ISSN 1816-6075 (Print), 1818-0523 (Online)
Journal of System and Management Sciences
Vol. 14 (2024) No. 12, pp. 61-80
DOI:10.33168/JSMS.2024.1204

How Conspicuous Signaling in Social Media Influences Luxury Fashion Display in Real-World

Ahmad Hamdani, Idris Gautama So, Amalia E. Maulana, Asnan Furinto

Management Department, BINUS Business School, Doctor of Research in Management, Bina Nusantara University, Jakarta 11480, Indonesia

ahmad.hamdani@binus.ac.id (Corresponding author), igautama@binus.ac.id (Corresponding author)

Abstract. This study investigates the interrelationships between conspicuous signaling in online versus offline contexts using a survey of 474 Indonesian luxury fashion consumers. The results demonstrated positive impacts of self- brand congruence on both online and offline conspicuous signaling, while social media intensity only affects online conspicuous signaling. Additionally, online conspicuous signaling positively influences offline conspicuous signaling. Both online and offline conspicuous signaling induce further conspicuous re-consumption, with a stronger effect from online signaling. The findings provide novel evidence on how online interactions shape conspicuous consumption behaviors in real-world, advancing theories on technology's role in luxury brand perceptions and repeat consumption.

Keywords: conspicuous signaling; self-brand congruence; social media intensity; re-consumption

1. Introduction

Conspicuous consumption theory suggests that needs for gaining or maintaining position in social hierarchy motivates an individual to consume conspicuous goods (Veblen, 1899). Conspicuous goods is described as a visible and noticeable goods that attracts attention of others to signal self-identity and social status with the main purpose to obtain respect, admiration, authority, and relationship (Perez-Truglia, 2013). Hence, conspicuous consumption refers to consumers who purchase expensive items to signal wealth rather than to cover the real needs of consumers with the main purpose to maintain or gain higher social status.

While originally Veblen's context of conspicuous consumption was in general theory of social stratification, postmodern conspicuous consumption no longer rests upon acquiring consensual markers of status, but upon consumers' attempts to create lifestyle and self-identities (Fitzmaurice, 2015). Chaudhuri et al. (2011) argued that conspicuous consumption has been shifted more to signal self-image and enhance self-concept. Aaker (1991) suggested consumers use brands to signal their self-concept or self-image, in which for actual-self consumers are driven by self-verification motive, while for ideal-self consumers are driven by self-enhancement motive. Hence, consumers relate brands' symbolic cues with the perceived images about themselves. Consumption preference is therefore motivated by consumers' perception on self-brand congruence i.e., the congruence between brand-images and self-images/personality (Huang, 2011).

Simmel (1957) argued that luxury has been synonymous with conspicuous consumption as the raison d'être of a luxury brand is its visibility and ability to signal and convey its perceived values. Luxury consumption ultimately enables consumers to construct a favorable social image and reinforce status within their reference groups (Donvito et al., 2020). Harvard Business Review suggested luxury as commodities that consumers pursuit to articulate their own identities, and what kind of person they want to become, showing their economic and social status (Huang, 2011). Among luxury categories, luxury fashion is one category that frequently and broadly used as conspicuous goods to signal status, wealth, and identity.

Luxury fashion refers to premium branded apparels, watches, handbags, shoes, eyewear, beauty products, perfumes, cosmetics, accessories, and jewelry (Statista Research Department, 2021). Currently fashion has become more as lifestyle, making luxury fashion consumption as one of the key drivers of global economy. In the last twenty five years, the sales of luxury fashion grew rapidly at +6% CAGR and reached €267 billion in 2021, with global fashion sales at €3 trillion and employing 33 million people (Bain & Company, 2021). In Indonesia, the development of luxury fashion is further accelerated with the growing number of affluent and brand savvy consumers, increasing celebrity culture, and social media (BCG, 2020). This results in a consistent 8-10% annual growth of luxury fashion sales between 2010-2019 (Statista, 2021).

Traditionally, consumers signal their conspicuous consumption offline through meeting in person during professional and social interactions with friends or families. Information and communication technology development (ICT) and internet 2.0 (which allows user generated content) have accelerated social media explosion and drove the emergence of online conspicuous consumption by posting, sharing, and displaying photo, video, and story online (Sopadjieva et al., 2017). In Indonesia, internet and mobile connectivity have developed rapidly with 203 mill1ion internet users (+16%) representing 77% population reach (APJJI, 2022) and 345 million mobile connectivity representing 126% population (Datareportal.com, 2021). Indonesian consumers are also social media society with 170 million users representing 61.8% population and average time spent in social media at 3h26m daily – reflecting one of the highest globally (Datareportal.com, 2021). Recent Covid-19 pandemic has further accelerated this digital and social media development.

Social media enables consumers to have more flexibility, freedom, and courage to share and express themselves. Social media allows consumers to signal their conspicuous consumption to reach much broader audiences in their social networks. Past studies showed that social media intensity positively

affects conspicuous online-signaling (Madzunya et al., 2021; Taylor & Strutton, 2016). Past studies also showed that online audiences (such as social media followers or friends) shape consumers' self-image online (Burnasheva & Suh, 2020; Thoumrungroje, 2014). Moreover, Lavertu et al. (2020) showed that salience (cognition) of online audiences triggers offline behaviors in the pursuit of a more desirable online public image in the context of making a donation. The more salient online audiences, the greater the consumers intention to engage in offline behaviors. Additionally, the more intense consumers use social media, the effect of online audiences on offline behaviors is amplified.

However, no study has empirically examined the interplay between digital and physical spaces for conspicuous signaling and repetitive luxury fashion consumption. As both digital and physical social life have been more embedded in consumer experiences, understanding these complex relationships can help refine marketing strategies. This research aims to fill this gap by investigating the role of brand for conspicuous signaling in combined online and offline platforms, and the interrelationships between conspicuous online signaling versus offline signaling in real world and its impact on repetitive luxury fashion consumption. This paper adds to the literature on conspicuous consumption theory by demonstrating the interrelationships between conspicuous online and offline signaling, and how brands can leverage combined online and offline platforms to drive repetitive conspicuous consumption. This study mainly focuses on luxury fashion consumers in eight main metropolitan cities to represent various consumers in Indonesia. Table 1 summarizes key concepts used in this study.

Table 1. Key Concepts

Concept	Code	Definition	Reference
Conspicuous Goods		visible and noticeable goods that attracts attention of others to signal self-identity and social status with the main purpose to obtain respect, admiration, authority, and relationship	Perez-Truglia (2013)
Conspicuous Consumption		consumers who purchase expensive items to signal wealth rather than to cover the real needs of consumers with the main purpose to maintain or gain higher social status	Veblen (1899)
Conspicuous Online Signaling	ONS	possession and display or show-off of expensive items to others by posting photo, video, story on social media	(Lewis & Moital, 2016)
Conspicuous Offline Signaling	OFS	possession and display or show-off of expensive items to others through real-life or face to face	(Lewis & Moital, 2016)
Self-Brand Congruence	BC	the degree of match or mismatch between the brand image and the self-concept for a given consumer	Sirgy (1982)
Social Media Intensity	SI	the extent to which an individual is actively engaged in social media (Instagram, TikTok, WhatsApp, etc.)	(Ellison et al., 2007)
Conspicuous Re-consumption	RI	consumers' interest to repeat conspicuous consumption again in the future to signal social status, wealth, social status, self-image, and identity	Ki et al. (2017)
Luxury Fashion	LF	premium branded apparels, watches, handbags, shoes, eyewear, beauty products, perfumes, cosmetics, accessories, and jewelry	Statista Research Department (2021)

2. Conceptual Framework and Hypotheses Development

2.1. Conceptual Framework

This study examines the interrelationships between conspicuous online-signaling versus conspicuous offline-signaling and its impact on repetitive luxury fashion consumption. The researchers analyzed independent variables for conspicuous signaling from previous studies and pitched to examine self-brand congruence (BC) and social media intensity (SI) as antecedents of conspicuous offline (OFS) and online signaling (ONS). Moreover, conspicuous offline-signaling and conspicuous online-signaling were pitched as the mediating variables. After comparing several dependent variables from past studies, the authors pitched to examine conspicuous re-consumption intention (RI) as the dependent variable.

