

FEELING OF ENVY ON SOCIAL MEDIA AND THE CONSUMPTION OF FASHION

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ABSTRACT

The dissemination of consumer goods on social media is based on the spread of happiness based on the possession of products. This practice can open loopholes for the emergence of negative feelings in consumer relations, such as envy, since the pattern of digital influencers is built marketplace to be unreachable by the majority of the population, with fashion being one of the segments in which this occurs most frequently. Therefore, this article aims to understand the influence of the feeling of envy on the consumption of fashion products through the social media Instagram. Forty interviews were conducted with users who follow fashion profiles. In the analysis, qualitative methodological procedures were employed through direct content analysis. The identification of the interviewed users was carried out using the snowball technique and the amount defined by the saturation of the content of the interviews. The variables used to understand the influence of envy on fashion consumption and its characteristics were those described by Tomei (2014), with sublimated envy, neurotic envy and perverse envy being identified. The results show that all research subjects have at least one type of envy, with sublimated envy being the type most identified by the interviewees. Some members reported feeling all kinds of envy. Thus, it was identified that posts from fashion profiles arouse envy and that this feeling is a motivating factor for consumption in Instagram users.

Keywords: Envy. Consumption. Fashion. Instagram. Social media.

O SENTIMENTO DE INVEJA NAS MÍDIAS SOCIAIS E O CONSUMO DE MODA

RESUMO

A divulgação de bens de consumo nas mídias sociais se fundamenta na difusão de uma felicidade pautada na posse de produtos. Esta prática pode abrir brechas para o surgimento de sentimentos negativos nas relações de consumo, como a inveja, pois o padrão dos influenciadores digitais é construído mercadologicamente para ser inalcançável pela maioria da população, sendo a moda um dos segmentos em que isso ocorre mais frequentemente. Portanto, este artigo objetiva compreender a influência do sentimento de inveja no consumo de produtos de moda por meio da mídia social *Instagram*. Foram realizadas quarenta entrevistas com usuários que seguem perfis de moda. Na análise foram empregados procedimentos metodológicos qualitativos por meio da análise de conteúdo direta. A identificação dos usuários entrevistados foi realizada mediante a técnica *snowball* e a quantidade definida pela saturação do conteúdo das entrevistas. As variáveis utilizadas para compreender a influência da inveja no consumo de moda e as suas características foram as descritas por Tomei (2014), sendo identificadas a inveja sublimada, a inveja neurótica e a inveja perversa. Os resultados mostram que todos os sujeitos da pesquisa apresentam pelo menos um tipo de inveja, sendo a inveja sublimada o tipo mais identificado pelos entrevistados. Alguns integrantes relataram sentir todos os tipos de inveja. Assim, identificou-se que postagens dos perfis de moda despertam a inveja e que este sentimento é um fator motivador do consumo em usuários do *Instagram*.

Palavras-chave: Inveja. Consumo. Moda. Instagram. Mídias sociais.

1 Introduction

The dissemination of consumer goods on social media has become a means of influencing feelings. The most popular users, called digital influencers, end up attracting the eyes of others who want to be like them and seek to acquire the same products by status, either to show that they are also able to buy them or to show that they have the same style of life (CARVALHO, 2017; CHAE, 2018).

This type of consumption is based on the dissemination of happiness based on the possession of products belonging to the social groups with which social media users identify or would like to participate. This opens gaps for the emergence of feelings in consumer relations, such as envy, attracting people to follow more assiduously what others consume. (SOUZA *et al.*, 2018).

The feeling of envy, when specifically related to consumption through social media, is stimulated by social comparison, forming an online network of search for representativeness or reference groups (BELK, 2011). References should be based on positive feelings, but end up resulting in negative feelings, because the pattern of influencers in the media is built by marketing to be unreachable by the majority of the population, in order to generate incitement to purchase products (CHAE, 2018).

The monitoring of consumption and other aspects of daily life among users of social media is still facilitated by the technological apparatus, which is made to be quite accessible, but is also influenced by the selective self-promotion in profiles, so that influencers can carefully select the images themselves and the self-description disclosed to attract more followers (BRITO; FREITAS, 2019).

