
THE IMPACT OF ATTITUDE TOWARDS TRAVEL INFLUENCERS ON SOCIAL MEDIA ON CONSPICUOUS CONSUMPTION AND FOMO¹

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ABSTRACT

The aim of the paper is to examine the impact of attitudes towards travel influencers on social media on conspicuous consumption and the fear of missing out (FOMO) and to present the accumulated knowledge and recommendations expected to create a widespread impact on tourism businesses. In this context, the population of the paper consists of individuals aged 18 and over living in Türkiye who use Instagram as a social media channel, and the sample consists of a total of 388 people selected through the convenience sampling method. According to the findings, influencer credibility, consumption interest, and personal image representation have a positive effect on both personal and social FOMO. These findings indicate that trust in influencers increases participants' fear of missing out on things both personally and socially. Additionally, it is stated that individuals who tend to purchase branded products for increased consumption and to stand out increase their concerns when they are not active on social media.

Keywords: Conspicuous consumption, FOMO, Social media, Influencer, Tourism.

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SEYAHAT FENOMENLERİNE YÖNELİK TUTUMUN SOSYAL MEDYADA GÖSTERİŐİ TÜKETİM VE FOMO ÜZERİNDEKİ ETKİSİ

ÖZ

Çalışmanın amacı, seyahat fenomenlerine yönelik tutumun sosyal medyada gösteriő tüketim ve günceli kaçırma korkusu (FOMO) üzerindeki etkisinin incelenmesi ve turizm işletmeleri temelinde konuyla ilgili yaygın etki oluşturması beklenen bilgi birikimi ve önerilerin sunulmasıdır. Bu kapsamda, çalışmanın evrenini Türkiye’de yaşayan 18 yaş ve üzeri sosyal medya kanalı olarak Instagram kullanan bireyler, örneklemini ise kolayda örnekleme yöntemiyle seçilmiş toplam 388 kişi oluşturmuştur. Elde edilen bulgulara göre, fenomen güvenilirliđi, tüketim ilginliđi ve kişisel imaj temsiliyeti kişisel ve sosyal FOMO üzerinde pozitif bir etki oluşturmaktadır. Bu bulgular, fenomenlere olan güvenin hem kişisel hem de sosyal anlamda katılımcıların bir şeyleri kaçırma duygularını daha fazla artırdığını göstermektedir. Ayrıca daha fazla tüketim ve öne çıkmak amacıyla marka ürünleri satın alma eğiliminden olan bireylerin sosyal medyada aktif olmamaları durumundaki endişelerini artırdığı ifade etmektedir.

Keywords: Gösteriő tüketim, FOMO, Sosyal medya, Fenomen, Turizm.

1. Introduction

With the advancement of technology and the widespread use of the Internet, the transition from traditional methods to modern methods in marketing activities has been experienced in all sectors, including the tourism sector (Bulunmaz, 2016). This process, called digital marketing, is a social management process where different tourists or tourist groups' needs and desires are met, products that create value for others are offered and exchanged, and technological elements are used as tools (Kotler et al., 2008; López García et al., 2019). In the realm of the tourism sector, social media marketing stands out as a crucial and extensively utilized digital channel (Tiago and Veríssimo, 2014). Social media marketing is defined as an active marketing approach that creates attractiveness for tourists within dimensions such as entertainment, trends, personalization, interaction, and word-of-mouth communication (Kim and Ko, 2012). It is known that social media offers significant opportunities in terms of promotion, access, and reaching a wider audience in the tourism sector with very low costs and even cost-free in some cases (Darma and Noviana, 2020). Therefore, social media marketing is considered a highly important digital marketing channel for the components of the tourism sector that aim to follow modern approaches in line with global developments and gain advantages in the global competitive environment.

The effects of social media on consumers' materialistic tendencies and their intentions to showcase this consumption to others bring the focus to conspicuous consumption behavior (Avcı, 2023). Veblen (1899), who first introduced the concept of conspicuous consumption within the framework of leisure approaches, defines conspicuous consumption as the act of consuming or displaying one's consumption or earnings in order to compete with others and gain a reputation in society (Beall et al., 2021). In a broader sense, conspicuous consumption is the tendency of individuals to showcase their social status, wealth, taste, or image to reference groups by consuming products publicly (Chen et al., 2008). Considering the rising amount of time that individuals worldwide spend in virtual environments (Thoumrungroje, 2014), conspicuous consumption has started exerting a notable influence on their daily lives. Therefore, it is observed that social media and conspicuous consumption phenomena lead people to engage in more consumption, especially towards tourist products.