The researchers employs Stimuli-Organism-Response (S-O-R) model (Jeff Bray, 2008) as a framework for this study. Stimuli include internal/external factors influence consumers decision making. Organism represents cognitive and affective intermediary states and processes that mediate the relationship between stimuli and response. While response refers to all physical, verbal, and non-verbal

behavioral response such as purchase intention, re-consumption, and loyalty. Figure 1 illustrates the conceptual framework. The next section describes these constructs and relationships in detail.

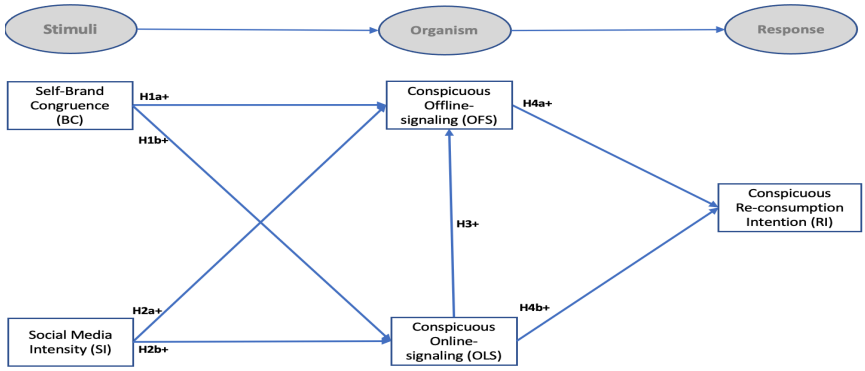


Fig.1: Conceptual Framework

2.2. Hypothesis Development

2.2.1. Conspicuous Signaling

Veblen (1899) introduced conspicuous signaling concept as a way people to show off their wealth by displaying their lavish unnecessary things to signal status, a certain socio-economic class, and prestige. From rational perspective, spending money on unnecessary and wasteful purchases as opposed to making more efficient investments might seem counterintuitive. However, from a perspective of costly signaling theory, conspicuous signaling in humans may serve as conceptually analogous function to a peacock's conspicuous display of his tail (Zahavi & Zahavi, 1998).

Conspicuous signaling refers to the possession and display of expensive items to suggest affluence, attract attention to one's wealth and inflate the ego (Lewis & Moital, 2016). Traditionally, individuals display or show off their conspicuous items offline through their face-to-face interactions with others. Hence, conspicuous offline signaling is described as the posssession and display or show-off of expsnsive items to others through real-life interactions. As an example, an individual may show off her latest model of Hermes handbag to her friends during a year-end party with an intention to signal that she is a wealthy and exclusive woman. Another example is during a social gathering with his collegues, using a certain gesture, an individual may show off his new limited edition of Louis Vuitton watch to signal his wealth and status to others. In this study, conspicuous offline signaling construct is defined as the extent of consumer psychological, affective, and cognitive internal processes emerged from showing off luxury fashion to others through face to face interactions.

In the era of social media, individuals are more prone to publicly show-off their consumption of conspicuous items in social media network to signal their identity, personal and social image to others (Burnasheva & Suh, 2020). Wallace & Buil (2021) defined conspicuous virtue signaling as a construct which refers to behavior (in Instagram) to allow the individual to signal their public profile which makes them feel good. While Chen et al. (2021) defined online low-key conspicuous behavior as show off wealth or social status by posting conspicuous consumption on social media in an implicit, acceptable, and not offensive way. Hence, conspicuous online signaling is described as the display or show-off wealth, social status, or identity by posting the possession of expensive items on social media (such as TikTok, Instagram, WhatsApp, Facebook, Twitter, Telegram) or other digital platforms. As an example, an individual may post his picture wearing a latest winter edition of Gucci sweater on his WhatsApp profile picture to signal his social image. Another example is an individual may post an unboxing video of Chanel No. 5 perfume on her Instagram to signal feminine and elegance image. This study defines conspicuous online-signaling construct as the extent of consumer psychological, affective, and cognitive internal processes emerged from showing off wealth, social status, or identity by posting the

possession of luxury fashion on social media.

2.2.2. Self-Brand Congruence

Consumers' personalities can be reflected through brand they use or the meaning brands have for them (Tucker, 1957). A brand is assumed to have an image determined not only by the physical characteristics of the abject alone, but also by other factors such as brand name, logo, packaging, advertising, price, and distribution (Sirgy, 1982). Moreover, the image itself is also formed by other association such as stereotypes of the typical users. Brands have symbolic meaning for consumers, which is social and psychological nature of the brands, and people buy or consume brands not only for what they can do, but also for what they mean (Levy, 1959).

Self-brand congruence is the degree of match or mismatch between the brand image and the self-concept for a given consumer (Sirgy, 1982). Self-congruity refers to congruence between the actual self-image and the brand, while ideal congruity refers to congruity between the ideal self-image and brand image (Sirgy, 1985). Ideal concepts may become part of the brand's personality (such as Victoria's Secret - perfect body and elegance), and if the consumer perceives this to be like his or her ideal self, a so-called ideal self-congruence with the brand is achieved. This study refers self-brand congruence as the degree of fit or consistency between actual self and the image of luxury fashion brand perceived by consumers.

2.2.3. Social Media Intensity

Kaplan & Haenlein (2010) described social media as a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content (UCG). Bolton et al. (2013) suggested a broader definition of social media as any online service through which users can create and share a variety of content. While recently Dollarhide (2021) referred social media to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through internet-based virtual networks and communities, and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Currently there are more than 4.5 billion social media users around the world, with the largest social media networks including Facebook, WhatsApp, Instagram, Twitter, YouTube, and TikTok (Dollarhide, 2021).

Ellison et al. (2007) developed Facebook intensity scale and defined Facebook intensity as the extent to which the participant was actively engaged in Facebook activities. The scale includes the number of Facebook ''friends'', the amount of time spent on Facebook on a typical day, the extent to which the participant was emotionally connected to Facebook, and the extent to which Facebook was integrated into their daily activities. Bolton et al. (2013) referred social media usage intensity to duration and frequency. Alhabash & Ma (2017) extended Facebook intensity construct into a broader social media platform including Facebook, Twitter, Instagram, and Snapchat. Social media intensity in this study is defined as the extent to which a consumer is actively engaged in social media: the number of social media ''friends or followers'', social media engagement, and the amount of time spent in social media on a typical day.

2.2.4. Conspicuous Re-consumption Intention

In research on decision-making and choice models, re-consumption or repeat consumption is affected by prior consumption as people enjoy the status quo and maintain their current or previous decision such as to purchase or use the same brands (Russell & Levy, 2012). This inertia is reflected in classic model of consumer choice, where previous choices reinforce subsequent one. Re-consumption involves a repeated interaction between a consumer and an object, the experience will not only shape the meaning of the object but also the identity of the consumer. Re-consumption intention refers to a consumer's interest in and the possibility of consuming the product or brand again (Ki et al., 2017). In this study,

conspicuous re-consumption intention is defined as consumers' willingness to repeat consumption of luxury fashion again in the future to signal social status, wealth, self-image, and identity to their reference groups.

2.2.5. The Effect of Self-Brand Congruence on Conspicuous Signaling

Congruence theory suggests that consumers evaluate a brand in terms of how congruent it is with consumers' values i.e. similarity between a brand and consumer's self-concept and personality (Sirgy et al., 1997). Congruence between a brand and a consumer's personality contributes to a consumer's self-concept development, which therefore influences more conspicuous consumption when the personality of the brand and the consumer is congruent (Bajac et al., 2018). Consumers tend to make themselves explicit by consuming brands that carry a symbolic meaning that suits consumers' self-image (Yu et al., 2013).

Social media enables consumers to express self-identity and personality through social networks. Burnasheva & Suh (2020) showed positive relationship between self-brand image congruence and conspicuous online consumption. In contrast, Li et al. (2019) empirically showed that self-brand association negatively influences conspicuous consumption, which may be due to the distinctiveness of luxury goods concept and cultural contextual in China. In China luxury consumption is predominantly about prestige to conform to reference groups or social self. Thus strong self-brand image congruence may shield consumers from conspicuous consumption. To confirm the effect of self-brand congruence on conspicuous consumption, the researchers hypothesize:

H1a: Self-brand congruence positively affects conspicuous offline signaling.

H1b: Self-brand congruence positively affects conspicuous online signaling.

