



THE ANTECEDENTS AND CONSEQUENCES OF CONSPICUOUS CONSUMPTION OF LUXURY FASHION GOODS IN A SOCIAL MEDIA PLATFORM

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Abstract

The purpose of this study was to examine the influences of social media usage, key opinion leaders (KOLs), self-image congruency, and materialism on conspicuous consumption, as well as how conspicuous consumption had an impact on happiness with a purchase and satisfaction with luxury fashion products in a social media platform. The literature review suggested that conspicuous consumption was accelerated over a social media platform and by the role of KOLs because they promoted the favorable self-expression through a product consumption that exhibits an image that was congruent with an individual's ideal self-image. The literature also implied that a materialistic consumer was likely to engage in conspicuous luxury consumption. Regarding its consequences, a happiness with a purchase and a satisfaction with a product were likely to be associated with conspicuous consumption. The literature in this study provided a more holistic comprehension of conspicuous consumption by incorporating both influential factors and potential consequences, and can be referred to in developing more efficient advertising and marketing activities.