The influence of Instagram usage intensity and electronic word-of-mouth (ewom) on conspicuous consumption - a Generation Y perspective in an emerging economy

Proposed short title: Instagram, EWOM and conspicuous consumption

Abstract

The study investigates the extent to which Instagram usage intensity and electronic word-of-mouth influences the conspicuous consumption of goods from a Generation Y Instagram user perspective. An exploratory research design approach was pursued and the data was gathered from Generation Y Instagram users who reside in the Gauteng province of South Africa, using self-administered questionnaires. A total of 300 questionnaires were collected for data analysis through the use of multiple regression analysis. The model which has been tested confirms the hypothesized relationships between Instagram usage intensity, electronic word-of-mouth and conspicuous consumption amongst Generation Y Instagram users in South Africa. Considering that limited research has been conducted on this topic in an emerging African market such as South Africa, this study can assist marketers in emerging economies to add value to their customers when promoting/selling/advertising on Instagram as a social media tool of engagement.

Key words – Instagram usage intention, EWOM, conspicuous consumption, Generation Y

1. INTRODUCTION

Generation Y consumers are considersed to be the most intrigued by brands supported by trends on social media (Nam, King & Kwon, 2016:236). According to Jonck, Van Der Walt and Sobayeni (2017), Generation Y represents 40% of the South African population and characterises the generation that resides in a virtual world using social networking platforms to share information. Globally, approximately 500 million people use Instagram on a daily basis with about 80 million photos being shared by users (Smith, 2018). South Africa has seen tremendous growth in Instagram use over the past ten months accumulating an additional one million users to bring statistics to 3, 6 million Instagram users in South Africa, of which 68% is part of the black Generation Y segment (Napoleoncat, 2017). For Generation Y consumers, Instagram is fast becoming the most used social media tool worldwide, taking over from Facebook. As a result, Thoumrungroje (2014:8-9) suggests that the rate at which social media is being used is having a direct influence on the consumption of luxury goods. This is especially prominent in the black Generation Y segment which exhibits high levels of materialism and status consumption tendencies. South Africa has seen a rise in the consumption of status brands which can be largely attributed to the black middle class consumers who are very aspirational, seeking high class products and who are strongly image consious (Duffet, 2017:20). Black consumers in South Africa are said to differ significantly from their white counterparts, specifically culturally, which as a result impacts on their consumption preferences and choices (Mashaba & Wiese, 2014). Due to the time period in which Generation Y consumers were born these consumers feel the need to constantly be connected and communicate with their peers. Generation Y consumers possess large amounts of purchasing power because of the fact that they have grown up in a consumption-driven contemporary society and have more money at their disposal compared to any other teen group in history (Mandhlazi, Churup & Mafini, 2013:155). There has been very little research in the past that

specifically focuses on how the new era of technology is influencing consumers' buying patterns, particularly those consumers with increased purchasing power. This is becoming increasingly important and marketers need to understand the full impact of social media.

Therefore, the lack of research on Instagram as a social media tool and the conspicuous consumption of black Generation Y consumers is the research gap which this study intends to address. A number of previous studies by Thoumrungroje (2014:9), Hudson, Roth, Madden and Hudson (2015: 69-70) and Ashley and Tuten (2015:16-17) have concentrated on social media platforms in general (Facebook, Twitter, Instagram and YouTube) and how these platforms have influenced different consumers across multiple generations. These studies were mostly done in first and second world countries across Asia and America and focused on issues relating to consumer behaviour and the relationships between firms and social media users. These studies did not focus on Instagram, black Generation Y consumers or an emerging market in Africa, which thus represents a research gap.

This study reports on how Instagram usage influences conspicuous consumption directly or indirectly through the role of EWOM amongst black Generation Y consumers in South Africa. South Africa is experiencing a rise in the spending power of black Generation Y consumers as they constitute over 50 percent of the population, therefore taking away the majority of spending power from their parents (Makhitha, 2014:40). This therefore indicates the importance of understanding how black Generation Y consumers are affected by conspicuous consumption through Instagram usage and EWOM (Truffert, 2015). Instagram is also further perceived as a platform for conspicuous consumption (Watt, 2014) with its overall style suiting the lives of Generation Y consumers compared to Facebook, which appeals more to Generation X consumers (Smith, 2016).

From a theoretical perspective, this study contributes by developing a model that will provide insight on Instagram usage intension and its influence on conspicuous consumption through the mediating role of EWOM amongst black Generation Y South Africans. From a managerial perspective, this study can add to potentially guiding retailers in understanding how Instagram usage intention and EWOM can have an influence on conspicuous consumption, through Instagram as a social media tool. This paper provides a view of the framework within which the study is set. This is then followed by the theories said to be grounding the study, as well as an explanation of the key constructs within the study. The hypotheses for the study are presented followed by the proposed theoretical model. The research methodology is offered, followed by the results, the findings and finally the managerial implications of the study.

2. LITERATURE REVIEW

2.1 Theories grounding the study

The study draws from the Theory of Reasoned Action (TRA), the Social Exchange Theory (SET), the Relationship Marketing Theory (RMT) as well as the Theory of Planned Behaviour (TPB).

Social Exchange Theory (SET) was initially propounded to analyse people's social behaviour in terms of resources. It was then defined as the voluntary behaviour of individuals who are influenced by the returns, they anticipate rendering and which typically do (Khalid & Ali, 2017: 494). SET also emphasizes individuals' interdependence as well as contingent exchanges through societal relationships. (Cropanzano & Mitchell, 2005:874). In other terms, SET suggests that different social interactions are created from given changes and this often facilitates the given changes through psychological contacts and mutual obligations (Colquitt et al., 2013: 199; Molm, 1999:878). The influence of social transactions to produce good relationships or vice-versa has been portrayed by Cropanzano and Mitchell (2005:880). The

4

outcome of SET can be derived by subtracting the cost paid from the benefits obtained (Jiang & Kim, 2015:329). With the continual evolution of technology and the increasing popularity of Instagram, EWOM is continuing to become more and more relevant. With this comes a great supply of consumers wanting to display product information online. In the last decade, researchers have characterised the youth's growing awareness of brands simply because of the access to the Internet. It is becoming more obvious, especially amongst teenagers, that those who are not purchasing the "right" brands in the eyes of their peers, will therefore be excluded from that particular social circle (Benmoyal-Bouzaglo & Guiot, 2013:48). Cobanoglu, Omran and Zhang (2017:746) argue that research into social media and mobile technology has become an important channel for information exchange prior to customers purchasing products, and online interactions are important aspects in the modern customers' purchase experience. SET therefore becomes relevant in regard to this study as consumers continue to make exchanges which will benefit themselves in terms of how they are viewed by their online following.

