

RESEARCH ARTICLE

The Relationship Between Women's Self-Confidence, and Conspicuous Consumption Tendency on Social Media

Hasan Selçuk Eti¹

¹ Asst. Prof., Tekirdağ Namık Kemal University, FEAS, Tekirdağ /Turkey
ORCID: [0000-0002-3792-697X](https://orcid.org/0000-0002-3792-697X)
E-Mail: hseti@nku.edu.tr

Corresponding Author:
Hasan Selçuk Eti

March 2022
Volume:19
Issue:46

DOI: 10.26466//opusjsr.1091941

Citation:
Eti, H.S. (2022). The relationship between women's self-confidence, and conspicuous consumption tendency on social media. *OPUS– Journal of Society Research*, 19(46), 289-297.

Abstract

This study aims to examine the relationship between women's self-confidence and conspicuous consumption tendency on social media. The research was designed in a relational screening model. The study sample consists of 311 university students reached by a simple random sampling method. A questionnaire form was used to collect data in the research. The questionnaire form consists of a demographic information form, self-confidence scale, and conspicuous consumption scale. Within the scope of the study, descriptive statistical analyses, correlation analyses, regression analyses, t-tests and ANOVA analyses were conducted. As a result of the analyses, it has been determined that self-confidence has negative and significant effects on conspicuous consumption. In addition, it has been determined that self-confidence differs significantly according to marital status, and income and conspicuous consumption differs significantly according to marital status. In terms of firms and policymakers, the self-confidence of individuals has been concluded that it is an essential factor that determines the purchasing behavior of consumers. In this context, another crucial point is that individuals with high self-confidence have relatively fewer demands for conspicuous consumption.

Keywords: Social Media, Conspicuous Consumption, Self-Confidence.

Öz

Bu araştırmada kadınların özgüvenleri ile sosyal medyada gösterişçi tüketim eğilimi arasındaki ilişkinin incelenmesi amaçlanmıştır. Bunun yanında söz konusu değişkenlerin seviyesinin katılımcıların sosyo-demografik özelliklerine göre farklılık gösterme durumları da incelenmiştir. Araştırma ilişkisel tarama modelinde tasarlanmıştır. Araştırmanın örneklemini basit tesadüfi örnekleme yöntemiyle ulaşılan 311 üniversite öğrencisi oluşturmaktadır. Araştırmada veri toplamak amacıyla anket formu kullanılmıştır. Anket formunda demografik bilgi formu, özgüven ölçeği ve gösterişçi tüketim ölçeği yer almaktadır. Çalışma kapsamında betimsel istatistiksel analizler, korelasyon analizi, regresyon analizi, t-testi ve ANOVA analizleri gerçekleştirilmiştir. Analizler neticesinde özgüvenin gösterişçi tüketim üzerinde olumsuz yönde anlamlı etkisinin olduğu tespit edilmiştir. Bunun yanında özgüvenin medeni duruma ve gelir durumuna göre, gösterişçi tüketimin ise medeni duruma göre anlamlı şekilde farklılık gösterdiği tespit edilmiştir. Bireylerin özgüveninin, firmalar ve politika yapımcılar açısından; tüketicilerin satın alma davranışını belirleyen önemli bir unsur olduğu sonucuna ulaşılmıştır. Bu açıdan bakıldığında, diğer bir önemli nokta ise özgüveni yüksek bireylerin, gösterişli tüketime olan taleplerinin nispeten daha az olmasıdır.

Anahtar Kelimeler: Sosyal Medya, Gösterişçi Tüketim, Özgüven.

Introduction

Nowadays, the tendency to buy expensive and unnecessary goods has become a widespread consumer behavior in society. Individuals consume luxury goods to satisfy social needs, be recognized, or be socially accepted. In other words, status products that reflect the self and present an image of social status, prestige and wealth have recently become indispensable in the lives of individuals.

