals use conspicuous consumption to demonstrate to society who they are and to satisfy their need to be unique (İlhan & Uğurhan, 2019). Therefore, conspicuous consumption may be described as the purchase and use of products or services with the intention of influencing one's environment. Conspicuous consumption is intended to satisfy more than just basic needs. In other words, while customers make purchases for display purposes, they also purchase the status, reputation, adoration, and ability to influence others that the product or service gives in addition to providing their basic needs.

Some reasons for conspicuous consumption include drawing admiration from others, proving oneself, and displaying greater wealth than others (Hız, 2011). Other reasons are the consumer's psychology, their personality, the culture in which they reside, their fashion, and the encouragement of advertisements (Barut & Güneş, 2018). According to Veblen (1899), products may be compelling under two conditions. A product's comparable price is the initial consideration; the second is its desirability and attractiveness to the consumer and others. In other words, a product's price is not conspicuous if it is equal to the prices of similar products. In addition, for anything to be called conspicuous, one must be able to display it and generate admiration and jealousy in others (Veblen, 1899).

Conspicuous consumption has been the subject of many studies and has been approached from different perspectives. According to some studies, materialism influences conspicuous consumption (Akın, 2021; Pellegrino et al., 2022; Podoshen et al., 2010; Zakaria et al., 2021). Some research has shown that consumers tend toward conspicuous consumption as a means of status enhancement (Assimos et al., 2019; Oh, 2021; Sahin & Nasir, 2022; Souiden et al., 2011). Ekşi and Candan (2018) concluded from their findings that consumers with an adventurous,

curious, and innovative lifestyle tend to consume more conspicuously. In their study, Verdugo & Ponce (2020) sought to determine whether men and women of Generation Y differ in their conspicuous consumption. They concluded that men tend to consume more conspicuously than women. Oh (2021) showed that low social self-esteem encourages conspicuous consumption among those who consider themselves to be of a higher social class. Cesur and Candan Çam (2022) examined conspicuous consumption in Generations Y and Z and concluded that Generation Z consumers have more conspicuous consumption tendencies than Generation Y consumers.

Social Media

Social media, in simple terms, is an interactive communication platform in which people connect with one another online by sharing and editing material; several social media sites that allow users to communicate through sharing include Facebook, Instagram, TikTok, YouTube, Twitter, and LinkedIn.

Social media is defined in several ways:

- mobile and web-based platforms that allow individuals and groups to share, co-create, discuss, and trade user-generated content (Kietzmann et al., 2011),
- any web-based programs that allow users to create or edit user-generated content and connect with one another (Taprial & Kanvar, 2017), and
- platforms, sometimes known as virtual spaces, that allow users to generate and share content internationally, and information processing technology that allows users to access a platform (Brooks & Gupta, 2013).

Social networking has given customers a new platform for conspicuous consumption. Social media users want their followers to believe that their lives are extraordinary. By detailing their trips, they seek to elicit reactions, such as *look where they went again* or *every day, they wear different clothing*. From a marketing perspective, these posts present opportunities for businesses. Yet the psychological impact of social media posts varies between the individuals who share these messages and those who view them.

The following are the beneficial impacts of social media on human psychology (Akram & Kumar, 2017; Aksakallı, 2018; Brown, 2018; Özçelebi, n.d.; Siddiqui & Singh, 2016): providing a sense of belonging, building confidence, decreasing loneliness, making people happy, meeting new people, maintaining continual communication, and achieving ego satisfaction through liking and following the agenda, fashion, and current trends. The negative effects of social media on human psychology are as follows (Akram & Kumar, 2017; Aksakallı, 2018; Brown, 2018; Özçelebi, n.d.; Siddiqui & Singh, 2016): increasing feelings of inadequacy, decreasing individual interest in the outside world, not enjoying things an individual used to enjoy, increasing the risk of addiction, causing anxiety and sleep deprivation, encouraging feelings of jealousy, reducing empathy, and feeling that an individual has to prove themselves to other people, leading to depression. When evaluating the advantages of social media, ego fulfillment and happiness are related to conspicuous consumption.

