Understanding The Relationship Between Narcissist's Behavior And Social Networking Obsession Among Millennials And Baby Boomers

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Abstract

Present investigation analyse the relationships between social networking addictions with narcissist's organizational behavior. This paper explores the moderating effect of gender and generation Y and Z on social networking addictions with narcissist's organizational behavior relationship. The sample of this study was generation Y and Z, employed in private schools of Quetta city. Convenience sampling is used to select sample size, in this research; the size of a sample was 364. A self-administrated questionnaire was used to distribute among generation Y and Z employed in Private schools of Quetta, SPSS, PROCESS macro 4.0 and SmartPLS were used to analyze data. Findings indicate that social networking addiction has a positive relationship with narcissist organizational Behavior and the generation moderates the relationship between social networking addiction and narcissist organizational behavior relationship such that the relatioinshp is stronger for generation Z (Baby Boomer)as compared to generation Y (Millennials) . Results also show that there is no moderating effect of gender on social networking addiction and narcissist organizational behavior relationship. We concluded that Social networking addiction has a significant impact on narcissistic behavior of generation Z and such behaviors are more frequently in generation Z as compared to generation Y. The theoretical and practical contributions of this study were discussed.

Keywords: Narcissist Behavior, Organizational Behavior, Social Networking Addiction, Social sites, Generation Y, Generation Z, Gender

Introduction

Either conscious or unconscious, expressing themselves on sites is narcissism. Narcissistic individuals are self-centered, entitled and are believe that they're distinct, special, justify consideration as well as admiration by different individuals (Brailovskaia and Bierhoff, 2016). Narcissism contains an overstated observation of self about achievement and power and a desire to own this self-love support by other individuals

(Morf & Rhodewalt, 2001). Narcissists don't have compassion yet they need high craving for social contact, because they depend on outside forms of declaration, admiration, and consideration from others (Campbell et al., 2002). Such people have more online networks and expressing images than lower narcissist people on sites (Mehdizadeh, 2010). It is essential to remind that when we argue about narcissist's behavior, it is about usual, subclinical personality characteristics. It is not about extreme, clinical

personality disorder which is considered as Narcissistic Personality Disorder (American Psychiatric Association, 2000). In this research, we are studying this normal state of narcissism. In the case of organizational narcissism, Narcissistic people are not good at teamwork because they use not accept their mistakes and faults (Fahy, 2014). It is also adverse to the group's creativeness (Gong Y et al., 2018). Because of this, people usually don't enjoy their company and avoid such people. At the start, people are also fascinated by the cause of their liveliness and extraversion, but it is not for long period (Oltmanns et al., 2004). As they get involved in influencing, bullying, and tricking (Glad, 2002), to acquire high sets. Elçi et al. (2012) examined the effects of ethical leadership and leadership effectiveness on employee turnover intentions using work-related stress as a mediator. They concluded that ethical leadership and leadership effectiveness have a negative association with employee turnover intentions, whereas work-related stress has a positive effect on employee turnover intentions.

The research claims that social site usage is also closely related to narcissism (Jayson, 2009). Research shows that diverse online acts, like updating posts and pictures are significantly allied to narcissist behavior (Gnambs & Appel, 2017). There's a positive connection between the number of selfies and narcissist behavior observed by these sites (Barry, 2017). Social sites are a set of net-originated social media programs, supported by web 2.0 technologies, which permit the formation of content or interaction (O'Reilly, 2005). Social sites may be a vibrant invention that assists people through several means, allows persons to observe varied facilities. Social sites give individuals an area to express personal beliefs, understandings, thoughts, and themselves the way they want to present themselves. Social networking sites (SNS) play a leading role in playing a critical part in persons' interactions

with others, with the easiness of access to these sites (Kim et al., 2016). Social networking sites and the easier availability of the net leads to the probability of social media addiction, the unreasonable or extreme utilization of social sites hampers a person's other routine (Griffiths, 2000; Griffiths, 2012).

However we are trying to find the impact of generational differences on narcissists' behavior and social networking addiction relationships, Cohort/Generation is a significant psychological group and explaining a philosophy of growth of a person of a certain time. All generations are shaped by distinct familiarities throughout their developmental time (Caspi, 1987). This research focused on the generation Y and generation Z. Generation that born from 1980-1996 ages 23 to 38 in 2019, (Pew Research Centre, 2019) entitled as Millennial or Y generation. Teenagers of this generation have easy access and growth to the internet industry. The most distinct attribute of Gen Y is their effort to find the solution to the problem "Why" when they are provoked by any condition. So, it's term as "Why" Generation. This generation is flexible of conversion throughout their lives. It claims that their adaptive capacities are extraordinary (Jain & Pant, 2012). On the other hand, The Z Cohort that was born in 1997-2012 ages 7 to 22 in 2019 (Pew Research Centre, 2019), is entitled Digital Generation, Digital Natives, Media Generation (Levickaite, 2010). They get technology in their hand at very young ages. Generation Z is born in a technological time, used to grow connectionns with any individual. The Z's are termed as internet admirers, having grasped on internet, enjoy net oriented games, and entertain through the net, likes to be available on the internet all the time, share constantly to others (Berkup, 2014).

