



# A Study On The Impact Of Millennials Conspicuous Online Consumption On Their Social Media Use Along With Self-Congruity And Self-Esteem

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## Abstract

Social media influencers assume a significant part in marketing by introducing items to their adherents, with the widespread usage of social media, a style of conspicuous spending has been transferred to social media. In fact, it has become fashionable to share social media posts that represent ostentatious lifestyles. People's several virtual identities on social media legitimise conspicuous consumption. The goal of this study is to learn more about how millennials use social media and how it affects their self-congruity and self-esteem. Also, to look at millennials' self-congruity, which is defined as the degree of resemblance between a brand's/image store's and a customer's image.

Design/methodology/approach the data was compiled, classified, tabulated and analyzed using statistical tools, regression analysis, Anova and Bar diagram has been used for pictorial representation of data for better understanding of the information. The random sample size of 156 subjects / millennials aged between 18 – 35 years of either gender were recruited in the study. The study revealed that the respondents do not consider the brand image & self-image as one, hence the self-congruity is least effective in respondents buying behavior, the majority of the respondents whose self-esteem & buying behavior is not affected on social media are full-time employees and majority of the millennials have above 10 lakhs of family income. the respondents do not consider the brand image & self-image as one, hence the self-congruity is least effective in respondents buying behavior.

**Key words:** social media, Online consumption, Self -Congruity, Self-image

## Introduction

It would not be an exaggeration to say that most individuals spend a significant portion of their days on social media. In today's world, no. The development of social media has profoundly impacted how students and educators gather, disseminate, and discuss information with one another during the last 15 years. "A series of Internet-based apps that build on the conceptual and technological roots of Web 2.0, and that allow the creation and exchange of user-generated content," according to the definition of social media.

People's interactions with one another have changed as a result of social media, which has both positives and disadvantages. Social media allows anatomists from all over the world to connect, interact, and develop new relationships that would otherwise be impossible to form. A virtual community may be essential in a tiny discipline like anatomy, where individuals may be the sole anatomist in the institution. Anatomists are also using social media to communicate with today's students and the general public.

Users can obtain, explore, and actively participate in content production, modification, and dissemination (including information, ideas, personal messages, photographs, and videos) through open and frequently real-time collaboration with other users using social media platforms such as websites and applications. Platforms such as Facebook, WeChat, Twitter, Reddit, Instagram, Snapchat, YouTube, LINE Messenger, and WhatsApp are examples of social media. The number of people using social media has been continuously increasing as the Internet has become more accessible. In 2010, there were 0.97 billion users; in 2018, there were 2.62 billion users; and by 2021, there will be 4.33 billion users worldwide, accounting for more than 55% of the global population. The motivations for using social media vary, but some of the most common ones revolve around social media's ability to perform three unique but intertwined activities in real time: information sourcing, distribution, and communication.

At the turn of the twentieth and twenty-first centuries, technological advancements offered up new avenues for communication. It was quickly discovered that the most important innovation—the Internet—provides extraordinary socialisation opportunities, resulting in the rapid growth of social media and the unification of clients from all over the world. The Internet has evolved into a new circle of life in which many people are attempting to re-create themselves. Social media sites are becoming more and more prevalent in our daily lives. According to the Global Web Index, computerised buyers spend an average of 2 hours every day on social media and messaging apps. According to the survey, 2.9 billion people use at least one of the businesses' products (Facebook, WhatsApp, Instagram, or Messenger) on a monthly basis.

People nowadays can't envision a world without technological devices like computers, cellphones, and tablets, and social media has become critical to their survival. The social circle excludes the elderly individual who does not have a Facebook account. Facebook and Twitter are not the only social media platforms; there are many others, including Instagram, LinkedIn, YouTube, and others. These days, millennials are contributing to the development of the country and all sectors of the economy, including tourism, as a result of their increased use of social media. As a result, Millennials' use of social media has grown dramatically in this century.

## Social media The Good, Bad and The Ugly

Using email, SMS, and FaceTime to communicate with family and friends all around the world, social media and technology enable quick access to information and research, online learning, career skills, content discovery (YouTube), and many other options.

It's important for children to trust their instincts when it comes to social media, but they should also speak with a trusted adult in the event that they are concerned about what they see or read. A bully's bullying, threats, and brutality on social media are all symptoms that he or she needs to be assisted.

### The Bad

The good is always accompanied with the bad. Despite its many benefits, social media's nature creates a number of potential issues. The problem isn't caused by social media. It's how people use it to replace genuine communication and face-to-face socialisation. "Friends" on social media might not be friends at all, and they might even be strangers. Cyberbullying, social anxiety, depression, and exposure to improper content can all result from spending too much time on social media. You want to be the best at whatever you're doing, whether it's a game or a chore. When you achieve, your brain releases dopamine and other feel-good hormones that make you happy.

### The Ugly

Unfortunately, all that technology has to offer has a negative side. Bullying is not a new concept, but it has reached new heights because to social media and technology. Cyberbullying is becoming a more persistent and pervasive problem. Under Rhode Island's anti-bullying statutes and regulations, bullying and cyberbullying are defined as follows:

Bullying is described as one or more pupils using a written, verbal, or electronic communication, or a bodily act or gesture, directed at a student.

"Cyberbullying" is defined as "Bullying that occurs through the use of technology or any electronic communication, which includes, but is not limited to, any transfer of signs, signals, writing, images, sounds, data, texting, or intelligence of any kind transmitted in whole or in part by a wire, radio, electromagnetic, photo electronic, or photo optical system, including, but not limited to, electronic mail, instant messaging, and social media".

