"Engagement with social media, self-obsessive presentation on the web and interrelated self-esteem-A study related to urban lifestyle"

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Abstract:

Purpose: The article examines how the new urban social classes are somewhat trapped into their insatiable appetite to experience happiness by overconsumption, social networking and ultimately ending up accumulating more stress.

Methodology: We are following descriptive research design in this study as it describes the characteristics of individuals. This study estimates centrally the percentage of responses of a specified sample population exhibiting a certain behavior. Two structured questionnaires are used to conduct two online surveys and with the help of those questionnaire,respondents are asked to express their opinions freely regarding their purchasing pattern, engagement with social media and their way of self-presentation. A total sample size of 87 is considered within the specified sample, 61 respondents are young adults and 13 are matured young adults, 12 are middle-aged and only one elderly respondent is interviewed to record their responses.

For this research statistical software, SPSS is used for analyzing the collected data deliberately for accurate results and methodological findings.

Finding and conclusion: The main aim of the paper is to investigate demographic, personality and individual differences are impactful to the addictive use of social media and self-presentation. The study reveals the results are consistent with previous researches and hypothesis formed with the results showing that the demographic parameters like age, gender, income, occupation are significantly contributed to narcissism and self-esteem with addictive use of social media.

Implication of study Engagement with social media and portraying a beautified picture-perfect life can provide a feel-good factor and actually act as a stress-buster in daily chores of life? Or this over engagement in the virtual world gradually pushing them to the corners of much-increasing loneliness, stress and depression. This present paper shall try to introspect and explore the various facets of engagement in social media in the context of the major cities of India and its impact on the individual's everyday life.

Keywords: Self-obsessive presentation online, Addictive use of social media, self-esteem, Social media narcissism.

Introduction

Modernity makes us happier or not it's a point of debate since long back at least to Rousseaue[1] who claimed as the civilization becomes more contemporary marshaled a loss of genuine happiness. "The actual meaning to attain happiness is also manifested in the works of Durkheim, James, Locke, and Comte, all of whom envisaged how modernity affects the notion of happiness and individuality." Recent Economic changes in India coincided with a drastic change in lifestyle and consumer's aspirations and desires. Our culture of consumption inspired by western countries allows us to surrender to lure and engage with certain self-indulgent activities to console us without considering consequences. These self-indulgent activities may cause more anxiety, stress, and unhappiness, and by controlling them psychological state of mind can be improved. Because we must understand that only self-indulgent behavior like impulsive buying or brag-some expensive purchase over social networks and portraying a picture-perfect life is not the answer to all our worries. Instead, it is a never-ending cycle of anxiety, unfulfilled desires, and stress. We must become cautious about the fact that over-engagement with social media is another reason to invite stress, anxiety, even the feeling of lacking and other negative emotions.

The article examines how the new urban social classes are somewhat trapped into their insatiable appetite to experience happiness by overconsumption, social networking and ultimately ending up accumulating more stress. Affluent urban consumers believe in a philosophy to celebrate life every day and by this perceived ally to happiness which motivates them to become an impulsive buyer or they may become addicted to social media. The removal of restrictions on consumption of course, encourage mindless consumerism as the way out to all kind of stress evenif the majority of population still lacks the economic ability. Consumerist culture has been interpreted as a control mechanism, environmentally disgraceful, ensuring redeeming meaning to life and emancipating in multiple ways (Bauman, 1997; Featherstone, 1987, Firat and Venkatesh,1995; Marcuse, 1968; Sahlins, 1976; Twitchell, 1999). In neoliberal regime, consumer culture has drastically evolved, and many theorists agree that the modern day consumerist culture, which primarily started in the Western countries, has now downcasted deep roots across the world (Bauman,1997; Belk, 1996; Venkatesh, 1994; Zukin and Maguire, 2004). Consumption precisely considered as global reality across every socio-economic strata. Post-colonial consumption pattern reflects imitative orientation and illuminates symbolic consumption conducive towards identity expression prevalent in middle to lower socioeconomic classes. This article reflects on how shopping decisions, consumption profiles, and aspirations are conveyed in redesigning social life and how the urban consumer base is constantly getting confined into these hollow way-out in search of happiness.

Many research articles predominantly focus on social media and personal happiness

or unhappiness relationship.Happiness or subjective well-being (SWB) pertains to the subjective estimation of one's life (Diener, 2000). It also involves cognitive and reasonings (i.e., life fulfillment) and emotional (i.e., constructive affect and adverse effect) components (Diener ,2000). Different studies on psychology reveal the fact social networking always encourages social comparisons in different spheres as if one's own life events are less exciting than their acquaintances and what they see on the web (Yang, 2016;Vogel, Rose,Roberts and Eckles,2014; Vogel ,Rose, Okdie, Eckles, and Franz, 2015).

