



Image-Based Social Media Usage, Holiday Preference, Conspicuous and Status Consumption: Intergenerational Differences**

S. Banu YILDIZ^a , * İbrahim Halil KAZOĞLU^b 

^a Balıkesir University, Faculty of Tourism, Department of Recreation Management, Department of Recreation Management, Balıkesir/Türkiye

^b Balıkesir University, Institute of Social Sciences, Department of Tourism Management, Balıkesir/Türkiye

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Abstract

Social media refers to the platforms that were introduced during the advent of Web 2.0. These platforms permit users to create and manage their own content. Additionally, social media has been instrumental in transforming our understanding of identity. It has become mandatory for social media users to demonstrate and authenticate their identity to others. This responsibility has spurred some users to cultivate a new persona or augment their current one by sharing unrealistic content with the intention of receiving recognition, adoration and esteem. Moreover, social media has a significant impact on consumption patterns. Historically, consumption was solely about fulfilling basic needs, whereas today it has taken on more of a symbolic meaning. Two examples of this phenomenon include conspicuous consumption and status consumption. The research aims to identify distinctions in social media usage, conspicuous and status consumption trends, and holiday preferences between generations as potential tourists, with the purpose of creating a desirable image. The study analyzed data derived from 697 potential tourists and concluded that there are variations in the use of image-centric social media, conspicuous consumption, and holiday preferences across X, Y and Z generations. No differences in terms of status consumption were found. However, these variances do play an important role in the consumption habits of various generations and the technological opportunities available during their formative years. Marketers can positively affect the effectiveness of their marketing activities through careful analysis of generational consumption patterns and the development of targeted marketing approaches for specific generations.

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* Corresponding Author

E-mail: ibrahimhalilkazoglu@gmail.com (İ. H. Kazoğlu)

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INTRODUCTION

In the current era of technological advancements, innovation is constantly evolving. It is worth noting that this momentum was initiated during the 1960s with the inception of the internet, funded by the Defence Advanced Research Projects Agency (DARPA) of the Ministry of Defence of the Federal Government of the United States (Çağıltay, 1997). The internet's expanding coverage has resulted in constant communication, accessible regardless of time and place without communication limitations. Web 2.0's successive developments have provided opportunities where users are central to creating and sharing content (Genç, 2010; Bolton et al., 2013). The emergence of "social media" is a direct outcome of Web 2.0's capability for users to generate their own content and disseminate it to a wider audience (Mayfield, 2008).

Social media has had a significant impact on individuals' lifestyles and consumption habits. The way social media is used varies among individuals. Some users take a passive approach by following content they enjoy, evaluating existing content, and preferring not to socialise or create their own content. Some users who employ an active approach engage in one-on-one socialization, establish a personal brand, and aspire to garner approval, followers, and idolisation (Hazar, 2011). Furthermore, the sharing of experiences about consumed products on social media transforms it into a vast reservoir of information. The availability of social media platforms has facilitated a worldwide handling and ordering of goods by customers, extending beyond merely physical transportation aspects (Sigala et al., 2016).

Due to the intense use of social media, the concept of identity has taken on a new dimension (Karaduman, 2010). In order to prove and display their identities to other users (Sözen, 1991), users are inclined to adopt an unrealistic identity, resulting in exaggerated, conspicuous, cultured, and affluent behaviours, including occasional showboating. Individuals who expose themselves on social media may intend to cultivate a specific impression on their followers through the content they share, aiming to evoke an image of someone with power, prestige and status. To achieve this, they seek to establish themselves socially by sharing details such as their proclivity for luxury brands in consumption, the use of status symbol items, inaccessible material assets, the food they consume and the locations they frequent (Sabuncuoğlu, 2015).

Social media has significantly affected consumption habits, which refers to the act of acquiring, using or disposing of a product or service to satisfy a need. The individual who engages in this behaviour is commonly referred to as a consumer (Odabaşı, 1999). While consumption used to be associated with meeting basic needs in the past, it now encompasses psychological, sociological and imaginative goals beyond its original meaning. Since social media became ubiquitous in daily life, consumers have been watched not only by those in their immediate surroundings but also by others. As a result of this scrutiny, individuals have taken to displaying all the products and services they use in order to demonstrate their social status and prestige to others (Açıkalm and Erdoğan, 2005). Conspicuous and status consumption have become prevalent with the use of social media, extending beyond physical boundaries. As more consumers are impacted by these habits, there has been a shift towards seeking validation from others, rather than personal satisfaction. Consumers present their habits without subjective evaluations, in other words, they self-promote (Kadioğlu, 2013). Through various media formats such as text, photos, videos, and location sharing, users exhibit their lifestyles and consumption practices on social media platforms, striving to enhance their social status and personal image (Sabuncuoğlu, 2015).

Numerous studies have investigated the correlation between social media usage and holiday preferences. These studies showed that social media is a vital source of information for holidaymakers, who use it to research before selecting their destination. Recommendations from social media users hold significant weight, and their experiences shared on various platforms immensely affect booking decisions. Furthermore, social media allows users to share their experiences and memories with others during or at the end of their pre-booked holiday (Aymankey et al., 2013; Doğaner & Armağan, 2018; Fotis et al., 2012; Erol & Hassan, 2013; Jacobsen, 2014; Köroğlu et al., 2014; Lo et al., 2011; Munar et al., 2005; Sigala et al., 2016; Zheng & Ye, 2009). In these studies, it has been suggested that social media is frequently used as a means of sharing holiday experiences, and that these experiences can indeed have an impact on the preferences of potential consumers searching for a holiday destination.