The increasing time spent on virtual platforms serves various purposes, such as connecting, searching for information, and buying or selling products. Simultaneously, the widespread adoption of objects positioned on social media and the act of social sharing by others drive increased consumption. This, in turn, triggers the FOMO, shaping consumption habits and significantly impacting the behavioral dimensions of consumption (Argan and Argan, 2020). FOMO is seen mainly due to social media posts, particularly through influencers, offering more options than could generally be followed, depending on personal limitations such as economic status and lack of time (Przybylski et al., 2013). In the tourism sector,

where unique experiences are limited and valued (Dursun et al., 2023), people tend to consume more to showcase and share their experiences. This behavior is driven by social media posts. Additionally, they fear missing out on current topics, interactions, and experiences due to personal reasons and the pressure exerted by social media. Conceptually, FOMO is defined as the fear of not being able to access the pleasurable experiences one desires due to the perception that others are having better experiences (Zhang et al., 2020). FOMO is known as a form of internet addiction (Tomczyk and Selmanagic-Lizde, 2018) and is driven by the fundamental elements that create a focus on imitation in individuals (Dinh and Lee, 2022). Therefore, it can be said that FOMO emerges in individuals due to the influence of social media and influencers who create a focus on imitation.

With 92% of people trusting influencers more than commercial or traditional celebrities (Ooi et al., 2023), promotion and marketing activities with influencers on social media become appealing for businesses aiming to reach larger audiences and grow. As the tourism sector continues its activities in a globally competitive environment due to globalization and technological advancements diversifying communication channels and reducing distances between countries, it becomes one of the sectors that most need travel influencers for promotional and marketing purposes on social media. Destinations and tourism businesses, as components of tourism, frequently resort to impressive marketing activities that allow them to reach a larger audience, including travel influencers, and thus gain the opportunity to reach more audiences in a shorter period (Xu and Pratt, 2018; Ooi et al., 2023). Therefore, when considered as a whole, people are influenced by travel influencers' captivating posts when making vacation-related purchase decisions. They lean towards increased consumption and showcasing what they consume. Furthermore, they also fear missing out on experiences due to the wide array of options showcased by these influencers.

Considering the information provided above as a whole, it is observed that attitudes towards influencers, conspicuous consumption, and FOMO variables are generally addressed separately in the relevant literature associated with social media. However, no research has been encountered that comprehensively addresses the impact of attitudes towards influencers on conspicuous consumption and FOMO in the context of social media. Therefore, this situation underscores the starting point and significance of this research. Additionally, Instagram users have been chosen as the sample group in the paper. The rationale behind this choice includes the critical role of Instagram as a tool in tourism-related preference processes and the influence of travel influencers on these preference processes on Instagram (Kilipiri et al., 2023). Furthermore, considering that there are more than one billion active users on Instagram worldwide, with over two billion weekly ad impressions and approximately 4.2 billion planned events (Kaushik et al., 2022), it is evident that Instagram is one of the most important platforms to be considered in the tourism sector operating in the global market amidst increasing

competition. Based on this information, the aim of the research is to determine the impact of attitudes towards travel influencers on conspicuous consumption and FOMO among Instagram users.

2. Literature Review

With the widespread use of technology and internet-based applications in recent years, social media is perceived as an important marketing tool in the tourism sector (Islam, 2021). Especially there has been a significant increase in the inclination toward promotion and marketing activities conducted through influencers who have a guiding influence and enhance attractiveness through their posts, primarily based on destinations and tourism businesses. People inclined towards more consumption and showcasing what they consume due to the influence of influencers also harbor a fear of missing out or not being able to keep up with the plethora of options presented on social media (Hays et al., 2013). Hence, the undeniable impact of social media and its promotional activities on consumers and businesses has spurred significant scholarly discourse, particularly within the tourism sector, offering substantial guidance and insights.

2.1. Attitudes Towards Travel Influencers

While there are studies evaluating the impact of social media influencers on consumer purchasing behavior in various sectors due to their importance, the focus of this research has been on examining studies related to the tourism sector (Chatzigeorgiou, 2017; Xu and Pratt, 2018; Cholprasertsuk et al., 2020; Ooi et al., 2023; Zorlu and Candan, 2023). For instance, Santateresa-Bernat et al. (2023), analyzing the impact of influencers on tourists' behavioral intentions within the framework of information adoption, social identity, and parasocial interaction models, showed that tourists' future attitudes were influenced by trust and perception of useful messages from influencers. Chatzigeorgiou (2017) in his study focusing on how the attractiveness of rural tourism businesses can be enhanced through social media, emphasized that social media and influencers are the most important tools for reaching the target audience, and found that Generation Y, which constitutes the target audience of the study, shapes the selection and decision-making process of rural tourism businesses.