2.2.6. The Effect of Social Media Intensity on Conspicuous Signaling

Digital has been part of everyday life of modern consumers and people spend hours every day in digital world. People increasingly display their belongings, activity, feeling, and express their identities and who they are online (Ellison et al., 2007). Social media has become an extended media for people to showcase their luxury consumption and lifestyle, and to express their identity.

Past studies showed the relationship between social media intensity and conspicuous consumption. Thoumrungroje (2014) showed that the more consumers intensely use social media the more likely they engage in conspicuous online consumption. Taylor & Strutton (2016) confirmed that Facebook usage intensity is positively related to conspicuous online consumption directly, and indirectly through envy and narcissism. Eastman & Liu (2012) showed that social media allows millennials to express their identity and more engaged in conspicuous online consumption using luxury fashion. Burnasheva & Suh (2020) further confirmed positive relationships between social media usage and conspicuous online consumption. Hence, the authors propose the following hypothesis

H2a: Social media intensity positively affects conspicuous offline signaling.

H2b: Social media intensity positively affects conspicuous online signaling.

2.2.7. The Effect of Conspicuous Online-Signaling on Conspicuous Offline-Signaling

Traditionally, people consume conspicuous goods offline by showing it off through meeting others in person to shape their personal and social images. Recently, social media has emerged as a ubiquitous alternative to present personal and social images to online. Frequently, online persona may self-filter to more an ideal image, however the way individuals appear online also extended into the offline world – having profound effect of impacting individuals' behaviors in the real world (Lavertu et al., 2020).

Marder et al. (2016) showed empirical evidence on the impact of online image in social media on individuals' offline or real-world image as a consequence of the perceived expectation of their online networks. Wallace, Buil, & de Chernatony (2020) also showed empirical evidence that self-oriented conspicuous virtue signaling on Facebook (when an individual mentioned a charity on their Facebook

profile) had a positive effect on offline charity behavioural intention in the real world (offline donation intention). Hence, posting conspicuous consumption on social media to signal personal and social image construct in a virtual world has a positive effect on the individual to also consume in the same way in real world to signal consistent personal and social image.

In a more recent study, Wallace & Buil (2021) empirically showed that pro-environmental conspicuous virtue signaling on Instagram positively affects pro-environmental conspicuous behaviour signaling in real world. That is, individuals who post about climate change in Instagram are likely to also engage in pro-environment conspicuous behaviour in real world. Building on existing research, to investigate the effect of conspicuous online-signaling on conspicuous offline-signaling, the authors hypothesize:

H3**:** Conspicuous online-signaling positively affects conspicuous offline-signaling.

2.2.8. The Effect of Conspicuous Signaling on Re-consumption Intention

Re-consumption is influenced by previous consumption as people tend to enjoy the status quo such as consuming the same brand (Russell & Levy, 2012). The interaction between self and object is the central concept of Consumer Culture Theory (Arnould & Thompson, 2005). The role of consumption to construct and express identity is broadly studied and found that the association between self and object (such as brand) is built through series of consumptions, explaining why consumers tend to repeat consumptions (O'Cass & McEwen, 2004).

Conspicuous consumption triggers pleasure and guilt emotion, which in turn influences re-consumption intention (Ki et al., 2017). Conspicuous consumption can also results in both positive and negative emotion or pleasure and guilty, in which positive emotion may lead to re-consumption (Hollbrook & Hirschman, 1982). Conspicuous consumption is important for consumers to build association between consumers and particular brands that they conspicuously consume to signal particular social status, self-identity, and prestige. Conspicuous consumption results in feeling of pride and accepted by their reference groups. Kiranmayi (2019) showed that feeling of pride and accepted by reference groups derived from conspicuous consumption influences consumers to repeat conspicuous consumption. The researchers hypothesize:

H4a: Conspicuous offline signaling positively affects re-consumption intention.

H4b: Conspicuous online signaling positively affects re-consumption intention.

3. Method

3.1. Sample Design and Data Collection

The researchers chose Indonesian luxury fashion consumers as the population. As the population number is unknown, based on Yamane table the minimum sample size is 400 (Israel, 1992). The observation unit was an individual luxury fashion consumer.

Following a pre-test (N=39) with luxury fashion consumers in Jakarta, the authors administered an online survey to collect respondents from 8 main metropolitan cities across Indonesia using a stratified disproportionate sampling method. In each metropolitan city, non-probability purposive sampling was applied to collect at least 35 valid respondents. The researchers distributed invitation through targeted social media networks by attaching the survey link and leveraged snowball effects. Additionally, to minimize sampling biases due to recruitment through our social media networks, the authors engaged an independent research agency to employ a field recruiter in each city to collect broader profiles of respondents. Majority of respondents were recruited through these field recruiters. Data was collected from October to December 2022.

The first three questions were used as screening criteria i) purchasing luxury fashion product within past 12 months, (ii) having age of minimum 25 years old, and (iii) having minimum monthly disposable income of USD 700. These criteria is to represent mature, luxury fashion consumers. and middle- and upper-income class. We received 925 participants with 740 (80%) completed responses in which 474

(51%) met these criteria as valid respondents. Average completed time of the survey was 6.51 minutes.

Respondents were luxury fashion consumers. Majority of respondents were female (76%) reflecting female as the main consumer of luxury fashion. 67% respondents had disposable income between USD 700 and 1,750, representing middle class of Indonesian consumers. All respondents ages were well represented from with 69% respondents were 40 years and above. The age distribution of valid respondents reflects the screening criteria to have certain level of disposable income (USD 700) reflecting some professional position maturity. In addition, majority of respondents (66%) purchased luxury fashion once or twice a year with average item value varies between USD 70 to more than USD 681 reflecting various items and brands choice. Table 1 summarizes profile of the respondents.

Table 1: Profile of Respondents

	n	%
Gender		
Female	362	76
Male	112	24
Age		
25-29	47	10
30-39	99	21
40-49	146	31
50+	182	38
Disposable Income (USD/month)		
700-1,750	315	67
1,751-3,500	115	24
3,501+	44	9

	n	%
Purchase frequency of LV in past 1 year		
1-2x	310	66%
3-5x	110	23%
6+	54	11%
Ave. Purchase value of LV (USD/item)		
Less than 70	9	2
70-170	106	22
171-340	130	27
341-680	112	24
681+	117	25

3.2. Measurement of Variables

To measure the constructs, the researchers adapted established scales from past studies in conspicuous consumption. All scales were translated into Indonesian language, then verified by 2 academicians and 2 marketing professionals. The questionnaire was tested with 12 respondents for further refinement. All scales were then verified through a pre-test involving 39 valid respondents to confirm the validity and reliability.

Responses were elicited using Likert scale following measures from literatures. All constructs were related to consumer's perception, attitude, and behaviors. Likert scale is broadly used to measure consumer's perception, attitude, and behaviors (Sekaran & Bougie, 2016) and to assess the strength of agreement or disagreement about a consumer statement (Hair & Brunsveld, 2019). All items were measured on a 6-point Likert scale with anchors "1=strongly disagree" and "6=strongly agree" as to minimize response uncertain or neutral (Matell & Jacoby, 1972).

Self-brand congruence (BC) was measured using 4 items from De Vries & Carlson (2014). Scale items include "this brand reflects what I am". Social media intensity (SI) was measured using 5 items from Ellison et al. (2007). Scale items include "social media has become an important part of my daily routine". Conspicuous offline-signaling (OFS) was measured using 3 items adopted from Lewis & Moital (2016). Scale items include "wearing luxury fashion increased my status and prestige". Moreover, conspicuous online-signaling (ONS) was measured using 3 items adopted from Burnasheva & Suh (2020). Scales items include "posting luxury fashion in social media increased my self-esteem". Finally, conspicuous re-consumption intention (RI) was measured using 5 items from Han & Kim (2020) and Kim et al. (2008). Scales items include "I will purchase additional items from the same brand(s) of luxury fashion in the next one year". Table 2 summarizes the measurement items.

Table 2. Measurement Items.

