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Influence of Narcissism on Gen Z's Life Satisfaction

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Abstract:
Narcissism is a common form of self-importance. Individuals appreciate a high degree of life satisfaction if their life circumstances agree with their own standards. This study was conducted to understand the factors affecting the life satisfaction of Gen Z individuals through narcissism, self-esteem, and symptoms of social network addiction. The research model and hypotheses were tested using the PLS-SEM technique with SmartPLS 4. The dataset was collected in 2023 with 306 respondents. The results show that narcissism has an indirect impact on the life satisfaction of Gen Z individuals through self-esteem and social media addiction. More specifically, the symptoms of social media addiction had a negative impact on Gen Z's life satisfaction. Based on the analysis results, this study proposes several options to improve the satisfaction of Gen Z and Gen Z management implications.

Keywords: narcissism, social media addiction, self-esteem, life satisfaction, Gen Z.

自恋对Z世代生活满意度的影响

摘要：
自恋是一种常见的自我重要形式。如果生活环境符合自己的标准，人们就会体会到高度的生活满意度。本研究旨在了解自恋、自尊和社交网络成瘾症状影响Z世代生活满意度的因素。使用偏最小二乘扫描电镜技术和智能偏最小二乘法4测试研究模型和假设。该数据集收集于2023年，共有306名受访者。结果表明，自恋通过自尊和社交媒体成瘾对Z世代个体的生活满意度产生间接影响。更具体地说，社交媒体成瘾的症状对Z世代的生活满意度产生了负面影响。根据分析结果，本研究提出了几种提高Z世代满意度和Z世代管理意义的方案。

关键词：自恋、社交媒体成瘾、自尊、生活满意度、Z 世代。

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1. Introduction

Subjective well-being is a term used to assess a person's emotional and cognitive life (Yildiz & Karadas, 2017). Individuals with a high degree of subjective well-being have higher life satisfaction and experience positive rather than negative effects (Suldo & Huebner, 2006). It is an important factor in one's life and well-being and defined as the degree to which an individual actively and subjectively evaluates the fulfillment and quality of needs and ambitions in life (Eladl & Al Musawi, 2021).

Life satisfaction is believed to play an important role in the lives of adolescents and emerging adults (Greenspoon & Saklofske, 2001). Life satisfaction is considered an important component because it helps overcome transient emotional fluctuations (Çikrikci et al., 2022). Life satisfaction is a person's overall assessment of life as a whole or some aspect of life, which is a cognitive reflection of the balance between an individual's desires and current state score. Veenhoven (1996) also showed that life satisfaction is an "obvious" quality of life indicator because it helps assess how well people have developed. Ventegodt et al. (2003) also concluded that most theories on quality of life focus on life satisfaction. There are various definitions of life satisfaction. According to Andrews and Withey (1974), life satisfaction is an overall assessment (from negative to positive) of a person's feelings and attitudes toward life at a particular point in time. According to Veenhoven (1996), life satisfaction is the level of positive assessment of an individual's overall quality of life. Lyubomirsky et al. (2001) stated that life satisfaction is the satisfaction or acceptance of living conditions or the satisfaction of needs and wants about life in general. Diener et al. (1985) argued that life satisfaction is an individual's cognitive judgment of comparisons based on the compatibility between their living conditions and standards.

In recent years, social networks have become a popular leisure activity in many countries worldwide (Kuss & Griffiths, 2011). Despite its rapid normalization in modern society (Boyd & Ellison, 2007), concerns have arisen regarding the potential addictive nature of social media usage. Researchers have noted that Generation Z is heavily influenced and dominated by social networks, leading to a significant increase in the number of social media users over time. Contemporary research often associates narcissism with a broad range of traits, including self-love, self-esteem, self-serving bias, and self-interest (Finkel et al., 2006; Twenge & Campbell, 2009). In our study, we aimed to contribute to the existing knowledge about social media addiction, focusing on how individuals with addictive social media behavior exhibit symptoms akin to behavioral addiction. This, in turn, negatively impacts mental health, including self-esteem and happiness (Pantic, 2014).

