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The Effect of Social Media Intensity and Materialism on Conspicuous Consumption and Impulse Buying (Case Study of Social Media Users)

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Abstract

The purpose of this study is to analyze the influence of social media intensity, materialism on conspicuous consumption, impulse buying on social media users. The type of research conducted is quantitative. In data collection, convenience sampling techniques are used to obtain information from the desired respondents. Data analysis was carried out using the Structural Equation Model (SEM) processed with SmartPLS software, with a total of 300 respondents. It is hoped that the results of this analysis can prove all the hypotheses proposed in this study.

Keywords

social media intensity, materialism, conspicuous consumption, impulse buying

INTRODUCTION

The development of social media technology in Indonesia today has significantly changed the way consumers interact with brands, products, and services. With more than 200 million internet users, social media is now one of the main elements in the consumer journey, from exploration, evaluation, to purchasing decisions. Platforms such as Instagram, TikTok, and Facebook are spaces for consumers to search for product reviews, participate in trends, and engage directly with brands through interactive content and personalized ads. In 2024, social media in Indonesia has become an important component in changing consumer behavior, driven by technological advances and increasing internet penetration. This is evidenced by data on social media usage in Indonesia in 2024, the results of a survey quoted from We Are Social, as many as 49.9 percent or around 139 million of the total population of Indonesia actively use social media as of January 2024. As many as 90.9 percent of Indonesian internet users aged 16-64 years admitted that WhatsApp is the most widely used social media application, with an average of spending up to 26 hours and 13 minutes communicating via WhatsApp in one month. The next most used social media is Instagram (85.3 percent), where the average Indonesian internet user spends up to 16 hours and 10 minutes in one month. Next, as many as 81.6 percent of Indonesian internet users are still actively playing Facebook, with an average time spent of 12 hours and 56 minutes per month. Although not the application with the most users, TikTok users are recorded as spending up to 38 hours and 26 minutes per month scrolling. Telegram is one of the free chat applications with the most users in Indonesia, namely 61.3 percent. Furthermore, it turns out that its users can spend up to 3 hours and 53 minutes to access the Telegram application. In the next position is X or Twitter with around 57.5 percent of users, where its users spend up to 6 hours and 26 minutes surfing the application in 1 month. The last four social media with the most use are Facebook Messenger (47.9 percent), Pinterest (34.2 percent), Snack Video (32.4 percent), and LinkedIn (25 percent). Social media are different online platforms and communities that encourage social interactions where users can exchange views, experiences and observations (Majeed et al., 2021). Social media has become an important part of the modern world and plays a vital role in communication, information sharing, and the formation of social identities. Social media can be defined as "a group of online applications that enable the creation and exchange of user-generated content."

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Platforms such as Facebook, Instagram, and Twitter enable interaction without geographical boundaries, providing various benefits, including expanding social networks and business opportunities (Kaplan & Haenlein, 2010). The positive impact of social media provides opportunities to build relationships, share knowledge, and support business activities. However, excessive use of social media also has negative impacts such as addiction, decreased mental health, and increased cyberbullying and the spread of false information. Social media plays an important role in influencing consumer behavior, especially in terms of materialism, excessive consumption, and impulse buying. With the promotion of a luxurious lifestyle and self-image based on material possessions, social media users often feel compelled to buy items that they may not need, but are considered important to support their self-image or social status. Materialism is a view that emphasizes the importance of material possessions in one's life and is often associated with well-being or social status. In the modern era, especially with the development of technology and social media, materialistic values are increasingly prominent. Many individuals measure happiness or success based on the number and type of goods they own, such as branded clothing, the latest gadgets, or a luxurious lifestyle. Continuous exposure to content on social media can increase materialistic orientation by highlighting wealth and consumption as a measure of success. Social media also encourages social comparison, where individuals compare their lives to others, which often reinforces the belief that material possessions can provide happiness and social acceptance (Podoshen & Andrzejewski, 2012).