Considering previous studies, Magno and Cassia (2018), investigating the influence of influencers, considered opinion leaders, on the attitudes and decisions of their followers, revealed that influencers affect intentions related to travel and are perceived as independent guides in tourism. The most emphasized and expressed limitation in this research is the necessity of determining whether influencers influence only loyal followers or a wider audience. Besides, Xu and Pratt (2018), in their study, recommended that tourism sector components benefit from influencers due to their positive contributions to consumers' intentions to visit destinations. Additionally, Zorlu and Candan (2023), in their research, where they found that participants'

perception levels towards influencers differed across generations, revealed that influencers also have a significant influence on destination preferences and that this influence varies according to generations. Last but not least, Cholprasertsuk et al. (2020) concluded in their study that influencers wield considerable influence in shaping travel decisions. Their research analyzed diverse variables and revealed that influencers are beneficial in aiding individuals in their quest for travel-related information. However, the pivotal factors influencing preferences are the perceived experience and reliability attributed to influencers. In the light of previous studies, H_1 and sub-hypotheses were developed within the scope of the research:

H_1 : Attitude towards travel influencers has a positive effect on conspicuous consumption on social media.

H_{1a} : The attractiveness of travel influencers has a positive effect on conspicuous consumption on social media.

H_{1b} : The credibility of travel influencers has a positive effect on conspicuous consumption on social media.

H_{1c} : The expertise of travel influencers has a positive effect on conspicuous consumption on social media.

2.2. Conspicuous Consumption and Social Media

The meaning of conspicuous consumption evolves with the development of societies and consumption values, and the fundamental components of conspicuous consumption vary over periods (Chen et al., 2008). This evolutionary process has been accelerated, especially with the increase in social media usage, attracting the attention of researchers to the related processes (Chen et al., 2008; Wai and Osman, 2019; Beall et al., 2021; Russell, 2022). Akel and Candan (2023), stating that social media creates a digital consumption style, found that the trend towards seeking more interaction on social media has become part of consumption culture, shaping the current state of conspicuous consumption. Correia et al. (2016) conducted research on individuals with varying statuses in their daily lives. The researchers revealed that social media significantly influences perceptions and experiences related to travel, often leading to conspicuous consumption. Furthermore, their study revealed that individuals with higher status tend to engage in more conspicuous consumption, using it as a means to differentiate themselves from the mainstream.

Russell, in alignment with previous studies, has highlighted that social media drives increased consumption among tourists. The research has shown that people are more likely to engage in conspicuous consumption, driven by motivations such as signaling wealth, standing out from peers, and diminishing others (2022). Furthermore, Serour et al. (2022) evaluated conspicuous consumption within the framework of a phenomenon based on social media and defined as e-word-of-

mouth communication and found that social media usage increases interest in e-word-of-mouth communication, and e-word-of-mouth communication addiction increases conspicuous consumption. Their research focuses on conspicuous consumption based on self-esteem. Additionally, Wai and Osman (2019) found that positive self-esteem significantly moderates the relationship between social media usage and conspicuous consumption, indicating that social media usage significantly influences conspicuous consumption. In other words, it is observed that individuals turn to social media usage and conspicuous consumption with the aim of enhancing their self-value. These implications from the relevant literature allowed the development of H_2 and its sub-hypotheses:

H_2 : Attitude towards travel influencers has a positive effect on FOMO.

H_{2a} : The attractiveness of travel influencers has a positive effect on FOMO.

H_{2b} : The credibility of travel influencers has a positive effect on FOMO.

H_{2c} : The expertise of travel influencers has a positive effect on FOMO.

2.3. FOMO and Social Media

Parallel to the intensity of social media usage, especially with the effect of comparison and envy (Şeker et al., 2022), not only conspicuous consumption tendencies but also individuals' fear of missing out (FOMO) are emerging. Therefore, besides the aforementioned studies in the relevant literature, it is observed that research on FOMO, which is fundamentally shaped by social media, is increasing day by day (Przybylski et al., 2013; Hetz et al., 2015; Tomczyk and Selmanagic-Lizde, 2018; Argan and Argan, 2020; Lee et al., 2020; Zhang et al., 2020; Dinh and Lee, 2022; Dursun et al., 2023; Uslu and Tosun, 2023). Przybylski et al. (2013), who stated that FOMO is caused by the provision of more options than can be followed on social media, found in their research that the level of FOMO is higher among young people especially young men. They also found that individuals with higher levels of FOMO tend to engage more in social media interaction, indicating that the fear of missing out has a significant and strong influence on intensive social media usage.

