

# Conspicuous Consumption on Gen Z in Indonesia

Dennis T<sup>1,\*</sup>, Nurdin Sobari<sup>2</sup>

<sup>1,2</sup> University of Indonesia, Indonesia

\*Corresponding author. Email: [dennis.t@ui.ac.id](mailto:dennis.t@ui.ac.id)

## ABSTRACT

Social media has become a primary need for Generation Z in Indonesia. The intensity of social media use in these generations assumes that Gen Z in Indonesia has conspicuous consumption in their lifestyle; one form of conspicuous consumption is the purchase of Luxury goods. One of the social media platforms used by Gen Z in Indonesia is YouTube Z. Study aims to find out the influence of conspicuous consumption as measured through several variables such as self-image, self-esteem, and social media usage. This research is a descriptive research and the type of data used is quantitative data. The population of this research is from Gen Z who have YouTube accounts and have bought unknown amounts of luxury goods. The sample in the study as a whole amounted to 210 respondents. The methods used are nonprobability sampling and accidental sampling techniques using the formula Maximum likelihood. Analysis of data used using PLS-SEM. This study showed that four of the constructed hypotheses were supported and one was rejected. The findings of this study show social media usage has a positive and significant effect on the self-image of Gen Z in Indonesia, self-image positively significant and influences conspicuous consumption for Gen Z in Indonesia, from the influence of mediation, it is found that self-image mediates social media relationships. Usage against conspicuous consumption with significant. Lastly, from the effect of moderation, self-esteem fails in moderating social media usage relationships to conspicuous consumption.

**Keywords:** *Conspicuous Consumption, Social Media Usage, Self-Image, Self-Esteem, Luxury Brand, Luxury Goods, Gen Z.*

## 1. INTRODUCTION

Human behavior always changes from situation to situation, from moment to moment, and second [1]. However, unchanging speech is a human behavior that tends to be the same, for which is the behavior to get a high social status to differ between one individual and the individual or group with the group. To get social status, consumers use the Consumption they spend to get that social status. This consumption is known as *Conspicuous consumption*. Stated by Veblen, (1899), Consumption that is done not because of the direct benefits of the goods but to show class, wealth, prestige, or symbol status is called a conspicuous consumption. Usually, consumers will emphasize consuming products that can show their class, wealth, prestige or social status [3] and products that can show the social status of their users in Luxury Goods or *Luxury Goods*. In the process, Consumption of luxury goods is motivated by interpersonal values and personal values [5][6][7]. Suppose two motives encourage consumers to do *conspicuous consumption*: First, the desire not to be identified with the poor and

Second, the desire to be identified with the rich [8]. Therefore, the perpetrator tends to molt or consume a luxury brand. Luxury brands provide respect and satisfy their owners' hedonic and utilitarian wants [9].

Today conspicuous behavior is widely encountered in various worlds, both developed and developing countries [10]. [11] Along with the development of the times, Consumption no longer focuses on basic survival (primary) such as shelter, food, or clothing, but rather on things that can make the consumer comfortable and get the recognition of others by consuming more luxurious things such as Consumption of basic needs but with the addition of "luxury" frills: luxurious apartments, Fancy food, fancy-dress. This Consumption is a combination of *prestige* and the decision of the consumer to create a life that is different between himself and others [11]. By the beginning of this century, the consumption behaviour of luxury goods has become increasingly complex due to technological innovation, the meaning of a symbol and an increasingly close relationship with technology and marketing [12]. The Exponential

Growth of the Internet, the increasing popularity of smartphones and the rise of social media allow consumers to virtually identify or compare luxury goods, travel, and experience-based Consumption through a few snaps of a finger [13] [14]. As a result, conspicuous consumption patterns are changing, and more research is needed for relevance about conspicuous consumption [11].

The landscape of traditional conspicuous has widely grown because of social media advent. How everyone use of their social media can be a conspicuous consumption [15], for example, posting purchases on social networks can be considered a new type of conspicuous spending in electronics because users can openly demonstrate their wealth and ability to acquire or maintain social status through the goods they buy [16]. Then, when people get acquainted with others on social media, they can fully organize the information they want to share. Finally, the person will tend to share positive activities that can show *self-image*, with conspicuous consumption of goods and services [17]. Nowadays, social media has seeped into the daily lives of millennials [18] Generation Z also showed high buying intentions for luxury things. Generation Z is analyzed as part of the luxury goods market [19] Gen Z is on track to become the largest generation after millennials. They represent about \$44 billion in direct purchasing power [20]. These things are closely related to the idea of *conspicuous* consumption. With the rise of social media users in generation Z and their preference for conspicuous consumption, it is important to observe the underlying things about social media use with conspicuous consumption. Based on the results of the Population Census conducted by Katadata [21] the number of Generation Z from the results of the population census found the results of 75.29 million people or 27.94 per cent, slightly more than millennials. In Indonesia is the most widely people use Youtube. This report shows that generation Z is very active in social media, allegedly doing conspicuous consumption, so it is worth researching about conspicuous consumption in millennials and Z in Indonesia.