Social Media and Conspicuous Consumption

A literature review on social media use and conspicuous consumption was conducted to formulate the research model and hypotheses. Thoumrungroje (2014) found that the intensity of social media usage had an influence on both conspicuous consumption and electronic word-of-mouth trust among Thai consumers. In Taylor & Strutton's (2016) research, there was evidence of Facebook usage affecting conspicuous consumption.

According to Ismail et al.'s (2018) study on the effects of perceived social media marketing activities on value consciousness, brand consciousness, brand loyalty, and the intensity of social media usage on conspicuous consumption and materialism, perceived social media marketing activities had a direct effect on value consciousness, brand consciousness, and brand loyalty; and an indirect effect on value consciousness and brand consciousness. They also determined that the amount of time spent on social media influenced conscious consumption and materialism.

Bayuk and Öz (2018) conducted a study on conspicuous consumption in the Turkish social media environment. They observed that conspicuous consumption differed by gender, marital status, age, income, occupation, and social media usage frequency. Similarly, in examining the relationship between social media usage frequency, self-esteem, and conspicuous consumption, Widjajanta et al. (2018) found that social media usage frequency and self-esteem affected conspicuous consumption. In assessing whether social media use would have a mediating effect on conspicuous consumption and self-esteem, Wai and Osman (2019) found that while social media use and the mediator effect of self-esteem partially explained conspicuous consumption, social media use had a direct effect on conspicuous consumption, whereas self-esteem had a mediating effect on conspicuous consumption.

Research designed by Efendioğlu (2019) to determine the effects of customer engagement, personal image representation, and shared satisfaction on purchase intention found that all three influenced purchase intention. His research also unveiled that people use social media to display to their followers or others their life products, the places they visit, the food they consume, their leisure activities, their social position, and their social class.

In their investigation of the effects of social media usage, self-image congruity, and self-esteem on conspicuous consumption, Burnasheva and Suh (2021) uncovered considerable positive connections between these three factors. Siepman et al. (2022), who examined the influence of luxury and non-luxury experiences as well as traditional luxury products on status- and non-status-related factors, found that individuals can transmit their status by displaying their luxury experiences on social media. Furthermore, Pellegrino et al. (2022) determined that the intensity of social media usage increases conspicuous consumption. In contrast, Neto and Brandao (2021) concluded that the intensity of social media usage had no influence on conspicuous consumption. This difference in their research may be attributable to the sample's different demographic, cultural, psychological, and personality characteristics; hence, explain the finding that the intensity of social media use does not affect conspicuous consumption. As Neto and Brandao (2021) indicated, the emergence of different results indicates that more research in this field is required. Thus, to evaluate the influence of social media, the following hypotheses were developed:

- H1: The intensity of social media usage influences conspicuous consumption.
 - H1a: The intensity of social media usage influences status.

- H1b: The intensity of social media usage influences social impact.
- H1c: The intensity of social media usage influences sociability.

Methods

Purpose and Importance of the Study

People who use social media share moments of their daily lives. They would rather convey who they wish to be than who they really are, and they can achieve this through their social media. In other words, posts are occasionally noted to be merely for display purposes. Therefore, these individuals think they have demonstrated their importance to society. Many of these people use social media all the time, especially Instagram, to flaunt their achievements. Although there have been several studies on social media, few indicate a relationship between the intensity of social media use and conspicuous consumption. Consequently, the purpose of this study was to examine the connection between the intensity of social media usage and conspicuous consumption. The study's findings can help marketing managers determine how to discourage conspicuous consumption. Marketers who want to stimulate their target audiences to buy will have a better chance of success if they use social media on the axis of conspicuous consumption.

