

EXPLORING THE INFLUENCE OF GRANDIOSITY: A MEDIATED ANALYSIS OF HYPERSENSITIVITY AND SELF-OBJECTIFICATION IN PAKISTANI ONLINE BUYERS

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Abstract

Hypersensitive narcissism, grandiosity, and self-objectification are usually seen in online buyers, as mentioned by many prior researchers. The study investigated the mediation effect of grandiosity between the relationship between hypersensitive narcissism and self-objectification by conducting a mediating analysis. To gain data for hypersensitive-narcissism, the Hypersensitive Narcissism Scale (HSNS) was used, while to measure grandiosity in individuals, the Personality Inventory for DSM-5 (PID-5) was used, and the Self-Objectification Scale (SOS) administered to assess self-objectification in the study participants. The sample includes 282 online buyers who are well distributed across the genders (women = 69.3%, men = 30.7%) and have online buying experience. Findings showed that grandiosity mediates the relationship between hypersensitive-narcissism and self-objectification. Sobel's z-test also elaborated on the significance of the relationship; the relationship between hypersensitive-narcissism and self-objectification gets weaker/stronger in the presence of grandiosity between them.

Keywords: Hypersensitive-narcissism, grandiosity, self-objectification, online buying and mediation

Introduction

People worldwide have increasingly shifted toward using online platforms for many aspects of daily life since the COVID-19 epidemic, particularly for communication, employment, and online buying (Fryer, 2023). Many factors and distinctive personality traits could contribute to showing a stronger tendency for online usage behavior (Donthu & Gustafsson, 2020). It could be that various personal traits and attributes influence a person's online behavior. Hence, the present study intends to examine the correlation between hypersensitive-narcissism, grandiosity, and self-objectification in online buyers.

The notion of narcissism is well-known; for example, previous studies have viewed narcissism as a significant personality trait that exhibits a constellation of characteristics, such as elevated ambitions for power and achievement, self-gratification, egocentricity, a deficiency in empathic concerns, an inflated sense of self-importance, entitlement, and a pronounced craving for attention and adulation (Fegan & Bland, 2021).

Additionally, narcissism is typically viewed as a single concept, but increasing evidence suggests two distinct forms: grandiose narcissism and vulnerable or hypertensive narcissism. Hypersensitive-narcissism, in particular, is characterized by a proclivity for withdrawal, experience of shame, and high sensitivity to instances of rejection and criticism.

In contrast, grandiose narcissism is distinguished by an inclination towards social dominance and an overarching self-confidence (Wink, 1991).

The common underpinning features correlating both manifestations of narcissism are a scarcity of agreeableness and a predisposition towards interpersonal hostility (Koepernik et al., 2021). The inclination to engage in antagonistic behaviors towards others represents a fundamental trait shared by both dimensions of narcissism. Contrarily, the tendency to adopt an external, third-person perspective when subjected to self-objectification characterizes body surveillance, which entails a systematic, persistent observation of one's physique (Roca, 2019). Parallel to this, the improvement of one's self-esteem, the promotion of social interaction, the pursuit of materialistic aspirations, and the development of one's self-representation are all goals that can be attained within the context of using online media, which acts as a favorable platform for one's achievement. Similarly, online buying has become the most common consumer online behavior globally.

Many existing studies in the broader literature have examined the relationship between hypersensitive-narcissism and buying in general. Somtawinpongsai (2022) associates' narcissism with showing off narcissistic attributes by spending wealth to represent oneself, which gives a person a sense of self-dominance and, ultimately, satisfaction away from criticism and rejection. Moreover, the study's results demonstrated a positive correlation between online luxury brand shopping and narcissism. However, the sample size was not generalizable, as 72% of the participants were men.

To further explain this relationship, a study by Neale and Reed (2023) showed a positive correlation between impulsive buying and hypersensitive-narcissism. In this study, anxiety was observed to play a mediating role in the relationship between hypersensitive-narcissism and impulsive buying, suggesting that hyperactive narcissism leads to anxiety, which further leads to compulsive buying.

