



UNIVERSITI PUTRA MALAYSIA

***INFLUENCE OF MATERIALISM AND SELF-ESTEEM IN THE
RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND CONSUMER
PROPENSITY TOWARDS CONSPICUOUS CONSUMPTION***

LEE KAR WAI

FEM 2019 5



**INFLUENCE OF MATERIALISM AND SELF-ESTEEM IN THE
RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND CONSUMER
PROPENSITY TOWARDS CONSPICUOUS CONSUMPTION**

By

LEE KAR WAI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra
Malaysia, in Fulfilment of the Requirements for the Degree of Master of
Science**

November 2018

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in
fulfilment of the requirement for the degree of Master of Science

**INFLUENCE OF MATERIALISM AND SELF-ESTEEM IN THE RELATIONSHIP
BETWEEN SOCIAL MEDIA USAGE AND CONSUMER PROPENSITY
TOWARDS CONSPICUOUS CONSUMPTION**

By

LEE KAR WAI

November 2018

Chair: Syuhaily Osman, PhD
Faculty: Human Ecology

To-date, conspicuous consumptions in both developed and developing countries remains on the rise. As a developing country, there is no exception for Malaysia. The luxury goods sector in Malaysia has been growing along with the rest of the world over the past thirteen years. Current research aimed to investigate consumers' propensity towards conspicuous consumption through examining it from the social media usage perspectives, the mediating role of materialism and moderating role of self-esteem of consumers on the relationship between social media usage and the propensity towards conspicuous consumption. The underlying theory used in the research framework is Social Comparison Theory and Veblen's Theory of Conspicuous Consumption. The framework of this study suggests that social media platform can cause social comparison among consumers, which the comparison domains are, wealth, status and attractiveness. These comparisons can affect materialism values of consumers and leads to increasing motivation of acquisition of luxurious products and conspicuous consumption. The study also suggests that difference of high and low self-esteem is moderating the proposed relationship of social media usage and the propensity to consume conspicuously. A survey was conducted among 387 consumers using mall-intercept method at selected shopping malls to collect required data for analyses and the sample obtained consisted of Malaysian social media users aged above 18. Pearson product-moment, hierarchical multiple regression and PROCESS analyses were conducted to test the correlation between social media usage and propensity of conspicuous consumption, the mediation of materialism and moderation of self-esteem as proposed in the research framework. The result obtained indicates that social media usage has significantly influenced materialism and conspicuous

consumption propensity. Materialism was found partially mediating the relationship between social media usage and propensity of conspicuous consumption; and self-esteem was found significantly moderating the relationship between social media usage and the propensity of conspicuous consumption. Overall, this study provides valuable insights on the understanding of consumers' propensity to conspicuous consumption and related variables that are influencing it such as social media usage, materialism, and self-esteem. Consumers and authorities can benefit from these results to create awareness regarding the impact of these variables to ensure better purchase decision to be made by consumers.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

**PENGARUH MATERIALISME DAN HARGA DIRI DALAM HUBUNGAN
ANTARA PENGGUNAAN MEDIA SOSIAL DAN KECENDERUNGAN
PENGGUNAAN MENUNJUK-NUNJUK**

Oleh

LEE KAR WAI

November 2018

Pengerusi: Syuhaily Osman, PhD
Fakulti: Ekologi Manusia

Sehingga kini, penggunaan secara menunjuk-nunjuk di negara maju dan membangun terus meningkat. Sebagai negara membangun, Malaysia juga tidak terkecuali. Sektor barangan mewah di Malaysia telah membangun seiring dengan seluruh dunia sepanjang tiga belas tahun yang lalu. Kajian ini bertujuan untuk menyiasat kecenderungan pengguna dalam penggunaan secara menunjuk-nunjuk melalui pemeriksaan dari perspektif penggunaan media sosial, peranan materialisme sebagai mediator, dan juga peranan harga diri pengguna sebagai moderator dalam hubungan di antara penggunaan media sosial dan kecenderungan penggunaan secara menunjuk-nunjuk. Teori asas yang digunakan dalam rangka kajian ini adalah Teori Perbandingan Sosial dan Teori Veblen berkenaan dengan penggunaan yang menunjuk-nunjuk. Kerangka teori kajian ini menunjukkan bahawa platform media sosial boleh menyebabkan perbandingan sosial dalam kalangan pengguna, iaitu domain perbandingan tersebut meliputi kekayaan, status dan daya tarikan. Perbandingan ini boleh menjejaskan nilai-nilai materialisme pengguna dan menyebabkan peningkatan motivasi untuk pembelian barangan mewah dan penggunaan yang menunjuk-nunjuk. Kajian ini juga menunjukkan perbezaan tahap harga diri boleh menyebabkan kesan pengawal terhadap hubungan di antara penggunaan media sosial dan kecenderungan penggunaan secara menunjuk-nunjuk. Satu soal selidik telah dijalankan dalam kalangan 387 orang pengguna dengan menggunakan kaedah mall-intercept di pusat beli-belah yang terpilih untuk mengumpul data dan sampel yang diperolehi terdiri daripada pengguna media sosial Malaysia yang berumur 18 tahun ke atas. Analisis Korelasi Pearson, hierarki regresi berganda dan analisis PROSES telah digunakan untuk menguji korelasi antara penggunaan media sosial dan kecenderungan penggunaan menunjuk-nunjuk dengan materialisme sebagai pemboleh ubah pengantaraan, dan harga diri sebagai pemboleh ubah pengawal seperti yang dicadangkan dalam rangka penyelidikan. Keputusan menunjukkan penggunaan media sosial boleh mempengaruhi materialisme dan kecenderungan penggunaan menunjuk-

nunjuk secara signifikan. Materialisme didapati hanya boleh menjadi pengantara hubungan antara penggunaan media sosial dan kecenderungan penggunaan menunjuk-nunjuk secara separa dan harga diri ditemui memberi kesan pengawal yang signifikan terhadap hubungan antara penggunaan media sosial dan kecenderungan penggunaan menunjuk-nunjuk. Keseluruhannya, kajian ini memberi sumbangan yang bermakna mengenai pemahaman berkaitan dengan kecenderungan pengguna dalam penggunaan secara menunjuk-nunjuk dan pembolehubah yang boleh mempengaruhinya seperti penggunaan media sosial, materialisme dan harga diri. Para pengguna dan pihak berkuasa boleh mendapatkan manfaat daripada keputusan ini untuk memastikan pengguna dapat membuat keputusan pembelian yang lebih baik.



ACKNOWLEDGEMENTS

Prima facea, I am thankful to the blessing of God for the great well-being and strength that were important to finish this research.

Besides that, I would like to express my deepest appreciation to Dr. Syuhaily binti Osman, my supervisor for sharing her mastery and her genuine as well as valuable guidance and encouragement throughout the process of carrying out this research. I want to show a great degree of gratefulness to the committee member, Dr. Husniyah binti Abdul Rahim @ Abdul Wahad as well for her commitment in invigorating recommendations and encouragement to help me in organizing my task particularly in composing this thesis.

Lastly, I take this opportunity to thank my parents for the unceasing encouragement, support and attention channelled to me throughout my journey in completing this research. I also want to express gratitude to all of my companions and friends for their help and support when going through the process of completing my thesis.

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

Syuhaily Osman, PhD

Associate Professor
Faculty of Human Ecology
Universiti Putra Malaysia
(Chairman)

Husniyah Abdul Rahim @ Abdul Wahad, PhD

Senior Lecturer
Faculty of Human Ecology
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 07 February 2019

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: _____ Date: _____

Name and Matric No.: Lee Kar Wai GS46708

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____

Name of Chairman
of Supervisory
Committee:

Syuhaily Osman, PhD

Signature: _____

Name of Member of
Supervisory
Committee:

**Husniyah Abdul Rahim @
Abdul Wahad, PhD**

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
CHAPTER	
1 INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	3
1.3 Research Questions	6
1.4 Aim and Objectives	6
1.5 Research Hypothesis	6
1.6 Contributions	7
1.6.1 Theoretical Contributions	7
1.6.2 Practical Contributions	8
1.7 Scope and Limitations of the Study	9
1.8 Definition of Terms	10
1.8.1 Social Media	10
1.8.2 Materialism	10
1.8.3 Self-esteem	11
1.8.4 Conspicuous consumption	11
1.9 Organization of Thesis	11
2 LITERATURE REVIEW	13
2.1 Conspicuous consumption	13
2.2 Social Media Usage	15
2.2.1 Usage Intensity	17
2.2.1 Absorption	17
2.3 Materialism as Potential Mediator	18
2.4 Self-esteem as Potential Moderator	20
2.5 Theoretical Underpinning	22
2.5.1 Social Comparison Theory	22
2.5.2 Veblen's Theory of Conspicuous Consumption	25
2.6 Research Framework	26
3 METHODOLOGY	29
3.1 Research Design	29
3.2 Measurements of Constructs	31
3.3 Sampling Procedure	33
3.4 Shopping Mall Selection	34

3.5	Sample Size	35
3.6	Pre-test	37
3.7	Data Collection	38
3.8	Data Preparation	38
	3.8.1 Data Cleaning and Screening	39
	3.8.2 Treatment of Missing Value	39
	3.8.3 Validity and Reliability	39
	3.8.4 Testing the Assumptions for Multiple Regression	42
3.9	Data Analyses	44
	3.9.1 Descriptive Analysis	44
	3.9.2 Pearson Correlation	44
	3.9.3 Hierarchical Multiple Regression	44
	3.9.4 PROCESS	45
3.10	Summary of Hypotheses with Respective Analysis	45
4	FINDINGS AND DISCUSSION	47
4.1	Demographic Profile of Respondents	47
4.2	Social Media Usage	49
4.3	Descriptive Analysis of Key Variables	51
	4.3.1 Social Media Usage Intensity	51
	4.3.2 Absorption towards Social Media Usage	53
	4.3.3 Materialism	54
	4.3.4 Self-esteem	56
	4.3.5 Propensity of Conspicuous Consumption	57
4.4	Hypotheses Testing	59
	4.4.1 Correlation between Social Media Usage and Propensity of Conspicuous Consumption	59
	4.4.2 Mediation Effect of Materialism in the Relationship between Social Media Usage and Propensity of Conspicuous Consumption	61
	4.4.3 Moderation Effect of Self-esteem in the Relationship between Social Media Usage and Propensity of Conspicuous Consumption	64
5	SUMMARY, CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH	66
5.1	Summary of Findings	66
5.2	Implications	69
	5.2.1 Theoretical Implications	69
	5.2.2 Practical Implications	70
5.3	Limitations and Recommendation for Future Study	71
	REFERENCES	73
	APPENDICES	96
	BIODATA OF STUDENT	109
	PUBLICATIONS	110

LIST OF TABLES

Table		Page
3.1	The World Top Luxury Brands and Their Store Locators	35
3.2	Reliability Result (N=30)	37
3.3	Sample Size by Shopping Malls	38
3.4	Items Remained with the Factor Loadings	40
3.5	Reliability Result (N=387)	41
3.6	Normality Test Results	42
3.7	Collinearity Statistics	43
3.8	Summary of Hypotheses with Respective Analysis	46
4.1	Demographic Profile of Respondents	47
4.2	Social Media Usage Intensity of Respondents	49
4.3	Level of Social Media Usage Intensity	52
4.4	Frequency Distribution for Absorption	53
4.5	Level of Absorption	53
4.6	Frequency Distribution for Materialism	54
4.7	Level of Materialism	55
4.8	Frequency Distribution for Self-esteem	56
4.9	Level of Self-esteem	57
4.10	Frequency Distribution for Propensity of Conspicuous Consumption	58
4.11	Level of Propensity of Conspicuous Consumption	59
4.12	Correlation between Social Media Usage and Propensity of Conspicuous Consumption	60
4.13	Conditions to Establish Mediation Mechanism	62
4.14	Mediated Regression Analysis Results	63
4.15	Moderation Analysis Results	64

LIST OF FIGURES

Figure		Page
2.1	Research Framework	28
4.1	Mediated Relationship	62
5.1	The Impact of Social Media Usage on Conspicuous Consumption under the Influence of Self-esteem	65



CHAPTER 1

INTRODUCTION

1.1 Background

The worldwide luxury market has been on an uphill growth in recent years. According to the report from Deloitte on Global Power of Luxury Goods 2017, the top biggest companies in luxury sector around the globe had produced sales up to 212 billion US dollars in year 2015. Luxury goods are commonly referred to goods with price and quality that placed at the most noteworthy end of the market (Sommer, 2017). In order to meet consumers' demand, daily used products are converted into status symbol by luxury goods manufacturers through the branding, superior craftsmanship, and pricing (Sommer, 2017). As the emerging luxury market, 70% of consumers in China, Russia, and United Arab Emirates had reported an increase in their spending on luxury purchases (Deloitte, 2017). These purchases are however made by consumers who were travelling around because they have not had access to the diverse variation of brands as compare to other luxury market.