Modern researches support the claims as Y generations which belong to university from 2000-2010, show higher narcissism to prior ones (Twenge et al., 2008a). That rise in narcissists'

level had followed along with high utilization of networking webs like MySpace and Facebook, which now collectively have above Billion handlers. (Kwon et al., 2010) Social networking sites are frequently used by Millennials because 90% of university students have Facebook accounts (Ellison et al., 2007). Social sites are assumed as a way of strengthening and produce, narcissism as it is an advantageous passage toward show love, self-promoting, or collect higher artificial friendship (Buffardi et al., 2008), which are the features of narcissist behavior (American Psychiatric Association, 2000). As many sites increases, the ease of access to social sites and the obsession to use them also increase. The growing attractiveness of these sites leads to the assumptions of its connection with different personality behavior such as narcissist behavior. Besides, the current generations are the foremost groups that are growing up with technology and using social sites frequently, it is also believed that current generations are more narcissists than previous generations or expressing narcissist behavior through social sites usage. Social networking addiction makes us more narcissists and this relationship is strengthening by current generations (Y & Z). Narcissist individuals influence negatively organizations as well as other employees. This type of personality lacks empathy and includes counterproductive activities. It is worthy to understand the relationship between addictive usage of social sites and organization narcissist behavior.

Literature Review and Framework

As in Greek myths, youngsters alike self-loving via seeing to liquid expresses their narcissists' behavior (Cakmak, 2018. Narcissistic traits express themselves in numerous means on social networking sites. It allows persons to express their desires and permit them to shows off their achievement to possibly wide viewers to get greater observable prizes or acknowledgment (Andreassen et al., 2017). Those having higher

narcissists characteristics are assumed to practice networking sites enormously as such boards are helpful for their desire of gathering or support their ideal self (Andreassen et al., 2017). Commonly, researches revealed that those narcissistic people are more active in social networking sites than that have lower narcissism (Buffardi & Campbel, 2008; Davenport et al., 2014). Other researches also show asserting links among numbers of pictures taking Behavior and narcissist Behavior on networking sites (Barry et al., 2017). They supposed that narcissist is positive to addiction usage of sites as sites make the pleasing atmosphere for narcissism (Andreassen et al., 2017). Networking sites may assume like a self-expressing zone, either through profiles made by individuals and content they upload (Kusay, 2013). Social media has become a replacement approach to self-expression (Baumeister & Bushman, 2014).

Griffiths, 2005 has operationally defined addictive behavior as any behavior that features six core components of addiction (i.e., salience, mood modification, tolerance, withdrawal symptoms, conflict, and relapse). He also argues that any behavior that fulfills these six criteria can be operationally defined as an addiction. Social sites addiction is perceived as a kind of addiction in which persons show an urge to utilize social sites extremely (Starcevic, 2013). Researchers discovered that narcissist behavior is significantly linked to various social sites acts (La Barbera et al., 2009; Malik & Khan, 2015). These adverse impacts social sites usage over personality traits such as narcissism indicates that individuals may have possibly less engagement to their actual surroundings (Nyland, Marvez, & Beck, 2007) or poorer educational enactment (Kirschner & Karpinski, 2010), and affiliation difficulties (Tokunaga, 2011). Like one the online analysis suggests that those who spend more time on social sites are less engaged with their actual surroundings (Nyland, Marvez, & Beck, 2007).

Researchers also claim that females are more prompt to addictive use of social sites than males individuals. (Andreassen, 2015; Griffiths et al., 2014; Ryan et al., 2014) Single individuals are more involved in social networking addiction than individuals having companions (Kuss et al., 2014). These researches help to give insights as these sites playing an important part as relaxation means and influencing the personality of teenagers or young people (Allen et al., 2014). The Study also claims that Teenagers readily become addicted to being virtual available and get used to innovative technology as compare to elder generations (Prensky, 2001).