The Theory of Reasoned Action (TRA) is based on a model that looks at how individuals can be coerced to partake in a certain activity or behaviour (Hahn & Popan, 2016). Glanz, Rimer and Viswanath (2015) argue that TRA was used to focus on the relationship between an individual's intention, attitude and behaviour, although this only applies to behaviour that is voluntary. Psychologists feel that an individual who has stronger attention, will more likely participate in behaviour, known as "behavioural intention". Behavioural intention assists with understanding whether an individual behaves in a certain way due to predetermined plans, or because of factors out of their control. TRA can be used to determine how the role persuasion plays between behaviour and intention. Attitudes and subjective norms are two primary factors that have been used in TRA which influence intention (Hahn & Popon, 2016). Attitudes originate from behavioural belief and evaluation, whereas subjective norms are derived from

normative beliefs and motivation. Behavioural beliefs refer to what a person believes will be the consequences of their actions, and normative beliefs refer to how others will perceive their behaviour, and how they are willing to change their behaviour according to what others think and believe. The TRA model was initially developed with understanding ordinary life experiences through predicting intentions. This theory therefore addresses the context in which customers are willing to purchase products online based on EWOM and their Instagram usage. The Theory of Planned Behaviour (TPB) is an extension of the TRA, yet includes one additional factor – that of interpreted behavioural power – which states a person's ability to see how easy or difficult it is to behave in a certain way (Ajzen, 191:182). This factor determines both the intention to use the specific technology in question and the actual use, and according to this model, the higher the perceived behavioural control, the higher the intention to use; and the higher the intention to use, the higher the degree of usage behaviour (Miladinovic & Xiang, 2016:13-14, Zhang et al., 2012:746). Ajzen (1991:186, 2006:451) further argues that individuals tend to develop a positive or negative attitude towards a behaviour due to their behavioural beliefs, based on normative beliefs and often gauge PBC under their control beliefs.

Therefore, this theory concludes that the more positive the attitude towards Instagram usage, the more Generation Y peers are estimated to encourage more behaviour (norms that are subjective), which leads to many individuals' ability to decide whether or not they can freely engage in Instagram (perceived behavioural control), and the stronger intention to participate in Instagram (intention behaviour), which has high chances of predicting future performance of behaviour to share or like information from other peers' behaviour. (Hagger, et al. 2007:2-3; Ho, Liao & Rosenthal, 2015:80). According to Waleed Al-ghaith (2015:6), TPB is also broadly used in social psychology and research in marketing to estimate people's behavioural

intention. This theory is the most regularly used theory in inspecting the behavioural intention of individuals within the field of social sciences. Hence TBT (Ajzen, 1991:182) is the most suitable model in providing more detail to usage in social media as the model assumes that behaviour is created and summoned by intentions. Social media makes it easy for individuals to create, highlight and discuss personal problems through expression. Therefore, the TPB will be used as a theory structure and is covered with individual identity expressions and social identity expressions on the usage of Instagram among the black Generation Y segment in the Gauteng Province of South Africa.

2.2 Theoretical model development

2.2.1 The interrelationship between Instagram usage intensity and conspicuous consumption

Thoumrungroje (2014:8) describes conspicuous consumption as the purchase of luxury goods. Madinga, Maziri and Lose (2016:133) further describe conspicuous consumption as not only focusing on literature functions, but also on social and psychological functions where luxury goods that imply status to consumers, are put first mainly due to experience and individual appreciation. A good example of this type of conspicuous consumption would be quality assurance with the motive to prefer expensive goods over cheaper ones, as the consumers assumes that higher priced products have superior quality and condition (Madinga et al., 2016:134). Thoumrungroje (2014:8) further argues that since conspicuous goods portray wealth through luxury expenditure, these goods can satisfy the user's desire for prestige. This therefore justifies that the intensity to which people utilize social media, can inevitably lead to consumers making impulsive and irrational decisions by increasing the amount of money they spend on conspicuous goods.

According to Sabir, Naeem and Amin (2016), social media intensity including Instagram and celebrity culture, has led to conspicuous consumption being spread all around the globe. These authors continue to argue that in collectivist societies such as South Africa where interdependence is cherished, consumers are most likely to use luxury brands to get the approval of their external environment. According to Lup, Trub Rosenthal (2015:250-251) Instagram has become a global sensation and usage has increased immensely due to the increased utilisation of smartphones. Social networks are designed to engage people, thus, positive feedback from close ties on Instagram lead them to develop self-esteem and conspicuous spending. Intensive usage of Instagram and a reliance on electronic word-of-mouth could ensure that people make ridiculous choices and consume extravagantly on conspicuous products (Sabir et al., 2016). Based upon these findings, the following hypothesis can be formulated for the study:

H1: Instagram usage intensity has a positive and direct influence on conspicuous consumption.

2.2.2 Electronic Word-of-Mouth as the mediator between Instagram usage and conspicuous consumption

Matute, Polo-Rendondo and Utrillas (2016:1092) argue that the development of the Internet has given consumers the capacity to improve their options for looking up and dealing with information both prior to, and after making a purchase. EWOM, similar to traditional WOM, can be both positive and negative. This could have a significant impact on organisational performance and relationships with consumers if negative WOM/EWOM is spread. Researchers suggested that EWOM is the extension of the traditional WOM concept, but it should be noted that these two forms of WOM differ significantly. For example, once a message or picture has been posted online it is accessible by all users who have access to the Internet for an indefinite period, whereas traditional WOM is only spread through face-to-face

communication. EWOM is also more observable than traditional WOM in that it enables customers to view numbers or words as well as the style and tone of the message (Matute et al., 2016:1094). The fast-changing social, technological and economic landscape in South Africa has not only pressurized South Africa's Generation Y consumers to follow a successful career path, but also to "fit in" and "be accepted" in higher social circles. This has resulted in Generation Y consumers (inclusive of black Generation Y consumers in South Africa) prioritizing purchases that provide a higher social status (Duh & Struwig, 2015:94).

Traditional conspicuous consumption and WOM usually take place via a one-on-one or one-to-few oral communications. However, authors Duan and Dholakia, 2017:405) identified that by being able to post images on Instagram, users have a much larger audience. Consumers who engage in these practices can be identified as self-promoting consumers. Self-promoting consumers are those who actively attempt to make others alert about their achievements and display that success in order to persuade other consumers that they are living a better life than what they are (Taylor & Strutton, 2016:233). Cobanoglu, Omran and Zhang (2017:745) state that those generation Y consumers who use social media platforms on a regular basis, such as Instagram, are likely to incorporate the opinions of others in their decision-making, and therefore, will be more likely to display their feelings and participate in EWOM whether it is constructive or not. Therefore, considering these findings, the following hypothesis can be formulated for the study:

H_2: The relationship between Instagram usage intensity and conspicuous consumptions is mediated by reliance on EWOM.