The mediating relationship has also been explored in prior studies, such as Zerach's (2021) study explains that materialism (getting comfort from material possessions) mediates the relationship between narcissism and compulsive buying. Further, the study explained a negative correlation between buying with narcissism and materialism respectively. Likewise, in an explicative study by Sedikides (2011), participants were shown ordinary pictures of daily routine items, in which one branded/ luxury/ extravaganza item of the same object was also shown. Individuals with hypersensitive-narcissism were observed to be more attracted to the latter objects. This confirms Zerach's hypothesis (2021) that hypersensitive-narcissism is associated with materialism and the strong need to be seen by others. As narcissists need to be liked by their peers, they will likely demonstrate the need and longing to find trendy things to buy off the internet (online shopping) to impress their current peers and social circle (Sedikides et al., 2007).

The interdependence of narcissism and online buying is not limited to just the sphere of a certain culture; rather, it has expanded globally. Therefore, a study done by Chinese researchers explores that the Chinese, just like the Americans, are prone to compulsive buying if attached to narcissistic traits (Jiang et al., 2022). Further, this research emphasizes overt (self-centered) and covert (narcissism but does not display self-centeredness or self-importance) narcissism with likings of luxury items. Jiang believed that overt narcissism is linked to liking quiet luxury products (high quality) and covert is linked with loud luxury products (attention-getting).

However, a study by Neave (2020) suggests that both overt and covert factors positively correlate with buying luxury products. Furthermore, studies focused on Grandiose have likewise provided a theoretical basis. Pilch and Gornik-Durose (2016)

explored a positive correlation between grandiose narcissism and vulnerable narcissism, alongside their association with materialism and compulsive buying tendencies. Although the study showed a strong connection between grandiose narcissism and vulnerable narcissism with materialism, it did not establish a direct link. Instead, it highlighted the mediating role of materialism in shaping consumption choices, urging further exploration of narcissism's impact on consumer behavior.

Moreover, Individuals with elevated levels of subclinical narcissism tend to show a strong preference for showy products. Therefore, it was empirically examined in the context of grandiose narcissism, and vulnerable narcissism emerged as a predictor of conspicuous consumption. However, this study did not explore this trend in remote purchasing, which calls for further research in the digital age. Similarly, Naderi and Paswan (2016) found that narcissistic consumers prioritize store image over product price, whereas price plays a more crucial role for non-narcissists. An additional study validates this notion by demonstrating their inclination towards symbolic rather than utilitarian product consumption. The study revealed that this behavior is driven by motives such as seeking 'positive distinction and materialistic tendencies' (Sedikides et al., 2018). Furthermore, a qualitative study revealed that grandiose narcissists deliberately maintain their loyalty toward well-known brands, validating the presence of conspicuous buying in such individuals. Nonetheless, this study neglects to analyze the manifestation of this behavior in online retail (Kang et al., 2016).

In the context of self-objectification, prior literature regarding the relationship between self-objectification and online buying was also examined. Research conducted by Feltman (2017) on the link between Instagram usage and self-objectification and their findings shows a significantly positive correlation between a high rate of usage of Instagram and self-objectification. Its results showed that the more we use image-based social platforms, the more we objectify ourselves (Feltman & Szymanski, 2017).

According to Hollett's (2023) research on online apparel shopping and self-objectification, online apparel shopping positively correlates with self-objectification. Additionally, women reported that the more they spend time online shopping, the more they objectify themselves with others' appearance. They want to become thin and feel shame about their bodies by comparing their bodies to others. This study also examines how women who wear activewear compare themselves more to women who wear casual wear. To elaborate further on this relationship, the study by Cai (2021) demonstrated body image dissatisfaction and impulsive buying in males and females to find the relationship between them. Hence, a positive correlation was shown between body image dissatisfaction and impulsive buying (Cai et al., 2021).

Teng (2018) researched materialism (prioritizing material possessions rather than spiritual) triggers and self-objectification among women. The results of this study showed that materialistic beliefs increase self-objectification in women but not in men. He also stated in his research that women with low self-concept reported high self-objectification. There is an association between material possessions and ideal body shape.

Cain et al. (2008) investigated body image and impulsive buying to find the association between body image concerns, negative effects, and impulsive buying. They collected data from young adult women. Negative affect was the mediator between body objectifying and obsessive buying. According to this research, the negative effect positively correlates with impulsive buying and body image appearance is not associated with impulsive buying, which means the negative effect on body image appearance leads to

impulsive buying, and appearance evaluation is not directly associated with impulsive buying (Lucas & Koff, 2017).

