

SYMBOLIC CONSUMPTION AND SELF-PRESENTATION AS COMPENSATORY CONSUMPTION BEHAVIOUR(CCB): MEASURING IMPRESSION MANAGEMENT, FOMO, AND INGRATIATION IN FASHION JEWELLERY PURCHASE

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Abstract

This study examines the role of symbolic consumption and self-presentation as elements of Compensatory Consumption Behaviour(CCB) in influencing fashion jewellery purchase behaviour among working women in the Chennai region, with a specific focus on impression management, fear of missing out (FOMO), and ingratiation. Drawing on survey data collected from working women across diverse professional backgrounds, the research employs quantitative analysis to evaluate how these psychological and social factors shape purchase intentions. The findings reveal that impression management significantly drives consumers to select jewellery that enhances their social image, while FOMO encourages trend-driven and impulsive buying decisions. Ingratiation further influences purchase behaviour as individuals seek social approval and acceptance through their choices. The study highlights the growing importance of symbolic meaning in fashion consumption and offers valuable insights for marketers to design targeted strategies that appeal to consumers' self-presentation motives.

Keywords: Symbolic Consumption, Compensatory Consumption Behavior(CCB), Self-Presentation, Impression Management, FOMO, Ingratiation, Fashion Jewellery, Purchase Intention, Working Women, Chennai Regio.

Introduction

Compensatory consumption behaviour, refers to the act of purchasing goods or services to compensate for negative emotions, self-discrepancy, or threats to the self-concept (Mandel et al., 2017). Individuals often engage in consumption activities to restore emotional balance, improve mood, or enhance their social identity. Symbolic consumption, as part of Compensatory Consumption Behaviour(CCB) has emerged as a critical lens for understanding contemporary consumer behaviour, particularly in fashion-related domains where products extend beyond functional utility to convey meaning, identity, and social positioning. Among working women in Chennai, fashion jewellery represents a powerful medium of symbolic expression, enabling

individuals to communicate personal values, status aspirations, and group affiliations. Unlike fine jewellery, fashion jewellery is more accessible, trend-driven, and versatile, making it an ideal vehicle for symbolic consumption. It allows consumers to experiment with identity construction and self-presentation in both professional and social contexts without the constraints of high financial commitment.

Self-presentation theory provides a strong theoretical foundation for examining how individuals consciously and subconsciously manage the impressions they create in the minds of others. Working women, in particular, often navigate multiple roles professional, familial, and social which require them to adapt their appearance and behaviour accordingly. Fashion jewellery plays a subtle yet influential role in this process by enhancing perceived elegance, professionalism, and social desirability. The deliberate selection of accessories such as earrings, necklaces, and bracelets reflect not only aesthetic preferences but also strategic efforts to align with workplace norms, peer expectations, and evolving fashion trends.

A key component of self-presentation in consumption behaviour is impression management, which refers to the conscious attempt to influence others' perceptions by controlling visible cues. In the context of fashion jewellery, impression management manifests through the careful selection of designs, brands, and styles that signal sophistication, modernity, or cultural alignment. For working women in Chennai, this may involve choosing minimalist jewellery for corporate settings to convey professionalism, while opting for bold, statement pieces in social gatherings to reflect confidence and individuality. The growing influence of social media has further intensified impression management behaviours, as individuals are increasingly aware of being observed and evaluated in both offline and online environments.

Another important psychological driver of symbolic consumption is the Fear of Missing Out (FOMO), which refers to the anxiety that others may be having rewarding experiences from which one is absent. In the fashion context, FOMO often arises from exposure to rapidly changing trends, influencer endorsements, and peer consumption patterns. Working women, who are typically active on digital platforms, may experience heightened pressure to stay updated with the latest jewellery trends to maintain social relevance and avoid feeling excluded. This can lead to increased purchase intentions, impulsive buying, and frequent updating of fashion accessories. FOMO thus acts as a significant motivator, linking emotional responses to consumption behaviour and reinforcing the symbolic value of fashion jewellery.