The literature reveals numerous studies investigating the impact of social media on holiday preferences in general terms. In the context of tourism, studies have also explored the effects of social media on holiday preferences and travel decisions (Ünal & İpar, 2021; Olgaç & Yılmaz, 2020; Dedeoğlu et al, 2020; Başarangel, 2019). Furthermore, there is a lack of research exploring the actions employed to enhance one's reputation and gain social status through the creation or enhancement of social media image. Therefore, unlike previous studies, social media is not employed solely for gathering holiday preference/purchase decision information. Instead, by taking into account intergenerational differences, personal image, vanity, and symbol status, it has a positive impact. The study will analyse the factors impacting holiday choices and variations in holiday preferences. The research question is framed as, "Do the holiday preferences of potential tourists, their use of image-based social media, and their tendencies for conspicuous and status consumption vary across generations?" in order to investigate this issue.

Conceptual Framework

Web 2.0 Concept and Social Media

The origins of Web 2.0 are a point of contention in scholarly literature. While DiNucci (1999) is credited with first introducing the concept, according to several sources, the term emerged during a 2004 brainstorming session at a web conference hosted by O'Reilly and MediaLive. This conference attracted key players in the web industry such as Google, Yahoo, MSN, and Amazon (Deperlioğlu & Köse, 2010; Kekeç et al., 2015; O'Reilly, 2005). In basic terms, Web 2.0 refers to a user's capability to efficiently generate or add to previously existing online content whilst being connected to the internet (Atıcı & Yıldırım, 2010). Furthermore, according to Whittaker (2009), Web 2.0 denotes a system that enables users to generate and manage their own content using different applications, rather than depending on an operating system, and share it with a wide audience.

Web 2.0 and social media are often used interchangeably despite being distinct from each other. Nevertheless, it can be argued that Web 2.0 serves as the foundational element of social media, elevating its social status. Additionally, users may use the terms social media and social networking sites synonymously. Upon closer examination of these concepts, it appears more appropriate to view social media as encompassing social networking sites (Scott, 2010). Although Web 2.0 encompasses the complete range of user-preferred applications as social media, social media refers specifically to communication tools that exploit the opportunities offered by this platform (Eryılmaz, 2014). In other words, Web 2.0 comprises the technical and technological infrastructure that is less complex than social media. It does not necessarily encompass any online media or social activity

utilized by communication systems that serve as social media (Lietsala & Sirkkunan, 2008; Yurdakul Coşkunurt, 2013).

With the emergence of Web 2.0 in people's lives, the notion of social media has become increasingly prevalent. It refers to a collection of internet applications that enable users to exhibit their creativity, generate new content or modify/update existing content (Kaplan and Haenlain, 2010). The idea is to provide a platform where people can share their opinions, ideas and experiences with others, thus facilitating interaction and collaboration. In the guide from the Turkish Language Association (TDK) on foreign words, the definition of media is described as "the environment that provides opportunities for communication, as well as the technical means for receiving oral or written news within society" (TDK, 2021). According to this definition, social media can be identified as a set of tools and platforms that offer technological opportunities to obtain information and receive notifications.

Use of Image-Based Social Media

From past to present, each time period has used a unique communication language. In the early ages, only verbal communication continued in oral and written form with the invention of writing. When social media platforms are examined, a new communication language comes to the fore. This is described as "seeing and showing, watching and being watched". For this reason, the shares that take the most places among social media content are photos and videos. The comments made on these photos and videos can be written or verbal or both written and verbal according to various platforms (Toprak, et al., 2014).

Language evolves over time, not only in terms of its structure but also in its meaning. As technology advances, societal perception is altered, resulting in changes to the message conveyed and the medium employed to transmit it (Alikılıç, 2016; Atabek, 2001). The emergence of social media has paved the way for a shift in interpersonal communication from face-to-face interactions to virtual interactions (Vural & Bat, 2010). McLuhan (2013) argues that social media platforms not only alter society's communication styles, but also transform the content and objectives of communication. Social media is currently the most extensive system that elevates interpersonal communication to distinct levels. In other words, individuals not only engaged in communication through social media, but they also sought to achieve various goals, including gaining attention, recognition, and approval, revealing their personal identity, distinguishing themselves from others, and exerting influence on the masses (Hazar, 2011; Hepekiz & Gökalliler, 2019).

Social media use has now become a part of the daily routine for numerous individuals worldwide. Evidence suggests that consumers primarily consume a product or service to create content to post on social media. The goal is to publish these photos on their social media profiles. In essence, consumers intentionally engage in consumption behaviour to produce content for social media publication (Shah et al., 2023). Individuals possessing high social capital possess the ability to utilise a plethora of social media platforms encompassing areas including consumption, habits, fashion, cosmetics, gaming, and music, amongst others. With regularity, they produce and disseminate content that is followed by a significant number of people (Emirza, 2018). Through social media channels, they share values, knowledge and skills, as well as possessions, which collectively construct a personal image (Kotan Türkden, 2013; Özdemir Çakır, 2020).

As technology advances, social media platforms are also developing and diversifying. Individuals use these

various platforms in coordination with each other to create a follower audience and communicate with this audience. When this communication and interaction is used correctly and effectively, the targeted image is achieved (Bişkin & Kaya, 2011). For example, for videos shared on YouTube, the link of this sharing is shared on other platforms (Instagram, Facebook, Twitter, TikTok, etc.), and the user names of other platforms or direct links are given in the profile information section of each platform. Thus, users on different platforms can follow other platforms as well. In this way, an image that is active on almost every platform is created.

