

Conspicuous Consumption on Social Media: A Quantitative Study on University Students' Perceptions of Influencers*

Sosyal Medyada Gösterişçi Tüketim: Üniversite Öğrencilerinin Influencer Algısı Üzerine Nicel Bir Araştırma

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Abstract

The conspicuous consumption tendencies frequently encountered at weddings and home visits have become easily visible at any time, without the limitations of time and space, thanks to social media platforms. Young people who actively use social media are increasingly exposed to content related to conspicuous consumption through the globalized internet networks. Influencers are among the primary individuals who contribute to the widespread dissemination of this consumption style in such environments. In this context, examining the perceptions of conspicuous consumption and influencers among young people who are active on social media emerges as a significant research topic for a better understanding of contemporary consumption trends. This study aims to identify university students' perceptions of influencers, their tendencies toward conspicuous consumption, their motivations for following influencers, and the extent to which they aspire to emulate them. As part of the research, a survey was conducted with 732 university students from seven geographical regions across Türkiye. The survey was designed to measure undergraduate students' perceptions of influencers and conspicuous consumption. The participants scored an average of 42.55 (SD = 18.56) out of a possible range of 22 to 110. When converted to a scale of 1 to 5, this corresponds to an average score of 1.93. Since this average is lower than 2.50, it can be concluded that the participants' level of influence by influencers is below average. Additionally, the study found that participants' levels of trust in influencers, tendencies toward conspicuous consumption, motivations for following influencers, and aspirations to emulate them were all below average across all items.

Keywords: Social Media, Influencer, Conspicuous Consumption, Undergraduate Students.

Öz

Düğünlerde, ev ziyaretlerinde sıklıkla karşılaşılan gösterişçi tüketim eğilimleri, sosyal medya ortamları sayesinde zaman ve mekân sınırlaması olmaksızın her an görülebilir kolaylığa erişmiştir. Sosyal medya ortamlarını yoğun olarak kullanan gençler; küreselleşen internet ağları sayesinde gösterişçi tüketime dair paylaşılan içerikleri, daha sık görür hale gelmiştir. Bu tüketim tarzının bu ortamlarda yaygınlaşmasına kaynaklık eden kişilerin başında influencerlar gelmektedir. Bu bağlamda sosyal medya ortamlarında aktif olan gençlerin, gösterişçi tüketim ve influencer algısının ele alınması, günümüz tüketim eğilimlerinin daha iyi anlaşılması için önemli bir araştırma konusu olarak öne çıkmaktadır. Bu çalışma, üniversite öğrencilerinin influencerlara dair algılarını, gösterişçi tüketime dair eğilimlerini, influencerları takip etme motivasyonları ve özenilme düzeylerini saptamayı amaçlamaktadır. Çalışma kapsamında Türkiye geneli yedi coğrafi bölgede bulunan 732 üniversite öğrencisi ile anket çalışması yapılmıştır. Lisans öğrencilerinin influencer algısı ve gösterişçi tüketime dair algılarını ölçmek için oluşturulan anket sonuçlarında katılımcılar, 22 ile 110 puan arasında ortalama olarak 42,55 puan (SS=18,56) almıştır. Bu ortalama puan, 1 ile 5 arasında derecelendirildiğinde 1,93 puana denk gelmektedir. Bu veri, 2,50 ortalama dan daha düşük olduğundan katılımcıların influencerlardan etkilene düzeyleri ortalama dan düşüktür denilebilir. Ayrıca, çalışmada influencerların güven düzeyi, gösterişçi tüketime dair eğilimleri, takip etme motivasyonları ve özenilme düzeyleri tüm ifadelerde ortalamanın altında kalmıştır.

Anahtar Kelimeler: Sosyal Medya, Influencer, Gösterişçi Tüketim, Lisans Öğrencileri.

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Introduction

As social beings, humans engage in consumption to demonstrate their existence within society to others. The division of society into classes and the increasing prominence of class indicators through conspicuous consumption drive many individuals who aspire to move to a higher social class to adopt the consumption habits associated with that desired class. The global proliferation of social media platforms has made tendencies toward conspicuous consumption more visible. In these environments, many users strive to attract attention, gain status, and achieve prestige through their ostentatious lifestyles and consumption patterns. In recent years, the conspicuous and aspirational lifestyles showcased by influencers on their social media accounts have contributed to the proliferation of such content. The widespread dissemination of these posts encourages many individuals to engage in similar consumption behaviors. At the same time, individuals may experience feelings of pressure and anxiety related to the need to participate in conspicuous consumption.

Many social media users regard individuals who closely follow fashion trends, prefer branded clothing, live in luxurious homes or villas, own multiple luxury cars, and embody characteristics such as beauty, attractiveness, and meticulous grooming as role models in their lives. Numerous individuals feel pressured in the virtual world, harboring concerns that sharing content outside these established norms may negatively affect their social standing. Negative comments, lack of approval, and the fear of social exclusion related to their posts often compel individuals to reshape their consumption habits and adopt a more conspicuous consumption style in the digital realm. In particular, behaviors driven by envy, the desire to attract attention through imitation, and reactions toward people they admire, compete with, or feel jealous of frequently manifest as excessive displays (Karaca & Mutlu, 2019, p. 47). The ostentatious and sometimes extreme content shared by influencers on social media platforms attracts both positive and negative criticism. Given that influencers are considered opinion leaders and are followed and admired by large audiences, examining how university students perceive these individuals has become an important research topic.

Various studies in the literature have explored the concepts of conspicuous consumption and perceptions of influencers. In the study conducted by Ünlü and Filan(2021), the photos of five Instagram influencers were analyzed using semiotic methods within the context of conspicuous consumption. The analysis concluded that influencers play a significant role in conspicuous consumption and that they actively direct consumers toward such consumption behaviors. Similarly, Yodi et al. (2020) found that influencer marketing significantly contributes to purchasing decisions through its influence on consumer behavior. In the study by Ekşi, Cesur, and Yavuzylmaz (2022), the impact of social media marketing on conspicuous consumption and the extent to which influencer marketing contributes to this effect were tested using a structural equation model. The analyses revealed that perceived social media marketing activities have a significant and positive effect on conspicuous consumption. Furthermore, influencer marketing plays a mediating role in this effect through dimensions such as attractiveness, expertise, and credibility, demonstrating a partial mediation effect. Shen (2021) analyzed 20,000 microblogs collected from Irish fashion micro-influencers using keyword classification and content analysis in NVivo. This study investigated the determinants of eWOM (electronic word-of-mouth) persuasiveness for consumer engagement on social media, based on Sussman and Siegal's information adoption model. The findings indicated that among four types