Variable	Code	Item	References
Self-Brand Congruence (BC)	BC1	This brand is a lot like me	(De Vries & Carlson, 2014)
	BC2	This brand reflects what I am	
	BC3	This brand image corresponds to my self-image in many aspects	
	BC4	Through this brand I can express what I find important in life	
Social Media Intensity (SI)	SI1	Social media has become part of my daily routine	(Ellison et al., 2007)
	SI2	I feel I am part of social media community	
	SI3	Social media is part of my daily activity	
	SI4	I have a significant number of friends and followers in social media	
	SI5	I feel out of touch when I haven't logged on to social media for a while	
Conspicuous Offline signaling (OFS)	OFS1	Wearing luxury fashion increased my status and prestige	(Lewis & Moital, 2016)
	OFS2	Attending party with luxury fashion increased my status and prestige	
	OFS3	Attending "arisan" (community gathering) with luxury fashion increased my status and prestige	
Conspicuous Online signaling (ONS)	ONS1	Posting luxury fashion on social media increased my self-esteem	(Burnasheva & Suh, 2020)
	ONS2	Pressing "like" and writing "comment" about luxury fashion in social media increased my self-esteem	
	ONS3	I follow social media account of fashion influencer to increase my self-esteem	
Conspicuous Re-consumption Intention (RI)	RI1	I am likely to purchase the same brand(s) of luxury fashion in the next 1 year	(Han & Kim, 2020; Kim et al., 2008)
	RI2	I will purchase additional items from the same brand(s) of luxury fashion in the next one year	
	RI3	I will continue to use this brand	
	RI4	I will convey positive opinions about experience with this brand	
	RI5	I am willing to recommend this brand to others	

3.3. Test for Common Method Bias

This study relies on self-reported measures and uses questionnaires answered on Likert scales. This method causes a potential common method bias i.e., a phenomenon caused by the measurement method used in SEM study. The researchers took several steps to prevent and control for common method bias (Wallace et al., 2017). First, information confidentiality and anonymity were stated in the opening of the questionnaire, and respondents privately answered questionnaire in their own devices. This step minimizes the possibility that the participants responded artificially or dishonestly. Second, we structured the online questionnaire by showing each variable in a separate display page. This step prevents the respondents to infer the causal relationships among the variables.

Third, Kock (2015) proposed full collinearity test as comprehensive procedure for the identification of common method bias. If all variance inflation factors (VIFs) for all latent variables are ≤3.3, the model can be considered as free of common method bias. Results of full collinearity test showed that VIF values for all variable (BC, SI, OFS, ONS, RI) are ≤3.3. Average full collinearity VIF values at 1.844 is also lower than threshold of 3.3. Thus, the measurement model of this study can be considered as free of common method bias. Table 3 depicts full collinearity test.

Table 3. Common Method Bias Test.

Variable	BC	SI	OFS	ONS	SI	Average FC VIF
RI	1.95	1.31	2.41	2.11	1.45	1.844

3.4. Data Analysis

The researchers employed PLS-SEM technique to test the hypothesis. Hair Jr. et al. (2017) argued that PLS-SEM may be used for both small (N<100) and large (N>100) sample size. PLS-SEM has been widely employed in marketing management and consumer behaviors studies. Moreover, Sholihin & Ratmono (2021) argued that beside the advantage of PLS-SEM in ability to estimate small sample size (35-50), large sample size (>250) can even increase results accuracy and consistency. They showed that for large sample size (>250), the results of CB-SEM and PLS-SEM are relatively the same. The

researchers used WarpPLS 8.0 to perform data analysis due to its benefits of being non-linear regression, stable algorithm, and reliable (Kock, 2021).

4. Results

4.1. Descriptive Analysis

Social media intensity (SI) has the highest mean scores (4.38), reflecting high tendency of Indonesian consumers to engage in social media. This result is consistent with past studies showed that Indonesians are social media society spending 3h26 daily (Datareportal.com, 2021). In contrast, conspicuous online-signaling (ONS) has the lowest mean scores (2.80), reflecting lower tendency in using social media to signal conspicuous consumption compared to the other variables. The results also indicate that Indonesian consumers tend to signal conspicuous consumption both through offline and online. However, offline conspicuous signaling (3.61) is still more prominent than conspicuous signaling on social media (2.8).

The mean score of self-brand congruence (BC) at 3.83 indicates that Indonesian consumers tend to prefer brands having image and personality congruent with their self-image and personality. The mean score of conspicuous re-consumption intention (RI) at 3.81 suggests that Indonesian consumers are likely to repeat purchasing the same luxury fashion they possess and are loyal to their brands. Moreover, all standard errors are at acceptable level, while skewness and Kurtosis of all variables are at acceptable level between −2.0 and +2.0 suggesting data normality (Hair & Brunsveld, 2019). Table 4 summarizes descriptive analysis of the variables in the study.

Table 4: Means, Standard Deviation, Skewness, and Kurtosis.

Variable	N	Mean	Min	Max	SE	SD	Skewness	Kurtosis
BC	474	3.83	1.3	5.0	0.030	0.656	-0.60	1.50
SI	474	4.38	1.0	6.0	0.044	0.961	-1.10	1.40
OFS	474	3.61	1.0	5.0	0.043	0.926	-0.88	0.55
ONS	474	2.80	1.0	5.0	0.046	0.991	−0.04	−0.81
RI	474	3.81	1.6	5.0	0.02	0.54	−0.67	1.85

4.2. Confirmatory Factor Analysis (CFA)

CFA using WarpPLS 8.0 and PLS regression algorithm was performed to assess reliability and validity of the scales and model good fit. Factor loading of all indicators (in bold) show scores above threshold of 0.60 and significant (T-ratio ≥ 1.96), indicating good convergence validity (Hair & Brunsveld, 2019). Moreover, all factor loading (bold) ≥ cross loading, indicating good discriminant validity. Table 5 summarizes factor loading and significance of indicators.

Table 5: Factor Loading and Significance of Indicators.

Item	BC	SI	OFS	ONS	RI	P-value	T-ratio	Convergence	Discriminant
BC1	**0.66**	0.16	-0.11	-0.30	0.11	<0.001	15.65	Valid	Valid
BC2	**0.91**	-0.08	0.01	0.01	-0.02	<0.001	22.22	Valid	Valid
BC3	**0.89**	0.00	0.08	-0.01	-0.05	<0.001	21.60	Valid	Valid
BC4	**0.83**	-0.04	-0.01	0.24	-0.01	<0.001	19.95	Valid	Valid
SI1	-0.10	**0.85**	0.20	-0.28	0.00	<0.001	20.59	Valid	Valid
SI2	0.02	**0.89**	0.02	-0.06	-0.04	<0.001	21.67	Valid	Valid
SI3	-0.05	**0.89**	0.10	-0.20	-0.04	<0.001	21.54	Valid	Valid
SI4	0.00	**0.65**	-0.42	0.51	0.09	<0.001	15.27	Valid	Valid
SI5	0.16	**0.73**	0.00	0.19	0.02	<0.001	17.33	Valid	Valid
OFS1	0.05	0.00	**0.94**	-0.04	-0.02	<0.001	22.91	Valid	Valid
OFS2	-0.01	0.02	**0.95**	-0.01	0.00	<0.001	23.20	Valid	Valid
OFS3	-0.03	-0.02	**0.95**	0.05	0.02	<0.001	23.22	Valid	Valid
ONS1	-0.04	0.00	0.24	**0.89**	-0.05	<0.001	21.73	Valid	Valid
ONS2	0.02	0.00	-0.09	**0.94**	0.00	<0.001	22.90	Valid	Valid
ONS3	0.02	0.00	-0.14	**0.90**	0.05	<0.001	21.96	Valid	Valid
RI1	-0.23	-0.05	0.35	-0.37	**0.77**	<0.001	18.49	Valid	Valid
RI2	-0.14	-0.01	0.17	-0.31	**0.75**	<0.001	17.81	Valid	Valid

RI3	0.08	0.07	0.05	-0.23	**0.70**	<0.001	16.71	Valid	Valid
RI4	0.17	0.03	-0.33	0.54	**0.64**	<0.001	15.20	Valid	Valid
RI5	0.18	-0.03	-0.34	0.50	**0.66**	<0.001	15.58	Valid	Valid

CFA procedure showed Cronbach's alpha coefficients and composite reliability coefficients (CR) of all variables are above 0.70, indicating all scales have good reliability. Average variances extracted (AVE) of all variables are above 0.50, indicating all scale have good discriminant validity. Hence, CFA procedures indicated that all variables are reliable and valid (Hair & Brunsveld, 2019). Table 6 summarizes the CFA results of the variables.