Thus, a relationship between search for representation, consumption and the feeling of envy is formed, making social media a complex environment, which modifies traditional forms of social interaction and, therefore, need to be better understood. (TAYLOR; STRUTTON, 2016). Therefore, we seek to answer: What are the influences of the feeling of envy in the consumption of products advertised on social media? In seeking to answer this question, the objective is to understand how the feeling of envy influences the consumption of products advertised on social media.

The segment used for the analyzes was fashion. This choice is justified because it is one of the most popular in social media, growing considerably each year in Brazil and worldwide, attracting thousands of consumers of different ages and genders.

According to E-bit (2017), fashion grew by 7% in 2015, 10% in 2016 and 14.08% in 2017 in online purchase orders, demonstrating the sector's rise and the possibilities of advertising influence virtual.

Instagram social media was used as a tool for this study as a means to search for results in research that involves envy in consumption. Souza et al. (2018) believes that the particular appeal of the content of this social media in relation to the others is more likely to cause the emotion of envy through photos and videos that expose the consumption of products promoted by other users.

According to Müller (2018), in June 2018 this social network reached the mark of one billion active users worldwide. Its interactivity features include uploading videos and images to the news or story feed, as well as likes, shares, using hashtags and sending private messages.

In Brazil, Instagram has 50 million users, being the second country in quantity, second only to the United States. Since 2016, videos are the content most viewed by Brazilians, so companies are using this resource every day more (MARKETING MASSIVO DIGITAL, 2018).

2 Theoretical Background

The theoretical foundation of this article deals with the definitions and characteristics of the feeling of envy, the relationship between envy and consumption, as well as consumption on social media. For this, psychological and marketing approaches were used in order to facilitate the readers' understanding.

2.1 Envy

Like other feelings, envy is also part of human nature, not part of a specific historical period, but being a way of being proper to human beings. An example of the oldest quote of this feeling is in the Bible, as one of the seven deadly sins, already being seen as a shameful feeling (KLEIN, 2012).

For Klein (1991) "envy is the angry feeling that one feels for the other to possess and enjoy something desirable, being the envious impulse to take it away or spoil it". The envious individual is unable to feel happy with the achievements of others, he will

always be acting in a masked way to destroy the other. The very envious person is insatiable and is never satisfied, because envy arises from within and is always looking for an object to focus on.

This feeling is increasingly evident in society and in human relationships, whether family, among friends and often at work, is there masked. When the individual sees an object and begins to desire it, he will try to possess it anyway. Thus, it also occurs when the transmitter of this feeling longs to be like the other, or feels unhappy with a conquest of the friend at work, uses masked praise, tries to sabotage the happiness of the other.

Envy can occur when a person feels inferior and seeks a way to overcome this situation by manifesting a hostile feeling against those in a more privileged position than yours. The envious uses tools such as projection to say that the other is envious, and finds himself unable to feel envy for saying he is superior (CREPALDI, 2002)

According to Chaves (1991), envy intends to pass for the feeling of justice, not in the classic sense, but with the meaning of giving everyone an equal share of production, that is, egalitarianism. The author adds that the struggle for egalitarianism feeds on the feeling of envy and still says:

The heavy conscience of the envious (this is the true plunderer) dissolves in the collective and irresponsible unconscious of the masses organized in parties and commanded by demagogues who know what they are doing and hope to become the distributors of wealth when they are trapped in the Ministry of Economy. Egalitarianism has become the opium of the envious. (CHAVES, 1991, p. 28).

As you can see, envy is part of human relationships. And when this feeling is identified in the social environment, it affects the relationship of the group in which the envious one finds himself, for being a rejected feeling in society, seen as a feeling of greed. It is also based on personal frustration, it is sadness with your things, it is intolerance for feeling less than others. The individual feels inferior and when he sees someone successfully, he starts to desire his place and own what he has (CREPALDI, 2002).