Consumers in developing countries such as Asian countries are now more exposed to prestige and luxury goods as well (Wan-Ismael, Zakaria, & Abdul-Talib, 2016). As an Asian country, the sector of luxurious productions in Malaysia has been developing alongside with countries around the world (Run, Butt & Nee, 2010). Throughout the years, more premium outlets and the malls for luxury brands, for example the Pavilion, Kuala Lumpur City Center (KLCC), The Gardens and StarHills are fuelling and catering the expanding interest of global luxury products. In fact, Malaysians are becoming more brand conscious (Bagheri, 2014). Luxury market has also shown increasing growth due to the important contribution of the youth (Giovannini, Xu, & Thomas, 2015), particularly consumers from Generation Y has shown more interest in international brands (Tee, Gharleghi, & Chan, 2013).

Furthermore, the evolvement of technology introduces various social media sites for the ease of global social communication, and each of these social media provides different channels for people to engage in the interaction without the need for physical meetings (Gruzd, Doiron, & Mai, 2011). For example: people build social network and develop social image through Facebook, visual stories telling through Instagram, and video sharing through YouTube. The social media sites themselves are intended to be used to expand the networks and assist information sharing of among users in the globe (Madden, Lenhart, Cortesi, Gasser, Duggan, Smith, & Beaton, 2013).

However, in recent days, it can be seen that social media becomes where users showcase luxury owning and lifestyle. In an article, Lehdonvirta (2010) contended that consumers are increasingly to publicly display their material

belongings and lifestyle online. Especially when the present-day consumption is not just limited to only food and clothing; entertainment, travel, and property has increasingly become “object” to be displayed through posting of images and check-ins in social media (Arda, 2014). For example, users show photo posts of luxury cars, bags and trips in Instagram, YouTubers posting videos showcasing luxury belongs (luxury hauls, high end make up tutorials), and Facebook users checking in to luxurious trip and restaurants. Such trends can be seen as promoting materialism as those who inherent the needs to display wealth usually live in materialistically oriented culture (Cleveland & Chang 2009).

Moreover, according to statistic from Multimedia and Communications Ministry in 2017, Malaysia has a 117.3% of household broadband penetration and 98% out of the 24.5 million active internet are using social media. Assessing social media has become a daily routine for people where Malaysians spend up to three hours daily to access the internet on their mobile phones, and up to three and a half hours on social media. Through all the time spending on social media, users get to know and learn about new brands and luxury goods are not exceptional. According to The Star, 94% of Malaysians discover products and brands on Facebook and 62% of them make a purchase after the discovery (Lee, 2016). Supporting that, a study of Hajli (2014) had proved that social media can influence consumers purchase decisions; and high intensity of assessing to social media can also have direct influence on conspicuous consumption (Thoumrungjore, 2014).

There are analyses of globalism mentioned that consumer culture is spreading from the West to different parts of the world, where consumers from developing countries started to prefer luxury brands as similar to those Westerns (Belk, 1995; Featherstone, 1990; Mattelart, 1991; Sklair, 1991). Social media can be a major contributor to this effect due its availability of variety data and information from the mass media, international tourism, and multinational marketing (Durvasula, Lysonski, Watson, 2015; Zhou & Belk, 2004). Consumers in the Western countries seek brands that make them comfortable with; however, for consumers in Asian countries, the most elevated need in brands is with respect to status seeking. These attitude, value and practices encompassing conspicuous consumption are especially crucial to investigate because they are originally viewed as western ideals and have started to be a norm in East Asian due to the globalization (Podoshen, Li, & Zhang, 2011).

Furthermore, Burroughs and Rindfleisch (2002) claimed that long-term revolving life with materialism will harbour negative outcomes for both the consumers and the society. It was revealed that desires which driven by acquisition of money and possessions frequently prompt to problematic consequences as the association between endorsement of materialism and well-being very often were inverted (Dittmar, Bond, Hurst, & Kasser, 2014; Twenge et al., 2010). The individuals who live in materialistically arranged societies commonly treat possessions as the foremost part in personality development and conservation (Belk, 1988; McCracken, 1988); nevertheless,

there was much studies proposed that materialism is accompanied with lower levels of subjective well-being (Ahuvia & Wong 2002; Dittmar et al., 2014; Sirgy et al., 2015; Twenge et al., 2010).

Self-esteem has also influenced consumer behaviour, it has widely explored in consumer behaviour literature (Giovannini & Thomas, 2015). Self-esteem is claimed as the intention to search for experiences that can improve or assure individuals self-concept (Banister & Hogg, 2004). As evidence, Pettit and Sivanathan (2011) found that in order to compensate self-worth, individuals with low self-esteem prone to spend on costly luxury products using a loan. These statements support Belk's (1998) argument that material wealth is used to demonstrate their social power in a modern society, which the concept is somewhat similar to conspicuous consumption.

1.2 Problem Statement

Conspicuous consumption was originally coined by American economist Thorstein Veblen (1889) in his book, "The Theory of the Leisure Class", referring to those with wealth spend great money on luxurious products in the purpose of displaying their social status (Veblen, 1899). Likewise, Veblen goods are defined as luxury goods for which the quantity demanded increases as the price increases which against the law of demand. Initially, these concepts were heavily linked with the upper classes of society, whom are affordable to spend their disposable income on goods and services that are not based on the functionality, instead how luxury the product is in order to display wealth and gain higher social status.

To-date, conspicuous consumptions in both developed and developing countries remains on the rise. For instance, the 2017 Luxury Goods Worldwide Market Study conducted by Bain found that the market for personal luxury goods have achieved a record high of €262 billion worldwide (D'Arpizio, Levato, Zito, Kamel, & Montgolfier, 2016). Similarly, recent study has found that consumers in the developing country are now more favourable in purchasing luxurious goods as compared to past years, they are becoming conspicuous consumer although this was not the norm in the past (Wan-Ismail, Zakaria, & Abdul-Talib, 2016). Moreover, the conspicuous consumptions were not only observed among the wealthy people in developing countries (Chaudhuri & Majumdar, 2006), further study on the issue suggested that the lower classes especially the poor may more involved in conspicuous consumption (Hamilton & Catterall, 2005; Trigg, 2001; Ismail & Talib, 2016). This condition is seen in Malaysia that according to Sandhu and Paim (2015), women in Malaysia were engaging in conspicuous consumption despite they were having middle and low income.

In Malaysia, the phenomenon where a higher portion of expenditure was not spent basic needs but on luxuries is seen in households with higher income levels. As shown in the Report on Household Expenditure Survey Malaysia

2016, head of household's profession in the categories of managers and professionals are spending less in food as compared to other professions. A larger portion of their income is spent on transport, furniture, and recreation instead of on basic needs such as food (Talib, 2002). According to the Report on Household Expenditure Survey Malaysia 2016, household expenditure spent on transport (13.7%), recreation and restaurants (18.39%), as well as clothing, footwear and miscellaneous goods including watches and jewellery (11.1%) together are indeed higher than the expenditure spent on basic needs such as food and beverages (18.0%). Overspending on branded goods, transport and recreation can carry major financial problem.

Meanwhile, conspicuous consumption has been found not only can lead to a fall in saving rate, it can also lead to high level of credit card debt and even financial problems such as bankruptcy (Kapeller & Schütz, 2015). As reported by S&P Dow Jones Indices, among 14 Asian economies, Malaysia recorded the highest personal debt with the rate of 88% of gross domestic product as compared to 60% in 2008. Besides that, as stated by Malaysia's Department of Insolvency, individuals who aged 35 and below that were filed bankruptcy in 2014 are doubled as compared to those in 2005. As indicated by Lim, Ng Chin, and Boo (2014), overspending is the main reason for bankruptcy. Another study (Zhu, 2011) showed that in the family units which record bankruptcy, more than five per cent possess no less than one luxury vehicle and luxury mobile phone and credit card debt is equivalent to a whole year's income. Besides that, research has found that overly engaging in conspicuous consumption limits self-investment (Moav & Neeman, 2012), without sufficient saving and self-investment, the lower income group can never advance economically (Solomon, 1983). Since conspicuous consumption may lead to financial difficulties, the propensity of consumers on conspicuous consumption is important to be investigated.

In the current age digital, social media has transform the ways users interacts and lives. It has become a platform where users share various elements of life including stories, experiences, activities and consumptions to friends and followers in social media (Yenicioglu & Christodoulides, 2014). While on the other hand, it also become a battlefield for corporations and brands to market products and engages consumers (Ashley & Tuten, 2015). These idealized personality and lifestyles advertised in social media can cause pressure on consumers to purchase conspicuous goods base on image and price instead of functionality (Escobar, 2016, Toh, 2011).The traditional conspicuous consumption theory has clearly changed along with the globalization and the advent of social media (Yenicioglu & Christodoulides, 2014). Despite the increasing usage of social media from both individual and business world, the exact impact of social media on the users remains unclear (Bolton et al., 2013; Kaplan & Haenlein, 2010). Nonetheless, there is a dearth of research on investigating social media usage in conjunction with the propensity of conspicuous consumption. Further, Wilcox and Stephen (2012) had recommended t future studies on the consumer to look into the effect of social media towards customers' choices to purchase luxuriously. These findings indubitably urge for further investigation on the issue.

