



# Intergenerational Influences on Conspicuous Consumerism in the Age of Artificial Intelligence



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## Introduction

As Artificial Intelligence is implemented into marketing strategies, data collection and the personalization of ads has become vastly more efficient. With more personalized advertisements, consumers may be more inclined to interacted with sponsored posts. Conspicuous consumerism is a term that describes the consumer as a status-seeker, who makes purchases to increase their social status. In this study we examine how more personalized ads encourage conspicuous consumerism among members of different generations. The results will be collected grouped based on the respondent's generation to identify trends and differences in spending habits among these groups.

## Data Analysis

- After the data is collected, it will be grouped based on responses to age.
- These groups will be analyzed to determine if there are differences in spending habits, use of AI in shopping, and feelings towards personalized ads.
- The data will also be grouped based on race, education level, and gender to determine if they are more responsible for the trends.

## Shortcomings

While this study provides valuable insight into consumer habits in a new social media environment, a future study is required to determine the factors responsible for differences in consumer behavior. This study also fails to take into consideration how impactful disposable income may be in differences in shopping behavior. Older generations have more disposable income than Gen-Z.

## References

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## Hypothesis

Older generations, Baby Boomers and Gen. X, will be more susceptible to personalized advertisements and show increased conspicuous consumerism behaviors because of their unfamiliarity with social media and increased purchasing power. Younger generations will be more trustful of AI tools in shopping but will show less conspicuous consumerism behaviors.

## Methods

### Participants

- Participants in different generations will be surveyed. Data from at least 100 participants in each generation will be gathered.
- Gender, race, and education level will be collected to identify possible trends from factors other than age.

### Materials

- A survey containing questions to determine a participant's shopping behavior and perception to advertisements will be distributed through social media groups and randomly to individuals in person.

### Procedures

- The survey will be distributed in Facebook and LinkedIn groups.
- Individuals in and around the FSU campus will be asked to complete the survey.
- The survey will be open for three weeks, or until a minimum of 100 responses is collected from each generation.

