

**THE IMPACT OF SOCIAL MEDIA USAGE AND SELF-ESTEEM ON
CONSPICUOUS CONSUMPTION: INSTAGRAM USER OF HIJABERS
COMMUNITY BANDUNG MEMBER**

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Abstract

This research is aimed at finding out the relationship between social media usage, self-esteem, and conspicuous consumption. Appearance of social media has changed the landscape of traditional conspicuous consumption theory, because all consumption has the possibility to be conspicuous consumption based on how individuals use social media. The Usage of social media can increase excessive self esteem. Social media can increase one's self-esteem. It was revealed that social media usage and self-esteem had impact on conspicuous consumption in Instagram user of Hijabers Community Bandung. This research employed descriptive and verificative study through explanatory survey involving 200 respondents from the Hijabers Community Bandung member by using quota sampling technique. The data were analyzed by using multiple linear regression technique through SPSS 23.0 for Windows. The result indicated that social media usage and self-esteem had a high impact on conspicuous consumption. It also showed that Instagram users of Hijabers Community Bandung member were active social media users, which resulted in a high self-esteem and gave impact on their conspicuous consumption in Instagram.

Key Words: *Social Media, Self Esteem, Conspicuous Consumption, Instagram, Consumption, SNS*

JEL Classification: E21, A12, E29, M31

1. INTRODUCTION

A consumptive behavior is a part of people's daily lives including in developing countries, as in Indonesia. This consumptive behavior influences people's lifestyles especially in developing countries since the people are the consumers of the goods produced by developed countries (Setiono, Psikologi, & Soegijapranata, 2014). For the last three to four decades, studies on consumption has been growing really fast (Jhaveri & Anantharaman, 2016). A varied point of views and explanation make consumptive behavior become a complex phenomenon, which is hard to explain and unpredictable (Sharma & Jha, 2017).

A consumption has been related to some problems faced by modern people (Barbopoulos & Johansson, 2017). An increased consumption can be caused by

the improvement in Indonesia development since that behavior can increase people's purchasing power. In addition, people's lifestyle and habits are changing along with the era development which cause a consumptive behavior that can also be influenced by the development of the internet.

The existence of internet gives opportunities for individual to use social media such as email, Twitter, and Facebook to communicate with people without have to do the face-to-face meeting (Gruzd, Wellman, & Takhteyev, 2011). The amount of internet users that increase in Indonesia is also followed by the increased amount of social media users which reached 79 million in 2016, which has rose to 106 million users. The active social media users via mobile has also increase from 66 million to 92 million users in 2017. One of the social media which is growing fast is Instagram. Unlike others social media, Instagram provides a number of special filters that allow the user to change the resolutions and color of the photos before they posting it (Sheldon & Bryant, 2016).

One of the active communities, which always posts their events in Instagram is Hijabers Community. It is a Muslim woman community with a number of activities which can attract other Muslim women to dress by wearing fashionable moslem wear. One of the activities held by Hijabers Community is gathering and hijab class performing hijab and makeup tutorial, or even a seminar, which inspire a lot of Muslim women.

When people get to know each other through social media, individuals can control the information shared, so that people tend to share positive things and one of them is conspicuous consumption of goods and services (Thoumrunroje, 2014). Conspicuous consumption behavior will encourage people to spend money luxuriously, both status-based and to show off the goods and services (Taylor & Strutton, 2016). It was found that media social can increase people's self-esteem (Gonzales & Hancock, 2011).

When self esteem increases will make users feel good about themselves (Fotis, 2015). They have a higher tendency to lose their self-control and can act based on conspicuous behavior. A definitive relationship between self-esteem and consumption has been identified in literature (Khan & Dhar, 2006). Self-esteem has a direct impact on human behavior. This increased self-esteem is mainly caused by a belief that conspicuous consumption can increase someone's happiness, which make them more satisfied (Truong & McColl, 2011).

Conspicuous consumption is considered as an important point on costumer's behavior (Trigg, 2011).

Research conducted by Amonrat Thoumtungroje (2014) on social networks or otherwise known as social media can affect conspicuous consumption through EWOM. Differences in research conducted by Song (2016) contribute to the literature about conspicuous and brand. The brand used for overcome shyness and increase self esteem. Researchs states (Nizar et al, 2011; Troung,2011; Caitlin,2016) that social media and self esteem have a significant influence on conspicuous consumption. Social media as a tools in helping to increase self esteem. Emotion that effect the relationship between social media and brand can increase self esteem that allow consumers to do conspicuous consumption.