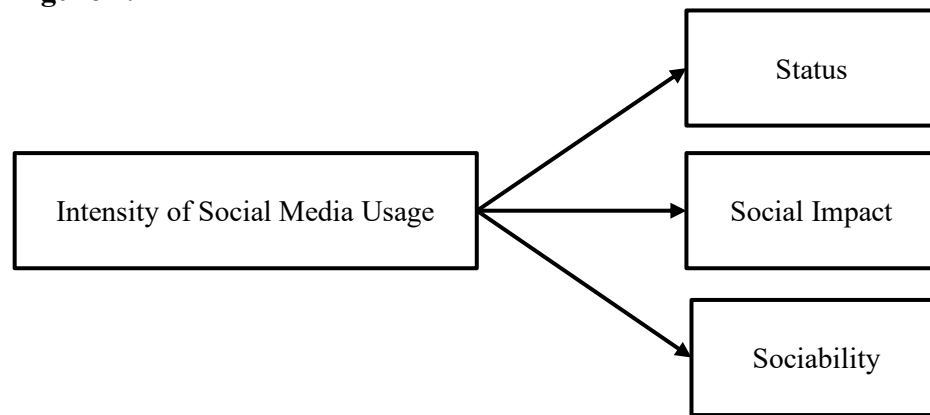
The significance of this study lies in its demonstration of the relationship between the intensity of social media usage and conspicuous consumption. Thus, marketing managers and social media professionals will be able to use social media platforms more efficiently. Numerous studies have examined conspicuous consumption from the perspective of social media platforms such as Facebook. This study is particularly important for determining the effect of Instagram on conspicuous consumption. The emergence of different results in studies on the influence of the intensity of social media usage on conspicuous consumption demonstrates the need for more research in this field. This study fills this gap in the international literature concerning the relationship between the intensity of social media usage and conspicuous consumption.

Model of the Study

People, and hence consumers, frequently use social media. Consumers may easily share their consumption for display purposes on social media, and they can even encourage consumption to share. Studies show that social media usage affects conspicuous consumption (Bayuk & Öz, 2018; Burnasheva & Suh, 2021; Efendioğlu, 2019; Ismail et al., 2018; Pellegrino et al., 2022; Siepmann et al., 2022; Taylor & Strutton, 2016; Thoumrungroje, 2014; Wai & Osman, 2019; Widjajanta et al., 2018). According to research conducted in Turkiye, conspicuous consumption differs by gender, marital status, age, income, and frequency of social media activity (Bayuk & Öz, 2018). Therefore, this study aimed to establish a connection between the frequency of social media usage and conspicuous consumption. Figure 1 displays the theoretical research model created to accomplish the purpose of the study.

The SPSS 22 and SmartPLS 3 software programs were used to analyze the data, and then the results of the analysis were evaluated. Initially, the frequencies of specific data were examined. Subsequently, partial least squares structural equation modeling (PLS-SEM) was employed to analyze the validity and reliability, while PLS-SEM was utilized for hypothesis testing.

Figure 1. Theoretical Research Model



Sample

The study's sample consists of Instagram users residing in Turkiye. The convenience sampling method was used to reach participants. In total, 230 people were reached.

Data Collection

To determine the research variables, a literature review was undertaken. The scale for conspicuous consumption was adopted from Ekşi and Candan (2018), while the scale for the intensity of social media usage was adopted from Ellison et al. (2007) and Gupta and Vohra (2019). First, participants were asked how frequently they use Instagram, how many followers they have, and whom they follow. The intensity scale for Instagram usage, comprising 12 statements, was displayed in the following section. The 17-item scale measuring conspicuous consumption was given in the third part. The fourth section comprised questions about the characteristics of the participants' demographics. The questionnaire contained 37 questions. In the first and fourth sections, the questions were multiple choice, but the second and third sections contained statements accompanied by a 5-point Likert scale (1 = Completely Disagree, 5 = Completely Agree). The survey was distributed online using Google Forms.

Findings

The PLS-SEM is a strong approach for explaining the dependent variable at the highest level, particularly with small-scale samples that do not show normal distribution, and for basing the measurement errors on the data obtained in the analysis (Hair et al., 2014), assisted by employing the SPSS 22 and SmartPLS statistical package programs. Based on the data obtained, SPSS was used for the frequency analysis and PLS-SEM was used for the hypothesis tests.