In the technological era, individuals are persuaded to inflate the pictures and activities related to them. Narcissist's personalities is studied for a long time, but the impact of narcissism on employee's performance is not as much discovered, especially in the context of Pakistan (Malik & Khan, 2013). Having higher narcissistic traits in workers with high egos issues are fewer pleased to their works. (Wallace & Baumeister, 2002; Judge et al., 2006; Maynard et al., 2015) When narcissistic' persons are criticized, they also show unreliable and vicious Behavior (Konrath et al., 2006). Narcissistic people have a high desire for success that's why they devote more time to getting success. In this practice, they exploit other work to get a benefit. Narcissistic management was found to be a negative management form. As the way managers and supervisor treat their employees, employee morale is increased or decreased the same way (Godkin & Allcorn, 2011). According to Grier (2008), a couple of employees had to leave the organization and start over new due to narcissistic bosses. There is a saying, 'Employees don't leave companies they leave bosses. A growing flow of narcissism will create substantial issues for corporates, efficiency, or long-standing practicability. And as a result of increasing narcissism, it is becoming a significant concern

for organizations (Twenge & Campbell, 2009). Jelinek and Ahearne (2006) claim, that Due to Narcissistic selfish nature, sense of entitlement, exploitive personalities, sense of superiority, and social coldness, they seem quite likely to engage in deviant organizational and deviant interpersonal dimensions of salesperson deviant Behaviors. Consequently, As Narcissistic are fewer satisfied with their works or organizations and show more counterproductive approaches in the workplace. Recently social sites usage has become a common means of relaxation or time pass activity throughout the world. (Kuss & Griffiths, 2011) Social sites are common everywhere including workplaces and it is important to know the effect of social sites usage on the Behavior of workers. Although previous researches concentrated on a person's conduct while observing social networking addiction (Echeburua & de Corral, 2010; Kuss & Griffiths, 2011). Employees turn into comfortable and careless toward their work, are less hardworking, and prefer to use social sites unreasonably. In today's workplace, social networking addiction becomes a great threat and a rising serious problem for corporates.

also, several researchers claim, the narcissistic Behavior has increased considerably in current generations (Twenge, Konrath, Foster, Campbell, and Bushman, 2008). Along with the research articles over generational differences, mainly increase steadiness in narcissists Behavior, numerous means also such metamorphoses that agreeably support it to a historic pattern. (Zimbardo & Coulombe, 2016) Generational changes in personality characters have been a widespread subject in the practical study, with a supposed increase in narcissism getting an excessive practical focused. Examines of Narcissistic Personality Inventory (NPI) marks from college students of 1979–2006 remarked a noteworthy rising trend in responses (Twenge et al., 2010). Furthermore, assessments of NPI

marks of college students (Westerman et al., 2012) with marks from 20–30 years past (Raskin et al., 1988-1989) discovered that students now tend to mark considerably higher in narcissism. One of the meta-analysis studies stressed a growing up in narcissism of nearly one-third of a standard deviation from the 1980s to 2006 (Twenge & Campbell, 2008). The presence of upturn in narcissism, joined with other signs of increasing self-focus, created the foundation that people born after 1970 should be defined as "Generation Me" (Twenge & Campbell, 2008).

Social Networking Addiction to Narcissistic Organization Behavior

A study found that there's a positive connection between the number of selfies and narcissist Behavior (Barry, 2017). Individuals having higher narcissistic traits have high interactions on Facebook and they post more uttering posts than non-narcissistic individuals. Narcissistic persons also have higher numbers of friends/followers (Mehdizadeh, 2010; Brailovskaia & Bierhof, 2016). If a person gives more and more time to using social sites than doing his job effectively, it will negatively affect his job as well as organizational performance. Higher narcissistic traits workers with high egos are less happy in their works settings. (Wallace & Baumeister, 2002; Judge et al., 2006; Maynard et al., 2015) Social networking addiction makes individuals less interested in their real-life settings or their job, also commitment toward organizations declines (Grusky, 1996; Chun et al., 2016; Kwon & Yang, 2015). Hence, this study aimed to investigate the relationship between social networking addiction and Narcissistic Organization behavior

H₁: There is a significant relationship between Social Networking Addiction and Narcissist's organizational behavior

Q1: What is the relationship between social networking addiction and Narcissistic Organization behavior in an organization?

Moderating Role of Generation

Researches claim that young people are more addictive users of social sites than elder individuals. (Andreassen, Torsheim, Brunborg, & Pallesen, 2012; Kuss et al., 2014) Transformations in culture are one of the potential factors that may affect changes in narcissism. Modern researches support previous researches which claims as Y generations that belong to university from 2000-2010, show higher narcissism to prior ones (Twenge et al., 2008a). Teenagers readily become addicted to being virtual available and get used to innovative technology as compare to elder generations (Prensky, 2001). Generational changes in personality characters have been a widespread subject in the practical study, with a supposed increase in narcissism getting an excessive practical focused. Hence, this study aimed to investigate the moderating effect of generation Y and Z on Social Networking Addiction and Organizational Narcissism

H2: The relationship between social networking addiction and narcissist's organizational Behavior is moderated by Generation such that the relationship is stronger for generation Z and weaker for generation Y.

Q2: How this Behavior of social networking addiction and Narcissists organizational Behavior is affected by Generational differences?