It can also be said that conspicuous behavior is an act of spending money for luxury things, which are not important, to impress others (Heugel, 2015). Conspicuous consumption and behavior have been examined in many countries around the world (Taylor & Strutton, 2016). Research conducted by Souiden et.al (2011) is to examine the relationship between conspicuous consumption of branded accessories and consumer desire to reflect social status and self-esteem.

If conspicuous consumption keeps happening, people's desire to show off will increase as well. The advent of social media has changed the landscape of traditional conspicuous consumption theory, since all consumption now has the possibility to be conspicuous consumption based on how individuals use social media (Yenicioğlu & Suerdem, 2015). A social media usage can increase too much self-esteem. Social media, which is always growing and increasing self-esteem, can influence conspicuous consumption on Instagram users, especially on Hijabers Community Bandung member.

2. LITERATURE REVIEW AND HYPOTHESIS

Social Media

Social media helps meet various social needs (Back et al., 2010) and establishes connections and allows individuals to share thoughts, images, achievements, and so on (S, Ph, Seo, & Assistant, 2017). Social media can be said as a group of applications internet-based that builds the ideological foundation and Web 2.0

technology, and enables creation and exchange of user-generated content (Ferreira, 2016). Social media has a way for consumers to share text, images, audio, and video information with each other and with the company (Kotler & Keller, 2016: 642). Social media rely on mobile and web-based technologies to create interactive platforms that allow individuals and communities to share, create, discuss and modify user-generated content (Schiffman & Wisenblit, 2015). In addition to engaging consumers with marketers, social media has turned into a market research involving customers emotionally. Social Media has six dimensions of contributing, sharing, consuming, searching, participating, and playing (Bolton et al., 2013). Social media currently consists of many different social networking sites both in terms of scope and function (Ferreira, 2016). Among the most popular, Facebook, Twitter and Instagram is the social media platform that is often used in everyday life. Given Instagram is a mobile photo sharing and video sharing site, there may be new goals related to its use as well (Sheldon & Bryant, 2016). Research conducted by Amonrat Thoumtungroje (2014) on social networks or known today as social media can affect conspicuous consumption through electronic word of mouth. The use of social media allows individuals in interactions with deeper bonds. Thus, users are more likely to be selective in sharing the positive things in social media about themselves. Based on previous research on the impact of social media that the use of social media can make irrational choices by increasing the expenditure of luxury goods, aka goods to show off. Following this reasoning, the first hypothesis of this study is as follows:

H1: There exists direct effect of social media usage and conspicuous consumption.

Self-esteem

Self-esteem is a feeling of self-love and an impact on self-esteem and self-acceptance (Truong & McColl, 2011). Self-esteem refers to the individual's subjective evaluation of his self-worth as a person (Orth & Robins, 2014) (Orth & Robins, 2014). Self-esteem is a characteristic that can develop, but can be influenced by everyday events (Vogel et al., 2014). Individuals who have high self-esteem less influenced by others, tend to survive despite failure, and think more rationally (Shane & Von Glinov, 2015: 68). Overall self-esteem predicts attitudes and behaviors that are much more common. Self-esteem has a direct influence on human behavior, as noted from the comparisons of individuals with

high or low self-esteem (Arshdeep, Sonia, & Karanbir, 2015). Self-esteem is an attitude and self-belief in skills, abilities and social relationships (Ferreira, 2016).

Individuals with low self-esteem are usually emotionally depressed (Baumeister et al., 2013) and exhibit generalized anxiety symptoms as well as these differences result in differences in individual behavior between high self-esteem and low self-esteem (Arshdeep et al., 2015). The exact relationship between self esteem and conspicuous consumption has been identified in the literature (Thoumrungroje, 2014). The research conducted (Lewis & Moital, 2016) shows that self-esteem affects conspicuous consumption.

The difference in this research lies in the object of research which is clothes. Materialism and self-esteem shows much greater relationship between expensive clothing and conspicuous consumption, but not just in the form of products clothes. This relationship collects a contradictory results. Research suggests that there is a positive relationship between self-esteem and conspicuous consumption, which shows that higher self-esteem levels produce conspicuous consumption. Research conducted by Sivanathan and Pettit (2010) found that there is a negative relationship between self-esteem and conspicuous consumption. The study found that when respondents showed low confidence levels, consumers tended to increase spending on conspicuous consumption. Following this reasoning, the first hypothesis of this study is as follows.