Table 6: Validity, Reliability, and Multicollinearity of Variables.

Variable	Type	AVE (≥0.50)	Validity	C. Alpha (≥0.70)	CR (≥0.70)	Reliability	VIF (≤5)	Multicollinearity
BC	Reflective	0.69	Valid	0.84	0.90	Reliable	1.95	No
SI	Reflective	0.65	Valid	0.86	0.90	Reliable	1.31	No
OFS	Reflective	0.89	Valid	0.94	0.96	Reliable	2.41	No
ONS	Reflective	0.83	Valid	0.90	0.94	Reliable	2.11	No
RI	Reflective	0.50	Valid	0.75	0.83	Reliable	1.45	No

Table 7 summarizes discriminant validity tests using Fornell-Lacker criterion and HTMT ratio. The square root of AVE (bold in the diagonal) is greater than the correlation between the variable and the rest of the variables, indicating good discriminant validity. The HTMT ratio also shows that all values are < 0.90 indicating good discriminant validity (Kock, 2021).

Table 7: Discriminant Validity Tests

Fornell-Larcker Criterion

	BC	SI	OFS	ONS	RI
BC	**0.827**				
SI	0.319	**0.806**			
OFS	0.652	0.388	**0.944**		
ONS	0.499	0.454	0.667	**0.910**	
RI	0.479	0.327	0.383	0.466	**0.706**

HTMT Ratio

	BC	SI	OFS	ONS	RI
BC					
SI	0.388				
OFS	0.726	0.436			
ONS	0.566	0.536	0.728		
RI	0.615	0.430	0.462	0.584	

Additionally, the model fit and quality indices also suggest that the research model has good fit (Kock, 2021). APC, ARS, and AAR indices are significant with $p < 0.001$ indicating the research model has good fit. AVIF at 1.419 is better than the ideal level of <3.3; GoF at 0.526 is better than the ideal level of >0.36, and the R^2 contribution ratio of 1.0 is at the ideal level of 1.0. The SRMR at 0.10 and SMAR at 0.08 are at the acceptable level of <0.1 which suggest the research model has good fit. Table 8 summarizes model good fit and quality indices.

Table 8: Model Good Fit and Quality Indices

Indices	Score	Acceptable	Value	Notes
Average path coefficient (APC)	0.307	p < 0.05	p < 0.001	Good Fit
Average R squared (ARS)	0.390	p < 0.05	p < 0.001	Good Fit
Average adjusted R squared (AARS)	0.387	p < 0.05	p < 0.01	Good Fit
Average block FIV (AVIF)	ideal ≤3.3		1.419	Good Fit
Average full collinearity VIF (AFVIF)	ideal ≤3.4		1.844	Good Fit
Tenenhaus GoF (GoF)	ideal ≥0.36		0.526	Good Fit
Sympson's paradox ratio (SPR)	Acceptable 0.7–1.0		1.00	Good Fit
R-squared contribution ratio (RSCR)\	Acceptable 0.9–1		1.00	Good Fit
Statistical suppression ratio (SSR)	Acceptable ≥0.70		1.00	Good Fit
Non-linear bivariate causality direction ratio	Acceptable ≥0.70		1.00	Good Fit
Standardized root mean squared residual (SRMR)	Acceptable ≤0.1		0.10	Good Fit
Standardized mean absolute residual (SMAR)	Acceptable ≤0.1		0.08	Good Fit
Standardized threshold difference count ration	Acceptable ≥0.7; Ideal = 1		0.85	Good Fit

4.3. Multicollinearity Test

Prior to testing the hypothesis, multicollinearity was assessed to detect high correlations among independent variables. This is to ensure that the statistical inferences are reliable. Variance inflation

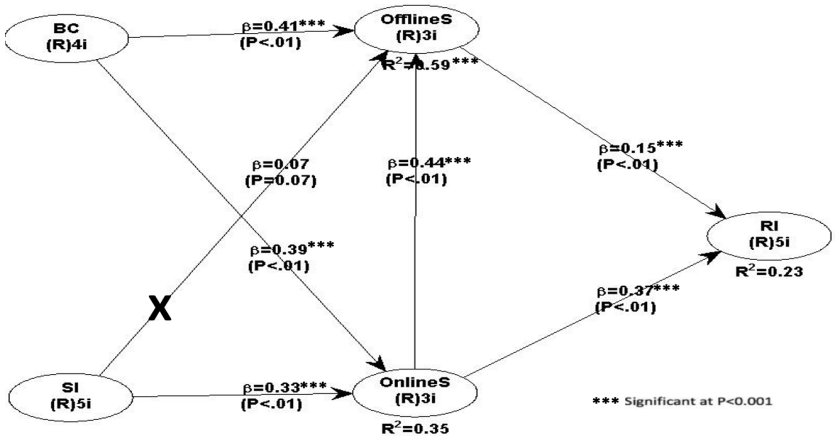
factor (VIF) for each variable was calculated. A VIF value that exceeds 5 indicates multicollinearity (Kock, 2010). Results showed (Table 6) that all VIF values of variables are below threshold of 5, indicating no multicollinearity.

4.4. Structural Model and Hypothesis Test

Structural equation modeling using WarpPLS 8.0 and warp2 (U-curve) algorithm was performed to assess the path coefficients (β), corresponding T-ratio, and *p*-value to determine the path significance. Effect size (f^2) was also assessed to determine the individual construct power and strength impact of a variable on endogenous latent variable. By convention, effect size (f^2) of 0.02, 0.15, and 0.35 are considered as weak effect, moderate effect, and strong effect respectively (Hair & Brunsveld, 2019). Figure 2 illustrates results of structural model including path coefficients and *p*-values. The significance of the path coefficient is shown in $p < 0.001$ (***). The impact of BC on OFS and ONS are positive and significant, while the impact of SI is only significant on ONS. Moreover, the impact of ONS on OFS is positive and significant, and the impact of both OFS and ONS on RI are positive and significant with ONS impact is more prominent than OFS.

The results showed that self-brand congruence (BC) positively and significantly affects both conspicuous offline-signaling OFS ($\beta = 0.41$; $p < 0.001$***, T = 9.34, $f^2 = 0.27$) and conspicuous online-signaling ONS ($\beta = 0.39$; $p < 0.001$***, T = 8.87, $f^2 = 0.20$), providing supports for both H1a and H1b. The strength of BC effect on OFS is slightly higher than BC effect on ONS as reflected in the path coefficients (0.41 vs 0.39). The effect size (f^2) of both BC on OFS (0.27) and BC on ONS (0.20) reflect moderate effects with the impact of BC on OFS is slightly more prominent than BC on ONS.

Moreover, social media intensity (SI) positively and significantly affects conspicuous online-signaling ONS ($\beta = 0.33$; $p < 0.001$***, T = 7.43, $f^2 = 0.15$), providing support for H2b. The effect size (f^2) of SI on ONS (0.15) reflects a moderate effect. However social media intensity (SI) has no significant effect on conspicuous offline-signaling OFS ($\beta = 0.07$, p =0.07, T=1.46, f^2=0.03), hence H2a is rejected.



Fig, 2: Estimates Structure Model

The main finding of this study is that conspicuous online-signaling (ONS) positively and significantly affects conspicuous offline-signaling OFS ($\beta = 0.44$, p <0.001***, T=10.12, f^2=0.30), hence H3 is supported. The effect size (f^2) of ONS on OFS (0.30) reflects a moderate effect. Moreover, the results also suggest that both conspicuous offline-signaling OFS ($\beta = 0.15$, p <0.001***, T=3.40, f^2=0.06) and conspicuous online-signaling ONS ($\beta = 0.37$, p <0.001***, T=8.42, f^2=0.17) positively and significantly induce conspicuous re-consumption intention (RI). The impact of ONS to induce conspicuous re-consumption intention (RI) is more prominent than OFS as reflected in the path coefficients (0.37 vs 0.15). The effect size (f^2) of OFS on RI (0.06) reflects a weak effect, while the effect size (f^2) of ONS on RI (0.17) reflects a moderate effect. Hence, the effect of ONS on RI is more

prominent than OFS on RI. Table 9 summarizes results of the hypothesis tests.