In addition, certain theorists view narcissism as an extreme manifestation of high self-esteem. While self-esteem represents an overall evaluation of oneself, narcissism involves a self-centered preoccupation with how others perceive one's status (Kjærvik & Bushman, 2021). Narcissists employ various interpersonal tactics to uphold a positive self-image. Rhodewalt and Morf (1998) characterized narcissists as possessing "positive but fragile feelings of self-worth." As narcissists rely heavily on admiration from others to bolster their self-esteem (Raskin et al., 1991), the absence of such positive feedback can severely impact their self-esteem, making it vulnerable to fluctuations. Consequently, the link between self-esteem and narcissism appears intricate, leading us to infer that narcissism cannot be merely seen as a heightened form of self-esteem, especially in young individuals, whose self-perception may be less stable.

Realizing the importance of life satisfaction, the number of studies on life satisfaction and quality of life is very limited. In addition, no agency or organization has published official data on these topics. Therefore, the authors have launched the topic "The influence of narcissism on Gen Z's life satisfaction" with the goal of analyzing the factors affecting GenZ's life satisfaction, as well as proposing options to help GenZ improve their own quality of life, thereby improving efficiency and productivity at work. This study analyzed the influence of narcissism through the mediating role of self-esteem and social media addiction on GenZ's life satisfaction.

2. Literature Review and Hypothesis Development

2.1. Top–Down and Bottom–Up Theories

Life satisfaction is directly linked to the desire for contentment (Loewe et al., 2014). Erdogan et al. (2012) proposed the bottom-up theory, which suggests that overall satisfaction stems from specific aspects of life satisfaction. This perspective is biased, positing that individual differences in personality and stable traits contribute to varying life satisfaction levels (Diener et al., 2003). On the other hand, top-down theory, as presented by Loewe et al. (2014), argues that overall life satisfaction or satisfaction in particular life domains is influenced by one's personality and stable traits. Under this integrative approach, each person's personality shapes their perception of environmental conditions, subsequently affecting their satisfaction across various aspects of life. Hence, personality plays a significant role in determining global life satisfaction (Brief et al., 1993). Therefore, unlike previous studies, instead of using one theory to refute the other, because these two theories are opposite, this study combines top-down and bottom-up theories. To demonstrate that satisfaction not only comes from predispositions but also includes personality and other stability of people through variable symptoms of social network addiction, self-esteem, and narcissism.

2.2. Life Satisfaction

Life satisfaction plays a crucial role in individuals'

physical and mental well-being. It refers to how a person actively and subjectively assesses their ability to meet their needs and aspirations. This evaluation is influenced by various factors, including the socioeconomic status, education, life experiences, family, and social connections (Harandi et al., 2020). Additionally, self-esteem, optimism, loneliness, and depression have notable effects on an individual's overall life satisfaction (Yildiz & Karadas, 2017). Studies have indicated that life satisfaction can fluctuate over a person's lifetime. For instance, older individuals tend to exhibit more effective emotion regulation, drawing on positive experiences to influence their overall life satisfaction (Scheibe & Moghimi, 2021). However, for Generation Z, factors such as technology, education, environment, and family dynamics have a profound impact on life satisfaction. This generation is particularly influenced by various elements in their lives, which can significantly shape their overall life satisfaction. Understanding these factors and their effects on Generation Z's life satisfaction is essential for promoting well-being and fulfillment.

2.3. Narcissism

Narcissism is a well-known pattern of egotism and self-importance (Morf & Rhodewalt, 2001). Narcissistic individuals are often preoccupied with dreams of success, power, beauty, brilliance, or ideal love. Such individuals seem to enjoy displaying ostentatious behavior, demanding attention, and admiration; however, they respond to threats of self-esteem by being angry, defiant, ashamed, and humiliating. Narcissists also exhibit feelings of entitlement and expect special treatment. They are unwilling to express their gratitude, show a lack of empathy, and are prone to interpersonal exploitation. There are fluctuating relationships between idealization and devaluation (Grapsas et al., 2020). It can be considered a type of psychological disorder, especially a narcissistic personality disorder.

