The Public Self-Consciousness, Self-Esteem & Perceived Quality Driving Conspicuous Online Consumption

Asnan Furinto1*, Dewi Tamara1, Rahmad Kadry1, and Sigit Purnomo1
1Executive in Strategic Management Program, Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia 11480

Abstract This research explores the nexus between Perceived Quality (PQ), Public Self-Consciousness (PSC), Self-Esteem (SE), and Online Conspicuous Consumption (OCC) in the realm of online shopping. Unlike earlier studies focused on offline venues, this seeks to unpack the dynamics unique to online interactions. Data sourced via a survey were analyzed with SmartPLS version 4.0.8.9. Findings underscore a marked positive correlation between PSC, SE, and OCC. Those with heightened self-consciousness and self-esteem display increased online conspicuous consumption tendencies. Notably, PQ's relationship with OCC lacked statistical significance, hinting at other dominant determinants in online purchasing behavior. This investigation augments our comprehension of online consumer behaviors, emphasizing the psychological variables impacting OCC. Marketers can harness these insights for more tailored strategies. We advocate for future studies with expansive samples and varied methodologies to amplify understanding of online conspicuous consumption.

1 Introduction

A shift in purchasing behavior that is becoming increasingly popular in society due to ongoing environmental and social developments is reflected in the modern consumer trend of obtaining expensive and useless things. These days, consumers don't buy luxury items to satisfy their fundamental requirements; rather, they do so to gain social recognition and favor. In other words, things that reflect the self, demonstrate social position, and project an image of prominence and money have suddenly become indispensable to one's existence. Since Thorstein Veblen originally introduced the concept in his book Theory of the Leisure Class: An Economic Study of Institutions, scholars have paid considerable attention to conspicuous consumption. Specifically, [1] asserts that conspicuous consumption is a strategic behavior for individuals seeking to improve their social standing in their social networks.

However, most previous research has concentrated on the consumption component of Veblen's theory. This study aims to build on previous research that shows how different psychological factors influence online conspicuous consumption (OCC), four of which were drawn from relevant literature. (Envy, materialism, narcissism, and social comparison). The positive effect of these factors on OCC has been validated empirically. In an earlier qualitative study [2], additional constructs, such as public self-consciousness, self-esteem, and perceived quality, were found based on frequent participant mentions during interviews. The following research should validate these constructs. A previous study found that OCC is associated with greater public self-consciousness and lower self-esteem in most participants. Furthermore, they discovered that brand-perceived quality is a significant driver of OCC. These three variables will be examined in this research. To answer the question, "Is there a relationship between perceived quality and OCC, self-esteem, and public self-consciousness?" this research will empirically evaluate the relationship between public self-consciousness, self-esteem, and perceived quality.

Additionally, it is worth noting that the e-commerce industry in Indonesia is experiencing significant growth. According to a report by Mordor Intelligence [3], the market is expected to grow at a CAGR above 14.4% during the forecast period, driven by the rise of e-commerce businesses and the expansion of the digital economy. Factors such as increased smartphone and internet penetration rates, government support for e-commerce development, and investments from international players like Amazon in Indonesian startups contribute to this growth. Understanding the psychological factors influencing online conspicuous consumption in the context of this booming e-commerce industry becomes increasingly relevant.

In this study, the focus was on examining the patterns and motivations of online conspicuous consumption rather than specific product categories. The study aimed to understand the behaviors and attitudes related to conspicuous online consumption, using questions such as 'I bought things I didn't really need,' 'In determining what to buy, the price is not what I consider,' and 'I buy trending items in my circle/group' These questions were

* Corresponding author: afurinto@binus.edu
designed to explore the general behaviors and decision-making processes of individuals engaging in conspicuous online consumption, without specifically narrowing down to particular product categories. The purpose was to gain insights into the broader phenomenon of online conspicuous consumption and understand the psychological factors driving it. Therefore, no specific products were examined or mentioned in this study.