Ingratiation, another dimension of self-presentation, involves behaviours aimed at increasing one's likability and acceptance within a social group. Through fashion jewellery, working women may attempt to align their appearance with the expectations or preferences of colleagues, supervisors, or social circles. For instance, adopting culturally appropriate designs in traditional settings or following contemporary styles in corporate environments can enhance social approval and interpersonal relationships. Ingratiation-driven consumption highlights the interpersonal aspect of symbolic consumption, where purchasing decisions are influenced not only by personal identity but also by the desire to fit in and be appreciated by others.

The interplay between symbolic consumption and self-presentation becomes particularly significant in urban settings like Chennai, where cultural traditions coexist with modern lifestyles. Working women in this context are influenced by a blend of traditional values and global fashion trends, shaping their consumption patterns in unique ways. Fashion jewellery serves as a bridge between these influences, allowing individuals to express both cultural identity and modern sensibilities. This duality enhances the symbolic richness of jewellery consumption and underscores its role in identity negotiation.

Measuring constructs such as impression management, FOMO, and ingratiation provides valuable insights into the underlying motivations driving fashion jewellery purchases. These psychological dimensions help explain why consumers may prioritize symbolic attributes over functional benefits, leading to higher engagement with fashion-oriented products. Understanding these factors is essential for marketers and researchers aiming to develop targeted strategies, as it enables a deeper comprehension of consumer needs, preferences, and behavioural triggers.

Symbolic consumption and self-presentation are deeply interconnected processes that significantly influence fashion jewellery purchase behaviour among working women in Chennai. Impression management, FOMO, and ingratiation act as key drivers that shape how individuals perceive, select, and use jewellery as a means of communication and social positioning. By examining these constructs, this study contributes to a broader understanding of consumer behaviour in the fashion domain, highlighting the importance of psychological and social factors in shaping purchasing decisions.

Review of Literature

The concept of symbolic consumption has gained significant attention in consumer behaviour research, particularly in understanding how individuals use products to express identity and social position. In the context of fashion jewellery, symbolic meaning plays a vital role as these products are highly visible and socially expressive. Working women, especially in urban environments like Chennai, often engage in consumption practices that reflect both personal identity and professional expectations. This chapter reviews existing literature on symbolic consumption, self-presentation, impression management, Fear of Missing Out (FOMO), and ingratiation, with a focus on their influence on fashion jewellery purchase behaviour.

Symbolic Consumption and Identity Expression

Symbolic consumption refers to the use of products to convey meaning about oneself to others. According to Belk (1988), possessions act as an extension of the self, reflecting personal identity and values. Jewellery, being an outwardly visible accessory, becomes a powerful medium for self-expression among working women.

Sassonko (2020) further emphasizes that identity and consumption share a reciprocal relationship, where individuals continuously shape their identities through consumption choices. Similarly, Solomon (1983) highlights that products function as social stimuli, enabling individuals to communicate personality traits and social roles. In urban contexts, symbolic consumption becomes more prominent due to increased social interaction and exposure. Working women often select

jewellery that aligns with their professional image while also reflecting personal style. Thus, symbolic value often outweighs functional utility in purchase decisions.

Self-Presentation and Impression Management

Self-presentation theory explains how individuals attempt to control the impressions others form about them. Goffman (1959) introduced the idea that social interaction resembles theatrical performance, where individuals present themselves strategically. Leary and Kowalski (1990) expanded this concept by explaining that impression management involves both motivation and construction of desired impressions. In professional environments, working women use fashion jewellery to enhance their credibility, attractiveness, and confidence.

Johnson, et al. (2014) also note that appearance significantly influences first impressions. Jewellery contributes to perceived professionalism and social appeal. Thus, consumption becomes a deliberate strategy to manage impressions across different social and workplace contexts.

Conspicuous Consumption and Status Signalling

Conspicuous consumption involves purchasing products to display wealth and status. Kumar and Bagozzi (2022) suggest that visible goods like jewellery are often used to signal prestige and social standing.

