CONSPICUOUS CONSUMPTION AND SOCIAL MEDIA ADDICTION: THE ROLE OF SOCIAL MEDIA USAGE

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ABSTRACT

As an unavoidable part of the lives of people, social media has created a consumption style, attracting attention to its changing consumption habits and transferring to digital platforms. When social media becomes addictive, its usage affects people in terms of hedonic consumption, need for sharing, and social competence based on conspicuous consumption and socialization. Therefore, this study aimed to evaluate the hedonic consumption, need for sharing, and social competence of individuals based on conspicuous consumption. We used data on social media usage by students in higher education. An online Google Form survey was conducted on students from a state university in Turkey, and 637 participants joined this research. The results show that (a) hedonic consumption, (b) need for sharing, and (c) social competence affect social media addiction. This effect occurs from the mediation effect of social media usage. In this study, theoretical and practical implications and limitations and future areas of research are discussed.

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GÖSTERİŞÇİ TÜKETİM VE SOSYAL MEDYA BAĞIMLILIĞI: SOSYAL MEDYA KULLANIMININ ROLÜ

ÖZ

Bireylerin hayatlarının vazgeçilmez bir parçası haline gelen sosyal medya, değişen tüketim alışkanlıklarıyla birlikte dikkat çeken tüketim tarzının dijital platformlara aktarılmasına neden olmuştur. Bağımlılığa dönüşen sosyal medya kullanımı, gösterişçi tüketim ve sosyalleşme arzusu temelinde hedonik tüketim, paylaşım ihtiyacı ve sosyal yeterlilik açısından bireyleri etkilemektedir. Dolayısıyla bu çalışma bireylerin gösterişçi tüketime dayalı hedonik tüketim, paylaşma ihtiyacı ve sosyal yetkinliklerini değerlendirmeyi amaçlamaktadır. Yüksek öğrenimdeki öğrencilerin sosyal medya kullanımına ilişkin veriler incelenmiştir. Türkiye'de bir devlet üniversitesinden öğrenciler üzerinde çevrimiçi Google Form üzerinden anket hazırlanmış ve bu araştırmaya 637 kişi katılmıştır. (a) hedonik tüketimin, (b) paylaşma ihtiyacının ve (c) sosyal yeterliliğin sosyal medya bağımlılığını etkilediğini göstermektedir. Bu etki, sosyal medya kullanımının aracılık etkisinden kaynaklanmaktadır. Bu çalışmada, teorik ve pratik çıkarımlar ve sınırlamalar ve gelecekteki araştırma alanları da tartışılmaktadır.

Anahtar Kelimeler Gösterişçi tüketim, hedonik tüketim, sosyal medya, sosyal medya kullanımı, sosyal medya bağımlılığı

1. Introduction

With globalization and technological developments, changing consumption habits and culture have turned into a social, cultural, and psychological situation and a process in which people meet their physical needs. Consumption is carried out for reasons such as benefiting from products and services produced for a certain value, gaining a place in society, having status, and being noticed. Hence, although consumption is an economic activity, it can also be accepted as a representation of social status. On the other hand, Veblen (2016) examined "conspicuous consumption" by focusing on the conspicuous dimension of consumption. Veblen states that individuals who want to show their status in society by consuming, aim to acquire concepts such as their need for sharing, prestige, and reputation. These can be expressed as the factors that lead to conspicuous consumption. Individuals' basic purchasing motivations and hedonistic consumption tendencies can be associated with conspicuous consumption.

The increase in social media usage and popularity is thought to be because it allows users to share content more easily with others on social media tools and to share content based on exchange (Jang et al., 2019). The widespread use of social media tools on smartphones in recent years has led researchers from different fields to focus on social media usage (Ünal, 2020). Because of information communication technologies and social media tools, communication methods have changed significantly (Stone & Wang, 2018). Social media, which is now a part of daily life, has become a substantial part of human life, from shopping to communication, education, and business (Siddiqui & Sigh, 2016; Boer et al., 2021; He et al., 2021).

Social media, which started to be used with Web 2.0, is today's most popular digital platform because it is a participant-oriented, open-to-share communication environment that provides the opportunity to reach a wide mass. In the absence of social media, forms of communication are more expensive and controlled by powerful organizations and media outlets, but this has changed today, with a variety of cheaper or free platforms empowering individuals to text (Wakefield & Knighton, 2019). Also, it is possible to say that it can be used for socializing and entertainment, as well as being instantly aware of an event happening anywhere in the world, and following the agenda, it has become an indispensable part of the lives of individuals.

This study evaluates the social media usage and content sharing of young individuals in the context of conspicuous consumption. This study evaluates whether social media is preferred and measures the purpose of its use within the framework of the sample. Although many scientific studies have been conducted on social media, current research is needed to better understand social media behaviors. This study aimed to evaluate social media addiction in terms of need for sharing, social competence, and hedonic consumption. The increase in social media usage has

caused a fear of missing online information and addiction (Błachnio et al., 2016). Therefore, social media addiction is a problem often faced by young consumers (Dalvi-Esfahani et al., 2021).

2. Theoretical Background

2.1. Consumption Culture and Society

The capitalist system has brought about economic and cultural transformations in the globalizing world since the mid-twentieth century. The consumption phenomenon that stands out based on the culture of these transformations has revealed the concept of consumption culture. In the context of these processes, it is necessary to touch upon the concepts of Fordism and Post-Fordism to evaluate the main factors in the emergence of the concept of consumption culture.

Fordism is a concept in which mass production occurs, and this situation is evaluated based on its social and cultural effects. Fordism, which started with Henry Ford giving eight dollars to workers working on an automobile assembly line for an eight-hour working day in 1914, laid the foundation for a system based on mass consumption in the 1950s (Harvey, 2010). Fordism is a mass-consumption system based on the standardization of products and the use of machines designed for a single model in large areas (Callinicos, 2001). However, when other features of the Fordist production system are considered, this system is not only related to production, but a new social lifestyle has emerged with this new mode of production pioneered by Henry Ford. This mass production resulted in mass consumption. With the onset of mass consumption, new consumer groups emerged, consumption increased in an environment that included lifestyles and recreational activities, and the cultural values of objects began to be spoken beyond their monetary values (Chaney, 1999). Gramsci defined Fordism as "the greatest collective attempt ever witnessed to create a new type of worker and a new type of person, with an unprecedented speed and with a conscious purpose" (Harvey, 2010) and stated that the basis of cultural transformations started with Fordism. Thus, the different tastes and purchasing power of consumers were revealed by examining classical social structures, and the entertainment industry, in general, began to be used to develop the consumption market (Dağtaş, 2006). Parallel to the changing economic structure, changes started in the social and cultural fields, and thus Fordist left its place of production for post-Fordist production.