2 Literature review and hypotheses

2.1 Public self-consciousness

Public self-consciousness refers to the degree to which individuals are aware of and concerned with how they are perceived by others in social situations [4], [5] suggest that individuals with high levels of public self-consciousness may be willing to pay a premium for reasons beyond the desire for social status. Recent research suggests that public self-consciousness may be related to online conspicuous consumption, which refers to the tendency for individuals to use their online presence to display wealth and status to others [6].

Several studies have found that public self-consciousness is positively related to online conspicuous consumption. For example, one study found that individuals high in public self-consciousness were more likely to engage in online conspicuous consumption behaviors such as sharing images of luxury products and experiences on social media [7].

Other research has suggested that this relationship may be influenced by individual differences in materialism and social comparison [8]. Specifically, individuals high in public self-consciousness who are also highly materialistic and prone to social comparison may be more likely to engage in online conspicuous consumption as a way of enhancing their social status and gaining approval from others.

Based on the explanation above, the hypothesis is based on the findings and arguments in the research that is:

\[ H1: \text{Public Self-consciousness has a positive effect on Online Conspicuous Consumption.} \]

2.2 Self-esteem

Self-esteem according to a systematic review conducted by [9], self-esteem has been identified as a significant predictor of various consumer behaviors. In their review of 60 studies published between 1988 and 2019, the authors found that self-esteem plays a critical role in shaping consumers' attitudes and behaviors toward product evaluation, brand selection, purchase intent, and consumption experience. Additionally, it is possible to view self-esteem as a basic human requirement. As a result, when people have low self-esteem, they often participate in activities that could raise it [10]. Poorly self-esteem people place a high value on extrinsic goals involving their appearance, fame, and finances [11]. In light of this, study to date shows a link between ostentatious consumption and low self-esteem.

People who are socially excluded from close friendships (such as friends) have lower self-esteem, which makes them favor conspicuous consumption [12]. Even if they presently experience a sense of belonging, those with low self-esteem desire expensive brands that suggest high social standing to ensure their future group membership [13]. In addition, [14] contends that people with poor incomes and low levels of global self-esteem frequently try to communicate their social status through their purchasing choices. When people are ignored, they favor the prominent logos of high-end clothing labels. [15]. Due to their fragile self-perception, people with covert narcissism pursue luxury goods to compensate for their low self-esteem and gain societal acceptance [16]. [17] Research from the past suggests that conspicuous spending and self-esteem are linked in a compensating manner.

While earlier studies looking at the connection between conspicuous consumption and self-esteem primarily used global self-esteem, which reflects overall assessments of oneself. But according to a new study, specific self-esteem that is, self-esteem related to a particular domain or aspect of the self might be a better indicator of behaviors in that domain [18, 19]. Modern ideas of self-esteem strongly emphasize the foundational elements of acceptance by oneself and others, performance assessment, social comparison, and the effectiveness of individual action [20]. This research focuses on the relationship between social self-esteem and extravagant online spending. The positive relationship between ostentatious spending and self-esteem has been supported by a large body of research; however, no studies have looked at the relationship with online behavior.

Based on the explanation above, the hypothesis is based on the findings and arguments in the research that is:

\[ H2: \text{Public Self-consciousness has a positive effect on Online Conspicuous Consumption.} \]

2.3 Perceived quality

The perceived quality of the goods is one of the factors a buyer considers before making a purchase decision. Several research demonstrates that trust is one of the factors that contribute to the perception of quality. [21] They discovered that there were no gender differences in internet browsing and purchasing. Women are more concerned about security when purchasing products online than males.