In a study conducted by Dinh and Lee (2022) on social media and FOMO, they suggested that as social media usage increases, people perceive influencers as role models and imitate them more, and FOMO plays a significant role in explaining purchase behaviors observed through imitation of influencers. Besides, Dursun et al. (2023), addressing event-based fear of missing out, revealed that the search for excitement-based tourism activities leads to FOMO, in addition to conspicuous consumption. Moreover, Uslu and Tosun (2023), evaluating museum visits based on the desire for continuous learning, found that the desire for continuous learning positively influences FOMO and increases the tendency to visit. Investigating the impact of FOMO on conspicuous consumption and assimilation in the sample

of Generation Z, Yılmazdođan et al. (2021) determined that FOMO affects participants' holiday preferences in terms of conspicuous consumption and assimilation, and participants demand tourist attractions that they believe will provide them with prestige due to the influence of FOMO. In this context, the following hypotheses have been developed:

H₃: Conspicuous consumption on social media has a positive effect on FOMO.

H_{3a}: Consumption interest has a positive effect on FOMO.

H_{3b}: Personal image representation has a positive effect on FOMO.

H_{3c}: Sharing satisfaction has a positive effect on FOMO.

3. Methodology

The population of the paper consists of individuals aged 18 and over living in Türkiye who use Instagram as a social media channel. The sample of the paper consists of 388 individuals selected through the convenience sampling method. The data used in the paper was collected online between December 2023 and February 2024. Although there is no data regarding the population size, it is accepted as sufficient to have a sample size of 384 to achieve the research objectives in all studies (Karasar, 2003; Yazıcı, 2018), and considering the approach that reaching 5–10 times the quantitative value of the survey items is sufficient sample size (LoBiondo-Wood and Haber, 2002; Shultz and Whitney, 2005), it has been observed that an adequate number of samples were reached in the paper. The ethics committee permission document required for the collection of research data was obtained from the Erciyes University Social and Human Sciences Ethics Committee with decision number 268 and dated 25/07/2023.

Since the data collected through the questionnaire was collected from a single source, common method bias was tested using Harman's single factor test. According to Harman's single-factor test, the variance explained in a single factor should be below 50% (Podsakoff et al., 2003; Kline, 2015). In the study, the amount of variance explained in one factor was 41.283%, and since the measured value was below 50%, it was concluded that there was no common method error. The factors taken into consideration to prevent common method bias when collecting data on paper using the survey technique are as follows: Different time intervals (weeks, months) were used in data collection, and the data was collected between December 2023 and February 2024. The physical environments where the participant is located during data collection are different. The scales were made using a five-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). Again, in the survey, statements about the independent variables are included first, and then the dependent variable statements are included (Podsakoff et al., 2012; MacKenzie and Podsakoff, 2012; Çizel et al.; 2020).

The survey used in the paper consists of four parts. The first part includes the "Phenomenon Attitude Scale" developed by Ali and Temizkan (2022) based

on Ohanian (1990), Ohanian (1991), Eisend (2006), Djafarova and Rushworth (2017), Müller et al. (2018), Belanche et al. (2021), the second part includes the "Conspicuous Consumption Scale in Social Media" developed by İlhan and Uğurhan (2019), the third part includes the "FOMO Scale" developed by Zhang et al., 2020 and, adapted to Turkish by Çelik and Özkara (2022), and the fourth part includes statements measuring participants' demographic characteristics (age, gender, educational status, marital status, income status) and questions regarding internet and social media usage statistics. Additionally, the scale includes screening questions such as "Do you use Instagram?" and "Do you follow a travel influencer on Instagram?" Reliability, correlation, and multiple linear regression analyses were conducted within the research model for the paper data. The model of the paper is as follows:

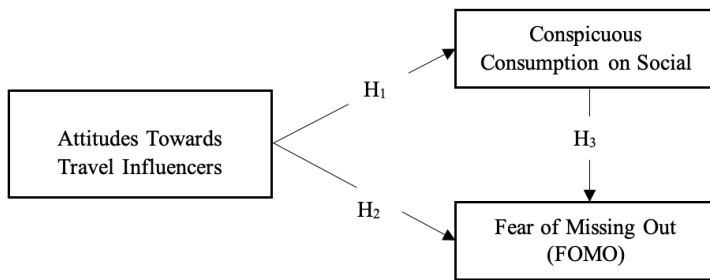


Figure 1. Research Model

4. Analysis and Findings

The analysis results of the demographic information of the participants are shown in Table 1:

Table 1. Results Regarding Participants' Demographic Characteristics

Gender	n	%	Educational Status	n	%
Female	166	42.8	Primary/Middle School	37	9.5
Male	222	57.2	Associate-Bachelor's Degree	286	73.7
Marital Status	n	%	Postgraduate	65	16.8
Married	107	27.6	Income	n	%
Single	281	72.4	0-5000 TL	168	43.3
Age	n	%	5001-10000 TL	31	8
20 years and under	72	18.6	10001-20000 TL	61	15.7
21-40 years old	277	71.4	20001 TL and above	128	33
41 years and above	39	10.1			
Total	388	100	Total	388	100

42.8% of the participants in the research are male, 57.2% are female, 27.6% are married, and 72.4% are single. The majority of the participants are in the age range of 21–40 (71.4%), and 43.3% of them have an income between 0-5000 TL.

Table 2. Internet and Social Media Usage Statistics

Daily Internet Usage Frequency	n	%	Daily Instagram Usage Frequency	n	%
less than 1 hour	20	5.2	Less than 1 hour	61	15.7
1-2 hours	123	31.7	1-2 hours	176	45.4
3-4 sat	128	33	3-4 hours	105	27.1
5 hours or more	117	30.2	5 hours or more	46	11.9
Most Used Social Media Platform	n	%	Preferred Social Media Platform When Choosing a Destination	n	%
Facebook	11	2.8	Facebook	6	1.5
Instagram	303	78.1	Instagram	294	75.8
YouTube	44	11.3	YouTube	45	11.6
twitter	19	4.9	twitter	16	4.1
TikTok	5	1.3	TikTok	10	2.6
Other	6	1.5	Other	17	4.4
Total	388	100	Total	388	100

When looking at the internet and social media usage statistics of the participants, 33% use the internet for 3–4 hours, 31.7% for 1-2 hours, and 30.2% for 5 hours and above daily. The most-used social media platform is Instagram, with 78.1%. In terms of Instagram usage frequency, 45.4% use Instagram for 1-2 hours daily. Finally, the preferred social media platform when choosing a destination is Instagram, with 75.8%.

4.1. Reliability and Validity

Cronbach's Alpha coefficient was examined to analyze the reliability of the scales used in the paper. For a scale to be considered reliable, the Cronbach's alpha value should be .70 or higher (Hair et al., 2017). In the research, the convergent validity method was used to test the construct validity, and to ensure validity, the AVE value should be higher than .50, the CR value should be higher than .70, and the CR value should also be higher than the AVE value (Hair et al., 2010). In addition, the discriminant validity of the scales used in the paper was also examined. Fornell Larcker criterion coefficients suggested by Fornell and Larcker (1981) were calculated. The analysis results regarding the reliability and validity of the scales included in the study are given in the tables below:

Table 4. Reliability and Convergent Validity Analyzes of Scales

Dimensions	Expressions	Factor Loading	Cronbach Alpha	AVE	CR
Influencer Attractiveness	PA2	.949	.951	.837	.962
	PA3	.937			
	PA4	.929			
	PA1	.888			
	PA 5	.870			
Influencer Reliability	PR2	.929	.921	.760	.940
	PR3	.904			
	PR1	.903			
	PR5	.874			
	PR4	.738			
Influencer Expertise	PE2	.961	.961	.895	.971
	PE4	.955			
	PE3	.950			
Consumption Relevance	PE1	.919	.884	.688	.916
	CRE3	.860			
	CRE2	.858			
	CRE4	.829			
	CRE5	.812			
Personal Image Representation	CRE1	.787	.948	.830	.960
	PIR4	.942			
	PIR2	.939			
	PIR3	.924			
	PIR5	.890			
Sharing Satisfaction	PIR1	.860	.908	.783	.935
	SS1	.920			
	SS3	.908			
	SS4	.886			
Personal FOMO	SS2	.823	.946	.824	.959
	PF2	.928			
	PF4	.914			
	PF3	.913			
	PF5	.911			
Social FOMO	PF1	.873	.950	.872	.964
	SF3	.956			
	SF1	.937			
	SF2	.932			
	SF4	.910			

According to Table 4, when the reliability analysis results for the sub-dimensions of attitude towards travel influencers, conspicuous consumption on social media, and fear of missing out (FOMO) scales are examined, it is observed that all dimensions have Cronbach's alpha coefficient values above .70. Therefore, it can be said that the scales are reliable (Kalaycı, 2009).

Furthermore, all scales used in the paper have an AVE value above .50 and a CR value above .70. Additionally, the CR values are higher than the AVE values. In this case, all factors ensure construct validity (Gürbüz and Şahin, 2018).