Previous research on conspicuous consumption, in general, can be seen in the research [17] [22] [23] and *conspicuous consumption*, However, research on how social based on researcher observe that Media affects *conspicuous consumption* is still very little researched Burnasheva and Suh's research (2020) [25] suggests researching generations other than Millennials.

## 2. LITERATURE REVIEW

### 2.1 Conspicuous Consumption

Veblen (1899) defines *conspicuous consumption* as the behavior of consuming goods not solely because of the benefits of its goods (primary utility) but as Consumption carried out to denote wealth, status, class (secondary utility). Conspicuous consumption has five dimensions: ostentation, status demonstration matreliastic hedonism, communication of belonging, interpersonal mediation, [27] conspicuous consumption measurements using measurements taken by [28] [29]

### 2.2 Self-Image

Self-image was first introduced in the 1960s [30] seeing this as one construct later by Sirgy's research (1982). Sirgy describes this concept as a multidimensional construct that affects a person when interacting with a product. One of the most important is self-image elements that refer to how consumers buy products/brands that they consider to have symbolic attributes similar to the perceptions they believe in [32]. self-image has four dimensions: expected self-concept, ideal self-concept, actual self-concept, and social self-concept.

### 2.3 Self-Esteem

The concept of self-esteem has been researched [33]. Individual subjective evaluation of his or her value is called self-esteem [34]. According to Orth and Robins (2014) [35], Human need can be described as self-esteem. If, individuals have low self-esteem, they have a strong tendency to participate in activities that can boost their self-esteem. [36] state that at least three factors make up Self-Esteem, among others: Social Comparison Process, Social Feedback Process, and Self-Reflection. The dimensions of self-esteem consist of social liking and social worth [37] [38]. self-Esteem measurements use Rosenberg measurement scale (1965) collaborated with Richardson et al. research (2009).

### 2.4 Social Media Usage

A group of Internet-based applications built with the ideological foundation and Web-based technology 2.0 that allow the creation and exchange of content by the users can described as social media [39] social media usage measurements are taken from [40]

### 3. RESEARCH METHOD

This study uses a type of descriptive research. The sample of this study is an Indonesian citizen who comes from generation Z (Ages 10-25 years) who has a YouTube account and has bought luxury goods. Gen Z was chosen because they are predicted to be the largest consumers of luxury goods, and Gen Z has a very high level of social media usage. The survey distributed to respondents from generation Z was disseminated Online, and the scale used to measure was a Likert scale of 1-5. The model has drawn by [25]

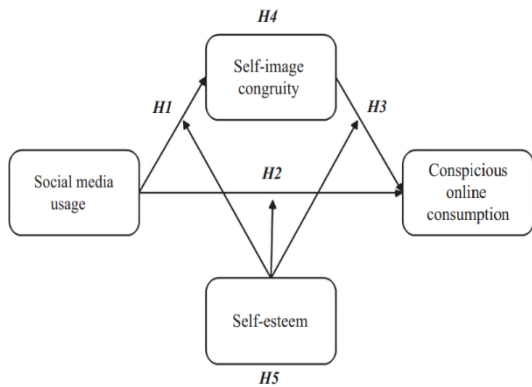


Figure 3.1. Research Model

### 4. RESULTS AND DISCUSSIONS

There are no problem in Convergent Validity, Discriminat Validity and the Reliability in this research model.

Table 4.1. Analysis of Convergent Validity and Reliability

Variable	Indicators	Outer Loadings	AVE	CR
social media usage	SMU1	0,881	0,790	0,919
	SMU2	0,899		
	SMU3	0,887		
self-image	SI1	0,893	0,876	0,654
	SI2	0,919		
	SI3	0,891		
	SI4	0,427		
self-esteem	SE1	0,798	0,629	0,894
	SE2	0,843		
	SE3	0,827		
	SE4	0,799		
	SE5	0,690		
conspicuous	CC2	0,634	0,505	0,890
	CC3	0,708		
	CC4	0,738		
	CC5	0,711		

consumption	CC6	0,764		
	CC7	0,730		
	CC8	0,611		
	CC9	0,770		

Respondents in this study were 210 respondents. Age spread from the age of 17-25 years, the education received by respondents also varies between High School to Master's Degree. Respondents' income also ranged from 2-3 million to 10 million and above. For more detailed data can be seen in the attachment.