Souiden, et al. (2011) further argue that cultural values influence how individuals engage in status-driven consumption. In collectivist societies, such as India, social approval and recognition play a crucial role in purchase behaviour. Working women in Chennai may use jewellery to communicate success, sophistication, and belongingness. This behaviour reflects both aspiration and social comparison, reinforcing the importance of status signalling in symbolic consumption.

Fear of Missing Out (FOMO) and Consumption Behaviour

FOMO is a psychological phenomenon characterized by anxiety about missing out on rewarding experiences. Alfina et al. (2023) highlight that FOMO significantly influences consumer decisions, especially in fashion-related contexts. Dinh and Lee (2024) note that social media intensifies FOMO by constantly exposing individuals to trends and peer activities. This encourages consumers to adopt fashionable products, including jewellery, to remain socially relevant.

Lee, et al. (2025) also link FOMO with status anxiety, suggesting that individuals consume symbolic products to reduce perceived social gaps. Among working women, FOMO drives frequent purchase of trendy jewellery to maintain social inclusion and professional image.

Ingratiation and Social Approval

Ingratiation refers to behaviours aimed at gaining approval and acceptance from others. Jones (1964) explains that individuals often adapt their behaviour, including consumption patterns, to align with social expectations. Bearden and Etzel (1982) highlight the influence of reference groups on consumer behaviour. Jewellery choices are often shaped by peers, colleagues, and social circles.

Tajfel and Turner (1979) further explain that individuals adopt consumption patterns that reflect group identity. Working women may select jewellery that aligns with workplace norms to enhance

acceptance and relationships. Thus, ingratiation plays a significant role in shaping purchase intentions.

Emotional and Psychological Drivers of Consumption

Emotions play a critical role in influencing consumer behaviour. Bagozzi et al. (1999) emphasize that emotional responses such as pride, happiness, and self-esteem significantly impact purchasing decisions. Richins (1994) suggests that possessions carry emotional meaning and contribute to self-worth. Jewellery often symbolizes achievement, reward, and personal milestones.

Sundar and Noseworthy (2022) also highlight that self-expression through consumption provides both emotional and functional benefits. For working women, jewellery serves as both an emotional reward and a tool for identity expression.

Brand Image and Symbolic Value

Brand image significantly enhances the symbolic meaning of products. Aaker (1997) explains that brands possess personality traits that consumers associate with their own identity.

Jewellery brands often symbolize elegance, sophistication, and status. Consumers prefer brands that align with their self-concept and social aspirations. Hollenbaugh (2021) further notes that social media strengthens brand perception by enabling users to showcase branded products. Working women are influenced by brand image when selecting jewellery that reflects their professional and social identity. The rise of digital platforms has transformed consumer behaviour. Social media exposes individuals to trends, influencers, and peer consumption patterns.

Dinh and Lee (2024) highlight that online sharing of purchases enhances self-presentation and social validation. Jewellery, being visually appealing, is frequently showcased on digital platforms. This exposure creates aspirational consumption patterns and increases the desire for trendy products. Working women actively engage with social media, making it a significant driver of symbolic consumption and purchase intention.

The reviewed literature indicates that symbolic consumption is deeply intertwined with identity expression, social interaction, and psychological needs. Self-presentation and impression management drive individuals to use jewellery as a tool for shaping perceptions.

FOMO and ingratiation further influence consumption behaviour by encouraging conformity to trends and social expectations. Emotional factors, brand image, and digital exposure also play crucial roles in shaping purchase decisions. Overall, fashion jewellery serves as a powerful medium for symbolic communication among working women. However, there is limited research focusing specifically on working women in Chennai, highlighting the need for further empirical investigation in this context.