### Suicide

However, this may have a harmful impact on the minds of children. Suicide remains one of the leading causes of death among children under the age of 14. The most common cause of death for young people is hanging. Social standards have an impact on human behaviour. In consumer behaviour, self-congruity refers to the purchasing of products or brands that are consistent, enhance, or in some way fit well with a person's self-concept. Tourism remains a form of socially motivated behaviour, despite the fact that it drives people to quite varied norms of behaviour and social experiences. The definition of showy consumption is intimately tied to status-driven behaviours. This is a multidimensional construct that includes two values: exclusivity and visibility, and it moderates the influence of reference groups on consumer decisions.

Social media has a significant impact on people's self-esteem. Students use these social networking sites for information, communication, and the creation and maintenance of connections. However, the vast majority of people compare themselves to others on an upward and downward scale. As a result of upward comparisons, people get envious of others and their lifestyles, and they also feel less compelled and ungrateful for the outcomes. As a result, such individuals' self-esteem declines. The use of social media has greatly increased, and also the self-confidence. Because of the surge in the number of smart phones and the availability of the internet, individuals can publicise their ostentatious consumption on social media.

## LITERATURE REVIEW

### 1.Social media usage

**Minh T.H. Le (2020)**, In connection to compulsive buying, this study looks into the role of realism and the social correlation with brand habit. By gathering online data in Vietnam, a structural equation modelling was applied to analyse data using partial least squares. The outcomes of the study show that social correlation is a precursor to habit-forming behaviour. When purchasers are primarily influenced by social correlation, materialism intervenes and builds habit-forming behaviour. Furthermore, when customers are subjected to social comparison and materialistic tendencies, brand habit stimulates verbal interaction and readiness to follow through on premium pricing.

**Hennessy. et. al (2020)**, The study focuses on the benefits and challenges of using social media in the area of anatomy, as well as advice for how anatomists around the world might use social media while preserving professional and ethical standards. Due to variances in international regulation regarding the use of human tissue, as well as anomalies in obtaining informed consent for the capture and sharing of cadaveric photographs, creating worldwide guidelines has proven problematic. These distinctions may help to explain why cadaveric photographs are so popular on social media.

**W. Wang. et. al (2020)**, By examining the link between social media use and entrepreneurial entry, the study examines the impact of social media on the entrepreneurship process, particularly in the pre-launch period. The link between social media use and entrepreneurial entry is explained using social capital theory. We further claim that this link is dependent on people's trustworthiness. Individuals with a low inclination for trust are thus more likely to gain from social media use for entrepreneurial entry than those with a high predisposition for trust.

**Y. Hwajin. et. al (2020)**, studied the predictive relationships between social media and smart phone use and female young people's body esteem, as well as the component that underpins these relationships. Youths are constantly exposed to appearance-related media content as a result of their constant usage of social media and smart phones. This most likely creates a flimsy ideal, encourages appearance-based evaluation, and increases the fear of external inspection. As a result, we looked into a cognitive-affective paradigm in which cognitive internalisation of an ideal body image, appearance comparisons, and social

appearance anxiety all play a role in the correlations of social media and smartphone use with body esteem. *S. Lina. et. al (2020)*, His research looked into whether membership in online networks and participation in social media identity bubbles predicts teenage problem gambling. According to the findings, a strong sense of belonging to an online community was linked to more problem gambling, but the link was only shown among young people who were also participating in social media identity bubbles. *Verduyn. et. al (2017)*, The study looked at the effects of connecting with social networking sites on people's subjective well-being, or how they feel in the moment and how happy they are with their lives. By elaborating on the concepts he discusses in this review: social networking sites and subjective well-being.

*W. Agnieszka. et. al (2020)*, the primary reason for the examination was to demonstrate the most generally utilized social media during the time spent choosing a tourist destination and carrying out the excursion by Generation Y. The examination of research shows the significant place of social media in the life of Generation Y. They usually trust materials shared in social media, despite the fact that they know about it colouring reality, and sharing impressions from tourist destination is as such the motivation behind the excursion. Facebook, YouTube, and Instagram are the most utilized social media for Generation Y.

## 2. Conspicuous Online Consumption

*H. Efendioğlu. et.al (2019)*, The study included 409 social media users who took part in a face-to-face survey. The conspicuous spending culture inside society has now been transferred to social media, thanks to the tremendous development in the use of social media over the previous decade. Consumers who see such depictions on social media aspire to and crave the same items and services, which is in line with the evolving culture of consumption. The goal of the study is to see if social media is being used as a public consumption channel and if these public depictions have an impact on purchasing intentions.

*W. Bambang. et. al (2018)*, Social media use, self-esteem, and conspicuous consumption were the focus of this study. Conspicuous consumption theory has been rewritten due to how people use social media, because all consumption has the potential to be conspicuous. An increase in self-esteem may result from using social media. Using social media might increase your self-esteem. There were 200 respondents from Bandung's Hijabers community who were surveyed using the quota sampling technique for descriptive and verifiable research.

*S. L. Chareen. et.al (2016)*, ranging 2007 to 2013, provides an overview of developments in qualitative and mixed methodologies social media research literature. Through a rigorous literature review procedure, 229 qualitative studies were discovered. A subset of 55 of these publications describe studies that used a combination of methods.

### 3. Self-Congruity

**C.L. Gonzalo.et.al (June 11, 2019)**, In his research, he examines the relationship between self-congruity and perceived social value, as well as the interpersonal connections made by Generation Y tourists on virtual social networks. A quantitative study was conducted with a group of young Spanish travellers. The results were analysed using Confirmatory Factor Analysis (CFA) and Structural Equation Models (SEM) techniques. Researchers found that self-congruity has an impact on perceived social value; perceived social value leads to satisfaction and the formation of interpersonal connections in virtual social networks; and interpersonal connections in virtual social networks have an impact on Generation Y travellers' use of such tools.

**K. Kumagai .et. al (2019)**, store location prestige and self-congruity as well as brand luxury and attitude are discussed by author. Because of location prestige, ideal social location self-congruity positively influences luxury brand attitudes, while actual location self-congruity adversely influences nonluxury brand attitudes, according to the results of structural equation modelling (SEM).