Narcissistic personality disorder, also known as narcissism, is a disease characterized by a constant exaggeration of one's self-importance (Morf & Rhodewalt, 2001). It is the desire to be admired and a lack of empathy with other people. People with narcissistic personality disorder often spend a lot of time daydreaming about having power and success, and at the same time, feeling unfairly treated for not being able to achieve it. Such narcissistic behaviors often begin in early adulthood and occur in various contexts. Due to the desire to be admired, along with the explosion of social networks, narcissists want to express themselves more and more. They spend more time expressing themselves on social media platforms. However, narcissistic traits, which are moderate and nonclinical, are sometimes seen as wholesome, providing an outlet for confidence and self-assertion (Campbell et al., 2000; Muller, 2014). Gen Z living in the age of technology often use social networks as a tool to express themselves.

Research indicates that personality plays a role in social media addiction (Andreassen et al., 2013; Hong et al., 2014). Several studies exploring individual differences in narcissism have found that narcissism is positively related to various online social networking activities (Ryan & Xenos, 2011; Wang et al., 2012). This makes sense as the use of social media allows individuals to show their ambitions and successes to potential audiences to get rewarded. There is very clear recognition through "likes" and positive comments from social media users. Therefore, we propose the following hypothesis:

H1: Narcissism is positively associated with Gen Z's social media addiction.

In addition, little attention has been paid to the impact of narcissism on self-esteem. Suhud et al. (2023) examined the impact of narcissism on the self-esteem of people who love to travel. They concluded that tourists visit destinations and take many different pictures. If tourists are not narcissistic, they refrain from taking photos and videos of themselves. Next, they gently share photos and videos on social media platforms, but if they have self-esteem, they cannot. Therefore, narcissism increases Gen Z's self-esteem and confidence in life.

H2: Narcissism positively affects self-esteem.

2.4. Self-Esteem

Self-esteem is a significant factor in life satisfaction. James (1983) was among the first to discuss self-esteem, defining it as a self-assessment based on our actions and identity. He proposed that self-esteem is equal to the ratio of claims to our achievements. According to James, self-esteem is associated with feelings of success and competence (Mruk, 2006). Self-esteem is an individual's positive or negative attitude toward themselves, and high self-esteem reflects a sense of being good enough without necessarily feeling superior to others (Rosenberg, 1979). Self-esteem is an integral part of personality (Guindon, 2009) and linked to mental health, success, productive living, and overall life satisfaction (Mruk, 2006). As children grow older, they become more conscious of how others perceive them, and socialization plays a crucial role in internalizing others' attitudes and values. This process can significantly influence an individual's self-esteem, values, and attitudes.

Individuals with high self-esteem tend to handle negative feedback better than those with low self-esteem. While those with low self-esteem may have a more negative self-assessment in response to negative feedback, individuals with high self-esteem are better at protecting and preserving their sense of self-worth (Berns, 2013). Having high self-esteem also provides a distinct advantage in managing negative emotions, as it helps suppress negative feelings (Brown & Zeigler-Hill, 2017; Brown & Marshall, 2006). High self-esteem has been found to be a strong predictor of subjective well-being because individuals with high self-esteem tend to regulate their emotions effectively and shield

themselves from the impact of negative emotions (Diener, 1984). Overall, individuals with high self-esteem are more likely to experience greater life satisfaction because they can manage and regulate their emotions, leading to a more positive outlook on life and an overall sense of well-being.

H3: Self-esteem has a positive impact on life satisfaction.

2.5. Social Media Addiction

In the context of social media addiction, core self-assessments, such as self-esteem, appear to be influential factors (Andreassen, 2015). These self-assessments encompass core beliefs, attributions, schemes, and automatic thinking, which can trigger various behaviors, including social media activities. For instance, if an individual holds beliefs like "I am unpopular" or "I have poor social skills," they might believe that gaining many friends or followers on social media will positively alter how they are perceived, leading to addictive behavior in social networking.