Moderating Role of Gender

Researchers also claim that females are more prompt to addictive use of social sites than males individuals (Andreassen, 2015; Griffiths et al., 2014; Ryan et al., 2014). Other research claims that males display more social networking addiction than females. But if females are

addicted to social sites they are more influenced by this than males (Rafi Alnjadat, et al., 2019). Males usually get higher marks in exploitative, entitlement, and need for authority and leadership than females. But exhibitionism is the same in both males and females (Grijalva, 2014). It is assumed that females make more comparisons of themselves with others on social sites than males. (Booker et al., 2018) research also claims that that is the reason females using intimidator self-expressive tactics on social media than men. And exploitative-ness of narcissism can be witnessed through selfies of girls (Stuart, J., & Kurek, A, 2019). Hence, this study also aimed to explore the moderating effect of gender on Social Networking Addiction and Organizational Narcissism

H3: The relationship between social networking addiction and narcissist's organizational Behavior will be moderated by gender such that the relationship will be stronger for females and weaker for males.
Q3: How this Behavior of social networking addiction and Narcissists organizational Behavior is affected by Gender?

Conceptual Framework

Proposed Conceptual Framework
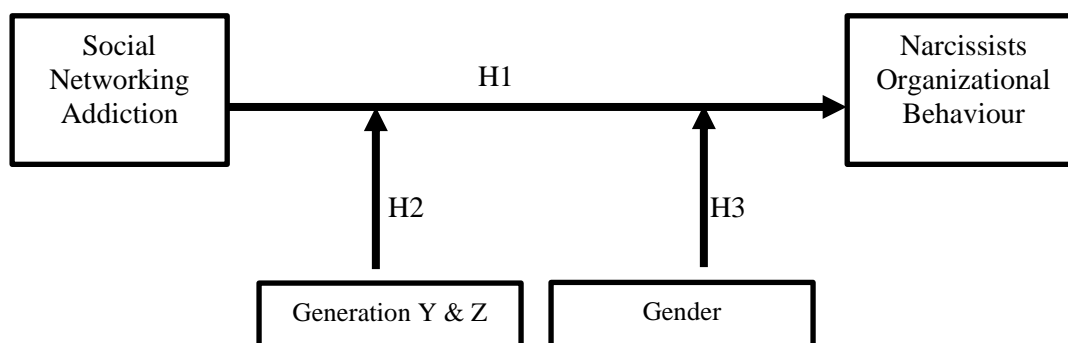
Methodology
Sample and data collection
This research is cross-sectional, which means the data gathered from a sample at one specific point in time (Sekaran & Bougie, 2010). Quantitative research is employed to understand the relationship between Narcissistic organizational behavior and social networking addiction. The generational differences (Gen Y & Z) and gender were considered as moderators of the study. The population of this study includes all the teachers of private schools present in Quetta city. The sample of this study was generation Y and Z, employed in private schools of Quetta city, their date of birth ranging from 1980 to 2012. Convenience sampling was used to select the sample. Convenience sampling is Non-probability sampling method and this technique is inexpensive, convenient, and quick (Elfil,

2017). The Primary Data were collected through a self-administered close-ended questionnaire and that was distributed through Google doc and in print to generation Y and Z employed in a private school of Quetta. In this research, the size of the sample was 364 of which about 260 questionnaires were distributed personally in different schools of Quetta by visiting or revisiting different schools. And remaining samples were collected by creating a questionnaire on Google Docs form and share a link to different social sites like WhatsApp, Instagram, and Facebook and collected 104 responses through Google Docs form. Data were analyzed through the software of SPSS (Statistical package Social sciences). PROCESS macro for SPSS and SmartPLS.

Measures`

Social networking addiction
We used Bergen Social Media Addiction Scale (BSMAS; Andreassen et al., 2017). This is an adaption of the Bergen Facebook Addiction Scale (BFAS; Andreassen et al., 2012), it comprises six dimensions (Griffiths, 2005). Each item is answered on a 5-point Likert scale ranging from very rarely (1) to very often (5).

Narcissistic Organizational Behavior
The personality traits of narcissism were measure by a standardized German personality inventory, Narcissistic Personality Inventory-16. The Narcissistic Personality Inventory-16 is a general scale developed by Daniel Ames et al., (2006). (NPI-16) is a shortened form of the NPI-40 developed by Robert Raskin and Howard Terry (1988). In this study we modify the Narcissistic Behavior scale, we changed the items into a five-point Likert scale (5= Strongly Agree, 1 = Strongly Disagree.