Due to the increasing use of the Internet and social networks and changing consumer lifestyles, conspicuous consumption is becoming increasingly important in societies. When people interact on social media, they can check out the information they get and share positive things. One of them is the abundant consumption of goods and services. Moreover, the advent of social media has changed the landscape of traditional conspicuous consumption theory, as all consumption now has the potential to be conspicuous consumption, depending on how individuals use social media (Widjajanta et al., 2018, p.3-4).

Although there are a considerable number of studies in the literature on the concept of conspicuous consumption, it appears that there are very few studies that examine the motives for such behaviors, and these studies do not reach a consensus. While a substantial body of research has examined the factors influencing conspicuous consumption, little attention has been paid to the role of psychological motives in conspicuous consumption, particularly in the current dynamic environment in which social media significantly alters consumption behavior. Theoretically, it has been suggested that there is an indirect relationship between self-confidence and conspicuous consumption behaviors (Sivanathan and Pettit, 2010; Truong and McColl, 2011; Baker et al., 2013; Wang and Griskevicius, 2013; Thourmrunroje, 2014). However, the lack of empirical research on the effect of self-confidence on conspicuous consumption behavior in social media draws attention as a gap in the literature.

To address this gap in the literature, this study concludes by examining the Relationship Between Women's Self-Confidence and Conspicuous Consumption Tendency on Social Media. In addition, the level of the above variables was also analyzed according to the sociodemographic characteristics of the participants.

Conceptual Framework

The term conspicuous consumption was first coined in the 20th century by Thorstein Veblen, who was the first to discuss the motivation for consumption as a social analyst. Conspicuous consumption is based on the Veblen Theory of The Leisure Class, which proposes a framework in which individuals attempt to mimic the consumption patterns of others with higher social status (Widjajanta et al., 2018, p.6). According to Veblen (1899), ostentatious consumption refers to an individual's generous spending on visible items to make their wealth and income known to others (Qattan and Khasawneh, 2020, p.2). In another definition, conspicuous consumption is the process of gaining status or social prestige through the acquisition and consumption of goods considered to be of high level (O'Cass & Frost, 2002, p. 68).

Conspicuous consumption is behavior in which a person flaunts their wealth by spending heavily on luxury goods and services. The consumerist cultural ideology is characterized by the belief that the meaning of life lies in possessions. Accordingly, to consume is to be fully alive, and it is necessary to consume constantly to survive entirely (Sklair, 1998, p.197). It is said that the desire for social status is an essential incentive for conspicuous consumption. Others observe people due to the increase of communication devices and under these conditions, the only way to evaluate a person's social status is the display of the individuals' possessions (Barzoki, Tavakol & Vahidnia, 2014, p.154).

Social media offers consumers the opportunity to share text, images, audio, and video with each other (Kotler & Keller, 2016, p.642). It is found that

consumers exhibit typical conspicuous consumption behavior in the social media environment and openly display their material values and consumption styles. Any consumption today has the potential to become conspicuous consumption, presented to an extensive network of friends and followers online (Lehdonvirta, 2010, p.884).

Since Veblen's (1899) *The Theory of the Leisure Class*, conspicuous consumption has been the subject of interest in the literature on social psychology and consumer behavior. In the first demonstrative consumption studies, a structure was proposed in which people try to copy the consumption patterns of other individuals who provide a higher social status. In addition, previous studies have often examined conspicuous consumption within the framework of the social comparison theory (Festinger, 1954), which states that individuals compare themselves to others to obtain self-evaluations. In these studies, it is evident that researchers examine conspicuous consumption from two perspectives, these being mainly their motivations and the industries they dominate (Qattan & Khasawneh, 2020, p.2-3).

Veblen (1899), on the other hand, generally presents a more complex consumer perspective than different needs-based perspectives, noting that negative emotions stimulate individuals and these negative emotions are directly transferred to the material world (Barzoki, Tavakol, & Vahidnia, 2014, p.155). For example, from a self-esteem perspective, it is noted that individuals may be viewed as buyers of conspicuous goods and services due to a lack of self-confidence (Argan & Tokay-Argan, 2018, p.111). Self-confidence is defined as the ability to withstand perceived threats and is considered one of consumers' psychological characteristics (Legendre et al., 2019, p.161).