Xiao (2023) examined the effect of social appearance anxiety on online impulsive purchases among females. They collected data on social appearance anxiety, self-control, and online buying from female college students during COVID-19. During the pandemic, people were stressed; this research shows that social appearance anxiety (fear of being negatively evaluated and rejected by others because of physical appearance) was positively correlated to online buying. Self-control is a mediator between them. Students reported buying fashionable outfits online because of low self-control and social appearance anxiety.

Similarly, Yu (2011) explored the impact of body image on consumers. The samples were collected from 143 female college students. According to this study, individuals are influenced by social media images that show a thin body as an idealized figure and compare it with others. The results of this study show that if the advertisers point to more realistic models, people make fewer comparisons with them and feel less concerned about their bodies.

Incorporating hypersensitive-narcissism, grandiosity, and self-objectification into the discourse of literature review, a study by Bosnjak et al. (2007) suggested that narcissistic individuals have a greater tendency to buy luxury and branded items to show off because of their need for self-objectification. The study also elaborates that an individual's personality influences his ways and likings of shopping. This observation was also proven by other researchers in their study of the effect of narcissism on online shopping (Alan et al., 2017).

Carrotte and Anderson (2019) also considered hypersensitive-narcissism as a moderating variable between self-objectification and body shame, meaning that how much a person is conscious of their body and how much they focus on their physical appearance depends upon how much admiration they need and how unwelcoming they are about self-criticism. Shifting the focus towards self-objectification, a study led by Hart (2017) found that grandiose narcissists display low self-objectification due to an assertive self-presentation. Conversely, vulnerable narcissists, striving for self-esteem and dreading rejection, demonstrate higher self-objectification. Similarly, Carrotte and Anderson's (2018) study explored that hypersensitive-narcissism correlated with higher self-objectification and body shame, while grandiose narcissism related to a positive body image and moderated self-objectification. This stance is backed up by relatively older literature as well.

A study discerned that adaptive and maladaptive narcissism jointly affect body esteem. An increase in maladaptive narcissism diminished the positive relationship between adaptive narcissism and body esteem. This research separates two distinct narcissism components that usually intertwine, highlighting the connection between women's self-worth and narcissism (Davis et al., 1996).

By reviewing earlier reported literature and findings, the primary objective was sketched out: The current study aims to investigate the associations between hypersensitive-narcissism, grandiosity, and self-objectification in the context of online buyers. Moreover, this study seeks to explore the predictive role of hypersensitive-narcissism in explaining grandiosity and self-objectification and evaluate the mediating role of grandiosity functions in explaining the interaction between hypersensitive-narcissism and self-objectification in online buyers.

In light of the aforementioned objectives, the current study hypothesized that hypersensitive-narcissism is likely to correlate with grandiosity and self-objectification

among online buyers. Secondly, grandiosity is likely to mediate the association between hypersensitive-narcissism and self-objectification in online buyers while controlling the demographic characteristics.

Method

Research Method

The present research adopted a quantitative approach, employing a correlational design to systematically examine the relationship among hypersensitive-narcissism, grandiosity, and self-objectification in online buyers.

Participants and Sampling Strategy

Data were collected from three hundred online-buying adults aged 20-40 in Lahore, Pakistan. The average calculated age of the sample was 25.09 ($SD=5.43$), and most participants fell in the early adulthood category. The study's participant pool was comprised of female majority (women=69.3%, men=30.7%). Participants were also required to provide their highest level of education, which included 42% undergraduate students and 47.3% graduated individuals. The sample shows that (58.3%) of participants are not employed, and 44.7% had no income, which was most of the participants. The second most chosen option for the income item was people with more than 60k (23.7%). More than half of the sample consisted of single (not married) individuals (68.3%), while others, married (19.7%), engaged (10.7%), divorced (1.0%), and widowed (0.3%) were lesser.