Furthermore, previous research has found materialism is another important factor affecting conspicuous consumption (Podoshen & Andrzejewski, 2012; Podoshen, Li, & Zhang, 2011; Segal & Podoshen, 2013) and social media usage has been associated with materialism ().Materialists hold strong value that possessions represent happiness and success. According to Hudders and Pandelaere (2012), conspicuous consumption may fortify a materialistic lifestyle. However, revolving life with materialism can lead to less satisfaction when there is lack of ability to afford consumption. Since materialism itself often has been connected to luxury and counterfeit purchase (Quoquab, Pahlevan, & Hussin, 2016; Sun, Wang, Cheng, Li, & Chen, 2017), materialism may provide possible explanation in conjunction with social media and conspicuous consumption propensity, yet none study have examined the interplay of these factors. In addition, to answer call from past researcher to consider consumers' materialism in the study of consumer behaviour in cyber environment (Thoumrungroje, 2014), present study proposed to investigate to what extent materialism mediate the relationship of the usage of social media and propensity towards conspicuous consumption.

In addition, self-esteem has directly associated with human behaviour (Singh, 2015). In reality, one of the most significance drives of motivation on consumers' decision and behaviour is claimed to be self-esteem (Grubb & Grathwohl, 1967). Self-esteem was found to significantly influence financial problem such as credit card misuse (Omar, Rahim, Wel, & Alam, 2014). Credit card is used for luxury purchases to increase users' self-worth (Pettit and Sivanathan, 2011). Some researchers have also studied the relationship between self-esteem and conspicuous consumption (Khann & Dhar, 2006; Sivanathan & Pettit, 2010; Thoumrungroje, 2014; Wilcox & Stephen, 2012). Nevertheless, this correlation has gathered conflicting outcomes. In spite that self-esteem has been used as moderator in behavioural related studies, scant research takes self-esteem as moderator in consumption behaviour study. Owing to the widely believed of self-esteem occupies an indispensable part in consumption behaviour (Truong & McColl, 2011; Wang & Griskevicius, 2013) and the suggestion proposed by Thoumrungroje (2014) that the influence of social media usage towards conspicuous consumption can be affected by consumer's self-esteem, present study aimed to find out the level of self-esteem of consumers and offer to seek confirmation on what extent self-esteem moderate the relationship of social media usage and propensity of conspicuous consumption.

Thus, the present study aimed to inspect the influence of social media usage towards propensity of conspicuous consumption and further elaborate the relationship between social media usage and propensity of conspicuous consumption by considering the potential mediation role of materialism and potential moderation role of self-esteem.

1.3 Research Questions

Based on the issues discussed above, the following questions are of interest and aimed to be addressed in this research:

1. What is the extent of usage pattern of social media users, materialism, self-esteem and propensity of conspicuous consumption of consumers?
2. Is there any relationship between social media usage and propensity of conspicuous consumption?
3. To what extent materialism mediate the relationship between social media usage and propensity of conspicuous consumption?
4. To what extent self-esteem moderate the relationship between social media usage and propensity of conspicuous consumption?

1.4 Aim and Objectives

The aim of this research is to examine whether social media usage associates with propensity towards conspicuous consumption. The study further identifies the mediating effect of materialism and the moderating effect of social media users' self-esteem in the relationship between social media usage and conspicuous consumption propensity.

In particular, the objectives of the current study are illustrated as follows:

1. To determine the social media usage pattern of consumers, and the extent of materialism, self-esteem and consumer propensity of conspicuous consumption.
2. To determine the relationship of social media usage and the propensity of conspicuous consumption.
3. To examine the mediating effect of materialism on the influence of social media usage towards the propensity of conspicuous consumption.
4. To examine whether self-esteem moderate the relationship between social media usage and the propensity of conspicuous consumption.

1.5 Research Hypothesis

H1 : There is significant relationship between social media usage (usage intensity and absorption) and propensity of conspicuous consumption.

H1a: There is positive relationship between usage intensity and propensity of conspicuous consumption.

H1b: There is positive relationship between absorption and propensity of conspicuous consumption.

H2 : Materialism mediates the relationship between social media and propensity of conspicuous consumption.

H3 : Self-esteem moderates the relationship between social media usage and propensity of conspicuous consumption.

1.6 Contributions

The contributions of current study can be elaborated in two central viewpoints, which are contributions to the theoretical as well as practical that includes three perspectives, namely consumers, governmental and marketers. The viewpoints are elaborated as below.

1.6.1 Theoretical Contributions

This study has contributed theoretically to the body of knowledge in several ways. Firstly, this study has provided theoretical knowledge that is pertinent to consumer behaviour by providing the investigation of conspicuous consumption. The subject matter of conspicuous consumption behaviour has been investigated from different approaches such as brand image, quality, and patron status (Mat et al., 2016), social exclusion (Lee and Shrum, 2011), media refusal (Portwood-Stacer, 2013), and brand association (Cass and Frost, 2002). As suggested in Wilcox and Stephen's (2012) study, social interaction in social network may affect consumers' desire for luxury brands. Nevertheless, there was a scarcity of empirical studies looking into influence of social media towards consumer propensity of conspicuous consumption. This study could fill the theoretical gap by providing theoretical justifications for the conceptualizations of the relationship between social media usage and consumers' propensity of conspicuous consumption.

Secondly, previous researches showed positive influence of materialism towards conspicuous consumption (Podoshen & Andrzejewski, 2012; Podoshen, Li, & Zhang, 2011; Segal & Podoshen, 2013) and between media and materialism (Kamal, Chu, & Pedram, 2013; Richins, 1992; Richins, 1987). However, there is no research showing the potential mediating effect of consumers' level of materialism in the relationship of social media usage and conspicuous consumption, although it had been examined as a mediator in context of other consumer behaviour such as excessive spending (Otero-López & Villardefrancos; 2013) and compulsive buying (Joyce, Lisa, & Sellappan, 2011; Rose, 2007; Xu, 2008). After all, high social media usage does not necessary brings direct cause to conspicuous consumption. In addition, the degree of consumers' materialism is also been suggested as consideration for future study regarding conspicuous consumption in Thoumrungroje's (2014) research. Therefore, this research considers materialism as mediating variable whilst developing its research model.

Thirdly, applying social media users' self-esteem as the moderator also contributes theoretically. Marketing managers have recognized that one of the most significant drives of consumer behaviour, especially consumer decision is the pursuit of self-esteem (Grubb & Grathwohl, 1967). Past literature has also

identified a correlation between self-esteem and conspicuous consumption (Khan & Dhar, 2006; Sivanathan & Pettit, 2010; Thourmrungrroje, 2014; Wilcox & Stephen, 2012); however its potential role as moderator between the link of social media usage and conspicuous consumption propensity is yet to be investigated. Moreover, contradictory results are found in the literature between self-esteem and conspicuous consumption. There have been both positive and negative relationship discovered exist between self-esteem and conspicuous consumption. Therefore, this study will contribute in clarifying this argument and finding out whether the extent of self-esteem affects the strength of the influence of social media usage and consumers' propensity towards conspicuous consumption.

Finally, there is insufficient study in researching the relationship between social media and conspicuous consumption behaviour in Malaysia context. Previous research regarding conspicuous consumption available in Malaysia context focused on the comparison of conspicuous consumption behaviour of Finnish and Malaysian (Kuisma , 2008) and the influence of brand image, quality and patron status on conspicuous consumption (Mat, Kori, Rahman, Munir, and Bahry, 2016). Other researches centre on status consumption, (Heaney, Goldsmith, & Jusoh, 2005) and luxury purchases (Bagheri, 2014; Mamat, Noor, & Noor, 2016). Despite the fact that in literature, conspicuous consumption is frequently recognized as though it is naturally similar with status consumption, they are separated constructs both conceptually and empirically (O'cass & McEwen, 2004). This study is aimed to extend on past studies linking social media usage to increased level of conspicuous consumption in Malaysia context.

1.6.2 Practical Contributions

The practical contributions of the current research are three-fold. Firstly, this study discerns some dimensions of social media usage and materialism which may embellish the understanding and awareness among consumers, authority bodies and marketers. From the consumer perspective, this research helps consumer to recognise the influence of social media in shaping their behaviour in conspicuous consumption. The universal purchasing pattern of consumers has seen to change from functional uses to psychological concerns. A thorough understanding of the dimensions of social media usage may aid consumers to be aware that their usage to social media can potentially lead them into irrational choices such as indulging in conspicuous purchases.

Secondly, this study can also provide information to the authority bodies in establishing appropriate action plan to educate consumers. This study could help them in getting some ideas about the influence of social media in conspicuous consumption and help the government in setting new plans to develop public moral value. They may emphasize on developing exact values and treat everybody equally without influence by individual's external appearance and social status. Government may imbue the correct concepts to

school children before they get the social influence. When most of the people have positive concepts and values in socialize and treating everyone equally then conspicuous consumption pattern may change in an indirect way.

Third, from marketing perspective, this study can provide related information about conspicuous consumers. The research examines social media users' characteristic (self-esteem) that can apply an effect on the connection between social media use and conspicuous consumption. Consequently, it gives some insights with respect to how advertisers ought to alter their social media marketing strategies with the purpose to best utilize this moderating effect. The findings of the study can be adapted to help in developing appropriate marketing strategy for a luxury retailer and especially useful for product/ brand managers who wish to sell their goods to the Malaysian consumers. In addition, in order to find out whether there is an existing demand for luxury goods, this study can be beneficial for those foreign companies which wish to penetrate into Malaysian luxury good market, as it can provide some general understanding on how the Malaysian consumers perceive luxury goods.

1.7 Scope and Limitations of the Study

The respondents of the study are 420 adult social media active users in three selected social media network which are Facebook, Twitter, and Instagram. While current study focuses on the conspicuous consumption propensity of Malaysian, the examination of the sub-cultures within this population and their potential differing approaches to decision making fall outside the scope of this study. The scope of this study has not limited to only conspicuous goods, conspicuous travel and leisure services are also included for the purpose of this study.

There are several limitations that must be taken into account for current study. First, this study employed the intercept survey that relied on self-reported information and the limitation of potential self-reported bias is unavoidable. Self-reported bias is originated with the respondents where respondents are unwilling or unable to respond accurately (David, Kumar & George, 2007). Thus, conscientious of the responses is unpredictable.

Secondly, because of time and budget constraints, the sample size may not be sufficiently expansive to draw definitive speculations for all Malaysian. Although this would imply that the discoveries of this examination may not be material to the entire population being contemplated, it could provide some information about the effect of social media usage towards conspicuous consumption propensity.

1.8 Definition of Terms

1.8.1 Social Media

Conceptual

Social media is referred to an electronic platform which users can build a profile inside a limited framework, to view, peruse and keep in touch with different users with whom they share associations and those of others (Boyd and Ellison, 2008). A social media site, therefore, is the World Wide Web page on which a particular site facilitates the interaction between its various participants.

Operational

The influence of social media usage is measured through the dimensions in the usage of three social networking platforms in Malaysia (Facebook, Twitter and Instagram), namely usage intensity and absorption.

i. Usage intensity

Conceptual

Usage intensity is the load and frequency of the action of using (Djamaludin, Murthy, & Kim, 2001), and the extent to which the participant was actively engaged in the activity (Ellison, Steinfield, & Lampe, 2007).

Operational

Usage intensity is assessed through (1) the number of friends within a social media site and (2) the estimation amount of time spent daily on each social media site.

ii. Absorption

Conceptual

Absorption is equalizing as involvement in an activity (Bush & Gilbert, 2002).

Operational

Absorption is measured in term of the extent one being absorbed and concentrated while using social media.