Previous research has shown that people can use different strategies to deal with their low self-confidence. It is now common knowledge that products are selected for their functional qualities and their symbolic qualities. Consumption of products may convey that the person possesses certain self-characteristics and can serve as a

means of coping with low self-confidence (Gao, Wheeler & Shiv, 2009, p.31).

When the individual is confronted with threats to themselves, self-contradiction arises, based on the tension arising from the incompatibility between the real self and the desired self. One of these threats is a lack of self-confidence. Consumers buy branded products to reclaim their threatened selves and flashy effects with the idea of projecting their desired lifestyle onto important people (Hammad & El-Bassiouny, 2018, p.306). This type of indirect threat defense is an alternative way for individuals to compensate for their deficiencies in one area by revealing their success in other areas when it is impossible to solve the threats directly. Thus, this form of consumption is a reaction to a general lack of "psychological needs satisfaction" by a consumer who cannot obtain sufficient needs satisfaction (Fontes and Fan, 2006, p.646).

The literature shows that situations such as low or threatened self-confidence trigger consumption. For example, it is claimed that the consumption of cosmetics is due to some women's low self-confidence (Barzoki, Tavakol & Vahidnia, 2014, p.160). In the study by Sivanathan and Pettit (2010), it was found that there was a negative relationship between self-confidence and conspicuous use. The study concluded that participants who showed low self-confidence tended to increase their major consumption expenditures (Sivanathan & Pettit, 2010, p.567).

Method

Model and Hypothesis'

This research is a quantitative study designed in the relational screening model (Karasar, 2009, p.81), suitable for determining the degree of change or the presence of a difference between two or more variables. The study adopted the relational screening model to examine the associations between women's self-confidence and propensity for conspicuous consumption on social media. The hypotheses developed during the study are presented below.

H1: Self-confidence negatively and significantly impacts conspicuous consumption.

H2: The level of self-awareness differs significantly by sociodemographic characteristics.

H3: The level of conspicuous consumption differs significantly by sociodemographic characteristics.

Sample

The study sample consists of 311 female students who were reached through a simple random sampling method. The descriptive information of the participants is shown in Table 1.

Table 1. Descriptive Information of the Participants

Variable	Groups	N	%
Age	20 and below	64	20.58
	Between 21-25	186	59.81
	26 and above	61	19.61
Marital Status	Single	262	84.24
	Married	49	15.76
Educational Status	Highschool and lower	229	73.63
	Graduate	50	16.08
	Post Graduate	32	10.29
Income Status	Below 2.500 TL	77	24.76
	Between 2,500-5,000	172	55.31
	Above 5.000 TRY	62	19.94

Means of Collecting Data

To collect data in the research, a questionnaire form consisting of three parts was used that was prepared in a 5-point Likert-type. The first part of the questionnaire contains the demographic information sheet prepared by the researcher. The second part includes the self-confidence scale. The third part comprises the conspicuous consumption scale.

The "self-confidence scale" was developed by Akin (2007). The scale consists of 33 items and two subdimensions (internal and external self-awareness). As a result of the reliability analyses conducted, when the Cronbach's alpha coefficient for the whole scale was 0.94; It was reported that the sub-dimensions of the scale, Inner Self-Confidence and External Self-Confidence, were 0.97 and 0.87, respectively (Akin, 2007).

The Conspicuous Consumption Scale used by Atalar in his study (2019) was used to determine

participants' level of conspicuous consumption tendencies on social media. It was reported that the scale consists of 6 items and one dimension and the Cronbach's alpha reliability coefficient is 0.94 (Atalar, 2019).

In the confirmatory factor analysis, it was observed that the factor loadings of the two-factor self-confidence scale varied from 0.4811 to 0.8766. In contrast, the factor loadings of the single-factor conspicuous consumption scale ranged from 0.5784 to 0.8564. Validity and reliability information on the data collection instruments is presented in Table 2. When looking at Table 2, it can be seen that the scales used in the study meet the validity and reliability criteria.