of micro-influencers, market mavens and eWOM messages had the greatest impact on consumer engagement on social media. Additionally, the study revealed that microblogs related to influencer activities had an increasing effect on consumer interactions, whereas microblogs associated with their own brands showed a declining impact on social media engagement with consumers. In light of these studies, it is evident that influencers affect conspicuous consumption, brand perception, and consumer purchasing behavior. Unlike the aforementioned studies, this research aims to identify university students' perceptions of influencers, their motivations for following influencers, the influence of influencers on conspicuous consumption behaviors, and the degree to which students aspire to emulate them. Moreover, this study distinguishes itself by conducting surveys with undergraduate students from seven geographical regions across Türkiye. Semi-structured interviews were conducted with nine influencers, and the data obtained from these interviews, along with insights from the literature review, informed the development of the survey. The questionnaire, administered to 732 university students, consisted of 22 items grouped into three factors. The study initially discusses the concept of conspicuous consumption, followed by an overview of the concepts of influencers and influencer marketing, providing a foundational framework. Finally, the survey data were analyzed in line with the objectives of the study.

1. Conspicuous Consumption

Conspicuous consumption can be defined as a consumption behavior aimed at displaying an individual's social status, material wealth, and position within society, often provoking envy in others (Koçak, 2017, p. 81). In summary, it refers to individuals engaging in consumption activities primarily to showcase their status to others. The concept of conspicuous consumption was first introduced by Thorstein Veblen. In his seminal work *The Theory of the Leisure Class* (1899), Veblen described conspicuous consumption as a form of spending exhibited by the affluent class during their leisure time (Sabuncuoğlu, 2015, p. 370).

Conspicuous consumption cannot be explained solely through physiological needs. It extends far beyond basic necessities, representing a consumption style where individuals seek to display their economic class, lifestyle, and social status within society. The evolution of consumer society has significantly transformed conspicuous consumption. The globalization of advertising, coupled with the development of new marketing strategies, has enabled conspicuous consumption to reach new dimensions. The virtual world, referred to as social media—an extension of the internet—has influenced consumption to evolve into a socio-cultural phenomenon (İlhan & Uğurhan, 2019, pp. 36-37). With modernization, not only have practices related to status acquisition and signaling changed, but the very nature of consumption has also shifted. Under the logic of conspicuousness, consumption has increasingly become an issue of promotion and display rather than practical use, giving rise to forms of “consumption without consumption.” Moreover, consumption is increasingly intertwined with production in a cyclical process, often referred to as the “consumption circle.” Throughout this cyclical process, the display of consumption feeds personal branding efforts on social media, enhances the consumption of influencer identities, and is redefined as a productive activity aimed at achieving social status within a virtuous cycle (Bainotti, 2024, p. 353).

Consumption has become a marker of image, prestige, and status, transcending basic human needs. Particularly in commercial contexts, marketing messages often emphasize emotional appeal rather than tangible benefits, reinforcing individuals' emotional

needs and elevating the symbolic value of products above their functional utility. This transformation has complicated consumption habits, distancing them from the traditional notion of fulfilling basic needs. Consequently, personal value is increasingly expressed through consumption, turning products and services into indicators of individual worth. As a result, many individuals engage in conspicuous consumption on social media, striving to derive a sense of value through the public display of the goods and services they consume. The evolving modern consumer culture encourages people to consume more, thereby amplifying the tendency toward conspicuous consumption in digital environments.

Modern consumers often exaggerate qualities such as health, intelligence, beauty, diligence, and popularity through the goods and services they consume, reinforcing both their societal and individual identities. Consumer capitalism is fundamentally not materialistic; rather, it is semiotic. It is not concerned with the physical and material world of products but with the psychological universe of signs, symbols, images, and brands. In other words, consumer capitalism focuses on the abstract world filled with symbolic imagery rather than the tangible world, making this abstract realm more attractive and desirable for consumers (Miller, 2012, p. 18). Brands have undergone significant transformations in how they are perceived, as they actively work to create identity, a sense of achievement, and emotional attachment for consumers. Certain brand dimensions and associations clearly influence consumers' perceived value, market recognition, and economic success. A company's economic dominance is often linked to the strength of its brand name. This strength enables brands to differentiate themselves, confer status, and make consumption more visible. As such, status-driven and conspicuous consumption tendencies are closely tied to specific products and brands that possess these attributes (O'Cass & McEwen, 2004, p. 27).

Today's consumer, who prioritizes appearance, values beauty above all, has a heightened sense of self, and exhibits hedonistic tendencies, has been transformed into an image perpetually ready for consumption. Television channels and internet platforms, as the primary advocates of postmodern culture, glorify and elevate images and symbols, making them aspirational and normalized through exaggerated presentations. These platforms leverage all the possibilities offered by the digital revolution, using fantasy-driven, visually enhanced content to create lasting effects on consumers (Odabaşı, 2013, pp. 176-177). In recent years, the conspicuous consumption tendencies exhibited by influencers on social media platforms have made this form of consumption even more visible. The display of luxurious and ostentatious lifestyles often evokes feelings of deprivation in many individuals, fostering a desire to attain similar lifestyles. These conspicuous lifestyles showcased on social media typically require substantial financial resources. Individuals who cannot access such lifestyles may experience dissatisfaction and frustration due to the dissonance between their own lives and the extravagant realities portrayed online. Some people, however, go to great lengths to emulate the lives of influencers, sharing similar content on their social media accounts and presenting personas that diverge from their authentic selves. Through such posts, individuals seek attention and prestige, thereby contributing to the widespread prevalence of conspicuous consumption in these digital environments.

2. The Concept of Influencer and Influencer Marketing

An influencer is an individual who establishes authentic and trust-based relationships with a target audience through social media platforms, engages in online interactions

to generate income via various business models, and creates content with commercial purposes (Michaelsen et al., 2022, p. 9). With the rise of influencer marketing, the traditional concept of celebrity has undergone significant transformation. Traditional celebrities have been largely replaced by social media personalities, commonly referred to as influencers, who gain popularity and exert influence over large audiences in digital environments. This form of marketing represents the adaptation of traditional celebrity endorsements into internet and social media contexts (Erdoğan & Özcan, 2020, p. 3815).

