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Explaining Conspicuous Consumption in Generation Z's Sportainment Lifestyle: The Roles of Social Identity, Social Media Amplification, and Visual Aesthetics**David Humala Sitorus¹⁾, Wasiman²⁾**¹⁾ STMIK Dharmapala, ²⁾ University of Putera Batam
davidhumalasitorus@gmail.com¹⁾, wasiman@puterabatam.ac.id²⁾**ABSTRACT**

This study examines the effects of Social Identity, Social Media Amplification, and Visual Aesthetics on Conspicuous Consumption within the sportainment lifestyle among Generation Z in Pekanbaru. The growing integration of sports and entertainment has shifted consumption from functional purposes toward symbolic and status-oriented behavior, influenced by identity formation, social media exposure, and visual appeal. Using a quantitative explanatory approach, data were collected from 100 Generation Z respondents through a structured questionnaire and analyzed using SPSS, including validity, reliability, classical assumption, multiple regression, t-test, and F-test analyses. Results show that Social Identity ($\beta = 0.328$; $p = 0.001$), Social Media Amplification ($\beta = 0.325$; $p < 0.001$), and Visual Aesthetics ($\beta = 0.335$; $p < 0.001$) positively and significantly affect Conspicuous Consumption. Simultaneously, all variables significantly influence consumption behavior ($F = 87.614$; $p < 0.001$), explaining 73.2% of the variance ($R^2 = 0.732$). Visual Aesthetics is the most dominant factor. These findings highlight the role of identity, digital influence, and visual appeal in shaping Generation Z's symbolic consumption behavior.

Keywords: *Social Identity; Digital Influencer & Social Media Amplification; Product and Atmospheric Visual Aesthetics; Conspicuous Consumption*

INTRODUCTION

In the contemporary era of the digital economy, consumer behavior has undergone a fundamental shift from the consumption of functional goods to the consumption of experiential and symbolic meanings (Baudrillard, 2024). This structural transformation is spearheaded by Generation Z, a demographic cohort characterized as digital natives who rely heavily on social platforms for identity validation and social connection (Shin & Lee, 2021). Globally, one of the most prominent manifestations of this experiential consumption is the rise of "sportainment"—a strategic merger of sports and entertainment designed to deliver added-value brand experiences (Richelieu, 2020; Wijaya & Kristanti, 2025). In Indonesia, sportainment has expanded beyond mass-media spectacles into localized, participatory lifestyle trends such as group running clubs, pound fit sessions, and mini-soccer communities (FISIP Airlangga, 2025). However, from a marketing management lens, this phenomenon is no longer driven by the primary health benefits of physical exercise. Instead, it has morphed into a highly commercialized platform for conspicuous consumption, where individuals spend lavishly on premium sportswear and entry fees to project an elite social status (Firstiyanti, 2025).

The acceleration of sportainment consumption among Generation Z cannot be detached from the mechanism of social identity construction. According to Social Identity Theory within consumer psychology, individuals tend to categorize themselves into specific social groups and use brand consumption to signal group belongingness (Khrishananto & Adriansyah, 2021). In the context of lifestyle sports, Generation Z utilizes modern athletic activities to co-create a personal image that reflects healthiness, trendiness, and socioeconomic privilege (FISIP Airlangga, 2025). This drive for social signaling is heavily amplified by digital platforms, particularly Instagram and TikTok, which function as virtual amplifiers of lifestyle trends (Oustin & Habiburahman, 2023). Visual content generated by peers and local micro-influencers creates psychological impulses such as FOMO (Fear of Missing Out), transforming a casual physical activity into a socially mandated ritual (Shin & Lee, 2021; Wijaya & Kristanti, 2025).

Furthermore, product and atmospheric visual aesthetics have emerged as pivotal drivers in modern retail and marketing mix frameworks. Generation Z displays an unprecedented orientation toward "instagramable" environments and visually appealing products (Baudrillard, 2024; Firstiyanti, 2025). In urban settings, the visual aesthetics of the sports venues—including modern lighting, structural design, and the visual prestige of branded athletic outfits (e.g., carbon-plated running shoes or high-end athleisure)—serve as essential sensory cues that attract young consumers (Oustin & Habiburahman, 2023). Consequently, this convergence of social identity needs, algorithmic media pressure, and aesthetic orientation drives Generation Z into conspicuous consumption. Veblen's classic marketing concept of conspicuous consumption manifests today when young consumers prioritize luxury or trend-driven lifestyle purchases over essential needs, seeking short-term emotional gratification and digital recognition (Khrishananto & Adriansyah, 2021).