Table 4.2. HTMT Results

Construct	CC	SE	SI	SMU
CC				
SE	<b>0,257</b>			
SI	<b>0,801</b>	<b>0,358</b>		
SMU	<b>0,648</b>	<b>0,154</b>	<b>0,591</b>	

[42] HTMT values must be below 0.9, and there is no problem with discriminant validity. With the process of iteration 1000 and subsample as many as 5000 [41] then obtained T-statistic results to see whether the hypothesis is accepted or not. From table 4.3, the results of the hypothesis of this study are known.

Table 4.3. Hypothesis Testing

Variable	OS	Mean	STD EV	T-Statistic	P-value
SI > CC	0,538	0,536	0,062	8,638	0,000
SMU > CC	0,284	0,284	0,067	4,260	0,000
SMU > SI	0,501	0,503	0,062	8,074	0,000
SMU > SI > CC	0,267	0,269	0,046	5,775	0,000
SMU > SE > CC	0,009	0,009	0,052	0,178	0,858

Hypothesis 1 Testing: The Effect of social media usage on self-image

Social media usage is having a significant positive influence on self-image. By research [25] it strengthen this result, which has a significant influence on social media usage against self-image because, with social media, individuals can increase their relationships using the platform in this study is YouTube to get acquainted with others and use Social Media to share their activities. In multiplying relationships by using the YouTube platform, content creators (or video creators) often include other social media such as

Instagram or Twitter in their Bio so that viewers can reach the content creator or state their other social media in the video they upload.

*Hypothesis 2 Testing: The Effect of social media on conspicuous consumption*

Social media usage is showing a positive and significant influence on conspicuous consumption [16] stated that social media could form conspicuous consumption on its users, and the results of this study confirm its statement that social media can effect to conspicuous consumption. Similar studies also reinforce this argument, such as [22] and [25].

YouTube in this study shows the effect in forming conspicuous consumption in generation Z in Indonesia. According to the results of analysis from YouTube, researchers can form conspicuous consumption due to the Bandwagon Effect. An explanation of the Bandwagon Effect can be seen from [43]. In short, the Bandwagon effect is because others see or consume the same thing as others see videos of artists or idols using branded goods that eventually cause a desire to get the item. The arguments built by these researchers are also supported by [44] which examines YouTube marketing communication in millennials who show that YouTube is influential in impulse purchases.

*Hypothesis 3 Testing: The Effect of self-image on conspicuous consumption*

In Generation Z self-image is positively influential the conspicuous construct consumption Self-image is one of the most important elements in consumer behavior [32]. Consumers would buy luxury products or brands that they consider having symbolic attributes similar to their image. Through purchases consumers can build or represent their image [16]. conspicuous consumption is an instrument for proprietary signals that can signal an individual's social identity to others [45]. In the opinion of this researcher, therefore self-image affects conspicuous consumption in generation Z in Indonesia because doing conspicuous consumption can represent the image of generation Z.

*Hypothesis 4 Testing: The Effect of self-image Mediation on Social media usage Relationships on conspicuous consumption*

Self-image mediates the use of social media with conspicuous consumption where he argues that the higher a person's self-image, the person directs to improve his image by the consumption of goods as symbols [46]. From this, we can get information that Generation Z is very concerned about their self-image

in public; therefore, they as much as possible improve themselves by consuming luxury goods.

*Hypothesis 5 Testing: The Effect of self-esteem Moderation on social media usage Relationships on conspicuous consumption*

In Generation, Z self-esteem is known not to moderate the relationship between These results align with [47] because the social media used in this research is YouTube is more likely to be a content creator than an audience [48]. Generation Z respondents in this study tended to be viewers rather than be content creators; they did not participate in Youtube such as uploading videos or posting their daily lives in videos; they tended to be an audience. Therefore, it is natural, in this study, Hypothesis 5: The Effect of self-esteem Moderation on social media usage on conspicuous consumption is rejected.