The key characteristics of influencers can be outlined as follows:

1. **Content Creation:** The services provided are based on the content created by the influencer.
2. **Commercial Purpose:** Influencers operate with commercial intent, generating revenue through monetary and non-monetary compensation from brands, audience engagement, or platform-based rewards.
3. **Revenue Models:** They earn income through various business models, including influencer marketing, emerging trends, and live-stream shopping, among others.
4. **Source of Influence:** The influencer's impact stems from a para-social trust relationship with the audience, as well as the perceived authenticity and relatability of the content designed to influence consumer purchasing behavior (Michaelsen et al., 2022, p. 9).

Before making purchasing decisions, most consumers actively seek information about products or services to satisfy their needs and desires. Traditionally, they consult family, close friends, or trusted reference groups. In the contemporary landscape, individuals also rely on influencers they follow on social media as credible sources of information. Consumers place trust in these influencers' knowledge and experiences, allowing their opinions to influence purchasing decisions. Influencers are regarded as opinion leaders who can significantly shape consumer behavior and decision-making processes. They have introduced a new form of marketing by providing users with brand-related information and recommendations (CANÖZ et al., 2020, p. 79).

Influencer marketing is defined as a form of digital, paid word-of-mouth (WOM) marketing that takes place through social media channels. In this marketing approach, influencers play a pivotal role as brand advocates, actively participating in the consumer's decision-making process (Bakker, 2018, p. 80). The emergence of influencer marketing is closely tied to the concept of electronic word-of-mouth (eWOM). eWOM refers to any positive or negative statements about a product or company made available online by current, potential, or former customers for a broad audience (Hennig-Thurau et al., 2004, p. 39). eWOM occurs across various online platforms where users can share their opinions and experiences. Over time, individuals who have cultivated significant followings and influenced the attitudes and behaviors of their audiences through eWOM have risen to prominence as online opinion leaders, also known as influencers. These individuals have played a crucial role in shaping the concept of influencer marketing (Erdoğan & Özcan, 2020, p. 3815). In this marketing method, a lack of empathy, fairness or attention in influencer interactions can cause negative feedback and damage the brand's reputation. For this reason, it is extremely important for companies that prefer influencer marketing to choose influencers that reflect the brand value and are compatible with the target audience (Lou, 2022).

In today's digital landscape, advertising content has become pervasive, reaching nearly every aspect of daily life due to advancements in technology. Consumers tend to disregard advertisements that do not resonate with their identities, lack personal relevance, or fail to offer tangible benefits. As a result, the appeal of traditional brand messaging has been called into question. The solution has been found in leveraging individuals who can provide credible opinions about brands, sharing their experiences and insights to highlight the strengths or weaknesses of products and services. This marketing approach has been widely adopted by companies as an effective technique for conveying brand value to consumers. Influencer marketing strategies are rooted in the creation of authentic, marketable content that resonates with digital consumers and fosters direct communication (Akbaş, 2019, pp. 145-146). The growing influence of social media among individuals has created new opportunities for brands to connect directly and authentically with their target audiences. Consequently, leveraging social media platforms for brand promotion has become essential for strategic marketing efforts. Influencers, who promote brands within these environments, have transformed social media into a vast marketing landscape, merging public relations trends with contemporary marketing strategies. Public relations agencies often collaborate with social media influencers to engage target audiences, strengthen customer relationships, and deliver tailored content (Glucksman, 2017, p. 78). Factors such as content quality, expertise, attractiveness, social identity, and demographics (e.g., age) play significant roles in shaping consumers' purchasing decisions and influencing their decision-making processes. In this context, influencers actively participate in every stage of the consumer decision-making journey, exerting a substantial impact on buying behaviors (Gashi, 2017, p. 68).

Influencer marketing, which has become a popular marketing area day by day, continues to revolutionize the promotion of brands and products. At this point, in order for businesses to use this marketing strategy effectively, they should constantly update themselves and keep up with the development by following influencer marketing trends and developments that are in constant change (Hollensen et al., 2022). Influencer marketing, whose power of influence in social media environments is increasing day by day, is estimated to be worth 34.2 billion dollars by 2025, and this value is expected to increase in 2026 and the following years (WPBeginner, 2025). Effective use of this marketing method, whose value continues to increase every year, can be seen as an important initiative for future success of businesses.

3. Methodology

This study aims to identify undergraduate students' perceptions of influencers, their motivations for following influencers, the impact of influencers on students' conspicuous consumption behaviors, and the degree to which students aspire to emulate influencers. To obtain comprehensive data, a survey was conducted with undergraduate students from seven geographical regions in Türkiye, reaching a total of 732 participants. The selection of the survey research method is based on its suitability for describing specific characteristics of a broad population. Reliable outcomes that reflect the general characteristics of the population can be obtained through probability-based sampling techniques and standardized survey questions (Gürbüz & Şahin, 2015, p. 104).

The study conducted by Albayrak (2020) was used for the questions about the content produced by influencers, how often the participants follow them, how many influencers they follow, and the frequency of following influencers. The survey questions prepared to determine the influencer perception of social media users were formed in 5-point

Likert scale. The data obtained from the interviews with 9 influencers were itemised with the help of an expert, and then the questionnaire form was added, removed and edited with the consultant. As a result of these studies, 26 statements were included in the questionnaire form.

Before administering the main survey, a pilot study was conducted. The pilot study is a process designed to identify and correct potential errors in advance. Common issues in surveys include design flaws and wording errors. To avoid such problems, the pilot was administered to individuals with characteristics similar to the target sample, ensuring that the questions were understood consistently. It is recommended that pilot studies be conducted with at least 10 participants (Çoşkun et al., 2015, pp. 92-93). In this context, a pilot study was conducted on 50 undergraduate students, and the statements in the questionnaire form such as I can have information about the products thanks to him-them, I find the advertisements made by brands with influencers useful, I want to be like him-them and I find him-them natural were removed because their similarity and factor loadings were lower than .30 (Kline, 1994). In addition, language and expression errors were corrected and the final version of the questionnaire was prepared. As a result of the EFA conducted with the 4 statements removed, 22 items related to the participants' perception of influencers were divided into three factors. The first factor includes items related to ostentatious consumption behaviours, the second factor includes items related to following motivations, and the third factor includes items related to envy.

In this context, the pilot study was conducted with 50 undergraduate students, leading to the removal of ambiguous questions and the correction of phrasing errors. During the data collection process, the advantages of internet technology were utilized. The widespread use of the internet and advancements in digital technologies have made online data collection increasingly common. In this study, data were collected using an online survey method. The questionnaire, prepared in line with the study's objectives, was distributed to students via a Google Forms link through platforms such as WhatsApp, email, and other social networks. The survey was launched on October 23, 2023, and closed on December 15, 2023. Incomplete or incorrectly filled questionnaires were excluded, and 732 responses were deemed suitable for analysis.