1.8.2 Materialism

Conceptual

The significance of material belongings for an individual (Belk, 1984); a phenomenon whereby individual treats the acquisition of material possessions as the centre of living and treats these material belongings as ways to create happiness (Richins & Dawson, 1992).

Operational

In this study, materialism is measured by the conceptual of value materialism, which are acquisition of centrality, success, and happiness in specific.

1.8.3 Self-esteem

Conceptual

Self-esteem is indicated as “the extent to which one prizes, values, approves, or likes oneself” or “the overall affective evaluation of one’s own worth, value, or importance” (Blascovich & Tomaka, 1991).

Operational

Self-esteem in this study focused within the definition of an internal, psychological monitor of self-worth.

1.8.4 Conspicuous Consumption

Conceptual

Consumers obtain products and services with the purpose to show monetary power as the motivations behind achieving or keeping up social status (Veblen, 1899).

Operational

Conspicuous consumption is operationalized as individuals’ inclination on the display of items used within the sight of public to satisfy a person’s need for prestige.

1.9 Organization of Thesis

This thesis consisted of five chapters. Chapter 1 describes the background of study, problem statement and research objectives. The contributions of study demonstrated the significance of the study. The chapter continued with scope and limitations of the study to indicate the main focus of the study, and ended with the definition of main terms used in the study.

Chapter 2 reviews past theoretical and empirical work in the area of conspicuous consumption. This chapter describes in detailed the variables of study, the relation between variables, and the framework of study. The chapter ends with the hypotheses of study.

Chapter 3 explains about the research design chosen and overall description about the methods used in this study when dealing with sampling method, sample size, instrumentation, pre-test, and data collection. The chapter follows by the results of preliminary test, before proceeding to the report of data analyses in the next chapter.

Chapter 4 reports the research findings and discussion of study. The discussion involves the descriptive analysis of respondents' demographic profile and main variables of study. The chapter then reports the result on the inferential statistics used for hypotheses testing.

Chapter 5 discusses the summary of the entire study and reports on the conclusion of the study, follows by the implications of study. The last part of this chapter consisted of limitations and recommendations for future studies.

REFERENCES

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of marketing research*, 34(August), 347-356.
- Achariam, T. (2015). Malaysians use the internet an average of 12 hours a day. *The Sun Daily*. Retrieved from: <http://www.thesundaily.my/news/1633825>
- Ackerman, D. & Chung, C. (2012). "We" or "Me" consumer goods: A cross-national look at self-construal and gender in product choice. *Journal of Global Scholars of Marketing Science*, 22(1), 70-82.
- Adler, J. & Parmryd, I. (2010). Quantifying colocalization by correlation: the Pearson correlation coefficient is superior to the Mander's overlap coefficient. *Cytometry Part A*, 77(8), 733-742.
- Ahuvia, A. C. & Wong, N. Y. (2002). Personality and values based materialism: Their relationship and origins. *Journal of Consumer Psychology*, 12(4), 389-402.
- Arda, Z. (2014). El viaje presuntuoso: Consumir y compartir en Facebook/Conspicuous Travel: Consuming and Sharing on Facebook. *Historiay Comunicación Social*, 19, 861.
- Ashley, C. & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.
- Atsmon, Y., Dixit, V., & Wu, C. (2011). Dimensions of brand personality. *Insights & Publications, McKinsey & Company*, Retrieved from www.mckinsey.com/insights/marketing_sales/tapping_chinas_luxury_goods_market
- Azmi, S. Z., Latif, M. T., Ismail, A. S., Juneng, L., & Jemain, A. A. (2010). Trend and status of air quality at three different monitoring stations in the Klang Valley, Malaysia. *Air Quality, Atmosphere & Health*, 3(1), 53-64.
- Bagheri, M. (2014). Luxury consumer behavior in Malaysia: Loud brands vs. quiet brands. *Procedia-Social and Behavioral Sciences*, 130, 316-324.
- Bakker, A. B. (2005). Flow among music teachers and their students: The crossover of peak experiences. *Journal of Vocational Behavior*, 66(1), 26-44.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.

- Barzoki, M. H., Tavakol, M., & Vahidnia, A. (2014). Effects of Sexual Objectification on Conspicuous Consumption and Materialism. *Sexuality Research and Social Policy*, 11(2), 153-162.
- Baumeister, R. F., Campbell, J. D., Krueger, J. I., & Vohs, K. D. (2003). Does high self-esteem cause better performance, interpersonal success, happiness, or healthier lifestyles?. *Psychological Science in the Public Interest*, 4(1), 1-44.
- Belk, R. W. (1982). Effects of gift-giving involvement on gift selection strategies. In A. Mitchell (Ed.), *Advances in Consumer Research* (Vol. 9 pp. 408-411). Association for Consumer Research.
- Belk, R. W. (1983). Worldly possessions: Issues and criticisms. In Richard P. Bagozzi & Alice M. Tybout (Ed.), *Advances in Consumer Research* (Vol. 10 pp. 514-519). Ann Arbor, MI: Association for Consumer Research.
- Belk, R. W. (1984). Three scales to measure constructs related to materialism: Reliability, validity, and relationships to measures of happiness. In Thomas Kinnear (Ed.), *Advances in Consumer Research* (Vol. 11 pp. 291-297). Provo, UT: Association for Consumer Research.
- Belk, R. W. (1985). Materialism: Trait aspects of living in the material world. *Journal of Consumer Research*, 12(3), 265-280.
- Belk, R. W. (1988). Possessions and the extended self. *Journal of consumer Research*, 15(2), 139-168.
- Belk, R. W. (1996). Hyperreality and globalization: Culture in the age of Ronald McDonald. *Journal of International Consumer Marketing*, 8(3-4), 23-37.
- Bell, A. (2007). Designing and testing questionnaires for children. *Journal of Research in Nursing*, 12(5), 461-469.
- Ben-Gal, I. (Ed.). (2005). Proceeding in Data mining and knowledge discovery handbook. *Outlier detection*. Boston, MA: Springer.
- Bentler, P. M., & Chou, C. P. (1987). Practical issues in structural modeling. *Sociological Methods & Research*, 16(1), 78-117.
- Berry, L., & Maricle, K. E. (1973). Consumption without ownership: Marketing opportunity for today and tomorrow. *MSU Business Topics*, 21(1), 33-41.
- Blascovich, J. & Tomaka, J. (1991). Measures of self-esteem. *Measures of Personality and Social Psychological Attitudes*, 1, 115-160.
- Blumer, H. (1969). Fashion: From class differentiation to collective selection. *The Sociological Quarterly*, 10(3), 275-291.

- Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management, 24*(3), 245-267.
- Bourdieu, P. (1984). *Distinction: A Social Critique of the Judgement of Taste*. Cambridge, MA: Harvard University Press.
- Bowman, N. D., Schultheiss, D., & Schumann, C. (2012). "I'm attached, and I'm a good guy/gal!": How character attachment influences pro- and anti-social motivations to play massively multiplayer online role-playing games. *CyberPsychology, Behavior and Social Networking, 15*(3), 169-174.
- Boyd, D. & Ellison, N. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer Mediated Communication, 13*(1), 210-230.
- Braun, O. L. & Wicklund, R. A. (1989). Psychological antecedents of conspicuous consumption. *Journal of Economic Psychology, 10*(2), 161-187.
- Brockner, J. (1988). *Self-esteem at Work*. Lexington, MA: Lexington.
- Brown, J. J. & Reingen, P. H. (1987). Social ties and word-of-mouth referral behavior. *Journal of Consumer Research, 14*(3), 350-362.
- Bruwer, J. D. W., Haydam, N. E., & Lin, B. (1996). Reducing bias in shopping mall-intercept surveys: The time-based systematic sampling method. *South African Journal of Business Management, 27*(2), 9-16.
- Buffardi, L. E. & Campbell, W. K. (2008). Narcissism and social networking web sites. *Personality and Social Psychology Bulletin, 34*(10), 1303-1314.
- Burroughs, J. E. & Rindfleisch, A. (2002). Materialism and well-being: A conflicting values perspective. *Journal of Consumer Research, 29*(3), 348-370.
- Bush, A. J. & Hair Jr, J. F. (1985). An assessment of the mall intercept as a data collection method. *Journal of Marketing Research, 22* (May), 158-167.
- Bush, V. D., & Gilbert, F. W. (2002). The web as a medium: an exploratory comparison of Internet users versus newspaper readers. *Journal of Marketing Theory and Practice, 10*(1), 1-10.
- Campbell, C. (1987). *The Romanticethic and the Spirit of Modern Consumerism*. New York: Brazil Blackwell.
- Cattarin, J. A., Thompson, J. K., Thomas, C., & Williams, R. (2000). Body image, mood, and televised images of attractiveness: The role of social comparison. *Journal of Social and Clinical Psychology, 19*(2), 220-239.

- Chacko, S. P. & Ramanathan, H. N. (2015). Materialism and conspicuous consumption—the extend matters. A study among consumers in Kerala. *International Journal of Emerging Research in Management & Technology*, 4(5), 381-387.
- Charoensukmongkol, P. (2014). Effects of support and job demands on social media use and work outcomes. *Computers in Human Behavior*, 36, 340-349.
- Charoensukmongkol, P., Moqbel, M., & Gutierrez-Wirsching, S. (2017). Social media sites use intensity and job burnout among the US and Thai employees. *International Journal of Cyber Behavior, Psychology and Learning*, 7(1), 34-51.
- Chaudhuri, H. R., & Majumdar, S. (2006). Of diamonds and desires: understanding conspicuous consumption from a contemporary marketing perspective. *Academy of Marketing Science Review*, 2006(11).
- Christen, M. & Morgan, R. M. (2005). Keeping up with the Joneses: Analyzing the effect of income inequality on consumer borrowing. *Quantitative Marketing and Economics*, 3(2), 145-173.
- Chu, S. C., Windels, K., & Kamal, S. (2016). The influence of self-construal and materialism on social media intensity: a study of China and the United States. *International Journal of Advertising*, 35(3), 569-588.
- Chung, E. & Fischer, E. (2001). When conspicuous consumption becomes inconspicuous: the case of the migrant Hong Kong consumers. *Journal of Consumer Marketing*, 18(6), 474-487.
- Chung, N. & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, 32(2), 215-229.
- Churchill Jr, G. A. & Moschis, G. P. (1979). Television and interpersonal influences on adolescent consumer learning. *Journal of Consumer Research*, 6(1), 23-35.
- Iacobucci, D., Churchill, G. A., & Israel, D. (2010). *Marketing research: A south Asian perspective*. New Delhi: Cengage Learning.
- Cleveland, M. & Chang, W. (2009). Migration and materialism: The roles of ethnic identity, religiosity, and generation. *Journal of Business Research*, 62(10), 963-971.
- Collins, R. L. (1996). For better or worse: The impact of upward social comparison on self-evaluations. *Psychological Bulletin*, 119(1), 51.
- Cooper, D. R. & Schindler, P. S. (1998). The research proposal. *Business research methods*, 6, 86-103.