Cukier (2011) points out that envy is a universal feeling and that many confuse it with jealousy, and that due to the nuances of that feeling one hears about good envy, which approaches an admiration that is easy to admit, different from the bad envy that everyone who feels it tries to mask it. There are authors who say that this feeling can

be constructive, because whoever feels it must try and work harder to get what they want. For Smith (2004, p. 19) there are four conditions necessary for envy to occur, which are:

The envied person is symmetrical to us in a good part of his characteristics: age, socioeconomic level, etc .; This similarity creates the feeling of injustice, "if we are equal we must have the same things"; The attribute that the other has is from a domain relevant to us; Our personal prospects for obtaining this attribute are very slim.

The realization of these four conditions will result in envy, which has evolved and will produce other emotions such as paranoia, resentment and shame. Cukier (2011) adds that as a result of envy, one can resort to slander and indirect sabotage to diminish the qualities of the envied person.

To make it easier to understand this feeling, Tomei (1994) classified envy in three categories: sublimated, neurotic and perverse envy. In the sublimated, the individual recognizes this feeling and tries to use it for his own growth; In neurotics, the envious individual is depressed and bitter, feeling the envy but without changing his attitudes; And in the perverse, the individual aims to destroy his object of envy.

Pimentel (2011) explains the sublimated envy that generates the win-win conflict, so that the desire of the parties involved to fully satisfy the interests of all parties is manifested in it. If there is a need to identify the concerns of both parties in order to find solutions to such concerns.

Neurotic envy generates a win-lose conflict, where Pimentel (2011) explains that one party achieves its goal through the other. Where in this win-lose strategy, only one party seeks to supply the will.

Gobetti (2009) integrates in the possessors of this feeling individuals who suffer a lot from it, but without doing anything to change their attitudes, it does not necessarily classify them as bad people. But let this be the main victim of your envy. According to the author, these are easily identified in companies, as they are usually depressed and anxious. And when they go through pressure and unfavorable situations, they can exhibit behaviors of the envious perverse.

Perverse envy causes the lose-lose conflict, as Pimentel (2011) clarifies that achieving the goal of one party is more important than the goals of the other party. In this way, one party tends to satisfy its interests by sacrificing the other. It is a conflict

where a whole loses even with one party winning, as the individual can cause harm to an organization for their own benefit.

Cukier (2011) highlights some strategies for dealing with envious people, suggested by studies done in social psychology and sociology. Are they:

Minimize our own qualities; Valuing the effort we had to make to achieve such qualities; Praise the person who envies us trying to emphasize qualities in him; Helping those who envy us, trying to give him something good; Hide our qualities under an alleged humility, modesty. Socialize our ego gains, showing how our qualities help other people, etc. (CUKIER, 2011, p. 23).

Macedo (2014) highlights that envy is an old acquaintance of our culture, which is present in social media, in games between friends and also in other people's provocations, but envy appears with a new name, the repression. So that today repression appears with this new sense linked to envy. Considering that this feeling leads the individual to want to get what the other has, it leads us to analyze the possible influence that envy generates for consumption.

In this way, envy is considered in general, not to mention positive or negative characteristics, but the dissemination of online relationship platforms and the social habit of propagating shopping experiences bring new perspectives regarding envy and consumption. (BELK, 2011).

2.2 Envy and Consumption

According to Baudrillard (1981), envy is seen as an element that leads people to create a need to obtain new products from the market economy. Which can lead a person who feels envy to consume an object of higher value and who follows the trend of the moment just because someone else has it.

Buying behavior motivated by the desire to consume products previously purchased by people or reference groups is currently focused on articles in the Marketing area (BELK, 2011; SOUZA *et al.*, 2018).

In recent research, authors portray envy with another approach. Belk (2011) has portrayed envy as something positive when referring, for example, envy among consumers. In a survey conducted in European countries, it was found that this feeling may have a benign or malign character depending on the individual's experiences, feelings, ideals and action tendencies (ROSEMAN; WIEST; SWARTZ, 1994).

Regarding the consumption of fashion products, fashion consumers end up mirroring those who already have the products presented by the market that uses tools such as advertising to be able to attract the most consumerist individuals using the image of famous people or influencers (CHAE, 2018).

Thus, making products desirable to those who want to be like those who present them. Nowadays, there are individuals who aspire to be in the social environment in which the group has status, objects and acquire products in general with high purchasing value. As the market is constantly evolving and with product innovations, people are always wanting something new (KLEIN, 2012).