Materialism is the tendency of individuals to judge success and happiness based on the ownership of material goods. In the context of consumer behavior, materialism is often associated with conspicuous consumption and impulse buying. Individuals who have high materialism values tend to be more susceptible to engaging in conspicuous consumption because they believe that owning luxury goods can improve their self-image and social status. In addition, the urge to continually renew their self-image through material ownership can trigger impulsive shopping behavior. This occurs because materialistic individuals are more easily influenced by the temptation of new goods that are considered to be able to increase their happiness or social status. Conspicuous consumption is a consumption behavior in which a person buys expensive and luxurious goods or services not solely to meet functional needs, but to show social status, wealth, or prestige to others. This term was first introduced by economist and sociologist Thorstein Veblen in his book The Theory of the Leisure Class (1899). Veblen describes conspicuous consumption as a consumption behavior that is carried out not solely to meet needs, but rather an effort to show one's social status through luxurious and expensive goods or services (Bakti et al., 2020). Conspicuous consumption does not only occur in upper-class society, but also among the middle class who are trying to show a higher self-image. This behavior is often seen as an effort to gain social recognition and status, where luxury goods such as branded clothing, luxury vehicles, and sophisticated gadgets become symbols of prosperity and success (Trigg, 2001). One of the factors driving conspicuous consumption behavior is social pressure and the influence of the surrounding environment. In an increasingly materialistic society, having luxury goods is often considered a measure of success and happiness. This is reinforced by the influence of mass media and social media which constantly display glamorous lifestyles as something to emulate (Cass & Hmily, 2004). Conspicuous consumption is often driven by the desire to highlight one's identity, increase self-esteem, and gain social recognition. Consumers who engage in this behavior tend to pay more attention to the symbolic value of an item, not just its functional value, so they often choose branded products or luxury goods that are considered to be able to improve their image in the public eye. Impulse buying is a common phenomenon in modern consumer behavior, where purchasing decisions are made without prior planning and are driven more by emotional or spontaneous impulses than rational considerations (Kacen & Lee, 2002). Impulse buying behavior is influenced by various factors, such as mood, environmental factors (eg product appearance), and discounts and promotions. An individual who has a high emotional tendency or who is easily influenced by advertising tends to be more prone to impulse buying. This has a significant impact on consumers and businesses, especially in increasing short-term sales. The development of e-commerce and social media has also accelerated this phenomenon, with

online promotions attracting consumers' attention to make unplanned purchases (Madhavaram & Laverie, 2004). Impulse buying is often triggered by emotional stimuli, such as pleasure, stress, or the desire for instant gratification. Consumers who make impulsive purchases usually do not consider in depth the benefits or needs of the goods purchased, but are influenced by spontaneous impulses and external factors such as attractive promotions, attractive product displays, or urgency created by the seller (for example, limited discounts). This behavior often occurs in products that are easily accessible and have affordable prices, but can have an impact on less rational purchasing decisions. Based on several studies that have been explained above, research on the influence of social media on consumer behavior is an interesting topic to discuss. That further research is needed on social media intensity on consumer behavior, especially on active social media users. It is necessary to study more deeply the influence of social media intensity on consumer behavior of materialism, conspicuous consumption and impulse buying.

This study adopts previous research conducted by Amonrat Thoumrungroje (2014) using a sample of 355 Americans and 304 South Koreans. The difference between this study and previous studies is that the author eliminated the indicators in the Credit Overuse Behavior variable. In addition, the location and subjects of this study are specifically for Indonesian citizens. And the object of the study is social media users.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Social Media Intensity

Social media intensity Refers to the level of user engagement in social media use, including frequency, duration, and emotional and social involvement in interactions on the platform. Users with high social media intensity tend to use the platform more frequently and for longer durations, and experience strong emotions towards content or communities on social media (Kuss & Griffiths, 2017). The power of social media is closely related to the search for social validation, where users feel the need to be recognized through positive comments and other positive interactions (Luqman et al., 2017). The higher the intensity of a person's social media use, the more likely they are to be exposed to social influences, both positive and negative, such as increased feelings of social connectedness but also increased risk of stress and anxiety (Vannucci et al., 2017). Social media intensity also plays a role in the development of self-identity in the digital world, where users actively shape and manage their self-image in front of online audiences (Marwick & Boyd, 2011). Understanding the intensity of social media use is important because it helps identify how these platforms influence individual behavior and well-being in modern society.

Materialism

Materialism is a philosophical view that believes that reality should consist of physical entities alone, thus prioritizing ownership and accumulation of goods as the main goal of life. This understanding is often associated with the consumerist patterns of today's society, where a person tends to judge happiness and achievement through the accumulation of property objects. Accumulated ownership is considered a measure of success, while other spiritual values are neglected. This paradigm views narrowly that material is the only requirement for achieving well-being. According to (Richins & Dawson, 1992) materialism is defined as devotion to material needs and desires, which can cover up spiritual problems. This reflects a mindset in which material interests are prioritized over social goals. They also identified three main dimensions of materialism, namely happiness, centrality, and success. The happiness dimension refers to the belief that ownership of material goods will bring greater happiness, while the centrality dimension shows how important material goods are in a person's life. Meanwhile, the success dimension refers to the view that a person's success is measured by the quantity and quality of what they have. Several factors that influence the level of materialism include mass media, family environment, and culture. Mass media plays an important role in shaping an individual's view of material ownership through advertisements that depict products as symbols of happiness and success (Roberts et al., 2003). In addition, the family also plays a major role in the development of materialistic attitudes. In research (Moschis & Churchill, 1978) showed that an individual who grows up in a family with a high materialism orientation

is more likely to have similar views as an adult. According to (Schwartz, 1992) basic human values can serve as a framework for understanding differences in materialism between societies. In societies that prioritize individual achievement and personal ambition, such as many cultures in the West, materialism tends to be more prominent. Individuals in these cultures often measure their self-worth through the complexity of goods and material achievements, causing high levels of materialism.