**T. Amonrat. et.al (2014)**, demonstrate an increasing number of people around the world are spending substantial amounts of time online doing things like communicating with one another and looking for information. Unquestionably, social media platforms such as social networking sites (e.g. Facebook), microblogging sites (e.g. Due to the widespread usage of Social Media, marketers have had to rethink their marketing strategies, especially in terms of product promotion. On the basis of sociology and marketing literature, this study presents a model that relates social media use intensity and customer reliance on electronic word of mouth (EWOM) and consumption of conspicuous products. Conspicuous consumption is influenced by both direct and indirect effects of social media intensity, according to structural equation modelling studies (through EWOM).

### 4. Self Esteem

**Hahnel. et. al (2015)**, As a result, labelling things as environmentally friendly is an effective sales approach. Labels, on the other hand, frequently make promises that the items cannot keep. We investigated whether customers with high environmental drive had strong preferences for green-labeled products, even when product information offered contradicts the label's image. The possibility for labels to generate a cognitive fit between the labelled object and the buyers' goals underpins this uncomfortable theory. This correlation should be highest for labels showing environmental friendliness (green product labels) when consumers' ecological drive is high.

**J. Shaohai. et. al (2020),**

When it comes to social anxiety and Instagram use, researchers performed a cross-sectional online survey (N=388) in Singapore. Social anxiety did not increase as a result of using Instagram, according to the study's findings. An intermediate consequence was self-esteem; social comparison was a proximal result. For the design of health campaigns and educational programmes in the digital era to maximise the positive benefits of social media on health and emotional well-being, this result has significant theoretical and practical consequences.

**J. Muqqadus. et. al (2017),** When people compare themselves to others on social networking sites, their self-esteem is lowered. 150 students from the Institute of Business Management were polled and interviewed to test the hypothesis. Facebook is used by 88 percent of people to create social comparisons, and 98 percent of those comparisons are upward. Social media and self-esteem are also strongly linked according to this study. Self-esteem of users of social media plummets as they utilise more of them. Self-esteem is lowered by 5.574 points for every hour spent on Facebook every day.

**OBJECTIVES OF THE STUDY**

- To assess the millennials usage of social media
- To evaluate the effectiveness of self-congruity in millennials buying behaviour
- To analyse the self-esteem of millennials in decision making

**2.3 DATA COLLECTION**

The eligible subjects / millennials were enrolled in the study based on inclusion criteria. The proposed duration was 2 months. During the study duration the subjects were kept in touch via social media channels & personal calls. While methods differ by discipline, the stress on ensuring the exact and honest collection remains the same. The ultimate purpose of data collection is to obtain high-quality evidence that can be converted into rich data analysis and used to construct convincing and believable responses to the questions that have been addressed.

**RESEARCH METHODOLOGY****Sources of Data**

- Primary data: It is the first-hand information. The fresh sources from which the researcher gathers the data directly which have not been collected before. Under primary method the data will be collected with the help of Questionnaires.
- Secondary data: Refers to the data which already exists. Under secondary method the data will be collected from magazines, research articles, sample data, internet etc.

## 2.4 SAMPLE DESIGN

To study the effectiveness & perception of millennials social media usage along with the different parameters that contribute in decision making for the same.

### SAMPLE SIZE

The random sample size of 156 subjects / millennials aged between 18 – 35years of either gender were recruited in the study.

### TOOLS AND TECHNIQUES

The study allowed us to collect 14 questions on millennials behaviour on social media. In total sampling frame including with all the n=156 were assessed. Main information was opted through Google forms. Demographic items were listed out of which more than 98% represented from urban areas. Approximately 100% belonged to the urban society. Cultural & social factors also played an important role in identifying their buying behaviour. Further, questionnaires was used to collect the data from 150 millennials. It included only close ended questions and all the questions were having Likert scale as answers