When we look at consumption understanding in the post-reform industry period, it is seen that individual consumption replaced mass consumption. The post-Fordist period, including lifestyles and recreational activities, caused consumption to accelerate and consumption-oriented understanding to prevail (Chaney, 1999). Postmodern consumption understanding, which takes place in society as a cultural phenomenon, and with the support of rising advertising, many consumption activities, from television to holiday packages and even smoking, have formed the identity indicators of the person (Storey, 2000).

In this period, characterized as postmodern, when the post-Fordist production system was dominant, overproduction brought about excessive consumption (Konyar, 2000:21). Evaluating the consumption society from a negative point of view, Jameson stated that the consumption culture is nothing more than the continuous multiplication and repetition of desire, which survives only by feeding itself and cannot find any way of satisfaction in the outside world (Jameson, 2011). The concepts of consumption culture and consumer society, which were much more popular in the 1980s, are defined as all kinds of social activities that people make use of while listing their characteristics or positioning themselves in Chaney's work "Lifestyles" (Chaney, 1999). With the thought of "buy when you can get" in the middle levels of the consumption society with the 'laissez-faire' (let them do it) economic policies dominated in the '80s, orientation towards consumption has increased (Durning, 1998).

Robins sees consumption as an institutionalized social defense method developed to cope with the real world (Robins, 1999). Thus, he took refuge in consumption by moving away from reality, unmanageable fears, and anxiety. Bauman, whether a person consumes to live or lives to consume; in other words, he states that the question of whether he is still able to distinguish between living and consuming creates a dilemma (Bauman, 2012). Therefore, he draws attention to conspicuous consumption. When discussing the consumption society, it is not meant as an ordinary determination that all members of society consume something. Here, indispensable for an individual to survive or a form of consumption beyond essential needs is meant (Bauman, 1999). Baudrillard also characterizes consumer society not only with the rapid increase in individual expenditures but also associates the increase in expenditures undertaken for the benefit of individuals, especially by the administration, with the consumption of society, which aims to reduce the unequal distribution of some resources (Baudrillard, 2020).

Stating that the beginning of consumption culture started in the postmodern period, Baudrillard associated the transition from modern to postmodern with consumption demand (Baudrillard, 2020). In the postmodern world, individuals differ from their old normal and become lonely and alienated from crowds (Bulunmaz, 2013).

Bocock (2014) states that reason consumption has reached such an important position in people's lives is that it includes the processes of gaining identity and protecting the identity of individuals. In a consumption society, individuals are happy and enjoy life when they consume, and they feel deep discontent when not consuming. Therefore, consumption has the power to continue to rise, even in periods of economic decline (Bocock, 2014). Belk described this situation as a culture in which the majority of consumers seek and desire products and services that provide status and innovation rather than benefit and exhibit them after obtaining them (Odabaşı, 1999). In this regard, it would be appropriate to mention conspicuous consumption based on the consumption culture.

2.2. Conspicuous Consumption

Conspicuous consumption was examined in Thorstein Bunde Veblen's book "The Theory of the Leisure Class: An Economic Study of Institutions" published in 1899. This concept has gained new meaning by changing and transforming socioculturally and economically. According to Veblen, conspicuous consumption is assessed in conjunction with idleness. In the case of idleness, time and effort are wasted; in the case of conspicuous consumption, there is waste of goods. The idler perceives productive work as worthless and has enough money to deal with unproductive things. While productive labor does not mean any value, the labor given to the idler receives its payoff. Veblen states that the idlers organize balls and festivals for conspicuous consumption, on this occasion, the conspicuous consumption has spread to the guests, and the host idler who gives the invitation will gain more reputation as the guests consume. Veblen has made a classification within leisure. Accordingly, with the transfer of inheritance in the leisure class, there is also the transfer of nobility, but this transfer may not always be in equal proportion, and in this case, the "decayed gentlemanly leisure class" has emerged. The upper classes take the idle class under conservation, thus increasing their status, while the savage idler team becomes representative of this status and property (Veblen, 2016). From this perspective, it can be said that the concept of status is the basis of conspicuous consumption.

Conspicuous consumption was first defined as a rich consumer, the nouveau riche class, consuming unreasonably high-cost products or services that could be considered unnecessary according to utilitarian understanding (Veblen, 2016). Moreover, conspicuous consumption is seen as a means by which wealthy people separate themselves from the subsocial group (Law et al., 2020). Conspicuous consumption refers to a consumer purchasing a product while simultaneously purchasing status. Conspicuous consumption, which stands out with its search for a higher status and social class, emerges as a situation based on lifestyle. The development and maintenance of the social position of consumption alone express little about individuals' welfare (Ramakrishnan, 2020). This concept, which expresses excessive consumption to indicate a person's assets and social status, suggests that individuals may tend to consume to gain social recognition, create and develop an image, and gain prestige. Individuals belonging to the upper social class also tend to consume conspicuous amounts to distinguish themselves from other lower classes (Shukla, 2008).

The association between conspicuous consumption and status seeking is strongly associated with culture (Zkaria et al., 2021). Conspicuous consumption tendencies of consumers of American, Chinese, and Mexican origin were examined and according to the findings, it was revealed that individuals from three different cultures were interested in status consumption and materialism (Eastman et al., 1999). In a study based on conspicuous consumption, the consumption of Chinese immigrants living in Canada was examined at the cultural level, and

it was concluded that participants had more conspicuous consumption trends (Chen et al., 2005). Moreover, Marcoux et al. (1997) examined the conspicuous consumption behaviors of Polish consumers in their studies and concluded that students' tendency toward conspicuous consumption was high.

Conspicuous consumption is not limited to the idle class; individuals from all social classes and income levels (the richest-poorest) can make conspicuous consumption expenditures. By participating in conspicuous consumption, individuals attain status (Wang & Chen, 2004). The aim of conspicuous consumption is to increase social prestige. This can be achieved through public demonstrations and the display of well-being to others (O'Cass and McEwen 2004). Shukla (2008) argued that a sense of belonging, security, self-esteem, good relations with others, respect and achievement, and conspicuous consumption are the result of consumers' desire to show wealth.