Obviously, social networking does not affect the emotional behavior in a singular straightforward way as at times this potent way of self-representation plays dramatically different roles in different situations. Various analyses were conducted to study the data about posting recent purchases on social media or updating status information on the web is a modern way of self-presentation interchanges with consumers' happiness are influenced by self-esteem (Djafarova & Trofimenko, 2017,2019).

1.1 Impact of personality trait like self-esteem, narcissism, isolation on the usage of social networks:

Instead of the predicted relationship between usage of social networking platforms and Big Five personality factors, earlier studies only found weak relationships among those personality traits and social networking (Hughes, Rowe, Batey, and Lee, 2012; Ross, Orr, Sisic, Arseneault, Simmering, and Orr, 2009). Researchers recommended that slender personality facets are more intricate to explain the online behavior of social media users. Ross et al. (2009). For instance, self-expressive users are more prone to employ self-representation features of SNS, such as updating recent activities and achievements and more no of pictures of themselves on their social networks (Pagani, Hofacker, and Goldsmith, 2011). Additionally, self-esteem is also an individuality that has been crucially related to SNS use (Mehdizadeh, 2010; Krämer, and Winter, 2008). Therefore, it is prevalent to be included in this study. Other researches in the same field, for instance, (Ellison, Steinfield, and Lampe, 2007) also found the most commonly and rigorously used social networking site Facebook is actually compensating lower self-esteem of individuals and the number of this kind of users in social networks is quite large. On the contrary, Gonzales and Hancock (2011) used ANOVA in a study with 63 student participants and reported self-esteem is positively, significantly associated with Facebook usage. This study demonstrates the argument that one can experience enhanced self-esteem by creating and updating self-promoting information on the profile because social networks enable oneself to regulate and generate self-produced posts regarding own achievements or activities about their life events freely and uncovering only positive traits and characteristics that emphasize self-esteem (Gonzales and Hancock ,2011). However, a number of studies reflect there is no considerable association between Facebook usage and self-esteem (Kalpidou, Costin,

and Morris, 2011). Self-esteem is the most critical psychological component related to the concept of self (Heatherton and Wyland ,2003) which aids numerous societal and predominant functions (e.g.,to get involved and conformity in groups, redeeming purpose in life); (Leary, Tambor, Terdal, and Downs ,1995; Solomon, Greenberg and Pyszczynski ,1991). Markedly, self-esteem may be theorized as a typically constant trait that matures over time and all-encompassing state that is reactive to daily events and contexts (Błachnio, Przepiorka, and Pantic, 2016;Heatherton and Polivy, 1991). In particular, long term use of social media can affect self-esteem than incidental usage. Certain prior research pointed out that more frequent use of Facebook is significantly connected with a higher level of depression and may reduce psychological comfort. (Feinstein, Hershenberg, Bhatia, Latack, Meuwly, and Davila, 2013; Kalpidou, Costin, and Morris ,2011; Kross, Verduyn, Demiralp, Park, Lee, Lin, et al., 2013; Mehdizadeh ,2010; Rutledge, Gillmor, and Gillen ,2013). Moreover, some prominent research has focused on over engagement to Facebook or addictive use of social media and self-esteem (Błachnio, Przepiorka, and Pantic, 2016;Forest and Wood ,2012; Gonzales and Hancock ,2011; Wilcox and Stephen, 2013).

2. The focus of current research:

The potential influence of social networking over social comparison and consequences of the same over the psychological well-being of individuals is a dominat area of research nowadays (Vogel, Rose, Roberts, and Eckles, 2014). Extant research pointed that people always look and pretend happier in social media and they believe always the other social media users live a more exciting and better living in all respect than they have (Chou and Edge ,2012). Users, who are intensely involved in social media have more strong disclosure to such increasing social comparisons. However, preceding research in the offline framework also established that the increasing level of upward social comparison may inflate negative thoughts and decline the self-contented state of mind (Brown, Novick ,Lord, and Richards, 1992; Thornton and Moore, 1993; Wheeler and Miyake, 1992). The assumption of this study is aligned with several previous investigatiobns, that people may suffer from negative feelings because of the social comparison generated by various social media platforms(Feinstein et al., 2013). The increasing no of social media users always try to compare and evaluate their own status with their pretentious ideal self(Haferkamp and Kramer, 2011), and these over engaged users of social networking sites often suffer from deflated psychological wellbeing (Kalpidou et al., 2011; Mehdizadeh, 2010; Kross et al., 2013). Integrating the findings of prior research and theories we assume people who are over engaged with social media have poor self-esteem which is well interrelated with upscaled societal comparisons on social networking sites. We hypothesized accordingly and tested these assumptions with two studies.