Lipovetsky (2007) considers the current society as the society of hyper consumption, the result of the arrival of a new economic model and a new culture of consumption that is based on mass production and consumption where material things are valued. People want to follow the same consumerism as those who are always consuming products in advertising highlights (CEBRIAN, 2015).

According to Carvalho (2017), the high desire to consume causes people a need for immediate satisfaction and self-confirmation. People already have a high level of consumption, and the feeling of envy can help this increase in consumption. In this same sense, Cukier (2011) states that in a capitalist society, where consumption is stimulated by aggressive marketing that uses and abuses the comparison between people, we are constantly being urged to envy something.

With the encouragement of consumption, people feel strongly directed to obtain advertised products and when someone consumes it first, the individual tends to feel inferior. This consumerist action leads to the production of malaise (KURTZ, 2018). Thus, envious people often want to own objects not out of necessity, but because the other person does and he does not.

The individual does not want to be less than the other, does not want to have less and wants to show that he is able to consume and out of envy he is able to get into debt, in the most extreme cases. At a time when consumption is growing, this environment as prone to consumption, like social media, is a space that enhances this feeling (DANTAS, 2018).

2.3 Consumer and Social Media

Nowadays, what can be observed is the growth of consumption through social media. According to the Exame website (2018), 74% of people consume according to the influences of social media. As it is a channel that is increasingly highlighted, companies use this medium to promote and sell their products. They use the image of digital influencers, who are famous on the internet and because they have large numbers of followers, companies favor this for their disclosures.

Social networks are part of the daily life of society, intervening in various aspects and scenarios in everyday life. For Recuero (2009), these social networks are composed of actors and connections whose actors are people, groups and institutions, called “nodes” of the network and connections are composed of social ties and the interaction between the authors involved.

However, with regard to the virtual social network, or social media, Boyd and Ellison (2007) believe that websites and social networking applications are defined by services on the internet that enable the creation of individual public profiles in networks interconnected to various profiles, whose users decide how and with whom they will share information making it possible to view other users through the connection with their contacts within the interconnected system that is the virtual social network.

According to Carvalho (2017), these social media allow information to move more quickly and, in addition, they can boost information sharing through texts, videos, music, etc. With the evolution of technology, information travels faster and reaches people everywhere, more than television. Raacke and Bonds-Raacke (2008) report that in addition to communication, social media allows users to have access to information that is of interest to them. Thus, it is believed that influences on consumption are present in social media.

For Bauman (2008), the consumer society promotes consumption as a lifestyle and as an existential strategy, rejecting other alternative cultural options. Thus, consumption, including consumption of content, fulfills the objective of not only satisfying needs, desires or wants, but promoting the commodification and decommodification of consumers (Bauman, 2008). For this author, the consumer, when making himself consumer merchandise, becomes an authentic member of that society (BAUMAN, 2008).

According to Carvalho (2015), virtual groups or communities, as well as digital social networks, are considered important influencers in purchasing and consumption decisions. Within these communities and networks, you can help with the sale of a product or its failure (SCHIFFMAN; KANUK, 2009). Social media has a relevant power of influence for consumers: their friends participating in the networks are part of their reference group, which is a point of reference for an individual in the formation of values (SCHIFFMAN; KANUK, 2009).

With the use of social media, it is easier to reach the target audience for each segment that use the internet as a tool to sell their products and the ease of access to product information facilitates the relationship of the advertiser with the individual who wishes to own their products. What can help to be successful and a good result of what is being divulged, is to use a good digital marketing.

People are influenced to consume what they see on social media such as Instagram and Facebook, as users of these social media seek to show only the positive side and the advantages of the product they are consuming, which attracts the attention and desire of the viewer. Users are not content to just be consumers and viewers of advertising. They want to engage with favorite brands, become sellable goods, attract followers-consumers of what they produce, get approval (SALAZAR, 2014).