While extensive research has investigated conspicuous consumption within traditional luxury sectors like fashion apparel or high-end culinary choices (e.g., urban coffee shops), empirical literature mapping this behavior within the emerging sportainment sector remains highly fragmented. Most existing studies on lifestyle sports focus predominantly on health metrics or physical education frameworks, ignoring the underlying marketing dynamics of consumer behavior. Moreover, there is a distinct geographical gap in consumer behavior research; while empirical data heavily represents metropolitan centers like Jakarta and Surabaya, growing urban hubs undergoing rapid lifestyle modernization, such as Pekanbaru, are consistently overlooked. As the capital of Riau Province, Pekanbaru presents a unique socio-economic landscape where the proliferation of sports communities, premium fitness hubs, and localized visual-sharing trends among youth has risen exponentially between 2024 and 2026.

To bridge these conceptual and contextual gaps, this study develops an empirical model to analyze how social identity construction (X1), social media amplification (X2), and visual aesthetics (X3) collectively dictate the conspicuous consumption (Y) of Generation Z within the sportainment landscape of Pekanbaru. The findings of this research are expected to provide robust theoretical contributions to marketing management literature—specifically regarding symbolic consumption in the digital era—while offering practical, data-driven insights for local entrepreneurs and digital marketers navigating the shift in youth consumer values.

LITERATURE REVIEW

Social Identity Construction

1.1 Theoretical Foundations of Social Identity

The concept of social identity stems from Social Identity Theory (SIT), pioneered by Tajfel and Turner, which posits that an individual's self-concept is heavily derived from their perceived membership in relevant social groups (Shin & Lee, 2021). In the domain of modern marketing management, social identity construction refers to the continuous socio-psychological process wherein consumers select, purchase, and display specific brands or experiential activities to define their position within a social hierarchy (Baudrillard, 2024). Generation Z, acting as digital natives, exhibits a profound reliance on collective group definitions to establish self-worth. Consequently, their consumption decisions are rarely guided by functional utility alone; instead, they serve as symbolic mechanisms to construct a desirable social persona that aligns with contemporary peer standards (Khrishananto & Adriansyah, 2021).

1.2 Social Identity in the Sportainment Framework

Within the rapidly expanding sportainment sector, social identity construction undergoes a significant shift from traditional subcultural identification to visual-centric group belongingness (Richelieu, 2020). Modern lifestyle athletic activities—such as community-based running clubs, specialized pound fit cohorts, and mini-soccer networks—act as contemporary "third places" where Generation Z seeks mutual validation (FISIP Airlangga, 2025). Within this landscape, consumers utilize participation in specific sports groups to signal highly regarded attributes, such as active health consciousness, modern urban lifestyle, and affluent economic status (Firstiyanti, 2025). The consumption of sportainment services becomes a tangible marker of group alignment, allowing individuals to experience in-group favoritism while differentiating themselves from out-group cohorts who do not participate in these premium lifestyle trends (Wijaya & Kristanti, 2025).

1.3 Dimensions and Indicators of Social Identity Construction

Drawing from empirical adaptations of consumer psychology frameworks, Social Identity Construction within marketing research is operationalized through three distinct dimensions (Shin & Lee, 2021; Wijaya & Kristanti, 2025):

- a) Group Belongingness and Integration: The cognitive and emotional attachment an individual maintains toward a specific sports community. Consumers actively conform to group norms, schedules, and collective behaviors (such as attending weekly running or fitness routines) to fortify their position within the social circle.
- b) Status Signaling: The deliberate use of consumer goods and experiential lifestyle services to communicate socioeconomic prestige and cultural currency to peers. In sportainment, this involves wearing visible brand logos or displaying engagement in trending fitness regimens.
- c) Self-Enhancement: The psychological motivation to improve one's self-image and perceived social standing through association with prestigious or highly visible lifestyle activities. This is heavily manifested through the digital projection of the active self on social networks, ensuring positive feedback and social validation from the broader public.

Digital Influencer & Social Media Amplification

2.1 Theoretical Framework of Social Media Amplification in Marketing

In modern marketing management, social media amplification is conceptualized as the exponential increase in the reach, visibility, and psychological impact of marketing messages driven by organic user interactions and algorithmic optimization on

digital platforms (Baudrillard, 2024). This phenomenon operates beyond traditional advertising metrics, utilizing a structural feedback loop where user-generated content (UGC), peer recommendations, and digital influencer endorsements converge to dictate consumption trends (Oustin & Habiburahman, 2023). Within the behavioral matrix of Generation Z, social media channels such as Instagram and TikTok do not merely transmit information; they function as digital ecosystems that construct reality and normalize aspirational lifestyles (Shin & Lee, 2021). The constant exposure to highly curated digital narratives creates a heightened psychological state of urgency and perceived ubiquity regarding specific consumption choices.