Table 2. Means of Collecting Data and Findings of the Reliability Analysis

Scale	Number of Items	KMO	Barlett	χ^2/df	TLI	CFI	RMSEA	C.Alpha
Inner Self-Confidence	16	0.961	0.000	2.30	0.905	0.915	0.065	0.96
External Self-Confidence	17							0.89
Conspicuous Consumption	6	0.869	0.000	1.66	0.991	0.997	0.046	0.90

Collection of Data and Analysis Thereof

To collect data in the research, the questionnaire form was used, which was explained above. The above questionnaire was applied between July 01st and August 31st, 2021. The data were analyzed using the package programs SPSS and AMOS. Descriptive statistical analyses were conducted to determine participants' self-confidence and conspicuous consumption levels. Pearson Product Moments correlation coefficients (r) were calculated to examine the relationships between the research variables. Regression analyses were performed to examine the influence of self-confidence on conspicuous consumption. T-test and ANOVA analyses were conducted to determine whether research variables differed according to the participants' demographic characteristics.

Findings

Descriptive statistics on research variables

Descriptive statistics for the research variables are presented in Table 3. Participants' self-confidence levels were determined as $\bar{x}=3.53$ ($sd=0.91$) and conspicuous levels were selected as $\bar{x}=2.19$ ($sd=1.07$). It was also found that participants' internal self-confidence levels ($\bar{x}=3.71$; $sd=1.08$) were higher than external self-confidence levels ($\bar{x}=3.35$; $sd=0.77$). It can be noted that the participants show a relatively high self-confidence and a low tendency for conspicuous consumption.

Table 3. Descriptive values of scales

Scale	Mean	Standard Deviation
Self-Confidence Scale	3.53	0.91
Self-Confidence Scale Size of Inner Self-Confidence	3.71	1.08
Self-Confidence Scale Size of External Self-Confidence	3.35	0.77
Conspicuous Consumption Scale	2.19	1.07

Findings on the relationships between research variables

Pearson correlation coefficients were calculated and presented in Table 4 to determine the relationships between the variables examined in the study. Looking at Table 4, it can be observed that there is a negative and significant relationship between self-confidence and conspicuous consumption ($r=-0.65$; $p<0.01$). Moreover, the presence of negative and significant relationships can be observed between conspicuous consumption and the internal self-confidence ($r=-0.64$; $p<0.01$) and external self-confidence ($r=-0.64$; $p<0.01$) sizes of the self-confidence scale.

Table 4. Results of the correlation analysis

Scale	Self-Confidence Scale	Inner Self-Confidence	External Self-Confidence	Conspicuous Consumption
Self-Confidence Scale	1.00			
Size of Inner Self-Confidence	0.99**	1.00		
Size of External Self-Confidence	0.98**	0.95**	1.00	
Conspicuous Consumption Scale	-0.65**	-0.64**	-0.64**	1.00

Insights into the prediction of dependent variables by independent variables

The regression analysis results examining the effects of self-confidence on conspicuous consumption are presented in Table 5. Looking at Table 5, it can be seen that the model is significant ($F=232.49$; $p<0.01$) and explains 42.75% of the variance in conspicuous consumption. Looking at the coefficients, it can be seen that self-confidence has a negative and significant influence on conspicuous consumption ($\beta=-0.76$; $p<0.01$).

Table 5. Results of the regression analysis of the relationship between self-confidence and conspicuous consumption

Independent Variable	Dependent Variable	β	t	p	F	Adj.R ²	P
Self-Confidence	Conspicuous Consumption	-0.76	-15.25	0.00	232.49	0.42	0.00

The regression analysis results examining the effects of the sub-sizes of the self-confidence scale on conspicuous consumption are presented in Table 6. Looking at Table 6, it can be seen that the model is significant ($F=115.91$; $p<0.01$) and explains 42.57% of the variance in conspicuous consumption. Looking at the coefficients, it can be seen that internal self-confidence ($\beta=-0.36$; $p<0.01$) and external self-confidence ($\beta=-0.4079$; $p<0.05$) have negative and significant effects on conspicuous consumption. According to these results, the H1 hypothesis is accepted.