The survey data were analyzed using SPSS version 25.0. The normality of the data distribution was assessed based on skewness and kurtosis values (threshold values = -2 to +2) (Eraslan et al., 2017; George & Mallery, 2011). An Exploratory Factor Analysis (EFA) was conducted on the items related to influencers' conspicuous consumption and perceptions of influencers. The analysis revealed three distinct factors. Factor analysis enables the grouping of variables based on their relationships, facilitating data reduction. The primary purpose of this analysis is to explore the underlying structure of interrelated variables, allowing for a more meaningful and concise representation of the data. Factor analysis can be divided into exploratory (EFA) and confirmatory (CFA) approaches. In this study, EFA was employed to identify factor structures based on the relationships among variables without prior assumptions about the number of factors. The factors identified through EFA were named based on their content and significance, with eigenvalues determining the number of factors (Kurtuluş, 2010, p. 189). The reliability of the identified factors and items was assessed using Cronbach's alpha coefficient. Since the study involved multiple dependent variables, group differences were analyzed using Multivariate Analysis of Variance (MANOVA). In these analyses, the factors derived from EFA served as dependent variables, while gender, age, and income level were included

as independent variables. Statistical significance was determined at the $p < 0.05$ level. Additionally, descriptive analyses were conducted to calculate means, standard deviations, and frequency distributions for the variables.

Hypotheses of the Study

The following hypotheses were tested in this study:

H1: Influencers' conspicuous consumption-related posts influence their followers' consumption behaviors in this regard.

H2: There are significant gender-based differences in students' perceptions of influencers, conspicuous consumption behaviors, motivations for following influencers, and levels of aspiration.

H3: There are significant age-based differences in students' perceptions of influencers, conspicuous consumption behaviors, motivations for following influencers, and levels of aspiration.

H4: There are significant income-based differences in students' perceptions of influencers, conspicuous consumption behaviors, motivations for following influencers, and levels of aspiration.

Ethics Committee Permission

Within the framework of the decision taken during the meeting by Erciyes University Social and Human Sciences Scientific Research and Publication Ethics Committee dated 31.01.2023 and numbered 29; the study does not contain any ethical issues.

3.1. Population and Sample

In the interview with 9 influencers, when the frequency distribution of the question of which target audience you address is analysed, it is 14-18 years old ($f=1$), 25-34 years old ($f=1$), general ($f=2$), 18-24 years old ($f=5$). Five influencers 18-24 years old ($f=5$) was the most coded target audience sub-theme. Considering these data, the study was limited to undergraduate students. The age range of university youth is expressed as a youth segment consisting of the 18-24 group, receiving education at the last step of the formal education-education phase, spending time in a special youth culture that should have the quality of questioning and researching and consequently acquiring a scientific mentality (Bayhan, 1997 as cited in Yücel & Kesgin, 2019, p. 23). Since the study represents Turkey, it was deemed appropriate to apply the questionnaire to undergraduate students in seven geographical regions in order to represent the population. Gurbuz and Sahin (2015, p. 128), stated the required sample size as 384 for 95% reliability level and the minimum acceptable sample size as 665 for 99% reliability level. In this context, a total of 784 questionnaire forms were completed, and 732 questionnaire forms were analysed by removing incomplete and incorrect questionnaire forms.

3.2. Findings

3.2.1. Validity and Reliability Analysis Findings

In order to test the adequacy of the sample, (Kaise-Meyer-Okin) KMO test was performed. The KMO test shows whether the data structure formed by the variables obtained from a certain sample is sufficient for factor analysis. KMO value of 0.60 and above is considered to be a sufficient value for factor analysis (Tabachnick ve Fidell, 2012 as cited in Gürbüz & Şahin, 2015). The KMO value of the scale in this study is 0.963 as shown in the table below. This value shows that this study has a good sample adequacy.

Tablo 1. KMO and Bartlett's Test Result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,963
Bartlett's Test of Sphericity	Approx. Chi-Square	11963,436
	df	231
	Sig.	,000

To test the reliability of the study, Cronbach's Alpha analysis was conducted. The Cronbach's α coefficient ranges between 0 and 1. If the coefficient is below 0.40, the scale is considered unreliable. A value between 0.40 and 0.60 indicates low reliability, while a range of 0.60 to 0.80 is regarded as highly reliable. Generally, a value of 0.70 or higher is considered sufficient for reliability (Arıkan, 2013, p. 160). The reliability coefficient of the scale designed to measure participants' perceptions of influencers and the impact of influencers on conspicuous consumption was found to be 0.956. Based on this result, it can be concluded that the scale provides reliable measurements, as the obtained value exceeds the 0.70 threshold. The reliability coefficients for the factors identified in the scale, which was developed to measure users' perceptions of influencers and the influence of influencers on conspicuous consumption, are presented below.

Table 2. Parameters Related to Influencer Perception Factors

Factors	Eigenvalue	Explained Variance (%)	Reliability (α)
Conspicuous Consumption Behaviors	11,728	53,309	,944
Following Motivations	1,710	7,774	,897
Envy	1,264	5,744	,803
Total		66,827	,956

As a result of the Exploratory Factor Analysis (EFA), the items related to participants' perceptions of influencers were grouped into three distinct factors. The first factor consists of items related to conspicuous consumption behaviors, the second factor includes items associated with motivations for following influencers, and the third factor comprises items concerning aspiration or admiration toward influencers.