The results regarding the discriminant validity of the scale are given in Table 5.

Table 5. Fornell and Larcker Criterion Coefficients

	Influencer Attractiveness	Influencer Reliability	Influencer Expertise	Consumption Relevance	Personal Image Representation	Sharing Satisfaction	Personal FOMO	Social FOMO
Influencer Attractiveness	.915*							
Influencer Reliability	.762	.872*						
Influencer Expertise	.732	.772	.946*					
Consumption Relevance	.220	.308	.240	.829*				
Personal Image Representation	.292	.335	.285	.814	.911*			
Sharing Satisfaction	.423	.396	.403	.483	.550	.885*		

Personal FOMO	.276	.369	.245	.623	.589	.368	.908*
Social FOMO	.146	.280	.135	.566	.506	.197	.934*

In the Fornell and Larcker criterion, the square roots of the AVE values must be higher than the correlation coefficients between the factors (Fornell and Larcker, 1981). According to Table 5, it can be seen that all factors provide discriminant validity.

4.2. Multiple Regression Analysis Results

Multiple linear regression analysis was conducted to determine the effect of attitude towards travel influencers (attractiveness, reliability, expertise) on conspicuous consumption (interest in consumption, personal image representation, sharing satisfaction) and FOMO (Personal FOMO and Social FOMO), as well as the effect of conspicuous consumption on FOMO (Personal FOMO and Social FOMO) on social media. However, it is necessary to determine whether there is multicollinearity before conducting multiple regression analyses. Therefore, the tolerance value should be above 0.1, the VIF values should be below 10 (Hair et al., 2010), and the Durbin-Watson values should be between 1.5 and 2.5 to avoid autocorrelation problems between variables (Karagöz, 2019). The analysis revealed that there were no multicollinearity problems or autocorrelation issues. The values are provided in the regression tables.

4.3. The Impact of Attitude Towards Travel Influencers on Conspicuous Consumption

The findings regarding the effect of attitude towards travel influencers (attractiveness, reliability, expertise) on conspicuous consumption (interest in consumption, personal image representation, sharing satisfaction) are presented below.

Table 6. Analysis Results on the Effect of Attitude Towards Social Media Influencers on Conspicuous Consumption in Social Media

Dependent Variable	Independent Variables	Unstandardized Beta	t	p	F	Model (p)	Linearity Statistics Tolerance Values	VIF Values
Consumption Relevance	Stable	1.145	8.842	.000				
	Influencer Attractiveness	-.032	-.523	.602			.368	2.715
	Influencer Reliability	.286	3.786	.000			.320	3.124
	Influencer Expertise	.015	.240	.810	13.517	.000	.355	2.818
	R²: .309	Corrected R²: .096					Durbin-Watson: 2.153	
Personal Image Representation	Stable	.972	6.544	.000				
	Influencer Attractiveness	.068	.956	.339			.368	2.715
	Influencer Reliability	.253	2.921	.004			.320	3.124
	Influencer Expertise	.033	.471	.638	16.762	.000	.355	2.818
	R²: .340	Corrected R²: .116					Durbin-Watson: 2.336	
Sharing Satisfaction	Stable	1.322	7.529	.000				
	Influencer Attractiveness	.262	3.129	.002			.368	2.715
	Influencer Reliability	.119	1.164	.245			.320	3.124
	Influencer Expertise	.172	2.073	.039	32.142	.000	.355	2.818
	R²: .448	Corrected R²: .201					Durbin-Watson: 2.147	

The results of the regression analysis indicate that there is a positive effect of influencer reliability on consumption interest, while influencer attractiveness and expertise have no significant effect. On the other hand, it is observed that influencer reliability has a positive effect on personal image representation, while influencer attractiveness and expertise do not have any effect. Additionally, it has been found that influencer attractiveness and expertise have a positive effect on sharing satisfaction, whereas influencer reliability does not have any effect.

4.4. The Impact of Attitude Towards Travel Influencers on FOMO

The findings regarding the impact of attitude towards travel influencers (influencer attractiveness, influencer reliability, and influencer expertise) on FOMO (personal FOMO and social FOMO) are presented below.