Conspicuos Consumption

Conspicuous Consumption is a concept introduced by Thorstein Veblen in his book entitled The Theory of the Leisure Class (Veblen, 1899). Veblen explained that an individual often consumes luxury goods as a way to show social status and wealth to others. This consumption behavior is driven not only by functional needs, but also to show off prestige. Conspicuous consumption shows an act of acquiring and displaying luxury goods and services that reflect an individual's wealth (Podoshen & Andrzejewski, 2012).

Impulse Buying

Impulse Buying is an unplanned buying behavior that occurs when consumers are suddenly driven to buy something without considering the consequences (Rook, 1987). According to (Sultan et al., 2012) impulse buying is a strong urge to buy that is more emotional than rational. This phenomenon is driven by several factors, including internal factors such as positive emotions, self-esteem, and the need to have a pleasant emotional experience, in addition to external factors such as promotions, store design, and the environment (Muruganantham & Bhakat, 2013).

The Influence of Social Media Intensity on Materialism

Social media usage refers to the level of an individual's involvement with social media platforms in their daily lives, both in terms of the duration of time spent and the frequency of use (Kircaburun & Griffiths, 2018). A study conducted by (Kamal et al., 2013) found that consumers tend to have higher levels of materialism when they are more involved in social media activities. (Appel et al., 2015) showed that high social comparisons due to intensive social media use can trigger materialistic tendencies as a form of psychological compensation. Consumers who are busy spending time on social media tend to have higher levels of materialism than consumers who are busy with newspapers (Bush & Gilbert, 2002a). Therefore, the following hypothesis can be formulated:

H1: Social media intensity has a positive effect on Materialism

The Influence of Social Media Intensity on Conspicuous Consumption and Impulse Buying

The higher the intensity of social media use, the greater the possibility that someone will be exposed to other people's lifestyles, thus encouraging someone to adopt a conspicuous consumption pattern to improve their self-image in the eyes of others (Firat, 2023). An individual who frequently uses social media has a higher motivation to show their status through the consumption of luxury goods, because social media provides rewards in the form of "likes" and "comments" which reinforce conspicuous consumption behavior (Kozinets et al., 2010). According to research conducted by (Fang & Podoshen, 2017) on young consumers in China, they are considered vulnerable to the influence of public and social media so that they become more materialistic and excessive consumption. From this explanation, the following hypothesis is determined:

H2: Social Media Intensity has a positive effect on Conspicuous Consumption

Social media has become an important platform in marketing and consumer interaction. The use of social media with high intensity can influence impulsive buying behavior, where a consumer makes purchases without prior planning. According to research conducted by (Marwa et al., 2021) social media such as Instagram can increase a consumer's interest in a product through attractive visual content and informative advertising. A person's involvement in using social media is closely related to impulsive buying behavior, this involvement includes activities such as liking, sharing, and commenting on content that can trigger unplanned purchasing decisions (Vitara & Kurniawati, 2023). In addition, (Wilcox & Stephen, 2013) explained that higher intensity of social media use is the cause of impulse buying. From this explanation, the following hypothesis can be drawn:

H3: Social Media Intensity has a positive effect on Impulse Buying

The Influence of Materialism on Conspicuous Consumption and Impulse Buying

Materialism plays a significant role in conspicuous consumption because a materialistic person tends to be more sensitive to social signals arising from the ownership of high-status goods (Podoshen et al., 2011). Consumption of luxury goods as a means to show wealth, success, and happiness while excessive consumption refers to the act of acquiring expensive goods and luxury services as a way to show wealth or social status (Podoshen et al., 2014). Therefore, the following hypothesis can be formulated:

H4: Materialism has a positive effect on Conspicuous Consumption

Materialists have a greater drive to shop impulsively because an individual feels that the purchase can increase social status and provide instant emotional satisfaction (Thoumrungroje, 2018). The higher the level of materialism of an individual, the higher the tendency of an individual to make impulsive purchases (Ikhsantoro & Mujiasih, 2023). According to research conducted by (Moran & Kwak, 2015) the higher the level of materialism of an individual, the more likely they are to make impulsive purchases. From the above explanation, the following hypothesis can be concluded:

H5: Materialism has a positive effect on Impulse Buying

METHODS

The approach used is a quantitative approach, the quantitative approach is a research approach that emphasizes objective measurement and statistical analysis of data collected through surveys, questionnaires, and experimental methods (Hidayat et al., 2024). This research was conducted to determine the effect of social media on

consumer behavior, in today's digital era social media serves as the main platform for consumers to observe and expose themselves to various lifestyles and social standards, encouraging individuals to identify happiness and success through material possessions, so that exposure to content from social media increases materialism, the drive for conspicuous consumption for status, and impulse shopping tendencies. The object of this research is social media users. Where the location of this research is not limited because the questionnaire is distributed online by utilizing Google Form, so that it can reach the public at large. The questionnaire was distributed to respondents through several social media such as Instagram, WhatsApp, and TikTok.