This study's participants exhibited a mean weight of 64.48 kg ($SD = 17.23$ kg) and an average height of 5'4 ($SD = .41'$). Online shopping frequency was categorized, with 41.7% engaging monthly, while 40.3% were rare buyers. Duration of online shopping experience followed a bimodal distribution; 34.3% had less than 6 months to 1 year of experience, while 26.3% and 27.7% fell within the 1-3- and 3-5-year brackets, respectively. Purchase frequency revealed a majority (50.3%) buying 1-2 items weekly, with 17.7% reporting similar frequency on a 6-month basis. Motivations primarily focused on discounted deals (44.7%) and convenience (36.0%), while platform preference leaned towards shopping from preferred brands only (54.7%). These findings offer valuable insights into consumer demographics and online shopping behavior, warranting further investigation into specific sub-groups and potential influencing factors.

Measures

The present study utilized the Hypersensitive Narcissism Scale, Personality Inventory for DSM-5, and Self-Objectification Scale.

Hypersensitive Narcissism Scale (HSNS): The Hypersensitive Narcissism Scale (HSNS), developed by Hedin and Cheek (1997), was used to examine the narcissism in online buyers. It is a 10-item measure of hypersensitive-narcissism. The participant answered questions like "*I can become entirely absorbed in thinking about my personal affairs, my health, my career, or my relations to others*" on five Likert scales, with response options ranging from 1 (strongly disagree) to 5 (strongly agree); higher scores demonstrating a high level of narcissism.

Personality Inventory for DSM-5 (PID-5): The grandiosity facet items selected from the Personality Inventory for DSM-5 (PID-5) developed by Krueger (2012), a thorough assessment tool, were used to gauge the grandiosity of online buyers. On a 4-point scale with 0 (often false), 2 (sometimes false), 3 (sometimes true), and 3 (often true) for statements such as "*to be honest, I am just more important than others.*"

Self-Objectification Scale (SOS): The 15-item Self-Objectification Scale (SOS), which was developed (Sarah, 2024) as five Likert scales with response options ranging from

1 (strongly disagree) to 5 (strongly agree), was used to examine the extent to which internet shoppers display the adoption of the third-person perspective of their body. Participants responded to items such as “*How my body looks will determine how successful I am in life.*”

Procedure and Statistical Analyses

The study subjects were reached via traditional and digital communication, and a convenient sampling strategy was used. Online platforms were the main means of facilitating participant participation due to their simplicity and convenience. The questionnaire required the respondents to complete four scales, which took around ten minutes. The participant was thoroughly told about the context of the study and its objectives, and those who agreed to participate were further informed about their right to withdraw. At the end of the data-gathering procedure, participants received expressions of gratitude. The gathered data was compiled and imported into SPSS for further statistical analysis. Finally, expanding on the findings, the established academic guidelines developed a comprehensive research document.

Results

To assess their linear relationship, the Bivariate correlation was performed on the studied variables hypersensitive-narcissism, grandiosity, and self-objectification. A positively significant correlation was noted among the aforementioned variables. In Table 1, Hypersensitive-narcissism was significantly correlated with grandiosity ($r = .18^{**}$). Self-objectification ($r = .28^{**}$) was associated with hypersensitive-narcissism. Similarly, grandiosity was significantly correlated to self-objectification ($r = .33^{**}$). Therefore, considering the significance of correlation analysis among studied variables led to mediation analysis.

A series of mediation analyses were performed by administering regression analysis through Model 1 Process V4.0 by Hayes (2016) process on SPSS version 22. Table 2 presents the results of the mediation model. In the first step, grandiosity was predicted by hypersensitive-narcissism. Results revealed that hyper narcissism significantly predicted grandiosity ($\beta = -.15^{***}$). Further, in the second step, self-objectification was regressed into hyper narcissism, confirming that it was a significant predictor of self-objectification ($\beta = -.39^{***}$). At step 3, when self-objectification was regressed onto grandiosity, it was also confirmed as a significant predictor of self-objectification ($\beta = -.33^{***}$). In step 4, when self-objectification was simultaneously regressed onto hyper-narcissism and grandiosity, grandiosity was confirmed to be a significant predictor of self-objectification ($\beta = -.57^{***}$) while controlling the effect of hyper-narcissism. Mediation is evident from the fourth regression equation, as the original correlation between hypersensitive-narcissism and self-objectification was reduced from .39 to .31 after including grandiosity in this step. The results indicate partial mediation since the correlation was reduced but remained significant ($\beta = .31^{***}$).