2.1 Objectives of the study

1. To understand various effects of social media, impulsive purchase, and the impacts over participants irrespective of age and income as demographic parameters.

2. This article investigates the impact of consumerist behavior, posting pictures of purchases on social networks and mood regulations from portraying the idealistic pretentiously happy self of the individual.

3. This article advances the understanding of how consumers are influenced by social media usage and mediating effect of self-esteem on upward social comparisons.

4. This study also investigates and provides insights into the role of self-presentation over social media to increase well-being .

3. Research Methodology

3.1 Hypotheses Formation

Previous researches on self-esteem already showed that high self-esteemed people always focus on their abilities, strength and motivations but in case of low self-esteemed individuals they tend to emphasize on deficits, weaknesses and negative characteristics (Baumeister and Tice, 1985; Brockner, 1979).Posting updates of recent or luxurious purchases on social networks or posting images of the affluent lifestyle would lead to self-obsessed portrayal of lifestyle.Such expression of self-presentation is distinctly different in low and high self-esteemed personalities. As a result, consumers with high self-esteem present materialistic self-exhibition while on the other hand individuals' having lower self-esteem may involve in more defensive self-representation. Current studies on self-presentation reveal an interesting fact that, in comparison to protective self-presentation, materialistic self presentation brings instant poignant benefits because it propels upward temperament modifications and contribute to pleasant feelings in social communications (Dunn, Biesanz, Human, and Finn, 2007) and such individuals find themselves cheerful and satisfied most of the time (Human, Biesanz, Parisotto, and Dunn, 2012). For this mentioned reason acquisitive or materialistic self-presentation enhances feel-good factor and psychological wellbeing (Kim and Lee, 2011; Wojcik and Ditto, 2014). But no empirical evidence suggests that defensive self-representation positively correlates happiness or well-being. Thus, it is the prime focus of the current research to assume that engagement in various social media and luxury purchases and updating on social media would associate with self-esteem in influencing happiness.

H0: Addictive use of social media, consumerist behavior, posting purchases on

social media and portraying beautified, idealistic picture-perfect life has no effects on consumers' happiness and mood regulation where self-esteem behaves as the predictor.

H1: Addictive use of social media, consumerist behavior, posting purchases on social media and portraying beautified idealistic picture-perfect life has significant effects on consumers' happiness and mood regulation where self-esteem behaves as the predictor.

1.2 Method and procedure

This study follows descriptive research design because it demonstrates the attributes of individuals. The proportion of reactions of a stated sample population displaying a definite behavior is also being exhibited in this present study. This study created segments according to the opinion of dissimilar age and income group respondents and prediction regarding the consumer's psychology. For the sake of time and cost constraints, the study was focused on three demographic parameters i.e. gender, age, and income.The study used a structured questionnaire to understand and develop in-depth knowledge of consumer's perception of change in consumption pattern in everyday life of the urban class. Data collection was based on two criteria i.e. income and age. Respondents earn an average monthly income of Rs 8,000 to Rs 20,000 (lower income group) and Rs 20,001 to Rs 50,000 (middle income group) and Rs 50,001 to Rs 1,00,000 (higher income group) and more than Rs 1,00,000 (higher high-income group) and not yet earning. There was four age grouped i.e. young adults (18 to 25 years), matured adults (25 to 35years), middle-aged (35 to 45 years) and elderly (45 years above).

The four age groups of consumers namely young adults, matured adults, middle-aged and elderly are considered for the survey. For the purpose of recording responses, each group was requested to communicate freely their opinions on their buying patterns as well as regarding their social media usage on a number of closed-ended and open-ended questions. For this study, a structured questionnaire was used.

To fulfill the objective of the study all the questions are designed in the questionnaire. At first, questions were asked to respond whether respondents feel that their habit of spending time in social media is impactful to their emotions. Then they were inquired to state how much time they devote on social media on different activities like socialization, posting purchases or other posting activities and whether they get involved with impulsive buying activities influenced by social media advertisements, etc. Next, we tried to capture responses regarding their happiness and overall wellbeing, whether getting affected by engagement with social media and this engagement is leading any behavioral change in them. We also tried to interpret an individual's shopping habit and the impact of social media on mood change or our

purchase behavior in general, with a 10-point rating scale. We also tried to capture individual's perception and consideration over happiness and how they consider themselves as happy people when they are engaged with social media and finally, we tried to identify individual's experiences and the reason for involvement with social media.