Population refers to all elements or individuals that are the focus of research, population in quantitative research refers to all elements or individuals to be studied or from which data is collected (Hidayat et al., 2024). The population used in this study is all Indonesian people who actively use social media.

The sample is the subject of the population selected for analysis (Hidayat et al., 2024). The sampling technique used in this study is to use a non-probability method, because the identity and number of the research population are unknown. The type of sample used when sampling in this study is convenience sampling, respondents will be easier to meet according to what the researcher needs, this technique will be distributed to respondents who are able to fill out the google form. the number of samples used in this study amounted to 300 respondents with the criteria of active users of social media such as Instagram, TikTok and Facebook.

RESULTS AND DISCUSSION

Descriptive Analysis of Respondent Profile

Table 1. Respondent Characteristics

Category	Frequency	Percentage
Age		
<20	48	16%
20-30	196	65,3%
30>	56	18,7%
Gender		
Male	147	49%
Female	153	51%
Social media usage		
WhatsApp	173	57,7%
Instagram	169	56,3%

Facebook	78	26%
TikTok	150	50%
X (Twitter)	90	30%
Telegram	55	18,3%
Social Media Usage Intensity Per Day		
Less than 1 Hour	9	3%
1-3 Hour	39	13%
3-6 Hour	107	35,7%
6-8 Hour	105	35%
More than 8 Hour	40	13,3%

Source: Data Analysis (2024)

The majority of respondents in this study were between 20 to 30 years old, with a total of 196 respondents or 65.3% of the total. Females dominate with 153 respondents, which makes up 51% of the total. The study categorized the respondents' characteristics based on social media usage, including WhatsApp, Instagram, Facebook, TikTok, X (Twitter), and Telegram, with a total of 300 respondents. Each respondent could choose more than one frequently used social media platform. Results show that WhatsApp is the most used platform, with 173 respondents or 57.7%. About 70% of respondents use social media between 3 to 8 hours per day.

Descriptive Statistical Analysis of Variables

Table 2. Descriptive Scale of Variables

Category mean	Category
1.0 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Source: Data Analysis (2024)

Descriptive Analysis of Social Media Intensity Variables

Table 3. Descriptive Analysis of Social Media Intensity Variables

	Item	Mean	Criteria
MSI1	I often feel like I'm really having a good time when I'm using social media.	4,22	Strongly Agree
MSI2	I often feel that social media helps me forget about my daily problems.	4,13	Agree
MSI3	I often find it fun or exciting when using social media.	4,29	Strongly Agree
MSI4	I often get so focused on social media that I forget about other things.	3,32	Neutral
	Average Total	**3,99**	**Agree**

Source: Data Analysis (2024)

Based on the data in table 4.3, the average score for the social media intensity variable is 3.99. This score indicates that respondents agree with the statements in the table. This is because the average score is in the interval range 3.41-4.20. The indicator with the highest assessment is the respondent's perception which states that “I often feel exciting or fun when using social media” with a score of 4.29 where the score is in the strongly agree category. Meanwhile, the indicator with the lowest assessment is the respondent's perception which states that “I often focus so much on social media that I forget about other things” with a score of 3.32 where the score falls into the neutral category.

Descriptive Analysis of Materialism Variables

Table 4. Descriptive Analysis of Materialism Variables

	Item	Mean	Criteria
M1	I feel happy when I buy new things	4,13	Agree
M2	I like luxurious things in my life	3,66	Agree
M3	I feel my life will be better if I have	3,68	Agree

	things that I don't have yet		
M4	I feel I will be happier if I can buy a lot of things	3,62	Agree
M5	I have felt upset because I can't afford the things I want	3,20	Neutral
M6	I am amazed by people who have expensive houses, cars, or clothes	3,76	Agree
M7	I like having things that impress others	3,48	Agree
M8	I feel that the things I have show how good my life is	3,65	Agree
	Average Total	**3,64**	**Agree**

Source: Data Analysis (2024)

Based on table 4 the average score for the materialism variable is 3.64. This score indicates that respondents agree with the questions in the table. This is because the average score is in the interval range 3.41-4.20. The indicator with the highest assessment is the respondent's perception which states that “I feel happy when buying new items” with a score of 4.13 where the score is in the agreed category. Meanwhile, the indicator with the lowest assessment is the respondent's perception which states that “I once felt upset because I was unable to buy the item I wanted” with a score of 3.20 where the score falls into the neutral category.