According to [22], the information posted by online customers on social media builds the trust of prospective customers. Referrals and recommendations in social media have become an essential source of credibility. [22] They noted that online clients have confidence in the product, acquire it through social media platforms, and intend to do so again. Therefore, social media platforms have contributed to an increase in product sales. Any company's perceived excellence is an asset in the virtual market. [23] Perceived quality is the overall evaluation of a product or service's quality. Purchase intent is
influenced by perceived quality. Individuals intend to purchase a certain brand of a high-quality product. Aaker's brand equity includes the association of perceived quality. The authors have explored how perceived quality is a status-building aspect of the works. This research will test whether there is a positive or negative correlation between Perceived Quality and Online Conspicuous Consumption. In the broadest sense, Perceived Quality is the most reasonable variable in determining the reason for purchasing goods or services. Based on the explanation above, the hypothesis is based on the findings and arguments in the research that is: H3: Perceived quality positively affects conspicuous online consumption, according to our hypothesis.

2.4 Online conspicuous consumption

Online conspicuous consumption refers to the display of one's wealth and status through the consumption of luxury goods and services on digital platforms. With the rise of social media, individuals are increasingly using online platforms to showcase their material possessions to their social networks. This behavior has led to a new form of conspicuous consumption, where the primary audience is not the physical community but the digital community. As mentioned by [27], The goals of conspicuous consumption are self-improvement, reference group acceptance, and the public display of one's identity standing. In this context, it alludes to an online store purchase. (OOC).

According to [28], online conspicuous consumption is a result of the increasing importance of social media as a platform for self-expression and identity construction. This behavior is fuelled by the desire to gain social recognition and admiration from others, and it is often characterized by the use of social media influencers to promote luxury brands and products [29].

Online conspicuous consumption has significant implications for both consumers and marketers. For consumers, it can lead to a sense of social pressure to conform to a certain lifestyle, which may result in Excessive spending and financial strain [30]. For marketers, it presents new opportunities to leverage social media influencers and user-generated content to promote their products and brands [31].

However, online conspicuous consumption is not without its limitations. Research has shown that consumers may experience negative emotions such as envy and resentment when exposed to the luxurious lifestyles of others on social media [32]. Additionally, it may not always lead to an increase. Social status, as individuals may be perceived as inauthentic or try-hard by their peers [33]. Online conspicuous consumption is a complex phenomenon that reflects the intersection of social media, consumer behavior, and marketing practices. As social media continues to play a significant role in our daily lives, it is likely that this behavior will continue to evolve and shape our consumption patterns in the digital age.

Figure 1 shows the research model based on the defined hypotheses.

![Research Model](https://example.com/research-model.png)

Fig. 1. Research model.

3 Methods

3.1 Operationalized variables

Table 1 shows the operationalized variables used to design questionnaires to answer the previously defined hypotheses.

3.2 Data collection

Sample determination and sampling techniques were essential considerations in this study. The target population comprised online shopping users in Indonesia, chosen due to the country's large population size and limited availability of time and resources. To ensure a representative and diverse sample, a stratified population, with a focus on three metropolitan cities: Jakarta, Surabaya, and Medan. This geographic approach allowed for the inclusion of various segments within the target.

Additionally, participants were chosen based on their positive responses to the specific questions “I bought things I didn't really need,” “In determining what to buy, the price is not what I consider,” and “I buy trending items in my circle/group.” By applying these criteria, the study ensured that the collected data truly represented the target sample.

The final sample size for the study was determined to be 122 participants, which was deemed appropriate for obtaining meaningful insights into the behaviors and attitudes related to online conspicuous consumption within the specified geographic area.
Data collection was carried out through an online questionnaire, following the recommendation of [34] for its effectiveness in gathering responses. The questionnaire was written in Bahasa Indonesia, the local language, to ensure clarity and comprehension among participants. To measure respondents' agreement or disagreement with specific statements or questions, a five-point Likert scale ranging from 1 ('Strongly disagree') to 5 ('Strongly agree') was employed as the measurement tool. This scale facilitated the quantification of attitudes and allowed participants to express their opinions or attitudes accurately.

By incorporating these measures into the data collection process, the study aimed to ensure that the data collected truly represented the target sample and aligned with the research objectives. These steps were crucial to obtaining meaningful insights into the behaviors and attitudes related to online conspicuous consumption in the specified geographic area.