2.2 The Role of Digital Influencers and Peer Endorsements in Sportainment

Within the localized sportainment market, digital influencers—specifically local micro-influencers and peer opinion leaders—exert substantial socio-cognitive influence over youth lifestyle choices (Richelieu, 2020). According to Source Credibility Theory adapted to digital marketing, consumers view local fitness influencers or active peers as highly authentic and relatable informational sources compared to corporate branding (Khrihananto & Adriansyah, 2021). When these digital actors broadcast their participation in sportainment activities, such as premium pound fit classes or urban running clubs, they amplify the perceived cultural capital of the activity (FISIP Airlangga, 2025). This digital presentation transforms physical exercise into a visually desirable commodity, effectively generating consumer impulses like FOMO (Fear of Missing Out) and social conformity among followers, who seek to emulate the lifestyle displayed on their digital feeds (Firstiyanti, 2025; Wijaya & Kristanti, 2025).

2.3 Dimensions and Indicators of Social Media Amplification

To measure the structural impact of Digital Influencer & Social Media Amplification on consumer buying patterns, this variable is operationalized through three primary dimensions (Oustin & Habiburahman, 2023; Wijaya & Kristanti, 2025):

- a) Information and Trend Exposure: The duration, frequency, and cognitive attention that Generation Z consumers dedicate to encountering sportainment and lifestyle contents curated by local influencers on their social media timelines.
- b) Algorithmic Influence and Perceived Trendiness: The degree to which platform algorithms (e.g., TikTok's For You Page or Instagram Reels) repeatedly present localized fitness trends to the user, thereby magnifying the perception that the activity is an essential contemporary norm.
- c) Peer and Influencer Endorsement Trust: The psychological acceptance and reliance on the lifestyle choices showcased by online peers and micro-influencers, which serve as strong external stimuli driving purchase intentions for related athletic apparel and lifestyle experience fees.

Product and Atmospheric Visual Aesthetics

3.1 Theoretical Foundations of Visual Aesthetics

In the domain of marketing management and retail strategy, visual aesthetics represent a critical sensory component of the marketing mix that directly influences consumer emotional responses and subsequent behavioral intentions (Baudrillard, 2024). This construct is deeply rooted in Environmental Psychology—specifically the Mehrabian-Russell model—which posits that physical environments and product designs stimulate affective states, thereby dictating consumer approach or avoidance behaviors (Oustin & Habiburahman, 2023). For Generation Z, visual aesthetics have transitioned from mere peripheral cues into core experiential value drivers. In a saturated marketplace, product design and spatial configurations must possess distinct visual

appeal to capture the fleeting attention of young consumers who prioritize experiential and symbolic consumption over pure functional utility (Shin & Lee, 2021).

3.2 Product and Spatial Aesthetics within the Sportainment Ecosystem

Within the participatory sportainment sector, visual aesthetics encompass two intersecting dimensions: the design characteristics of personal consumption goods (product aesthetics) and the design mechanics of the sports venue itself (atmospheric aesthetics) (Richelieu, 2020). Product aesthetics primarily manifest in the visual curation of athletic apparel and high-end athleisure accessories, which Generation Z evaluates based on trendiness, brand prestige, and photogenic qualities rather than sports performance metrics (Firstiyanti, 2025). Concurrently, atmospheric aesthetics refer to the "Instagramability" of the sports environment—including specialized lighting, modern structural layouts, color palettes, and curated social backdrops (FISIP Airlangga, 2025). When a sportainment hub provides a visually premium environment, it acts as a strategic retail stage. This stage enables Generation Z to capture high-quality digital content, thereby transforming a routine fitness session into a high-status lifestyle statement (Wijaya & Kristanti, 2025).

3.3 Dimensions and Indicators of Product and Atmospheric Visual Aesthetics To evaluate the empirical impact of visual aesthetics on youth buying patterns, this variable is operationalized through three distinct dimensions (Oustin & Habiburahman, 2023; Wijaya & Kristanti, 2025):

- a) Visual Attractiveness of Athletic Apparel: The aesthetic value, color design, and brand prestige associated with sportainment outfits, which consumers use to create a visually appealing personal appearance.
- b) Instagramability of Venues: The presence of visually unique, well-lit, and photogenic spatial elements within the sportainment environment that encourage users to capture and share content digitally.
- c) Sensory and Atmospheric Appeal: The overall environmental prestige and premium ambiance generated by the venue's layout and structural design, which enhances the consumer's emotional comfort and perceived social value during participation.