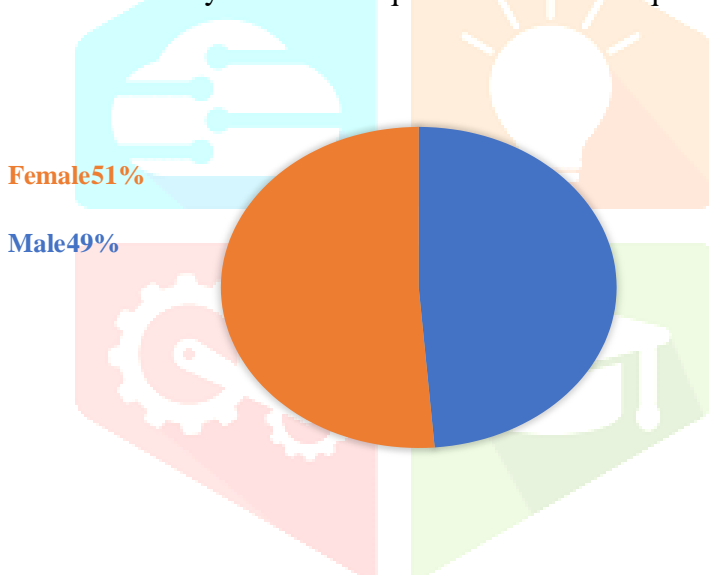


Fig 1: Gender

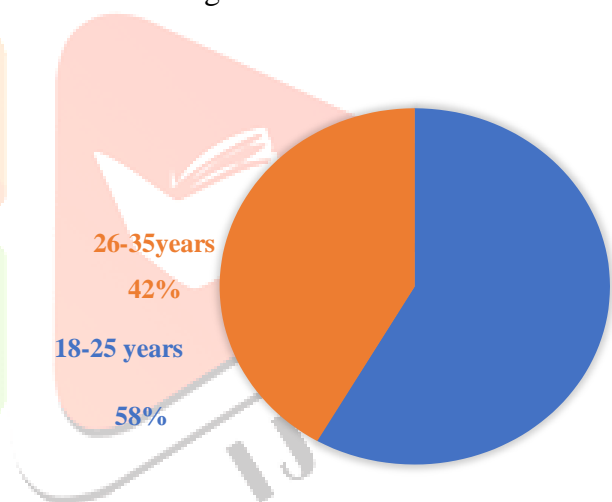


Fig 2: Age



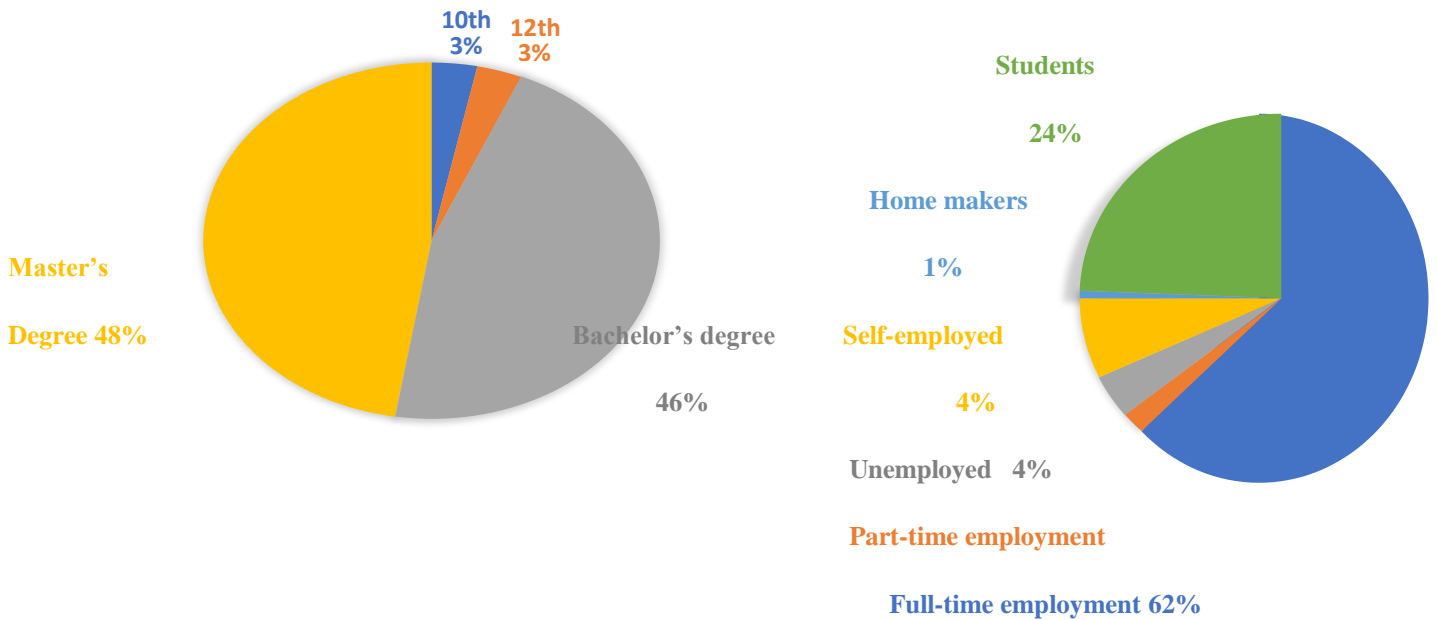


Fig 3: Education

Fig 4: Employment

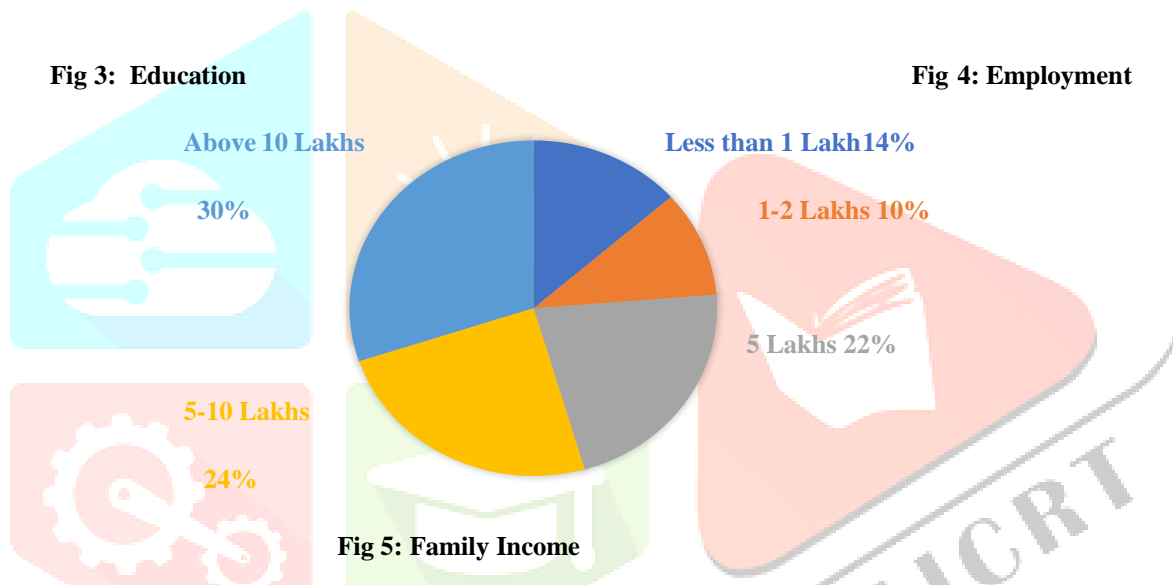


Fig 5: Family Income

**Analysis:** it is evident from the fig .1 that 51 percent of the respondents were female. However, balance 49 percent were male. It is clear from the above fig .2 that 58 percent of the respondents belong to the age group of 18-25 years & 42 percent of the respondents belong to the age group of 26-35 years. From the above fig.3 we get to know that out of the total population, 3 percent of the respondents have completed their 10<sup>th</sup> education, 3 percent of respondents have completed their 12<sup>th</sup> education, 46 percent are with Bachelor's degree & 48 percent are with Master's degree. From the above fig.4 we know that 62 percent of the respondents are into full-time employment, 2 percent are with part-time employment, 4 percent are employed, 7 percent are self-employed, 1 percent are home-makers & 24 percent are students. From the above fig.5 we know that the family income of 14 percent of millennials is less than 1 lakh, 10 percent has 1-2 lakhs, 22 percent has 2-5 lakhs, 24 percent has 5-10 lakhs & 30 percent millennials have above 10 lakhs of family income.