Highlighting theoretical contributions in the area of consumption, topics related to consumption on social media were addressed, such as consumption in online environments (CHEN; XIE, 2008). Instagram-related consumption is already a well-explored field (ARAGAO, 2016; ASSUNÇÃO *et al.*, 2018, DANTAS, 2018), just as it has also been communicating on Facebook (TUBENCHLAK, 2013). A few studies address the topic of consumption on social media and the relationship with the feeling of envy on Instagram, as reported by Souza *et al.* (2018) in relation to envy and consumption of tourist products. However, surveys that link the feeling of envy and the consumption of fashion products on Instagram have not been identified.

3 Methodology

This research is characterized by being qualitative and descriptive. Qualitative in order to elucidate complex phenomena derived from human relations and social

sciences (CRESWELL, 2010); descriptive because it seeks to describe characteristics of a given population (GIL, 2002). Thus, it is intended to understand a subjective reality from the perspective of the individuals who compose it, more precisely, to understand the influence that envy has on the consumption of fashion products on Instagram, seeking to identify how this process occurs in the digital environment and the impact in purchasing decisions.

For this purpose, interviews were used to collect information. The research corpus was formed following the criteria: (1) having an Instagram profile; (2) having interacted interest in the fashion theme in this social media. For identification purposes, respondents will be indicated by the letter “P” followed by the corresponding number. Thus, forty participants were surveyed, whose characterization profile is presented below (Chart 1):

Table 1 - Characterization of respondents

Participant	Genre	Age	Education
P 1	Female	22	Incomplete higher education
P 2	Female	22	Complete high school
P 3	Female	24	Complete higher education
P 4	Female	24	Incomplete higher education
P 5	Female	25	Incomplete higher education
P 6	Male	26	Complete high school
P 7	Female	25	Complete higher education
P 8	Female	36	Complete higher education
P 9	Male	23	Complete higher education
P 10	Male	24	Complete high school
P 11	Male	28	Incomplete higher education
P 12	Female	23	Incomplete higher education
P 13	Female	23	Complete high school
P 14	Female	22	Incomplete higher education
P 15	Male	29	Incomplete higher education
P 16	Male	31	Complete high school
P 17	Female	26	Complete high school
P 18	Female	18	Complete high school
P 19	Female	19	Complete high school
P 20	Female	19	Complete high school
P 21	Female	19	Incomplete higher education
P 22	Female	19	Incomplete high school
P 23	Female	20	Complete high school
P 24	Female	26	Complete high school
P 25	Female	26	Complete higher education
P 26	Female	20	Complete high school
P 27	Female	21	Incomplete higher education
P 28	Female	21	Complete high school
P 29	Female	21	Incomplete higher education
P 30	Female	22	Incomplete higher education
P 31	Female	26	Incomplete higher education
P 32	Female	27	Incomplete higher education

P 33	Female	27	Complete higher education
P 34	Female	27	Incomplete higher education
P 35	Female	28	Incomplete higher education
P 36	Female	28	Complete high school
P 37	Female	30	Incomplete higher education
P 38	Female	30	Complete high school
P 39	Female	31	Complete high school
P 40	Female	35	Incomplete higher education

Source: research data (2019).

The contacts of the interviewees were obtained through social media itself. In qualitative research, the definition of the number of participants in the interviews depends on the quality of the information, the depth of the information and the divergences obtained in the responses of the participants. (DUARTE, 2002). Therefore, to define the suspension and inclusion of new members, the empirical saturation procedure was used, in which the repetition of the information collected was verified, as provided by Fontanella *et al.* (2011).

This technique, also known as snowball, was used to identify subjects for research and practiced because it allows the respondents to indicate other individuals who fit the same profile sought and that they point out more others, taking advantage of the interviewees' social network (ATKINSON; FLINT, 2001). According to the snowball technique, a variety of subjects is proposed and the expansion of this data corpus to a theoretical saturation point, where there is no more variety or they are minimal. Thus, the subjects were chosen according to accessibility and availability criteria.

With the definition of the interviewed subjects, data collection was carried out through face-to-face interviews, in order to understand how fashion profiles influence participants in consumption. The interview script has 14 questions, which related to the theory were based on the authors mentioned in Chart 2. There were also questions to characterize the interviewees, with questions about frequency of use of social media, average time of use per view, gender, average monthly family income, age, education level and marital status.