Table 6. Results of the regression analysis of the relationship between self-confidence sizes and conspicuous consumption

Independent Variable	Dependent Variable	β	t	p	F	Adj.R ²	P
Inner Self-Confidence	Conspicuous Consumption	-0.36	-2.66	0.00	115.91	0.42	0.00
External Self-Confidence		-0.40	-2.10	0.03			

Findings aimed at different analyses'

The results of the ANOVA analysis conducted to determine whether the research variables differed by participant age are presented in Table 7. Looking at Table 7, it was found that participants' self-confidence (F=2.56; p>0.05) and conspicuous consumption (F=0.66; p>0.05) levels did not differ significantly by age. In addition, when the sizes of the self-confidence scale were investigated, it was found that participants' internal self-confidence (F=2.59; p>0.05) and external self-confidence (F=2.41; p>0.05) levels did not differ significantly by age either.

Table 7. ANOVA Analysis Results According to Age

Variable	Age	N	\bar{x}	ss	F	p	Different Groups
Self-Confidence Scale	(1) 20 and below	64	3.32	0.89	2.56	0.07	-
	(2) Between 21-25	186	3.56	0.90			
	(3) 26 and above	61	3.67	0.95			
Size of Inner Self-Confidence	(1) 20 and below	64	3.44	1.06	2.59	0.076	-
	(2) Between 21-25	186	3.75	1.05			
	(3) 26 and above	61	3.85	1.11			
Size of External Self-Confidence	(1) 20 and below	64	3.18	0.72	2.41	0.09	-
	(2) Between 21-25	186	3.36	0.76			
	(3) 26 and above	61	3.47	0.80			
Conspicuous Consumption Scale	(1) 20 and below	64	2.30	1.05	0.66	0.52	-
	(2) Between 21-25	186	2.19	1.07			
	(3) 26 and above	61	2.08	1.09			

The t-test results conducted to determine whether the research variables differed according to the participants' marital status are presented in Table 8. Looking at Table 8, it was found that participants' self-confidence (t=-3.06; p<0.01) and conspicuous consumption (t=2.31; p<0.05) levels differed significantly by marital status. According to the results, the self-confidence levels of the married (\bar{x} =3.90, sd=0.59) is higher than that of the singles (\bar{x} =3.46; sd=0.95) and the conspicuous consumption levels of the married (\bar{x} =1.87; sd=0.68) is lower than the singles (\bar{x} =2.25; sd=1.12). In addition, when examining the sizes of the self-confidence scale, it was also found that participants' internal self-confidence (t=-3.28; p<0.01) and external self-confidence (t=-2.63; p<0.01) also showed significant differences depending on their marital status. According to the results, the internal self-confidence levels of the

married (\bar{x} =4.16, sd=0.68) is higher than that of the singles (\bar{x} =3.62; sd=1.11) and the external self-confidence levels of the married (\bar{x} =3.61; sd=0.51) is lower than the singles (\bar{x} =3.30; sd=0.80).

Table 8. T-Test Results According to Marital Status

Variable	Age	N	\bar{x}	ss	F	p	Different Groups
Self-Confidence Scale	(1) 20 and below	64	3.32	0.89	2.56	0.07	-
	(2) Between 21-25	186	3.56	0.90			
	(3) 26 and above	61	3.67	0.95			
Size of Inner Self-Confidence	(1) 20 and below	64	3.44	1.06	2.59	0.07	-
	(2) Between 21-25	186	3.75	1.05			
	(3) 26 and above	61	3.85	1.11			
Size of External Self-Confidence	(1) 20 and below	64	3.18	0.72	2.41	0.09	-
	(2) Between 21-25	186	3.36	0.76			
	(3) 26 and above	61	3.47	0.80			
Conspicuous Consumption Scale	(1) 20 and below	64	2.30	1.05	0.66	0.52	-
	(2) Between 21-25	186	2.19	1.07			
	(3) 26 and above	61	2.08	1.09			

The results of the ANOVA analysis conducted to determine whether the research variables differed by the educational status of the participants are presented in Table 9. Looking at Table 9, it was found that participants' self-confidence (F=2.42; p>0.05) and conspicuous consumption (F=0.24; p>0.05) levels did not differ significantly by educational status. In addition, when the sizes of the self-confidence scale were investigated, it was found that participants' internal self-confidence (F=2.38; p>0.05) and external self-confidence (F=2.37; p>0.05) levels did not differ significantly by educational status.