A Sobel z-test further supplemented this regression analysis to compare the direct and indirect paths and determine the significance of the indirect paths (Preacher & Leonardelli, 2010). The results confirmed the significance of the indirect path (Sobel $z = 2.34^*$). Hence, grandiosity significantly explained the association between hypersensitive-narcissism and self-objectification.

Table 1: *Bivariate Correlation between Hypersensitive-narcissism, Grandiose, and Self-objectification, (n=282)*

Variables	M(SD)	1	2	3
1- Hypersensitive-narcissism	29.15 (5.57)	-	.18**	.28**
2- Grandiosity	7.05 (4.05)		-	.33**
3- Self-objectification	38.72 (8.17)			-

Note: * = $p < .05$, ** = $p < .01$, *** = $p < .001$

Table 2: *Regression Weights of Hypersensitive-narcissism, Grandiose, and Self-Objectification*

Predictor → Criterion	<i>B</i> (<i>SE</i>)	<i>R</i> ²	<i>Model Fit</i>	<i>95% CI</i> (<i>LL- UL</i>)
Hypersensitive-narcissism → Grandiosity	.15 (.04)	.04	(280,1) = 1.58***	.06 - .23
Hypersensitive-narcissism → Self-objectification	.39 (.09)	.07	(280,1) = 1.30***	.23 - .56
Grandiosity → Self-objectification	.33 (.11)	.12	(280,1) = 4.75***	.03 - .15
Hypersensitive-narcissism → Grandiosity → Self-objectification	.31 (.08)	.15	(279,2) = 3.94***	.15 - .48
	.57 (.11)			.35 - .80
Sobel z Value	2.34 (p < .05)			

Note: * = $p < .05$, ** = $p < .01$, *** = $p < .001$

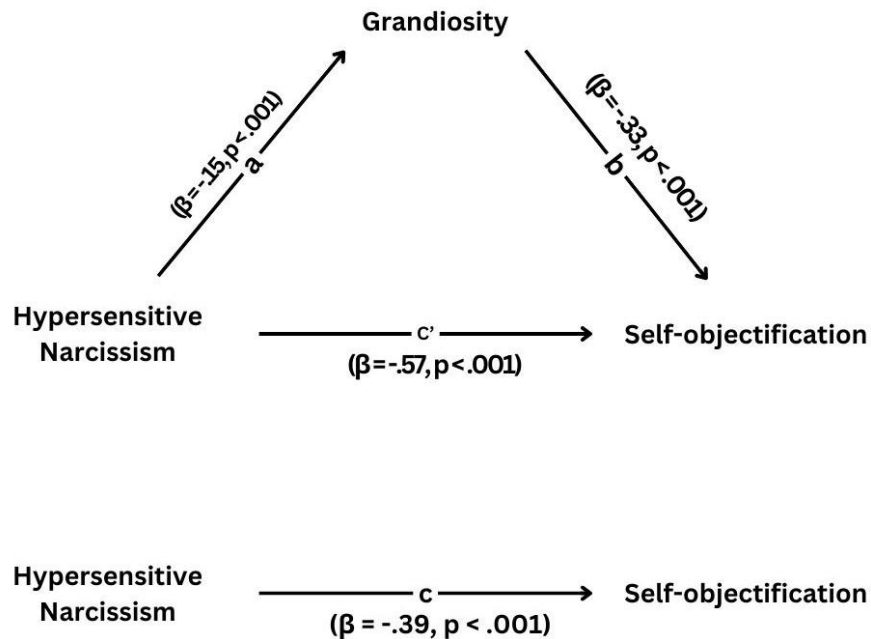


Figure 1. Significant paths from hypersensitive-narcissism to grandiosity and self-objectification

Discussion

The study was executed to probe the correlation among hypersensitive-narcissism, grandiosity, and self-objectification in a sample of online buyers. Conclusively, the aim was to observe whether grandiosity mediates the relationship between hypersensitive-narcissism and self-objectification. The correlation posited in the hypothesis was confirmed, and the mediation hypotheses were fully validated. Particularly, the prevailing literature documented the correlation between hypersensitive-narcissism, grandiosity processes, and increased self-objectification was substantiated. Contribution to the body of evidence involved demonstrating that self-objectification is associated with both the hypersensitive facet and the grandiose facet of narcissism. Lastly, evidence was presented that grandiosity acts as a mediating factor in the relationship between hypersensitive-narcissism and self-objectification. It is argued that hypersensitive-narcissism may increase self-objectification, while grandiose narcissism may serve as a mediating factor.