Result of the Study
In this study Statistical Package for Social Sciences (SPSS) version 26, PROCESS Macro by A.F Hayes version 4.0, and Smart PLS have been used to analyze the data. Scholars highly agreed or even used SPSS as a data examining tool (Zikmund, 2003). Because of its significance, SPSS was used to prepare data for further processes such as data coding, missing data treatment, treatment of outliers, and normality analysis. Data coding, determining missing data, and normality distribution analysis were executed as they are primary steps to analyse data. Sometimes respondent intentionally or unintentionally does not answer one or more items of survey questionnaires that originate the problem of missing data. If data was missing less than 5%., it is acceptable (Churchill, 1995). And Data can consider as error-free and can use for further assessment (Tabachnick and Fidell, 2001). Outliers are particularly high or/and particularly low responses in a data and they are required to deal with as they create normality problems in further analysis (Hair et al., 1995). In this study, there is no problem related to missing data and outliers. Different methods are recommended by different scholars through which normality can be checked. The most common methods used for the assessment of normality are skewness and kurtosis. Threshold values suggested for skewness and kurtosis should be between +3 and -3 (Hair et al, 1995). In this study, there is no normality issue as shown in table 4.1

Table 4.1

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	Kurtosis
SMA_01	364	2.570	0.659	1.094	1.486
SMA_02	364	2.710	0.876	1.085	0.358
SMA_03	364	2.710	0.876	1.085	0.358
SMA_04	364	2.950	0.741	0.653	0.551
SMA_05	364	2.710	0.660	0.964	2.020
SMA_06	364	2.630	0.880	1.293	0.732
SMA_07	364	3.140	0.916	0.492	-0.524
SMA_08	364	2.850	0.745	1.053	1.663
SMA_09	364	2.650	0.783	1.109	0.787
SMA_10	364	2.670	0.885	1.176	0.453
SMA_11	364	2.710	0.768	1.051	1.005

SMA_12	364	2.600	0.726	1.214	1.457
SMA_13	364	2.720	0.667	0.838	1.341
SMA_14	364	2.680	0.870	1.019	-0.010
SMA_15	364	3.030	0.995	0.574	-0.780
SMA_16	364	2.590	0.712	1.235	1.705
SMA_17	364	2.490	0.702	1.480	2.077
SMA_18	364	2.630	0.874	1.352	1.007
NB_01	364	2.440	1.519	0.680	-1.046
NB_02	364	2.760	1.706	0.308	-1.632
NB_03	364	2.400	1.510	0.712	-1.004
NB_04	364	2.960	1.688	0.120	-1.675
NB_05	364	3.030	1.597	0.045	-1.587
NB_06	364	2.940	1.556	0.136	-1.514
NB_07	364	2.870	1.553	0.159	-1.496
NB_08	364	2.730	1.541	0.332	-1.408
NB_09	364	3.060	1.687	-0.026	-1.699
NB_10	364	3.020	1.558	0.113	-1.545
NB_11	364	3.680	1.551	-0.629	-1.223
NB_12	364	2.980	1.538	0.160	-1.493
NB_13	364	3.460	1.578	-0.366	-1.498
NB_14	364	2.550	1.529	0.518	-1.241
NB_15	364	2.530	1.540	0.615	-1.157
NB_16	364	2.320	1.501	0.817	-0.851

In this study, smart PLS (Partial least Square (PLS) is used for testing the model of the study. The reason behind using (taking) smart PLS were following; First, because of smart PLS path modeling, it has extensive usage in business or other similar sectors (Hair et al., 2012; Kura, 2016; Kura et al., 2015; Real et al., 2014; José and Manuel, 2012. As PLS path modeling is recognized for its better analytical technique (Hair et al., 2011).and it is demonstratively the most advanced and broad variance-based structural equation modeling (SEM) technique (McDonald, 1996, p. 240)

Common Method Bias Interpretation

Usually in self-reported data, common method biases occur because of different reasons like theme consistency and group attractiveness. (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). The simplest means to test CMB, is Harman's single factor test (Podsakoff & Organ, 1986), to run this, all measuring items are weighted into a single factor. If the variance of a single factor is less than 50%, it shows that CMB does not disturb your data, hence the results of this test noted that 37.125% variance by a single factor which representins that in this study common method biases are not a problem.

Table 4.2

Common method variance (CMV)

Total	% of Variance	Cumulative %
12.622	37.125	37.125

Validity, Reliabiity and Measurment Model

We first assessed the reliability and validity of the construct of the study through different reliability and validity measures. Later on we used PROCESS macro 4.0 for SPSS (Hayes, A. F. 2017) to test the hypotheses.

Assessment of Measurement Model

Assessment of the model is the first step to start the process of data analysis. This stage includes reality and validity measurement before testing the hypothesis. According to Hair et al. (2010, 2014) and Henseler et al. (2009) for the analysis of measurement model, individual item reliability, internal consistency, content validity, convergent validity, and discriminant validity will be determined.

Individual item reliability/indicator reliability

The individual item reliability measures through outer loading of items of a construct (Hair et al., 2012, 2014; Duarte and Raposo, 2010; Hulland, 1999). Scholars have set a threshold value, on the basis of threshold value items are retained or removed, instructed to keep items having outer loading of 0.70 (Hair et al.,2014)

But still, Hair et al (2019) suggested that items having outer loading values between 0.40 and 0.70 should also be kept till it does not cause a problem for convergent validity (AVE). If the AVE of any construct is less than .50 then it is suggested to remove an item having lower loading than 0.4. In the present study, some items have insufficient outer loading than

recommended so we removed those items from the study as shown in table 4.3.