2.2.3 The interrelationship between Instagram usage intensity and EWOM

Internet growth as well as the role of e-commerce has changed the way in which society behaves (Djafarova and Rushworth, 2017:2-3). The advent of social media has created new ways of communication, allowing customers to share, create, connect and publish aspects of their life through Instagram, Facebook, YouTube and Twitter. Social media has become an important platform for marketers to reach their consumers online. In the new millennium, social media can be seen as an online market place that has pushed the emergence of a kind of word-of-mouth known as electronic word-of-mouth (EWOM) (Evans, 2017).

EWOM on the other hand, enables customers to share their experiences, opinions and attitudes about a brand with a larger audience than with a traditional form of word-of-mouth. EWOM has proven to be a reliable source to customers who are requiring information about a brand with which they are not familiar (Kaponen, 2017). Therefore, marketers have started using EWOM as a marketing tool, as the emergence of social media websites such as Instagram has provided a new platform for EWOM (Erkan, 2015:1436). It has been proven that brands that are showcased online through EWOM have resulted in an increase in purchases, and marketers trust the credibility of EWOM through social media such as Instagram compared to traditional methods of advertising (Djafarova and Rushworth, 2017:3-4).

Instagram is a popular social media mobile-based website, which allows users to share aspects of their life through pictures and short videos, Consumers use social media, particularly Instagram, to find information related to brands with which they are not familiar, as they find their group of followers dependable and trustworthy on Instagram (Erkan, 2015:1437). Instagram has served as an appropriate platform for EWOM and enabled EWOM to become an influential and powerful source of information (Kaponen, 2017). Times have evolved to

such an extent that human communication occurs through text-based technology. One of the most common forms of text-based technology is Instagram, which is used as a marketing tool through EWOM to attract customers (Rizqia & Hudrasyah, 2015). Through the use of Instagram as a social media platform, individuals can express their opinions about a brand (whether positive or negative) through pictures, short videos, Instagram stories, likes and comments (Nam, Kim & Kwon, 2016:236). Based upon these findings, the following hypothesis can be formulated for the study:

H3: Instagram usage intensity has a positive and direct influence on EWOM

2.2.4 The interrelationship between EWOM and Conspicuous Consumption

The increased Internet usage has led to the development of Electronic Word-of-Mouth (EWOM) that has more engagement abilities and encourages consumers to communicate around the world in a digital form. This advancement has changed the frequency of using marketing tools as they are not much desired on the Web (Srikantaiah, Koenig, & Al-Hawamdeh, 2010:598). Nowadays, consumers rely on online information created or shared by other consumers to make purchased decisions (Hu, Bose, Koh, & Liu, 2012:598). Hence, social media has a good influence on the brand awareness, views and attitudes of consumers (Mangold & Faulds, 2009:598). Social networking has been found to increase the user's self-esteem (Gonzales, & Hancock, 2011:8). Such good information creates positive feedback, which enhances one's self-esteem and eventually provides several positive social benefits and wellbeing (Ellison, Steinfield & Lampe, 2007:8); Valkenburg, Peter & Schouten, 2006:8).

Khan and Dhar (2006:8) also found that luxury product choices comprise products that are meant to be useful rather than attractive to a consumer who has encountered a prior altruistic

act that created a positive self-concept. Conspicuous consumption on the other hand, focuses on the idea that individuals care about their status and what others think of them through engaging in status consumption (Moav & Neeman, 2010:417). Two elements within the phenomenon of conspicuous consumption are salient and intertwined: the desire for status and the importance of the reference group. Conspicuous consumption is essentially a form of status competition. A high level of social status is preferred, because it can yield social activities, opportunities and privileges, but also trust, approval and recognition. Recognition is important for human beings since it is considered the basis of self-esteem and self-respect (Kaus, 2013:68). Considering the information provided, the following hypothesis is formulated:

H4: EWOM has a positive and direct infiuence on conspicous consumption

Figure 1 depicts the proposed theoretical model for this study, illustrating the three constructs of the study as well as the hypothesised relationships between these constructs.

Insert Figure 1 here

2.5 RESEARCH METHODOLOGY

The research design selected for this study was quantitative and descriptive in nature (Rahi, 2017:2A). This study adopted a positivistic paradigm. According to Saunders, Lewis and Thornhill (2016:135), positivism can be defined as "The philosophical stance of the natural scientist and entails working with an observable social reality to produce law-like generalisations". Positivists aim to be external towards a study and the process of data collection as there is nothing which can be done to influence the information being gathered. Through positivism, existing theory is used to formulate hypotheses and therefore a quantitative approach is used in the form of surveys to collect data and confirm hypotheses (Ryan, 2015:417).

The target population consisted of black Generation Y Instagram users in the Gauteng Province of South Africa. The sample consisted of black Generation Y males and females who have used Instagram as a social media tool or have made a luxury purchase through the platform in the past 12 months. The application of screening questions and quotas ensured that the sample adhered to the requirements to participate in the study. The sample was selected using non-probability sampling and meeting set quotas in a purposeful manner. A total of four fieldworkers who reside in the Gauteng Province were used to gather data from respondents based on the above-mentioned criteria. Questionnaires were distributed to black Generation Y male and female Instagram users and included sections inquiring about the Instagram usage intensity rate, electronic word-of-mouth and conspicuous consumption behaviour for each respondent. Each researcher had to complete the questionnaire prior to distribution.

A pilot test was conducted among 15 respondents who matched the sample frame to secure pretesting of the questionnaire. All respondents had to complete self-administered questionnaires and provided the fieldworkers with completed questionnaires. The data was collected and secured over a period of eight weeks. In total, 300 questionnaires were collected and used for data analysis. The questionnaires started off with two screening questions to make sure that the potential participants were part of the targeted population relevant to this study. A seven-point Likert scale was utilised in order to determine the extent to which respondents agreed with statements relating to Instagram usage intensity, EWOM and conspicuous consumption where 1 indicated 'strongly agree' and 7 represented 'strongly disagree'. The scales used to measure the three constructs in the study were adapted from Thoumrungroje (2014:9).

Using the software packages IMB SPSS 25.0, descriptive statistics were computed to gain insights into the demographic profile of the respondents, as well as their attitude and behavioural intention, habits relating to Instagram Usage Intensity, Electronic word-of-mouth (EWOM) and lastly, conspicuous consumption. A Cronbach alpha test was utilized to determine the reliability of the tested items used in the research instrument. . Validity of the research instrument was also ensured by checking if the items used in the research instrument were aligned with the objectives of the study. An exploratory factory analysis (EFA) was used to explore the interrelationships between the items that measured the different constructs in the study. Statistical techniques such as multiple regression analysis and independent sample t-tests were used to test the hypotheses developed for the study.