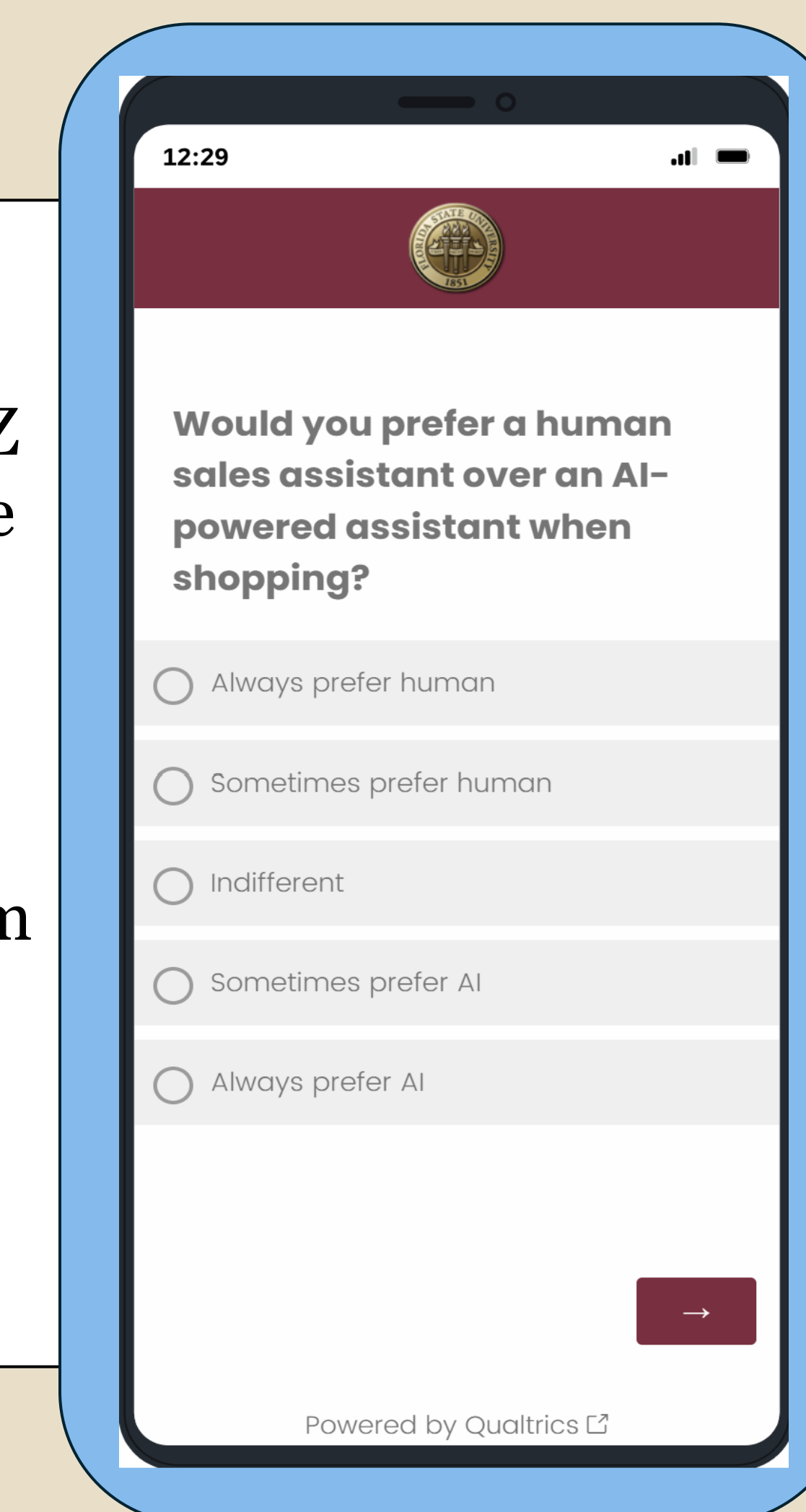
## Conclusion

After collecting and filtering data, responses were categorized based on the generation the respondent identified with. Generational data is then compared to identify differences among the groups. Each generational cohort's data will also be analyzed to discover trends that are specific to one generation.

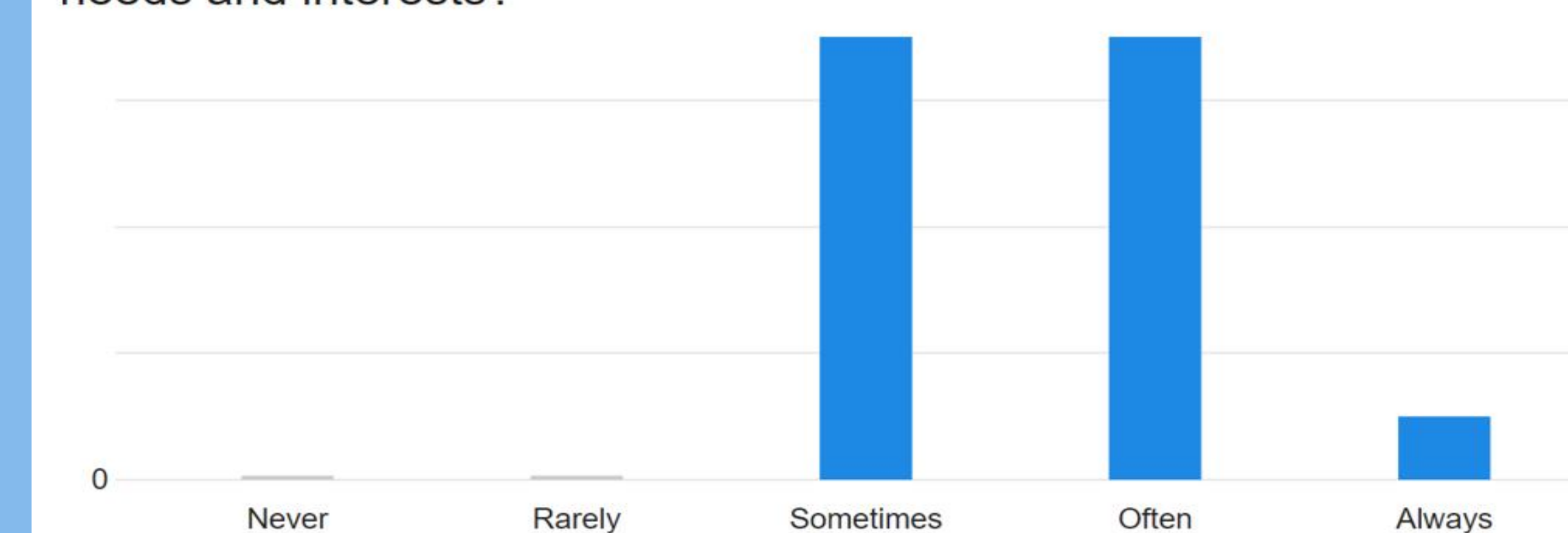
Based on our findings, we conclude that younger generations are more open to the integration of AI technology into the shopping experience. Gen-Z and Millennial consumers showed a greater level of trust towards AI technology and enjoyed having a more personalized shopping experience. Older generations, Baby-Boomers and Gen-X, were not as willing to use AI technology for shopping purposes. However, these generations were also the most susceptible to personalized advertisements. On average, Baby Boomers displayed the most conspicuous consumerism behaviors. This is likely due to the fact that Baby Boomers are most aware of social media advertisements and have the most disposable income. Although disposal income is a significant factor, baby boomers still displayed impulsive shopping behavior online.