H2: There exists a direct effect of self esteem and conspicuous consumption.

Conspicuous Consumption

The term conspicuous consumption was first put forward by a social analyst named Thorstein Veblen and the first to discuss the motivation to consume in the 20th century. One theory of Veblen is the theory of the tendency of consumption patterns called conspicuous consumption. Conspicuous consumption derives from Veblen Theory of The Leisure Class introduced in 1899 where Veblen balances status into traditional economic theory. This theory proposes a framework in which individuals try to imitate the consumption patterns of others who maintain higher social status (Ferreira, 2016). This assumes that individuals tend to compare themselves with others based on economic degree (Kaus, 2013). Veblen argues that the rich often consume goods and services that are very prominent to show wealth, thus achieving higher social status. Consumers make the decision to buy and consume goods and not only material needs that can be satisfied this product, but also for social needs such as prestige

(Memushi, 2013). Increasing social status for an individual has a meaningful value where others will feel jealous. Conspicuous consumption generally refers to the consumption of luxury products and has a high class target as well as certain consumer segments. Conspicuous consumption creates an opportunity for brands to position the product as a luxury (Weatherford, 2013).

The difference in research Song (2016) contributed to the conspicuous and brand literature. Brand is used to overcome shyness and increase self-esteem. Some studies (Nizar et al, 2011; Troung, 2011; Caitlin, 2016) also suggest that social media and self-esteem have a significant effect on conspicuous consumption. Social media as a medium in helping to improve self esteem. Emotions that affect the relationship between social media and brand can increase self-esteem, allowing consumers to conspicuous consumption. The rationale for this assumption is that the use of social media can cause users to make consumption decisions until conspicuous consumption occurs on this basis sung affect self-esteem (Thoumrungroje, 2014).

3. RESEARCH METHODOLOGY

This research is basically a quantitative research. The data were collected through explanatory survey with simple random sampling technique involving 200 members of Hijabers Community Bandung. Data collection is done by using online questionnaire through Google Docs. Data were analyzed by using multiple linear regression analysis supported by SPSS 23.0 software.

Instrument development

This research uses Semantic Differential scale 7 points from 1 = Strongly disagree to 7 = Strongly agree. The items in the questionnaire were adopted from previous studies to improve the validity of the study. Social media, one of the key constructs of this model, has been researched in many of the previous research papers. In this research, the use of social media instagram can affect one's self esteem. The more often access to social media instagram, the individual feel comfort when seen by others in the uploads. The social interactions performed measure the individual's activities through online communities, online forums, some reviews and ratings and recommendations. The dependent variable of this research is conspicuous consumption. This study measures the use of social media

and self-esteem affecting one of the consumer behavior is conspicuous consumption.

Data collection

The questionnaire given to member Hijabers Community Bandung, Researchers also use the questionnaire online and distributed to the respondents via Line or email. The target of this questionnaire is an active member of Hijaber Community Bandung which uses social media Instagram. There are 200 participants and the 200 questionnaire were usable.

4. FINDINGS AND DISCUSSION

4.1 Subject Demography

Of 200 valid respondents, Hijabes Community Bandung members are dominated by women aged 15-25 years (74%) and 26-35 years (26%). The majority of respondents are students (38%), private employees (31%), entrepreneurs (20%). In terms of income, the respondents who earn IDR 2,500,000 - 5,000,000 are dominated. In terms of pocket money, the respondents who earn IDR 1,000,000-3,000,000 are dominated.

4.2 Reliability

In testing reliability, it is commonly through measuring of Cornbach's Alpha and calculated by using SPSS 23 (Sugiyono, 2017). Social media has seven elements (*contributing, sharing, consuming, searching, participating, playing*) with 6 items that achieved reliability value of 0,84. Meanwhile self esteem has three elements (*self worth, self efficacy, the authenticity*) with 14 items that achieved reliability value of 0.95. To add, conspicuous consumption has two elements with 5 items that achieved reliability value of 0.89. All value that were found to be more than 0.70 were considered as reliable (Sugiyono, 2017).