## 5. CONCLUSION

The findings of this study, self-esteem, failed in moderating social media usage to conspicuous consumption in generation Z. The respondents are different between Millennials in South Korea and Millennials in Indonesia, where in addition to millennials generation Z is also included to be skinned. Second, the platform used in the previous research was Instagram, and this study examined another platform, Youtube. Aside from the failure of self-esteem moderates the relationship between social media usage, however, other hypotheses show their significant influence on the variables measured. So, the results of this study will strengthen the argument for similar research. Limitations of Research & Further Research Advice. This research is less than perfect and still less than the perfect word, as for some of the limitations of this study can be a lesson for the next researchers. Namely, the first study uses quantitative approaches, so that it is lacking in the discovery of new insights to see the influence of conspicuous Generation Z in Indonesia. So, researchers can further use new approaches in researching Conspicuous consumption in Indonesia to get new information for academic development in Indonesia and on a global scale. Second is, the level of Luxury brand here is still not specific, whether it is a High-End product or Middle Luxury Brand so that there are still many respondents who answer the question of what luxury goods are purchased still show many brands that are still lacking in showing that the brand is a true luxury brand. Moreover, minimize the category of a luxury brand because, in this research,

the category of a luxury brand is still widespread starting from clothes, bags, mobile phones, laptops, suitcases, toys to cars. Further research can specify the category of a luxury brand that you want to go to for the category of Clothes, Bags. to provide a picture or results that are more reflective. Further research can add other variables not included in this study to see the influence of these variables, such as Self-Disclosure Variables.

## **AUTHOR CONTRIBUTIONS**

This research will be adding literature for Gen Z study how they use social media and their consumption behavior. By this research luxury brand will have more insight for implementing strategy for gen Z.

## **REFERENCES**

- [1] J. Clear, *Atomic Habits : An easy & proven way to build good habits & breal bad ones*. New York: Avery, 2018.
- [2] T. Veblen, *The Theory of Leisure class*. 1899.
- [3] R. Mason, *Conspicuous consumption: A Literature Review*, *Eur. J. Mark.*, vol. 18, no. 3, pp. 26–39, 1984, doi: 10.1108/EUM0000000004779.
- [4] P. N. Danzinger, *Let Them Eat Cake: Marketing Luxury To The Masses As Well As The Classes*. United States: Dearborn Trade Publishing, 2005.
- [5] F. Vigneron and L. W. Johnson, *A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior*, *Acad. Mark. Sci. Rev.*, vol. 3, no. 1, pp. 1–17, 1999, [Online]. Available: <http://www.amsreview.org/articles/vigneron01-1999.pdf>.
- [6] K. P. Wiedmann, N. Hennigs, and A. Siebels, *Measuring consumers ' luxury value perception : A cross-cultural framework*, *Acad. Mark. Sci. Rev.*, vol. 7, 2007.
- [7] S. Jain, M. N. Khan, and S. Mishra, *Factors Affecting Luxury Purchase Intention: A Conceptual Framework Based on an Extension of the Theory of Planned Behavior*, *South Asian J. Manag.*, vol. 22, no. 4, p. 136, 2015.
- [8] G. Corneo and O. Jeanne, *Conspicuous consumption, snobbism and confromism*, *J. Public Econ.*, vol. 66, pp. 55–71, 1997.
- [9] K. Walley, P. Custance, P. Copley, and S. Perry, *The key dimensions of luxury from a UK consumers' perspective*, *Mark. Intell. Plan.*, vol. 31, no. 7, pp. 823–837, 2013, doi: 10.1108/MIP-09-2012-0092.
- [10] W. Kaus, *Conspicuous consumption and 'race': Evidence from South Africa*, *J. Dev. Econ.*, vol. 100, no. 1, pp. 63–73, 2013, doi: 10.1016/j.jdeveco.2012.07.004.
- [11] G. Patsiaouras, *The history of conspicuous consumption in the United Kingdom: 1945-2000*, *J. Hist. Res. Mark.*, vol. 9, no. 4, pp. 488–510, 2017, doi: 10.1108/JHRM-05-2017-0014.
- [12] Y. Truong, G. Simmons, R. McColl, and P. J. Kitchen, *Status and conspicuousness - Are they related? strategic marketing implications for luxury brands*, *J. Strateg. Mark.*, vol. 16, no. 3, pp. 189–203, 2008, doi: 10.1080/09652540802117124.
- [13] R. Croft, *Blessed are the geeks: An ethnographic study of consumer networks in social media, 2006-2012*, *J. Mark. Manag.*, vol. 29, no. 5–6, pp. 545–561, 2013, doi: 10.1080/0267257X.2013.787113.
- [14] G. M. Eckhardt, R. W. Belk, and J. A. J. Wilson, *The rise of inconspicuous consumption*, *J. Mark. Manag.*, vol. 31, no. 7–8, pp. 807–826, 2015, doi: 10.1080/0267257X.2014.989890.
- [15] B. Yenicioglu and A. Suerdem, *Participatory New Product Development–A Framework for Deliberately Collaborative and Continuous Innovation Design*, *Procedia - Soc. Behav. Sci.*, vol. 195, pp. 1443–1452, 2015, doi: 10.1016/j.sbspro.2015.06.442.
- [16] J. Duan and R. R. Dholakia, *Posting purchases on social media increases happiness: the mediating roles of purchases' impact on self and interpersonal relationships*, *J. Consum. Mark.*, vol. 34, no. 5, pp. 404–413, 2017, doi: 10.1108/JCM-07-2016-1871.
- [17] A. Thourunroje, *The Influence of Social Media Intensity and EWOM on Conspicuous consumption*, *Procedia - Soc. Behav. Sci.*, vol. 148, no. November 2012, pp. 7–15, 2014, doi: 10.1016/j.sbspro.2014.07.009.
- [18] S. Talib, *Social media pedagogy: Applying an interdisciplinary approach to teach multimodal critical digital literacy*, *E-Learning Digit. Media*, vol. 15, no. 2, pp. 55–66, 2018, doi: 10.1177/2042753018756904.