1) Do you use social media? 2) How many Social Media sites do you have account with?

No 1%

1 - 4% 2-10%

2)

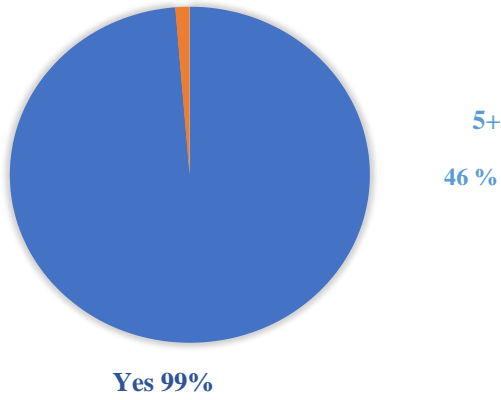


Fig 6

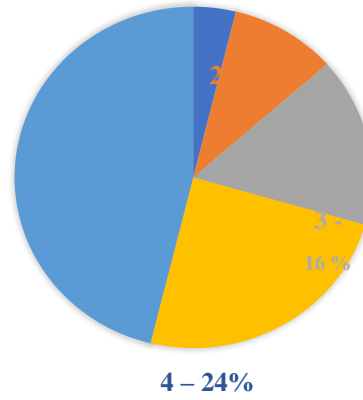


Fig 7

**Analysis:** From the above fig.6 we know that 99 percent of millennials use social media & just 1 percent do not use. From the above fig.7 we know that 4 percent of millennials have 1 account on socialmedia site, 10 percent millennials have 2 accounts, 16 percent have 3 accounts, 24 percent have 4 accounts & 46 percent have more than 5 accounts on social media sites On a scale of 1 – 5, Rate the following social media channels you are most active on. (5 being most active & 1 being least active)