Conspicuous Consumption

4.1 Theoretical Paradigm of Conspicuous Consumption

Originally conceptualized by Thorstein Veblen, conspicuous consumption describes the consumer practice of purchasing and displaying premium, luxury, or trend-driven goods and services primarily to demonstrate socioeconomic power, wealth, and elevated social status to others (Khrishananto & Adriansyah, 2021). In contemporary marketing management, this theory has evolved to encompass "symbolic consumption," wherein the utility of a product is heavily overshadowed by its social signaling value (Baudrillard, 2024). For Generation Z, conspicuous consumption rarely manifests through traditional high-net-worth assets like real estate or fine art; instead, it is democratized through experiential luxury, micro-trends, and highly visible lifestyle choices that can be digitally broadcasted to a wide social network (Shin & Lee, 2021).

4.2 Conspicuous Consumption within the Modern Sportainment Sector

Within the participatory sportainment framework, conspicuous consumption manifests when Generation Z individuals engage in lifestyle fitness practices not for intrinsic physiological benefits, but to accumulate and project visual and social capital (Firstiyanti, 2025). The buying behavior is characterized by a high tolerance for premium pricing on experiential commodities, such as high-cost class registration fees, exclusive club memberships, and aesthetic sportswear brands (Wijaya & Kristanti,

2025). This sector serves as a prime retail ecosystem for symbolic display because it seamlessly merges health consciousness—a highly respected modern social value—with visual prestige (FISIP Airlangga, 2025). Consequently, the actual consumption experience is deemed incomplete without post-purchase digital exposure, transforming a physical health ritual into an intentional act of prestige-seeking social display (Oustin & Habiburahman, 2023).

4.3 Dimensions and Indicators of Conspicuous Consumption

To empirically measure the manifestation of Conspicuous Consumption among the youth population, this dependent variable is operationalized through three operational dimensions (Firstiyanti, 2025; Oustin & Habiburahman, 2023; Wijaya & Kristanti, 2025):

- a) Prestige and Status Driving: The motivational force to choose specific sportainment categories or specific apparel brands because they reflect an elite, trendy, and affluent social identity to the peer group.
- b) Premium Price Tolerance (Non-Functional Spending): The consumer's willingness to allocate substantial financial resources (often disproportionate to their actual income or allowance) toward lifestyle sports assets due to their symbolic and social value rather than functional training needs.
- c) Post-Purchase Digital Display Orientation: The intense cognitive drive to share, post, and curate content regarding their premium fitness purchases and sports participation on social media networks to achieve online validation and maintain their virtual self-image.

METHODS

This study employed an explanatory quantitative research design to empirically examine the effects of Social Identity (X1), Social Media Amplification (X2), and Visual Aesthetics (X3) on Conspicuous Consumption (Y) among Generation Z in Pekanbaru. An explanatory approach was selected because the objective of this study was to test causal relationships among theoretically established constructs through hypothesis testing using statistical procedures (Hair et al., 2019). Data analysis was conducted using SPSS version 27, including validity testing, reliability testing, classical assumption tests, multiple linear regression, t-test, and F-test.

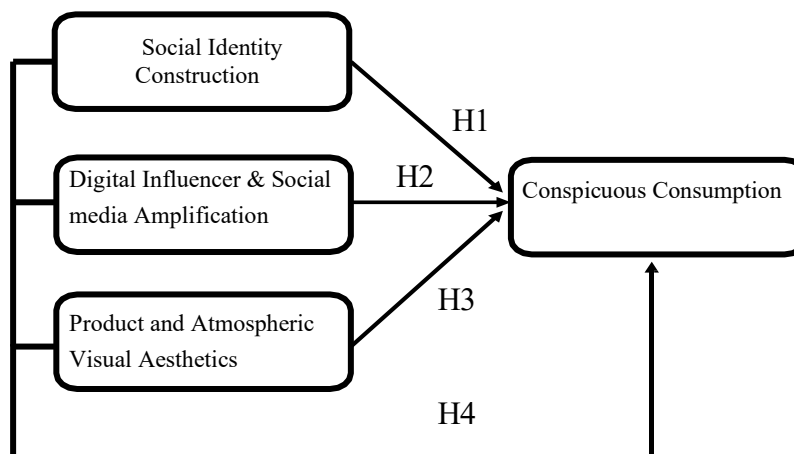
The target population consisted of Generation Z consumers residing in Pekanbaru who actively engage with sportainment-related content through social media platforms and have experience purchasing sportainment-related products or services. Because the exact population size could not be identified, this study employed non-probability sampling using purposive sampling. Respondents were selected according to the following inclusion criteria: (1) aged between 17 and 27 years, (2) residing in Pekanbaru, (3) actively using at least one social media platform such as Instagram, TikTok, or YouTube, and (4) having purchased or consumed sportainment-related products or participated in sportainment activities within the previous twelve months. Purposive sampling is considered appropriate when respondents must possess specific characteristics relevant to the research objectives (Etikan et al., 2016).