The determination of the sample in this study was based on several criteria. Participants were required to have purchased branded products online in the past year through marketplaces, mobile apps, or websites. Additionally, participants were selected based on their positive response to the specific question, "I bought things I didn't really need." This criterion aimed to identify individuals engaging in online conspicuous consumption.

The final sample size for the study was determined to be 122 participants. This sample size was considered appropriate to provide meaningful insights into the behaviors and attitudes related to online conspicuous consumption in the specified geographic area.

To collect the data, an online questionnaire was utilized, as suggested by [35], for its effectiveness in collecting responses. The survey instrument was written in Bahasa Indonesia, the local language, to ensure clarity and understanding among the participants. The questionnaire employed a five-point Likert scale ranging from 1 ('Strongly disagree') to 5 ('Strongly agree') as the measurement tool. This scale allowed respondents to indicate their level of agreement or disagreement with specific statements or questions.

### Table 1. Operationalized variables.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Definition</th>
<th>Indicator</th>
<th>Prior Research</th>
</tr>
</thead>
</table>
| Public Self-Consciousness     | Individuals may be willing to pay a premium for reasons other than social standing. | 1. Physical appearance in public  
2. Empathy or tolerance for what has happened  
3. The influence of the social environment | [5]                        |
| Self-Esteem                   | Self-esteem is a psychological trait that greatly influences how people act and can cause many different customer behaviors. | 1. Income can affect self-esteem in the social environment  
2. Buy expensive brands  
3. Narcissism is one of the factors that consumers seek luxury goods to compensate for their low self-esteem | [9]                        |
| Perceived Quality             | A consumer's perception of what he or she observes and experiences while watching and or handling a particular brand's product, including data privacy, is known as perceived quality. | 1. Product quality can give consumers confidence in buying products on online media  
2. Security in online transactions can improve the quality of consumer trust  
3. Information or reviews posted online on social media build potential customers. | [21]                        |
| Online Conspicuous Consumption| The goals of conspicuous consumption are self-improvement, reference group acceptance, and the public display of one's identity standing. In this context, it alludes to an online store purchase. (OOC) | 1. Willing to purchase with more prices.  
2. The goods or services are not mandatory for the buyers.  
3. The tendency to buy is to be accepted by society or a group. | [27]                        |
4 Result and analysis

4.1. Demographic profile of respondents

Table 2 shows the distribution of respondents. This research was conducted by distributing questionnaires to 122 samples that made online purchases. Descriptive statistics of the respondents are shown in Table 3, which summarizes the research sample based on gender, age, and location.

Based on the research, the respondents in this study consisted of 48% Male and 52% Female. Regarding age, the majority of the respondents, which is 51%, were respondents aged between 21-30 years. The second highest number of respondents, at 25%, were aged between 31 and 40. The remaining 18% were respondents aged above 40 years, and respondents aged 16-20 years were 8%. Meanwhile, the largest location of the first respondent was Jabodetabek, which accounted for 57%, and the second was Surabaya, which accounted for 25%, with the remaining 18% located in Medan.

<table>
<thead>
<tr>
<th>Table 2. Demographic profile of respondents.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total respondents</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>16-20 years</td>
</tr>
<tr>
<td>21-30 years</td>
</tr>
<tr>
<td>31-40 years</td>
</tr>
<tr>
<td>Above 40 years</td>
</tr>
<tr>
<td>Location</td>
</tr>
<tr>
<td>Jabodetabek</td>
</tr>
<tr>
<td>Surabaya</td>
</tr>
<tr>
<td>Medan</td>
</tr>
</tbody>
</table>

The results revealed that the mean scores for online conspicuous consumption ranged from 2.746 to 2.877, indicating that participants tended to buy things they did not need, did not consider price when making purchasing decisions, and purchased trendy items within their circle or group. The mean scores for perceived quality ranged from 3.467 to 3.549, indicating that participants had confidence in the quality of products and services at the online store and believed in the security of their data when shopping online.