Table 2 - Interview script

Questions	Endogenous variables of envy	References
How do you feel when you see fashion profiles on Instagram?	Sublimated envy	Klein (1991); Crepaldi (2002)
When buying fashion products, do you take into account the opinion of friends?	Sublimated envy	Pimentel (2011)
Have you ever been bothered by not having any fashion product you wanted?	Neurotic envy	Pimentel (2011)
Has there ever been a conflict with acquaintances for wanting the same product?	Perverse envy	Pimentel (2011)
When you want a fashion product, do you strive to have it?	Neurotic envy	Baudillard (1981)
Do you usually buy fashion products according to the trends presented by the market?	Sublimated envy	Klein (2012)
Have you ever felt the need to get a fashion product that caught your attention on Instagram?	Perverse envy	Carvalho (2017)

Source: research data (2019).

The analysis procedure chosen was the exploratory content analysis technique, which is the categorization of the content of these statements based on empirical themes emerging after readings. (BARDIN, 1979). We opted not to adopt data analysis software, because for the immersion in this field, a more interpretative approach was considered appropriate.

According to Bardin (1979), it is a set of communication analysis techniques aiming to obtain, by systematic and objective procedures for describing the content of messages, indicators (quantitative or not) that allow the inference of knowledge related to the conditions of production / reception of these posts. In this case, it is considered not only the meanings of the words, but also the sense that the subjects attributed the messages (MACÊDO, 2018)

For Bardin (1979), this method of analysis must follow three phases. So that in the first, there must be a prior analysis, which refers to the organization and selection of the texts to be analyzed. The second phase is exploratory analysis, where the texts must be classified by themes or topics. So, this is the longest phase, but essential to achieve the expected objectives. In this way, using the similarity criterion, it joined the units with the closest characteristics.

In the third phase, there was the analysis of the results, in which the conclusion and interpretation consisted of looking for the meaning and confirmation of the

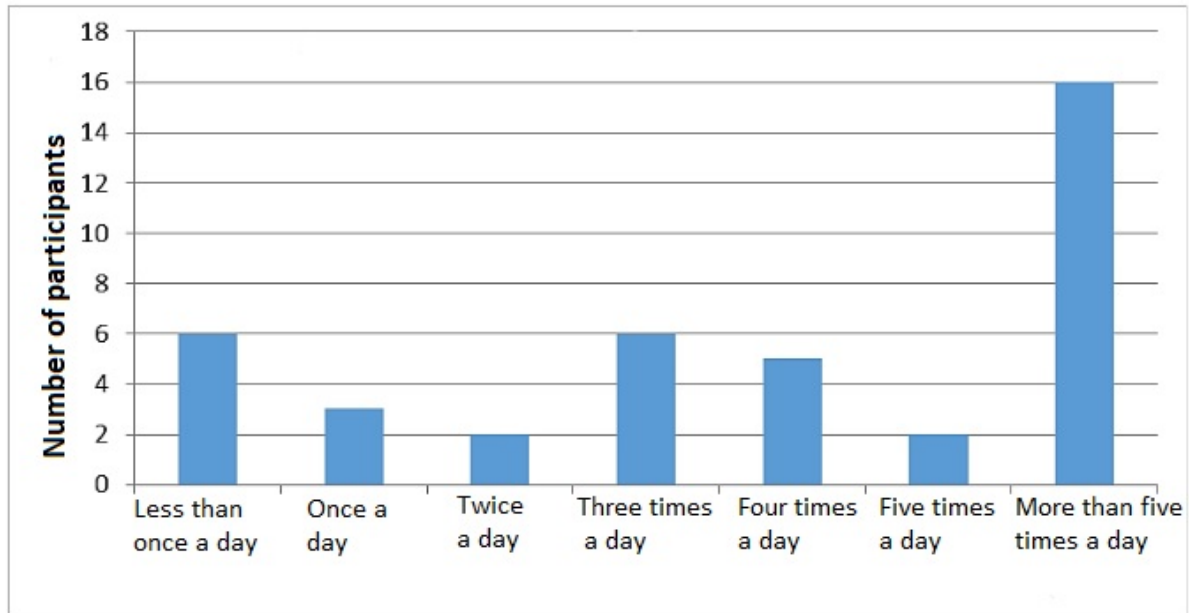
collected data, from the analysis and the connection with the theory. The collected material was transcribed and analyzed, generating categorization of the content of these statements based on empirical themes emerging after repeated readings (BARDIN, 1979). The analysis of the collected material enabled the division into three main empirical categories: Feeling, Consumption and Envy.