Table 9. ANOVA Analysis Results According to Educational Status

Variable	Educational Status	N	\bar{x}	ss	F	p	Different Groups
Self-Confidence Scale	(1) Highschool and lower	229	3.47	0.92	2.42	0.09	-
	(2) Graduate	50	3.66	0.89			
	(3) Post Graduate	32	3.80	0.88			
Size of Inner Self-Confidence	(1) Highschool and lower	229	3.63	1.07	2.38	0.09	-
	(2) Graduate	50	3.86	1.07			
	(3) Post Graduate	32	4.01	1.01			
Size of External Self-Confidence	(1) Highschool and lower	229	3.30	0.77	2.37	0.09	-
	(2) Graduate	50	3.43	0.71			
	(3) Post Graduate	32	3.58	0.78			
Conspicuous Consumption Scale	(1) Highschool and lower	229	2.22	1.07	0.24	0.78	-
	(2) Graduate	50	2.15	1.06			
	(3) Post Graduate	32	2.09	1.08			

The results of the ANOVA analysis conducted to determine whether the research variables differed by the income status of the participants are presented in Table 10. Looking at Table 10, it was determined that participants' conspicuous consumption did not differ significantly according to income status ($F=2.33$; $p>0.05$), while their self-confidence differed significantly according to income status ($F= 3.53$; $p<0.05$). As a result of the post-hoc analyses performed to determine the groups which show the difference, the self-confidence of participants with an income status below 2,500 TRY ($\bar{x}=3.71$; $sd=0.96$) was significantly higher than that of participants with income between 2.500-5.000 TRY ($\bar{x}=3.41$; $sd= 0.95$).

In addition, when the sizes of the self-confidence scale were investigated, it was found that participants' internal self-confidence ($F=3.37$; $p<0.05$) and external self-confidence ($F=3.87$; $p<0.05$) levels did differ significantly by income status. As a result of the post-hoc analyses performed to identify the groups which show the difference, it was observed that the internal self-confidence of participants with an income between 2.500-5.000 TRY ($\bar{x}=3.57$; $sd=1.14$) was significantly lower than the self-confidence of those participants with an income below 2.500 TRY ($\bar{x}= 3.88$; $sd=1.09$) and an income above 5.000 TRY ($\bar{x}=3.88$; $sd=0.89$). Additionally, the external self-confidence of participants with an income status below 2.500 TRY ($\bar{x}=3.53$; $sd=0.85$) was significantly higher than

that of participants with an income between 2.500-5.000 TRY ($\bar{x}=3.25$; $sd= 0.78$).

Table 10. ANOVA Analysis Results According to Income Status

Variable	Income Status	N	\bar{x}	ss	F	p	Different Groups
Self-Confidence Scale	(1) Below 2.500 TL	77	3.71	0.96	3.53	0.03	1>2
	(2) 2.500-5.000 TRY	172	3.41	0.95			
	(3) Above 5.000 TRY	62	3.65	0.67			
Size of Inner Self-Confidence	(1) Below 2.500 TL	77	3.88	1.09	3.37	0.03	1>2 3>2
	(2) 2.500-5.000 TRY	172	3.57	1.14			
	(3) Above 5.000 TRY	62	3.88	0.89			
Size of External Self-Confidence	(1) Below 2.500 TL	77	3.53	0.85	3.87	0.02	1>2
	(2) 2.500-5.000 TRY	172	3.25	0.78			
	(3) Above 5.000 TRY	62	3.40	0.55			
Conspicuous Consumption Scale	(1) Below 2.500 TL	77	2.07	1.18	2.33	0.09	-
	(2) 2.500-5.000 TRY	172	2.16	1.15			
	(3) Above 5.000 TRY	62	2.44	0.55			

According to these results, the H2 and H3 hypotheses were partially accepted.