3.3.Population for the survey

In the study to establish the assumptions based on prior research works selected sample population was chosen from the different city dwellers of India. In this study, the survey was conducted in three major Indian cities namely Kolkata, Delhi, and Bhubaneswar. One of the cities is in the central region of India and the other two cities are located in the eastern region of India.

1.3   Sample size

The first online survey is piloted with a total sample size of 87 to explore the objectives of the current study. Within that specified sample, 61 respondents were young adults and 13 were matured young adults, 12 were middle-aged and only one elderly respondent was participated to record their responses. These four ages grouped respondents were further categorized as per their household income i.e. the higher high-income group is considered whose average monthly household income is more than Rs 1,00,000 and those respondents whose monthly household income is Rs 50,000 to Rs 1,00,000 were considered as higher income group. Average monthly household income Rs 20,001 to Rs 50,000 per month was regarded as middle-income group and average monthly income Rs 8,000 to 20,000 (household income) was considered as lower-income group and we have got 15 respondents from higher high-income group, 13 respondents from the high-income group, 21 middle-income groups and only two respondents are from lower-income group and other than income respondents we have got 36 respondents who have not started earning yet but from higher high-income holder family.

1.4   Data collection and analysis

In the data collection stage, we have conducted an online survey through a structured Google form. Respondents who agreed to answer the survey questions were asked regarding their purchasing behavioral pattern, engagement with social networking sites and their way of self-presentation.

The analysis for this study was done with the help of statistical software SPSS and R programming language to analyze the collected first-hand data in a deliberate way.

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1.5 Data Analysis and Interpretation

We found a set of 87 respondents who answered the survey questionnaire. From the data set to obtain the optimum number of a cluster solution, analysis is done by running a hierarchical clustering algorithm on the variables. We tried different cluster solutions and found that the three-cluster solution provides us with the best interpretation of clusters and we can better describe the characteristics of each cluster with a significant difference.

Generally, interval-scaled variables are ideally suited for cluster analysis. As our questionnaire contains most of the questions with the scaling technique, we have chosen cluster analysis as a method of combining similar characteristics of respondents.

If we go back to the original variables (in our study, 15 questions including demographic information were present in the form of a structured questionnaire) and tried to infer the behavior of clusters in terms of the 15 variables.
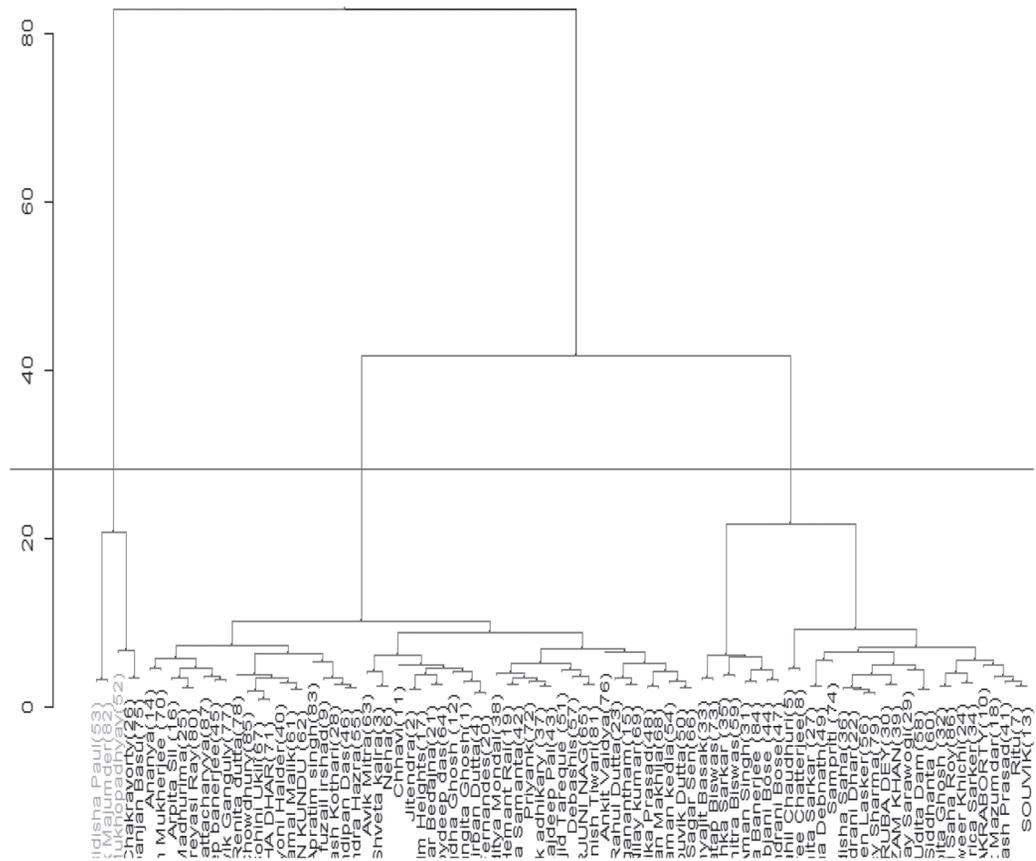