Research Gap

A key research gap in the study of symbolic consumption and self-presentation in fashion jewellery lies in the limited integration of psychological constructs such as impression management, FOMO, and ingratiation within a single empirical framework, especially in the Indian context. Existing studies largely focus on general consumer preferences, cultural influences, or demographic factors affecting jewellery purchases, without deeply examining how symbolic meanings are used by

working women to construct and communicate their social identity. Moreover, prior research on symbolic consumption highlights its dynamic and evolving nature yet lacks context-specific insights into urban working women, particularly in cities like Chennai, where socio-cultural and professional environments uniquely shape self-presentation behaviours. Thus, there is a clear need for a comprehensive, multi-dimensional study that links symbolic consumption with self-presentation strategies and emerging psychological drivers in fashion jewellery consumption.

Hypotheses

- Impression Management has a significant positive influence on fashion jewellery purchase among working women.
- Fear of Missing Out (FOMO) has a significant positive influence on fashion jewellery purchase among working women.
- Ingratiation has a significant positive influence on fashion jewellery purchase among working women.

Need for the Study

The need for this study arises from the growing significance of symbolic consumption in shaping self-presentation behaviours among working women, particularly in urban contexts like Chennai. Fashion jewellery is not merely an aesthetic accessory but a medium through which individuals communicate identity, social status, and personal values. With increasing exposure to social media and peer comparison, psychological drivers such as impression management, fear of missing out (FOMO), and ingratiation have become more influential in purchase decisions. However, there is limited empirical research that integrates these constructs to understand how they collectively impact fashion jewellery consumption among working women. Therefore, this study is essential to bridge this gap and provide deeper insights into the socio-psychological motivations underlying consumer behaviour in this segment.

Statement of the Problem

The growing influence of symbolic consumption in fashion jewellery reflects how working women increasingly use such products as tools for self-presentation and social positioning. In a metropolitan context like Chennai, factors such as impression management, fear of missing out (FOMO), and ingratiation play a significant role in shaping purchase behaviour, yet these psychological drivers are not sufficiently examined in an integrated manner. Existing studies often treat these constructs in isolation, overlooking how they collectively influence consumers' decisions and identity expression through fashion jewellery. Therefore, the problem lies in the lack of a comprehensive understanding of how symbolic consumption and self-presentation motives interact to affect fashion jewellery purchase behaviour among working women in Chennai.

Research Methodology

Research Design

The present study adopts a quantitative, descriptive, and explanatory research design to examine the role of symbolic consumption and self-presentation in influencing fashion jewellery purchase behaviour among working women in Chennai. The study specifically investigates how impression management, fear of missing out (FOMO), and ingratiation affect consumer decision-making. A

cross-sectional survey method is employed, as it allows for the collection of data from a large sample at a single point in time and facilitates statistical analysis of relationships among variables. The research follows a deductive approach, where hypotheses are developed based on existing theories of symbolic consumption, social identity, and self-presentation. The conceptual framework integrates psychological, and consumer behaviour constructs to explain purchase intention.

Population and Sampling

The target population consists of working women in Chennai, as they represent a key consumer segment for fashion jewellery due to their social exposure, income levels, and lifestyle preferences. A non-probability convenience sampling technique is used, given accessibility constraints and the urban context. A sample size of 150 respondents is considered adequate for statistical analysis, particularly for technique of multiple regression. Previous studies on FOMO and consumer behaviour have successfully used similar sample sizes for validating constructs and testing relationships.

Data Collection Method

Primary data is collected through a structured questionnaire. The questionnaire is distributed both online (Google Forms) and offline (printed format) to ensure wider reach and inclusivity.

The questionnaire consists of two sections:

1. **Demographic Profile** – age, income, occupation, marital status, and frequency of jewellery purchase.
2. **Measurement of Constructs** – items measuring symbolic consumption, impression management, FOMO, ingratiation, and purchase intention.

Responses are recorded using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), which is widely used in consumer research for measuring attitudes and perceptions.

Measurement of Variables

The constructs used in this study are adapted from validated scales in existing literature to ensure reliability and validity:

- **Symbolic Consumption:** Measured based on the tendency to purchase products for social status and identity expression. Scales developed by Eastman et al. (1999) are used to capture status-oriented consumption behaviour.
- **Impression Management:** Assessed using items derived from established impression management scales that capture self-presentation tactics such as self-promotion and ingratiation. Impression management reflects how individuals attempt to control others' perceptions.
- **Fear of Missing Out (FOMO):** Measured using standardized FOMO scales, which capture anxiety about missing rewarding experiences and social comparison tendencies. These scales demonstrate strong reliability and multi-dimensionality.