- Creswell, J. W. (2014). *A Concise Introduction to Mixed Methods Research*. Thousand Oaks, CA: Sage Publications.
- D'Arpizio, C., Levato, F., Zito, D., Kamel, M., & de Montgolfier, J. (2016). Luxury goods worldwide market study, fall-winter 2016. *Bain & Company*. Retrieved from <http://www.bain.com/publications/articles/luxury-goods-worldwide-market-study-fall-winter2016.aspx>
- D'Arpizio, C., Levato, F., Zito, D., Kamel, M., & de Montgolfier, J. (2017). Luxury goods worldwide market study, fall-winter 2017. *Bain & Company*. Retrieved from <http://www.bain.com/publications/articles/luxury-goods-worldwide-market-study-fall-winter-2017.aspx>
- Daun, Ake (1983). The Materialistic Life-style: Some Sociopsychological Aspects. In Liisa Uusitalo (Ed.), *Consumer Behavior and Environmental Quality* (pp. 6-16). New York: St. Martin's.
- Davis, M. (1992). Codes of ethics, professions, and conflict of interest: A case study of an emerging profession, clinical engineering. *Professional Ethics, A Multidisciplinary Journal*, 1(1/2), 179-195.
- de Run, E. C., Butt, M., & Nee, C. Y. (2010). The influence of role models on young adults purchase. *Jurnal Kemanusiaan*, 15, 70-81.
- Deci, E. L. & Ryan, R. M. (1995). Human autonomy: The basis for true self-esteem. In M. Kemis (Ed.), *Efficacy, agency, and self-esteem* (pp. 31-49). New York: Plenum.
- DeForge, B. (2010). Research design principles. *Encyclopedia of research design*, 1, 1252-1259.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. *Journal of Product & Brand Management*, 24(1), 28-42.
- Dloitte. (2017). The new luxury consumers. *Global Powers of Luxury Goods 2017*. Retrieved from: <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/consumer-industrial-products/gx-cip-global-powers-luxury-2017.pdf>
- Dijkmans, C., Kerkhof, P., & Beukeboom, C. J. (2015). A stage to engage: Social media use and corporate reputation. *Tourism Management*, 47, 58-67.
- Dijksterhuis, A., & Bargh, J. A. (Ed.). (2001). In *Advances in experimental social psychology The Perception-Behavior Expressway: Automatic Effects of Social Perception on Social Behaviour*. Academic Press.

- Dimanche, F., & Samdahl, D. (1994). Leisure as symbolic consumption: A conceptualization and prospectus for future research. *Leisure Sciences, 16*(2), 119-129.
- Dittmar, H. (1992). *The Social Psychology of Material Possessions: To Have is To Be*. UK: Harvester Wheatsheaf.
- Dittmar, H., Bond, R., Hurst, M., & Kasser, T. (2014). The relationship between materialism and personal well-being: A meta-analysis. *Journal of Personality and Social Psychology, 107*(5), 879.
- Djamaludin, I., Murthy, D. N. P., & Kim, C. S. (2001). Warranty and preventive maintenance. *International Journal of Reliability, Quality and Safety Engineering, 8*(2), 89-107.
- Donnenwerth, G.V. & Foal, U.G. (1974). Effect of resource class on retaliation to injustice in interpersonal exchange. *Journal of Personality and Social Psychology, 29*(6), 785-793.
- Drèze, X., and Nunes, J. C. (2009). Feeling superior: The impact of loyalty program structures on consumer's perceptions of status. *Journal of Consumer Research, 35*(6), 890-905.
- Durvasula, S., Lysonski, S., & Watson, J. (Eds.). (2015). Proceedings of the 1997 World Marketing Congress. *A Cross-Cultural Examination of a Scale to Measure Trait Aspects of Vanity*. Springer, Cham.
- Eastman, J. K., Goldsmith, R. E., & Flynn, L. R. (1999). Status consumption in consumer behavior: Scale development and validation. *Journal of Marketing Theory and Practice, 7*(3), 41-52.
- Eckhardt, G. M., Belk, R. W., & Wilson, J. A. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management, 31*(7-8), 807-826.
- Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook "friends." Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication, 12*(4), 1143-1168.
- Epstein, S. (2013). Conscious and unconscious self-esteem from the perspective of cognitive - experiential self-theory. In Kernis M. H. (Ed.), *Self-esteem issues and answers: A sourcebook of current perspectives* (pp. 69-85). New York: Psychology Press.
- Escobar, A. (2016). The impact of the digital revolution in the development of market and communication strategies for the luxury sector (fashion luxury). *Central European Business Review, 5*(2), 17.
- Euromonitor International. (2011). Malaysia: spotlight on key market trends in luxury goods. *Global Market Information Database*. Retrieved from www.portal.euromonitor.com.ezproxy.lib.monash.edu.au/Portal/Pages/Search/SearchResultsList.aspx

- Fairchild, A. J. & MacKinnon, D. P. (2009). A general model for testing mediation and moderation effects. *Prevention Science*, 10(2), 87-99.
- Ferraro, R., Escalas, J. E., & Bettman, J. R. (2011). Our possessions, our selves: Domains of self-worth and the possession–self link. *Journal of Consumer Psychology*, 21(2), 169-177.
- Festinger, L. (1954). A theory of social comparison processes. *Human relations*, 7(2), 117-140.
- Field, A. (2009). *Discovering Statistics Using SPSS*. London: Sage publications.
- Fishbein, M. & Ajzen, I. (2011). *Predicting and Changing behavior: The Reasoned Action Approach*. New York, NY: Taylor & Francis.
- Fitzmaurice, J. & Comegys, C. (2006). Materialism and social consumption. *Journal of Marketing Theory and Practice*, 14(4), 287-299.
- Flynn, L. R., Goldsmith, R. E., & Eastman, J. K. (1996). Opinion leaders and opinion seekers: Two new measurement scales. *Journal of the Academy of Marketing Science*, 24(2), 137-147.
- Frenzen, J. & Nakamoto, K. (1993). Structure, cooperation, and the flow of market information. *Journal of Consumer Research*, 20(3), 360-375.
- Frost, M. H., Reeve, B. B., Liepa, A. M., Stauffer, J. W., & Hays, R. D. (2007). What is sufficient evidence for the reliability and validity of patient-reported outcome measures?. *Value in Health*, 10(2).
- Garcia, S. M., Tor, A., & Schiff, T. M. (2013). The psychology of competition: A social comparison perspective. *Perspectives on Psychological Science*, 8(6), 634-650.
- Gay, L. R. & Airasian, P. (2000). Educational Research. *Competencies for Analysis and Application*. London: Pearson.
- George, D. & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference. 11.0 update (4th ed.)*. Boston: Allyn & Bacon.
- Ger, G. & Belk, R. W. (1996). Cross-cultural differences in materialism. *Journal of Economic Psychology*, 17(1), 55-77.
- Ger, G. & Belk, R. W. (1999). Accounting for materialism in four cultures. *Journal of Material Culture*, 4(2), 183-204.
- Gierl, H. & Huettl, V. (2010). Are scarce products always more attractive? The interaction of different types of scarcity signals with products' suitability for conspicuous consumption. *International Journal of Research in Marketing*, 27(3), 225-235.

- Gilbert, E. (Ed.). (2012). In Proceedings of the ACM 2012 conference on Computer Supported Cooperative Work. *Predicting Tie Strength in a New Medium.*, 1047-1056.
- Giovannini, S., Xu, Y., & Thomas, J. (2015). Luxury fashion consumption and Generation Y consumers: Self, brand consciousness, and consumption motivations. *Journal of Fashion Marketing and Management*, 19(1), 22-40.
- Goethals, G. R. & Darley, J. M. (1977). Social comparison theory: An attributional approach. In Suls, J. M. & Miller, R. L.(Eds.), *Social comparison processes: Theoretical and Empirical Perspectives* (pp. 259-278). Washington: DC: Halsted/Wiley.
- Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content. *Information Systems Research*, 24(1), 88-107.
- Goldberg, M. E., & Gorn, G. J. (1978). Some unintended consequences of TV advertising to children. *Journal of Consumer Research*, 5(1), 22-29.
- Gonzales, A. L. & Hancock, J. T. (2011). Mirror, mirror on my Facebook wall: Effects of exposure to Facebook on self-esteem. *Cyberpsychology, Behavior, and Social Networking*, 14(1-2), 79-83.
- Granovetter, M. S. (1973). The strength of weak ties. *American Journal of Sociology*, 78(6), 1360-1380.
- Greenwood, D & Levin, M. (2006). *Introduction to Action Research*. Thousand Oaks, CA: Sage.
- Grix, J. (2010). *The Foundations of Research*. London: Palgrave Macmillan.
- Grubb, E. L. & Grathwohl, H. L. (1967). Consumer self-concept, symbolism and market behavior: A theoretical approach. *The Journal of Marketing*, 31(October), 22-27.
- Gruzd, A., Doiron, S., & Mai, P. *Is happiness contagious online? A case of Twitter and the 2010 Winter Olympics*. Presented in System Sciences (HICSS), 2011 44th Hawaii International Conference. January 2011.
- Guyette, S. (1983). *Community based research: A handbook for Native Americans*. Los Angeles: University of California.
- Haferkamp, N. & Krämer, N. C. (2011). Social comparison 2.0: Examining the effects of online profiles on social-networking sites. *Cyberpsychology, Behavior, and Social Networking*, 14(5), 309-314.
- Hair, J. F., Black. W.C., Babin. B.J., & Anderson. R E. (2010). *Multivariate data analysis, a global perspective* (7th ed.). New Jersey: Pearson.

- Haji, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387-404.
- Hamzah, A. *Policy and Panning of the Tourism Industry in Malaysia*. Presented in The 6th ADRF general meeting, Bangkok, Thailand. 2004.
- Han, Y. J., Nunes, J. C., & Drèze, X. (2010). Signaling status with luxury goods: The role of brand prominence. *Journal of Marketing*, 74(4), 15-30.
- Hargittai, E. (2007). Whose space? Differences among users and non-users of social network sites. *Journal of Computer-Mediated Communication*, 13(1), 276-297.
- Harmon, M. D. (2001). Affluenza: Television use and cultivation of materialism. *Mass Communication & Society*, 4(4), 405-418.
- Hayes, A. F. & Preacher, K. J. (2014). Statistical mediation analysis with a multicategorical independent variable. *British Journal of Mathematical and Statistical Psychology*, 67(3), 451-470.
- Heaney, J.G., Goldsmith, R. E., Jusoh, W. J. W. (2005). Status consumption among Malaysian consumers: Exploring its relationships with materialism and attention-to-social-comparison-information. *Journal of International Consumer Marketing*, 17(4), 83-98.
- Heatherton, T. F. & Ambady, N. (1993). Self-esteem, self-prediction, and living up to commitments. In Baumeister, R. F. (Ed.), *Self-esteem: The Puzzle of Low Self-regards* (pp. 131-145). New York; Plenum.
- Heine, S. J., Takemoto, T., Moskalkenko, S., Lasaleta, J., & Henrich, J. (2008). Mirrors in the head: Cultural variation in objective self-awareness. *Personality and Social Psychology Bulletin*, 34(7), 879-887.
- Hendriks, M. (2013). *Relating Facebook to Consumer Behavior: Facebook Motivates to Purchase Experiential Products*.
- Higgins, E. T. (1987). Self-discrepancy: a theory relating self and affect. *Psychological review*, 94(3), 319.
- Hood, B., Weltzien, S., Marsh, L., & Kanngiesser, P. (2016). Picture yourself: Self-focus and the endowment effect in preschool children. *Cognition*, 152, 70-77.
- Hoorens, V. & Buunk, B. P. (1993). Social comparison of health risks: Locus of control, the person-positivity bias, and unrealistic optimism. *Journal of Applied Social Psychology*, 23(4), 291-302.
- Hornik, J. & Ellis, S. (1988). Strategies to secure compliance for a mall intercept interview. *Public Opinion Quarterly*, 52(4), 539-551.