Table 9. Hypothesis Tests

H	Path	β	*P*-value	SE	T-ratio	f^2	Supported	Past Studies	This Study
H1a	BC→OFS	0.41	<0.001***	0.044	9.34	0.27	Yes	+	+
H1b	BC→ONS	0.39	<0.001***	0.044	8.87	0.20	Yes	+	+
H2a	SI→OFS	0.07	0.07	0.046	1.46	0.03	No		
H2b	SI→ONS	0.33	<0.001***	0.044	7.43	0.15	Yes	+	+
H3	ONS→OFS	0.44	<0.001***	0.043	10.12	0.30	Yes	+	+
H4a	OFS→RI	0.15	<0.001***	0.045	3.40	0.06	Yes	+	+
H4b	ONS→RI	0.37	<0.001***	0.044	8.42	0.17	Yes	+	+

Note: *** $p \leq 0.001$

4.5. Predictive Ability of the Structural Model

The coefficient of determination (R^2) was computed to assess the predictive ability reflecting how well the regression model explains observed data. R^2 values of 0.25, 0.5, and 0.75 reflect weak, moderate, and strong predictive power respectively (Hair & Brunsveld, 2019). Adjusted R^2 of OFS (0.59) reflects a moderate predictive power indicating that 59% of the variability observed in OFS is moderately explained by the regressions (BC, SI, and ONS). Adjusted R^2 of ONS (0.34) reflects a weak predictive power indicating that 34% of the variability observed in ONS is weakly explained by the regressions (BC and SI). Moreover, adjusted R^2 of RI (0.23) reflects a weak predictive power and indicates that 23% of RI variance is weakly explained by the variance of OFS and ONS. As adjusted R^2 of OFS, ONS, and RI are above 0.2, the research model indicates good fit (Hair & Brunsveld, 2019). Table 10 illustrates the model predictive ability.

In addition, the dependent variable predictive relevance was assessed using Q^2 coefficients. Q^2 measures whether the research model has predictive relevance or not. $Q^2>0$ is good fit. Q^2 score of 0.02, 0.15, and 0.35 weak, moderate, and strong (respectively) predictive relevance of endogenous variable from exogenous (Hair & Brunsveld, 2019). Results showed that Q^2 of OFS (0.59) indicates a strong predictive relevance of OFS from BC, SI, and ONS. Similarly, Q^2 of ONS (0.35) indicates a strong predictive relevance of ONS from BC and SI. While Q^2 of RI (0.23) indicates a moderate predictive relevance of RI from OFS and ONS. Hence, as all Q^2 results >0, the research model has good fit.

Table 10: Predictive Ability

Endogen Variable	R^2 (>0.2)	Adj. R^2 (>0.2)	Predictive Power	Q^2(>0)	Predictive Relevance
OFS	0.59	0.59	Moderate	0.59	Strong
ONS	0.35	0.34	Weak	0.35	Strong
RI	0.23	0.23	Weak	0.23	Moderate

5. Discussion

Past studies have recognized that self-brand congruence is an important stimulating factor for conspicuous offline and online-signaling (Bajac et al., 2018; Burnasheva & Suh, 2020; Yu et al., 2013). In contrast, Li et al. (2019) showed that self-brand association negatively influences conspicuous consumption (which may be due to the distinctiveness of luxury goods concept and cultural contextual in China). Recent studies also confirmed the positive effect of social media intensity on conspicuous online-signaling (Burnasheva & Suh, 2020; Eastman & Liu, 2012; Roswinanto & Strutton, 2014; Thoumrungroje, 2014). However, no study has empirically examined the interplay between digital and physical spaces for conspicuous signaling and repetitive luxury fashion consumption. This study addressed this gap by examining the attitudes of 474 luxury fashion consumers. This study found the following:

- When consumers perceived that their luxury fashion brand have image congruent with self-image, the attitude towards showing off their luxury fashion consumption on both social media and in real-world is higher.
- The higher the engagement of consumers on social media, the higher the attitude towards conspicuous online signaling. However, social media intensity has no direct impact on the attitude towards conspicuous offline signaling in real-world.
- Consumers' attitude in conspicuous signaling on social media positively influences their attitude towards conspicuous signaling in real-world.
- Both conspicuous offline and online signaling induce repetitive conspicuous consumption, with a stronger effect from online signaling.

5.1. Theoretical Contribution

First, to the best of our knowledge, this is the first study to quantitatively measure the evidence on how conspicuous signaling on social media shape conspicuous signaling behaviors in real-world, The results showed that conspicuous online-signaling significantly affects conspicuous offline-signaling. Hence, engagement in conspicuous online-signaling drives consumers to also engage in conspicuous offline-signaling. Past studies suggested this behavior is due to pressure from virtual community expecting to see consistent presence in the real-life. Consumers also put efforts to consistently construct their personal and social image simultaneously in their virtual world and in their real-life. Moreover, the findings suggested the mediating role of conspicuous online signaling on the relationship between social media intensity and conspicuous offline signaling. Hence, high intensity in social media usage does not directly drives conspicuous offline signaling, but high social media intensity usage drives conspicuous online signaling which in turns drives conspicuous offline signaling. The findings extended conspicuous consumption concept by demonstrating the interplay between conspicuous online- and offline-signaling.

Second, this study addressed the questions on how brands are used to present the personal and social self on both social media and real-world hybridlike. The empirical results suggested self-brand congruence is an important antecedent of both conspicuous offline signaling and conspicuous online signaling. The impact of self-brand congruence on conspicuous offline-signaling is slightly stronger than the impact of self-brand congruence on conspicuous online-signaling. Hence, high perception of congruence between brand-image and self-image drives consumers to engage in both conspicuous offline and online consumption to signal their social status, image, and identity. Possessing brands perceived to have congruence with self-image and personality drives consumers to conspicuously signal the consumption through both offline and online in social media, with a slightly stronger drive through online signaling than offline signaling. The finding strengthened validity of existing literature and extended conspicuous consumption theory by demonstrating that self-brand congruence as motivating factors for both conspicuous offline and online signaling operate in combination.

Third, this study offered new insights into the impact of social media engagement on conspicuous online and offline signaling. The results showed evidence that social media intensity is an important antecedent of conspicuous online signaling. However, social media intensity is not a significant driving factor for conspicuous offline signaling. Hence, high intensity in social media usage drives consumers to engage in conspicuous online-signaling by posting conspicuous consumption in social media, but no significant direct impact for consumers to engage in conspicuous offline-signaling. The findings strengthened validity of existing literature by demonstrating that social media intensity drives conspicuous online signaling and confirmed that social media intensity does not directly drive conspicuous offline signaling.

Fourth, this study presented understanding on how conspicuous online and offline signaling induce repetitive conspicuous consumption. The results showed the consequences of conspicuous offline and online signaling on conspicuous re-consumption intention. Both conspicuous offline and online signaling induce conspicuous re-consumption intention. However, the impact of conspicuous online

signaling on conspicuous re-consumption is more pronounced than conspicuous offline signaling. Hence, positive experiences from conspicuous offline and online signaling induce consumers to repeat conspicuous consumption. Positive experiences from engaging in conspicuous online signaling stronger induce consumers to repeat conspicuous consumption than positive experiences from engaging in conspicuous offline signaling. The findings extended conspicuous consumption concept by demonstrating the effect of conspicuous offline and online signaling operate in combination on conspicuous re-consumption intention.

5.2. Managerial Contribution

Consumerism and lifestyle coupled with social media dominance present opportunities for luxury fashion manufacturers to market their brands online to growing middle- and upper-class Indonesian consumers. Consumers commonly use luxury fashion not just for the functional utilities, but more for expressing their personal identity, self-image, wealth, and social status. By building brand image and position it as the central lifestyle of increasingly affluent Indonesian consumers, luxury fashion manufacturers can market their brands more effectively. Moreover, by understanding the role of social media to signal luxury fashion consumption and its impact on signaling luxury fashion consumption in real world, manufacturers can leverage social media to reach broader target consumers, to provide engaging experiences with brands, and to facilitate signaling the consumption to others.