Descriptive Statistics

The data gathered about how the participants use Instagram revealed that most of them (55.7%) spent between one and four hours on Instagram daily (see Table 1).

Table 1. Participants' Time Spent on Instagram

Participants' Time Spent on Instagram	Frequency	Percent (%)
Less Than 1 Hour	75	32.6
1 Hour – 2 Hours	86	37.4
3 Hours – 4 Hours	42	18.3
More Than 4 Hours	27	11.7
Total	230	100.0

On this basis, the participants utilized Instagram efficiently throughout the day. Table 2 shows that most participants had between 201 and 400 followers (38.3%) and followed between 201 and 400 individuals (39.4%). From this perspective, most participants in the study attached importance to mutual following.

Table 2. Followers and Followed People Data of Participants

Number of Followers	Frequency	Percent (%)	Number of People Followed	Frequency	Percent (%)
0 – 100 People	22	9.6	0 – 100 People	19	8.3
101 – 200 People	44	19.1	101 – 200 People	49	21.3
201 – 300 People	40	17.4	201 – 300 People	52	22.6
301 – 400 People	48	20.9	301 – 400 People	39	16.9
401 – 500 People	23	10.0	401 – 500 People	23	10.0
More than 501 People	53	23.0	More than 501 People	48	20.9
Total	230	100.0	Total	230	100.0

Examining the participant demographics revealed that 56.5% were female and 43.5% were male. Most ranged in age from 18 to 28 years (82.2%). Most participants (70.9%) had a monthly income of less than 3,500 Turkish lira. Though the lowest level of education in the sample was high school, 65.7% of the participants held a four-year college degree (see Table 3).

Table 3. Demographic Characteristics of Participants

Variable	<i>n</i>	%	Variable	<i>n</i>	%
<u>Gender</u>			<u>Education</u>		
Female	130	56.5	High school	6	2.6
Male	100	43.5	Associate degree	27	11.7
Total	230	100.0	Bachelor's degree	151	65.7
<u>Income</u>			Graduate degree	46	20.0
Less than 3,500 TL	168	73.0	Total	230	100.0
3,501 TL – 5,000 TL	23	10.0	<u>Age</u>		
5,001 TL – 8,000 TL	28	12.2	18 – 28	189	82.2
More than 8,001 TL	11	4.8	29 – 39	26	11.3
Total	230	100.0	More than 40	15	6.5
			Total	230	100.0

Measurement Validity and Reliability

SmartPLS software was used to evaluate the measurement validity and reliability of the investigation. An evaluation of the measurement model entails examining external loads, reliability, and average variance extracted (AVE) values (Wong, 2013). Consequently, five items were eliminated from the conspicuous consumption scale and two items were removed from the social media use scale due to their low item loads, which compromised the credibility of the study. Table 4 displays the findings of the study.

The AVE must equal .50 (Fornell & Larcker, 1981), the composite reliability (CR) must equal .70, and Cronbach's alpha must equal .70 (Garson, 2016). As shown in Table 4, the AVE values calculated for the variables were between .623 and .729, the CR values were between .866 and .943, and the Cronbach's alpha values were between .777 and .932. Therefore, the variables exceeded the necessary threshold levels (see Table 4). For assessing discriminant validity, the Fornell-Larcker criterion was used (see Table 5).

Table 4. Evaluation of the Measurement Model

Variable	Item	Loading	Cronbach's α	CR	AVE
Status	CONSCON* 10	.765	.878	.908	.623
	CONSCON 12	.835			
	CONSCON 15	.763			
	CONSCON 17	.836			
	CONSCON 5	.744			
	CONSCON 8	.786			
Social Impact	CONSCON 1	.837	.773	.865	.682
	CONSCON 2	.848			
	CONSCON 3	.793			
Sociability	CONSCON 11	.902	.814	.889	.729
	CONSCON 14	.914			
	CONSCON 16	.732			
Intensity of Social Media Usage	INTSOSMEDUS** 1	.816	.932	.943	.649
	INTSOSMEDUS 12	.797			
	INTSOSMEDUS2	.758			
	INTSOSMEDUS3	.800			
	INTSOSMEDUS4	.792			
	INTSOSMEDUS5	.779			
	INTSOSMEDUS6	.827			
	INTSOSMEDUS7	.840			
	INTSOSMEDUS9	.841			

