



The Person in the Purchase: Trying to be unique?

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Recent studies revealed that millennials are more narcissistic than previous generations (specifically, Gen X). The millennial generation, also known as Generation Y, commonly designate a person who reached adulthood in the early twenty-first (21st) century and born between 1980 and 2000. While traditionally diagnosed as a personality disorder, narcissism in the current environmental landscape is regarded as a normal personality trait.

Narcissistic individuals are characterised by a positive and exaggerated view of themselves, including their physical attractiveness and importance. Narcissists strive to positively distinct themselves and have the inclination in differentiating themselves through numerous ways. Moreover, with the technological advancement, social networking sites serve as the engines that power this generation to immerse in their narcissistic behaviour. TikTok and Instagram, for instance, seem to capture exponential growth of subscribers since their inception due to the stickiness especially amongst the Gen Y and Gen Z.