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

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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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