Table 1: Reliable Variabel

No	Variable	r-stat	r-table	Explanation
1	Social Media Usage	0,835	0,361	Reliable
2	Self-esteem	0,950	0,361	Reliable
3	Conspicuous Consumption	0,886	0,361	Reliable

4.3 Multiple Regression

This study analyzed more than two variables, then used multiple linear regression analysis techniques. Multiple regression analysis is used by the researcher if the researcher intends to predict the state (ups and downs) of the dependent variable, if two or more independent variables as predictor factors are manipulated. To test the death of regression is done by using table F or Inova test by comparing F hitug and Ftable. Based on the F test taken from inova with (Sig = 0.001) where the F test is 5.976. Since Sig <0.05 and F arithmetic > F table (3.09) it can be said that the model can be used to draw conclusions. Partial test is divided into 2 parts. First, the social media variable to conspicuous consumption. The result of t test shows that t value is 3.101 > t table (1.9858) and Sig (0,003) <0,05 so it can be concluded that social media usage has positive influence on conspicuous consumption.

Second, self esteem variable to conspicuous consumption. Result of t test show t value 2,113 > t table (1,958) and value of Sig (0,03) <0,05 so it can be said that self esteem have positive effect to conspicuous consumption. In order to visualize the plot of each variables, here is the path diagram of how usages social media and self esteem influence conspicuous consumption

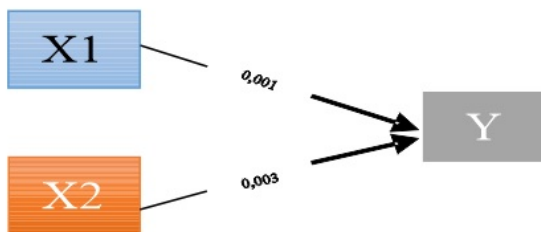


Figure 1. Path diagram of social media usage and self esteem influence conspicus consumption. Symbol of (X1), (X2), and (Y) are Social Media Usages, Self Esteem and Conspicuous Consumption.

The results of this study indicate that conspicuous consumption is significantly influenced by the use of social media. When people more active using social media, especially Instagram, they will share all activities or anything that is bought or visited so that the sense of conspicuous consumption is also higher. The emergence of social media has changed landscape theory of conspicuous consumption, since all consumption now has the possibility of conspicuous consumption based on how individuals use social media. It can be concluded that the increasingly intensive use of social media will lead to a growing sense of conspicuous consumption. In addition, conspicuous consumption enable individuals to show wealth through luxury spending to earn an award or recognition. Recognition can be seen from the response of others who see the status of social media which is Instagram. This recognition can also affect our self-esteem. So that can be said self esteem also can influence people do conspicuous consumption. Self-esteem is an aspect of self-knowledge that reflects how many individuals like themselves (Zeigler-hill et al., 2015). The results of this study also shows that self esteem has a positive effect on conspicuous consumption which shows that higher self-esteem levels produce conspicuous consumption. This happens because increased self-esteem will cause the individual to conspicuous consumption. Other data revealed by the analysis confirms that self esteem has a positive and significant influence on conspicuous consumption. Once individuals have a high level of self-esteem, they not only have a high ego but a sense of interest and want to have more status than others. Therefore, the use of social media is one that has an important role and indirectly increase one's conspicuous consumption.

CONCLUSION

This study concludes that there is a positive influence between the use of social media on conspicuous consumption through the activity of individuals using Instagram. This shows that social media used everyday will affect people to conspicuous consumption or excessive consumption to show off. Social media becomes an individual media tool in sharing anything in the media that associated with consuming goods or services to excessive praise.

In addition to the use of social media, the level of self-esteem can affect people to conspicuous consumption. This relationship collects contradictory results. The study proposes that there is a positive relationship between self-esteem and

conspicuous consumption, which shows that higher self-esteem levels produce conspicuous consumption. Usage of social media as a whole has a positive and significant influence and categorized high enough impact on conspicuous consumption. Usage of social media is also associated with the self-esteem of a person in showing off his private life to audiences. This indirectly refers to conspicuous consumption behavior.

A high level of self-esteem will increase a person's conspicuous consumption. Members of Hijabers Community Bandung have social media Instagram, and they share to the people who follow the account either sharing about the activities of community hijabers as well as personal so it can show in social media and increasing the self-esteem so that can affect people to do conspicuous consumption without conscious. To add, this study also supports research conducted by Thoumrungroje (2014) to find parallels between conspicuous consumption and the use of social media platforms. The results also support a study that explains that there is a positive relationship between self-esteem and conspicuous consumption, which shows that higher self-esteem levels produce conspicuous consumption (Caitlin, 2016)

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