A total of 100 valid questionnaires were collected and analyzed. This sample size satisfies the minimum recommendation for multiple regression analysis, which suggests between 50 and 100 observations depending on the number of predictor variables (Hair et al., 2019). Moreover, the sample size exceeds the commonly recommended minimum for behavioral research and provides adequate statistical power for hypothesis testing (Tabachnick & Fidell, 2019). All research variables were measured using a five-point Likert scale.

The research instrument consisted of 60 measurement items, distributed equally across four constructs. Social Identity (15 items) measured respondents' sense of belonging and identification with sportainment communities. Social Media Amplification (15 items) assessed perceived exposure to influencer content, algorithmic recommendations, electronic word-of-mouth, and online engagement. Visual Aesthetics (15 items) evaluated perceptions of product design, visual presentation, branding, and digital content attractiveness. Finally, Conspicuous Consumption (15 items) measured respondents' tendency to purchase and display products as symbols of prestige and social recognition.

Before hypothesis testing, all measurement items underwent validity and reliability assessments. Construct validity was evaluated using Corrected Item–Total Correlation, with a minimum acceptable value of 0.30, whereas reliability was assessed using Cronbach's Alpha, with a threshold of 0.70 indicating satisfactory internal consistency (Hair et al., 2019). Subsequently, the data fulfilled the assumptions required for multiple regression analysis through normality, multicollinearity, and heteroscedasticity tests before hypothesis testing was performed.

Based on the constructed causal diagram, the following causal hypotheses can be derived:



Picture 1. Building Construct Hypotheses

H1: Social Identity Construction (X1) has a positive and significant effect on Conspicuous Consumption (Y).

H2: Digital Influencer & Social Media Amplification (X2) has a positive and significant effect on Conspicuous Consumption (Y).

H3: Product and Atmospheric Visual Aesthetics (X3) has a positive and significant effect on Conspicuous Consumption (Y).

H4: Social Identity Construction (X1), Digital Influencer & Social Media Amplification (X2), and Product & Atmospheric Visual Aesthetics (X3) simultaneously have a significant effect on Conspicuous Consumption (Y).

RESULTS AND DISCUSSION

Validity Test

Table 1 Validity Test Social Identity *Construction* (X1)

Item	Corrected Item–Total Correlation	r-table	Decision
X1.1	0.778	0.195	Valid
X1.2	0.754	0.195	Valid

X1.3	0.783	0.195	Valid
X1.4	0.777	0.195	Valid
X1.5	0.754	0.195	Valid
X1.6	0.697	0.195	Valid
X1.7	0.774	0.195	Valid
X1.8	0.705	0.195	Valid
X1.9	0.728	0.195	Valid
X1.10	0.767	0.195	Valid
X1.11	0.848	0.195	Valid
X1.12	0.729	0.195	Valid
X1.13	0.808	0.195	Valid
X1.14	0.738	0.195	Valid
X1.15	0.818	0.195	Valid

Source: SPSS 25 Data Output Results 2026

The validity of the Social Identity construct was assessed using the Corrected Item–Total Correlation (CITC) method. As presented in Table 1, all fifteen indicators produced CITC values ranging from 0.697 to 0.848, exceeding the recommended threshold of 0.30 as well as the r-table value of 0.195 ($n = 100$, $\alpha = 0.05$). These findings indicate that each indicator has a strong correlation with the overall construct and adequately measures the intended concept. Therefore, all Social Identity (X1) items were considered valid and retained for subsequent statistical analyses.

Table 2 Validity Test Social Media Amplification (X2)

Item	Corrected Item–Total Correlation	r-table	Decision
X2.1	0.628	0.195	Valid
X2.2	0.682	0.195	Valid
X2.3	0.701	0.195	Valid
X2.4	0.611	0.195	Valid
X2.5	0.542	0.195	Valid
X2.6	0.664	0.195	Valid
X2.7	0.701	0.195	Valid
X2.8	0.584	0.195	Valid
X2.9	0.619	0.195	Valid
X2.10	0.640	0.195	Valid
X2.11	0.583	0.195	Valid
X2.12	0.583	0.195	Valid
X2.13	0.646	0.195	Valid
X2.14	0.639	0.195	Valid
X2.15	0.663	0.195	Valid

Source: SPSS 25 Data Output Results 2026

The validity assessment of the Social Media Amplification construct was conducted using the Corrected Item–Total Correlation (CITC) approach. Table 2 shows that the CITC values for the fifteen indicators ranged from 0.542 to 0.701, all of which exceeded the minimum acceptable criterion of 0.30 and the r-table value of 0.195. These results confirm that every indicator sufficiently represents the Social Media Amplification construct and demonstrates satisfactory construct validity. Accordingly, all items of Social Media Amplification (X2) were declared valid and suitable for further analysis..