A key managerial contribution of this study is that engagement in conspicuous online signaling on social media influences consumers to display conspicuous consumption in real-world. This finding is particularly relevant to luxury fashion practitioners and luxury goods marketers in general as there is an increasing phenomenon of conspicuous online consumption through social media. Marketers are therefore advised to facilitate an easy access to all information related to their brands, fashion, and style, and to encourage consumers to share their luxury fashion consumption on social media. It may not just induce brand's re-consumption but also triggers consistent conspicuous signaling in real world which in turn will induce brand's re-consumption. Indeed, signaling conspicuous consumption in social media has more pronounced impact to induce brand's re-consumption than signaling conspicuous consumption offline in real-world. Disproportionately investing in social media is therefore a necessity for luxury fashion manufacturer in this social media dominance era. Leveraging a trusted fashion and brand influencer in social media may be considered as it may boost brand conversation and awareness which may induce other consumers to consume.

The results also identified that the higher the consumer's perception on the congruence between brand's image/personality and consumer's image/personality, the higher the stimulus to engage in both conspicuous offline and online signaling, which in turn induces brand's re-consumption. This finding advises luxury fashion practitioners to better incorporate stimulus-conspicuous signaling – repeat consumption mechanism into their marketing strategy to increase brand sales volume and brand loyalty. Sharpening unique brand image and positioning brand to be relevant to actual or ideal image of targeted consumers is fundamental for luxury fashion manufacturers to drive consumers to engage in conspicuous consumption which in turn further induces repeat consumption. Manufacturers are advised to leverage the usage of luxury fashion brand to shape consumers' personal and social self on both virtual and real-world.

This study also found that positive experiences from both conspicuous offline and online signaling induce repeat consumption. Indeed, experience has been always intrinsic to luxury fashion. This intangible characteristic is fundamental to creating luxury values and to induce consumption. Therefore, creating engaging experiences with the brands for target consumers through conspicuous offline and online signaling operate in combination is fundamentally critical. This advises luxury fashion manufacturers to integrate social media and offline brand-consumer activations to induce repeat consumption and generate more sales volume and brand loyalty.

5.3. Limitation and Future Research Direction

While offering some interesting insights, this study identifed several limitations that can serve as avenues for future research. First, this study used non-probabilistic purposive sampling by conveniently leveraging social media networks of the authors and then benefiting from snowball effects. This sampling method may risk of some representative sample. However, this risk of sampling bias has been minimized as respondents were gathered from 8 different metropolitan cities across Indonesia with at least 35 respondents from each city. Moreover, this study also employed an independent research agency as the main source of respondents who assigned a field located in each city to recruit broader profile of respondents. This sampling method resulted in less possibility of homogeneity of respondents as reflected in the profile of respondents (Table 1).

Second, while this study collected 474 respondents from 8 main metropolitan cities who are likely exposed more to lifestyle and luxury fashion, the various background of Indonesian consumers (such as ethnics, culture, and demography) can undermine the possibility to generalize the results to the rest of the country. Future research may consider widening the sampling to attain more diversification in social, demographic, and geographic aspects that could improve the validity of the findings. Testing cross-cultural consumer groups may be considered for future research as Indonesia is a multi-cultures country.

Third, the context of this study is luxury fashion such as premium branded handbags, apparel, shoes, jewelry, watch, perfume, cosmetics, and accessories. However, different consumer attitudes may be formed toward different conspicuous products which can undermine the possibility to generalize the results of this study to the rest of conspicuous goods. Accordingly, future research may consider different conspicuous products to test the potentiality of this model.

Fourth, this study explores the effect of conspicuous online-signaling on conspicuous offline-signaling. It may be interesting for future study to examine the reverse i.e., the effect of conspicuous offline-signaling on conspicuous online-signaling. Similarly, it may be interesting to explore the reciprocal relationships between conspicuous offline and online signaling as there is an increasing phenomenon of consumers using both conspicuous offline and online consumption hybridlike.

6. Conclusion

This study offers both theoretical and practical implications regarding the interplay between digital and physical spaces for conspicuous signaling and repetitive luxury consumption. As online social life becomes more embedded in consumer experiences, understanding these complex effects can help refine marketing strategies. Future studies can address limitations in sampling and data collection approaches as well as incorporating additional theoretical lens. Testing more product contexts and cross-cultural consumer groups also offer promising research directions for investigating technology's evolving impact on consumption symbols and rituals. Overall, these findings contribute timely insights that advance knowledge on how brands can leverage combined online and offline platforms to drive repetitive conspicuous consumption.

Author contributions: The research conceptualization, methodology, and results analysis were performed by A.H., I.G.S., A.E.M., A.F. The research software, validation, data analysis, investigation, resources, data curation, writing original, editing, and visualization were performed by A.H. The research was under review and supervision of I.G.S., A.E.M., and A.F.

Funding: This research received no external funding.

Institutional Review Board Statement: This study did not require ethical approval.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: Data supporting reported results are available upon request.

Conflicts of Interest: The authors declare no conflict of interest.

References

Alhabash, S., & Ma, M. (2017). A Tale of Four Platforms: Motivations and Uses of Facebook, Twitter, Instagram, and Snapchat Among College Students? *Social Media and Society*, *3*(1). https://doi.org/10.1177/2056305117691544

APJJI. (2022). Profil Internet Indonesia 2022. *Asosiasi Penyelenggara Jasa Internet Indonesia (APJJI)*, *June*. http://apjii.or.id/v2/upload/Laporan/Profil Internet Indonesia 2012 %28INDONESIA%29.pdf

Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Reflections Twenty Years of Research. *Journal of Consumer Research*, *31*(4), 868–882.

Bain & Company. (2021). *Global personal luxury goods market grew 0-1% in Q1 2021_ Bain - Fibre2Fashion*.

Bajac, H., Palacious, M., & Minton, E. A. (2018). Consumer-Brand Congruence and Conspicuousness: an international comparison. *International Marketing Review*, *8*(5), 19–21. https://doi.org/10.1108/EUM0000000001082

BCG. (2020). *Turn the Tide path to purchase Turn the Tide*. *June*.

Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Loureiro, Y. K., & Solnet, D. (2013). Understanding Generation Y and their use of social media: A review and research agenda. *Journal of Service Management*, *24*(3), 245–267. https://doi.org/10.1108/09564231311326987

Burnasheva, R., & Suh, Y. G. (2020). The influence of social media usage, self-image congruity and self-esteem on conspicuous online consumption amon... *Asia Pacific Journal of Marketing and Logistics*, *33*(5), 1255–1269. https://doi.org/10.1108/APJML-03-2020-0180

Chen, M., Zhang, J., Xie, Z., & Niu, J. (2021). Online low-key conspicuous behavior of fashion luxury goods: The antecedents and its impact on consumer happiness. *Journal of Consumer Behaviour*, *20*(1), 148–159. https://doi.org/10.1002/cb.1863

Datareportal.com. (2021). *Digital in Indonesia: All the Statistics You Need in 2021*. https://datareportal.com/reports/digital-2021-indonesia

De Vries, N. J., & Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management*, *21*(6), 495–515. https://doi.org/10.1057/bm.2014.18

Dollarhide, M. (2021). *Social Media Definition*. Investopedia.Com. https://www.investopedia.com/terms/s/social-media.asp

Donvito, R., Aiello, G., Grazzini, L., Godey, B., Pederzoli, D., Wiedmann, K. P., Halliburton, C., Chan, P., Tsuchiya, J., Skorobogatykh, I. I., Oh, H., Singh, R., Ewing, M., Lee, Y., Fei, L., Chen, C. R., & Siu, N. Y. M. (2020). Does personality congruence explain luxury brand attachment? The results of an international research study. *Journal of Business Research*, *120*(June), 462–472. https://doi.org/10.1016/j.jbusres.2020.06.047

Eastman, J. K., & Liu, J. (2012). The impact of generational cohorts on status consumption: An exploratory look at generational cohort and demographics on status consumption. *Journal of Consumer Marketing*, *29*(2), 93–102. https://doi.org/10.1108/07363761211206348

Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of facebook "friends:" Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, *12*(4), 1143–1168. https://doi.org/10.1111/j.1083-6101.2007.00367.x

Fitzmaurice, C. J. (2015). Conspicuous consumption and distinction, history of. In *International Encyclopedia of the Social & Behavioral Sciences: Second Edition* (Second Edi, Vol. 4). Elsevier. https://doi.org/10.1016/B978-0-08-097086-8.03150-0

Hair, J. F., & Brunsveld, N. (2019). Essentials of business research methods. In *Essentials of Business Research Methods*. Routledge. https://doi.org/10.4324/9780429203374

Hair Jr., J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, *1*(2), 107. https://doi.org/10.1504/ijmda.2017.10008574

Han, S. L., & Kim, K. (2020). Role of consumption values in the luxury brand experience: Moderating effects of category and the generation gap. *Journal of Retailing and Consumer Services*, *57*(July), 102249. https://doi.org/10.1016/j.jretconser.2020.102249

Hollbrook, M. B., & Hirschman, E. C. (1982). Experiential aspects of consumption, holbrook.pdf. *The Journal of Consumer Research*, *9*(2), 132–140.