Inactive

19%

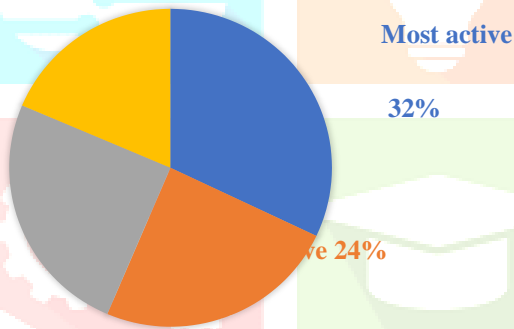


Fig 8: Facebook

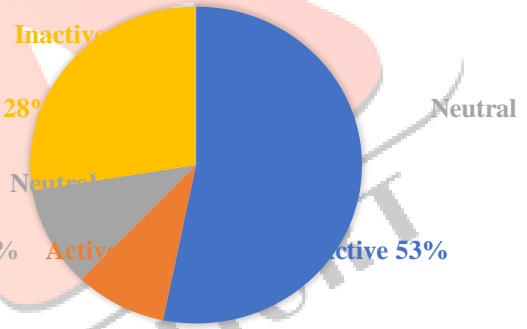


Fig 9: Instagram

Inactive 14%

37%

Neutral 19%

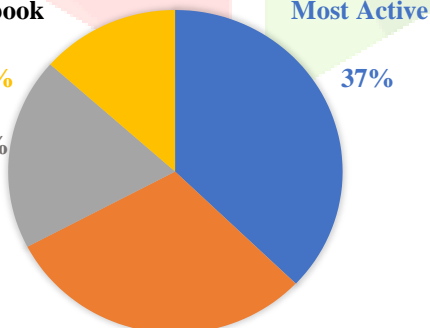


Fig 10: Twitter

Inactive 16%

Most Active

Neutral 19%

45%

Active 20%

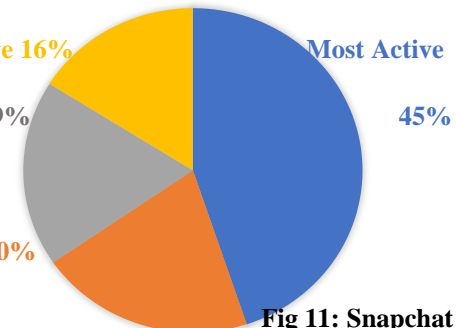


Fig 11: Snapchat

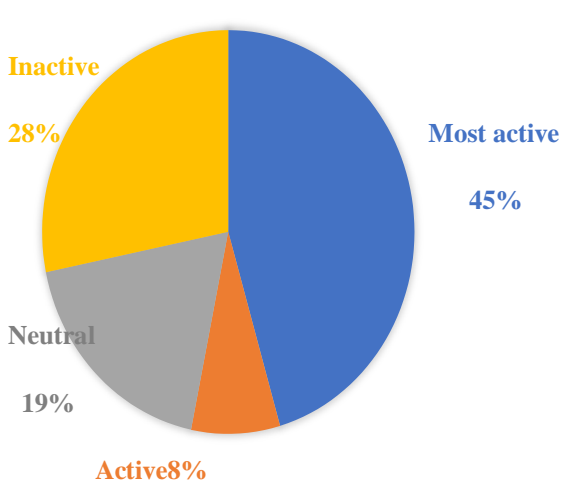


Fig 12: YouTube

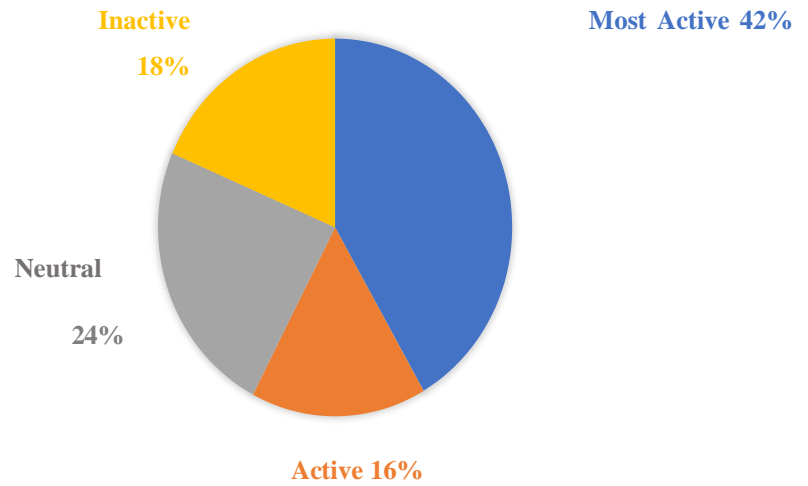


Fig 13: LinkedIn

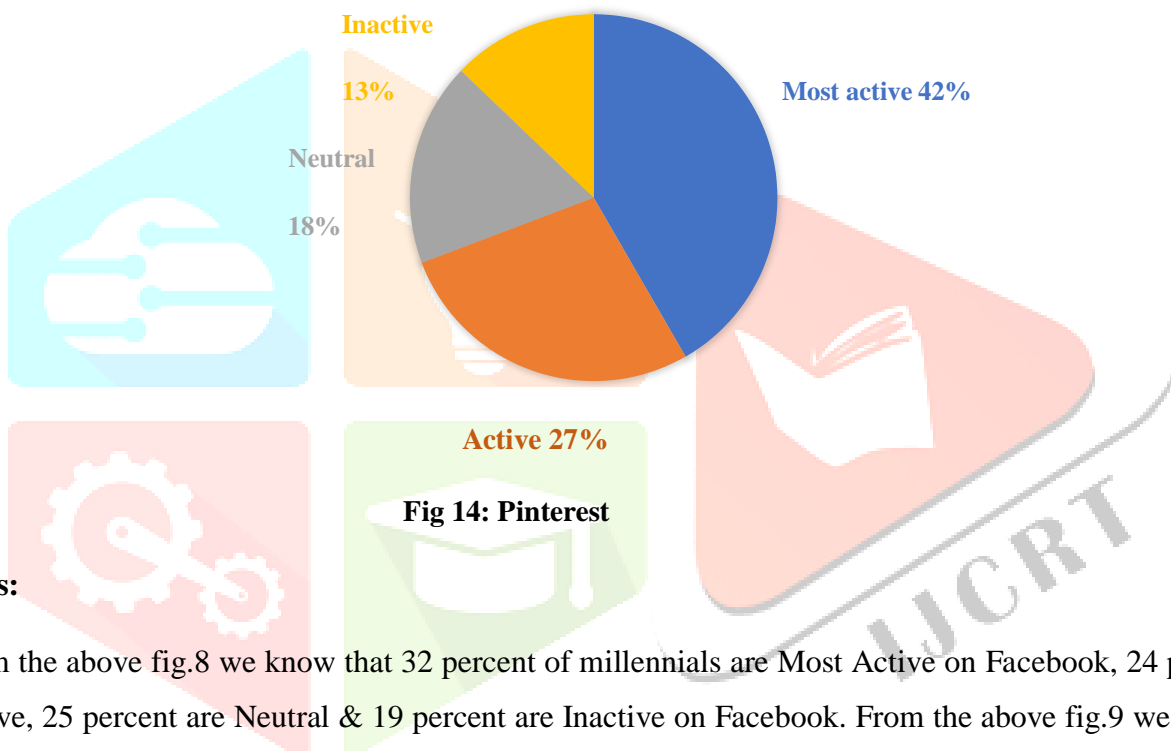
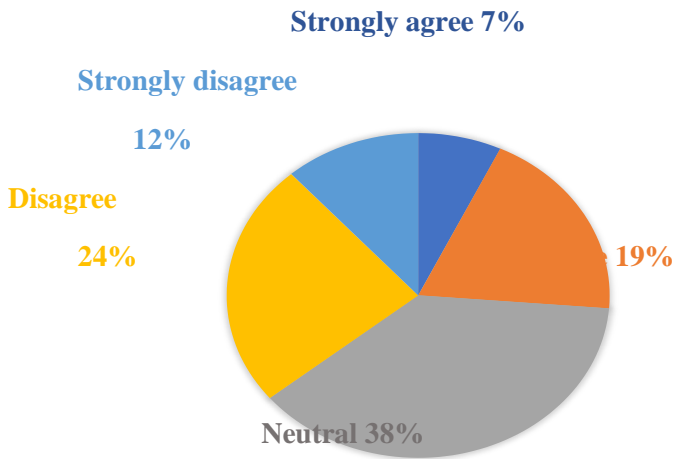