Furthermore, research has indicated that individuals with low self-esteem may view social media as a safer platform to express themselves than those with higher self-esteem (Forest & Wood, 2012). Interestingly, a negative relationship between self-esteem and addictive social use has been reported (Hong et al., 2014; Wang et al., 2012; Wilson et al., 2010). Building on these findings, the present study hypothesizes that core self-assessments, particularly self-esteem, may significantly influence the development and severity of social media addiction in Gen Z individuals. Understanding this relationship is crucial for developing targeted interventions to address and mitigate the potential negative effects of excessive social media use on the well-being and core values of this generation.

H4: Social media addiction has a negative impact on self-esteem.

Numerous investigations have consistently demonstrated a connection between technology addiction, encompassing both internet and social media dependency, and its positive correlation with stress, anxiety, and depression. Concurrently, there is a negative association with academic performance, which results in adverse effects on overall life satisfaction (Kuss et al., 2014; Kabasakal, 2015; Lepp et al., 2014; Samaha & Hawi, 2016). A recent study involving 381 Facebook users in Poland revealed that those addicted to Facebook had lower levels of self-esteem and life satisfaction than non-addicts (Błachnio et al., 2016). This observation is further corroborated by a study involving 311 Turkish university students, wherein life satisfaction was negatively impacted by the problematic use of Facebook (Satici & Uysal, 2015). Additionally, an experiential sample of 82 American individuals showed that increased Facebook usage led to a decrease in satisfaction and happiness levels (Kross et al., 2013). In sum, these studies collectively emphasize the detrimental consequences of technology addiction on mental well-being and overall life contentment. In line with these findings, a German study involving 583 Facebook users revealed that individuals who passively follow others online tend to engage in social comparison and experience feelings of envy, ultimately leading to a reduction in life satisfaction (Krasnova et al., 2013). Similarly, another study observed that long-term Facebook users who frequently checked the platform tended to believe that others were happier and had better lives, leading to feelings of unfairness (Chou & Edge, 2012). This tendency to compare their lives with those of others contributes to their unhappiness. Mohammed (2020) demonstrated a negative association between spending excessive time on social networking applications and attempting to temporarily alleviate dissatisfaction by seeking moments of satisfaction. Based on these insights, the following hypothesis is formulated:

H5: Social media addiction has a negative impact on life satisfaction.

3. Research Methods

This study employed the Google Forms platform to collect survey data from respondents through social networks. The survey was conducted using a convenience sampling method from May 17, 2023, to June 20, 2023. This method was deemed suitable because the target population comprised young individuals of Generation Z currently residing and working in Ho Chi Minh City, with high levels of Internet access (Priporas et al., 2020). The convenience sampling approach allowed for efficient data gathering considering the accessibility and characteristics of the respondents. The survey utilized a 5-point Likert scale, with responses ranging from '1 - strongly disagree' to '5 - strongly agree'.

A total of 306 valid responses were obtained, comprising 97 male respondents (31.7%) and 209 female respondents (68.3%). This study adopts existing scales from previous research to assess different constructs. The self-esteem scale was inherited from Rosenberg (1965) and Eagly (1967). The narcissism scale was developed based on the children confidence scale, in line with Morf and Rhodewalt's (2001) theory. The social network addiction scale was derived from the functional internet use questionnaire (FIQ), which is an 8-item assessment section. The FIQ was developed on the basis of Brown's (1997) 10 behavioral addiction components and Walsh et al.'s (2010) mobile phone involvement questionnaire. Finally, the life satisfaction scale was adapted from the life satisfaction scale developed by Diener et al. (1985). The contents of these scales were adjusted to suit the Vietnamese research context. By utilizing these well-established scales with adaptations, the study aimed to gather reliable data and obtain insights into the relationships between the studied variables among young Generation Z individuals in Ho Chi Minh City.