Internal consistency reliability

According to Bagozzi and Yi (1988) and Hair et al. (2011), for the internal consistency reliability assessment, composite reliability or Cronbach's, s alpha is required to interpret. For composite reliability and Cronbach's alpha, it is recommended to have a threshold of 0.7 or above. Table 4.3 shows both the composite reliability coefficient and Cronbach's alpha coefficient of each construct are higher than 0.7. It determined that the internal consistency reliability is acceptable (Bagozzi and Yi, 1988; Hair et al., 2011). Other than that, Dijkstra and Henseler (2015) suggested rho_A as a measure for internal consistency. Commonly it lies between Cronbach's alpha and the composite reliability. In this Study Rho_A coefficient of each construct are also higher than 0.7, which is a threshold value for the Rho_A coefficient.

Convergent validity

Convergent Validity is measure by average variance extracted (AVE). Fornell and Larcker suggested measuring the convergent validity of every construct by AVE, However, the threshold for AVE is at least 0.50 or above (Chin, 1998). Table 4.3 shows the AVE scores of both constructs which shows that the AVE of the construct of the present study has accomplished the threshold of 0.50 AVE. It means that the convergent validity of a study is satisfactory (Chin, 1998).

Table 4.3

Evaluation of the Measurement Model

Variables name	Item Label	Factor Loading	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
Narcissists Organizational Behavior			0.935	0.949	0.943	0.548
	NB_01	0.874				
	NB_02	0.650				
	NB_03	0.859				
	NB_04	0.597				
	NB_05	0.742				
	NB_06	0.779				
	NB_07	0.705				
	NB_08	0.800				
	NB_09	0.514				
	NB_10	0.679				
	NB_11	Item deleted Due to low loading				
	NB_12	0.638				
	NB_13	Item deleted Due to low loading				
	NB_14	0.823				
	NB_15	0.785				
	NB_16	0.811				
Social Addiction	Networking		0.937	0.952	0.943	0.528
	SMA_01	0.769				
	SMA_02	Item deleted Due to low loading				
	SMA_03	0.880				
	SMA_04	Item deleted Due to low loading				
	SMA_05	0.581				
	SMA_06	0.681				
	SMA_07	Item deleted Due to low loading				
	SMA_08	0.525				
	SMA_09	0.692				
	SMA_10	0.835				
	SMA_11	0.716				
	SMA_12	0.701				
	SMA_13	0.632				
	SMA_14	0.808				
	SMA_15	0.700				
	SMA_16	0.742				

SMA_17	0.703
SMA_18	0.841

Discriminant validity

According to Fornell and Larcker (1981), they advised to evaluated discriminant validity by keeping the standard of maintaining AVE with 0.5 or higher. Furthermore, Discriminant validity can be measure by Fornell and Larcker Criteria and Heterotrait-Monotrait (HTMT). It was advised that the square root of the AVE should be

higher than the correlations among the latent variables. 4.4 show the result of Fornell and Larcker Criteria and 4.5 shows the result of Heterotrait-Monotrait (HTMT). This confirmed that the discriminant validity of constructs of the study attained an adequate level of discriminant validity, as suggested by Fornell and Larcker.

Fornell and Larcker Criteria

Table 4.4

Discriminate validity (Fornell and Larcker Criteria)

		Narcissists behavior	Organizational	Social Addiction	Networking
Narcissists behavior	**Organizational**	**0.740**			
Social Networking Addiction		0.630		**0.727**	

** Note: Bold entries signify the square root of AVE off-diagonal values signify the correlations among variables.

Heterotrait-Monotrait (HTMT)

Table 4.5

Discriminate Validity (Heterotrait-Monotrait Criteria)

	Narcissists Organizational Behavior	Social Networking Addiction
Narcissists Organizational Behavior		
Social Networking Addiction	0.599	

Hypothesis Testing using PROCESS Macro

Assessment of Hypotheses Testing

After analysing the measurement model of the study, the next step was to analyse the main hypotheses of the study using PROCESS macro 4.0 for SPSS (Hayes, A. F. 2017). We first tested the direct relationship between Social Media

Addiction and Narcissistic Behaviour while considering the Generation Y/Z and Gender male/female in the regression model. Later on, we tested for the possible moderation of Generation Y/Z and Gender separately through PROCESS macro. Since both the generation Y/Z and the gender are dichotomous categorical variables, therefore PROCESS macro not only tested the interaction terms (for possible

moderation) for significance but also calculated separate regression coefficients for each of the group to check whether the relationship strength between social media addiction and narcissistic behaviour differs between the generation Y/Z and male/female. As suggested by Hair et al. (2011, 2012, 2014) and Henseler et al. (2009), in this study 500 bootstraps were used in bootstrapping method in PROCESS macro with a sample of 364 responses to measure path coefficients.