Table 3 Validity Test *Product and Atmospheric* Visual Aesthetics (X3)

Item	Corrected Item–Total Correlation	r-table	Decision
X3.1	0.636	0.195	Valid
X3.2	0.678	0.195	Valid
X3.3	0.708	0.195	Valid
X3.4	0.607	0.195	Valid
X3.5	0.666	0.195	Valid
X3.6	0.614	0.195	Valid
X3.7	0.660	0.195	Valid
X3.8	0.656	0.195	Valid
X3.9	0.675	0.195	Valid
X3.10	0.628	0.195	Valid
X3.11	0.626	0.195	Valid
X3.12	0.654	0.195	Valid
X3.13	0.670	0.195	Valid
X3.14	0.604	0.195	Valid
X3.15	0.727	0.195	Valid

Source: SPSS 25 Data Output Results 2026

The validity test for the Product and Atmospheric Visual Aesthetics construct was performed using the Corrected Item–Total Correlation (CITC) method. The results presented in Table 3 indicate that all fifteen indicators achieved CITC values ranging from 0.604 to 0.727, exceeding both the recommended threshold of 0.30 and the r-table value of 0.195. This demonstrates that each indicator contributes meaningfully to measuring the Visual Aesthetics construct. Consequently, all Product and Atmospheric Visual Aesthetics (X3) items were considered valid and retained for subsequent analyses.

Table 4. Validity Test Conspicuous Consumption (Y)

Item	Corrected Item–Total Correlation	r-table	Decision
Y1	0.516	0.195	Valid
Y2	0.705	0.195	Valid
Y3	0.685	0.195	Valid
Y4	0.636	0.195	Valid
Y5	0.671	0.195	Valid
Y6	0.661	0.195	Valid
Y7	0.715	0.195	Valid
Y8	0.659	0.195	Valid
Y9	0.641	0.195	Valid
Y10	0.687	0.195	Valid
Y11	0.653	0.195	Valid
Y12	0.628	0.195	Valid
Y13	0.720	0.195	Valid
Y14	0.706	0.195	Valid
Y15	0.701	0.195	Valid

Source: SPSS 25 Data Output Results 2025

The validity of the Conspicuous Consumption construct was evaluated using the Corrected Item–Total Correlation (CITC) technique. As shown in Table 4, the CITC values of the fifteen indicators ranged from 0.516 to 0.720, all of which were higher than the recommended criterion of 0.30 and the r-table value of 0.195. These findings indicate that each indicator has an adequate correlation with the overall construct and effectively measures conspicuous consumption behavior. Therefore, all indicators of Conspicuous Consumption (Y) were deemed valid and appropriate for inclusion in the subsequent statistical analyses.

Reliability Test**Table 5.** Results of Reliability Test

No	Variabel	Item	<i>Cronbach's Alpha</i>	Description
1	Social Identity	15	0.959	Reliable
2	Digital Influencer & Social Media Amplification	15	0.921	Reliable
3	Product and Atmospheric Visual Aesthetics	15	0.928	Reliable
4	Conspicuous Consumption	15	0.932	Reliable

The reliability assessment demonstrated that all constructs achieved Cronbach's alpha values above the recommended threshold of 0.70, indicating satisfactory internal consistency. Specifically, the Cronbach's alpha values were 0.959 for Social Identity, 0.921 for Social Media Amplification, 0.928 for Visual Aesthetics, and 0.932 for Conspicuous Consumption. Therefore, all measurement instruments were considered reliable and suitable for subsequent statistical analyses.

Multicollinearity**Table 6. Result of Multicollinearity**

Variabel	Tolerance	VIF
Social Identity (X_1)	0.432	2.314
Social Media Amplification (X_2)	0.489	2.046
Visual Aesthetics (X_3)	0.808	1.238

a. Dependent Variable: Conspicuous Consumption

Multicollinearity testing showed that Social Identity had a Tolerance value of .432 and a VIF of 2.314. Social Media Amplification had a Tolerance value of .489 and a VIF of 2.046. Meanwhile, Visual Aesthetics had a Tolerance value of .808 and a VIF of 1.238. All Tolerance values were $> .10$ and all VIF values were < 10.00 . Thus, it can be concluded that the regression model in this study did not exhibit multicollinearity symptoms, satisfied the classical assumptions, and was appropriate for multiple linear regression analysis.