2.6 RESULTS

2.6.1 Reliability and Validity

Table 1 presents the Cronbach Alpha values for the various constructs used in the study. The reliability for the different scales used in this study is illustrated by these values. Each of the constructs indicated in Table 1 has a Cronbach's Alpha value which is above 0.7 (minimal level of acceptable scale reliability). Thus, a conclusion can be made that all three scales are reliable.

Insert table 1 here

Scales used in each construct in the research instrument were reviewed by the researchers. In addition, a pilot study was done to assess the validity of the research instrument before it was used in the field. The different items in each construct were also reviewed by the authors and a pilot study was conducted to test the validity of the questionnaire prior to fielding.

2.6.3 Demographic profile of respondents

The majority of respondents who participated in the study were females (55.1%), while 44.9% were male. Most respondents were black (63.1%), 18.2% white, 9.6% Indian and 7.6% coloured. A total of 42.4% of the respondents have a university degree, 40, 4% have a matric certificate, 8.1% have a technical/vocational college diploma and 8.1% indicated that they have a postgraduate diploma.

2.6.4 Findings in Terms of Three Constructs Measured

Tables 2, 3 and 4 present the findings of the mean scores, standard deviations and the percentage of agreement and disagreement for each item in the construct measured measuring 'Instagram usage intensity', 'Electronic word-of-mouth' and 'Conspicuous consumption'.

Insert Table 2 here

According to Table 3, respondents are in agreement in terms of the statements on Instagram usage intensity. Respondents indicate the highest agreement with the statements 'I am proud to tell people I am on Instagram' (mean = 2.88) and 'I feel I am part of the Instagram community' (mean = 2.71). In addition, respondents indicate the highest disagreement with the statements 'I feel out of touch when I haven't logged onto Instagram for a while' (mean = 2.19) and 'Instagram has become part of my daily routine (mean = 2.60)

Insert Table 3 here

According to Table 3, respondents are in agreement with the statement on electronic word-of-mouth. Respondents indicate the highest disagreement with the statements 'I usually talk to my

contacts on Instagram before I buy products' (mean = 2.35) and 'I often ask my contacts on Instagram about what products to buy' (mean = 2.45). Respondents indicate the highest agreement with the statements 'When choosing products, my contacts' opinions on Instagram are important to me' (mean = 2.74) and 'I feel more comfortable choosing products when I have gotten opinions from my contacts on Instagram' (mean = 2.63).

Insert Table 4 here

According to Table 4, respondents are in agreement in terms of the statements regarding conspicuous consumption. Respondents indicate the highest overall disagreement with the statements 'It is important to know what brands or products to buy to make a good impression on other Instagram users' (mean = 3.47) and 'It is important to know what my Instagram friends think of different brands or products I am considering' (mean = 3.33) and 'It is important to know what others on Instagram think of people who use certain brands or products I am considering' (mean = 3.47). Respondents indicate the highest agreement with the statement 'It is important to know what my Instagram friends think of different brands or products I am considering' (mean = 3.61).

2.6.5 Multiple Regression Analysis results

Multiple regression analysis was used to determine the relationship between Instagram usage intensity and Electronic word-of-mouth and their influence on Conspicuous consumption. These results are presented in Table 5 below.

2.6.5.1 The interrelationship between Instagram usage intensity and conspicuous consumption.

Multiple regression analysis was performed to determine the interrelationship between Instagram usage intensity and conspicuous consumption. The results are reflected in Table 5.

Insert Table 5 here

Table 5 shows that Instagram usage intensity exerts a statistically positive influence on conspicuous consumption. The researches relied on a 95% level of confidence in the data analysis. This indicates that a p-value of less than or equal to 0.05 implies that it is improbable that the results are the result of chance per se, according to the Independent Sample t-test. The independent variable revealed around 21.2% ($R^2 = 0.212$) of the variance in Conspicuous consumption. The regression model for the constructs is significant at $p < 0.000$, thus, Instagram usage intensity can be considered a predictor of Conspicuous consumption. Instagram usage intensity can be considered a strong predictor of Conspicuous consumption since one unit increase in Instagram usage intensity will increase conspicuous consumption by 46%, considering the standardised coefficients (Beta). Thus, the relationship between Instagram usage intensity and Conspicuous consumption is directly and significantly positive at $p = 0.000$. Considering that Instagram usage intensity exerts a statistically positive influence on Conspicuous consumption, Hypothesis 1 is accepted.

2.6.5.2 The influence of Instagram usage intensity and Electronic word-of-mouth on conspicuous consumption (Mediation route)

Multiple regression analysis was used to determine the relationship between Instagram usage intensity and Electronic word-of-mouth and their influence on Conspicuous consumption. These results are presented in Table 6.

Insert Table 6 here

Table 6 shows that both Instagram usage intensity and Electronic word-of-mouth exerted a statistically positive influence on Conspicuous consumption. The regression model is significant at $p < 0.000$ indicating that both Instagram usage intensity and Electronic word-of-mouth can be considered predictors of Conspicuous consumption, although Electronic word-of-mouth can be considered the strongest predictor as one unit increase in Electronic word-of-mouth will increase Conspicuous consumption by 26.2% compared to the 53.1% increase of Instagram usage intensity considering the standardised coefficients (Beta). The researchers relied on a 95% level of confidence in the data analysis. This indicates that a p-value of less than or equal to 0.05 implies that it is improbable that the results are the result of chance per se, according to the Independent Sample t-test. The independent variables revealed around 45.3% ($R^2 = 0.453$) of the variance in Conspicuous consumption. Thus, the relationship between Instagram usage intensity and Conspicuous consumption is significant at $p = 0.000$ and the relationship between Electronic word-of-mouth and Conspicuous consumption is significantly positive at $p = 0.000$ when EWOM is a mediator. Thus both Instagram usage intensity and Electronic word-of-mouth exerted a statistically positive influence on Conspicuous consumption. As a result, Hypothesis 2 can be accepted.

2.6.5.3 The interrelationship between Instagram usage intensity and Electronic word-of-mouth (H3)

Multiple regression analysis was performed to determine the interrelationship between Instagram usage intensity and Electronic word-of-mouth. The results are reflected in Table 7.

Insert Table 7 here

Table 7 shows that Instagram usage intensity exerts a statistically positive influence on Electronic word-of-mouth.