## Results

Data was collected through a 14-question survey. Although results are preliminary, Gen-Z respondents have shown to be more comfortable with AI technology than older generations. Gen-Z respondents have also shown less conspicuous consumerism behavior while shopping online. So far, Gen-X respondents have shown the greatest level of conspicuous consumerism.

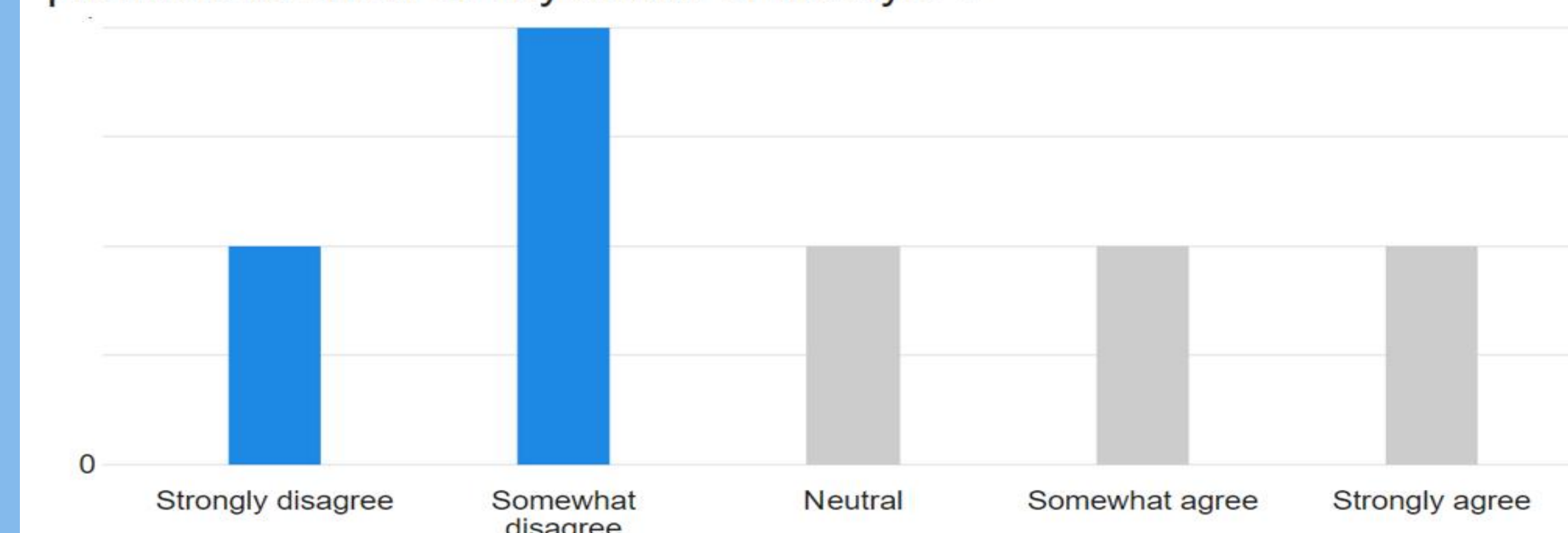


Q14 - How often do AI-driven recommendations align with your actual needs and interests?



This visual demonstrates the effectiveness of data analysis done by AI technology and the more personalized experience online users feel.

Q8 - To what extent do you agree with this statement: "I often buy products to show off my status or lifestyle".



This visual shows responses from Gen-Z consumers. Gen-Z respondents show less conspicuous consumerism habits than older generations.