The development of social media platforms has significantly impacted the creation of personal images (Jeri-Yabar et al., 2019). These platforms permit different usage patterns and levels based on age groups and allow users to present themselves in an appropriate manner (Chen, 2011). Furthermore, they provide a global audience of all ages and from all locations. Thus, in these platforms, where various forms of display prevail, individuals perceive them as communication channels to construct their own image (Geçit, 2017).

These communication channels provide individuals with the ability to curate their desired image as they see fit. In essence, individuals can shape their image to reveal and share what they want on social media platforms. These platforms also allow for different roles to be assumed in anticipation of both positive and negative feedback and comments that may arise as a result of posts made (Ayan, 2016). Consequently, the image that one possesses or desires to have can be effortlessly projected on social media platforms. Given the above cited references, individuals construct their self-image to conform to a fictionalized version of themselves (Hepekiz & Gökaliiler, 2019). Social media platforms enable them to experiment with their perceived image, whether it aligns with reality or the desired fiction, and attain lasting positive feedback (Boz, 2012).

The creation of social media profiles by individuals is driven by the desire to present oneself in interactive online settings (Başer, 2014). A social media profile serves as the first indicator of how an individual seeks to establish their reputation amongst their peers. The initial stage provides hints about future endeavours, and the manner in which the individual represents themselves is indicative of the desired positioning. An individual has the ability to share their stories, update their status, join different groups, and express their current views on social media. They can also showcase their consumption habits, indicate which social media platforms they are active on, and exhibit their likes, pleasures, and way of life. According to Şener (2009), this supports the image they intend to create with their shares. With the increase in personal information, opinions and thoughts on current issues, as well as photos and videos shared on social media platforms, individuals are beginning to experience real life through virtual means. Consequently, social media platforms are receiving more focused attention and care with each passing day (Vural & Bat, 2010).

Through social media platforms, individuals seek the affirmation and affection that eludes them in real life by constructing virtual identities, undertaking experiences that may otherwise be inaccessible, and candidly expressing their innermost thoughts. Therefore, social media platforms have become key indicators of whether one's goals have been achieved, such as the presence of specific individuals in posts, target audiences, number of friends or followers, comments, and likes received (Sepetçi, 2017). Consequently, these platforms have the greatest influence on shaping an individual's fictional image to correspond with their desired persona or aspirations (Hepekiz & Gökaliiler, 2019).

Conspicuous Consumption

Conspicuous consumption is a behaviour discussed in literature, based on the Leisure Class Theory proposed by Veblen in 1899 (O'cass & McEwen, 2004). Winkelman (2012) states this concept arises due to envy of the products or services possessed by others. It is a form of consumption where individuals aim to differentiate themselves from the lower classes by imitating the consumption patterns of the upper classes, in an attempt to ascend the social hierarchy. Friedman and Ostrov (2008) propose that the habit of consumption can be explained by the jealousy-pride equation. This form of consumption emphasises the symbolic meanings attached to the consumer, such as demonstrating a distinct, rich, and elite persona, rather than merely the products or services themselves (Tosun & Cesur, 2018). One example of conspicuous consumption is the purchase and use of counterfeit products by low-income consumers despite being aware that they are imitations. The objective is to improve the consumer's social status in the eyes of others (İslamoğlu & Altunışık, 2017).

Status Consumption

An alternative concept discussed in literature in place of conspicuous consumption is status consumption. While the two concepts are positively related, they each have distinct differences. Conspicuous consumption involves purchasing goods to enhance social status and satisfy the ego in order to influence others (O'cass & McEwen, 2004). In contrast, status consumption entails the purchase of products and services as status symbols to demonstrate a person's social standing (Gökaliler et al., 2011; Heaney et al., 2005). Aslay et al. (2013) state some products and services can create a status symbol in a consumer's mind. They also suggest that the ability to purchase certain products and services is often viewed as a significant indicator of success and power. The primary distinction between conspicuous consumption and status consumption is that the former entails the need to showcase the product or service purchased, while the latter imbues the customer with a sense of dignity through the use of status products or services, despite the lack of visibility to others.

Generation Concept

Generations refer to cohorts of individuals who resided in the same period and were impacted by the circumstances they faced, and shared preferences, tendencies, and behaviours that distinguished them from other age groups (Williams & Page, 2009). The TDK explored the notion of a generation in two ways in its Dictionary of Philosophy Terms published in 1975. Firstly, from a general philosophical standpoint, a generation is defined as a cohort of individuals who were born within a similar timeframe, faced similar challenges and circumstances, and shared comparable responsibilities. However, some scholars take a biological perspective when conceptualising the notion of generation. Biologically based approaches incorporate age differences between parents and children in defining populations (Cennamo, 2005). Chen (2010) gives an exemplar definition of such using the phrase "people who resided in a particular geographic area for a span of 25-30 years and were immersed in the region's culture." Technical terms will be explained when first used. Citations and formatting adhere to the standard style. However, as the age for marriage and childbearing has increased nowadays, according to some definitions, this period could potentially extend up to 40 years (Eyerman & Turner, 1998; Mort, 1996).

Contrary to biological definitions, socio-cultural approaches argue that a 20-year period is too long to maintain typical generational characteristics due to rapid technological advancements, societal value changes and shifts in

working conditions (Reeves & Oh, 2008; McCrindle & Wolfinger, 2010). In contemporary circumstances, technological innovations take centre stage, and transformations in spheres such as politics, sports and economy are observed and disseminated among global citizens in a very short span of time. Consequently, various factors including personal perceptions, emotions, priorities, attitudes, behaviours and consumption patterns are rapidly transforming (Ergin, 2018). Hereby, periods of intensified technological innovations and advancements have led to the emergence of newer generation segments at a faster pace.