- [19] A. Pastore, Walpole Study: Gen Z Is Just Like Us, Women's Wear Daily (WWD), p. 16, Oct. 2019.
- [20] J. Fromm and A. Read, Marketing to Gen Z The Rules For Reaching This Vast And Very Different Generation Of Influence. New York: AMACOM, 2020.
- [21] D. H. Jayani, Pendatang Baru Startup Unicorn Indonesia - Infografik Katadata.co.id, KataData, May 21, 2021. <https://katadata.co.id/ariayudhistira/infografik/608ff0716631c/pendatang-baru-startup-unicorn-indonesia> (accessed May 27, 2021).
- [22] B. Widjajanta, S. H. Senen, Masharyono, Lisnawati, and C. P. Anggraeni, The impact of social media usagae and self-esteem on conspicuous consumption: Instagram user of Hijabers Community Bandung member, *Int. J. Ebus. eGovernment Stud.*, vol. 10, no. 2, pp. 1–13, 2018.
- [23] N. M. Suki and N. M. Suki, Leveraging Consumer Behavior and Psychology in the Digital Economy. United States: IGI Global, 2020.
- [24] D. G. Taylor and D. Strutton, Does Facebook usage lead to conspicuous consumption?: The role of envy, narcissism and self-promotion, *J. Res. Interact. Mark.*, vol. 10, no. 3, pp. 231–248, 2016, doi: 10.1108/JRIM-01-2015-0009.
- [25] R. Burnasheva and Y. G. Suh, The influence of social media usagae, self-image congruity and self-esteem on conspicuous online consumption among millennials, *Asia Pacific J. Mark. Logist.*, vol. 33, no. 5, pp. 1255–1269, 2020, doi: 10.1108/APJML-03-2020-0180.
- [26] S. Jain, Role of conspicuous value in luxury purchase intention, *Mark. Intell. Plan.*, vol. 39, no. 2, pp. 169–185, 2020, doi: 10.1108/MIP-03-2020-0102.
- [27] F. Bronner and R. de Hoog, Conspicuous consumption and the rising importance of experiential purchases, *Int. J. Mark. Res.*, vol. 60, no. 1, pp. 88–103, 2018, doi: 10.1177/1470785317744667.
- [28] J. K. Eastman, R. E. Goldsmith, and L. R. Flynn, Status Consumption in Consumer Behavior: Scale Development and Validation, *J. Mark. Theory Pract.*, vol. 7, no. 3, pp. 41–52, 1999, doi: 10.1080/10696679.1999.11501839.
- [29] H. Roy Chaudhuri, S. Mazumdar, and A. Ghoshal, Conspicuous consumption orientation: Conceptualisation, scale development and validation, *J. Consum. Behav.*, vol. 10, no. 4, pp. 216–224, 2011, doi: 10.1002/cb.364.
- [30] A. E. Birdwell, A Study of the Influence of Image Congruence on Consumer Choice, *J. Bus.*, vol. 41, no. 1, pp. 76–88, 1968.
- [31] M. J. Sirgy, Self-Concept in Consumer Behavior: A Critical Review, *J. Consum. Res.*, vol. 9, no. 3, p. 287, 1982, doi: 10.1086/208924.
- [32] I. Jacob, M. Khanna, and K. A. Rai, Attribution analysis of luxury brands: An investigation into consumer-brand congruence through conspicuous consumption, *J. Bus. Res.*, vol. 116, no. July 2019, pp. 597–607, 2020, doi: 10.1016/j.jbusres.2019.07.007.
- [33] M. Rosenberg, Society and the adolescent self-image. United States: Princeton University Press, 1965.
- [34] U. Orth and R. W. Robins, The Development of Self-Esteem, *Curr. Dir. Psychol. Sci.*, vol. 23, no. 5, pp. 381–387, 2014, doi: 10.1177/0963721414547414.
- [35] S. Giovannini, Y. Xu, and J. Thomas, Luxury fashion consumption and Generation Y consumers: Self, brand consciousness, and consumption motivations, *J. Fash. Mark. Manag.*, vol. 19, no. 1, pp. 22–40, 2015, doi: 10.1108/JFMM-08-2013-0096.
- [36] H. V. Krause, K. Baum, A. Baumann, and H. Krasnova, Unifying the detrimental and beneficial effects of social network site use on self-esteem: a systematic literature review, *Media Psychol.*, vol. 24, no. 1, pp. 10–47, 2021, doi: 10.1080/15213269.2019.1656646.
- [37] C. G. Richardson, P. A. Ratner, and B. D. Zumbo, Further support for multidimensionality within the Rosenberg Self-Esteem scale, *Curr. Psychol.*, vol. 28, no. 2, pp. 98–114, 2009, doi: 10.1007/s12144-009-9052-3.
- [38] R. W. Tafarodi and W. B. J. Swann, Self-Liking and Self-Competence as Dimensions of Global Self-Esteem: Initial Validation of a Measure, *J. Personal. Assesment*, vol. 65, no. 2, pp. 322–342, 1995.
- [39] A. M. Kaplan and M. Haenlein, Users of the world, unite! The challenges and opportunities of