4. Results and Discussion

The data collected in this study were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4 software. The analysis process consisted of two primary stages, as recommended by Hair et al. (2019). In the first stage, the measurement model was evaluated. This involves conducting various analytical steps to assess the quality of the instrument. The key steps included checking for reliability to ensure that the measurements were consistent and reliable. Convergent validity was also assessed to determine whether the indicators adequately captured the underlying constructs that they intended to measure. Discriminant validity was examined to ensure that each construct was distinct from the others and did not measure the same underlying concept. In addition, the presence of multicollinearity, which occurs when there are high correlations between predictors, is evaluated and addressed if necessary. In the second stage, the focus shifted to evaluating the structural model. This involves testing for interpretability to ensure that the model can be interpreted and understood meaningfully. The path coefficients representing the relationships between constructs were carefully examined for significance and direction. This phase determined the impact of each construct on others in the model and how they relate to each other in the theoretical framework. Following these two stages of evaluation, this study aims to comprehensively assess the validity and robustness of the PLS-SEM model and draw meaningful conclusions from the data analysis.

4.1. Evaluation of the Measurement Model

In the first step of phase 1, the reliability and validity of the scales in the research model were assessed. Two measures, composite reliability (CR) and Cronbach's alpha (CA), were used to determine the reliability of the scale. According to Hair et al. (2010), both CR and CA values should exceed 0.7 for the scales to be considered reliable. Table 1 presents the results, indicating that the self-esteem scale achieved a minimum CR of 0.878 and a minimum CA of 0.827, surpassing the threshold values and thus demonstrating good reliability.

Table 1. Reliability and convergent validity

	THAT	**CR**	**AVE**	**Outer loadings**	**VIF**
Life satisfaction (LS)	0.904	0.929	0.723	0.796–0.9010.796-0.901	2.015–3.2432.015-3.243
Narcissism (NA)	0.914	0.930	0.625	0.731-0.843	1.835–3.0111.835-3.011
Self-Esteem (SE)	0.827	0.878	0.591	0.723-0.793	1.695–2.0241.695-2.024
Social media addiction (SMA)	0.923	0.939	0.721	0.815-0.869	2.176–3.1202.176-3.120

Next, we examined the convergent validity of the scales, which were evaluated using the mean extracted variance (AVE) (Table 1). AVE is a measure of the variance in the observed variables, explaining the underlying construct. According to Hair et al. (2019), a value greater than 0.5 signifies adequate convergence because the observed variables account for over 50% of the variance in the represented concept. All variance inflation factor (VIF) values were found to be less than five, meeting the requirements specified in Hair et al. (2010). Although the VIF value for Life Satisfaction was 3.243, it was still considered acceptable. Despite the presence of multicollinearity, it did not significantly affect the statistical analysis results.

Furthermore, the outer load values, ranging between 0.723 and 0.901, met the criteria for convergent validity, indicating that the observed variables aligned with the underlying latent structures. This further confirms the validity of the scales, according to the criteria defined by Goetz and Anderson (2010). Overall, the results suggest that the measurement model demonstrates reliability and convergent validity, thus providing a solid foundation for further analysis and interpretation of the research hypotheses.

The results show the discriminant value as assessed by the heterotrait–monotrait ratio (HTMT). When the square root of each AVE construct is higher than the correlation between one concept and another, Henseler et al. (2015) state that the concepts are distinct from each other. Therefore, the data showed that convergent, discriminant, and multicollinearity were satisfied. Discriminant values were assessed using the Fornell and Larcker (1981) criterion table and HTMT. When the square root of each AVE construct (in bold in Table 2) was higher than the correlation between one concept and the others, Henseler et al. (2015) stated that the concepts were distinct from each other (lowercase numbers). Therefore, the data showed that convergent, discriminant, and multicollinearity were satisfied.