The regression model is significant at p<0.000 indicating that Instagram usage intensity can be considered a predictor of Electronic word-of-mouth. Instagram usage intensity can be considered a strong predictor of Electronic word-of-mouth since one unit increase in Instagram usage intensity will increase Electronic word-of-mouth by 36.8%, considering the standardised coefficients (Beta). The researches relied on a 95% level of confidence in the data analysis. This indicates that a p-value of less than or equal to 0.05 implies that it is improbable that the results are the result of chance per se, according to the Independent Sample t-test. The independent variable revealed 13.6% ($R^2 = 0.136$) of the variance in Electronic word-of-mouth. Thus, the relationship between Instagram usage intensity and Electronic word-of-mouth is directly and significantly positive at p = 0.000. Thus, Instagram usage intensity exerts a statistically positive influence on Electronic word-of-mouth suggesting that Hypothesis 3 can be accepted.

2.6.5.4 The interrelationship between Electronic word-of-mouth and Conspicuous consumption (H4)

Multiple regression analysis was performed to determine the interrelationship between Electronic word-of-mouth and conspicuous consumption. The results are reflected in Table 8.

Insert Table 8 here

Table 8 shows that Electronic word-of-mouth exerts a statistically positive influence on Conspicuous consumption. The regression model is significant at p < 0.000, indicating that

Electronic word-of-mouth can be considered a predictor of Conspicuous consumption. Electronic word-of-mouth can be considered a strong predictor of Conspicuous consumption, since one unit increase in Electronic word-of-mouth will increase Conspicuous consumption by 62.8% considering the standardised coefficients (Beta). The researchers relied on a 95% level of confidence in the data analysis. This indicates that a p-value of less than or equal to 0.05 implies that it is improbable that the results are the result of chance per se, according to the Independent Sample t-test. The independent variable revealed around 39.4% ($R^2 = 0.394$) of the variance in Conspicuous consumption. Thus, the relationship between Electronic word-of-mouth and Conspicuous consumption is directly and significantly positive at $p = 0.000$. Thus, Electronic word-of-mouth exerts a statistically positive influence on Conspicuous consumption indicating that Hypothesis 4 can be accepted. Table 9 illustrates the support for the formulated hypothesis in the study.

Insert Table 9 here

2.7 DISCUSSION

This study makes both a practical and theoretical contribution. From a theoretical perspective, the findings and results confirm that the measurement scales which were used to measure Generation Y's Instagram usage intensity, Conspicuous consumption and Electronic word-of-mouth constructs, its antecedents and outcomes are valid and reliable. The proposed model has been verified, confirming the relationship between Instagram usage intensity, Electronic word-of-mouth and Conspicuous consumption and its antecedents amongst Generation Y Instagram users in the Gauteng Province of South Africa. From a managerial view, this study can potentially assist marketers in developing a digital strategy of how to sell luxury products using social networking platforms such as Instagram. This study can also potentially assist marketers

to adapt to the trends of Industry 4.0, such as using digital marketing to promote or sell luxury items on social networking platforms through Electronic word-of-mouth and this can provide an organisation with a competitive edge. With constantly changing consumer needs as well as emerging technological advancements, using digital media to create a favourable perception of a luxury product can potentially lead to customers purchasing luxury items. Thus, this study can assist marketers in using Instagram to sell a luxury item to consumers in order to satisfy their needs, which can ultimately result in the profitability of an organisation.

From a theoretical perspective, this study makes four contributions. Firstly, the study established that there is a significantly positive relationship between Instagram usage intensity and Conspicuous consumption amongst Generation Y customers as hypothesized in the study. This suggests that Instagram usage can be a contributor in purchasing luxury items. Secondly, it was also determined that there is indeed a significantly positive relation between Electronic word-of-mouth and Conspicuous consumption amongst Generation Y customers as hypothesized in the study. This suggests that the more people use Instagram, the more likely they are to purchase luxury items. Thirdly, this study also established that there is a significantly positive relationship between Instagram usage intensity and Electronic word-of-mouth amongst Generation Y customers as hypothesized in the study. This implies that the more people use Instagram, the more likely they are to influence each other electronically through word-of-mouth. Lastly, this study established that Instagram usage intensity and Electronic word-of-mouth exert a significantly positive relationship on Conspicuous consumption when Electronic word-of-mouth is a mediator as hypothesized in the study. This implies that the more users use Instagram as a social media platform, the more likely they are to share their opinions online and be influenced by these opinions, which could lead them to purchase luxury items.

2.8 MANAGERIAL IMPLICATIONS

The following guidelines are provided to enhance the relationship between the Instagram usage intensity, EWOM and Conspicuous consumption of Gen Y consumers in an emerging African economy.

Guidelines to enhance EWOM towards Instagram usage intensity

It is important for marketers to understand how to utilize EWOM in an effective manner in order to increase Instagram usage intensity. One way to enhance EWOM towards Instagram usage intensity is to utilize opinion leaders or influencers. EWOM has been proven to be an effective way in which marketers can reach their targeted audience through social media platforms such as Instagram. By utilizing EWOM in conjunction with Instagram usage intensity, marketers are able to reach their consumers more effectively. With the emergence of social media, Instagram in particular, EWOM has become a powerful source of product information for consumers. A new trend for marketers on Instagram is using opinion leaders or influencers in conjunction with EWOM in order to inform potential customers about products. Opinion leaders possess strong ties or connections with their social networks and target the communications that will create positive Electronic word of mouth (EWOM). Through influencers, marketers are able to reach potential customers, as an opinion leader or influencer is able to build a relationship with a customer in a way that a brand will not be able to do. Influencer marketing is seen as likeable, credible and authentic, as people follow influencers or opinion leaders for inspiration, therefore customers trust recommendations from an influencer compared to the brand itself. The influencer has the ability to drive consumers to the brands website as well as increasing social media exposure. Marketers will first need to identify the potential influencers who will fit in with the brand's image, and who will be able to reach the brand's targeted audience. A popular way in which marketers can use influencers is by allowing influencers to review a brands product, providing them with free products and

giving them an opportunity to review their products by posting positive content relating to the brand. Marketers will need to monitor the influencers' reach in order to monitor the success of the campaign, and if the influencer is successful with the campaign, the influencer could become a future ambassador for the brand.

Guidelines to enhance Instagram usage intensity towards Conspicuous consumption

It is important for organisations to understand how social media platforms, such as Instagram, are influencing the buying behaviours of consumers. In order to secure this, organisations need to ensure that they have all the necessary knowledge to gain insight on how Instagram is leading to the purchasing of luxury products in order for consumers to feel accepted in their external environments. It is also important for organisations to understand which age groups are using Instagram and therefore which consumers are being influenced to buy luxury items to fit in with social group types. Organisations targeting those specific consumers should be on platforms such as Instagram so that they can be easily found by their consumers who are looking for them. Additionally, organisations should be online to track what their consumers are saying about them. If influential consumers are posting pictures of products bought from a particular store and communicating positive messages about the brand, the organisation should follow these conversations to see how its business is influenced by it.