Huang, W. (2011). The way to create symbolic value of luxury good - Take the Chanel No.5 perfume for a case. *Proceedings - 2011 4th International Conference on Information Management, Innovation Management and Industrial Engineering, ICIII 2011*, *2*(5), 142–145. https://doi.org/10.1109/ICIII.2011.182

Israel, G. (1992). Determining Sample Size. *Researchgate.Net*.

Jeff Bray. (2008). Consumer Behaviour Theory: Approaches and Models. *International Journal of Social Psychiatry*, *46*(1), 2–33. https://doi.org/10.1177/002076400004600104

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, *53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Ki, C., Lee, K., & Kim, Y. K. (2017). Pleasure and guilt: how do they interplay in luxury consumption? *European Journal of Marketing*, *51*(4), 722–747. https://doi.org/10.1108/EJM-07-2015-0419

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, *44*(2), 544–564. https://doi.org/10.1016/j.dss.2007.07.001

Kiranmayi, G. R. (2019). The Role of Customer's Status Consumption and Satisfaction on Repurchase Intention. *International Journal of Business Management & Research*, *9*(1), 1–6. https://doi.org/10.24247/ijbmrfeb20191

Kock, N. (2010). *WarpPLS_ Variance inflation factors_ What they are and what they contribute to SEM analyses*.

Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, *11*(4), 1–10. https://doi.org/10.4018/ijec.2015100101

Kock, N. (2021). WarpPLS user manual : Version 7.0. *ScriptWarp Systems*, 1–122.

Lavertu, L., Marder, B., Erz, A., & Angell, R. (2020). The extended warming effect of social media: Examining whether the cognition of online audiences offline drives prosocial behavior in 'real life.' *Computers in Human Behavior*, *110*, 106389. https://doi.org/10.1016/j.chb.2020.106389

Levy, S. J. (1959). Symbols for Sales. *Harvard Business Review*, *37*(4), 117–124. https://doi.org/10.1108/10610429510097672

Lewis, A., & Moital, M. (2016). Young professionals' conspicuous consumption of clothing. *Journal*

of Fashion Marketing and Management, *20*(2), 138–156. https://doi.org/10.1108/JFMM-04-2015-0034

Li, J., Guo, S., Zhang, J. Z., & Sun, L. (2019). When others show off my brand: self-brand association and conspicuous consumption. *Asia Pacific Journal of Marketing and Logistics*, *32*(6), 1214–1225. https://doi.org/10.1108/APJML-04-2019-0225

Madzunya, N., Viljoen, K., & Cilliers, L. (2021). The Effect of Instagram conspicuous consumptive behaviour on the intention to purchase luxury goods: a developing country's perspective. In *South African Journal of Information Management* (Vol. 23, pp. 1–9).

Marder, B., Joinson, A., Shankar, A., & Houghton, D. (2016). The extended "chilling" effect of Facebook: The cold reality of ubiquitous social networking. *Computers in Human Behavior*, *60*, 582–592. https://doi.org/10.1016/j.chb.2016.02.097

Matell, M. S., & Jacoby, J. (1972). Is there an optimal number of alternatives for Likert-scale items? Effects of testing time and scale properties. *Journal of Applied Psychology*, *56*(6), 506–509. https://doi.org/10.1037/h0033601

O'Cass, A., & McEwen, H. (2004). Exploring consumer status and conspicuous consumption. *Journal of Consumer Behaviour*, *4*(1), 25–39. https://doi.org/10.1002/cb.155

Perez-Truglia, R. (2013). A test of the conspicuous-consumption model using subjective well-being data. *Journal of Socio-Economics*, *45*, 146–154. https://doi.org/10.1016/j.socec.2013.05.012

Roswinanto, W., & Strutton, D. (2014). Investigating the Advertising Antecedents to and Consequences of Brand Experience. *Journal of Promotion Management*, *20*(5), 607–627. https://doi.org/10.1080/10496491.2014.946206

Roy Chaudhuri, H., Mazumdar, S., & Ghoshal, A. (2011). Conspicuous consumption orientation: Conceptualisation, scale development and validation. *Journal of Consumer Behaviour*, *10*(4), 216–224. https://doi.org/10.1002/cb.364

Russell, C. A., & Levy, S. J. (2012). The temporal and focal dynamics of volitional reconsumption: A phenomenological investigation of repeated hedonic experiences. *Journal of Consumer Research*, *39*(2), 341–359. https://doi.org/10.1086/662996

Sekaran, U., & Bougie, R. (2016). Research Methods for Business. In *Wiley*. https://doi.org/10.1007/978-94-007-0753-5_102084

Sholihin, M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0* (2nd Editio).

Simmel, G. (1957). Fashion. *The American Journal of Sociology*, *LXII*. https://doi.org/10.1093/gao/9781884446054.article.t2088462

Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J.-O., Chon, K.-S., Claiborne, C. B., Johar, J. S., & Berkman, H. (1997). Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence. *Journal of the Academy of Marketing Science*, *25*(3), 229–241. https://doi.org/10.1177/0092070397253004

Sirgy, M. Joseph. (1985). Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*, *13*(3), 195–206. https://doi.org/10.1016/0148-2963(85)90026-8

Sirgy, M Joseph. (1982). Self-Concept in Consumer Behavior: Some Research and Managerial Implications. *Journal of Consumer Research*, *9*(December), 287–300. http://www.journals.uchicago.edu/doi/abs/10.1086/208924

Sopadjieva, E., Dholakia, U. M., & Benjamin, B. (2017). A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works. *Harvard Business Review*, *August 2016*, 7–10.

Statista. (2021). Fashion eCommerce Report 2021. In *Statista*. https://www.statista.com/study/38340/ecommerce-report-fashion/

Statista Research Department. (2021). Indonesia: contribution to GDP by industry 2020 | Statista. In *Statista*. https://www.statista.com/statistics/1019099/indonesia-gdp-contribution-by-industry/

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

Thoumrungroje, A. (2014). The Influence of Social Media Intensity and EWOM on Conspicuous Consumption. *Procedia - Social and Behavioral Sciences*, *148*(November 2012), 7–15. https://doi.org/10.1016/j.sbspro.2014.07.009

Tucker, W. T. (1957). *Foundations for a Theory of Consumer Behavior*. https://www.proquest.com/openview/55e9872375f7cda91d51c09786c688ad/1?pq-origsite=gscholar&cbl=40685

Veblen, T. B. (1899). The Theory of Leisure Class. *Journal of Political Economy*, *7*(4), 425–455.

Wallace, E., & Buil, I. (2021). Seeking Likes while saving the planet : Extending the Theory of Planned Behaviour to investigate the relationship between climate-related Instagram posts and Pro-Environmental Behaviours. *European Marketing Academy*.

Wallace, E., Buil, I., & de Chernatony, L. (2017). Consumers' self-congruence with a "Liked" brand: Cognitive network influence and brand outcomes. *European Journal of Marketing*, *51*(2), 367–390. https://doi.org/10.1108/EJM-07-2015-0442

Wallace, E., Buil, I., & de Chernatony, L. (2020). Consuming Goods on Social Media: What Can Conspicuous Virtue Signalling on Facebook Tell Us About Prosocial and Unethical Intentions? *Journal of Business Ethics*, *162*(3), 577–592. https://doi.org/10.1007/s10551-018-3999-7

Yu, C. C., Lin, P. J., & Chen, C. S. (2013). How brand image, country of origin, and self-congruity influence internet users' purchase intention. In *Social Behavior and Personality* (Vol. 41, Issue 4, pp. 599–611). https://doi.org/10.2224/sbp.2013.41.4.599

Zahavi, A., & Zahavi, A. (1998). The Handicap Principle, A Missing Piece of Darwin's Puzzle Amotz Zahavi Avishag Zahavi. In *The Auk* (Vol. 115, Issue 2, pp. 544–546). https://doi.org/10.2307/4089223