Figure 1: Hierarchical Cluster for social media users

Cluster 1: Heavy Spenders and Impulsive Buyers:

People belonging to this cluster are young adults i.e. within 18 to 25 years of age group are high spenders even if they have still not started earning. They are not careful at all regarding their spending habits and 80% of their money, they spent on shopping. We can easily mark them as impulsive buyers and engaged in consumerist behavior consciously or unconsciously. They describe their experience and engagement with social media is to get temporary pleasure or to reconnect with old friends and they agree that their involvement with several social media platforms affecting their mood regulation as well as overall wellbeing.

In terms of happiness, these respondents mark themselves as not very happy or neither happy nor unhappy. So, we can interpret this cluster as high spenders but still not getting ample satisfaction and happiness from their involvement with social media or habit of consumerism. They may find temporary pleasure from over-engagement with social media but ultimately getting trapped with the never-ending cycle of unhappiness, stress, and overconsumption.

It is thus a cluster exhibiting many lifestyle factors of the urban upper class who are trying to comfort themselves with self-indulgent consumerist behavior and portraying themselves as savvy consumers by posting their luxurious purchase over social media platforms but ultimately a little worried because these behavior does not provide them abundant happiness.

Cluster 2 Economy Oriented Thinkers:

People belonging to this cluster are not high spenders and not too impulsive in their shopping habits. We can interpret them as not very aggressive buyers and are too particular about thinking before spending. They don't get involved in the brag some posting of luxury purchases over social media. Basically, these groups of respondents' value economics rather than social status up-gradation. This group is not pretty sure about social media's role as a mood enhancer. We can describe this group as a thinker and not too much influenced by other's activities and posts over social media. In terms of happiness, this group of respondents believes themselves as neither happy nor unhappy and they perceive their state of mind doesn't depend or influenced much with involvement with social media.

Cluster 3 Value-Oriented Neutral shoppers: People belonging to this cluster are mostly middle-aged respondents who think twice before buying. They are mostly indifferent to social media's influence over their behavioral change or mood up-gradation. They don't perceive social media as a strong influencer over their happiness and overall wellbeing. They basically describe their involvement with social networking sites to reconnect with old friends. They value quality products and

get involved in purchase activities depending on the need level. They are not always priced sensitive but cautious regarding spending and only value quality products. They are not necessarily influenced heavily by social media advertisements and always want to spend money on occasions which are worth-while, if and only if they see the value, they may spend a lot.

In brief, by hierarchical cluster analysis, we can infer a lot regarding the segments of respondents that exist in the target population of urban, higher high to middle income and young adults to elderly age group consumers.

In our recent study of the influence of social media over an individual's happiness, we have used one way ANOVA with one categorical independent variable age and in second case gender, and one dependent variable which is metric (continuous) i.e. the ratings are given by different groups of respondents regarding the impact of usage of social networking over mood change and behavioral changes they feel (if any) or regarding individual's purchase behavior in general. From the result, we can clearly see that age as an independent factor is not significantly combined with ratings of individual respondents.

ANOVA

Now consider the impact of social media usage on mood change or our purchase behavior in General. On a scale of 1 to 10, where 1 is not at all influenced and 10 is fully influenced, how would you rate the influence of social media on your mood modification?

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		17.484	4	4.371	1.324	.268
	Linear Term	Unweighted	8.642	1	8.642	2.617	.110
		Weighted	4.825	1	4.825	1.461	.230
		Deviation	12.659	3	4.220	1.278	.288
Within Groups			270.792	82	3.302		
Total			288.276	86			

Table 1 ANOVA table to show impact of age as independent variable over influence of social media on mood modification

If we consider gender as an independent variable and ratings of respondents as a metric dependent variable and using ANOVA we try to interpret whether they are statistically significantly combined with each other or not, we find the result is not significantly associated with gender as well.