Result, Discussion and Recommendations

The purpose of this study is to examine how women's self-confidence affects conspicuous consumption tendencies. In addition, the differences in self-confidence and superior consumption levels by sociodemographic characteristics of participants were also examined.

The study first examined the influence of self-confidence on conspicuous consumption. As a result of the performed regression analysis, self-confidence and self-confidence sizes (internal and external self-confidence) were found to have negative and significant effects on conspicuous consumption. According to these results, it can be stated that an increase in self-confidence leads to a decrease in conspicuous consumption or, conversely, a decrease in self-confidence leads to an increase in conspicuous consumption.

It can be seen that this finding of our study is consistent with the literature. Theoretically, it has been suggested that there is an indirect relationship between self-confidence and self-confidence and conspicuous consumption behaviors (Sivanathan and Pettit, 2010; Truong and McColl, 2011; Baker et al., 2013; Wang and Griskevicius, 2013; Thourmrungrroje, 2014). Veblen

(1899), on the other hand, generally presents a more complex consumer perspective than different needs-based perspectives, noting that negative emotions stimulate individuals and these negative emotions are directly transferred to the material world (Barzoki, Tavakol, & Vahidnia, 2014, p.155). For example, from a self-esteem perspective, it is noted that individuals may be viewed as buyers of conspicuous goods and services due to a lack of self-confidence (Argan & Tokay-Argan, 2018, p.111). Consumption of products may convey that the person possesses certain self-characteristics and can serve as a means of coping with low self-confidence (Gao, Wheeler & Shiv, 2009, p.31). The literature shows that situations such as low or threatened self-confidence trigger consumption. For example, in the study by Sivanathan and Pettit (2010), it was found that there was a negative relationship between self-confidence and conspicuous use. The study concluded that participants who showed low self-confidence tended to increase their major consumption expenditures (Sivanathan & Pettit, 2010, p.567). As a result, it can be concluded that the findings obtained within this extend in our study are consistent with the relationships between the relevant concepts in the literature and previous research findings.

Within the extend of the study, the t-test and ANOVA analyses were performed to examine differences in self-confidence and conspicuous consumption according to participants' sociodemographic characteristics. As a result of the analyses, it was found that self-confidence differs significantly according to marital status and income level. Accordingly, it was determined that

the self-confidence levels of married participants with an income of less than 2.500 TRY were significantly higher than that of single participants with an income of 2.500-5.000 TRY. Additionally, conspicuous consumption was found to vary significantly by marital status. Accordingly, the primary consumption levels of married people were found to be lower than that of single people. In addition, self-confidence was not found to differ significantly by age and education level, and conspicuous consumption was not found to differ significantly by age, education level and income status. The literature shows different results regarding differences in self-confidence and apparent consumption levels by sociodemographic characteristics. It is believed that the difference in results obtained in our study and in other studies in the literature may be due to the context of the studies.

Based on the results of the study, it can be suggested that individuals with low self-confidence should solve this problem by seeking psychological support, parents should show love and interest to their children and show appropriate behavior to raise individuals with high self-confidence, teachers should show similar behavior and refer students with self-confidence problems to counseling units. For companies on the other side of the coin, whose raison d'être is to make a profit, it is suggested that they see conspicuous consumption as an opportunity to position their products as luxury. Researchers are advised to examine exceptionally diverse psychological variables such as self-respect, which may affect conspicuous consumption, or the regulating effect of female, age, and income status.