Analyzing concept of generation literature, it is mentioned that six different generations, which have been handled and examined by different researchers, and sometimes defined by different names. These; Traditional Generation (GK), Baby Boomers (BP), X, Y, Z and Alpha Generations (Alwin, 2002; Bolton et al., 2013; Chaney et al., 2017; Howe & Strauss, 2005; Martin & Tuglan, 2003; McCrindle & Wolfinger, 2010; Nagy & Kölcsey, 2017; Roberts & Manolis, 2000; Solmaz, 2017; Tolbiz, 2018).

In general, research on generations reveals that the traditional generation exhibits a keen focus on saving due to experiencing the economic crisis. The individuals belonging to the baby boom generation demonstrate greater diligence in their working lives, seeking purpose through the work they undertake. The X generation has experienced numerous technological advances, leaving them caught between maintaining tradition and embracing modernity. This has significantly influenced their consumption habits. Conversely, the Y generation spans from the X and Z generations and are known to possess a penchant for fast consumption with a disposition to frequent dissatisfaction. The individuals of Generation Z exhibit a tendency towards hastiness and heavy reliance on technology. In contrast to other generations, they produce more content than they consume, with a preference towards digital and ready-made content. The Alpha generation, born after 2010, is often referred to as the digital generation for growing up in a digital environment and representing the primary consumer group of the future.

Method

The research aims to investigate the impact of image-based social media usage by different generations as prospective tourism consumers on their vacation preferences, whilst examining the influence of conspicuous and status consumption. The following hypotheses have been established within the conceptual framework mentioned above:

H1: There is a significant difference between generations' use of image-based social media.

H2: There is a significant difference between the holiday preferences of the generations.

H3: There is a significant difference between the conspicuous consumption of the generations.

H4: There is a significant difference between the status consumption of generations.

The general population of the research is the domestic potential tourists who use social media. Since it is not possible to reach population, The study universe of the research is holiday, travel, trip etc. on social media. were determined as potential domestic tourists who follow the platforms that offer content. After the universe of the research is determined, the sampling method and sample size should be determined. In order to calculate the sample size, it is necessary to have some statistical data. In this sense, the most up-to-date data obtained about the universe is the 2020 Turkey Internet Usage Social Media, Mobile Usage and E-Commerce Statistics Report

prepared by WeAreSocial (2020). When the statistical data in this report are analyzed, 74% (62 Million) of Turkey's population is active internet users and 64% (54 Million) of the population is social media users. In case the number of units belonging to the universe is one million or more, it is sufficient to reach 664 samples in order to generalize the results of the research with 99% reliability (Kozak, 2017). The easily accessible case sampling method, one of the purposeful sampling methods, was chosen as the sampling method in the study. While the purposeful sampling method is a non-probabilistic sampling method and the appropriate units are selected in terms of information according to the purpose of the research (Büyüköztürk et al., 2016), the easily accessible case sampling is the selection of a close and easy-to-access sampling group in order to give the researcher speed and practicality in the collection of data (Yıldırım & Şimşek, 2016).

The study initially conducted a thorough scan of the relevant literature and collected primary data that incorporated the theoretical information acquired. To achieve the desired data based on the theoretical information obtained during the first stage of the research, a questionnaire technique was adopted and subsequently, a questionnaire consisting of four sections was developed. The initial phase of the research involved posing questions to ascertain the participants' eligibility. The second phase gathered demographic information, while the third encompassed closed-ended questions based on relevant literature. The final phase outlined the scales utilised throughout the research.

The scale items were sourced from various studies. Holiday preference scale is a 5-point Likert-type scale developed by Eachus (2004) consisting of eight statements and four sub-dimensions. These dimensions are adventure holiday preference, beach holiday preference, cultural holiday preference and luxury holiday preference. The image-based social media use scale is an adaptation of the Narcissistic Personality Disorder (NPD) scale developed by Raskin and Hall (1979) to social media use, consisting of 40 expressions in total. The adaptation was made and tested by Carpenter (2012). The scale, which consists of three sub-dimensions and 18 statements, is a 5-point Likert scale. The conspicuous consumption tendency scale developed by Chaudri et al. (2011). Chaudri et al. suggested a total of 36 statements during the development of the scale. During the purification of the scale and the improvement of the items, the scale was reduced to 12 statements. After the test of the scale was completed, the statement "I think I can be respected by others by owning a rare antique piece" was removed from the scale because the factor load was too low and it was finalized as 11 statements. The status consumption scale was developed by Kilsheimer (1993). Kilsheimer examined the scale's dimensions, which comprise 14 statements across three categories: socialisation, status-seeking, and non-functional purchasing for benefits. In the socialisation dimension, customers look for social experiences.

Although the scales utilised in the investigation were sourced from Turkish studies, the scale expressions underwent translation by two experts. Subsequently, faculty members, who are experts in the fields of marketing and consumer behaviour, reviewed and edited the translations. In the third stage, the original and edited scale expressions were disseminated to 2 marketing managers and 3 faculty members who actively work in the tourism sector. Expert opinions were sought, and a pilot study was conducted on the revised scale expressions.

The research data was gathered by utilizing WeAreSocial's January 2020 Turkey Internet Usage Social Media, Mobile Usage and E-Commerce Statistics Report. The figures indicate that the leading social media platforms among Turkish users (54 million people) are, in order, YouTube (90%), Instagram (83%), WhatsApp (81%), and

Facebook (76%) (WeAreSocial, 2020). Due to the increased difficulty, lack of data, and inefficiency in terms of time, data collection through YouTube and WhatsApp platforms was not preferred compared to Instagram and Facebook.