Table 7. Analysis Results for the Effect of Attitude Towards Social Media Influencers on FOMO

Dependent Variable	Independent Variables	Unstandardized Beta	t	p	F	Model (p)	Linearity Statistics	
							Tolerance Values	Tolerance Values
Personal FOMO	Stable	.952	7.240	.000				
	Influencer Attractiveness	.019	.299	.765			.368	2.715
	Influencer Reliability	.398	5.191	.000			.320	3.124
	Influencer Expertise	-.084	-1.352	.177	20.890	.000	.355	2.818
	R²: .375	Corrected R²: .140				Durbin-Watson: 2.284		
Social FOMO	Stable	1.123	8.469	.000				
	Influencer Attractiveness	-.084	-1.325	.186			.368	2.715
	Influencer Reliability	.442	5.704	.000			.320	3.124
	Influencer Expertise	-.127	-2.031	.043	14.097	.000	.355	2.818
	R²: .315	Corrected R²: .099				Durbin-Watson: 2.101		

As a result of the analyses, it has been observed that influencer reliability has a positive effect on personal FOMO, while influencer attractiveness and expertise have no effect. On the other hand, concerning social FOMO, it has been seen that influencer reliability has a positive effect, influencer expertise has a negative effect, and influencer attractiveness has no effect. Therefore, according to the obtained findings, only H_{2b} is accepted.

4.5. The Impact of Conspicuous Consumption on FOMO in Social Media

The findings regarding the impact of conspicuous consumption on FOMO (personal FOMO and social FOMO) in social media (consumption interest, personal image representation, sharing satisfaction) are presented below.

Table 8. Analysis Results for the Effect of Conspicuous Consumption on FOMO

Dependent Variable	Independent Variables	Unstandardized Beta	t	p	F	Model (p)	Linearity Statistics	
							Tolerance Values	Tolerance Values
Personal FOMO	Stable	.547	5.507	.000				
	Influencer Attractiveness	.440	6.235	.000			.335	2.983
	Influencer Reliability	.199	3.118	.002			.305	3.277
	Influencer Expertise	.031	.898	.370	88.628	.000	.694	1.441
	R²: .640	Corrected R²: .409					Durbin-Watson: 2.279	
	Stable	.746	7.206	.000				
Social FOMO	Influencer Attractiveness	.485	6.605	.000			.335	2.983
	Influencer Reliability	.175	2.639	.009			.305	3.277
	Influencer Expertise	-.100	-2.814	.005	66.055	.000	.694	1.441
	R²: .583	Corrected R²: .340					Durbin-Watson: 2.127	

The analyses conducted on the impact of conspicuous consumption on FOMO indicate that the sub-dimensions of conspicuous consumption, namely consumption interest and personal image representation, have a positive effect on personal FOMO, while sharing satisfaction has no effect. On the other hand, it is shown that the sub-dimensions of conspicuous consumption, consumption interest, and personal image representation have a positive effect on social FOMO, while sharing satisfaction has a negative effect. The overall findings indicate that hypotheses H_{3a} and H_{3b} are accepted.

5. Conclusion and Suggestions

The purpose of the paper is to examine the impact of attitudes towards travel influencers on conspicuous consumption and FOMO on social media. In this context, data was collected through a survey technique from 388 Instagram users aged 18 and over living in Türkiye. The obtained data were subjected to various analyses that were in line with the aim of the research. According to the analyses conducted, the data obtained regarding the age, income status, and duration of

social media usage of the participants indicate that they consist of individuals suitable for the purpose of the paper. In other words, the predominance of Instagram usage, which is more intense among young individuals and those who use social media extensively, where attitudes towards social media influencers influencing conspicuous consumption and FOMO are more prominently observed, demonstrates the suitability of the participants for the purpose of the paper. The research model, which constitutes the basic structure of the paper and is necessary to achieve the aim, is built on the assumption of the relationship between attitudes towards social media influencers, conspicuous consumption, and FOMO variables. In the correlation analysis conducted to determine the relationship between the sub-dimensions constituting the scale, it was found that there are low, moderate, and high-level relationships among all sub-dimensions, with the general majority being moderate. Therefore, it was observed that the assumption of the relationship between the variables included in the research model is valid.

In the analyses conducted to determine the effect of attitudes towards travel influencers on conspicuous consumption, it was observed that the reliability of the influencers has a positive effect on consumption interest and sharing satisfaction, while the attractiveness and expertise of the influencers have a positive effect on sharing satisfaction. No effect was detected among the other variables. The point that emerges here is that there is no common variable that can express the effect of attitudes toward travel influencers on conspicuous consumption. In other words, it was observed that none of the independent variables, such as attractiveness, reliability, and expertise of the influencers, which are sub-hypotheses of the first hypothesis of the paper, have a common dependent variable. The findings indicating the detected effects show that trust in social media influencers directs individuals towards more consumption and increases the tendency to purchase branded products in order to stand out. Especially at the point of directing more consumption, Magno and Cassia (2018), Cholprasertsuk et al. (2020), and Zorlu and Candan (2023) support the findings regarding the influencers being an independent guide or determinant. The findings by Ali and Temizkan (2022) that influencers have a positive effect on purchase intention show that the findings of the paper are supported. Additionally, it is observed that social media influencers with expertise and attractive features encourage participants to increase their individual shares to obtain more interaction.