Guidelines to enhance EWOM towards Conspicuous consumption

EWOM has developed many digital forms which have allowed customers to communicate around the world and also make purchase decisions in a less convenient way. In addition, conspicuous consumption has resulted in customers focusing more on how other people view their purchase decisions related to status consumption. Although, online purchases have in some way proved to be less convenient in a sense that consumers do not need to physically

wait in long queues to make purchases. There are often barriers that may affect customers' attitude towards purchasing online which include the fear of providing personal information, which affects status consumption. Gaining customers' trust is not easy, but companies need to ensure that they begin by creating a survey to gather insights asking customers what holds them back from purchasing online as this would also help them in making sure that they improve their online system with the aim of also increasing their target audience. Most important ways to gain trust from customers that companies can improvise include making sure that their website appears to be authentic to consumers. Frequent use of trust symbols such as MacAfee secure, BBB, TRUSTe would help in gaining consumers' trust. While providing enough and large content in websites, providing accurate contact information, offering product guarantees as well as providing social evidence such as customer reviews, would ensure that customers gain trust, thereby change their perception on purchasing online.

2.9 CONCLUSIONS, LIMITATIONS AND FUTURE DIRECTIONS

Building on the Theory of Reasoned Action (TRA), the Social Exchange Theory (SET), the Relationship Marketing Theory (RMT) as well as the Theory of Planned Behaviour (TPB), this study provides evidence of the significant relationships between Instagram usage intensity, Electronic word-of-mouth and Conspicuous consumption and how these factors influence the purchase of luxury goods through the usage of Instagram and communicating electronically from Generation Y consumers residing in South Africa. One of the most significant conclusions which can be drawn from this study lies in the fact that Instagram usage intensity and electronic word-of-mouth are predominant factors that determine the consumption of conspicuous goods amongst the Generation Y cohort in South Africa. Our tested model will be useful not only in Generation Y social media usage research, but also for marketers who are trying to persuade Generation Y to purchase conspicuous goods after they have been made aware of these

conspicuous goods on Instagram. The proposed model and conceptualization can act as platforms for relevant practitioners and policy makers in managing the direction of the Generation Y Instagram environment. Our study highlights that the theoretical models are effective towards examining consumptions intentions towards conspicuous goods through the use of Instagram and Electronic word-of-mouth. Finally, this study has added to the current body of knowledge relating to the general concept of Instagram usage and Electronic word-of-mouth and Conspicuous consumption within an emerging country, and therefore has the potential to be the basis of further explorations into Instagram usage intensity and Electronic word-of-mouth and its impact on conspicuous consumption within other countries. The research findings in this study are based on responses from a study which was done in the Gauteng Province of South Africa, thus these findings cannot be generalized to other provinces in the country. The research findings are also based on responses from a study which was done from Generation Y customers, thus these findings can't be generalized to other generational cohorts such as Generation X. Lastly, this study conducted only two constructs that affect Conspicuous consumption and there could be many other factors which can influence Conspicuous consumption which are not mentioned in this study. Future studies can focus on other cohorts of another generation from another country.

Reference list

Ajzen, I. 1991. "The theory of planned behaviour". Organizational Behaviour and Human Decision Processes, 50, 179-211.

Ajzen, I. 2006. "Constructing a theory of planned behaviour questionnaire", Unpublished manuscript, based on the appendix in: Fishbein, M. & Ajzen, I., 2010, Predicting and changing behaviour: The reasoned action approach, pp. 449–457, Psychology Press, New York

Ashley, C. & Tuten, T. 2015. "Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement". Psychology and Marketing, 32(1): 15–27 (January 2015).

Benmoyal-Bouzaglo, S., & Guiot, D. (2013). "The coping strategies used by teenagers criticized by their peers for their brand choice". Recherche et Applications, 28(2), 46-69.

Available from: https://0-www-jstor org.ujlink.uj.ac.za/stable/pdf/24719072.pdf?refreqid=excelsior:7a27c5bb939889cf16dc88b9c ce8ffda. [Accessed: 15 April 2018]

Charles, K.K., Hurst, E., & Roussanov, N. 2009. Conspicuous consumption and race. *The Quarterly Journal of Economics*, 124(2), 425-467.

Choo, S.L.Y., de Run, E.C., Ming, W.W.P., & Ting, H. 2015. "Beliefs about the usage of Instagram: An exploratory study". International Journal of Business and Innovation, 2(2). Available from: https://www.researchgate.net/publication/272026006. [Accessed 12 April 2018]

Cobanoglu, C., Omran, B.A., & Zhang, T. 2017. Generation Y's positive and negative ewom: use of social media and mobile technology. *International Journal of Contemporary Hospitality Management*, 29(2), 732-761. doi: http://doi.org/10.1108/IJCHM-10-2015-0611. [Accessed 15 April 2018]

Cropanzano, R., & Mitchell, M.S. 2005. "Social exchange theory: an interdisciplinary review", *Journal of Management*, 31(6), 874-900.

Colquitt, J.A., Scott, B.A., Rodell, J.B., Long, D.M., Zapata, C.P., Conlon, D.E., & Wesson, M.J. (2013). "Justice at the millennium, a decade later: a meta-analytic test of social exchange and affect-based perspectives", Journal of Applied Psychology, 98(2), 199.

Djafarova, E. and Rushworth, C., 2017. "Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users". Computers in Human Behavior, 68: 1-7.

Duan, J. and Dholakia, R.R., 2017. "Posting purchases on social media increases happiness: the mediating roles of purchases' impact on self and interpersonal relationships". Journal of Consumer Marketing, 34(5): 404-413.

Dubois, B. and Duquesne, P., 1993. "The market for luxury goods: Income versus culture". European Journal of Marketing, 27(1): 35-44.

Duffett, R.G. 2017. "Influence of social media marketing communications on young consumers' attitudes". Young Consumers, 148(1):19-39. doi: https://doi.org/10.1108/YC-07-2016-00622. [Accessed: 12 May 2018]

Duh, H., & Struwig, M. 2015. "Justification of the general cohort segmentation in South Africa". International Journal of Emerging Markets. 10(1), 89-101. doi: https://doi.org/10.1108/IJOEM-08-2012-0078. [Accessed 12 May 2018]

Ellison, N.B., Steinfield, C., & Lampe, C. 2007. "The benefits of facebook's 'friends': Social capital and college students' use of online social network sites". Journal of Computer-Mediated Communication, 12(4), 1143-116.

Erkan, I. 2015. "EWOM on Instagram: Customers engagement with brands in different sectors". International Journal of Management, Accounting and Economics (Online), 2(12): 1435-1444.