Table 3. Demographic Characteristics of Participants

Expression	Categories	n	%
Gender	Female	472	64,5
	Male	260	35,5
	Total	732	100,0
Age Groups	17-19	119	16,3
	20-22	407	55,6
Monthly Income	23-25	127	17,3
Marital Status	26 and above	79	10,8
	Total	732	100,0
Class Distribution	0-1500 TL	282	38,5
	1501-3000 TL	205	28,0
	3001-4500 TL	72	9,9
	4501-6000 TL	59	8,0
	6001 TL and above	114	15,6
	Total	732	100,0

Expression	Categories	n	%
Gender	Single	701	95,8
	Married	31	4,2
Age Groups	Total	732	100,0
Monthly Income	Preparation	10	1,4
	1	99	13,5
	2	295	40,3
	3	196	26,8
Marital Status	4	132	18,0
Class Distribution	Total	732	100,0
	I live with my family	339	46,3
	I live with my roommate(s)	50	6,8
	I live alone.	35	4,8
	I live in a dormitory	308	42,1
	Total	732	100,0

When examining the gender distribution of the participants, the proportion of females is 64.5% (472 individuals), while the proportion of males is 35.5% (260 individuals). This distribution indicates that the proportion of female participants is higher compared to male participants. Regarding the age distribution of the participants, 16.3% (119 individuals) are between the ages of 17–19, 55.6% (407 individuals) are between 20–22, 17.3% (127 individuals) are between 23–25, and 10.8% (79 individuals) are aged 26 and above. The age group with the highest proportion is the 20–22 age range. In terms of monthly income, 38.5% (282 individuals) reported an income between 0–1,500 TL, and 28.0% (205 individuals) reported an income between 1,501–3,000 TL. This is followed by 15.6% (114 individuals) with an income of 6,001 TL and above, 9.9% (72 individuals) with an income between 3,001–4,500 TL, and 8.0% (59 individuals) with an income between 4,501–6,000 TL. Considering the monthly income distribution, it is observed that the proportion of participants in the 0–1,500 TL income range is the highest. When analyzing the distribution based on marital status, the proportion of single participants is 95.8% (701 individuals), while the proportion of married participants is 4.2% (31 individuals). In terms of academic year distribution, the highest proportion is in the second year, with 40.3% (295 students). This is followed by the third year with 26.8% (196 students), the fourth year with 18.0% (132 students), the first year with 13.5% (99 students), and the preparatory year with 1.4% (10 students). Regarding the participants' living arrangements, 46.3% (339 individuals) live with their families, 42.1% (308 individuals) live in dormitories, 6.8% (50 individuals) live with roommates, and 4.8% (35 individuals) live alone.

Table 4. Distribution of Participants by Geographic Region

Categories	n	%
Central Anatolia Region	159	21,7
Black Sea Region	142	19,4
Marmara Region	123	16,8
Eastern Anatolia Region	114	15,6
Southeast Anatolia Region	74	10,1
Mediterranean Region	68	9,3
Aegean Region	52	7,1
Total	732	100,0

When examining the geographical regions where the participants' universities are located, the Central Anatolia Region has the highest proportion with 21.7% (159 individuals). This is followed by the Black Sea Region with 19.4% (142 individuals), the Marmara Region with 16.8% (123 individuals), the Eastern Anatolia Region with 15.6% (114 individuals), the Southeastern Anatolia Region with 10.1% (74 individuals), the Mediterranean Region with 9.3% (68 individuals), and finally, the Aegean Region with 7.1% (52 individuals).

Table 5. Descriptive Statistics on Influencer Following Count and Following Frequency

Expression	Categories	n	%
Influencer Follow Count	1	236	32,2
	2	93	12,7
	3	105	14,2
	4	50	6,8
	5 or more	248	34,1
	Total	732	100,0
Influencer Follow Count	Less than 1 hour	585	79,9
	1-3 hours	100	13,7
	4-5 hours	24	3,3
	5 hours or more	23	3,1
	Total	732	100,0

When examining the number of influencers followed by the participants, the highest proportion falls under the category of following 1 influencer, with 32.2% (236 individuals). This is followed by participants who follow 3 influencers at 14.2% (105 individuals), those who follow 2 influencers at 12.7% (93 individuals), and those who follow 4 influencers at 6.8% (50 individuals). Regarding the frequency of following influencers on social media, the highest proportion belongs to the category of less than 1 hour, with 79.9% (585 individuals). This percentage indicates that the vast majority of participants follow influencers for less than one hour per day.

Table 6. Participants' Levels of Influence from Influencers

22 Statements	N	Min	Mak	Avg.	SS.
TOTAL	732	22,00	110,00	42,55	18,56

Participants scored an average of 42.55 points ($SD = 18.56$) on this scale, with possible scores ranging from 22 to 110. When converted to a 1-to-5 rating scale, this corresponds to an average score of 1.93. Since this average is below 2.50, it can be concluded that the participants' level of influence from influencers is below average.

Table 7. *Factors Affecting Influencers on Conspicuous Consumption*

Factor 1: Conspicuous Consumption Behaviors			
I follow influencers on social media because:	Avg.	SS	Factor Load
I recommend the products they promote to my friends.	1,96	1,17	,784
I prefer to purchase the cosmetic products they share on social media.	1,88	1,16	,780
I prefer to buy the clothes they post on social media.	1,89	1,16	,763
I adopt a positive attitude toward the brands they endorse.	1,97	1,14	,693
I find the products they recommend on social media to be of high quality.	2,03	1,19	,689
I believe they use the products they promote in their daily lives.	1,90	1,12	,673
I trust the luxury brands they advertise on social media.	1,79	1,08	,665
I prefer to vacation at the destinations they visit.	1,70	1,01	,628
I follow their sense of fashion through social media.	2,14	1,36	,594
I prefer to dine at the places they tag on social media.	1,66	1,02	,579
Factor 2: Followership Motivations			
I follow influencers on social media because:	Avg.	SS	Factor Load
I find them sincere.	2,34	1,34	,742
We have similar tastes.	2,39	1,40	,756
I find their posts entertaining.	2,64	1,46	,736
I gain information through them.	2,55	1,41	,710
I relate to their lifestyle.	2,06	1,28	,636
I trust them.	1,74	1,06	,548
I want to live like them.	2,01	1,29	,553
I consider them as role models.	1,66	1,04	,543
Factor 3: Aspiration			
I follow influencers on social media because:	Avg.	SS	Factor Load
I am envious of them.	1,42	0,85	,822
I tag the luxury venues they visit and share them on my social media accounts.	1,46	0,86	,697
I prefer the luxury brands they promote.	1,56	0,90	,596
I believe they are different from others.	1,81	1,14	,565

Table 8. *Descriptive Statistics on the Conspicuous Consumption Behavior Factor*

Factor 1: Conspicuous Consumption Behaviors										
Statement	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree	
	n	%	n	%	n	%	n	%	n	%
I follow their sense of fashion through social media.	373	%51,0	96	%13,1	98	%13,4	118	%16,1	47	%6,4
I find the products they recommend on social media to be of high quality.	361	%49,3	118	%16,1	144	%19,7	90	%12,3	19	%2,6
I adopt a positive attitude toward the brands they promote.	363	%49,6	135	%18,4	144	%19,7	74	%10,1	16	%2,2
I recommend the products they endorse to my friends.	376	%51,4	123	%16,8	137	%18,7	75	%10,2	21	%2,9
I believe they use the products they promote in their daily lives.	385	%52,6	126	%17,2	150	%20,5	50	%6,8	21	%2,9
I prefer to buy the clothes they share on social media.	407	%55,6	109	%14,9	124	%16,9	73	%10,0	19	%2,6