Individuals' basic purchasing motivation and inconspicuous hedonic consumption tendencies have conspicuous consumption interests (Fassnacht & Dahm, 2018). In this context, today's frequency of use of smartphones and social media channels has replaced ballrooms, theatres, hotels, and parks, which Veblen defined as conspicuous consumption environments. Instagram, one of the most frequently preferred tools by young people, affects their followers even for a short time. Photos, visited places, cafés, and leisure class habits can be regarded as representations of today. In this environment, it is accepted that conspicuous consumption motivation by taking 'like' is to see status and appreciation. The purpose of conspicuous consumption, social needs, and materials to meet these needs. Therefore, unlike other frequently bought goods, conspicuous items are bought and consumed not only for functional benefits, but also for social needs. (Lewis &Moital, 2016). Social networks have also been found to increase users'self-esteem. When people log into social networks, they can control the information to be shared; therefore, they may be inclined to present positive information about themselves on these networks.

Hedonic consumption is particularly concerned with the sensory, fantasy, and emotional aspects of consumer behavior (Hirschman & Holbrook, 1982). Hedonic consumption stems from the premise that consumption decisions are driven by social and psychological drivers, not always by the rational drive of intrinsic utility maximization (Ordabayeva & Chandon, 2011). Some studies indicate that developing countries are increasingly using conspicuous consumption, especially to signal a higher social status (Moav & Neeman, 2012; Jaikumar & Sarin, 2015; Roychowdhury, 2017).

2.3. The New Environment of Consumption: Social Media

With the beginning of the industrialization and electronic culture era, the spread of mass media all over the world started a new era, computer systems became stronger, and the Internet, developed for defense purposes, started to take place in communication processes. The last point of this process was Internet technology,

which allowed all computers to connect to each other by the end of the 1990s. Social media, which can be accessed wherever technical infrastructure is provided and is a part of users' daily lives (Chung & Koo, 2015), has been the subject of various studies on usage and satisfaction (Sundar & Limperos, 2013). Through Web 2.0, digital media, which is fast, inexpensive, and can access information more quickly, has reached the power to transform and direct society in a short period. Social media platforms have also been at the forefront of this formation.

Social media is a web-based platform used to build social relationships among people with similar background values, interests, and connections (Boyd & Ellison, 2007). On Web 2.0, the audience has turned into active users, not just viewers. Thus, opportunities to comment on and evaluate, share, and participate in established communities have emerged. With the emergence of social networks and an increase in their number, people's opportunities to form communities according to their interests or ideologies and to make their ideas heard and lead opinions have increased. Users cultivate and improve their social lives in virtual environments (Cao et al. 2020).

Users of social media to acquire information are examined in terms of their utilitarian value (Hu et al., 2017). However, aspects of social media offer more pleasure and satisfaction, such as socializing and having fun points in the hedonic value dimension (Wang, 2010). Therefore, it is necessary to evaluate social media in terms of conspicuous consumption in today's postmodern period, where hedonic benefits are more important than utilitarian benefits. With the development of the internet and smartphones, the use of social media networks has increased significantly among young people (Demirci et al., 2020). Social media refers to relationships, peers, organizations, and customers (Harrigan et al., 2015). Social media influencers include individuals who are aware of social networking sites through online and video blogging (Crisafulli et al., 2020). The users who make up the content of Web 2.0 are "creative consumers." The friends and networks of these consumers who create content on social media also constitute the "social" aspect of social media, while the media is the means of transferring the content. Content in the form of text, sound, or image is created by users from all over the world; in other words, creative consumers (Tuncer, 2013).

Content such as photos, videos, music, text, and comments is produced and shared on social media. Users may have different reasons for creating the content; for example, content can be created with the expectation of economic income or to convey information. Users may want to keep their photos and memories in a digital environment by creating a personal archive, or they can meet new people, have fun, and spend time.

Human relations are the basis of social media research, which is the subject of many disciplines such as business, psychology, and digital media. Accordingly, the mutual interaction aspect of social media is directed toward the establishment

and sustainability of communication (La Rose, 2009). In situations where human consumption exists, it is inevitable to examine user behavior. Social media is naturally relational (Lee et al., 2018). Social media tools, defined as applications that allow users to share their personal information or communicate with other users for mutual interaction (Constantinides and Fountain, 2008), consist of seven elements. These elements were divided into identity, chat, sharing, location, relationships, reputation, and groups. While some features may stand out more than others on a social media tool, they may not be available on another tool. Social media tools can be evaluated on the basis of these features. Identity is one of the most basic features of a social media platform. In addition to their demographic information, users can reflect their interests and thoughts on their identities. Moreover, by chatting with social media tools, users can establish relationships with others, gain a reputation, and meet users from different groups while keeping in touch with new people by following people with location information (Kietzmann et al., 2011). In addition, socializing/entertainment and following the latest news can be mentioned among the options of social media usage.

It can provide tangible results on the trajectory of resource mobilization and social changes, with symbolic communication tools where a lot of things happen online (Yang & Ji, 2019). It aims to provide the desired accessibility according to the wishes and expectations of the individuals through the developed Internet infrastructure and various social media tools offered to individuals in the consumer society. This consumption culture, which covers every developed or developing society, increases the desire of society to consume (Yanıklar, 2006). In this social structure, the mission of a consuming individual rather than a producing individual has been undertaken. This refers to the consumption norms imposed on consumers (Bauman, 1999). Social networks enable individuals to be involved in a range of activities, such as information exchange, socializing, seeking entertainment, and seeking personal status (Quan-Haase & Young, 2010). As with social media tools, individuals' indicator consumption includes characteristics such as seeking status, revealing their differences, and seeking innovation, reflecting their consumption culture behavior. As a result, consumer cultures have emerged, which have characteristics such as individuals' desire to feel pleasure until satisfaction, prioritize commodities, and only focus on consumption (Aytaç, 2006).

2.4. Social Media Addiction

Although addiction can be interpreted outside of technology, such as fast food addiction (Farah & Shahzad, 2020), this study emphasizes technology-based addiction. Technology addiction is categorized into computer addiction (e.g., programming, online games), cybersex (i.e., online pornography), information search, net compulsions (i.e., online shopping, trading, or gambling), mobile phone addiction, online relations, and social media addiction (Young et al. 1999; Choliz 2010; Kuss & Griffiths 2011; Turel et al. 2011; Griffiths 2012). Social media usage has rapidly become widespread, and with the excessive use of social media and the Internet, individuals' addiction is beginning to increase (Kumpasoğlu

et al., 2021). Social media addiction is a type of technology addiction in which individuals have to use social media excessively (Choliz, 2010; Starcevic, 2013).