Note. * CONSCON: Conspicuous Consumption, ** INTSOSMEDUS: Intensity of Social Media Usage

Table 5. Fornell-Larcker Criterion Analysis

Variable	Status	Social Impact	Sociability	Intensity of Social Media Usage
Status	.789			
Social Impact	.532	.826		
Sociability	.202	.154	.854	
Intensity Of Social Media Usage	.468	.423	.339	.806

The Fornell-Larcker criterion should be greater than the correlations between variables. The Heterotrait-Monotrait ratio of correlations (HTMT) value, which is stronger than the Fornell-Larcker criterion, was also investigated. As the HTMT values were less than .90, there were no external validity issues with the model (Henseler et al., 2015). Table 6 displays the HTMT values for the study variables.

As the HTMT values in Table 6 were less than .90, the discriminant validity of the research model was attained. According to the fit indices of the research model, a chi-square/degree of freedom value of 2.576 was below the acceptable value of 3, and the standardized root mean square residual (SRMR) value was between .065 and .08, which are acceptable threshold values. The normed fit index (NFI) ranged between .80 and .90, which is an acceptable range. Consequently, the research model was valid and reliable.

Table 6. Heterotrait-Monotrait Ratio of Correlations

Variable	Status	Social Impact	Sociability	Intensity of Social Media Usage
Status				
Social Impact	.627			
Sociability	.230	.180		
Intensity of Social Media Usage	.507	.509	.379	

Hypothesis Testing

When the conditions for the external model's validity and dependability were fulfilled, hypothesis testing was done. The results are summarized in Table 7. The intensity of social media usage explained 53.9% ($R^2 = .539$) of the conspicuous consumption characteristics of status, social effect, and socializing. At a significance level of .01, the intensity of social media usage had a positive influence on conspicuous consumption characteristics (status, social impact, and socializing). According to the results, among the aspects of conspicuous consumption, status was the most influential characteristic with a coefficient of .468, social impact was second with a coefficient of .453, and socializing was third with a coefficient of .339. Thus, H_{1a} , H_{1b} , and H_{1c} were supported.

Table 7. Path Coefficients Values

Hypothesis	Beta	Mean	St. Error	T Value	p
Effect of Intensity of Social Media Usage on Status	.468	.474	.058	8.012	.000
Effect of Intensity of Social Media Usage on Social Impact	.453	.248	.051	8.801	.000
Effect of Intensity of Social Media Usage on Sociability	.339	.347	.066	5.135	.000

Note. $R^2 = .539$; Adjusted $R^2 = .528$

Discussion and Conclusions

Conclusions

The increasing use of social media has attracted the attention of businesses in recent years. Given the popularity of Instagram as a social networking application, there is increasing interest in why and how customers engage with Instagram posts. Consequently, the purpose of this study was to explore the relationship between the intensity of Instagram usage and conspicuous consumption.

Theoretical Implications

Conspicuous consumption was classified into three dimensions: status, social impact, and sociability. According to the results, the intensity of Instagram usage had a positive impact on the dimensions of conspicuous consumption (status, social influence, and socialization). As Instagram use increases, consumers share status, social influence, and sociability, and they also make purchases based on conspicuous consumption characteristics. In other words, higher Instagram usage leads to an increase in sharing and purchasing for conspicuous consumption. Consistent with other research, the results of this study indicate that the intensity of social media usage impacts conspicuous consumption (Burnasheva & Suh, 2021; Efendioğlu, 2019; Gupta & Vohra, 2019; Taylor & Strutton, 2016; Thoumrunroje, 2014; Wai & Osman, 2019;). This research demonstrates social media use aimed at impressing others or flaunting one's achievements.