Factor 1: Conspicuous Consumption Behaviors										
Statement	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree	
	n	%	n	%	n	%	n	%	n	%
I prefer to purchase the cosmetic products they post on social media.	412	%56,3	103	%14,1	126	%17,2	72	%9,8	19	%2,6
I trust the luxury brands they promote on social media.	421	%57,5	130	%17,8	110	%15,0	57	%7,8	14	%1,9
I prefer to vacation at the destinations they visit.	443	%60,5	130	%17,8	104	%14,2	46	%6,3	9	%1,2
I prefer to dine at the places they tag on social media.	462	%63,1	123	%16,8	90	%12,3	45	%6,2	12	%1,6

Among the items prepared to assess users' consumption behaviors, the statement "I follow their sense of fashion through social media" had the highest average agreement rate at 22.5%. The statement "I find the products they recommend on social media to be of high quality" ranked second with 14.9%. Conversely, the statement "I prefer to dine at the places they tag on social media" had the highest rate of strong disagreement, with 63.1% (462 individuals) expressing definite disagreement. The statement "I believe they use the products they promote in their daily lives" had the highest rate of neutral responses, with 20.5% of participants indicating indecision. Overall, the participants' levels of agreement regarding influencers' impact on conspicuous consumption behaviors were below 23%. Considering this rate, it can be concluded that the influence of influencers on conspicuous consumption behaviors is low among the majority of participants.

Table 9. Descriptive Statistics for the Followership Motivation Factor

Factor 2: Motivations to Follow										
Statement	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree	
	n	%	n	%	n	%	n	%	n	%
I perceive their posts as entertaining.	260	%35,5	86	%11,7	133	%18,2	160	%21,9	93	%12,7
I acquire knowledge through them.	271	%37,1	86	%11,7	146	%19,9	160	%21,9	69	%9,4
My tastes are similar to theirs.	303	%41,4	104	%14,2	126	%17,2	134	%18,3	65	%8,9
I find them to be genuine.	305	%41,7	97	%13,2	161	%22,0	117	%16,0	52	%7,1
I identify with their lifestyle.	375	%51,2	105	%14,3	123	%16,8	92	%12,6	37	%5,1
I aspire to live like them.	400	%54,6	91	%12,4	112	%15,4	91	%12,4	38	%5,2
I have confidence in them.	437	%59,7	130	%17,8	105	%14,3	41	%5,6	19	%2,6
I regard them as role models.	477	%65,2	103	%14,1	91	%12,3	48	%6,6	13	%1,8

The statement "I find their posts entertaining" holds the highest agreement rate among followership motivations, with 34.6% of participants expressing agreement. Although this statement has the highest level of agreement, the proportion of participants who disagreed with it is higher, at 47.2%, while 18.2% of participants remained neutral.

The statement "I acquire knowledge through them" has the second-highest agreement rate, with 31.3% of participants agreeing. In contrast, the statement "I trust them" is one of the statements with the highest disagreement rate, as 77.5% of participants disagreed, while 14.3% remained neutral. Considering this percentage, it is evident that more than half of the participants do not trust influencers. Regarding the statement "I find them

to be genuine,” 54.9% of participants disagreed, while 23.1% agreed. This indicates that more than half of the participants do not perceive influencers as sincere. For the statement “I regard them as role models,” 79.3% of participants disagreed. Similarly, 65.5% of participants disagreed with the statement “I identify with their lifestyle,” while 27.2% of participants agreed with the statement “My tastes are similar to theirs.” Lastly, 67% of participants disagreed with the statement “I aspire to live like them.”

Table 10. Descriptive Statistics for the Aspiration Factor

Factor 3: Aspiration										
Statement	Strongly Disagree		Disagree		Undecided		Agree		Strongly Agree	
	n	%	n	%	n	%	n	%	n	%
I believe they are different from others.	425	%58,1	122	%16,7	109	%14,8	50	%6,8	26	%3,6
I prefer the luxury brands they promote.	489	%66,8	115	%15,7	96	%13,1	27	%3,7	5	%0,7
I share posts on my social media accounts by tagging the luxury venues they visit.	532	%72,7	104	%14,2	68	%9,2	18	%2,5	10	%1,4
I am envious of them.	554	%75,7	88	%12,0	61	%8,3	21	%2,9	8	%1,1

In the overall table, it is observed that the participation rates for all statements within the Aspiration Factor are below average. The statement with the highest level of agreement is “I believe they are different from others,” with an agreement rate of 10.4%. Regarding the statement “I am envious of them,” 87.7% of participants disagreed. Additionally, only 1.4% of participants agreed with the statement “I share posts on my social media accounts by tagging the luxury venues they visit.” For the statement “I prefer the luxury brands they promote,” the rate of participants who strongly disagreed is 66.8%. Considering these percentages, it can be concluded that the aspiration levels of university students toward influencers are low.

Table 11. Differences in Factors According to Gender

Factors	Gneder	N	Avg.	SS	F	p
Factor 1: Conspicuous Consumption Behavior	Female	472	20,44	9,69	36,71	,000
	Male	260	16,18	7,96		
Factor 2: Followership Motivations	Female	472	18,49	7,87	27,12	,000
	Male	260	15,37	7,59		
Factor 3: Aspiration	Female	472	6,36	3,02	2,24	,000
	Male	260	6,02	2,94		

The differences between participants across the factors based on gender were determined using an independent samples t-test. The results indicate that participants’ levels of conspicuous consumption behavior, followership motivations, and aspiration significantly differ according to gender ($p < .001$).

Table 12. Differences in Factors According to Age

Factors	Age	N	Avg.	SS	F	p
Factor 1: Conspicuous Consumption Behavior	17-19	119	20,08	9,33	7,07	,000
	20-22	407	19,80	9,63		
	23-25	127	17,24	8,62		
	26 - +	79	15,42	7,69		

Factors	Age	N	Avg.	SS	F	p
Factor 2: Followership Motivations	17-19	119	18,72	7,91	8,93	,000
	20-22	407	18,17	7,92		
	23-25	127	15,45	7,18		
	26 - +	79	14,44	7,80		
Factor 3: Aspiration	17-19	119	6,42	2,79	2,03	,110
	20-22	407	6,39	3,06		
	23-25	127	6,02	3,18		
	26 - +	79	5,57	2,56		

There are significant differences between individuals' conspicuous consumption behaviors and followership motivation levels based on age ($p < .001$). However, there is no significant difference between aspiration and age.