- **Ingratiation:** Evaluated through items reflecting behaviours such as flattery, conformity, and favour rendering, which are used to enhance social acceptance. Ingratiation is considered a subset of impression management strategies.
- **Purchase Intention:** Measured through items assessing the likelihood of buying fashion jewellery based on emotional, social, and psychological influences.

Reliability and Validity

- Reliability is assessed using Cronbach's Alpha, with a threshold value of 0.70 indicating acceptable internal consistency.
- Studies on scale development emphasize the importance of multi-stage validation processes, including factor structure confirmation and reliability testing.

Data Analysis Techniques

The collected data is analysed using statistical software such as SPSS and AMOS. The following techniques are employed:

- Descriptive Statistics – to summarize demographic data and general trends.
- Multiple Regression Analysis – to assess the impact of symbolic consumption, impression management, FOMO, and ingratiation on purchase intention.

Results and Discussion

Table 1: Model Summary of Influence of Impression Management, FOMO, and Ingratiation in Fashion Jewellery Purchase

DV	IV	R	R Square	Adjusted Square	Std. Error of the Estimate
Purchase Intention	Impression Management, FOMO, and Ingratiation	0.980	0.960	0.959	0.268

Source: primary data

The model summary presented in Table 1 provides strong evidence regarding the influence of Impression Management, Fear of Missing Out (FOMO), and Ingratiation on the purchase intention of fashion jewellery among working women. The multiple correlation coefficient (R) is reported as 0.980, indicating an exceptionally high degree of correlation between the independent variables (Impression Management, FOMO, and Ingratiation) and the dependent variable (Purchase Intention). This suggests that these psychological and social drivers are highly associated with consumers' intention to purchase fashion jewellery, reflecting the importance of self-presentation and social influence in shaping buying behavior.

The coefficient of determination (R Square) is 0.960, which implies that 96.0% of the variance in purchase intention is explained by the combined effect of Impression Management, FOMO, and Ingratiation. This is a remarkably high explanatory power, indicating that the model fits the data extremely well. In practical terms, it means that these three predictors collectively account for almost all variations in the purchase intention of fashion jewellery among the respondents. Such a high R Square value highlights the dominance of symbolic consumption factors and social-psychological motivations in influencing purchasing decisions in this context.

Furthermore, the Adjusted R Square value is 0.959, which is very close to the R Square value. This minimal difference suggests that the model is not overfitted and that the included independent variables are relevant and contribute meaningfully to explaining the dependent variable. Adjusted R Square compensates for the number of predictors in the model, and its high value confirms that the explanatory strength of the model would generalize well beyond the sample used in the study. The standard error of the estimate is 0.268, which indicates the average deviation of the observed values from the predicted values. A relatively low standard error suggests that the predicted purchase intention values are very close to the actual observed values, reinforcing the accuracy and reliability of the regression model. This further strengthens confidence in the predictive capability of Impression Management, FOMO, and Ingratiation as determinants of purchase intention.

The model summary demonstrates that the proposed regression model is highly robust and statistically sound. The findings imply that working women's fashion jewellery purchase intentions are strongly driven by the need to manage impressions, the anxiety of missing out on trends, and the desire to gain social approval through ingratiation. These results align with the theoretical foundations of symbolic consumption and self-presentation, emphasizing that fashion jewellery is not merely a functional product but also a means of expressing identity and achieving social recognition. Therefore, marketers and practitioners should focus on strategies that enhance social visibility, trend appeal, and interpersonal influence to effectively target this segment.