Hypothesis Testing**T-test****Tabel 7. T-test of X_1 to Y**

Variabel	B	Std. Error	Beta	t	Sig.
Constant	1.460	1.292	—	1.130	0.261
Social Identity	0.247	0.071	0.328	3.503	0.001

a. Dependent Variabel: Conspicuous Consumption

The Partial testing results indicated that Social Identity (X_1) obtained a regression coefficient (B) of .247 with a t-value of 3.503 and a significance level of .001. Since the t-value (3.503) exceeded the t-table value (1.985) and the significance level was $< .05$, Social Identity was found to have a positive and significant effect on Conspicuous Consumption. The standardized coefficient (Beta) of .328 indicates that an increase in perceived social identity among Generation Z increases the tendency toward conspicuous consumption behavior in sportainment lifestyle. The correlation coefficient (R) of .706 shows a strong

relationship between Social Identity and Conspicuous Consumption. Thus, H1 is supported. Social Identity has a positive and significant effect on Conspicuous Consumption.

Tabel 8. T-test X2 to Y

Variabel	B	Std. Error	Beta	t	Sig.
Constant	1.460	1.292	—	1.130	.261
Social Media Amplification	0.329	0.089	0.325	3.689	0.000

a. Dependent Variabel: Conspicuous Consumption

The Social Media Amplification (X2) yielded a regression coefficient of .329 with a t-value of 3.689 and a significance level of .000. The results indicate that the higher the intensity of social media amplification received by respondents, the higher their tendency to engage in conspicuous consumption. Standardized coefficient (Beta) of .325 suggests that Social Media Amplification contributes substantially to the increase in conspicuous consumption behavior. Meanwhile, the correlation coefficient (R) of .657 demonstrates a strong relationship between Social Media Amplification and Conspicuous Consumption. Thus, H2 is supported. Social Media Amplification has a positive and significant effect on Conspicuous Consumption.

Tabel 9. T-test of X3 to Y

Variabel	B	Std. Error	Beta	t	Sig.
Constant	1.460	1.292	—	1.130	0.261
Visual Aesthetics	0.324	0.066	0.335	4.888	0.000

a. Dependent Variabel: Conspicuous Consumption

Visual Aesthetics (X3) obtained a regression coefficient of .324, a t-value of 4.888, and a significance level of .000. Given that the t-value was substantially higher than the critical t-value (1.985), it can be concluded that Visual Aesthetics has a positive and significant effect on Conspicuous Consumption. The standardized coefficient (Beta) of .335 was the highest among the independent variables, indicating that visual aesthetic aspects have the most dominant contribution in influencing Generation Z's conspicuous consumption behavior. The correlation coefficient (R) of .573 indicates a moderate to strong positive relationship. Thus, H3 is supported. Visual Aesthetics has a positive and significant effect on Conspicuous Consumption.

F Test

Tabel 10.
ANOVA^a

Model	Sum of squares	df	Mean Square	F	Sig.
Regression	1.872,456	3	624.152	87.614	0,000
Residual	683,744	96	7.12		
Total	2.556,200	99			

- a. Dependent Variabel: Conspicuous Consumption (Y)
b. Predictors: (Constant), Visual Aesthetics (X3), Social Identity (X1), Social Media Amplification (X2)

The Based on the F-test results in the ANOVA table, the F-value was 87.614 with a significance level of .000. This value exceeded the critical F-value of 2.70 and the

significance level was $< .05$. Therefore, it can be concluded that Social Identity, Social Media Amplification, and Visual Aesthetics simultaneously exert a positive and significant effect on Conspicuous Consumption among Generation Z in Pekanbaru. The coefficient of determination (R^2) of .732 indicates that the three independent variables explain 73.2% of the variation in Conspicuous Consumption, while the remaining 26.8% is explained by other factors outside the research model.

DISCUSSION

1. Social Identity Construction (X1) on Conspicuous Consumption

The findings indicate that Social Identity significantly influences Conspicuous Consumption among Generation Z in Pekanbaru. This suggests that individuals who strongly identify with sportainment-related communities are more likely to engage in visible consumption behaviors to strengthen social belonging and communicate their desired self-image. In the contemporary digital environment, consumption has increasingly become a symbolic mechanism through which individuals construct and express identity within social groups. This finding is consistent with recent studies showing that conspicuous consumption is closely associated with identity signaling and social recognition. A meta-analysis by Kastanakis and Balabanis (2022) found that social and psychological motives remain significant antecedents of conspicuous consumption across various consumer contexts. Similarly, Langtry and Ghinglino (2023) argued that group identification encourages individuals to adopt consumption patterns that align with group norms and status expectations. Among Generation Z, identity expression is often manifested through lifestyle choices, branded products, and participation in socially visible activities, including sportainment-related consumption. This finding confirms that Hypothesis H1 is supported.