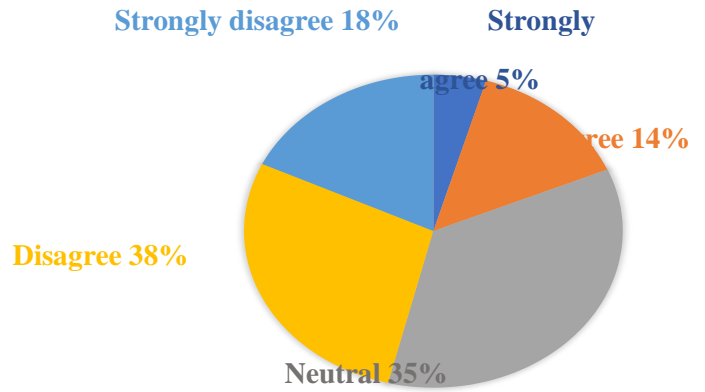
Fig 14: Pinterest

**Analysis:**

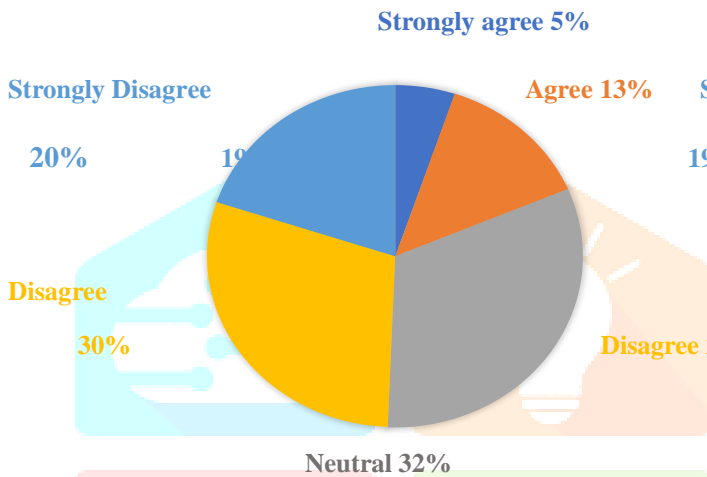
From the above fig.8 we know that 32 percent of millennials are Most Active on Facebook, 24 percent are Active, 25 percent are Neutral & 19 percent are Inactive on Facebook. From the above fig.9 we know that 53 percent of millennials are Most Active on Instagram, 9 percent are Active, 10 percent are Neutral & 28 percent are Inactive on Instagram. From the above fig.10 we know that 37 percent of millennials are Most Active on Twitter, 30 percent are Active, 19 percent are Neutral & 14 percent are Inactive on Twitter. From the above fig.11 we know that 45 percent of millennials are Most Active on Snapchat, 20 percent are Active, 19 percent are Neutral & 16 percent are Inactive on Snapchat. From the above fig.12 we know that 45 percent of millennials are Most Active on YouTube, 8 percent are Active, 19 percent are Neutral & 28 percent are Inactive on YouTube. From the above fig.13 we know that 42 percent of millennials are Most Active on LinkedIn, 16 percent are Active, 24 percent are Neutral & 18 percent are Inactive on LinkedIn. From the above fig.14 we know that 42 percent of millennials are Most Active on Pinterest, 27 percent are Active, 18 percent are Neutral & 13 percent are Inactive on Pinterest.



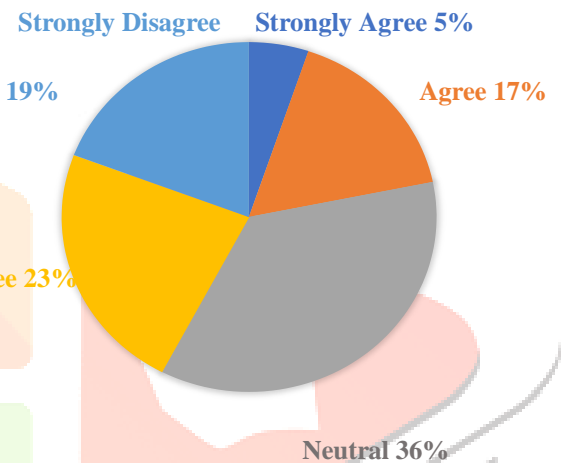
**Fig 15: The luxury brand image is consistent with my self-Image**



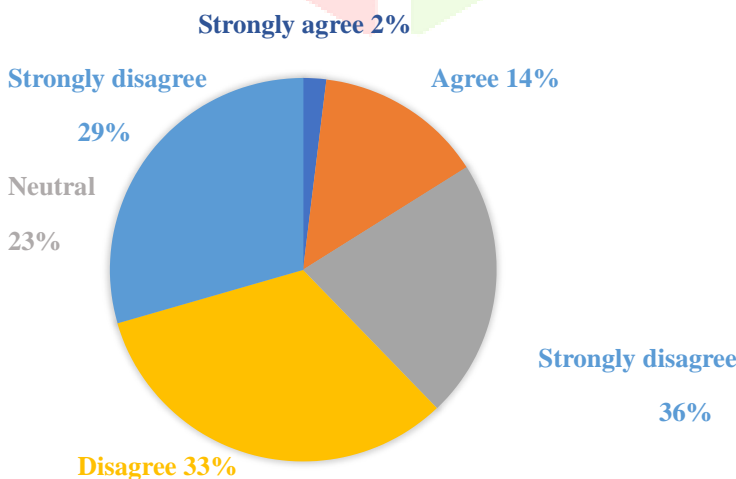
**Fig 16: The luxury brand image reflects who I am**



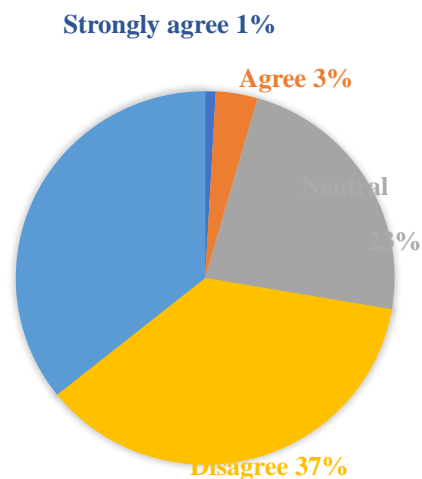
**Fig 17: I use luxury brands that fit the products and brands that I want to portray to others**