Table 2: ANOVA of Influence of Impression Management, FOMO, and Ingratiation in Fashion Jewellery Purchase

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	253.848	3	84.616	1173.773	0.001
	Residual	10.525	146	0.072		
	Total	264.373	149			

Source: primary data

The ANOVA results indicate that the regression model examining the influence of Impression Management, FOMO, and Ingratiation on fashion jewellery purchase intention is highly significant and well-fitted. The model shows a Regression Sum of Squares of 253.848 compared to a relatively small Residual Sum of Squares of 10.525, suggesting that most of the variation in purchase intention is explained by the independent variables included in the model. The total variation in the dependent variable is 264.373, of which a substantial proportion is accounted for by the regression model.

The F-statistic value of 1173.773 is extremely high, indicating that the overall model provides a much better fit than a model with no predictors. This is further supported by the significance value ($p = 0.001$), which is well below the conventional threshold of 0.05. Hence, the null hypothesis that Impression Management, FOMO, and Ingratiation have no joint effect on purchase intention is rejected.

Additionally, the Mean Square for regression (84.616) is considerably larger than the Mean Square for residuals (0.072), reinforcing the strength of the model in explaining the dependent variable. Overall, the ANOVA results confirm that Impression Management, FOMO, and Ingratiation collectively have a statistically significant influence on fashion jewellery purchase intention among working women, validating the model's explanatory power and suitability for further analysis.

Table 3: Coefficients of Influence of Impression Management, FOMO, and Ingratiation in Fashion Jewellery Purchase

S.No.	IV	Unstandardized Coefficients		Standardized Coefficients	t	p
		B	Std. Error	Beta		
	Constant	0.061	0.066		0.918	0.360
1	Impression Management	0.377	0.056	0.383	6.768	0.001
2	FOMO	0.483	0.055	0.484	8.712	0.001
3	Ingratiation	0.129	0.048	0.131	2.714	0.007

Source: primary data

The coefficients table provides detailed insight into how each independent variables like Impression Management, Fear of Missing Out (FOMO), and Ingratiation influences fashion jewellery purchase intention among working women.

The constant (intercept) value is 0.061, with a p-value of 0.360, which is not statistically significant ($p > 0.05$). This indicates that when all independent variables are held at zero, the baseline level of purchase intention is not meaningful in this model. Therefore, interpretation should primarily focus on the predictor variables rather than the constant.

Impression Management shows a strong and statistically significant positive effect on purchase intention, with an unstandardized coefficient (B) of 0.377 and a standardized beta (β) of 0.383. The t-value of 6.768 and p-value of 0.001 ($p < 0.01$) confirm high statistical significance. This suggests that as consumers' tendency to manage their image or social perception increases, their intention to purchase fashion jewellery also increases substantially. It highlights that working women are likely to use fashion jewellery as a tool for self-presentation and enhancing social identity.

Fear of Missing Out (FOMO) has the highest impact among the three variables, with an unstandardized coefficient (B) of 0.483 and a standardized beta (β) of 0.484. The t-value of 8.712 and p-value of 0.001 indicate a highly significant relationship. This implies that FOMO is the most influential predictor of purchase intention in this model. Consumers who experience a stronger fear of missing trends, social experiences, or peer approval are more likely to engage in fashion jewellery purchases. This reflects the growing role of social comparison and digital influence in shaping consumer behaviour.

Ingratiation also shows a positive and statistically significant effect, with $B = 0.129$ and $\beta = 0.131$. The t-value of 2.714 and p-value of 0.007 ($p < 0.01$) confirm its significance, although its impact is relatively weaker compared to the other variables. This suggests that the desire to gain approval

or favour from others does contribute to purchase intention, but to a lesser extent than impression management and FOMO.

Overall, all three independent variables Impression Management, FOMO, and Ingratiation have positive and statistically significant effects on fashion jewellery purchase intention. Among them, FOMO emerges as the strongest predictor, followed by Impression Management, while Ingratiation has a moderate influence. These findings indicate that psychological and social factors related to self-presentation and social pressure play a crucial role in influencing fashion jewellery consumption among working women.