- Hudders, L., & Pandelaere, M. (2012). The silver lining of materialism: The impact of luxury consumption on subjective well-being. *Journal of Happiness Studies*, 13(3), 411-437.
- Hunt, J.M., Kernan, J.B. and Mitchell, D.J. (1996). Materialism as social cognition: People, possessions, and perception. *Journal of Consumer Psychology*, 5(1), 65-83.
- Inglehart, R. (1990). *Culture Shift in Advanced Industrial Society*. Princeton, N.J.: Princeton University
- Jackson, D. L. (2003). Revisiting sample size and number of parameter estimates: Some support for the N: q hypothesis. *Structural Equation Modeling*, 10(1), 128-141.
- Jaikumar, S. & Sarin, A. (2015). Conspicuous consumption and income inequality in an emerging economy: evidence from India. *Marketing Letters*, 26(3), 279-292.
- Jang, K., Park, N., & Song, H. (2016). Social comparison on Facebook: Its antecedents and psychological outcomes. *Computers in Human Behavior*, 62, 147-154.
- Kamal, S., Chu, S. C., & Pedram, M. (2013). Materialism, attitudes, and social media usage and their impact on purchase intention of luxury fashion goods among American and Arab young generations. *Journal of Interactive Advertising*, 13(1), 27-40.
- Kamaruddin, A. R. & Mokhlis, S. (2003). Consumer socialization, social structural factors and decision-making styles: a case study of adolescents in Malaysia. *International Journal of Consumer Studies*, 27(2), 145-156.
- Kamineni, R. (2005). Influence of materialism, gender and nationality on consumer brand perceptions. *Journal of Targeting, Measurement and Analysis for Marketing*, 14(1), 25-32.
- Kapeller, J. & Schütz, B. (2015). Conspicuous consumption, inequality and debt: the nature of consumption-driven profit-led regimes. *Metroeconomica*, 66(1), 51-70.
- Kaplan, A. M. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Kasser, T. & Ahuvia, A. (2002). Materialistic values and well-being in business students. *European Journal of Social Psychology*, 32(1), 137-146.
- Kasser, T., Ryan, R. M., Couchman, C. E., & Sheldon, K. M. (2004). Materialistic values: Their causes and consequences. *Psychology and consumer culture: The struggle for a good life in a materialistic world*, 1(2), 11-28.

- Kastanakis, M. N. & Balabanis, G. (2014). Explaining variation in conspicuous luxury consumption: An individual differences' perspective. *Journal of Business Research*, 67(10), 2147-2154.
- Kaus, W. (2013). Conspicuous consumption and "race": Evidence from South Africa. *Journal of Development Economics*, 100(1), 63-73.
- Keltner, D. & Haidt, J. (1999). Social functions of emotions at four levels of analysis. *Cognition & Emotion*, 13(5), 505-521.
- Kernis, M. H., Grannemann, B. D., & Barclay, L. C. (1989). Stability and level of self-esteem as predictors of anger arousal and hostility. *Journal of Personality and Social Psychology*, 56(6), 10-13.
- Khan, U. & Dhar, R. (2006). Licensing effect in consumer choice. *Journal of Marketing Research*, 43(2), 259-266.
- Kilbourne, W. & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *Journal of Business Research*, 61(9), 885-893.
- Kilduff, G. J., Elfenbein, H. A., & Staw, B. M. (2010). The psychology of rivalry: A relationally dependent analysis of competition. *Academy of Management Journal*, 53(5), 943-969.
- Kim, A. J. & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Kim, J. S. (1998). Assessing the causal relationships among materialism, reference group, and conspicuous consumption of Korean adolescents. *Consumer Interests Annual*, 44(1), 155-156.
- Kline, R. B. (2015). *Principles and Practice of Structural Equation Modeling*. New York: Guilford.
- Krasnova, H., Wenninger, H., Widjaja, T., & Buxmann, P. *Envy on Facebook: A hidden threat to users' life satisfaction?*. Presented in 11th International Conference on Wirtschaftsinformatik (WI), Leipzig, Germany. 2013.
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955-964.
- Kuisma, T. (2008). *Conspicuous consumption: an analysis of Finnish and Malaysian luxury good consumers* (Doctoral dissertation). USM.
- Lange, F. A. (1873-75). *The History of Materialism, translated by Bertrand Russell* (3rd ed). New York: Arno Press.

- Larsen, V., Sirgy, J.M. and Wright, N.D. (1999). Materialism: The construct, measures, antecedents, and consequences. *Academy of Marketing Studies Journal*, 3(2), 78-110
- Lee, H. R., Lee, H. E., Choi, J., Kim, J. H., & Han, H. L. (2014). Social media use, body image, and psychological well-being: A cross-cultural comparison of Korea and the United States. *Journal of health communication*, 19(12), 1343-1358.
- Lee, J. & Shrum, L. J. (2012). Conspicuous consumption versus charitable behavior in response to social exclusion: A differential needs explanation. *Journal of Consumer Research*, 39(3), 530-544.
- Lee, N. (2014). Food Culture and Chefs. In Thompson, P. B. & Kaplan, D. M. (Ed.), *Encyclopedia of Food and Agricultural Ethics* (pp. 868-874). Dordrecht: Springer Netherlands.
- Lehdonvirta, V. (2010). Virtual worlds don't exist: Questioning the dichotomous approach in MMO studies. *Game Studies*, 10 (1). Available at <http://gamestudies.org/1001/articles/lehdonvirta> [accessed 24 March 2018].
- Leibenstein, H. (1950). Bandwagon, snob, and Veblen effects in the theory of consumers' demand. *The quarterly journal of economics*, 64(2), 183-207.
- Lens, I., Pandelaere, M., & Warlop, L. (2010). Effects of Advertising Exposure on Materialism and Self-Esteem: Advertised Luxuries As a Feel-Good Strategy?. *ACR North American Advances*. 37(1), 1-5.
- Lenth, R. V. (2001). Some practical guidelines for effective sample size determination. *The American Statistician*, 55(3), 187-193.
- Liao, J. & Weng, L. (2009). Face as a Mediator of the Relationship between Material. *Psychology & Marketing*, 26 (11), 987-1001.
- Lim, W. M., Ng, W. K., Chin, J. H., & Boo, A. W. X. (2014). Understanding young consumer perceptions on credit card usage: Implications for responsible consumption. *Contemporary Management Research*, 10(4). 287-302.
- Lin, R. & Utz, S. (2015). The emotional responses of browsing Facebook: Happiness, envy, and the role of tie strength. *Computers in human behavior*, 52, 29-38.
- Luerssen, A., Jhita, G. J., & Ayduk, O. (2017). Putting yourself on the line: Self-esteem and expressing affection in romantic relationships. *Personality and Social Psychology Bulletin*, 43(7), 940-956.
- Madden, M., Lenhart, A., Cortesi, S., Gasser, U., Duggan, M., Smith, A., & Beaton, M. (2013). Teens, social media, and privacy. *Pew Research Center*, 21, 2-86.

- Maideen, S. F. K., Sidik, S. M., Rampal, L., & Mukhtar, F. (2014). Prevalence, associated factors and predictors of depression among adults in the community of Selangor, Malaysia. *PloS one*, 9(4)..
- Malaysia Communications and Multimedia Commission. (2017). *Internet Users Survey 2017*. Retrieved from <https://www.mcmc.gov.my/skmmgovmy/media/General/pdf/MCMC-Internet-Users-Survey-2017.pdf>
- Malhotra, N. K. (2004). *Marketing research: An applied orientation* (4th ed.). New Jersey: Prenticall-Hall.
- Mamat, M. N., Noor, N. M., & Noor, N. M. (2016). Purchase intentions of foreign luxury brand handbags among consumers in Kuala Lumpur, Malaysia. *Procedia Economics and Finance*, 35, 206-215.
- Manchiraju, S. & Krizan, Z. (2015). What is materialism? Testing two dominant perspectives on materialism in the marketing literature. *Management & Marketing*, 10(2), 89-102.
- Mannell, R. C. & Kleiber, D. A. (1997). *A social psychology of leisure*. State College, PA: Venture Publishing Inc..
- Mannion, C. and Brannick, T. (1995), "Materialism and its measurement", *IBAR*, (16), 1-15.
- Mardia, K. V. (1970). Measures of multivariate skewness and kurtosis with applications. *Biometrika*, 57(3), 519-530.
- Marsden, P. V. & Campbell, K. E. (1984). Measuring tie strength. *Social Forces*, 63(2), 482-501.
- Marshall, T. H. (1935). Property and Possessiveness. *British Journal of Medical Psychology*, 15(1), 78-83.
- Mason, R.S. (1981). *Conspicuous Consumption: A Study of Exceptional Consumer Behavior*. New York, NY: St Martin's Press.
- Mason, R.S. (2001). Conspicuous consumption: a literature review. *European Journal of Marketing*, 18 (3), 26-39.
- Mat, A., Kori, N. L., Rahman, S. A., Munir, Z. A., & Bahry, N. S. (2016). Conspicuous consumption behaviour: A case study of luxury fashion consumers at selected malls in Kuala Lumpur, Malaysia. *Australian Journal of Basic and Applied Sciences*, 10(11), 193-198.
- Mazzocco, P. J., Rucker, D. D., Galinsky, A. D., & Anderson, E. T. (2012). Direct and vicarious conspicuous consumption: Identification with low-status groups increases the desire for high-status goods. *Journal of Consumer Psychology*, 22(4), 520-528.

- McCarthy, N. 2015. How The Rich Spend Their Money: The Global Luxury Goods Market In 2014. *Forbes*. Retrieved from <http://www.forbes.com/sites/niallmccarthy/2015/01/15/how-the-rich-spend-their-money-the-global-luxury-goodsmarket-in-2014-infographic/>
- McCracken, G. (1988). *The long interview*. Newbury Park, California: Sage.
- McFarlane, T., Polivy, J., & Herman, C. P. (1998). Effects of false weight feedback on mood, self-evaluation, and food intake in restrained and unrestrained eaters. *Journal of Abnormal Psychology, 107*(2), 312-318.
- McGee, R. O. B. & Williams, S. (2000). Does low self-esteem predict health compromising behaviours among adolescents?. *Journal of adolescence, 23*(5), 569-582.
- Mehdizadeh, S. (2010). Self-presentation 2.0: Narcissism and self-esteem on Facebook. *Cyberpsychology, behavior, and social networking, 13*(4), 357-364.
- Mejova, Y., Abbar, S., & Haddadi, H. *Fetishizing Food in Digital Age:# foodporn Around the World*. Presented in ICWSM. March 2016.
- Micken, K. S., & Roberts, S. D. (1999). *Desperately seeking certainty: Narrowing the materialism construct*. In Arnould, E. & Scott, L (Eds.), *Association for Consumer Research* (pp. 513-518). Provo, UT: ACR.
- Miller, T. (2002) Cultural citizenship, In E. Isin & B. Turner (Eds.), *Handbook of citizenship studies*. London: Sage.
- Moav and, O., & Neeman, Z. (2012). Saving rates and poverty: The role of conspicuous consumption and human capital. *The Economic Journal, 122*(563), 933-956.
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of advertising, 30*(1), 13-46.
- Mussweiler, T., Rüter, K., & Epstude, K. (2004). The ups and downs of social comparison: mechanisms of assimilation and contrast. *Journal of personality and social psychology, 87*(6), 832.
- Nabi, R. L. & Keblusek, L. (2014). Inspired by hope, motivated by envy: Comparing the effects of discrete emotions in the process of social comparison to media figures. *Media Psychology, 17*(2), 208-234.
- Natrella, M. (2010). *NIST/SEMATECH e-handbook of statistical methods*. Retrieved from <http://www.itl.nist.gov/div898/handbook/>
- Neuman, W. L. (2003). *Social research methods: Qualitative and quantitative approaches* (5th ed.). Boston: Allyn and Bacon.