Evans, 2017. "Building Social Media Marketing Strategies" Available from: https://evansonmarketing.com/2017/11/08/building-social-media-marketing-strategies/ [Accessed 15 May 2018]

Glanz, K., Rimer, B.K., &Viswanath, K. 2015. "Health Behaviour: theory, research and practice"e. Available from: https://0-ebookcentral-proquest-com.ujlink.uj.ac.za/lib/ujlink-ebooks/detail.action?docID=4180250. [Accessed 15 May 2018]

Gonzales, A.L., & Hancock, J.T. 2011. "Mirror, mirror on my Facebook wall: Effects of Facebook exposure on self-esteem". Cyberpsychology, Behaviour, and Social Networking, 14(1), 79-83.

Hagger, M.S., Chatzisarantis, N.L.D., Barkoukis, V., Wang, J.C.K., Hein, V., & Pihu, M. 2007. "Cross-cultural generalizability of the Theory of Planned Behaviour among young people in a physical activity context". Journal of Sport and Exercise Psychology, 29(1), 1–20. https://doi.org/10.1123/jsep.29.1. [Accessed 20 May 2018]

Hahn, A., & Popan, E. 2016. "Theory of reasoned action (TRA)". Salem Press Encyclopaedia. Available from: http://0eds.a.ebscohost.com.ujlink.uj.ac.za/eds/detail/detail?vid=0&sid=e5482c0b-82bd4ca1b5dc51e20ab4ccd6%40sessionmgr4007&bdata=JnNpdGU9ZWRzLWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#AN=113931228&db=ers. [Accessed 20 May 2018]

Ho, S.S., Liao, Y. and Rosenthal, S., 2015. "Applying the theory of planned behavior and media dependency theory: Predictors of public pro-environmental behavioral intentions in Singapore". Environmental Communication, 9(1): 77-99.

Hu, N., Bose, I., Koh, N.S., & Liu, L. 2012. "Manipulation of online reviews: An analysis of ratings, readability, and sentiments". Decision Support Systems, 52(3): 674- 684.

Hudson, S., Roth, M.S., Madden, T.J. and Hudson, R. 2015. "The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees". Tourism Management, 47: 68-76.

Jiang, Y., & Kim, Y. 2015. "Developing multi-dimensional green value: Extending social exchange theory to explore customers' purchase intention in green hotels – evidence from Korea". International Journal of Contemporary Management, 27(2), 308-334. Doi: https://doi.org/10.1108/IJCHM-08-2013-0383. [Accessed 15 May 2018]

Jonck, P., Van der Walt, F., & Sobayeni, N.C. 2017. "A generational perspective on work value in a South African sample". SA Journal of Industrial Psychology. Available from: http://www.sajip.co.za. [Accessed 25 May 2018]

Kaponen, J. 2017. "Harnessing the impact of Electronic Word-of-Mouth on purchase intention of cosmetics based on the functional attitude theory. (Bachelors Thesis). Aalto University School of Business. Available from: https://aaltodoc.aalto.fi/bitstream/handle/123456789/26102/bachelor_Koponen_Johanna_2017.pdf?sequence=1. [Accessed 25 May 2018]

Kaus, W. 2013. "Conspicuous consumption and "race": Evidence from South Africa. Journal of Development Economics, 100(1), 63-73.

Khalid, S., & Ali, T. 2017. An integrated perspective of social exchange theory and transaction cost approach on the antecedents of trust in international joint ventures. Elsevier, 26(3), 491-501. doi: https://doi.org/10.1016/j.ibusrev.2016.10.008. [Accessed 15 May 2018]

Lup, K., Trub, L. and Rosenthal, L., 2015. "Instagram# instasad?: exploring associations among instagram use, depressive symptoms, negative social comparison, and strangers followed". Cyberpsychology, Behavior, and Social Networking, 18(5): 247-252.

Madinga, N.W., Maziriri, E.T. and Lose, T., 2016. "Exploring status consumption in South Africa: a literature review". Investment Management and Financial Innovations, 13(3): 131-136.

Makhitha, K.M. (2014). Factors influencing Generations Y students' attitude towards online shopping. Mediterranean Journal of Social Sciences, 5(21), 39-50. Doi: DOI: 10.5901/mjss.2014.v5n21p39.

Mandhlazi, L., Dhurup, M., & Mafini, C. 2013. "Generation Y consumer shopping styles: Evidence from South Africa". Mediterranean Journal of Social Sciences, 4(14), 153-164. Doi: Doi:10.5901/mjss.2013.v4n14p153.

Mangold, W.G., & Faulds, D.J. 2009. "Social media: The new hybrid element of the promotion mix". Business Horizons, 52(4): 357-365.

Mashaba, N., & Wiese, M. 2014. "Black middle class township shoppers: a shopper typology". University of Pretoria. Available from: https://repository.up.ac.za/bitstream/handle/2263/52203/Mashaba_Black_2016.pdf?sequence =1. [Accessed 25 May 2018]

Matute, J., Polo-Rendondo, Y., & Utrillas, A. 2016. "The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness". Online information Review, 40(7), 1090-1110. doi: http://doi.org/10.1108/OIR-11-2015-0373.

Moav, O., & Neeman, Z. 2010. "Status and poverty". Journal of the European Economic Association 8: 413-420.

Nam, C., Kim, Y.D., & Kwon, W. 2016. "Effects of Social Media on Generation Y Consumers' Brand Knowledge of Eco-friendly Outdoor Sportswear". International Journal of Applied Sport Science, 28(2): 235-245.

Napoleoncat. 2017. "Instagram user demographics in SA". Napoloeancat. Available from: http://napoleancat.co/blog/en/instagram-users-in-south-africa/. [Accessed 1 June 2018]

Rahi, S. 2017. "Research Design and Methods: a systematic review of research paradigms, Sampling Issues and Instrument Development". International Journal of Economics & Management Science, 06: 2A.

Rizqia, C.D., & Hudrasyah, H. 2015. "The Effect of Electronic Word-of-Mouth on customer purchase intention". International Journal of Humanities and Management Sources (IJHMS), 3(3). Available from: http://www.isaet.org/images/extraimages/P515009.pdf. [Accessed 25 May 2018]

Ryan, P. 2015. "Positivism: paradigm or culture?" Journal of Policy Studies, 36(4), 417-433. doi: 10.1080/01442872.2015.1073246.

Sabir, R.I., Naeem, M., & Amin, M. 2016. "Determining the Impact of Social Media Intensity and Celebrity Culture on Conspicuous Consumption with Mediating Effect of Materialism". Gujrat, COMSATS.

Saunders, M.N., Lewis, P. and Thornhill, A., 2016. "Methoden en technieken van onderzoek".

Smith, D. 2016. "Instagram marketing to millennials vs. generation X". Available from: http://www.ceirated-digital.com. [Accessed 20 May 2018]

Smith, K. 2018. "41 Incredible Instagram statistics". Brandwatch, [Online]. Available from: https://www.brandwatch.com/blog/instagram-stats/. [Accessed 25 April 2018].