The pilot implementation of the research was carried out in March-April 2022, during which 299 questionnaires were collected. Among the data obtained, 138 questionnaire forms that were not within the scope of the research (the answers given by effective tourists and those who declared that they did not use social media) were not included in the pilot application and the pilot application was completed over 161 questionnaires. As a result of the findings which are obtained from the pilot study, it was observed that the level of variance explained as a result of the explanatory factor analysis of the scales was above 50% (Büyüköztürk, 2002), and the KMO sample adequacy values were between 0.70 and 0.89 (Aydın, 2007). In addition, as a result of the reliability analysis conducted in the pilot study, it was determined that the Cronbach's Alpha values of the scales were above 0.75 (Kayış, 2010). The skewness and kurtosis coefficients were taken into account for the normality test of the data, and these values were calculated as -1 to +1 for each scale (Büyüköztürk, et al., 2016; Hair et al., 2014; Howitt & Cramer, 2011; Kline, 2011; Şencan, 2005; Tabachnick & Fidell, 2013) were found to be within the reference range and the data were found to have a normal distribution.

The final application of the research took place between July and October 2022. As a result of the final application, a total of 1784 questionnaires were obtained. Within the scope of the research, the data of 991 surveys answered by effective tourists and the data of 39 participants who stated that they do not use social media were not included in the sample, and analyzes were started on 754 survey data. In addition, missing values and outlier values were checked by frequency in order to remove possible data that may lead to erroneous results from the sample and at the end of the box plot test, the questionnaire containing 44 extreme values was also excluded from the sample. Thus, the final size of the sample was determined as 710.

Findings

In this section, the findings obtained from the research are given.

Table 1. Demographic Information of Participants

	Variables	N	%
Gender	Man	227	32,0
	Woman	483	68,0
Marital Status	Single	312	43,9
	Married	398	56,1
Age	18-25 (Z)	132	18,6
	26-41 (Y)	443	62,4
	42-57 (X)	122	17,2
	58-76 (BP)*	12	1,7
	77-97 (GK)*	1	0,1
Educational Status	Primary School Graduates	17	2,4
	High School Graduates	122	17,2
	Associate Degree	97	13,7
	Undergraduate	356	50,1
	Graduate	118	16,6
Income	Low	167	23,5
	Medium	466	65,6
	High	77	10,8

* In the analysis of intergenerational differences, in order not to have very large differences between the number of

variables, they were excluded from the sample, so analyzes were made with 697 questionnaires containing data from X, Y and Z generations.

When Table 1 is examined, it is seen that 68% of the participants in the research are women and 32% are men. According to age distribution, 62.4% of the participants are in the 26-41 age range (Generation Y), 18.6% are in the 18-25 age range (Generation Z), 17.2% are in the 42-57 age range (Generation Y). Generation X), 1.7% of them were between the ages of 58-76 (BP - Baby Boom Generation) and 0.1% of them were between the ages of 77-97 (GK - Traditional Generation). When the educational status of the participants is examined, it is seen that 50.1% are undergraduate, 17.2% are high school graduates, 16.6% are graduate, 13.7% are associate degree and 2.4% are primary school graduates. When we look at how the income levels are defined, 65.6% of the participants think that they have a medium income, 23.5% have a low income, and 10.8% think that they have a high income level.

Table 2. Normality Test Findings Regarding the Scales Used in the Study

	Image-Based Social Media Use (İBSMU)	Conspicuous Consumption (CC)	Status Consumption (SC)	Holiday Preference (HP)
Mean	2,13	2,11	2,44	2,91
Variance	,71	,70	,21	,41
Standart D.	,84	,84	,46	,64
Skewness	,70	,74	,22	-,36
Kurtosis	,03	,03	,70	,10

It is extremely important whether the data obtained in the studies show a normal distribution or not. Because in most of the analyzes to be made on the research data, it is expected that the data will draw a normal distribution or a graph close to the normal distribution (Karasar, 2013). Normal distribution is an important analysis for the application of parametric tests (Ural & Kılıç, 2006). One of the methods used to measure whether the data have a normal distribution is to look at the skewness and kurtosis coefficients. The normal distribution test results regarding the scales and sub-dimensions used in the study are given in Table 2. When the findings obtained as a result of the analysis are examined, it is seen that the data show a normal distribution.

Table 3. Widely Accepted Fit Indices for Confirmatory Factor Analysis

Acceptable Fit	Perfect Fit	Image-Based Social Media Use (İBSMU)	Conspicuous Consumption (CC)	Status Consumption (SC)	Holiday Preference (HP)
$3 \leq \text{CMIN/DF} \leq 5$	$0 \leq \text{CMIN/DF} \leq 3$	4,722	3,679	3,723	3,005
$.05 \leq \text{RMSEA} \leq .08$	$.00 \leq \text{RMSEA} \leq .05$,073	,062	,063	,054
$.85 \leq \text{AGFI} \leq .95$	$.95 \leq \text{AGFI} \leq 1.00$,893	,954	,934	,964
$.90 \leq \text{GFI} \leq .95$	$.95 \leq \text{GFI} \leq 1.00$,927	,977	,962	,986
$.90 \leq \text{NFI} \leq .95$	$.95 \leq \text{NFI} \leq 1.00$,946	,968	,921	,973
$.90 \leq \text{CFI} \leq .95$	$.95 \leq \text{CFI} \leq 1.00$,957	,976	,941	,981
$.90 \leq \text{RFI} \leq .95$	$.95 \leq \text{RFI} \leq 1.00$,931	,950	,913	,945
$.90 \leq \text{IFI} \leq .95$	$.95 \leq \text{IFI} \leq 1.00$,957	,976	,941	,982

Source: Erkorkmaz et al., 2013; Meydan., and Şeşen, 2015.