Table 2. Bootstrapping analysis

	Original Sample	**Standard Deviation**	**T-statistics**	**P-values**	
Narcissism -> Self-esteem	0.621	0.049	12.753	0.000	Accept
Narcissism -> Social media addiction	0.301	0.063	4.807	0.000	Accept

Continuation of Table 2

Self-esteem -> Life satisfaction	0.353	0.046	7.677	0.000	Accept
Social media addiction -> Life satisfaction	-0.376	0.047	7.974	0.000	Accept
Social media addiction -> Self-esteem	-0.199	0.051	3.900	0.000	Accept

4.2. Evaluation of the Structural Models

To prove the statistical significance of the research hypotheses, a bootstrapping method was used. All path coefficients were within the 95% confidence interval (P value less than 0.05, P = 0.000). Accordingly, all the hypotheses are accepted.

The first result showed that narcissism had the strongest effect on self-esteem (β = 0.621). This is consistent with the results of previous studies by Suhud et al. (2023), who demonstrated the influence of narcissism on self-esteem in the tourism industry. The analysis results show that the influence of narcissism on self-esteem is very strong for Gen Z students. This also greatly affects life satisfaction. In previous studies, very little has been done on the effect of narcissism on self-esteem. Therefore, the results of this study are interesting, as they show that the more Gen Z people love themselves, the more important it is to appreciate and protect the spirit and values of their lives. They feel more satisfied with their lives than those with lower self-worth. The indirect impact of narcissism on self-esteem and life satisfaction had the highest value (β = 0.219). The results showed that narcissism and self-esteem greatly influence life satisfaction. Gen Z friends with higher narcissism and self-esteem were very satisfied with their lives.

Research shows that the relationship between self-esteem and satisfaction has a positive and strong effect (β = 0.353). According to Yildiz and Karadas (2017), self-esteem has a significant impact on satisfaction, which also confirms theoretical explanations for the relationship between self-esteem and life satisfaction (Diener, 1984). Learning is the main life task for Gen Z. They are expected to learn how to survive in society and in their families. Their well-being and development are greatly affected by available resources. Moreover, observations about the differing roles of social support and self-esteem in the life satisfaction of adolescents and older individuals are insightful. Social support, including collective support from family, peers, and society, plays a crucial role in the development and well-being of adolescents. As they navigate through significant life tasks, such as education, identity formation, and social relationships, the support they receive from their social networks significantly influences their life satisfaction. Adolescents often rely on collective self-esteem, which is derived from a sense of belonging and acceptance within their social groups. The stronger their sense of collective self-esteem, the more likely they are to feel satisfied with their lives.

However, for older adults, individual contributions, responsibilities, and achievements are central. They are expected to contribute to their families and society in various ways, and their well-being is closely tied to their ability to fulfill these roles. As a result, individual self-esteem, which is based on a sense of personal competence and accomplishments, becomes more critical for life satisfaction. The stronger their self-esteem, the more likely they are to feel satisfied with their lives. This contrast highlights age-related shifts in the importance of social support and self-esteem in influencing life satisfaction. Adolescents tend to rely more on collective support, whereas older individuals place greater emphasis on individual self-esteem because of their unique life tasks and responsibilities. Understanding these dynamics can help tailor interventions and support systems to enhance the well-being and life satisfaction of individuals in different age groups.

Based on the results, the research hypothesis H1 is true for the current Gen Z and is also consistent with the previous study of Andreassen et al. (2017). Facebook, Instagram, Snapchat, and other social media apps can serve as ideal social arenas for individuals who appreciate and are attracted to engaging in ego-enhancing activities (Ryan & Xenos, 2011; Wang et al., 2012) as they allow individuals to strengthen their egos based on instant feedback from large numbers of other potential individuals. Therefore, it can be speculated that individuals with high narcissistic traits overuse social networks as these online platforms may satisfy the need for association and validation of an idealized self-esteem. This finding is consistent with studies showing that narcissism is positively associated with record updates related to achievement, diet, and exercise (Marshall et al., 2015).