Srikantaiah, T., Koenig, M., & Al-Hawamdeh, S. 2010. "Convergence of project management and knowledge management. Lanham, Md.: Scare.

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. doi: https://doi.org/10.1108/JRIM-01-2015-0009.

Thoumrungroje, A. (2014). "The Influence of Social Media Intensity and EWOM on Conspicuous Consumption". Proceda: Social and Behavioral Sciences, 148: 7-15.

Truffert, A. (2015). South Africa: "The rise of the 'Black Diamonds'".
Available from: http://www.butterflylondon.com. [Accessed: 25 March 2018]

Watt, K. 2014. "Instagram as a vehicle for conspicuous consumption". Available from: http://www.prezi.com. [Accessed 1 April 2018]

Figure 1. Proposed theoretical model
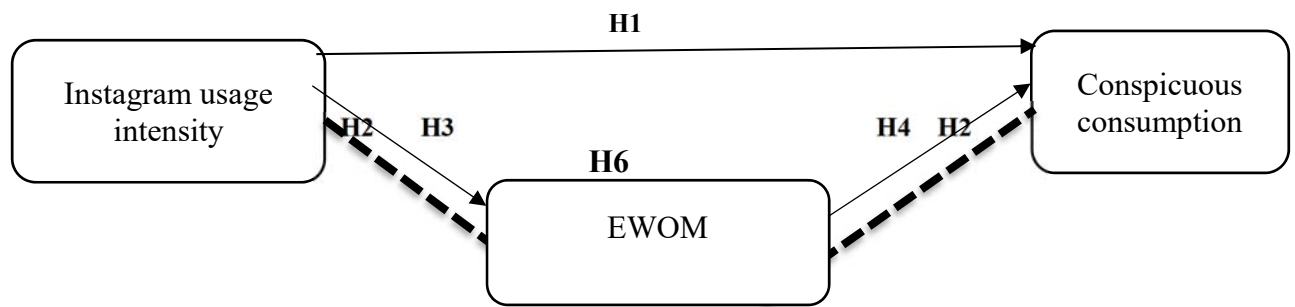
Researchers own construct

Table 1: Cronbach Alpha values for the measurement constructs

Construct	Cronbach's Alpha
Instagram usage intensity	.847
Electronic word-of-mouth	.947
Conspicuous consumption	.877

Table 2: Instagram usage intensity

Construct	Mean	Std. Deviation
I am proud to tell people I am on Instagram	2.88	1.003
I feel I am part of the Instagram community	2.71	1.010
I would be sorry if Instagram shut down	2.64	1.175
Instagram is part of my everyday activity	2.63	1.048
Instagram has become part of my daily routine	2.60	1.126
I feel out of touch when I haven't logged onto Instagram for a while	2.19	1.159
Total score	2.61	0.82

Table 3: Electronic word-of-mouth

Construct	Mean	Std. Deviation
When choosing products, my contacts' opinions on Instagram are important to me	2.74	1.877
I feel more comfortable choosing products when I have gotten opinions from my contacts on Instagram	2.63	1.825
I like to get the opinions of my contacts on Instagram before I buy products	2.60	1.848
I often ask my contacts on Instagram about what products to buy	2.45	1.711
When I consider new products, I ask my contacts on Instagram for advice	2.39	1.633
I usually talk to my contacts on Instagram before I buy products	2.35	1.679
Total score	2.53	1.57

Table 4: Conspicuous consumption

Construct	Mean	Std. Deviation
It is important to know what my Instagram friends think of different brands or products I am considering	3.61	1.849
It is important to know what brands or products to buy to make a good impression on other Instagram users	3.47	2.096
It is important to know what others on Instagram think of people who use certain brands or products I am considering	3.47	1.849
It is important to know what my Instagram friends think of different brands or products I am considering	3.33	1.893
Total score	3.47	1.64

T

Table 5: The interrelationship between Instagram usage intensity and conspicuous consumption

Model	Sum of Squares	DF	Mean Square	F	Sig.		
Regression	112.832	1	112.832	52.678	0.000		
Residual	419.813	196	2.142				
Total	532.646	197					
Model Summary							
R^2							
0.212							
Model	**Standardised coefficients, Beta**	**Unstandardized coefficients**		**T**	**Sig.**	**Tolerance**	**VIF**
		Beta	**Standard error**				
(Constant)		1.065	0.347	3.064	0.002		
Instagram usage intensity	0.460	0.932	0.127	7.258	0.000	1.000	1.000

Table 6: The influence of Instagram usage intensity and Electronic word-of-mouth on Conspicuous consumption (Mediation route)

Model	Sum of Squares	DF	Mean Square	F	Sig.		
Regression	240.673	2	120.337	80.410	0.000		
Residual	290.328	194	1.497				
Total	531.001	196					
Model Summary							
R^2							
0.453							
Model	**Standardised coefficients, Beta**	**Unstandardized coefficients**		**T**	**Sig.**	**Tolerance**	**VIF**
		Beta	**Standard error**				
(Constant)		0.68	0.295	2.307	0.022		
Instagram usage intensity	0.262	0.528	0.115	4.586	0.000	0.864	1.157
Electronic word-of-mouth	0.531	0.557	0.060	9.303	0.000	0.864	1.157

Table 7: The interrelationship between Instagram usage intensity and Electronic word-of-mouth

Model	Sum of Squares	DF	Mean Square	F	Sig.		
Regression	65.521	1	65.521	30.626	0.000		
Residual	417.181	195	2.139				
Total	482.702	196					
Model Summary							
R^2							
0.136							
Model	Standardised coefficients, Beta	Unstandardized coefficients		T	Sig.	Tolerance	VIF
		Beta	Standard error				
(Constant)		0.691	0.349	1.980	0.049		
Instagram usage intensity	0.368	0.709	0.128	5.534	0.000	1.000	1.000

Table 8: The interrelationship between Electronic word-of-mouth and Conspicuous consumption (H4)

Model	Sum of Squares	DF	Mean Square	F	Sig.		
Regression	209.196	1	209.196	126.764	0.000		
Residual	321.805	195	1.650				
Total	531.001	196					
Model Summary							
R^2							
0.394							
Model	**Standardised coefficients, Beta**	**Unstandardized coefficients**		**T**	**Sig.**	**Tolerance**	**VIF**
		Beta	**Standard error**				
(Constant)		1.797	0.174	10.321	0.000		
Electronic word-of-mouth	0.628	0.658	0.058	11.259	0.000	1.000	1.000

Table 9: Hypothesis testing

Hypothesis	Sig	Finding
H_1	0.000	Accepted
H_2	0.000	Accepted
H_3	0.000	Accepted
H_4	0.000	Accepted