Table 13. Differences in Factors According to Monthly Income

Factors	Monthly Income	N	Avg.	SS	F	p
Factor 1: Conspicuous Consumption Behavior	0-1500	282	18,58	9,29	1,19	,312
	1501-3000	205	18,91	9,21		
	3001-4500	72	20,63	9,77		
	4501- 6000	59	20,20	10,06		
	6001- +	114	18,11	8,97		
Factor 2: Followership Motivations	0-1500	282	16,59	7,68	3,46	,008
	1501-3000	205	17,27	7,78		
	3001-4500	72	19,28	8,02		
	4501- 6000	59	19,98	8,92		
	6001- +	114	17,03	7,74		
Factor 3: Aspiration	0-1500	282	6,10	2,83	1,09	,362
	1501-3000	205	6,25	3,07		
	3001-4500	72	6,75	3,46		
	4501- 6000	59	6,66	3,23		
	6001- +	114	6,04	2,80		

Participants' followership motivation levels significantly differ based on their income levels ($p < .05$). However, there is no significant difference between aspiration and conspicuous consumption behavior in relation to income level.

Conclusion

In the past, societies struggled to meet even their basic needs due to scarce resources. Over time, efforts toward modernization, industrialization, mechanization, globalization, increased product and resource diversity, and rising income levels have led many individuals, who can now meet their basic needs, to engage in non-essential consumption. This shift has turned consumption into a symbol of status and prestige, with many individuals adopting conspicuous consumption behaviors for various reasons, making it a significant topic of research. Conspicuous consumption has become particularly visible at social gatherings, weddings, and various events. Traditionally bound by time and space, conspicuous consumption tendencies have become more visible among young people, especially with the development of the internet and social media platforms. On these platforms, the conspicuous consumption displayed by influencers has popularized this consumption style, exposing young individuals to such content both consciously and unconsciously. Influencers prefer this type of consumption to attract and maintain the

attention of their followers. In this context, understanding the impact and perception of influencers on undergraduate students emerges as an important research area. Examining how consumption behaviors, a fundamental aspect of human life, have changed, particularly among young people, is crucial for understanding the nature of consumption and making future predictions within the scope of influencers and social media.

Initially, the study investigated the number and frequency of influencers followed by undergraduate students. The highest proportion of participants, 32.2% (236 individuals), follow only one influencer. Furthermore, 79.9% of participants follow influencers on social media for less than one hour per day.

Before categorizing the 22-item scale designed to measure the participants' level of influence from influencers, the overall impact levels were examined. Participants scored an average of 42.55 points (SD = 18.56) on a scale ranging from 22 to 110. When converted to a 1-to-5 rating scale, this corresponds to 1.93 points. Since this score is below the average threshold of 2.50, it indicates that the influence of influencers on participants is below average.

The Exploratory Factor Analysis (EFA) revealed three distinct factors related to the perception of influencers: As a result of the Exploratory Factor Analysis (EFA), the perception of influencers was divided into three factors. The first factor, conspicuous consumption behavior, had the highest participation rate for the statement "I follow their sense of fashion through social media" with 22.5%. In the second factor, followership motivations, the statement with the highest participation rate was "I find their posts entertaining", with 34.6%. For the third factor, aspiration, the participation rates were generally low, with the highest participation rate being 10.4% for the statement "I believe they are different from others."

The support status of the hypotheses formulated in the study is presented below:

H1: Influencers' posts related to conspicuous consumption influence followers' consumption behaviors in this regard. The participants' average influence score of 1.93 (out of 2.50) indicates a below-average level of influence from influencers.

H2: There are significant gender-based differences in students' perceptions of influencers, conspicuous consumption behaviors, followership motivations, and aspiration levels. Significant differences were found in conspicuous consumption behavior (F1), followership motivations (F2), and aspiration (F3) based on gender ($p < .001$).

H3: There are significant age-based differences in students' perceptions of influencers, conspicuous consumption behaviors, followership motivations, and aspiration levels. Significant differences were observed in conspicuous consumption behaviors and followership motivations based on age ($p < .001$), while no significant difference was found for aspiration.

H4: There are significant income-based differences in students' perceptions of influencers, conspicuous consumption behaviors, followership motivations, and aspiration levels. Participants' followership motivation levels significantly differed based on income levels ($p < .05$), whereas no significant difference was found between income level and both aspiration and conspicuous consumption behavior.

The participation rates for all 22 items in the study were below average. Notably, students exhibited low levels of trust in influencers. This was assessed through two items: “I trust the luxury brands they promote on social media” – 75.3% of participants disagreed. “I trust them” – 77.5% of participants disagreed. Thus, it can be concluded that university students’ trust levels in influencers are below average. Trust is an essential factor in the interaction between influencers and their followers.

In the study conducted by Faizan et al. (2025) it was found that social media marketing activities have a strong and positive effect on self-brand connection, brand equity, and brand trust. In their study, Lou and Yuan (2019) found that the informational value of influencers’ content, along with their attractiveness, similarity to followers, and credibility, positively influences trust in influencer-endorsed brand promotions, thereby affecting brand awareness and purchase intentions. In another study, Coutinho, Dias, and Pereira (2023) concluded that both influencer credibility and brand equity positively influence consumers’ purchase intentions, with a positive correlation between the two. Although trust, as an independent variable, does not directly affect brand equity, it has an indirect impact through other variables. Similarly, Rashid et al. (2023) found that social media positively influences brand image, consumer attitudes, and purchase intentions through influencers. In a study conducted by Vaitone (2024) with data from 427 consumers, it was found that the importance of influencers positively affects their credibility, which in turn has a positive impact on cognitive, emotional, and behavioral sustainable consumption.