Descriptive Analysis of Conspicuous Consumption Variables

Table 5. Descriptive Analysis of Conspicuous Consumption Variables

	Item	Mean	Criteria
CC1	I find it important to know what my friends think about a brand or item before buying it	3,57	Agree
CC2	I find it important to know what kind of people usually buy the brand or item you are considering	3,61	Agree
CC3	I find it important to know what other people think about a particular brand or item before buying it	3,60	Agree
CC4	I find it important to choose a brand or item that can make a good impression on others	3,67	Agree
	Average Total	**3,61**	**Agree**

Source: Data Analysis (2024)

Based on table 5, the average score for the conspicuous consumption variable is 3.61. This score indicates that respondents agree with the questions in the table. This is because the average score is in the interval range 3.41-4.20. The indicator with the highest assessment is the respondent's perception which states that “I feel it is important to choose a meret or item that can give a good impression to others” with a score of 3.67 where the score is in the agreed category. Meanwhile, the indicator with the lowest assessment score is the respondent's perception which states that “I feel it is important to know what my friends think about a brand or item before buying it” with a score of 3.57 where the score is in the agree category.

Descriptive Analysis of Impulse Buying Variables

Table 6. Descriptive Analysis of Impulse Buying Variables

	Item	Mean	Criteria
IB1	When I go shopping, I buy things that I didn't plan to buy	3,55	Agree
IB2	I find myself often making unplanned purchases	3,61	Agree
IB3	I find buying things spontaneously fun	3,83	Agree

Average Total	**3,66**	**Agree**

Source: Data Analysis (2024)

Based on Table 6, the average score for the impulse buying variable is 3.66. This score indicates that respondents agree with the questions in the table. This is because the average score is in the interval range 3.41-4.20. The indicator with the highest assessment is the respondent's perception which states that “I feel that buying goods spontaneously is fun” with a score of 3.83 where the score is in the agreed category. Meanwhile, the indicator with the lowest assessment is the respondent's perception which states that “When going shopping, I buy things that are not planned to be purchased” with a score of 3.55 where the score is in the agree category.

Validity Test Result

There are two types of validity tests, namely convergent validity test and discriminant validity test. Convergent validity test is needed to evaluate the results of a study, which can be categorized as convergent valid or not. Two aspects that must be considered in carrying out the convergent validity test are Outer Loading and Average Variance Extracted (AVE). According to F. Hair Jr et al. The research results are declared valid if the Average Variance Extracted (AVE) value gets a minimum result of 0.50. The results of outer loasing can be seen in Figure 1 and table 7 as follows:

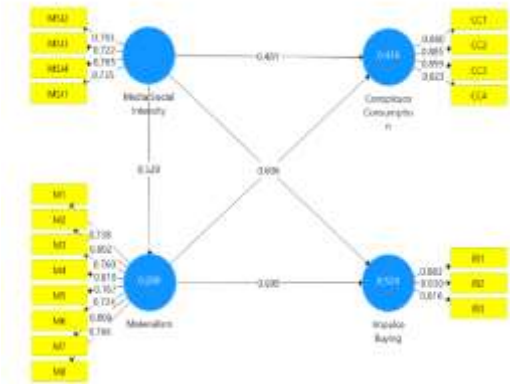


Figure 1. PLS Algorithm

Source: Data Analysis (2024)

Tabel 7. Outer Loading Test Results

	CC	IB	M	MSI
CC1	0,880			
CC2	0,885			
CC3	0,859			
CC4	0,823			
IB1		0,883		
IB2		0,930		
IB3		0,816		
M1			0,738	
M2			0,802	
M3			0,760	
M4			0,810	
M5			0,767	
M6			0,724	
M7			0,806	
M8			0,766	
MSI2				0,783
MSI3				0,722
MSI4				0,765
MSI1				0,735

Source: Data Analysis (2024)

It can be concluded from table 7 that there are all indicators that have met the criteria above the criteria (>0.50). So that based on this it can be interpreted that all indicators have a good loading factor value. Based on this result, we can proceed to the next test:

Table 9. Results of Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Conspicuos Consumption	0,743
Impulse Buying	0,770
Materialism	0,730
Media Social Intensity	0,773

Source: Data Analysis (2024)

In table 9 the Avarage Variance Extracted (AVE) value shown is greater than 0.50. The discriminant validity test is carried out by analyzing the value of all variable items. Therefore, these results show the performance of the Avarage Variance Extracted (AVE) aspect.