**Fig 18: My social media includes the image that I want to portray to others**



**Fig 19: When I buy luxury brands I like to show them off on social media.**



**Fig 20: I like brands on social media because they have status.**

**Analysis:**

According to the above graph 15, 7% of millennials strongly agree that the luxury brand image is consistent with their self-image, 19% agree, 38% are neutral, 24% disagree, and 12% strongly disagree that the luxury brand image is consistent with their self-image. According to the above graph 16, 5% of millennials strongly agree that the luxury brand image reflects who they are, 14 percent agree, 35% are neutral, 28% disagree, and 18% strongly disagree that the luxury brand image reflects who they are. According to fig. 18, 5% of millennials strongly agree that their social media includes renowned items and brands, 17% agree, 36 % are neutral, 23% disagree, and 19 percent strongly disagree that their social media includes prestigious products and brands. According to the above fig.19, 2 percent of millennials strongly agree that they like to show off luxury brands on social media when they buy them, 14 percent agree, 22 percent are neutral, 33 percent disagree, and 29 percent strongly disagree that they like to show off luxury brands on social media when they buy them. According to the above fig.20, 1% of millennials strongly agree that they like brands on social media because they have status, 3% agree, 23% are neutral, 37% disagree, and 36% strongly disagree that they like brands on social media because they have status, while 37% disagree and 36% strongly disagree.

**KMO AND BARTLETT'S TEST:****KMO and Bartlett's Test****Analysis:**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.707
Approx. Chi-Square		1963.854
Bartlett's Test of Sphericity	df	595
	Sig.	.000

**Kaiser-Meyer-Olkin Measure of Sampling Adequacy**

Normally, the KMO lies between 0 and 1 i.e.  $0 < \text{KMO} < 1$ .

The sample is adequate if KMO is more than 0.5. We can proceed with the Factor Analysis because  $\text{KMO} = 0.707$  shows that the sample is adequate. Bartlett's Test Of Sphericity

Taking a 95% level of significance,  $\alpha = 0.05$ . The p value (sig) of  $.000 < 0.05$ , therefore the Factor Analysis is valid.

As  $p < \alpha$ , we therefore reject the null hypothesis  $H_0$  and accept the alternate hypothesis ( $H_1$ ), That there may be statistically significant interrelationship between Social Media usage, Conspicuous Online Consumption & Self-congruity

The approximate of Chi-Square is 1963.854 with 630 degrees of freedom, which is significant at Level of significance (0.05). The KMO statistic = 0.707 is also large which is greater than 0.50.

**Inference:** From the above table we can see that the value of KMO is less than 0.5 and greater than 0.5 with a value of 0.707 which indicates that the sample is adequate. Chi-square is 1963.854 with 630 degrees of freedom. This is highly significant with a value of .000

## REGRESSION ANALYSIS:

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	post on social media (SUM), Self-congruity (SUM) <sup>b</sup>		Enter

a. Dependent Variable: Conspicuous Online Consumption (SUM)

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618 <sup>a</sup>	.382	.374	2.32429

a. Predictors: (Constant), post on social media (SUM), Self-congruity (SUM)

### Analysis:

The percentage change of the dependent variable, which is captured by the intercept and the independent variable, is represented by R square (s). With a Standard Error of 2.32429 percent, the overall obtained results explain 38.0 percent of the variation by independent factors.

### Inference:

From the above analysis one can infer that Overall outcome is dependent on the predictors or explained by the independent variables (sum knowledge skills, sum core business skills, sum personality at work, sum personal attributes, sum team building skills, sum negotiation skills and sum communication skills), which means there is

a moderate impact of independent variables on the overall outcome.

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	510.112	2	255.056	47.212	.000 <sup>b</sup>
Residual	826.555	153	5.402		
Total	1336.667	155			

a. Dependent Variable: Conspicuous Online Consumption (SUM)

b. Predictors: (Constant), post on social media (SUM), Self-congruity (SUM)

The overall ANOVA in the following table explains the combined impact of independent variables on dependent variables. The F value is 47.212, with a significance value of .000, as seen in the preceding study. As a result, we can dismiss the Null Hypothesis.

### Coefficient

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	3.525	.950		3.712
	Self-congruity (SUM)	.566	.066	.573	8.537
	post on social media (SUM)	.107	.065	.110	1.636

Coefficients<sup>a</sup>

Model		Sig.
1	(Constant)	.000
	Self-congruity (SUM)	.000
	post on social media (SUM)	.104

a. Dependent Variable: Conspicuous Online Consumption (SUM)

The above table shows that the standard co-efficient of self-congruity results of Post on Social media are Statistically Significant as p-value 0.104 with  $p < 0.05$  respectively.

## Conclusion

In this study Majority of the respondents were female with 49%, From the above analysis, it is clear that the majority of the respondents belong to the age group 18-25 years with 58%. We also understand that majority of the millennials pursue a Master's degree in education, followed by Bachelor's degree. The study also found out that majority of the respondents whose self-esteem & buying behavior is not affected on social media are full-time employees and majority of the millennials have above 10 lakhs of family income.

From the above analysis, we understand that majority of the millennials use social media, who has more than 5 accounts on social media sites. The study proves that majority of the millennials are most active on Instagram (53%) & least active on YouTube (28%). The objective of the study was to determine the impact of millennials' conspicuous online consumption on their social media use along with self-congruity and self-esteem. After analysis of the study findings, the study concludes that the impact on millennials' conspicuous online consumption is such that their social media does not include products & brands that are prestigious, they do not like a brand just because of its status & they do not prefer to show-off online. The research also concludes that majority of the respondents are actively using Instagram by spending frequent amount of hours on social media platforms looking for entertainment. Hence brands target their customer through various promotional strategies day in & day out to keep their audience engaged on social media platforms. However, in this study the respondents do not consider the brand image & self-image as one, hence the self-congruity is least effective in respondents' buying behavior. Lastly the study concludes that majority of the respondents who are full-time employees do not get influenced over social media during decision-making process.

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