Social media, when used efficiently, presents ease of access to any person or information (Hou et al., 2016; Hou et al., 2019) However, it also has negative consequences, such as addiction as a result of abuse and excessive use (Hou et al., 2017; Hou et al., 2019). Considering that excessive use of social media is the biggest factor, social media addiction may also occur for reasons such as hedonism, the need for sharing, and gaining social competence. Social media addiction is expressed as an individual's avoidance of scientific and professional activities, and even social relations, due to the excessive use of networks (Liu, 2016). Individuals with social media addiction are extremely anxious and act with uncontrollable impulses to access social media (Andreassen & Pallesen, 2014). Excessive usage can cause negative effects such as reduced positive emotions, distraction, addiction, and poor performance (Bevan et al. 2014; Fox & Moreland, 2015). Social media addiction has become a significant problem in recent years (Guedes et al., 2016), and many studies have been conducted in this area from different perspectives (Wu et al., 2013; Monacis et al., 2017; Lundahl, 2020).

Although social media accounts are generally suitable for individual use, considering that posts and manifestos can affect the masses, it turns into a winding that includes many people and/or groups. It is more appropriate to consider social media as a form of communication that can create wide effects not only at the individual but also at the institutional level (Xu, 2020). Social media users want to include others in every moment of their lives because of instincts, such as being noticed and liked by the crowded world population. Users want to share what is happening about them through social media tools, be liked and appreciated, gain social competence, and obtain pleasure and satisfaction while doing all these. The fact that users make social media networks part of their daily routines everywhere and at any time has increased the importance of these networks (Dunne et al. 2010).

Many generations have experienced social media as a prevalent part of life (Sutherland et al., 2020). Social media user types are grouped under the four headings of Kozinets (1999). A classification was made according to whether its relationship with consumption was high or low, and whether its ties with the community were strong or weak. According to this classification, users who have a strong relationship with consumption and have weak ties with the community are called devotees if their relationship with consumption is high, and strong ties with the community are called insiders if their relationship with consumption is low and their ties with the community are weak; finally, if their relationship with consumption is low and their ties with the community are strong, they are called mings (Kozinets, 1999). Therefore, social competence is related to social media usage (Bevan et al. 2014; Fox & Moreland, 2015).

Brandtzaeg and Heim (2011) evaluated social media networks according to the users' participation purpose and participation level. In his study where he classified user typologies, he created four different categories "sporadic", "lurkers", "socializers",

"debaters" and "actives". Low-participation and information-seeking users were classified as infrequent, low-participation, entertainment-seeking users, hidden users, high-participation and information-seeking users, discussions, and, finally, high-participation and entertainment-seeking users, socializers. There are many examples in the literature in addition to these classifications or typologies. No consensus has been reached between these classifications.

3. Hypothesis development

Figure 1 shows the proposed research model.

3.1. Conspicuous Consumption, Social Media Usage, and Social Media Addiction

To effectively and efficiently analyze social media users, it is necessary to focus on different utility determinants based on conspicuous consumption and social media addiction. Many researchers have stated that hedonic consumption, social competence, and the need for sharing are the main determinants of social media usage and addiction. Conspicuous consumption components evaluated to measure social media addiction are also estimated to affect social media usage. However, the mediating role of social media usage with regard to conspicuous consumption components and social media addiction played a key role in this study. Thus, the research model measures social media usage and addiction. The factors in the research model consisted of determinants that may affect users' social media addiction and usage. It is necessary to measure social media addiction using conspicuous consumption dimensions of users and social media usage.
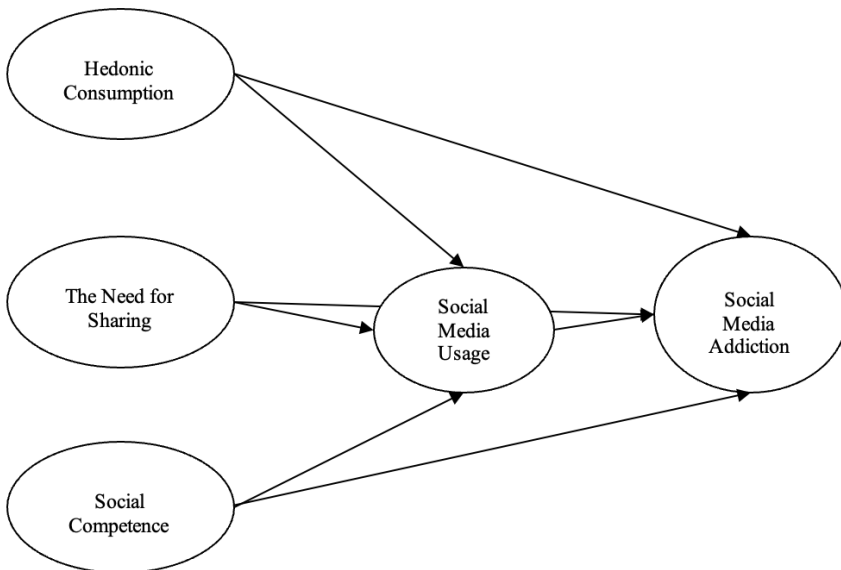

Figure 1. Proposed Research Model

Social media usage, which is used to examine social media addiction, was included in the study to examine the motivations of users to maintain their addiction to using social media tools. This study aimed to determine the effect of conspicuous consumption levels of young people on social media addiction and social media usage. The research model includes hedonic consumption, social competence, and the need for sharing in the conspicuous consumption dimension.

H1. Hedonic consumption is positively related to social media addiction.

H2. The need for sharing is positively related to social media addiction.

H3. Social competence is positively related to social media addiction.

H4. Hedonic consumption is positively related to social media usage.

H5. The need for sharing is positively related to social media usage.

H6. Social competence is positively related to social media usage.

3.2. The Mediating Role of Social Media Usage

We evaluated conspicuous consumption in terms of hedonic consumption, social competence, and need for sharing. The purpose of this model is to show the social media usage level and social media addiction from three perspectives: hedonic consumption, social competence, and the need for sharing. By examining the effect of social media addiction and the other three dimensions, a model that includes the mediating effect of social media use is presented.