Furthermore, the mean scores for public self-consciousness ranged from 2.689 to 3.467, indicating. Participants experienced happiness and fun when purchasing things from trending online shops and showing their membership level to their friends. The mean scores for self-esteem ranged from 2.984 to 3.639, indicating that participants felt confident when buying goods from well-known online shops, felt satisfied when buying rare goods at online shops, and felt confident when having accounts with multiple online shops.

These findings suggest that online conspicuous consumption is influenced by perceived quality, public self-consciousness, and self-esteem. Consumers who have confidence in the quality of online products and services, feel happy and enjoy showing their purchases to others, and have high self-esteem tend to engage in conspicuous consumption online. Therefore, online retailers should focus on providing high-quality products and services and creating a sense of exclusivity and status to attract consumers who engage in conspicuous consumption online.

4.2. Indicators

The present study investigated the impact of online conspicuous consumption, perceived quality, public self-consciousness, and self-esteem on online purchase intention, these findings are detailed in Table 3. The study utilized the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach to analyze the data collected from a sample of online shoppers. The Partial Least Squares Structural Equation Modeling (PLS-SEM) approach was chosen as the primary analytical method for several reasons. The book 'A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)' by [36] provides valuable insights into the reasons for selecting PLS-SEM. Firstly, PLS-SEM is well-suited for exploratory research, allowing for the examination of complex relationships among multiple latent constructs.

This aligns with the objective of studying the psychological factors influencing online conspicuous consumption, where the focus is on understanding the interplay between various variables. Additionally, PLS-SEM is known for its robustness with small sample sizes, providing reliable results even when data is limited. This characteristic is particularly relevant to our study, which has a moderate-sized sample. By employing PLS-SEM, we aimed to leverage its advantages in exploring complex relationships and obtaining robust findings. The insights from 'A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)' informed our decision to utilize PLS-SEM as the analytical method in this research.

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4.3. Reliability and validity

In this study, the analysis of respondent responses was performed using SmartPLS version 4.0.8.9. The questionnaire variables and indicators were evaluated using the collected data for reliability, convergent, and discriminant validity.

This study used four constructs in Table 4: OCC, PQ, PSC, and SE. It evaluated their internal consistency and convergent validity using four metrics: Cronbach's alpha, composite reliability (rho_a), composite reliability
(rho_c), and average variance extracted (AVE). The results showed that all constructs had satisfactory reliability, with Cronbach's alpha values ranging from 0.675 to 0.802 and composite reliability values (rho_a and rho_c) ranging from 0.700 to 0.845. In terms of convergent validity, all constructs exhibited acceptable levels of average variance extracted, ranging from 0.504 to 0.594. These findings suggest that the constructs used in this study are reliable and valid measures of the underlying constructs.

The Fornell-Lacker criterion evaluates a study model's constructs' discriminant validity. By calculating the square root of the AVE (shown in bold in the "Construct" row) for each construct and contrasting it with the correlations between constructs, the Fornell-Lacker criterion was assessed in this research. (in the cells)

### 4.4. Loading factor

Based on the provided data showing in Table 5, we can analyze the results of convergent validity (loading factor) and discriminant validity for the latent variables in the study. Here are the results:

The correlations between the latent variables indicate discriminant validity. Looking at the correlation matrix, we can see that the correlation values within each latent variable (diagonal elements) are higher than the correlation values between different latent variables (off-diagonal elements). This suggests that the latent variables have stronger correlations within themselves compared to the correlations between different constructs.