Managerial Implications

The findings of this study will allow firms that target social media users to understand the behavioral characteristics of their target market. The results indicated that social media contributes to conspicuous consumption. Therefore, the results might help to explain conspicuous consumption on social media. According to the findings of the questionnaire, 82% of the participants belong to Generations Y and Z. If marketers want to reach these consumers, they may use Instagram in the context of conspicuous consumption for marketing campaigns. Consequently, they may increase their likelihood of success. The outcomes of this research are crucial for determining if business or brand managers may utilize social media to segment their marketing efforts and which elements of conspicuous consumption should be stressed. Instagram might be an effective medium for marketers to connect with members of Generations Y and Z. Instagram is a social media platform where conspicuous consumption has been popular. Given its features, Instagram has quickly gained popularity among other social networking platforms. Consumers share product photos on social media to influence the opinions of their followers. Marketers may influence the decisions of potential buyers by encouraging social media sharing and highlighting the conspicuous qualities of their products.

Businesses and brands that want people to buy their products may examine the personality traits, values, and personal interests of potential consumers and use this information to develop appropriate strategies. They may use social media to influence potential consumers who use these platforms to flaunt their achievements, and they may run social media marketing campaigns to attract such people. For example, businesses and brands can target conspicuous consumption by collaborating with influencers. Thus, they can attract consumers and increase their willingness to purchase. In addition, they can organize content and competitions that encourage conspicuous consumption. In other words, social media must be managed and maintained with the same level of professionalism as any other kind of marketing, such as advertising. The research results are also enlightening for luxury brands. They suggest that luxury companies may exploit the social media and conspicuous consumption axis to sell their products.

Limitations and Suggestions for Future Research

The research faced some limitations. First, the research scale was used only on Instagram users living in Turkiye. The small sample size was the second limitation of the study. Third, convenience sampling was the method for choosing the sample. Consequently, the findings are specific to the sample and cannot be generalized to all customers worldwide. Increasing the sample size and selecting individuals with varied demographics, psychographics, lifestyles, and personality traits may provide distinct results. In addition, features such as the intensity of usage of various social media platforms, the amount of time spent on social media, and social media activities may have significant effects on conspicuous consumption. The implications of differing consumption patterns will vary among different cultures. Various product categories can achieve unique results simultaneously. Nevertheless, business and brand managers will gain insight from the study's results.

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Appendix: Scales Used in the Study

Intensity of Social Media Usage

1. Instagram is a part of my everyday routine.
2. I am pleased to be a member of Instagram.
3. Instagram is an integral component of my everyday routine.
4. When I haven't logged into Instagram for a while, I feel disconnected.
5. I believe I am a member of the Instagram community.
6. I will be disappointed if Instagram closes.
7. I prefer to utilize Instagram.
8. I reply to Instagram posts provided by others.
9. My time on Instagram is enjoyable.
10. I believe Instagram has helped me forget my daily troubles.
11. When I am on Instagram, I feel utterly disconnected from reality.
12. I enjoy using Instagram.

Conspicuous Consumption

1. Before purchasing a product, I want to know what my friends think about the brands of the products I want to purchase.
2. Before purchasing a product, I need to know which customers favor the products/brands I'm considering.
3. Before purchasing a product, I want to hear what other people in the community think about the people who use the products or companies I'm considering.
4. Before purchasing a product, I need to know which items or brands I can influence others in the community with.
5. It is crucial to me that the things I have are constantly fashionable.
6. Products observed by friends should be purchased regardless of price.
7. When purchasing a product, I consider the brand to be crucial.
8. When making a purchase, I prioritize items that I think other people will adore.
9. My material goods are unimportant to me.
10. I'm looking for new items with status.
11. I like going to social gatherings.
12. I am willing to pay extra for things with prestige.
13. It is critical for me to know what others think of a product before purchasing it.
14. I enjoy joining social groups.
15. A dazzling product is more important to me.
16. I like meeting new people.
17. I buy a thing just for its status.