Discriminat Validity Test Result

Table 10. Discriminat Validity Test Result

	CC	IB	M	MSI
CC	0,862			
IB	0,631	0,877		

M	0,649	0,723	0,728	
MSI	0,402	0,415	0,529	0,610

Source: Data Analysis (2024)

In the table of discriminant validity results, the interpretation in SmartPLS based on the Fornell-Larcker criterion requires an understanding of discriminant validity, which refers to the extent to which the constructs in the model can be distinguished from each other. The numbers on the diagonal (0.862; 0.631; 0.649; 0.402) reflect the square root of the Avarage Variance Extracted (AVE) for each construct. AVE serves to measure the proportion of variance captured by the construct compared to the variance attributable to error. In order to achieve good convergent validity, the expected AVE value should be greater than 0.50. In addition, the square root of the AVE should also be greater than the correlation between that construct and other constructs.

The numbers outside the diagonal represent the correlation between different constructs. To meet discriminant validity according to the criteria set by Fornell-Larcker, the square root of the Average Variance Extracted (AVE) for each construct (diagonal values) must be greater than the correlation of that construct with other constructs (off-diagonal values). Based on the results provided, each construct has met this criterion. The “Conspicuous Consumption” construct shows a value of 0.862, which is higher than all other correlations in this row/column (0.631; 0.649; 0.402). The “Impulse Buying” construct has a value of 0.877, which is also greater than all other correlations in this row/column (0.723; 0.415). In addition, the “Materialism” construct recorded a value of 0.728, which is higher than all other correlations in this row/column (0.529).

The "Media Social Intensity" construct has a value of 0.610, which is higher than all the other correlations in this row/column, which have values of 0.402; 0.415; and 0.529 respectively. Based on this, it can be concluded that each construct in this model shows good discriminant validity, where the square root value of the Average Variance Extracted (AVE) for each construct is greater than the correlation between the constructs.

Reliability Test Result

Table 11. Cronbach’s Alpha dan Composite Reliability

	Cronbach's Alpha	Composite Reliability
Conspicuos Consumption	0,885	0,920
Impulse Buying	0,850	0,909
Materialism	0,870	0,899
Media Social Intensity	0,882	0,897

Source: Data Analysis (2024)

Collinearity Test

Table 12. Collinearity Test Result

	CC	IB	M	MSI
CC				
IB				
M	1,389	1,389		
MSI	1,389	1,389	1,000	

Source: Data Analysis (2024)

Based on Table 12 regarding the Collinearity Test, the analysis shows there is no significant multicollinearity problem in this study. All Variance Inflation Factor (VIF) values for the variables are below 5. For example, the relationship between the variables Conspicuous Consumption and Materialism has a VIF of 1.389; between Materialism and Media Social Intensity is 1.000; and between Impulse Buying and Materialism is also 1.389. Thus, it can be concluded that there is no multicollinearity problem between variables in this study.

Determination Coefficient (R-Square)

Table 13. R-Square Results

	R Square	R Square Adjusted
Conspicuos Consumption	0,426	0,422
Impulse Buying	0,524	0,521
Materialism	0,280	0,277

Source: Data Analysis (2024)

Base on table1 3 that Conspicuos Consumption is described by its antecedent variables by 42.2%. This means that there is still an influence of 57.8% of other variables outside the Conspicuos Consumption variable. Then, Impulse Buying is described by

its antecedent variable by 52.1%. This means that there is still an influence of 47.9% of other variables outside the Impulse Buying variable. Meanwhile, Materialism is described by its antecedent variable by 27.7%. This means that there is still an influence of 72.3% of other variables outside the Materialism variable.

Predictive Relevance (Q-Square/Q^2)

Table 14. Predictive Relevance Test Result

	SSO	SSE	Q^2 (=1-SSE/SSO)
CC	1200,000	826,191	0,312
IB	900,000	544,267	0,395
M	2400,000	2051,170	0,145
MSI	1200,000	1200,000	

Source: Data Analysis (2024)

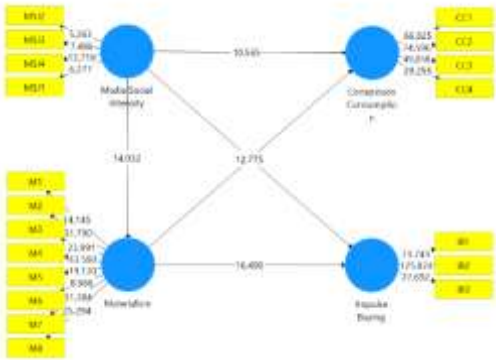
Table 14 shows that the Conspicuos Consumption variable has a Q-square value of 0.312; Impulse Buying has a Q-square value of 0.395; and Materialism has a Q-square value of 0.395. As for the Social Media Intensity variable, it has a Q-square value of 0. Even though it is 0, these results are normal because Social Media Intensity is an independent variable.

Path Coefficient

The path coefficient is a step to test the results of the hypothesis, which is calculated using the SmartPLS application using the bootstrapping technique. Based on the results of bootstrapping in (figure 2) Table 15 shows that all hypotheses are supported.