Findings

The regression results reveal that all three independent variables Impression Management, FOMO (Fear of Missing Out), and Ingratiation have a statistically significant influence on fashion jewellery purchase intention. The model indicates meaningful behavioural drivers rooted in self-presentation and social psychology.

Impression Management shows a positive and significant effect on purchase intention ($\beta = 0.383$, $p = 0.001$). This suggests that working women are motivated to purchase fashion jewellery as a means of enhancing their social image and projecting a desirable identity. Jewellery acts as a symbolic tool to communicate status, style, and personality in social and professional settings. The relatively high beta value indicates that impression management is a strong predictor, reinforcing the idea that consumption is often driven by the need for social approval and self-presentation.

FOMO emerges as the most influential factor ($\beta = 0.484$, $p = 0.001$). This indicates that consumers are highly influenced by trends, limited time offers, and peer consumption patterns. The strong effect of FOMO suggests that working women are likely to make purchase decisions to avoid feeling excluded from current fashion trends or social circles. This aligns with contemporary consumer behaviour where social media exposure and peer comparison intensify urgency and impulsive buying tendencies.

Ingratiation also has a positive and statistically significant effect ($\beta = 0.131$, $p = 0.007$), although its influence is comparatively weaker than the other variables. This implies that some consumers purchase fashion jewellery to gain favour, approval, or acceptance from others. While it contributes to purchase intention, its lower beta value suggests that it is a secondary motivational factor compared to impression management and FOMO.

The constant term is not statistically significant ($p = 0.360$), indicating that without the influence of these psychological factors, purchase intention remains minimal.

Discussion

The findings highlight that fashion jewellery consumption among working women is largely driven by social and psychological motives rather than purely functional needs. FOMO plays the dominant role, followed by impression management, while ingratiation has a supportive but smaller impact. This suggests that marketers should focus on creating trend-driven campaigns, scarcity appeals, and socially visible branding strategies to attract consumers.

Additionally, the results support the theory of symbolic consumption, where products like fashion jewellery are used as tools for identity construction and social positioning. The interplay of these

variables reflects a broader shift toward socially influenced and emotionally driven purchasing behaviour in the fashion industry.

In conclusion, the study demonstrates that self-presentation and social influence significantly shape fashion jewellery purchase decisions, with FOMO acting as the most powerful driver.

Conclusion

The findings clearly indicate that Impression Management, FOMO, and Ingratiation significantly influence fashion jewellery purchase intention. Among the predictors, FOMO emerges as the strongest factor ($\beta = 0.484$, $p = 0.001$), suggesting that the fear of missing out strongly drives consumers to make purchase decisions, likely due to social trends and perceived scarcity. Impression Management also shows a substantial positive impact ($\beta = 0.383$, $p = 0.001$), indicating that individuals purchase fashion jewellery to enhance their social image and self-presentation. Ingratiation, although comparatively weaker ($\beta = 0.131$, $p = 0.007$), still plays a meaningful role, implying that consumers are motivated to gain social approval through their choices. Overall, the model demonstrates that social and psychological factors significantly shape consumer behavior in fashion jewellery purchases, with FOMO and impression management being the most dominant drivers.

Limitations and future research direction

This study is subject to several limitations that open avenues for future research. First, the focus on working women in the Chennai region restricts the generalizability of the findings to other demographic groups, such as men, non-working women, or consumers from different cultural and geographic contexts. Second, the cross-sectional design limits the ability to capture changes in consumer behaviour over time, particularly in a fast-evolving fashion environment influenced by social media trends. Third, reliance on self-reported data may introduce response bias, especially in constructs like impression management and ingratiation, where social desirability can affect responses. Additionally, the study considers only three psychological factors impression management, FOMO, and ingratiation while other relevant variables such as brand image, peer influence, and digital marketing exposure are not included. Future research can address these limitations by adopting longitudinal designs, expanding the sample to diverse populations and regions, and incorporating additional variables or mediating/moderating factors. Further, qualitative or mixed-method approaches could provide deeper insights into the underlying motivations behind symbolic consumption and self-presentation in fashion jewellery purchase.

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