- Social Media, *Bus. Horiz.*, vol. 53, no. 1, pp. 59–68, 2010, doi: 10.1016/j.bushor.2009.09.003.
- [40] R. N. Bolton et al., Understanding Generation Y and their use of social media: A review and research agenda, *J. Serv. Manag.*, vol. 24, no. 3, pp. 245–267, 2013, doi: 10.1108/09564231311326987.
- [41] J. F. J. Hair, G. T. M. Hult, C. M. Ringle, and M. Sarstedt, *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Laura Bare., vol. 21, no. 1. United States: Sage Publication, 2017.
- [42] J. Henseler, C. M. Ringle, and M. Sarstedt, A new criterion for assessing discriminant validity in variance-based structural equation modeling, *J. Acad. Mark. Sci.*, vol. 43, no. 1, pp. 115–135, 2015, doi: 10.1007/s11747-014-0403-8.
- [43] H. Leibenstein, Bandwagon, snob, and veblen effects in the theory of consumers' demand, *Q. J. Econ.*, vol. 64, no. 2, pp. 183–207, 1950, doi: 10.2307/1882692.
- [44] M. T. Febriyantoro, Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation, *Cogent Bus. Manag.*, vol. 7, no. 1, 2020, doi: 10.1080/23311975.2020.1787733.
- [45] J. K. Eastman and J. Liu, The impact of generational cohorts on status consumption: An exploratory look at generational cohort and demographics on status consumption, *J. Consum. Mark.*, vol. 29, no. 2, pp. 93–102, 2012, doi: 10.1108/07363761211206348.
- [46] C. C. Yu, P. J. Lin, and C. S. Chen, How brand image, country of origin, and self-congruity influence internet users' purchase intention, *Soc. Behav. Pers.*, vol. 41, no. 4, pp. 599–611, 2013, doi: 10.2224/sbp.2013.41.4.599.
- [47] K. Tian, The Moderating Role of Social Media Platforms on Self-Esteem and Life Satisfaction: A Case Study of YouTube and Instagram, *J. Appl. Bus. Econ.*, vol. 21, no. 6, pp. 208–216, 2019, doi: 10.33423/jabe.v21i6.2408.
- [48] J. Balakrishnan and M. D. Griffiths, Social media addiction: What is the role of content in YouTube?, *J. Behav. Addict.*, vol. 6, no. 3, pp. 364–377, 2017, doi: 10.1556/2006.6.2017.058.