4 Results and discussions

This section analyzes the results collected through interviews about the influence of envy on the consumption of fashion products on Instagram. In the information collected in this research, it was observed in the characterization profile of the interviewees that the ages of the members varied between 18 and 36 years old, with the female gender prevailing, which totaled 34 interviews, thus understanding that women are more likely to follow these profiles. Regarding education, most of the participants are attending or have completed higher education.

Regarding usage habits, it was verified the frequency with which respondents access Instagram, where it was found that 16 of them access the social network more than five times a day, 6 access it three times a day, another 6 access it less than once per day, 5 access four times, 3 access once, 2 access twice and 2 access five times a day as shown in Graph 1.

Graph 1 - Frequency of access to Instagram



Source: research data (2019).

Through content analysis it was possible to identify three main categories after obtaining qualitative data: Feelings, Consumption and Envy. In the Feelings category, we analyzed how Instagram users felt when they saw fashion profiles on Instagram. Among the statements, the feeling of sadness stands out:

'Sad for not being able to buy '(Participant 5).

'Sad. Fashion is always renewing itself, sometimes the desire is to follow trends, but the financial condition does not help! LOL '(Participant 7).

Among other responses, some members reported positive feelings, such as 'I feel great' (P 2), 'Well' (P 23) and 'Lively' (P 4). Most of the interviewees (totaling 19) reported in their responses that they felt like consuming. What can be observed with this question is that the posts have a strong influence on these participants, in which the feeling of sadness is demonstrated by not being able to buy the products they like. For Klein (2012), the fact of having a product advertised, causes an implicit envy to obtain the same.

'Curious to see the latest trends' (P 27).

'Makes you want to buy everything' (P 23).

'I wanted all those looks for me' (P 32).

'Eager to buy and test the news' (P 34).

'With a lot of desire to buy the looks, or have them look like the ones I see' (P 38).

In the Consumption category, it was identified that the opinion of third parties divided the interviewed subjects as influencing consumption. When asked whether when buying fashion products take into account the opinion of friends, seventeen participants responded in the negative, as stated P 7, 'No! Just my own. I have to feel good first '. The other 5 participants replied that 'sometimes yes', and 18 responded positively.

In the category classified as Envy, best represented in Chart 3, it was asked whether individuals felt uncomfortable because they did not have a fashion product they desired. 22 of them answered 'no' and 18 said 'yes', with emphasis on the empathic responses 'Always' (P 3) and 'All time' (P 7).

When the participants were asked if there was already a conflict with acquaintances because they wanted the same product, 31 of them answered 'no' and 9 answered 'yes'. Among these, the answer of P 23 stood out: 'Yes, this happened several times!'. For Klein (2012) like anguish, envy extends above human relationships, causing conflicts that incite the relationships themselves and stimulate us to desire. In this way it is understood that conflicts and the desire for something can start from envy.

When asked if when they want a fashion product they strive to have it, 11 participants answered 'no', 8 answered 'sometimes', 20 answered 'yes' and 1 answered 'It depends on the value it will add' (P 14).

When asked if they tend to purchase fashion products according to the trends presented by the market, 20 participants answered 'no' and 7 answered 'not always' or 'sometimes'. Thirteen participants said 'yes', buy according to market trends.

As for the last question, in which they were asked whether they ever felt the need to obtain a fashion product that drew attention on Instagram, 11 said 'no', 1 answered 'maybe' and 28 answered positively. Of these, some subjects demonstrated to have this feeling frequently, as:

'Yes, often' (P 1).

'Yes, several times' (P 23).

'Every day' (P 31).