About hypersensitive-narcissism, the outcomes were as hypothesized. Primarily, it was observed that hypersensitivity exhibits a positive and significant correlation with grandiosity. This infers that those online buyers demonstrating self-objectification would fundamentally experience high levels of both hypersensitive-narcissism and grandiose narcissism. Among individuals with high narcissism, grandiose self-states are more disposed to co-occur with hypertensive self-states (Pincus & Lukowitsky, 2010; Gore & Widiger, 2016).

Numerous prior studies have specified a substantial correlation between self-objectification and both grandiose and hypersensitive-narcissism. Both grandiose and

vulnerable narcissism exhibit a mutual central dark core pronounced by self-centeredness, entitlement, and interpersonal antagonism. In Miller et al.,'s (2016) threefold model of narcissism, the mutual and discrete features of grandiose and hypersensitive-narcissism are enlightened about Big Five personality traits. Antagonism serves as a significant common constituent for both grandiose and hypersensitive-narcissism in their model. Pincus et al. (2014) presented further indication, settling the notion that individuals pursuing treatment often display a unification of narcissistic grandiosity and narcissistic hypersensitivity.

The clinical understanding concedes two dysfunctional phenotypic themes, narcissistic grandiosity, and narcissistic vulnerability, that can manifest both overtly and covertly in patients' thoughts, emotions, behaviors, and engagement in treatment (Pincus et al., 2014). The concepts of grandiosity and vulnerability align with research in social/ personality psychology on narcissistic traits. Structural assessments of self-report measures of narcissism consistently reveal support for two dimensions (Rathvon & Holmstrom, 1996; Wink, 1991). A completely different methodological approach, applying Q-sorts based on the California Q-Set (Block, 1978), revealed a distinct pattern of associations. The hypersensitive prototype was linked to negative life trajectories, while the willful prototype generally correlated with flat trajectories. However, Miller et al. (2017) argue that the literature has become less amalgamated and clear due to a failure to distinguish between grandiose (overtly immodest, self-centered, entitled, domineering) and vulnerable (self-centered, distrustful, neurotic, introverted) presentations of narcissism. Theoretical perspectives have long proposed the existence of different dimensions or variants of narcissism that can be broadly categorized as narcissistic grandiosity versus narcissistic hypersensitivity.

A notable exception is a key study directed by Wink (1991), wherein he executed a principal components analysis on six narcissism scales derived from the Minnesota Multiphasic Personality Inventory. This analysis stemmed from two distinct mechanisms that he termed vulnerability-sensitivity and grandiosity, which were disparate. During a similar timeframe, Miller and Campbell (2008) steered a comparison between clinical and social-personality perspectives on narcissism. They proposed unique perspectives along a vulnerable versus grandiose axis. According to their analysis, the clinical perspective, focusing on hypersensitivity, bears an likeness to an uncertain pattern with high levels of intrapersonal distress. Inspecting the associates between hypersensitive-narcissism and grandiosity and progressing to another precisely anticipated hypothesis in the study, both hypersensitive-narcissism and grandiosity confirmed a significant and positive correlation with self-objectification.

The study places significant stress on narcissism and its role in the relationship with self-objectification. The prior literature maintained that hypersensitive-narcissism is linked to noticeable humility and restraint, concealing underlying grandiose standpoints and entitlement (Dickinson & Pincus, 2003). There is a possibility that both of these distinct traits exercise variable influences on individuals' levels of self-objectification and the associated outcomes (Swami et al., 2015; Zeigler-Hill et al., 2008). Individuals with high levels of hypersensitive-narcissism may be particularly accustomed to societal cues that rejoice in narrow appearance ideals, potentially due to an increased sensitivity to the intensified risk of rejection for not meeting these ideals. Subsequently, those with high hypersensitive-narcissism may originate their self-worth from their appearance (Gordon & Dombeck, 2010; Swami et al.,

2015). Concerning grandiose narcissism, the existing literature presented varied support for the study's hypotheses.