Study 2:

Study 2 has two purposes. First to identify whether an individual respondent having higher self-esteem behaves differently from a respondent having lower self-esteem with respect to their way of self-presentation and how they correlate their happiness with self-presentation. Material Value Scale MVS as described by Richins and Dawson (1992) interprets an individual's environment and structure of life. Materialism is according to them an important parameter described and acquiring material resources can cause an elevated state of happiness and may help in accomplishing important life goals. Material values comprising three major domains as being described by Richin and Dawson are instrumental to judge how successful are others in comparison to ourselves, we use to compare possessions of others and ours, we believe possession is the pivotal lifegoal, and we believe with certainty that possession only leads to accomplishment and satisfaction. This concept of materialistic acquisition is linked with self-presentation style, which is being analysed in the current study. We may attain a greater amount of happiness and satisfaction by not only acquiring materialistic resources, but we also want to encourage comparison of our acquired possessions and this style of self-promoting presentation can provide meaning to our lives. This concept of self-obsessed and material-centric view is proposed by several previous researches and we want to evaluate the strength of the concept with our empirical findings. The participants have asked to respond to how many times they updated about their purchases on social media in the past six months and then asked to express their opinion to a scale assessing happiness and self-worth to evaluate self-esteem. Validated Rosenberg Self-Esteem Scale Rosenberg (1965) has been used, which measures how people evaluate themselves and feel self-worth (e.g., "I feel that I am a person of worth, at least on an equal plane to others"). Thirdly to determine exposure to societal evaluation or comparison, we tried to note the responses about the extent to which respondents focus on people who are way better than or worse off in comparison to themselves on social media platforms.

The respondents are also asked to mention their type of post in social media and the frequency of posting in the past six months and whether they posted their own achievement, life event, day to day activities or some important event which made them feel truly successful. Finally, they answered demographic questions.

4. **Result**

Group Differences: ANOVA reveals the cause and effect of independent variables like age, gender educational level and income these demographic parameters on a dependent variable like the rating given by the respondents on different addictive parameters of social media usage. With demographic parameter gender, we have got the result of F test as 0.129 in case of social comparison i.e. if social comparison has no

effect on gender difference and as the significance level of F test is greater than 0.05, we can say the ratings given by respondents of different gender are not significantly different in case of social comparison. The same result can be seen in case of being motivated to other positive posts on social media i.e. male and female being motivated towards other positive posts are not significantly different. The involvement with social media is impactful to mood modification and self-promoting content posting is not significantly different from gender. On the other hand, in the case of socialization, both males and females use social media with no significant differences as the F test result (sig=0.766>0.05). In the case of posting recent purchases on social media is also not significantly different in the case of male and female as the F test result (sig=0.736>0.05). To describe the addictive, use of social media we have got no significantly different opinions of male and female as they have responded regarding their restlessness if they are restricted to access social media and whether they feel their time spent on social media encourages any kind of negative emotions like envy, feeling of lacking and stress. The F test (sig=0.560>0.05) reveals male and female respondents are not significantly different in responding regarding their number of times per day checking social media profiles and the frequency of post regarding their recent purchases in the last six months as the result of F test (sig=0.863>0.05). Only the result of the F test shows males and females both get involved with impulsive purchases by exposure of an advertisement on different social media platforms with significant differences. In all other cases of addictive use of social media, we can see gender as a demographic parameter is not statistically significant at 95% confidence level.

ANOVA reveals the result of the F Test as the extent of involvement with social media of different demographic parameters like gender, income education level and occupation are not statistically significant at the 95% confidence level. But in case of age as a demographic parameter, we can see the result of F Test (sig=0.015<0.05) reveals different age groups of respondents get involved in impulsive purchase with the influence of online advertisements differently. The same differences in responses of different age grouped people are also statistically significant in case of posting purchases in the past six months(sig=0.009<0.05) and feeling of restlessness if restricted to use social media (sig=0.025<0.05) is established from the result of F test.

4.1 Correlation analysis:

For the social media addiction variables with demographic parameters like age and gender, the correlation is observed. A negative and significant correlation is found with narcissism and age as from the correlation table we can see the age and a narcissistic statement like "I expect a great deal from other people" negatively correlated at 99% confidence levels (correlation coefficient-0.460)

A positive and significant correlation is observed with self-esteem and narcissism (correlation coefficient 0.598) at 99% confidence level. Contrary to this addictive and somewhat excessive use of social media with an individual's self-esteem is negatively correlated. (Medium to small effect as correlation coefficient is negative -0.2).