These results support the convergent validity (sufficiently high loading factors) and discriminant validity (lower correlations between different constructs)

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Conspicuous Consumption (OCC)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I bought things I didn't really need (OCC 1)</td>
<td>2.746</td>
<td>1.045</td>
</tr>
<tr>
<td>In determining what to buy, the price is not what I consider (OCC 2)</td>
<td>2.877</td>
<td>1.045</td>
</tr>
<tr>
<td>I buy trending items in my Circle/group (OCC 3)</td>
<td>2.811</td>
<td>1.019</td>
</tr>
<tr>
<td><strong>Perceived quality (PQ)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am confident in the quality of products and services at the online store (PQ 3)</td>
<td>3.467</td>
<td>0.703</td>
</tr>
<tr>
<td>I believe in the security of my data when shopping at the online shop (PQ 4)</td>
<td>3.549</td>
<td>0.748</td>
</tr>
<tr>
<td><strong>Public Self-Consciousness (PSC)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel happy when I buy things in trending online shops (PSC 1)</td>
<td>3.467</td>
<td>0.861</td>
</tr>
<tr>
<td>I'm having fun showing (Membership Level) to my friends (PSC 4)</td>
<td>2.689</td>
<td>1.087</td>
</tr>
<tr>
<td>I feel happy to tell my friends where I do my online shopping? (PSC 5)</td>
<td>3.270</td>
<td>1.109</td>
</tr>
<tr>
<td><strong>Self-Esteem (SE)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel confident when buying goods at well-known online shops (SE 1)</td>
<td>3.549</td>
<td>0.993</td>
</tr>
<tr>
<td>I feel satisfied when the goods I buy at the online shop are rare (SE 2)</td>
<td>3.639</td>
<td>0.959</td>
</tr>
<tr>
<td>I feel confident if I have accounts at many online shops (SE 5)</td>
<td>2.984</td>
<td>0.878</td>
</tr>
</tbody>
</table>

4.5. Path coefficients

Figure 2 shows the hypothesis testing results for the model's path coefficients. The "P values" in the Bracket show the p-values for each coefficient, indicating the level of statistical significance.

For the Perceived Quality (PQ) of the Online Conspicuous Consumption (OCC) path, the sample estimate is -0.066, which is not statistically significant (p=0.423), indicating that there is no significant relationship between these variables.

For the Public Self-Consciousness (PSC) to Online Conspicuous Consumption (OCC) path, the original

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach's alpha</th>
<th>Composite reliability (rho_a)</th>
<th>Composite reliability (rho_c)</th>
<th>Average variance extracted (AVE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC</td>
<td>0.802</td>
<td>0.845</td>
<td>0.810</td>
<td>0.594</td>
</tr>
<tr>
<td>PQ</td>
<td>0.675</td>
<td>0.700</td>
<td>0.685</td>
<td>0.524</td>
</tr>
<tr>
<td>PSC</td>
<td>0.753</td>
<td>0.755</td>
<td>0.753</td>
<td>0.504</td>
</tr>
<tr>
<td>SE</td>
<td>0.775</td>
<td>0.779</td>
<td>0.775</td>
<td>0.536</td>
</tr>
</tbody>
</table>
sample estimate is 0.510, which is statistically significant (p<0.001) with a high t-statistic of 5.991, indicating a strong positive relationship between these variables.

For the Self-Esteem (SE) to Online Conspicuous Consumption (OCC) path, the sample estimate is 0.261, which is statistically significant (p=0.002) with a moderate t-statistic of 3.166, indicating a positive relationship between these variables, albeit weaker than the Public self-consciousness (PSC) to Online conspicuous consumption (OCC) path.

![Fig. 2. Path coefficients of the research model.](image)

### 4.6. R-square and f-square

Table 6 showing the data analysis result of the R-Square. The R-Square value for the variable Online Conspicuous Consumption (OCC) is 0.6913, indicating that approximately 69.13% of the variance in OCC can be explained by the selected predictor variables. The R-Square adjusted value, which accounts for the number of predictors and degrees of freedom, is 0.6835.

Regarding the F-Square values, Table 7 shows the relationship between OCC and other variables, namely Perceived Quality (PQ), Public Self-Consciousness (PSC), and Self-Esteem (SE). The F-Square values quantify the effect size of OCC on the respective variables. Notably, OCC has a moderate effect on PQ (F-Square = 0.1181) and a strong effect on PSC (F-Square = 0.7171). The effect of OCC on SE is relatively weak (F-Square = 0.0101).