Initially, H1 hypothesized as social networking addiction will be positively related to narcissists' organizational behaviour. The results from multiple regression are given in table 4.6. Results revealed that social networking addiction was significantly related to narcissist's organizational behaviour ($\beta = 0.205$, t = 5.579, p < 0.01), Hence, H1 was Accepted.

Table 4.6 (Direct effect of Social Media Addiction on Narcissistic Behaviour)

Relationship	Standardized Beta	Std Error	(t-value)	Unstandardized Confidence Interval	
				Lower	Upper
SMA -> NB	0.205[**]	0.076	5.579	0.275	0.574
Generation -> NB	0.669[**]	0.078	18.199	1.271	1.579
Gender -> NB	0.089[**]	0.068	2.786	0.056	0.325

[**] = p < .01

As mentioned earlier, we used PROCESS macro 4.0 for SPSS to test the moderating effects of generation and gender on the relationship between social media addiction and narcissistic behaviour. The results revealed that generation significantly moderated the relationship between social media addiction and narcissistic behaviour as the interaction coefficient was significant (interaction $\beta = 0.4115$, t = 2.687, p < 0.01). To further support the moderating effect, we compared the relationship strength and significance between social media addiction and narcissistic behaviour for both generation Y and generation X. The results of the comparative strength and significance of the relationship are

given in the table 4.7. The results clearly showed that the relationship between social media addiction and narcissistic behaviour was stronger and significant for generation Z ($\beta = 0.6122$, t = 5.9733, p < 0.01) whereas, the same relationship was much weaker and insignificant for generation Y ($\beta = 0.2006$, t = 1.7623, p > 0.05). Hence supporting hypothesis 2 that the relationship between social networking addiction and narcissist's organizational Behaviour is moderated by Generation such that the relationship is stronger for generation Z and weaker for generation Y. The moderating effect is further evident from figure 1.

Table 4.7 (Moderating Effect of Generation)

Generation	Effect of SMA on NB	Standard Error	t	p	LLCI	ULCI
Y	.2006	.1138	1.7623	.0789	-.0233	.4245
Z	.6122	.1025	5.9733	.0000	.4106	.8137

SMA = Social Media Addiction

NB = Negative Behaviour
LLCI = Lower-Level Confidence Interval
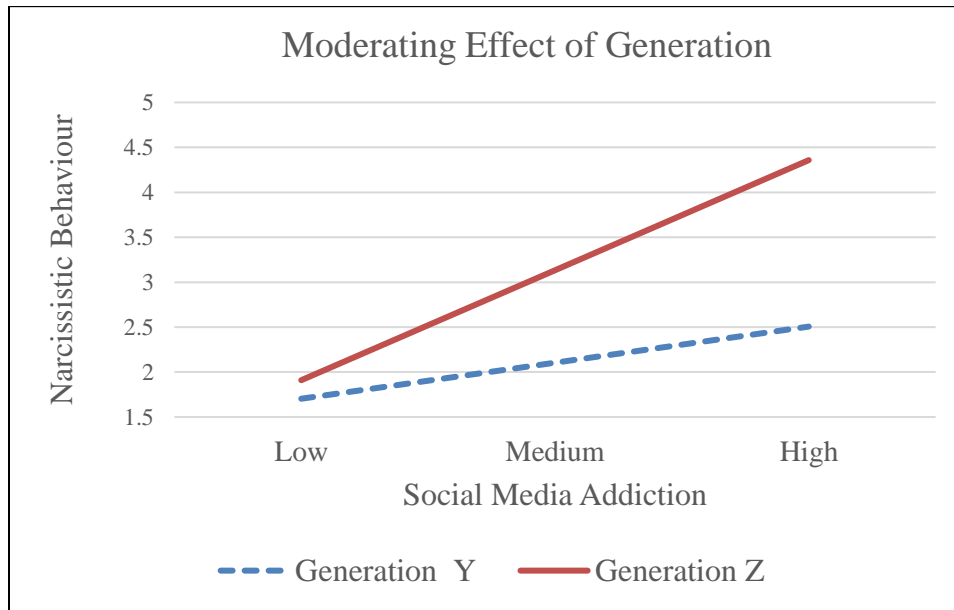ULCI = Upper-Level Confidence Interval

Figure 1: Moderating Effect of Generation

The results further revealed that gender did not moderate the relationship between Social Networking Addiction and Narcissists Organizational Behavior as the interaction coefficient was insignificant (interaction β = -.0361, t = -.1962, p > 0.05). Hence, H3 was unsupported/ rejected.