In this study, three interactions with a single mediator variable were evaluated. First, the mediating role of social media usage on hedonic consumption and addiction was investigated. Second, the mediating role of social media usage on social competence and addiction was investigated. Third, the mediating role of social media usage on the relationship between need for sharing and social media addiction was investigated. Based on these findings, the following hypotheses were formulated:

H7: Social media usage mediates the relationship between hedonic consumption and social media addiction.

H8: Social media usage mediates the relationship between the need for sharing and social media addiction.

H9: Social media usage mediates the relationship between social competence and social media addiction.

4. Methodolog

4.1. Sample and Data Collection

The research population consisted of all social media users, who were students at a state university in Antalya. This study was conducted with 941 participants. Table 1 shows the demographic characteristics of the participants, such as gender, age, and department. The Ethical Committee approval for this research was obtained by the Antalya AKEV University Scientific Research and Publication Ethics Committee (Date: 28.12.2021, Issue: 1/5).

Table 1. Demographic of participants

Category		Frequency (n)	Percent (%)
Gender	Female	321	50.4%
	Male	316	49.6%
Age	17-20	433	64.92%
	21-24	152	22.79%
	25-28	24	3.59%
	$\geq$29	58	%8.70
Department	Maths	88	13.81%
	Nuclear Technology and Radiation Safety	57	8.95%
	Biology	47	7.38%
	Space Science Technology	47	7.38%
	Law	41	6.44%
	Psychology	39	6.12%
	Management Information Systems	35	5.5%
	Gastronomy and Culinary Arts	32	5,02%
	Business Administration	29	4,56%
	Justice	27	4,24%
	Chemistry	24	3,77%
	Radio, Television, and Cinema	19	2,98%
	Tourist Guiding	19	2,98%
	Civil Aviation Cabin Services	16	2,51%
	Sociology	16	2,51%
	Social Work	15	2,35%
	Tourism Management	15	2,35%
	Others	71	11,15%

In Table 2, the most used social media tools and the purposes of using social media tools are indicated. Multiple-answer marking was allowed for the question regarding the participants' purposes for using social media tools.

Table 2. Usage Purposes of Social Media Tools

Category		Frequency (n)
Most used social media tools	Instagram	363
	Twitter	151
	Facebook	105
	Others	88
Social Media usage purposes	Following the recent news	507
	Socializing/having fun	433
	Sharing photos/stories	401
	Following the posts of people	400
	Getting professional knowledge	309
	Keeping up with the times, not staying behind popular culture	245
	Shopping	235
	Following famous people	198
	Following companies	166
	Finding new friends	119
	Playing games	110

4.2. Measures

A Likert-type scale was used in the questionnaire form. Data were collected using face-to-face and online questionnaires. The questionnaire form (39 items in total) consisted of four parts: demographic information, conspicuous consumption, social media usage, and social media addiction.

A 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) was used. The three conspicuous consumption variables -hedonic consumption, need for sharing, and social competence- were adapted from Otrar and Argın (2015) and Eastman et al. (2019). The social media usage variable was adapted from the study by Usluel et al. (2014). Social media addiction was adapted from Şahin and Yağcı (2017).

4.3. Results and Analysis

4.3.1. Scale Validation

In this study, exploratory factor analysis (EFA) was used for the factor structure, and Cronbach's alpha (α) was used for reliability. For the EFA, the KMO value and Bartlett test were used by controlling with the varimax rotation method. The sample size was considered to be sufficient (Krejcie & Morgan, 1970) for the factor analysis because the KMO value was 0.793, the Bartlett sphericity test result was α = 0.000, and the X2 value was 902,309. As a result of the EFA, the explained variance of the scales was 71,331 (see Table 3). Cronbach's alpha (α) was used to assess the reliability. The reliability of the structures was tested after factor analysis, and their α scores ranged between 0.665 and 0.931. A value of 0.60 or over 0.70 is generally accepted (Nunnally, 1978). However, if the HC4 item is deleted, the overall α score increases to 0.941 for hedonic consumption. Based on the reliability analysis, it was determined that the data were appropriate for analysis.

As seen in Table 3, it is seen that there is a three-dimensional structure that explains 71,331% of the total variance and the factor loadings of the items related to these structures are at a good level.

The data on the correlation values between the subscales of the scales used in this study are shown in Table 4. There is a positive, moderate, and significant relationship between social media usage and social media addiction (r=.698, p<0.1). While hedonic consumption weakly correlates with social media usage (r=.492, p<0.1), the need for sharing moderately correlates with social media usage (r=.681, p<0.1), and social competence moderately correlates with social media usage (r=.681, p<0.1). Furthermore, social media addiction was moderately correlated with hedonic consumption, need for sharing, and social competence (r=.549 and r=.679)

Table 3. Exploratory Factor Analysis Results

Construct	Loading	Variance Explained (in %)	Cronbach's α
		71.331	0.808
NS		30,024	0,931
I like to talk with my friends about the posts I see on social media tools.	0.842		
I like to comment on posts on social media tools.	0.838		
I like my posts to be liked by my friends.	0.825		
I think that I can reach people with whom I have the same interest with me through social media tools.	0.840		

It makes me happy when my friends comment on my posts.	0.755		
I like to share texts, photos, videos, and music on social media tools.	0.762		
I am happy to spend time on social media tools.	0.820		
I like to be informed about the events organized through social media tools.	0.819		
SC		19,393	0,889
I want to be noticed by others through social media tools.	0.837		
I think I am not alone thanks to social media tolos.	0.778		
I can express my feelings more easily to my friend through social media tools.	0.839		
I think that my need for prestige is met thanks to social media tools.	0.820		
I think I gained a new personality thanks to social media tools.	0.803		
HC		21,915	0,665
I would use social media tools just because it has status			
I am interested in new social media tools with status	0.905		
I would spend more time for a social media tools if it had status	0.905		
The status of a social media tools is irrelevant to me (R)	0.910		
Social media tools are valuable to me.	-0.745		
	0.874		
SMU			0.901
SMA			0.753

In addition, first- and second-order confirmatory factor analyses (CFA) were used to determine whether the factor structure of the original form of the scale was confirmed in the sample of this study. CFA is a validation method that is used, especially in adapting measurement tools developed for different samples. It also aims to examine the extent to which a predetermined or constructed structure is verified using collected data. CFA, which was performed to validate the previously developed scales using the data collected for this study, was used to predict whether the variables would be based on the conspicuous consumption variable. Many fit indices are used in the CFA to determine whether the model is fit. Crowley and Fan (1997) and Cabrera-Nguyen (2010) suggested using more than one fit index in the evaluation of model fit, as each fit index provides information about a different aspect of model fit. For the DFA made in this study, Chi-Square Goodness, GFI (Goodness of Fit Index), RMSEA (Root Mean