References

- Akın, A (2007). Özgüven ölçeğinin geliştirilmesi ve psikometrik özellikleri. *Abant İzzet Baysal Üniversitesi Eğitim Fakültesi Dergisi*, 7(2), 167-176.
- Argan, M., & Tokay-Argan, M. (2018). Fomsumerism: A theoretical framework. *International Journal of Marketing Studies*, 10(2), 109-117.
- Atalar, S. (2019). *Sosyal medya bağımlılık düzeyinin gösterişçi tüketim eğilimleri üzerine etkisinin tespiti*. Yayınlanmamış Yüksek Lisans Tezi. Osmaniye Korkut Ata Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Ana Bilim Dalı.
- Baker, A. M., Moschis, G. P., Ong, F. S., & Pattanapanyasat, R. P. (2013). Materialism and life satisfaction: The role of stress and religiosity. *Journal of Consumer Affairs*, 47(3), 548-563.
- Barzoki, M. H., Tavakol, M., & Vahidnia, A. (2014). Effects of sexual objectification on

- conspicuous consumption and materialism. *Sexuality Research and Social Policy*, 11(2), 153-162.
- Festinger, L. (1954). A theory of social comparison processes. *Human relations*, 7(2), 117-140.
- Fontes, A., & Fan, J. X. (2006). The effects of ethnic identity on household budget allocation to status conveying goods. *Journal of Family and Economic Issues*, 27(4), 643-663.
- Gao, L., Wheeler, S. C., & Shiv, B. (2009). The "shaken self": Product choices as a means of restoring self-view confidence. *Journal of Consumer Research*, 36(1), 29-38.
- Hammad, H., & El-Bassiouny, N. (2018). 'I shop therefore I am': social and psychological transformations in conspicuous consumption. *Luxury Research Journal*, 1(4), 303-324.
- Karasar, N. (2009). *Bilimsel araştırma yöntemi* (20.Basım). Ankara: Nobel Yayın Dağıtım.
- Kotler, P., & Keller, K. L. (2016). *Marketing management*. Edinburgh: Pearson Education, Inc.
- Legendre, T. S., Jo, Y. H., Han, Y. S., Kim, Y. W., Ryu, J. P., Jang, S. J., & Kim, J. (2019). The impact of consumer familiarity on edible insect food product purchase and expected liking: The role of media trust and purchase activism. *Entomological Research*, 49(4), 158-164.
- Lehdonvirta, V. (2010). Online spaces have material culture: goodbye to digital post-materialism and hello to virtual consumption. *Media, Culture & Society*, 32(5), 883-889.
- O'Cass, A., & Frost, H. (2002). Status brands: Examining the effects of non-product-related brand associations on status and conspicuous consumption. *Journal of Product and Brand Management*, 11(2), 67-88.
- Qattan, J., & Al Khasawneh, M. (2020). The Psychological Motivations of Online Conspicuous Consumption: A Qualitative Study. *International Journal of E-Business Research (IJEER)*, 16(2), 1-16.
- Sivanathan, N., & Pettit, N. C. (2010). Protecting the self through consumption: Status goods as affirmational commodities. *Journal of Experimental Social Psychology*, 46(3), 564-570.
- Sivanathan, N., & Pettit, N. C. (2010). Protecting the self through consumption: Status goods as affirmational commodities. *Journal of Experimental Social Psychology*, 46(3), 564-570.
- Sklair, L. (1998). The transnational capitalist class and global capitalism: the case of the tobacco industry. *Political Power and Social Theory*, 12, 3-44.
- Thoumrungrroje, A. (2014). The influence of social media intensity and EWOM on conspicuous consumption. *Procedia-Social and Behavioral Sciences*, 148, 7-15.
- Truong, Y., & McColl, R. (2011). Intrinsic motivations, self-esteem, and luxury goods consumption. *Journal of Retailing and Consumer Services*, 18(6), 555-561.
- Veblen, T. (1899). Mr. Cummings's Strictures on "The Theory of the Leisure Class". *Journal of Political Economy*, 8(1), 106-117.
- Wang, Y., & Griskevicius, V. (2014). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Journal of consumer research*, 40(5), 834-854.
- Widjajanta, B., Senen, S. H., Masharyono, M., Lisnawati, L., & Anggraeni, C. P. (2018). The impact of social media usage and self-esteem on conspicuous consumption: Instagram user of Hijabers Community Bandung member. *International Journal of eBusiness and eGovernment Studies*, 10(2), 1-13.