Considering both the findings of this study and previous research, it is recommended that current and aspiring influencers maintain high levels of credibility and avoid behaviors that could damage trust in their interactions with followers. In recent years, negative news about influencers in Türkiye, such as money laundering and tax evasion scandals, has contributed to the decline in followership motivations, aspiration levels, influence, and trust. In the study conducted by Choi et al. (2025), it was concluded that there was a significant decrease in the number of live broadcast viewers associated with influencer marketing. Valmohammadi et al. (2025), who examined influencer marketing from an ethical perspective, emphasised the importance of ethical effects in the continuity of emotional bonds, as unethical practices can trigger negative consequences such as hatred and distrust, especially in different cultures and contexts. In the study, it is suggested that in order to develop e-brand loyalty and love, it is vital to build trust with influencers and that it should be considered as an important awareness since unethical misinterventions will cause serious negative consequences.

In 2023, the ostentatious lives of the couple Dilan and Engin Polat, who set a bad example to the public, and the negative news in the media afterwards (Çakar & Eşidir, 2024, p. 66) and the excessive lives of people who imitate such influencers have negatively affected the perspective of people who perform this profession in Turkey, and there has been a serious decline in the reputation, image, safety, and prestige of this profession. Therefore, for those pursuing this profession, trust should be a key consideration in building relationships with followers. Additionally, trust is a critical factor for brands collaborating with influencers, as an influencer’s credibility can significantly affect brand trust perceptions. In the study, the impact of influencer marketing on consumer purchase intention, the role of trust, content, consumer loyalty, and popularity; conducted by Syed et al. (2025), it is emphasised that trust and content quality are important tools to increase sales and that brands should focus on influencers who are reliable, produce viral

content, and can build trust with their followers in order to make the most of influencer marketing campaigns.

This study is limited to undergraduate students, and future research involving different sample groups would provide deeper insights into the relationship between influencers and conspicuous consumption, offering valuable perspectives for future trends.

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Conspicuous Consumption on Social Media: A Quantitative Study on University Students' Perceptions of Influencers

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Extended Abstract

Traditionally bound by time and space, conspicuous consumption tendencies have become more visible among young people, especially with the development of the internet and social media platforms. Influencers' posts about conspicuous consumption have a great impact on the prevalence of content about conspicuous consumption in these environments. In this context, learning the impact and perception of influencers on undergraduate students is an important research topic. Addressing the conspicuous consumption and influencer perception of young people who are active in social media environments is also important for a better understanding of today's consumption trends. This study aims to identify undergraduate students' perceptions of influencers, their motivations for following influencers, the impact of influencers on students' conspicuous consumption behaviors, and the degree to which students aspire to emulate influencers. Semi-structured interviews were conducted with nine influencers, and the data obtained from these interviews, along with insights from the literature review, informed the development of the survey. As part of the research, a survey was conducted with 732 university students from seven geographical regions across Türkiye. First of all, the concept of conspicuous consumption is included, followed by the concepts of influencer and influencer marketing and the outlines of these concepts. Then, the survey data were evaluated in accordance with the purpose of the study. An Exploratory Factor Analysis (EFA) was conducted on the items related to influencers' conspicuous consumption and perceptions of influencers. The study included 22 statements regarding the perception of influencers. The first factor consists of items related to conspicuous consumption behaviors, the second factor includes items associated with motivations for following influencers, and the third factor comprises items concerning aspiration or admiration toward influencers. The reliability of the identified factors and items was assessed using Cronbach's alpha coefficient. Since the study involved multiple dependent variables, group differences were analyzed using Multivariate Analysis of Variance (MANOVA). In these analyses, the factors derived from EFA served as dependent variables, while gender, age, and income level were included as independent variables. Statistical significance was determined at the $p < 0.05$ level. The survey was designed to measure undergraduate students' perceptions of influencers and conspicuous consumption. The participants scored an average of 42.55 (SD = 18.56) out of a possible range of 22 to 110. When converted to a 1-to-5 rating scale, this corresponds to an average score of 1.93. Since this average is below 2.50, it can be concluded that the participants' level of influence from influencers is below average.

The differences between participants across the factors based on gender were determined using an independent samples t-test. The results indicate that participants' levels of conspicuous consumption behavior, followership motivations, and aspiration significantly differ according to gender ($p < .001$). There are significant differences between individuals' conspicuous consumption behaviors and followership motivation levels based on age ($p < .001$). However, there is no significant difference between

aspiration and age. Participants' followership motivation levels significantly differ based on their income levels ($p < .05$). However, there is no significant difference between aspiration and conspicuous consumption behavior in relation to income level.

The participation rates for all 22 items in the study were below average. Notably, students exhibited low levels of trust in influencers. This was assessed through two items: "I trust the luxury brands they promote on social media" – 75.3% of participants disagreed. "I trust them" – 77.5% of participants disagreed. In recent years, negative news about influencers in Türkiye, such as money laundering and tax evasion scandals, has contributed to the decline in followership motivations, aspiration levels, influence, and trust. Considering the study findings, it can be offered as a suggestion that individuals who are or want to be influencers should attach importance to the concept of trust in their communication and interaction with their followers. In addition, the trust level of the influencer can directly affect the brand trust perception of the companies they promote.

For this reason, companies that collaborate with influencers should choose influencers who have created a strong sense of trust among their followers, which will be effective in achieving the desired goal. Since the study is limited in scope to undergraduate students, there is a need to handle and test the same study on different samples. Addressing the study using different samples would be an appropriate approach to understand the relationship between influencers and conspicuous consumption and to make predictions about the future of these phenomena.

Keywords: Social Media, Influencer, Conspicuous Consumption, Undergraduate Students.

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Bu çalışmada "**Yükseköğretim Kurumları Bilimsel Araştırma ve Yayın Etiği Yönergesi**" kapsamında uyulması belirtilen kurallara uyulmuştur.

In this study, the rules stated in the "**Higher Education Institutions Scientific Research and Publication Ethics Directive**" were followed.

Yazarların çalışmadaki **katkı oranları**; birinci yazar %70, ikinci yazar %30.

Contribution rates of the authors in the study; first author 70%, second author 30%.

Çalışma kapsamında herhangi bir kurum veya kişi ile **çıkar çatışması** bulunmamaktadır.

There is no **conflict of interest** with any institution or person within the scope of the study.

Etik Kurul İzni | Ethics Committee Permission

Within the framework of the decision taken during the meeting by Erciyes University Social and Human Sciences Scientific Research and Publication Ethics Committee dated 31.01.2023 and numbered 29; the study does not contain any ethical issues.

Erciyes Üniversitesi Sosyal ve Beşeri Bilimler Bilimsel Araştırma ve Yayın Etiği Kurulu'nun 31.01.2023 tarihli toplantısında alınan 29 sayılı karar çerçevesinde çalışma etik açıdan bir sakınca içermemektedir.