Square Error of Approximation), CFI (Comparative Fit Index), NFI (Normed Fit Index), and AGFI (Adjusted Goodness of Fit Index) fit indices were examined. The acceptable fit value is 0.85 and the perfect fit value is 0.90 for AGFI indices (Schermelleh-Engel & Moosbrugger, 2003). The acceptable fit value was 0.90, and the perfect fit value is 0.95 for the GFI, CFI, and NFI indices (Bentler, 1980; Baumgartner & Homburg, 1996; Marsh et al., 2006). For RMSEA, the acceptable fit range is $.05 \leq RMSEA \leq .08$. The perfect fit range is $.00 \leq RMSEA \leq .05$ (Browne & Cudeck, 1993). In this study, fit indices of need for sharing, social competence, hedonic consumption, and conspicuous consumption variables were examined using CFA. Data from the First-order CFA are shown in Figure 2.
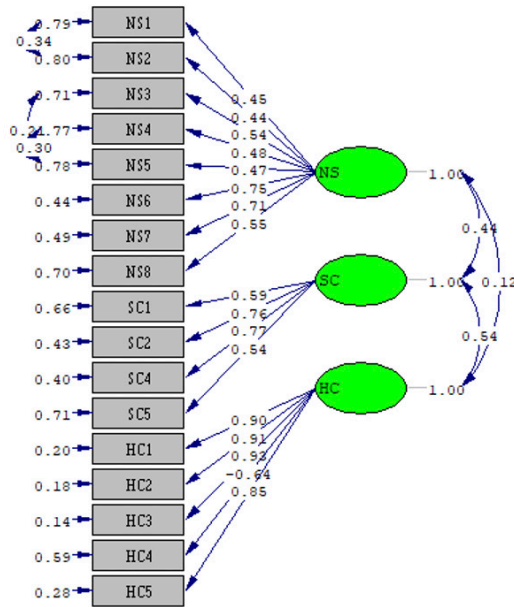
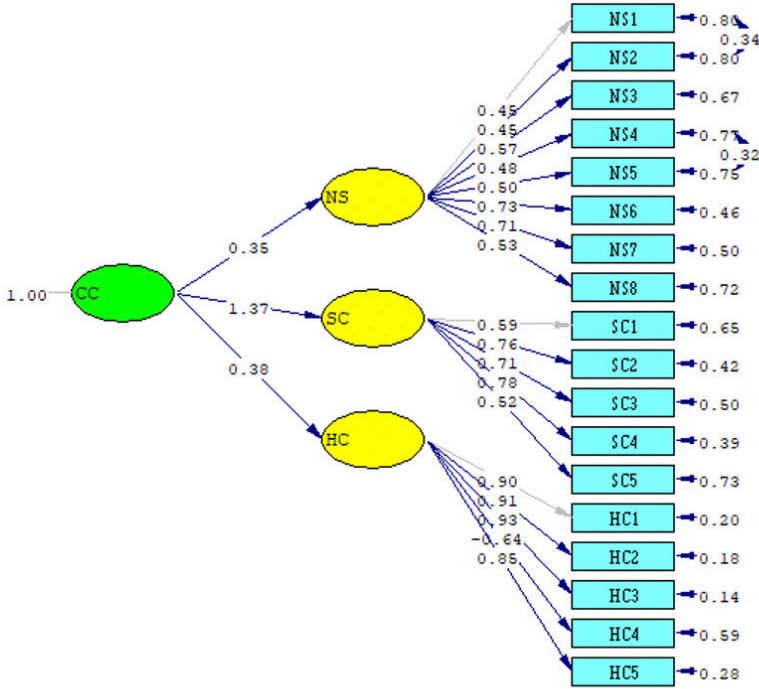Chi-Square=293.55, df=113, P-value=0.00000, RMSEA=0.069

Figure 2. The First-order CFA

As Figure 1 is examined, it was seen that the fit indices of conspicuous consumption consisting of 18 items and three factors were significant (X^2= 293.55, df=113, p=.000, X2/df=2.59). The fit index values were found as RMSEA=.069, NFI=.93, NNFI= .95, CFI=.96, AGFI=.88, GFI=.91. When the fit indices results of this structural model created in the first-order CFA analysis are examined, it can be said that the X^2/df (2.59) value is in the acceptable range. Also, it can be said that NNFI and CFI values are perfect, and RMSEA, NFI, AGFI, and GFI values are acceptable (Bentler, 1980; Browne & Cudeck, 1993; Baumgartner & Homburg, 1996; Schermelleh-Engel & Moosbrugger, 2003; Marsh et al., 2006).

In addition, t values between factors and items were examined. Jöreskog and Sörbom (1996) state that the absence of a red arrow related to t values is significant

at the .05 level for all items. In this study, all items were found to be significant at the .05 level in terms of t values.

Meydan and Şeşen (2011) state that second-order multi-factor models of multidimensional scales should also be tested. Therefore, the second-order CFA results related to the research model are shown in Figure 3.

Chi-Square=344.27, df=130, P-value=0.00000, RMSEA=0.070

Figure 3. The Second-order CFA

As Figure 2 is examined, it was seen that the second-order CFA fit indices of conspicuous consumption consisted of 9 items and three factors, and one main factor was significant (X^2= 344.27, df=130, p=.000, X^2/df=2.64). When the fit indices results of this structural model created in the second-order CFA analysis are examined, it can be said that the X^2/df (2.64) value is in the acceptable range. The fit indices values were found as RMSEA=.070, NFI=.93, NNFI= .95, CFI=.96, AGFI=.87, GFI=.90. When the fit indices results of this structural model created in the second-order CFA analysis are examined, it can be said that the X^2/df (2.64) value is in the acceptable range. Also, it can be said that NNFI and CFI values are perfect, and RMSEA, NFI, AGFI, and GFI values are acceptable (Bentler, 1980; Browne & Cudeck, 1993; Baumgartner & Homburg, 1996; Schermelleh-Engel & Moosbrugger, 2003; Marsh et al., 2006).