Assessment of Predictive relevance of the model (Q-square)

The redundancy measure (Q2) is a supplementary assessment that measures the goodness of fit of the model. As suggested by Hair et al. (2013), Ringle et al. (2012), and Chin (2010). the present study used a cross-validated redundancy measure (Q2) for assessing the predictive relevance of the model as recommended. the goodness-of fit (GoF) index is not suitable for model validation as it could not separate the valid and invalid models (Hair et al., 2014; Henseler and Sarstedt, 2013). The threshold value suggested for Q square should be higher than zero which indicates that predictive relevance is presently suggested by Hair et al. (2019). Thus the Q square values are higher than zero as shown in table 4.7, hence it is concluded that models of current research have predictive relevance.

Table 4.7

Construct Cross-Validated Redundancy (Q2)

	SSO	SSE	Q² (=1-SSE/SSO)
Narcissists Organizational Behavior	5096	4033.162	0.209

Discussion and Future direction

In this study, we explore the relationship between social networking addiction and narcissist Organizational behavior on the one hand and moderators of this relationship on the other hand. The results suggest that the social networking addiction is positively related to narcissist organizational behavior which means that because of social networking addiction, people are leading toward narcissism and they not only show such behavior in their social networking interactions but they also show such behavior in their personal and professional lives. When they show a negative side of this personality trait, this includes lack of empathy, counterproductive activities such as social violence, damaging other's effort, waste of time or capital, or circulates gossips, they consider themselves most superior and don't like it when someone other than them gets any appreciation. This behavior is not only destructive for organization's benifit or performance, but also employee's mental health, their performance, retention, and turnover rate of employees, and reduce citizenship behavior of employees. As Penney & Spector says that such destructive actions lead to anxiety in other employees, which also leads to employees' absence or they may quit their jobs (Penney & Spector, 2002). This study also analyzes the effect of generations Y and Z on this relationship; the result suggests that Generations Y and Z serve as a positive moderator between social networking addiction and narcissist organizational behavior relationship, which means this relationship (SNA-NOB), is strengthened because of Generation Y & Z.

It would be recommended to replicate these conclusions with a larger sample size in future research. Also, cross-cultural samples across the countries would be informative. Because regardless of the results, there are many areas where we can improve through related studies. it is important to test or re-test the model of this study to check its validity and reliability. Moreover, the causes of Social networking addiction and Narcissistic behavior should also be examined explicitly For example, some individuals display high self-exhibition because of their online friends, thought to be more active on sites to become popular as their friends do, but their friends believe similarly. So the online activity increases in general (Ong et al., 2011; Tong, Van Der Heide, Langwell, & Walther, 2008). This research is conducted in Quetta and the collected sample belongs to the same city. The culture we live in influences our perception and understanding of ourselves, our environment, and other persons. Quetta is a developing city of Pakistan that is culturally diverse and has significant cultural and moral values, which may also, influencing the way people use social sites and express them.

The results of this study also have potential practical significance to all sorts of business sectors specifically the results expressed that social networking addiction and generation Y and Z work together and shaped Narcissistic behavior. Narcissistic behavior can be witnessed in all sorts of organizations. Hence, if Social Networking Addiction and generation Y and Z could control, Organization or even society can perform better or reach a higher position and yield better results. As the results of this study, it is found that the moderating effect of generation Y and Z on Social Networking Addiction and Narcissistic Organizational Behavior, As different personalities entered the corporate world and social sites addiction is evident. The business needs to style or modify its setting to cope with such issues and crises formed by these personalities. Such researches help business sectors in hiring, retaining, or even training and developing employees and can make better strategies to cope with such personality traits. This research has hypothetical significance and has practical value as the framework is significant

and has sophisticated instructive dimensions. The outcome of this research can also apply to other groups and also help in related researches. The results of this study are findings of this study are practical and significant, and wish to further explore it by future researches.

Conclusion

To achieve the purpose of this research, a self-administrated questionnaire is used to collect data from Generation Y and Z working in private schools of Quetta, A detailed data analysis has been done on the hypothesis of the study. According to prior researches and from the analysis of this study, this study concluded that the relationship between Social Networking Addiction with Narcissist Organizational Behavior is positively significant. This study also examines Generation Y and Z and Gender as a boundary state between Social Networking Addiction and Narcissist Organizational behavior relationships. In other words, Social networking addiction has a direct relationship with narcissistic organizational behavior and this relationship is strong in individuals belong to generations Y and Z and such behavior can commonly be observed in Gen Y and Z.

The results of this study will help corporate/organizational policymakers to cope with such changes. And give discernment businesses to improved HRM practices as per Generation Y and Z who are different from Gen X and baby boomers. Future researches also help business to modify Human Resource management techniques as it is important for the business to style or modified their setting to cope with such issues and crises formed by these personalities in terms of their hiring process, performance appraisal methods and training and development, promotion, and teamwork task.

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