Social network addiction also negatively affects self-esteem and life satisfaction. The results showed that social network addiction syndrome has a negative impact on life satisfaction. This finding coincides with that of Eladl and Al Musawi (2021), who concluded that social media addiction has a lower life expectancy than satisfaction, happiness, or well-being. However, the results of this study do not support Mohammed's (2020) finding that social media use positively impacts life satisfaction. In addition, the study showed a negative impact of social media addiction on Gen Z's self-esteem. Hawi and Samaha (2017) also found a negative relationship between social networks and student self-esteem. College students with high social media addiction scores reported lower self-esteem than those with low social media addiction scores, which is consistent with the results of other studies (Faraon & Kaipainen, 2014; Błachnio et al., 2016). Furthermore,

students who use social media to enhance their self-image are at risk of lowering not only their self-esteem but also satisfaction with life. The evidence for this relationship stems from sample data, which show that self-esteem is strongly and positively associated with life satisfaction. Research has demonstrated a strong relationship between self-esteem and life satisfaction. A study including more than 13,000 students from 31 countries found that self-esteem and life satisfaction were 0.47 correlated (Diener & Ryan, 2009).

Moreover, the strength of the total indirect effects of the model with self-esteem as a mediator between narcissism and (total indirect effects = 0.219) was higher than that of the model with social media addiction. This result is consistent with other hypotheses showing that SNS use of social networking sites has no direct effect on life satisfaction (Apaolaza et al., 2013; Valkenburg et al., 2006). This reflects that social media addiction is not associated with GenZ's life satisfaction because the latter, as a construct, assesses the overall quality of life, including several aspects such as family, friends, teachers, classmates, and employers (Moksnes & Espnes, 2013).

Furthermore, considering one's life as satisfactory and successful can strengthen young people's beliefs that it is good and worthy. Higher self-esteem statistically explains the tendency of self-admirers to report greater life harmony and life satisfaction. Previous studies have investigated the role of self-esteem in the relationship between narcissism and life satisfaction. In addition to life satisfaction, life harmony is considered when measuring happiness. Previous studies have shown that self-esteem acts as a mediator between narcissism and well-being (Rose, 2002; Sedikides et al., 2004; Zuckerman & O'Loughlin, 2009). Therefore, based on the above results, this study confirms that narcissism through the mediating role of SE can increase life satisfaction and happiness, as it allows people to not only choose goals but also perceive themselves as successful in achieving their goals (Rose & Campbell, 2004).

5. Conclusion

In conclusion, this study examined the complex relationship between narcissism, self-esteem, social media addiction, and life satisfaction among Generation Z individuals. The concepts of subjective well-being and life satisfaction are of paramount importance in understanding individuals' emotional and cognitive lives. Those with high subjective well-being tended to experience positive effects and higher life satisfaction.

This study recognizes the growing prevalence of social media usage among Generation Z and its potentially addictive nature. Social media addiction can have detrimental effects on mental health, including self-esteem and happiness. Furthermore, the study examines the intricate connection between self-esteem and narcissism, highlighting that narcissism goes beyond merely being an extreme form of high self-esteem, especially among young individuals such as Generation Z.

Given the scarcity of studies on quality of life in relation to narcissism and the absence of official data on the subject, the authors investigated the influence of narcissism on Generation Z's life satisfaction. By exploring the mediating role of self-esteem and social media addiction, this study shed light on the factors affecting life satisfaction in this demographic. Understanding these factors can lead to valuable insights and potential strategies to improve the overall quality of life and well-being of Generation Z individuals, consequently enhancing their efficiency and productivity.

In conclusion, this research can significantly contribute to the understanding of the interplay among narcissism, self-esteem, social media usage, and life satisfaction among Generation Z. Identifying these factors and their relationships opens avenues for further research and the development of targeted interventions to support the well-being and overall satisfaction of this generation. These findings may have broader implications for addressing mental health challenges related to social media usage and narcissistic tendencies in young individuals, paving the way for a healthier and happier future for Generation Z.

6. Limitations and Further Study

This study has some limitations. First, because convenience sampling was used, the participants were not representative of any community or society, and the results of the study cannot be generalized to other cases. Second, the study was conducted in Ho Chi Minh City, so its scope is limited. Future research should improve the standards and expand the scope of research to make a general assessment of the problem.

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