Table 4. Results for Composite Reliability and Construct Validity Tests

	Reliability Check	Convergent Validity Check
	CR	AVE
NS	0,939	0,661
SC	0,908	0,665
HC	0,869	0,757

The construct reliability for each construct exceeded the recommended 0.70 level, and the average variance extracted (AVE) values for each construct exceeded 0.50 (Hair et al., 2010) (see table 4). Also, discriminant validity presents that a construct is unique in measuring a construct in such a way it cannot capture by another construct (Hair et al., 2017). Discriminant validity of the model constructs is given in Table 5.

Table 5. Discriminant Validity Check

Constructs	SMU	SMA	HC	NS	SC
SMU	1				
SMA	.550**	1			
HC	.341**	.468**	1		
NS	.580**	.339**	.105**	1	
SC	.544**	.568**	.430**	.414**	1

Notes: SMU=social media usage; SMA=social media addiction; HC=hedonic consumption; NS=the need for sharing; SC=social competence. N = 637. **p<.01.

4.3.2. Testing Hypothesis

The mediation model is shown in Figure 3. This model of mediation in Figure 4 shows a direct effect between (XY) and an indirect effect between (XMY) (Baron & Kenny, 1986). Indication of two variables with a single arrow indicates a direct effect, and an indirect effect indicates that there is at least one intermediate variable (M). Therefore, a mediation effect is created when a third variable is included between the other two related variables (Hair, 1995).
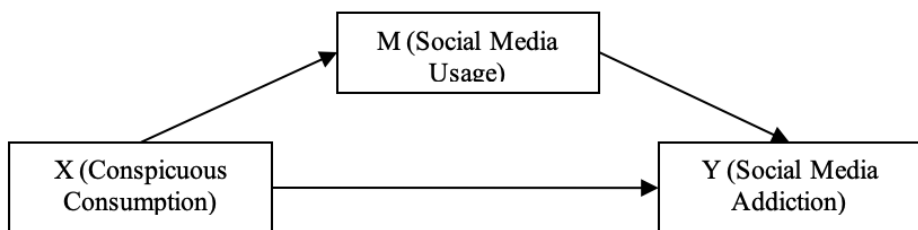
Figure 4. Mediating Model

Baron and Kenny's (1986) approach has been used to test the mediation effect of social media usage. So, the hierarchical regression analysis has been used. For the mediation hypothesis to be accepted, the independent variable must be related to the mediator variable as well as the dependent variable. Table 6 gives the regression analysis testing the mediating effect of social media usage.

Model 1 examines the effects of hedonic consumption, the need for sharing, and social competence variables on social media addiction. According to the results of Model 2, it is understood that social media usage, which is the mediator variable of hedonic consumption, need for sharing, and social competence, has been statistically significant. Moreover, when the use of social media is added to the hedonic consumption variable in Model 3, it is seen that social media addiction is a significant variable.

Table 6. Results of Hierarchical Regression Analyses

	Model1 (SMA) (β)	Model2 (SMU) (β)	Model3 (SMA) (β)
IV: HC	0,468	0,341	0,317
MV: SMU	-	-	0,442
R^2	0,219	0,116	0,392
Adjusted R^2	0,217	0,114	0,388
ΔR^2	-	-	0,392
ΔF	95,083	44,617	108,862
IV: NS	0,298	0,506	0,029
MV: SMU	-	-	0,533
R^2	0,089	0,256	0,303
Adjusted R^2	0,086	0,254	0,299
ΔR^2	-	-	0,303
ΔF	33,158	116,501	73,614
IV: SC	0,568	0,544	0,382
MV: SMU	-	-	0,342
R^2	0,323	0,296	0,406
Adjusted R^2	0,321	0,294	0,402
ΔR^2	-	-	0,406
ΔF	161,748	142,500	115,320

Notes: N = 637. IV=independent variable; MV=mediation variable; SMU=social media usage; SMA=social media addiction.

Consistent with H1, H2, and H3, Model 1 shows that hedonic consumption has positively related to social media addiction (β= 0.468, p <0.001) which supports H1, the need for sharing has positively related to social media addiction (β = 0.298, p <0.001) which supports H2, social competence has positively related to social media addiction (β = 0.568, p <0.001), which supports H3. Consistent with H4, H5, and H6, Model 2 shows that hedonic consumption has positively related to social media usage (β= 0.288, p <0.001) which supports H4, the need for sharing has positively related to social media usage (β = 0.311, p <0.001), which supports H5, social competence has positively related to social media usage (β = 0.190, p <0.001), which supports H6. These results suggest that hedonic consumption, the need for sharing, and social competence are positively related to social media usage and social media addiction. So, H1, H2, H3, H4, H5, and H6 are accepted.

Sobel test values have been shown in Table 6. Consistent with H7, H8, and H9, Model 3 shows that social media usage partially mediates the relationship between hedonic consumption and social media addiction (β = 0.317, p <0.001) which supports H7. Furthermore, social media usage also partially mediates the relationship between social competence and social media addiction (β = 0.382, p <0.001) which supports H9. However, social media usage fully mediates the relationship between the need for sharing and social media addiction (β = 0.029, p <0.001) which supports H8. These results show that the H7 and H9 hypotheses are partially accepted, and H8 is fully accepted.

Table 7. Sobel Test

	Sobel Test	p-value
HC → SMU → SMA	5.091	0.000
NS → SMU → SMA	4.637	0.000
SC → SMU → SMA	3.227	0.000

Notes: SMU=social media usage; SMA=social media addiction; HC=hedonic consumption; NS=the need for sharing; SC=social competence.

Furthermore, the Sobel test was also applied to determine whether the difference between the regression weights was significant (see Table 7). It was concluded that social media use has a mediating effect between hedonic consumption and social media addiction. The value of the test performed to determine the mediation effect was found to be z=5.091 and p=.000. Therefore, the effect of hedonic consumption on social media addiction shows that the mediating effect of social media use is important. Hence, H7 is accepted. It has been concluded that the use of social media has a mediating effect between the need for sharing and social media addiction. The value of the test performed to determine the mediation effect was found to be z=4.637 and p=.000. Therefore, the effect of sharing needs on social media addiction shows that the mediating effect of social media use is important. Hence, H8 is accepted. It was concluded that social media use has a

mediating effect between social competence and social media addiction. The test value to determine the mediation effect was found to be z=4.637 and p=.000. Therefore, the effect of social competence on social media addiction shows that the mediating effect of social media use is significant. Hence, H9 is accepted.