These results indicate that OCC significantly influences Perceived Quality and Public Self-Consciousness, suggesting that online conspicuous consumption behavior has a meaningful impact on these variables. However, the effect on Self-Esteem is relatively minimal.

### 5 Discussion

The present study investigates the relationship between Perceived Quality, Public Self-Consciousness, Self-Esteem, and Online Conspicuous Consumption (OCC). Prior research has largely focused on examining the relationship between these variables in the context of traditional offline stores, with positive relationships being found. However, the findings from online purchasing models suggest that the relationship between Perceived Quality and OCC could be more consistently strong and positive. Nonetheless, our results confirm a significant positive relationship between Public Self-Consciousness and OCC, as well as between Self-Esteem and OCC. Thus, this study sheds light on the complex relationships between these variables in online shopping.

#### 5.1. Theoretical implications

Considering the findings of this research, the theoretical implications of this study can be elucidated as follows:

1. Confirmation of the relationship between public self-consciousness, self-esteem, and perceived quality with online conspicuous consumption.
2. Identifying variables that have a strong and significant positive relationship with online conspicuous consumption, such as public self-consciousness and self-esteem.
3. The recognition that not all variables have a strong and positive relationship with online conspicuous consumption, as seen in the case of perceived quality.
4. Advancement in understanding the factors that influence online conspicuous consumption could have implications for marketers and researchers in the field of e-commerce.
5. The development of new theories or the refinement of existing theories related to online conspicuous consumption and consumer behavior.

Overall, the theoretical implications of the study could contribute to a better understanding of online consumer behavior, which could inform marketing strategies and future research in the field.

5.2. Managerial implications

Managerial implications refer to the practical applications of research findings that can help guide organizational decision-making and actions. In the context of this study, the managerial implications could include suggestions for marketing strategies aimed at targeting conspicuous online consumers with specific levels of self-esteem and public self-consciousness, as well as recommendations for improving the perceived quality of products to attract such consumers. The findings could also inform approaches to online brand management and social media marketing tactics targeting these consumer segments. Overall, the managerial implications are focused on how the study's findings can be practically applied to improve business practices and outcomes.

5.3. Limitations and recommendations for future research

Limitations refer to any weaknesses or shortcomings of the study that may limit the generalizability or accuracy of the findings. Some possible limitations of this study might include:
1. Sample size and characteristics: The study may have a relatively small sample size or limited demographic representation, which may limit the generalizability of the findings.
2. Cross-sectional design: The study is cross-sectional, meaning it can only provide correlational, rather than causal, relationships between the variables. Therefore, it is impossible to determine if one variable causes changes in another.
3. Self-reported data: The data in the study are self-reported, which may be subject to bias or measurement error.
4. Limited variable selection: The study only examines a limited set of variables that may impact online conspicuous consumption, which could limit the ability to identify other important factors that influence this behavior.

Future research could address these limitations by:
1. Using a larger sample size and a more diverse sample to increase the generalizability of the findings.
2. Conducting longitudinal or experimental studies to better understand causal relationships between the variables.
3. Collect objective data, such as purchase history or browsing behavior, to supplement self-reported data.
4. Examining additional variables that may impact online conspicuous consumption, such as social influence, price sensitivity, or product involvement.

6 Conclusion

The study's findings suggest that while public self-consciousness (PSC) and self-esteem (SE) are positively related to online conspicuous consumption (OCC), perceived quality (PQ) does not have a significant positive relationship with OCC. This indicates that factors other than PQ may influence consumers' OCC behavior online.

Theoretical implications of these findings suggest that the relationship between variables in the online purchasing model may differ from those in the conventional purchasing model. Marketers can use these findings to design effective online advertising campaigns that focus on consumers' self-esteem and public self-consciousness. The study's limitations include its specific sample and cross-sectional design, which may limit generalizability and causality. Future research could expand the scope of the study by examining the role of other individual characteristics and situational factors that may influence consumers' OCC behavior online.

References

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