

**FACEBOOK SELF-CONSISTENCY POST ON LUXURY
PURCHASE INTENTION AMONG FRONTLINE FEMALE
WORKERS IN BATTICALOA**



By

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ABSTRACT

Nowadays most people depend on smartphones not only for communication but also purchasing. Social media play a major role on that. Self-consistency defines as the extent which one's self-concept matches there self-concept of another individual or entity. The self-consistency of customers with premium brands they mention on Facebook is investigated in this study. It examines if the Actual self-consistency (ASC) or Ideal self-consistency (ISC) of luxury brands on Facebook can predict the likelihood that a consumer will make a purchase additionally, Materialism, Self- monitoring and Self-esteem are examined as personality antecedents of ASC and ISC Facebook mention of premium brands. ISC of luxury brands on Facebook can predict the likelihood that a consumer will make a purchase. This study investigates the self-consistency post and luxury purchase intention among frontline female workers in Batticaloa. This study consist self-consistency, actual self-consistency, ideal self-consistency and luxury brand purchase intention as variables. And also this study was implemented with three dimensions of self-consistency, namely materialism, self-monitoring and self-esteem.

A cross sectional analytical study was conducted. Data were collected by using structured questionnaire from 300 frontline workers in organizations in Batticaloa. Such as, banks, insurance companies and schools. The collected data were analyzed by using descriptive statistics, correlation and regression analyses on SPSS version 25.0. In here the convenience sampling method was used.

In this study predicts all variables positively related to the dependent variables. The present results suggest that ideal self-consistency and actual self-consistency have positively and significantly related with purchase intention. This finding emphasizes the Self-consistency positively related with the ASC and ISC. ASC and ISC also positively related with the purchase intention on social media.

Keywords: *Self-Consistency, Luxury brand, Purchase Intention, Materialism, Actual-Self Consistency, Ideal Self-Consistency.*

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