5. Discussion

Economic, social, and technological advances have brought about many innovations and changed the definitions of the consumption concept. Consumption has emerged as meeting people's needs for goods and services produced at a certain price. Over the years, the meanings attributed to consumption have also varied; it has turned into a concept realized by individuals not only to meet needs, but also to have a place in society and the desire to have status. Veblen stated that conspicuous consumption is an important factor in determining consumer behavior for all classes, not for a particular class. Conspicuous consumption appears to be a way to show the reputation and status we have in society. In an age where hedonistic understanding is constantly imposed on minds with changes in the world, consumption is now the duty of the individual. Individuals need to gain admiration feeds conspicuous consumption. With the development of communication technologies, social networks have become indispensable to consumption trends and conspicuous consumption.

Today, different social media tools have emerged with purposes such as socializing, sharing videos or photos, realizing business goals, expressing thoughts, and following the agenda. Today, social media causes the emergence of ideas that affect consumption trends. The fact that people now share almost every development about them on social media tools has provided easy access to any information about other users, and this information has started to be used for political and commercial purposes. In this study, Instagram, which is the most used social media tool by the participants, stands out with the opportunity to share photos/stories and socialize. Individuals can instantly share the places they visit, their social environments, and what they eat, and they have the opportunity to exhibit their most beautiful forms on social media with various filters. So, social media tools also provide status under conspicuous consumption.

Instagram and Facebook provided finding friends, sharing photos, videos, and updating status. Also, the concept of "like" has become an expression of popular and consumer culture by offering the feature of "like" to Instagram and Facebook users. Founded as a photo editing and sharing application, Instagram continued to grow after being bought by Facebook and became one of the most used tools in the world. The platform, which is preferred with its filter options in photo sharing, has added a different dimension to social networks with its stories feature, allowing users to instantly share their content. Therefore, the fact that conspicuous consumption is not experienced when no one sees it as an expression of today's situation is reinforced by the story-sharing of Instagram.

Competitive personality in the 3M model emphasizes the pursuit of social prestige and encourages conspicuous consumption (Mowen, 2000; Mowen, 2004). So, hedonic consumption is based on the need to gain status and social prestige. It

is possible to associate the details that come to the fore in different meanings ascribed to consumption beyond purchasing products or services with the desire of individuals to gain social status. The content shared through social media tools also benefits from the status provided by the product or service it consumes. Conspicuous consumption based on social media can be associated with the socialization and sharing needs of university students who constitute the sample of the study and their desire to gain status.

The fact that the emotional and psychological dimensions of the consumption phenomenon come to the fore, reveals the cultural dimension of consumption in terms of individuals positioning themselves according to this phenomenon in the social structure they live in, which has turned into a means of pleasure and satisfaction, determining their lifestyle, and ensuring intercultural interaction. Hedonic consumption, which is considered one of the elements of conspicuous consumption with the development of new media technologies and becoming a lifestyle, the need for sharing and social competence phenomena in social media take their place as reflections of consumption culture. In this direction, it's seen that social media addiction and social media use, which constitute the hypotheses of the study, are positively related to hedonic consumption, need for sharing, and social media.

This study mainly focused on hedonic consumption, the need for sharing, and social competence, examining social media usage and social media addiction. While trying to draw attention to social media addiction, these issues have been tried to be evaluated both by the individual and the society and argued that it is necessary to evaluate it based on the consumption culture and conspicuous consumption. This study presents a model examining the mediating role of social media usage between HC, NS, SC, and social media addiction. Regression analysis supports hypothesized effects between HC, NS, SC, SMU, and SMA. According to the results obtained, it was determined that conspicuous consumption factors (HC, NS, and SC) affect SMA through SMU. HC, NS, and SC are positively associated with SMU and SMA. SMU partially mediates the relationship between HC/SC and SMA. However, SMU fully mediates the relationship between NS and SMA.

Social networks enable the continuation of relations with others without being tied to physical space. It can be said that individuals who need SC isolate themselves from social media tools. More time can be spent on social media for reasons such as coping with loneliness, being appreciated, and freedom of expression. SMU has turned into a shelter when individuals feel unhappy, a tool to satisfy the feeling of freedom, and a situation that is effective enough to prefer socialization in the digital environment to real life.

6. Theoretical and Practical Implications

This study makes several important theoretical implications to the current literature. First, the relationship of HC, the need for sharing, and SC factors with social media usage brings a different perspective to social media studies. The current research demonstrates that SMU by young people is related to achieving status, meeting needs, and competencies rather than usual consumption. When evaluated

from this point of view, it enriches the literature on SMU. Second, the findings also expand the literature on SMA. Also, this study reveals a system in which social media usage mediates the relationships between conspicuous consumption and SMA. Moreover, considering that social media is more effective for young users, it also reveals the expectations of young people from social media tools. Results show that the HC and SC dimensions of SMU mediate partially on SMA but fully mediate with the need for sharing. These results fill the gap in previous research.

Also, this study provides important implications for business and social media managers. First, the findings show that those who value conspicuous consumption are more prone to social media addiction. Therefore, practitioners can address the points where individuals emphasize conspicuous consumption for greater SMU. Second, practitioners need to be aware of the different consumption dimensions regarding the use of social media tools that appeal to a wide target audience. It is necessary to be aware that social media users should serve different roles and benefit levels rather than only providing goods and services.

7. Limitations and Future Research

In addition to the contributions of the study, this study has some limitations. First, the research suggests the mediating effect of social media addiction with conspicuous consumption and social media usage. The study can be developed by considering different consumption and utility dimensions. Second, empirical studies can be conducted by examining in more detail the roles of social media usage by individuals with different characteristics in the future. Third, since the research is a quantitative study, the resulting results are expected to lead to the development of prospective research questions.

This study offers considerations for future research. Researchers who think to work on this subject can work on Baudrillard's new and entertaining concepts of "gadget" and "replica" and "kitsch" in the sense of imitation additionally, introduced within the scope of conspicuous consumption (Baudrillard, 2020). Also, it is recommended to carry out more comprehensive and detailed studies in the future that include issues such as intercultural and intergenerational differences in conspicuous consumption, consumer behaviour and values, consumption trends, and lifestyle.

8. Conclusion

This study is one of the first to assess higher education students from different perspectives by investigating how social media use affects social media addiction through the dimension of conspicuous consumption. Findings show that social media usage is associated with conspicuous consumption dimensions among young people. The results revealed how young people's use of social media works and how social media usage triggers conspicuous consumption and social media addiction. Besides, as mentioned in the limitations of this research aims to encourage academics to apply interdisciplinary research approaches to explore the basis of young people's use of social media tools.

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