To test the hypothesis whether addictive use of social media and mood modification of user is dependent on interrelated self-esteem, we used regression with the stepwise selection process in SPSS. Here we have taken interaction of mood modification and addictive use of social media as the dependent variables and self-esteem as an independent variable. The result shows the value of R square 0.500 i.e. the model explains 50% overall variances with variables. The result of ANOVA also reflects that the association between mood modification and addictive social media usage and self-esteem as a predictor is statistically significant.

To test the hypothesis whether the frequency of posting purchases recently (in past six months) over social media and mood modification is significantly associated with self-esteem as a predictor we again used multiple regression analysis in SPSS, but the result is not statistically significant as the value of R square is only 0.226. So according to our study, the interaction effect of two variables i.e. frequency of posting purchase in the last six months and mood modification is not dependent on self-esteem as a personality trait. The result is the same if we take the principal factors extracted from 10 statements mentioned by Rosenberg's self-esteem scale.

In study 2 we took responses to understand different reasons for social media usage and the frequency of checking social media profiles per day and we have done principal component analysis with SPSS and extracted two components with Eigenvalues >1. For factor one we have got Eigenvalue 2.304 and for factor two we have got Eigenvalue 1.276. Next, we have done multiple regression with interaction effect of these extracted factors of social media usage and mood modifications as dependent variable and self-esteem as an independent variable and the value of R square is much less so we can say the model is not statistically significant.

The result of ANOVA also explains the model is not statistically significant. So, we can conclude the social media usage and mood change are not dependent on self-esteem as a personality trait.

5.   Outcome and Conclusion

Extant research found that using social media momentary mood regulations, encouragement of shallow relations with minimal expectations and planning for enjoyment may enhance the level of satisfaction. It has been observed excessive use of Facebook and other social networking sites and increased socialization is positively correlated with mood modification, and therefore a feeling of serenity in

life can be attained. Researchers also established that the 'emotional contamination' of posts in social networking sites functioned as emotive encounter happens offline, where people with cheerful nature interact with others and makes an individual more content, while negative people make us feel less comfortable and gratifying.

Some previous researches only highlighted the adverse emotional and psychological consequences of social media but there are other aspects too. Others emphasised certain potential positive emotional support may also come along the path because people do situational different things in this platform of the social network. In fact, a user may experience varied involvements with several platforms in social media. Most popular social networking sites like Instagram, Facebook are not only used for a single purpose but can be used differently depending on the objectives of the individual user. Obviously, when social media platforms are used for different reasons at different timeframes, it does not affect an emotional state to a large extent. Modern society is facing stressful circumstances in various ways. So coping behaviors to stress involve "instrumental coping behavior," which is finding way out in certain typical ways to resolve the core reason of the problem, and "responsive coping behavior, "which is to maintain and confirm one's sense of well-being (Folkman and Lazarus,1985). This study examines engagement with social media as well as shopping as "emotional coping behavior," which has defined as "diversifying behavior". Posting pictures of purchased goods over social media is a compulsive post-purchase behavior to gain happiness nowadays. Tauber (1972) in his research categorized the motives for shopping primarily into two types i.e. individualistic motives and societal motives. Individualistic motives included role-playing, diversion, self-indulgence, understanding about new trends and imitation of the same and physical encouragement. Researchers also found that diversion motive from stress largely includes the motive for mindless over-purchase or shopping without considering consequences. This current study examines the relationship between handling stress with impulsive buying and living in the virtual world of social media. Impulsive buying, as the name itself, proposes an act which is generally illogical or irrational and considered as an undesirable kind of purchase and often a feeling of regret is followed afterward (Sekiguchi,1985;Hama,2001).However, modern contemporary researches have inferred that urban dwellers at large value self-indulgent behavior like impulsive buying (e.g., "It was right to have bought it," or "It helped to get rid of stress") was amplified self-love greatly. So, the self-indulgent consumerist behavior associated with unreal showoff of picture-perfect life is tricking every individual irrespective of age and income as a demographic parameter. This study highlights the effects of updating social networks regarding recent purchases and over engagement with the social media ,based on two surveys collecting the factual data. The survey results clearly showing that there were significant interrelations between involvements with social media and posting purchases on happiness among individuals with higher levels of self-esteem, also enhanced level of satisfaction is

observed when posting pictures updating about luxurious purchase. However, among the lower self-esteemed individuals, addictive use of social media is significant behaviour, but no substantial effect was seen for posting an important purchase on life satisfaction. As the present study reveals narcissistic behavior and self-esteem are positively correlated and individuals with self-obsession portray a cognitive self-presentation on the web, which is in line with the assumptions we have made from different kinds of literature. This finding suggests, self-representation through one's posting of updates regarding recent purchases of high valued items on social media has a disparity in consequences among higher self-esteemed consumers and lower self-esteemed consumers.