Cebrian (2015) highlights that the need becomes important, as it is the lack that consumers get from owning something, in order to understand that consumers are satisfied with obtaining the desired objects.

To show the relationship between the interviews and the theory presented in the work, the categorization of information is shown in Chart 3.

Table 3 - Categorization of types of envy

Types of Envy	Number of responses that showed the type of envy	Questions	Examples of answers
Sublimated	19	How do you feel when you see fashion profiles on Instagram?	'Sad. Fashion is always renewing itself, sometimes the desire is to follow trends, but the financial condition does not help! LOL ' (P7). 'Induced' (P 11).
	23	When buying fashion products, you take into account the opinion of friends?	'Sometimes' (P 22). 'Yes' (P 27).
	20	Do you usually buy fashion products according to the trends presented by the market?	'Sometimes ... If I like what is in fashion, I buy it, otherwise, no' (P 32). 'Yes, and it's always a mix of trends' (P 7)
Neurotic	18	Have you ever felt uncomfortable about not having any fashion product you wanted?	'Always' (P 3). 'All the time' (P 7).
	28	When you want a fashion product, strive to have it?	'Depends on the value it will add'. (P 14). 'A lot' (P 34)
Perverse	9	There has been conflict with acquaintances for wanting the same product?	'Yes, this happened several times!' (P 23).
	29	Have you ever felt the need to get a fashion product that caught your eye on Instagram?	'Yes, many times' (P 1). 'Every days' (P 31).

Source: Authors themselves based on research data (2019).

The interview script had as a variable for analysis the types of envy presented by Pimentel (2011) in order to identify the presence of this feeling and the type of envy that the members manifest. As shown in Chart 3, the analysis identified that the research subjects, all Instagram users, have at least one type of envy. The type of envy present in most participants was sublimated envy, which is one that does not harm themselves or others. Some respondents reported feeling all kinds of envy.

In general, it can be seen, from the perspective of the research problem and the variables of envy presented, that the feeling of envy is present in people's behavior in relation to the consumption of fashion products. As a result of the interviews, participants feel the desire to consume what is seen on social media Instagram.

5 Conclusion

The present work sought to analyze envy as a factor influencing the consumption of fashion on social media. Through observations and interviews it was possible to understand the relationship of the participants with the products seen on social media Instagram. Therefore, understanding the feeling of envy and its relation with consumption and social media has become essential.

The objective of the research was reached, concluding that the consumption in social media has as one of the influencing factors the feeling of envy, and that the posts of the fashion profiles awaken this feeling in its users. It is also out of envy that most Instagram users interviewed strive to purchase the desired product. These users affect the consumption aroused by envy and some claim to have often felt the need to consume products advertised on social media.

Other feelings were reported by the interviewed users regarding the promotion of products on Instagram, such as sadness, anxiety, animation and curiosity. Many still reported feeling bothered by not being able to purchase the products advertised on social media.

The opinion of third parties (friends) divided the interviewees in relation to influencing the consumption of fashion products published in this media. The value of fashion products, as well as the financial condition of the interviewees, was reported as limiting factors for the consumption of products posted on Instagram.

The research also identified the presence of different types of envy, such as sublimated, perverse and neurotic related to the consumption of products published on Instagram, being the sublimated, that is, the one that is not harmful, the most present envy . It was reported that all respondents felt some type of envy, some subjects even showed all types of envy in relation to consumption.

With this, this study collaborates with the academy, composing research on consumption, marketing and social media, since it identifies the presence of this feeling among Instagram users. This type of knowledge can also be exploited by the market and by society, in order to develop commercial strategies.

This work also seeks to contribute to the topic of envy and consumption for future research, recommending the identification of the influence of envy and its relationship with fashion consumption in other social media, such as Twitter, Facebook and Youtube. It is also proposed to research the relationship between envy and consumption on social media in other relevant market niches besides fashion consumption, such as the consumption of luxury products, travel, food and others. Methodologically, it is suggested to do a similar research with a quantitative approach in order to achieve a comprehensive statistical analysis.

It is aimed this study may meet the main aspects to understand a bit more about the feeling of envy and its relationship with consumption on social media in this new era which everyone is more and more connected, driving new academic studies.

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