



Research Article

**EXAMINING THE EFFECT OF FOMO ON CONSPICUOUS CONSUMPTION AND
ASSIMILATION: A STUDY ON GENERATION Z****

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Özet

This research was carried out to examine the effect of fear of missing out (FOMO) on conspicuous consumption and assimilation in the context of tourism in individuals in Generation Z. For this purpose, firstly, a preliminary study was carried out by taking the opinions of 80 participants in the context of conspicuous consumption in tourism, and in line with these views, it was concluded that the experiences of participating in the Cappadocia, Black Sea Tour and Orient Express can be an indicator of visits for conspicuous consumption. Then, data were collected from 400 people living in Eskişehir and in the Z generation. It was seen that 384 questionnaires were usable and validity and reliability analyzes were made on these data and the relationships between the related variables were investigated. After the analysis, it was found that the FOMO perceptions of the participants were at a moderate level (2,36). However, it has been seen that FOMO affects the holiday preferences of the participants in the context of conspicuous consumption and assimilation, and it is understood that the participants can demand touristic elements that they believe will add prestige to them with the effect of FOMO. In parallel with these findings, recommendations are presented.

Keywords: FOMO, Conspicuous Consumption, Assimilation, Generation Z, Tourism Marketing

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