This is because it is in line with the principle of Hair et al. (2016), which says that the value of T-statistics must be more than 1.96; and the value of the P-value must be less than 0.05. Therefore, all are supported. The following table 15 explains in detail the results of the path coefficient test:

Figure 2. Bootstrapping



Source: Data Analysis (2024)

Table 15. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
MSI -> M	0,529	0,534	0,038	14,032	0,000	H1 Supported
MSI -> CC	0,481	0,482	0,052	10,565	0,000	H2 Supported
MSI -> IB	0,446	0,448	0,049	10,940	0,000	H3 Supported
M -> CC	0,606	0,606	0,047	12,775	0,000	H4 Supported
M -> IB	0,699	0,701	0,042	16,490	0,000	H5 Supported

Source: Data Analysis (2024)

In table 15 regarding the Path Coefficient Results, hypothesis testing (Path Coefficient) shows that all hypotheses, namely H1, H2, H3, H4, and H5 are supported. The following are the results obtained:

The effect of Media Social Intensity on Materialism

The results of testing the first hypothesis show that Media Social Intensity has a significant effect on Materialism, with a p-value of 0.000 and a t-statistic of 14.032. Since the p-value is less than 0.05 and the t-statistic is greater than the t-table 1.960, this hypothesis is accepted. The Original Sample value of 0.529 and sample mean of 0.534 indicate a positive relationship between the two variables. This means that the higher the use of social media, the higher one's materialistic values.

This finding is in line with research (Thoumrungroje, 2018) which emphasizes the important role of social media in shaping materialistic values, as well as how culture affects the application of these values in consumer behavior. Social media reinforces

materialistic orientations, while cultural factors influence individuals' responses to these values in consumption behavior. Other studies, such as (Kamal et al., 2013), also found that consumers who are more active on social media tend to have higher levels of materialism. In addition, (Bush & Gilbert, 2002b) showed that social media users have higher levels of materialism than those who read more newspapers.

Overall, the intensity of social media use has a significant effect on individual materialism values. Therefore, it is important for social media users to be aware of its potential impact in shaping materialistic attitudes. Users are expected to utilize the platform in a more positive and educative way to reduce the negative impact on their social and psychological values.

The effect of Media Social Intensity on Conspicuous Consumption

The results of hypothesis testing regarding the effect of Media Social Intensity on Conspicuous Consumption show a p-value of 0.000 and a t-statistic of 10.565. Since the p-value is less than 0.05 and the t-statistic is greater than the t-table 1.960, this hypothesis is accepted. The Original Sample value of 0.481 and sample mean of 0.482 indicate a positive relationship between the two variables. This means that the higher the use of social media, the higher the level of conspicuous consumption.

This finding is in line with research (Thoumrungroje, 2018) which states that intense social media use can influence conspicuous consumption behavior. Other studies, such as (Croft, 2013), found that intensive use of social media can encourage excessive consumption behavior. Exposure to information about products on social media can make consumers lose self-awareness and reduce self-control ability, which contributes to excessive consumptive behavior. In addition, (Fang & Podoshen, 2017) showed that young consumers in China are more susceptible to the influence of social media, tend to be more materialistic, and increase their consumption of goods and services.

Overall, social media becomes a platform for individuals to showcase their lifestyles and luxury goods to a wider audience, which can motivate consumptive behavior. Therefore, social media users are advised to be wiser in using these platforms and be aware of their potential impact on consumption behavior. It is important to avoid social pressures that encourage conspicuous consumption and focus more on personal needs rather than following other people's trends. Users can also utilize social media as a source of inspiration and education, not just to show status or lifestyle, so as to minimize the negative influence on consumptive behavior.

The Effect of Social Media Intensity on Impulse Buying

The results of testing the hypothesis regarding the effect of social media intensity on impulse buying show a p-value of 0.000 and a t-statistic of 10.940. Since the p-value is less than 0.05 and the t-statistic is greater than the t-table value of 1.960, the hypothesis is accepted. The original sample value of 0.446 and the sample mean of 0.448 indicate a positive relationship between the two variables. This means that the higher the intensity of social media use, the greater the tendency for individuals to engage in impulse buying.

This finding aligns with the study by (Thoumrungroje, 2018), which states that the intensity of social media usage significantly impacts impulsive purchasing, particularly in cultures with high levels of individualism and materialism. Other studies, such as (Gonzales & Hancock, 2011) and (Wilcox & Stephen, 2013), also found that higher involvement in social media encourages conspicuous consumption behavior and increases the likelihood of excessive purchasing.