6. Discussion

The principal objective of the paper is to explore the responses of urban consumers of different demographic profiles because individual respondents are behaving differently with respect to excessive involvement in social networking sites and self-representation. Our current study reveals the results of statistical analysis which are steadily aligned with previous researches , as the results showing that the demographic parameters like age, gender, income, occupation are significantly correlated with self-obsession and self-esteem along with addictive use of social media. It is most likely that narcissism as a phenomenon is significantly correlated with the addictive usage of social media and gives the impression to impose a moderate effect. This is in line with the previous researches and hypothesis. Twitter, Facebook, Instagram, Snapchat, and other social networks are applied as an ideal social arena for individuals. Previous studies also showed that the users of these social networking sites have different purposes (Ryan and Xenos, 2011; Wang, Tchernev, and Solloway, 2012), as these social networks facilitate to satisfy the ego by the influence of prompt reaction from possibly large numbers of people connected to them in any way. These online social networks legitimately fulfill one's need for affiliation, recognition, and self-worth. Social media helps to conform with an individual's conviction regarding ideal self and this faith is reflective with self-obsessed personalities. This is related to the result of the studies which revealed that narcissism is certainly related to frequent profile updates with special activities of accomplishment like exercises, diet or holiday showcasing (Marshall, Lefringhausen, & Ferenczi, 2015).

Self-esteem is negatively correlated with an addictive usage of social networking in the present study. This finding reassured and in line with previous researches (e.g., Hong et al. (2014); Malik & Khan (2015); Wang et al. (2012); Wilson et al. (2010)), and may infer that maximum number of individuals are engaged in social networking to practice self-recognition and affiliation. Higher level of self-esteem implies affiliation,self worth (i.e., gathering "likes" and conformity of norm within-groups), and/or to spurt from feelings of dissatisfaction and lacking in case of low self-esteem

(Andreassen ,2015). But individuals with inadequate self-worth and self-image may choose to engage themselves behind the screen i.e. online instead of in person. Thus, engagement with social media has a correlation with individualistic self-esteem.

7.   The Implication of Current Research, Limitations , Future Scope

This study involves all the common limitations using an online survey and convenience sampling methodology as mentioned by Kuss et al. (2014). Nevertheless, as per the two online survey questionnaires, the full assortment of tallies on the entire set of variables is represented in the data.

After successful digitization in most of the spheres of the Indian market, the third-largest country in terms of Internet access is rightly reaping the benefits. With such developments, individuals, more intensely urban dwellers, while pursuing fast lives are easily falling prey to doses of stresses and becoming prone to depression. This present paper shall try to introspect and explore the various facets of engagement in social media and its impact on the individual's everyday life.

The current study concludes that people always try to show themselves happy on social networks, and as they overemphasize this not so real picture of their daily lives, a constant pressure to represent happy self with happy pictures and faces accumulate strss. In social media negative emotions like frustrations are expressed sarcastically, but happiness is not actually evident. In this regard, the consequences of skyhigh aspirations are also prevalent .Thus, modern individuals always aspire to attain happiness. Social media provides numerous options for communications (Berger, 2012). Facebook status updates or public Tweets are only a representation of happy-self or delightful representation in order to portray a deceptive view of their lives to a presumed audience. In most Asian countries especially in India true feeling of delightfulness is all about the societal conformity and acceptance. So public display of happy-self into social media proliferate and simply become new norm, a place to express a pretentious appearance of feeling happy and content (Rettberg, 2017). The social network sometimes a pathway to recombine with old friends and to cherish the memory. It may be a wonderland to show the original, real picture of delightfulness or to pretend a fake amused face for the audience (Yau & Reich 2019). The main focus of our study is to determine whether social networking is impactful to an individual's state of mind, mood modification and overall wellbeing and to understand whether people are genuinely happy, or they simply seem happier because of deceptive rather pretentious self representation on social media. Rather it is only instrumental in learning how we are habitually representing ourselves in social media and falsifying our understanding about actual happiness.Future research may find answer to the meaning of actual happiness and the operative pathways to attain the same with theoretical and empirical evidence.

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NMIMS
Management Review
ISSN: 0971-1023
Volume XXX
Issue-5 | October 2022

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