2. Digital Influencer & Social Media Amplification (X2) on Conspicuous Consumption

The significant effect of Social Media Amplification demonstrates that social media has become an important driver of conspicuous consumption among Generation Z. The continuous exposure to influencer content, peer-generated posts, and digital lifestyle trends creates social comparison processes that encourage individuals to display products and experiences as symbols of prestige and social acceptance. This result aligns with Li et al. (2025), who found that intensive social media use increases conspicuous consumption through the perceived symbolic value of influencer-endorsed products. Likewise, Aljarah et al. (2024) reported that social media influencers indirectly stimulate conspicuous consumption by increasing fear of missing out (FoMO) and materialistic tendencies among followers. Furthermore, Shin et al. (2021) observed that Generation Z consumers often use social networking platforms as spaces for self-expression, where visible consumption becomes a tool for obtaining social validation and recognition. These findings indicate that social media no longer functions merely as a communication platform but also as a mechanism that amplifies status-oriented consumption behavior. Therefore, Hypothesis H2 is supported.

3. Product and Atmospheric Visual Aesthetics (X3) on Conspicuous Consumption

Visual Aesthetics emerged as the strongest predictor of conspicuous consumption, indicating that aesthetic appeal plays a critical role in shaping Generation Z consumer behavior. This finding suggests that consumers are increasingly attracted to products, environments, and experiences that are visually appealing and easily shared through social media platforms. In the sportainment context, aesthetic value enhances not only consumer enjoyment but also the symbolic value associated with social visibility. This result is supported by recent studies highlighting the growing importance of visual presentation in digital consumption environments. Wang et al. (2023) found that

consumers are more likely to engage in conspicuous signaling when products and experiences possess strong visual appeal and social visibility. Likewise, contemporary consumer research suggests that visually attractive content generates higher engagement and increases consumers' willingness to publicly display consumption experiences through social media platforms. As Generation Z is highly immersed in image-based digital ecosystems, aesthetic value increasingly serves as a mechanism for self-presentation and status communication. Therefore, Hypothesis H3 is supported.

4. Social Identity Construction (X1), Digital Influencer & Social Media Amplification (X2), Product and Atmospheric Visual Aesthetics (X3) on Conspicuous Consumption (Y)

The results demonstrate that Social Identity, Social Media Amplification, and Visual Aesthetics collectively explain a substantial proportion of conspicuous consumption behavior among Generation Z. These findings suggest that conspicuous consumption is shaped by the interaction between social belonging, digital influence, and visual attractiveness. While social identity provides the motivation to gain recognition within a group, social media amplifies visibility and comparison processes, and visual aesthetics enhances the symbolic attractiveness of products and experiences. The findings are consistent with recent literature indicating that conspicuous consumption among Generation Z has evolved from traditional status signaling into a digitally mediated phenomenon characterized by identity expression, online visibility, and aesthetic presentation (Kastanakis & Balabanis, 2022; Shin et al., 2021). Therefore, conspicuous consumption within the sportainment lifestyle can be understood as a strategic form of self-presentation aimed at achieving social recognition and reinforcing individual identity in both physical and digital environments. These findings suggest that conspicuous consumption behavior among Generation Z is shaped by the combination of the need for social identity, social media influence, and attraction to visual aspects that enhance self-image and social status in both digital and social environments.

CONCLUSION AND IMPLICATIONS

This study confirms that Social Identity, Social Media Amplification, and Visual Aesthetics significantly influence Conspicuous Consumption among Generation Z in Pekanbaru within the sportainment lifestyle context. Social Identity encourages symbolic consumption as a means of self-expression, social recognition, and status signaling. Social Media Amplification strengthens prestige-oriented consumption through influencer exposure, peer-generated content, digital trends, and online validation. Among all predictors, Visual Aesthetics has the strongest effect, indicating that attractive product designs, immersive sportainment environments, and visually appealing digital content play a critical role in stimulating conspicuous consumption. Collectively, the three variables explain 73.2% of the variance in conspicuous consumption, demonstrating the strong explanatory power of the proposed model. From a theoretical perspective, this study extends Social Identity Theory and conspicuous consumption literature by highlighting the role of digital interaction and visual culture in shaping consumption behavior among Generation Z. The findings further suggest that Visual Aesthetics functions not only as a product attribute but also as a symbolic resource for identity construction and social signaling within the sportainment ecosystem. Practically, the findings suggest that sportainment businesses and marketers should emphasize community-based branding, influencer-driven social media strategies, and visually engaging experiences to strengthen consumer attachment and stimulate consumption. Particular attention should be given to aesthetic product presentation,

immersive environments, and shareable content, as these factors are most effective in attracting Generation Z consumers. Future research should incorporate additional variables such as Fear of Missing Out (FoMO), self-esteem, brand image, peer influence, and hedonic motivation to provide a more comprehensive understanding of conspicuous consumption behavior in digital lifestyle contexts.

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