“ χ^2/df (chi-square fit test - CMIN/DF)” value, which is the most preferred and accepted as the initial fit index in confirmatory factor analysis (CFA). This value is expected to be less than 5. It is tested whether there is a difference between the data obtained with this test, the developed model and the model that emerges in the covariance structure of the observation variables (Meydan & Şeşen, 2015). RMSEA (Root Mean Square Error of Approximation-Square Root of Approximate Errors) is a value that is expected to be less than 0.08 and tests the compatibility of the population with the covariance. In addition to these two values, CFA was applied to the scales

used in the research, taking into account the other fit indices given in Table 3 and frequently used in the research. When the table is examined, it is seen that the data obtained as a result of the CFA for the scales used in the research have the reference ranges generally accepted in the literature.

Table 4. ANOVA Test Findings between Image-Based Social Media Use and Its Sub-Dimensions and Generation Variable

Total Score	Gen.	n	\bar{X}	Sd	t	p	Difference
Image-Based Social Media Use	Z	132	2,36	,93	8,27	,00	Z>Y
	Y	443	2,11	,83			Z>X
	X	122	1,94	,72			
Self-Presentation	Z	132	2,37	1,05	4,37	,01	Z>Y
	Y	443	2,15	,91			Z>X
	X	122	2,04	,78			
Attitude Towards Having Many Friends	Z	132	2,21	1,12	1,30	,27	-
	Y	443	2,06	1,01			
	X	122	2,03	,88			
Self-Presentation with Pictures	Z	132	2,45	1,12	13,52	,00	Z>Y
	Y	443	2,10	,99			Z>X
	X	122	1,80	,89			Y>X

A one-way analysis of variance (ANOVA) test was conducted to test whether there is a statistically significant difference between the image-based social media use and the total score averages of its sub-dimensions for X, Y and Z generations. When Table 4 is examined, it is seen that there is a significant ($t(694)= 8.27$; $p<0.05$) difference between the total mean scores of image-based social media usage for X, Y and Z generations. Looking at the source of the difference, it is seen that the Z generation individuals have a higher average than the Y and X generation individuals. There is a significant ($t(694)= 4.37$; $p<0.05$) difference between the self-presentation sub-dimension total score averages for the X, Y and Z generations. Looking at the source of the difference, it is seen that the self-presentation sub-dimension total score averages of the Z generation individuals are higher than the X and Y generations. No significant difference ($t(694)= 1.30$; $p>0.05$) was found between the total score averages of the sub-dimension of attitude towards having many friends for the X, Y and Z generations. It is seen that there is a statistical difference between the average scores of the attitude sub-dimension towards the number of friends of the X, Y and Z generation individuals, but this difference does not signify any significance. A significant difference ($t(694)= 13.52$; $p<0.05$) was found between the self-presentation with pictures sub-dimension total score averages for the X, Y and Z generations. When the source of the difference is examined, it is seen that the self-presentation with pictures sub-dimension total score averages of the Z generation individuals are higher than the X and Y generations, and the total score averages of the Y generation individuals are higher than the X generation.

Table 5. ANOVA Test Findings between Conspicuous Consumption Tendency and Its Sub-Dimensions and Generation Variable

Total Score	Gen.	n	\bar{X}	Sd	t	p	Difference
Conspicuous Consumption	Z	132	2,30	,94	6,39	,00	Z>Y
	Y	443	2,11	,81			Z>X
	X	122	1,92	,78			Y>X
Ostentation of Wealth	Z	132	2,17	,90	5,24	,00	Z>X
	Y	443	2,02	,80			Y>X
	X	122	1,84	,73			

Table 5. ANOVA Test Findings between Conspicuous Consumption Tendency and Its Sub-Dimensions and Generation Variable (Cont.)

Ostentation of Originality	Z	132	2,37	1,13	4,86	,00	Z>Y Z>X
	Y	443	2,17	1,00			
	X	122	1,97	,97			

When Table 5 is examined, it is seen that there is a significant ($t(694)= 6.39; p<0.05$) difference between the total score averages of the conspicuous consumption tendency for the X, Y and Z generations. Looking at the source of the difference, it is seen that the Z generation individuals have a higher average than the Y and X generation individuals, and the Y generation individuals have a higher average than the X generation individuals. There is a significant difference ($t(694)= 5.24; p<0.05$) between the total mean scores of the sub-dimension of ostentation of wealthy for the X, Y and Z generations. When we look at the source of the difference, it is seen that the Z generation individuals' ostentation of wealthy sub-dimension total score averages are higher than the X and Y generations. There is a significant difference ($t(694)= 4.86; p<0.05$) between the ostentation of originality sub-dimension total score averages for the X, Y and Z generations. When the source of the difference is examined, it is seen that ostentation of originality sub-dimension total score averages of the Z generation individuals are higher than the X and Y generations.

Table 6. ANOVA Test Findings between Status Consumption and Its Sub-Dimensions and Generation Variable

Total Score	Gen.	n	\bar{X}	Sd	t	p	Difference
Status Consumption	Z	132	2,50	,51	2,50	,08	-
	Y	443	2,44	,44			
	X	122	2,37	,47			
Buying for Non-functional Reasons	Z	132	3,88	1,08	,70	,49	-
	Y	443	3,88	1,05			
	X	122	3,75	1,14			
Desire for Status	Z	132	1,64	,76	2,94	,05	-
	Y	443	1,53	,68			
	X	122	1,43	,60			
Sociability	Z	132	2,53	,88	,14	,86	-
	Y	443	2,49	,81			
	X	122	2,50	,69			

When Table 6 is examined, no significant difference ($p>0.05$) was found between the total score averages of the status consumption and its sub-dimensions for the X, Y and Z generations. It is seen that the differences do not have a significance level.