A study demonstrated the absence of a significant relationship between grandiose narcissism and self-objectification, which contrasts with our findings. This contrasts a small but consistent body of literature detecting links with self-objectification in females (Davis et al., 2001; Lipowska & Lipowski, 2015). This finding could be attributed to the limitations of the study. The outcome aligns with the hypothesis and resembles findings from two established studies (Jackson et al., 1992).

According to them, it is conceivable that subclinical grandiose narcissism might be deemed adaptive or healthy in this particular context, fostering self-objectification (Ackerman et al., 2010; Bosson et al., 2008). Further, the present study observed a significant interaction between hypersensitive-narcissism and self-objectification mediated by grandiose narcissism. The conclusions drawn are substantiated by the research conducted by Lachowicz-Tabaczek et al. (2019), wherein it is emphasized that individuals displaying high levels of grandiose narcissism tend to own an evident attitude orientation, actively looking for the approval and admiration of others. This predisposition directly contributes to their tendency to distinguish others, mainly in terms of their utility in achieving the narcissist's objectives. Contrariwise, those characterized by high levels of vulnerable narcissism are tending towards evading discomfort and negative emotions in their social interactions. This may give rise to the premise that people with severe narcissistic traits use other people as a means of attaining their own needs, irrespective of those needs' nature, and therefore treat other people as tools (Lachowicz-Tabaczek et al., 2019). Intensified levels of vulnerable or grandiose narcissism parallel to a bigger tendency toward objectification. Individuals with high narcissistic traits in both categories tend to perceive others primarily as instruments for achieving personal goals, concurrently overlooking certain facets of others' humanity. These tendencies align with the core of narcissistic self-regulation, emphasizing the pursuit of individual goals and adopting an egocentric perspective.

Through a systematic review of 16 studies by Carrotte and Anderson (2018), self-objectification is found to be consistently and positively correlated with narcissism. Examining research findings, the surprising pattern found in a contemporary study illuminates the complex relationship among young Australian women between trait-based self-objectification, dark triad traits (narcissism, psychopathy, and machiavellianism), and body image concerns. Particularly, narcissism appears to be defending, providing a counterintuitive aspect to its predictably perceived negative associations (Dryden & Anderson, 2019). This observed pattern could connect self-objectification to additional personality disorders, as suggested by Miller et al. (2011). Nonetheless, this hypothesis requires substantiation through ensuing research endeavors. The results presented in this study could bear significant consequences for researchers in the field of personality and practitioners in clinical settings.

Limitations and Suggestion

The findings presented in that study may face opposition due to the reported mediated role of grandiosity in the interaction between hypersensitive-narcissism and self-objectification. However, it is important to note that both grandiosity and hypersensitive-narcissism represent two different facets of the overarching personality trait of narcissism, with literature supporting grandiosity as a positive factor and hypersensitive-narcissism as negatively correlated with self-

objectification. Conversely, this discrepancy may prompt an intriguing exploration of covert and overt narcissism as potential mediating factors, offering new avenues for research in both the realms of personality and clinical studies. Additionally, the current study provides a limited definition of self-objectification in terms of attribution, with only a few studies characterizing it as a personality trait or state. Nevertheless, the reported findings suggest the possibility of broader investigations into the relationship between self-objectification and various personality traits.

From a methodological standpoint, it is essential to recognize that the present study relied on a constrained analysis. Nevertheless, it is pertinent to highlight that more extensive differential and variance analyses could be conducted, particularly concerning gender differences. The prevailing literature robustly underscores narcissism's inclination toward masculine traits of objectification and its interaction with females.

Conclusion

Based on the findings of this research and the literature reviewed earlier, the investigation into the relationship among hypersensitive-narcissism, grandiosity, and self-objectification has been significantly enriched. It is important to highlight that the current study, in conjunction with the referenced literature, has offered robust support for the proposed hypothesis. Nevertheless, it is crucial to acknowledge the potential for alternative perspectives on the examined variables, particularly when considering influential covariates such as local context, gender variations, and socioeconomic status. Further exploration in divergent directions may provide a more comprehensive understanding of the dynamics involved.

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