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## Do Conspicuous Consumption Motives Explain Eco-Friendly Consumption Decisions? Evidence from Social Media Exposure Effects

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### Abstract

While previous studies underscore that conspicuous consumption is antithetical to prosocial consumer behaviour, there is new evidence suggesting that conspicuous consumption motives may actually motivate green product choices. Despite this claim, little is known about the mechanisms explaining conspicuous consumption intentions of green products in the online context. Although social media's impact on conspicuous consumption through online social dynamics such as Social Comparison and FOMO have been established, their effect in the context of green conspicuous consumption remains unclear. To address this gap, this study employed a Partial Least Squares Structural Equation Modelling approach to understand how conspicuous consumption motives drive green purchase intentions when consumers are exposed to green content on social media. The study hypothesises Social Media Exposure to green content, FOMO, and Social Comparison as antecedents to green conspicuous consumption motives, with perceived quality as a moderator. Data was collected from 346 US, UK and Canada social media users. Findings suggest that conspicuous consumption motives are salient in mediating the relationship between FOMO, Social comparison and green purchase intentions. While perceived quality positively moderated the relationship between social comparison and conspicuous consumption, it was insignificant for the FOMO and conspicuous consumption relationship. Theoretical and Managerial implications are discussed.

**Keywords:** FOMO; Green Purchase Intentions; Online Consumer Behavior; Prosocial Consumer Behaviour; Social Comparison