Analyses were conducted within the scope of the paper to determine the effect of attitudes towards travel influencers on FOMO. According to the findings, the reliability of the influencers has a positive effect on both personal and social FOMO, while the expertise of the influencers has a positive effect only on social FOMO. Therefore, only the sub-hypothesis 'The reliability of travel influencers has a positive effect on FOMO' of the second main hypothesis of the paper was accepted. These findings indicate that trusted influencers increase participants' fear of missing out both personally and socially. In other words, reliable influencers

increase concerns about exclusion from social groups, feelings of inadequacy, etc., if individuals are not active on social media. It is also observed that expert influencers increase concerns about exclusion from social groups, feelings of inadequacy, etc., for individuals who are not active on social media for a certain period. Similar findings were detected by Starosta and Izydorczyk (2020), Dinh & Lee (2022), and Dursun et al. (2023), and they observed that people's tendency to imitate social media influencers increased FOMO levels.

Analyses were conducted to determine whether conspicuous consumption on social media has an effect on FOMO. According to the findings, consumption interest and personal image representation have a positive effect on both personal and social FOMO. These findings indicated that the sub-hypotheses 'Consumption interest has a positive effect on FOMO.' and 'Personal image representation has a positive effect on FOMO.' of the third hypothesis of the paper were accepted. On the other hand, it was also observed that sharing satisfaction has a positive effect on social FOMO. Therefore, these findings showed that individuals with a tendency towards more consumption and purchasing branded products to stand out have a positive impact on their concerns about exclusion from social groups, feelings of inadequacy, etc., if they are not active on social media. Additionally, it was observed that individuals who increase their individual shares to obtain more interaction increase concerns about exclusion from social groups, feelings of inadequacy, etc., if they are not active on social media. Argan and Argan (2020), Saavedra and Bautista (2020), and Akel and Candan (2023), the tendency to receive more interaction has implications for changing consumption culture and affecting FOMO, supporting the findings of this paper.

The results of this paper, which aims to determine the effect of attitudes towards travel influencers on conspicuous consumption and FOMO on social media, cover findings that can be associated with all sectors; however, it is possible to present some suggestions for tourism businesses based on the results obtained for tourism businesses in line with the scope of the paper. In this context, for tourism businesses to sustain their existence in the competitive environment due to globalization and technological advancements, it is recommended that they keep track of innovations and changes. Subsequently, they should reach their target audience by making their social media accounts and websites accessible. Then, it is suggested that they focus on digital marketing practices such as social media marketing, search engine optimization, affiliate marketing, pay-per-click advertising, and others.

Based on the findings obtained within the scope of the paper:

- Considering that trust in social media influencers is directed towards more consumption and purchasing brand products to stand out, it is recommended to implement digital marketing practices with reliable influencers.

- In line with the finding that influencers with expertise and attractive personalities encourage more individual sharing, focus on increasing interactions through activities involving such influencers.
- Conveying a sense of trust and conveying useful message perceptions to consumers.
- Increasing demand with independent influencers like influencers.
- Since it has been found that trustworthy influencers increase the fear of missing out, digital applications that evoke the same feelings from the target audience should be implemented.
- Tourism businesses wishing to use FOMO as a marketing strategy should organize effective marketing communication campaigns.
- Identifying consumers prone to FOMO, which increases the need to belong as a target audience in marketing and advertising campaigns.
- Positioning marketing strategies to create a valuable and recognized brand perception.
- It is recommended to embrace individuals who are inclined to consume more and purchase brand products to stand out as the target audience.

The paper contains some limitations. Firstly, the sample size of the paper is limited to a specific number of participants using Instagram in Türkiye. Another limitation is that the data is collected in a limited time period, which allows the data to be captured in a specific time period and to reveal the cause-effect relationships within that time period. Additionally, the survey technique was used as the data collection method in the paper. There are limitations, such as the potential for misinterpretation of surveys and a lack of insight into participants' thought processes and motivations. Another limitation is that quantitative analysis techniques were used in this paper. In future studies, to generalize the results, more samples could be included in the research, and results could be compared by using different analysis techniques (such as experimental studies). Additionally, studies could be conducted including individuals using different social media platforms, or studies focusing on attitudes or perceptions towards specific influencers on Instagram could be conducted. Furthermore, it is recommended to conduct intergenerational and cross-country comparisons in future studies.

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