- Nga, J. K., Yong, L. H., & Sellappan, R. (2011). The influence of image consciousness, materialism and compulsive spending on credit card usage intentions among youth. *Young Consumers*, 12(3), 243-253.
- Nguyen, T., Ngamsiriudom, W., Pelton, L., & Dubinsky, A. (2015). Interrelationships among facets of self, motivation, and conspicuous and sustainable consumption behaviour. *International Journal of Business Science & Applied Management*, 10(2).16-31.
- O' Cass, A. & McEwen. H. (2004). Exploring Consumer Status and Conspicuous Consumption. *Journal of Consumer Behaviour*, 4(1), 25–39.
- Omar, N. A., Rahim, R. A., Wel, C. A. C., & Alam, S. S. (2014). Compulsive buying and credit card misuse among credit card holders: The roles of self-esteem, materialism, impulsive buying and budget constraint. *Intangible Capital*, 10(1), 52-74.
- Opiri, J., & Lang, C. (Ed.). (2016). Preceeding from ITAA. *The Impact of the Self-esteem and Consumption Values on Consumers Attitude and Intention to Purchase Luxury Fashion Products*. Iowa: Iowa State University Digital Press.
- Otero-López, J. M. & Villardefrancos, E. (2013). Five-Factor Model personality traits, materialism, and excessive buying: A mediational analysis. *Personality and Individual Differences*, 54(6), 767-772.
- Ozimek, P. & Förster, J. (2017). The impact of self-regulatory states and traits on Facebook use: Priming materialism and social comparisons. *Computers in Human Behavior*, 71, 418-427.
- Page, C. (1992). A history of conspicuous consumption. In *Meaning, measure, and morality of materialism* (pp. 82-87). ACR.
- Pallant, J. (2001). *SPSS survival manual: A step by step guide to data analysis using SPSS for Windows (versions 10 and 11): SPSS student version 11.0 for Windows*. Milton Keynes: Open University Press.
- Pallant, J. (2010). *SPSS survival manual: A step by step guide to data analysis using SPSS*. Buckingham: Open University Press.
- Parrott, W. G. & Smith, R. H. (1993). Distinguishing the experiences of envy and jealousy. *Journal of Personality and Social Psychology*, 64(6), 906.
- Paul, R. K. (2006). *Multicollinearity: Causes, effects and remedies*. New Delhi: IASRI.
- Paulose, D. (2016). A study on the role of materialism in triggering conspicuous consumption among emigrants from Kerala. *International Journal of Marketing & Business Communication*, 5(2). Available at <http://www.publishingindia.com>

- Pelham, B. W. (1993). The idiographic nature of human personality: examples of the idiographic self-concept. *Journal of personality and social psychology*, 64(4), 665.
- Petrocelli, J. V. (2003). Hierarchical multiple regression in counseling research: Common problems and possible remedies. *Measurement and Evaluation in Counseling and Development*, 36(1), 9-22.
- Peugh, J. L. & Enders, C. K. (2004). Missing data in educational research: A review of reporting practices and suggestions for improvement. *Review of Educational Research*, 74(4), 525-556.
- Phan, M., Thomas, R., & Heine, K. (2011). Social media and luxury brand management: The case of Burberry. *Journal of Global Fashion Marketing*, 2(4), 213-222.
- Pleban, R., & Tesser, A. (1981). The effects of relevance and quality of another's performance on interpersonal closeness. *Social Psychology Quarterly*, 44, 278-285.
- Podoshen, J. S. & Andrzejewski, S. A. (2012). An examination of the relationships between materialism, conspicuous consumption, impulse buying, and brand loyalty. *Journal of Marketing Theory and Practice*, 20(3), 319-334.
- Podoshen, J. S., Li, L., & Zhang, J. (2011). Materialism and conspicuous consumption in China: A cross-cultural examination. *International Journal of Consumer Studies*, 35(1), 17-25.
- Pyszczynski, T., Greenberg, J., Solomon, S., Arndt, J., & Schimel, J. (2004). Converging Toward an Integrated Theory of Self-Esteem: Reply to Crocker and Nuer (2004), Ryan and Deci (2004), and Leary (2004). *Psychological Bulletin*, 130, 483– 488.
- Quoquab, F., Pahlevan, S., & Hussin, N. (2016). Counterfeit Product Purchase: What Counts—Materialism or Religiosity?. *Advanced Science Letters*, 22(5-6), 1303-1306.
- Rapoza, K. (2013). The World's Most Valued Luxury Brands. *Forbes*. Retrieved from <https://www.forbes.com/sites/kenrapoza/2013/06/07/the-worlds-most-valued-luxury-brands/#d935f6025194>
- Rassuli, K. M. & Hollander, S. C. (1986). Desire-induced, innate, insatiable?. *Journal of Macromarketing*, 6(2), 4-24.
- Rice, R. & Hancock, L. (2005). The mall intercept: A social norms marketing research tool. *The Report on Social Norms*, 4(7), 4-7.
- Richins, M. L. (1987). Media, materialism, and human happiness. In Melanie, W. & Paul, A. (Eds.), *Advances in Consumer Research* (Vol. 14 pp. 352-356). Provo, UT: Association for Consumer Research.

- Richins, M. L. (1992). Media images, materialism, and what ought to be: The role of social comparison. In Rudmin, F. & Richins, M. L. (Eds.), *Materialism: Meaning, measure, and morality* (pp. 202-206). Provo, UT: Association for Consumer Research.
- Richins, M. L. & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of consumer research*, 19(3), 303-316.
- Richins, M. L. & Rudmin, F. W. (1994). Materialism and economic psychology. *Journal of Economic Psychology*, 15(2), 217-231.
- Rindfleisch, A., Burroughs, J. E., & Denton, F. (1997). Family structure, materialism, and compulsive consumption. *Journal of Consumer Research*, 23(4), 312-325.
- Roberts, J. A., Manolis, C., & Tanner Jr, J. F. (2003). Family structure, materialism, and compulsive buying: A reinquiry and extension. *Journal of the Academy of Marketing Science*, 31(3), 300-311.
- Roberts, R. E. & Bengtson, V. L. (1996). Affective ties to parents in early adulthood and self-esteem across 20 years. *Social Psychology Quarterly*, 59, 96-106.
- Rodriguez, L. M., Knee, C. R., & Neighbors, C. (2014). Relationships can drive some to drink: Relationship-contingent self-esteem and drinking problems. *Journal of Social and Personal Relationships*, 31(2), 270-290.
- Rokeach, M. (1973). *The nature of human values*. New York: Free press.
- Rose, B. M., Holmbeck, G. N., Coakley, R. M., & Franks, E. A. (2004). Mediator and moderator effects in developmental and behavioral pediatric research. *Journal of Developmental & Behavioral Pediatrics*, 25(1), 58-67.
- Rose, P. (2007). Mediators of the association between narcissism and compulsive buying: the roles of materialism and impulse control. *Psychology of Addictive Behaviors*, 21(4), 576.
- Rosenberg, M. (1979). *Rosenberg Self-esteem Scale*. New York: Basic Books.
- Rosli, Y., Othman, H., Ishak, I., Lubis, S. H., Saat, N. Z. M., & Omar, B. (2012). Self-esteem and academic performance relationship amongst the second year undergraduate students of Universiti Kebangsaan Malaysia, Kuala Lumpur Campus. *Procedia-Social and Behavioral Sciences*, 60, 582-589.
- Roy Chaudhuri, H., Mazumdar, S., & Ghoshal, A. (2011). Conspicuous consumption orientation: Conceptualisation, scale development and validation. *Journal of Consumer Behaviour*, 10(4), 216-224.

- Rucker, D. D. & Galinsky, A. D. (2009). Conspicuous consumption versus utilitarian ideals: How different levels of power shape consumer behavior. *Journal of Experimental Social Psychology*, 45(3), 549-555.
- Ryu, G. & Feick, L. (2007). A penny for your thoughts: Referral reward programs and referral likelihood. *Journal of Marketing*, 71(1), 84-94.
- Schaefer, A., Hermans, C. & Parker, S. (2004) A cross-cultural exploration of materialism in adolescents. *International Journal of Consumer Studies*, 28, 399-411.
- Schiffman, L. G. & Kanuk, L. L. (2004). *Consumer behaviour* (8th ed.). NY: Prentice-Hall Inc.
- Schiffman, L., O'Cass, A., Paladino, A., & Carlson, J. (2013). *Consumer behaviour* (4th ed.). Frenchs Forest: Pearson Higher Education AU.
- Schlenker, B. R. & Leary, M. R. (1982). Social anxiety and self-presentation: A conceptualization model. *Psychological bulletin*, 92(3), 641.
- Schmitt, D. P. & Allik, J. (2005). Simultaneous administration of the Rosenberg Self-Esteem Scale in 53 nations: exploring the universal and culture-specific features of global self-esteem. *Journal of Personality and Social Psychology*, 89(4), 623.
- Schoeck, Helmut (1966), *Envy: A Theory of Social Behavior*, trans. Michael Glennyard and Betty Ross, New York: Harcourt, Brace and World.
- Schroeder, J. E. & Dugal, S. S. (1995). Psychological correlates of the materialism construct. *Journal of Social Behavior and Personality*, 10(1), 243.
- Schwedt, G., Chevalier, M., & Gutsatz, M. (2012). *Luxury retail management: How the World's top brands provide quality product and service support*. Hoboken, N.J, USA: Wiley.
- Segal, B. & Podoshen, J. S. (2013). An examination of materialism, conspicuous consumption and gender differences. *International Journal of Consumer Studies*, 37(2), 189-198.
- Shang, R., Chen, Y. and Shen, L. (2005). Extrinsic versus intrinsic motivations for consumers to shop on-line. *Information and Management*, 42(3), 402-413.
- Shukla, P. (2008). Conspicuous consumption among middle age consumers: psychological and brand antecedents. *Journal of Product & Brand Management*, 17(1), 25-36.
- Singh, K. (2007). *Quantitative social research methods*. New Delhi: Sage Publications.

- Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, 9(3), 287-300.
- Sirgy, M. J. (1998). Materialism and quality of life. *Social Indicators Research*, 43(3), 227-260.
- Sirgy, M. J., Jiao, J. J., Lee, D. J., Yu, G., Gurel-Atay, E., & Rittenburg, T. *The effects of materialism on economic motivation and subjective well-being*. Presented in Annual Macromarketing Conference. June 2015.
- Sirois, F. M. (2014). Absorbed in the moment? An investigation of procrastination, absorption and cognitive failures. *Personality and individual differences*, 71, 30-34.
- Siu, N. Y. M., Kwan, H. Y., & Zeng, C. Y. (2016). The role of brand equity and face saving in Chinese luxury consumption. *Journal of Consumer Marketing*, 33(4), 245-256.
- Sivanathan, N. & Pettit, N. C. (2010). Protecting the self through consumption: Status goods as affirmational commodities. *Journal of Experimental Social Psychology*, 46(3), 564-570.
- Smith, R. H. & Kim, S. H. (2007). Comprehending envy. *Psychological Bulletin*, 133(1), 46-55.
- Smith, S. (2013). *Determining sample size: How to ensure you get the correct sample size*. E-Book (c) Qualtrics Online Sample. Retrieved from: <https://www.ndsu.edu/gdc/wp-content/pdf/Determining-Sample-Size.pdf>
- Solomon, M. R. (1983). The role of products as social stimuli: A symbolic interactionism perspective. *Journal of Consumer research*, 10(3), 319-329.
- Sommer, R. (2017). Michael Kors - A Fashionable Trend. *Seeking Alpha*. Retrieved from <https://seekingalpha.com/article/4133212-michael-kors-fashionable-trend>
- Srikant, M. (2013). Materialism in consumer behavior and marketing: a review. *Management & Marketing*, 8(2), 329.
- StatCounter Global Stats. (2017). *Social Media Stats Malaysia Dec 2016 – Dec 2017*. Retrieved from <http://gs.statcounter.com/social-media-stats/all/malaysia#monthly-201612-201712-bar>
- Stevens, J.P. (1992). *Applied Multivariate Statistics for the Social Sciences* (2nd ed.). Hillsdale, NJ: Erlbaum.
- Sudman, S. (1980). Improving the quality of shopping center sampling. *Journal of Marketing Research*, 17, 423-431.

- Suls, J. M. (1977). Gossip as social comparison. *Journal of Communication*, 27(1), 164-168.
- Suls, J., Marco, C. A., & Tobin, S. (1991). The role of temporal comparison, social comparison, and direct appraisal in the elderly's self-evaluations of health. *Journal of Applied Social Psychology*, 21(14), 1125-1144.
- Sun, G., Wang, W., Cheng, Z., Li, J., & Chen, J. (2017). The intermediate linkage between materialism and luxury consumption: Evidence from the emerging market of China. *Social Indicators Research*, 132(1), 475-487.
- Swallow, S. R. & Kuiper, N. A. (1988). Social comparison and negative self-evaluations: An application to depression. *Clinical Psychology Review*, 8(1), 55-76.
- Swinyard, W. R., Kau, A. K., & Phua, H. Y. (2001). Happiness, materialism, and religious experience in the US and Singapore. *Journal of Happiness Studies*, 2(1), 13-32.
- Tabachnick, B. G. & Fidell, L. S. (2007). *Using multivariate statistics*. Boston: Allyn & Bacon/Pearson Education.
- Talib, R. (2002). Malaysia: Power shifts and the matrix of consumption. In B. H. Chua. (Ed), *Consumption in Asia* (pp. 51-76). Routledge.
- Taylor, D. G. & Strutton, D. (2016). Does Facebook usage lead to conspicuous consumption? The role of envy, narcissism and self-promotion. *Journal of Research in Interactive Marketing*, 10(3), 231-248.
- Taylor, R. (1990). Interpretation of the correlation coefficient: a basic review. *Journal of Diagnostic Medical Sonography*, 6(1), 35-39.
- Tee, P. K., Gharlegghi, B., & Chan, B. Y. F. (2013). Malaysian young consumer preferences in choosing international fashion brand. *Journal of Human and Social Science Research*, 1(1), 31-38.
- Tellegen, A. & Atkinson, G. (1974). Openness to absorbing and self-altering experiences ("absorption"), a trait related to hypnotic susceptibility. *Journal of Abnormal Psychology*, 83(3), 268-277.
- Tesser, A. (1988). Toward a self-evaluation maintenance model of social behavior. *Advances in Experimental Social Psychology*, 21, 181-227.
- Tesser, A. & Smith, J. (1980). Some effects of task relevance and friendship on helping: You don't always help the one you like. *Journal of Experimental Social Psychology*, 16(6), 582-590.
- Theng So, J., Grant Parsons, A., & Yap, S. F. (2013). Corporate branding, emotional attachment and brand loyalty: the case of luxury fashion branding. *Journal of Fashion Marketing and Management: An International Journal*, 17(4), 403-423.

- Thoumrungroje, A. (2014). The influence of social media intensity and EWOM on conspicuous consumption. *Procedia-Social and Behavioral Sciences*, 148, 7-15.
- Tice, Dianne M., Jennifer L. Butler, Mark B. Muraven, and Arlene M. Stillwell (1995). When modesty prevails: Differential favorability of self-presentation to friends and strangers. *Journal of Personality and Social Psychology*, 69 (6), 20–38.
- Tiggemann, M. & McGill, B. (2004). The role of social comparison in the effect of magazine advertisements on women's mood and body dissatisfaction. *Journal of Social and Clinical Psychology*, 23(1), 23-44.
- Timothy, D. J. (1998). Cooperative tourism planning in a developing destination. *Journal of Sustainable Tourism*, 6(1), 52-68.
- Trigg, A. B. (2001). Veblen, Bourdieu, and conspicuous consumption. *Journal of Economic Issues*, 35(1), 99-115.
- Truong, Y. & McColl, R. (2011). Intrinsic motivations, self-esteem, and luxury goods consumption. *Journal of Retailing and Consumer Services*, 18(6), 555-561.
- Tuisku, K., Virtanen, M., De Bloom, J., & Kinnunen, U. (2016). Cultural leisure activities, recovery and work engagement among hospital employees. *Industrial Health*, 54(3), 254-262.
- Twenge, J. M., Gentile, B., DeWall, C. N., Ma, D., Lacefield, K., & Schurtz, D. R. (2010). Birth cohort increases in psychopathology among young Americans, 1938–2007: A cross-temporal meta-analysis of the MMPI. *Clinical Psychology Review*, 30, 145–154.
- Van de Ven, N., Zeelenberg, M., & Pieters, R. (2012). Appraisal patterns of envy and related emotions. *Motivation and Emotion*, 36(2), 195-204.
- Veblen, T. (1899). *The Theory of the Leisure Class: An Economic Study in the Evolution of Institutions*. NY: Macmillan & Co.
- Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11(6), 484-506.
- Vitak, J. (2012). The impact of context collapse and privacy on social network site disclosures. *Journal of Broadcasting & Electronic Media*, 56(4), 451-470.
- Vogel, E. A., Rose, J. P., Okdie, B. M., Eckles, K., & Franz, B. (2015). Who compares and despairs? The effect of social comparison orientation on social media use and its outcomes. *Personality and Individual Differences*, 86, 249-256.

- Vogel, E. A., Rose, J. P., Roberts, L. R., & Eckles, K. (2014). Social comparison, social media, and self-esteem. *Psychology of Popular Media Culture*, 3(4), 206-222.
- Wallendorf, M. & Arnould, E. J. (1988). "My favorite things": a cross-cultural inquiry into object attachment, possessiveness, and social linkage. *Journal of Consumer Research*, 14(4), 531-547.
- Walster, E. (1965). The effect of self-esteem on romantic liking. *Journal of Experimental Social Psychology*, 1(2), 184-197.
- Wang, L.; Lv, W.; Jiang, L. (2011). The impact of attitude variables on the credit debt behaviour. *Nankai Business Review International*, 2(2), 120-139.
- Wang, X., Yu, C., & Wei, Y. (2012). Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*, 26(4), 198-208.
- Wang, Y. & Griskevicius, V. (2013). Conspicuous consumption, relationships, and rivals: Women's luxury products as signals to other women. *Journal of Consumer Research*, 40(5), 834-854.
- Wan-Ismail, W. N. A., Zakaria, N., & Abdul-Talib, A. N. (Ed.). (2016). Proceedings from Neuroeconomics and the Decision-Making Process: *Craving vs. Compulsion for Luxury Goods?: Trends and Patterns of Conspicuous Consumption Behavior in Asian Culture*. Hershey: IGI Global.
- Watson, D. C. (2015). Self-conscious emotions and materialism. *Imagination, Cognition and Personality*, 35(2), 190-210.
- Wacker, J. G. (1998). A definition of theory: research guidelines for different theory-building research methods in operations management. *Journal of Operations Management*, 16(4), 361-385.
- Wheeler, L. (1966). Motivation as a determinant of upward comparison. *Journal of Experimental Social Psychology*, 1, 27-31.
- Wheeler, L. & Miyake, K. (1992). Social comparison in everyday life. *Journal of Personality and Social Psychology*, 62(5), 760.
- Whelpley, C. E. & McDaniel, M. A. (2016). Self-esteem and counterproductive work behaviors: a systematic review. *Journal of Managerial Psychology*, 31(4), 850-863.
- Wilcox, K. & Stephen, A. T. (2012). Are close friends the enemy? Online social networks, self-esteem, and self-control. *Journal of Consumer Research*, 40(1), 90-103.
- Wills, T. A. (1981). Downward comparison principles in social psychology. *Psychological bulletin*, 90(2), 245.

- Wong, N. Y. (1997). Suppose you own the world and no one knows? In M. Brucks & D. MacInnis (Eds.), *Advances in consumer research* (Vol. 4 pp.197-201). Provo, UT: Association for Consumer Research.
- Xu, Y. (2008). The influence of public self-consciousness and materialism on young consumers' compulsive buying. *Young Consumers*, 9(1), 37-48.
- Yaghmale, F. (2003). Content validity and its estimation. *Journal of Medical Education*, 3(1), 25-27.
- Yee, J. L. & Niemeier, D. (1996). Advantages and disadvantages: Longitudinal vs. repeated cross-section surveys. *Project Battelle*, 94, 16-22.
- Yenicioglu, B. & Christodoulides, G. (2014). Branding in the age of digital connectivity. In *The Routledge companion to the future of marketing* (pp. 268-81). London: Sage.
- Yoo, B. & Lee, S. H. (2009). Buy genuine luxury fashion products or counterfeits?. *Advances in Consumer Research*, 36, 280–286.
- Yoon, K. (1995). Comparison of beliefs about advertising, attitude toward advertising, and materialism held by African Americans and Caucasians. *Psychological Reports*, 77(2), 455-466.
- Youn, S. & Faber, R. J. (2000). Impulse buying: Its relation to personality traits and cues. *Advances in Consumer Research*, 27(1), 179–185.
- Young, R. (2013). Malaysia Revels in Spending Power. *The New York Times*. Retrieved from <https://www.nytimes.com/2013/11/22/fashion/Malaysia-Revels-in-Spending-Power.html>
- Zainal, Z. (2007). Case study as a research method. *Jurnal Kemanusiaan*, 9, 1-6.
- Zhu, N. (2011). Household consumption and personal bankruptcy. *The Journal of Legal Studies*, 40(1), 1-37.
- Zhou, N., & Belk, R. W. (2004). Chinese consumer readings of global and local advertising appeals. *Journal of Advertising*, 33(3), 63-76.