Table 7. ANOVA Test Findings between Holiday Preference and Its Sub-Dimensions and Generation Variable

Total Score	Gen.	n	\bar{X}	Sd	t	p	Difference
Holiday Preferences	Z	132	2,98	,58	4,71	,00	Z>X Y>X
	Y	443	2,93	,64			
	X	122	2,75	,69			
Adventurous Preference	Z	132	3,06	1,13	1,66	,19	-
	Y	443	3,03	1,17			
	X	122	2,86	1,20			
Beach Preference	Z	132	2,63	1,22	5,75	,00	Z>X Y>X
	Y	443	2,49	1,19			
	X	122	2,15	1,13			

Table 7. ANOVA Test Findings between Holiday Preference and Its Sub-Dimensions and Generation Variable (Cont.)

Cultural Preference	Z	132	3,84	1,14	3,26	,03	Y>X
	Y	443	3,92	1,09			
	X	122	3,62	1,20			
Indulgent Preference	Z	132	2,39	1,17	1,06	,34	-
	Y	443	2,27	1,04			
	X	122	2,40	1,07			

When Table 7 is examined, it is seen that there is a significant ($t(694)= 4.71$; $p<0.05$) difference between the holiday preference total score averages for the X, Y and Z generations. Looking at the source of the difference, the holiday preference mean scores of the Z generation individuals are higher than the Y and X generation individuals. There is no significant difference ($t(694)= 1.66$; $p>0.05$) between the adventurous preference sub-dimension total score averages for the X, Y and Z generations. There is a significant ($t(694)= 5.75$; $p<0.05$) difference between the beach preference sub-dimension total score averages for X, Y and Z generations. When the source of the difference is examined, it is seen that the mean scores of the Z generation individuals for the beach preference sub-dimension are higher than the X and Y generations. There is a significant difference ($t(694)= 3.26$; $p<0.05$) between the cultural preference sub-dimension total score averages for X, Y and Z generations. When the source of the difference is examined, it is seen that the cultural preference sub-dimension total score averages of the Y generation individuals are higher than the X generation individuals. There is no significant difference ($t(694)= 1.06$; $p>0.05$) between the indulgent preference sub-dimension total score averages for the X, Y and Z generations.

Conclusion and Recommendations

Currently, technological opportunities have a significant impact on present consumption habits. Simultaneously, a diverse range of consumption habits emerges when considering an individual's generational characteristics. Generation X is particularly focused on accumulating wealth rather than consumption, primarily due to future concerns, as evidenced by Altuntuğ (2012). The Y Generation, the first to grow up with digital media, consists of individuals who have high expectations and well-defined goals. One such objective is to prioritise consumption that meets their desires rather than their earnings. Generation Z, known as the Internet generation, utilises various platforms to exhibit their skills, knowledge and expertise (McCrindle, 2021). Additionally, Yalçın and Karaman (2022) highlight the sensitivity and attention to detail exhibited by the Z generation in their purchasing behaviours.

Considering the results obtained regarding the use of image-based social media; the fact that the Z generation is defined as the internet generation also means that the individuals belonging to this generation use social media more actively. Therefore, the image-based social media usage levels of the Z generation individuals are higher than the X and Y generation individuals. Generation Z individuals, born in the middle of the technology age, can easily communicate with each other thanks to smart devices, technological opportunities and social media platforms without distance and time restrictions. Since the individuals of this generation are capable of interactive learning and are able to transfer what they have learned to others in interactive ways, they are the ones who use social media more actively than the X and Y generations and create and develop their own image by taking an active role in these platforms. It prefers the most effective methods of audio-visual or written-oral communication methods in the creation or development of this image. In terms of self-presentation with pictures in the creation of the image, it has been determined that the Z generation is the most active generation in this regard, while the Y generation is the

second and the X generation has the lowest tendency for self-presentation with pictures. Here, especially the level of use of digital opportunities is very important. Since the Z generation is the internet generation and can use these technologies easily, the Y generation, as the first generation to grow up with digital media, started to use these opportunities, but because they have more limited information compared to the Z generation, and because the X generation met these opportunities at a late age, the least usage and information level is the main reason for this difference.

Another result obtained in the study is that the active use of the internet, smart devices and social media tools by the Z generation brings the opportunity to be informed about the developments in the world in a short time, and to follow the trends and fashion very closely. It has been determined that the consumption of the Z generation is higher than the other generations, especially on social media platforms, as an element of showing off. On the other hand, in the X generation, where income is more important than consumption, it is seen that the act of consumption takes place to meet the need rather than to show off. It has been determined that the Y generation is between the X and Z generations in terms of consumption, consumption is made with the aim of meeting the need, and it is also used as a showpiece.

When examining another study result, it is evident that there are no significant differences in intergenerational status consumption between the X, Y and Z generations. In contrast to conspicuous consumption, the individual's emotional response to consumption holds greater importance in status consumption than the consumption itself and any feelings of vanity associated with it. Considering the consumption habits of each generation, it is evident that individuals from the X generation, who place greater importance on income level and consume to meet their needs, exhibit selective and meticulous behaviour when making purchasing decisions. This suggests a strong inclination towards status consumption within this demographic. For the Y generation meeting their needs through actual consumption instead of income leads to a strong inclination toward status consumption. Meanwhile, the Z generation exhibits a heightened proclivity for status consumption due to their sensitivity to and prioritisation of details in their consumption behaviours. Ultimately, consuming products that serve as status indicators allows individuals to experience a sense of satisfaction. Therefore, there was no significant difference observed in the status consumption trends amongst the generations.