Overall, individuals who frequently use social media are more susceptible to the urge to purchase goods or services without planning, often triggered by attractive advertisements or the lifestyles portrayed by influencers and friends. Therefore, social media users are advised to be more cautious when making online purchases, especially when viewing advertisements or promotions. It is important to assess whether a purchase is truly necessary or merely a temporary impulse. Users can also utilize features such as reminders or budget settings to reduce impulsive purchases. With greater awareness of the impact of social media, users can better control their spending and avoid unnecessary purchases.

The Effect of Materilism on Conspicuous Consumption

The results of testing the hypothesis regarding the influence of materialism on conspicuous consumption show a p-value of 0.000 and a t-statistic of 12.775. Since the p-value is less than 0.05 and the t-statistic is greater than the t-table value of 1.960, the hypothesis is accepted. The Original Sample value of 0.606 and the sample mean of 0.606 indicate a positive relationship between the two variables. This means that the higher the level of materialism in an individual, the greater their tendency to engage in conspicuous consumption.

This finding aligns with the research (Thoumrungroje, 2018) emphasizing the importance of materialism in driving conspicuous consumption behavior, where orientation toward ownership of goods and social status are key factors. The influence of social media and culture further reinforces this tendency by showcasing certain lifestyles that motivate consumers to imitate and display goods or experiences reflecting prestige. Thus, materialism is influenced by personal desires and external factors such as media that shape how individuals perceive themselves through the possessions they own.

Other research, such as (Podoshen & Andrzejewski, 2012), shows that materialistic individuals highly value the ownership of luxury goods as a way to demonstrate wealth and success. Excessive consumption occurs when someone purchases expensive goods and luxury services to display their social status. Therefore, consumers with high levels of materialism are more likely to engage in conspicuous consumption to demonstrate their status to others. Overall, materialism encourages individuals to focus on achieving wealth and owning luxury goods, which can motivate them to engage in conspicuous consumption. This occurs because materialism causes individuals to evaluate themselves based on the possessions they own, and conspicuous consumption becomes a means of gaining social recognition. Therefore, individuals are advised to reevaluate their materialistic orientation, prioritize non-material values, and recognize the negative impacts of excessive consumption on mental health and finances. Awareness of the importance of balancing needs and desires can help reduce the urge to engage in conspicuous consumption.

The Effect of Materialism on Impulse Buying

The results of the hypothesis testing regarding the effect of Materialism on Impulse Buying show a p-value of 0.000 and a t-statistic of 16.490. Since the p-value is less than 0.05 and the t-statistic is greater than the t-table value of 1.960, the hypothesis is accepted. The Original Sample value of 0.699 and the sample mean of 0.701 indicate a positive relationship between the two variables. This means that the higher the level of materialism in an individual, the greater their tendency to engage in impulse buying.

This finding is consistent with research (Thoumrungroje, 2018) emphasizing the importance of materialism in driving impulsive purchasing behavior, where cultural and social media influences reinforce such tendencies. The more exposed an individual is to materialistic values, the greater the likelihood of making unplanned purchases. Other studies, such as (Cass, 2001), indicate that materialistic individuals tend to make purchasing decisions based on emotional impulses rather than rational needs. They are more influenced by the desire to possess items that signify status, leading them to frequently engage in impulsive purchases.

According to (Richins & Dawson, 1992), materialistic individuals value the quantity and type of products they own to demonstrate wealth and success. The desire to own products as status symbols makes them more susceptible to impulsive purchases, which are often triggered by emotional impulses.

Overall, consumers with high levels of materialism are more easily tempted by advertisements or promotions for luxury products that can reinforce their social status. These impulsive purchases often occur without careful planning and are triggered by the desire to show off wealth. Therefore, social media users are advised to be more cautious and aware of the influence of materialism on impulsive purchasing behavior. It is important to evaluate whether a purchase is truly necessary or merely an emotional impulse triggered by exposure to advertisements. Setting a budget and establishing consumption priorities can help

reduce the urge to make impulsive purchases.

CONCLUSION

This study shows that the intensity of social media use has a positive and significant influence on consumer behavior in Indonesia, particularly in the aspects of materialism, conspicuous consumption, and impulse buying. The higher the intensity of social media use, the higher the level of materialism felt by individuals. In addition, the increased intensity of social media also encourages the tendency of conspicuous consumption and impulse purchases. The relationship between materialism and conspicuous consumption and impulse buying is also proven to be strong, meaning that the higher a person's materialism, the greater their interest in conspicuous consumption and purchases without planning. This research is expected to contribute to the field of marketing management and become a reference for future studies on the influence of social media on consumer behavior. Practically, the results can help consumers become wiser in shopping and understand existing marketing strategies. For marketers, the findings are useful for designing more effective marketing campaigns and educating consumers about financial management to avoid excessive consumption behavior. Socially, this study raises awareness of the negative impact of excessive social media use on shopping patterns, thus encouraging individuals to be more critical and responsible in utilizing social media.

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