Finally, holiday preferences differ from generation to generation. In general, the holiday preferences of the Z generation individuals are higher than the Y and X generation individuals. The type of holiday preferred also directly affects holiday expenses. Therefore, in terms of consumption, the incentives of X generation to be thrifty and save, and especially the feeling of insecurity in purchasing products or services over the internet, cause low holiday preferences. The Y generation, on the other hand, is highly influenced by modern marketing and sales strategies, as individuals who can use social media and have no reservations about shopping online. This influence also leads to an increase in holiday preferences. Generation Z, born intertwined with technology, is very active in online purchasing behaviour, examines consumer evaluations before purchasing, can easily make product-service-price comparisons, closely monitors discounts and campaigns with mobile applications, and especially prefers holiday preferences in these campaigns with cheaper cost.

Suggestions developed as a result of the results obtained from the research are listed below.

- By analyzing the consumption trends of the generations in the best way, the marketing units will structure

their marketing activities according to the generations that make up the target audience, which will increase the efficiency of these activities.

- Identifying the most preferred channels, especially social media platforms, by the generations that make up the target audience of the marketers and focusing on their activities in these channels will enable them to reach the target audience more easily and quickly.
- It is of great importance to offer products or services that they can use as an image element on social media platforms, especially to Z generation individuals who are very willing to create their own content.
- Producers of products and / or services, producing products or services that can be used as an image, status and display element, these products are preferred more and especially users find these products and services to be shared on social media, and consumers also use them as advertising tools. will allow them to move.
- The fact that the holiday preferences of the consumers are directly related to the consumption habits of the generation they belong to, leads the holiday planners to have information about the generations and their general characteristics. Accurately determining the target audience of the touristic product created, carrying out advertising activities with the right channels, presenting packages for each generation's own special interest, and using the image, status and conspicuous elements in these packages will positively affect the sales of the package tours produced.

As with any social science study, this one has some limitations. The initial limitation is that the data is gathered via an online platform. Another limitation is that the data is collected from users who not only use social media as potential tourists but also follow platforms providing travel, holiday, and excursion content through their social media accounts. At present, it is feasible to gather data via in-person methods for future research. The variables employed in the research can be amalgamated with other variables. Furthermore, owing to the likelihood of differing objectives for social media usage amongst societies, this research can be extended to various tourist cohorts.

Declaration

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Appendix 1. Ethics Committee Permission

Evrak Tarih ve Sayısı: 10.06.2022-E.150224



T.C.
BALIKESİR ÜNİVERSİTESİ REKTÖRLÜĞÜ
Rektörlük

Sayı : E-19928322-108.02-150224
Konu : Etik Kurul Onayı

10.06.2022

SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜNE

İlgi : 12.05.2022 tarihli ve 20381301/108.02/141452 sayılı yazı.

Enstitünüz Turizm İşletmeciliği Anabilim Dalı Doktora Programı Öğrencisi İbrahim Halil KAZOĞLU'nun Turizm İşletmeciliği Anabilim Dalı Dr. Öğr. Üyesi Semahat Banu YILDIZ'ın danışmanlığında yürüttüğü **"İmaja Dayalı Sosyal Medya Kullanımının Tatil Tercihine Etkisinde Gösterişçi Tüketim ve Statü Tüketiminin Rolü: Kuşaklararası Farklılıklar Üzerine Bir Araştırma"** başlıklı çalışmasının Alan Araştırmasını (Anket Formu) gerçekleştirebilmesi için etik kurul onay belgesi isteği ile ilgili Sosyal ve Beşeri Bilimler Etik Komisyonu 08.06.2022 tarihli ve 2022/03 sayılı toplantısında alınan karar gereği düzenlenen onay belgesi ekte gönderilmiştir.

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Rektör Yardımcısı

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Adres :Balıkesir Üniversitesi Rektörlüğü Çağış Yerleşkesi 10145 Balıkesir

Telefon:2666121400 Faks:2666121412

Web :<http://www.balikesir.edu.tr>

Kep Adresi:balikesiruniversitesi@hs01.kep.tr

Bilgi için: Necla Öztürk
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Appendix 1. Ethics Committee Permission (cont.)

**T.C.
BALIKESİR ÜNİVERSİTESİ
SOSYAL VE BEŞERİ BİLİMLER ETİK KOMİSYONU
ONAY BELGESİ**

Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü Turizm İşletmeciliđi Anabilim Dalı Doktora Programı Öğrencisi İbrahim Halil KAZOĐLU'nun Turizm İşletmeciliđi Anabilim Dalı Dr. Öğr. Üyesi Semahat Banu YILDIZ'ın danışmanlığında yürüttüđü "**İmaja Dayalı Sosyal Medya Kullanımının Tatil Tercihine Etkisinde GösteriŐçi Tüketim ve Statü Tüketiminin Rolü: Kuşaklararası Farklılıklar Üzerine Bir Araştırma**" başlıklı çalışmasının Alan Araştırmasını (Anket Formu) gerçekleştirebilmesi için bilimsel etik kurul onay belgesi talebi komisyonumuzca deđerlendirilmiş ve etik açıdan uygun bulunmuştur.
08.06.2022