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Original Article

VANITY IN GEN-Z: STUDY OF DEMOGRAPHIC DIFFERENCES

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ABSTRACT

The aim of the present study was to examine the differences in vanity among Gen-Z adolescents based on demographic variables. Th sample consisted of Gen-Z adolescents (*N* = 500) with age ranged from 18 to 30 years, selected from educational institutions in Sargodha through purposive sampling technique. The data were analysed using comparative statistics including *t*-test and ANOVA. Findings revealed that vanity and its domains including narcissism, validationism and performativity were more reported in the Gen-Z from extended families compared to nuclear families. Validationism and performativity were more reported in girls compared to boys whereas validationism was more reported in urban residents. Performativity was more reported in Instagram users compared to others social platforms. Vanity and its aspects were more reported in Gen-Z with 5-7 hours screen time compared to other durations. There were non- significant mean differences in vanity across birth order groups. Vanity and its aspects were more reported in BS compared to other education level. Finally, vanity and its domains were more reported in age (22-26 years) compared to other age groups. The findings contribute to the understanding of the effect of demographic factors on vanity in Gen-Z.

I. INTRODUCTION

Vanity as a multi-dimensional phenomenon such as paying too much attention to one's self and/or one's personal accomplishments. This is more than just about looks; it's about wanting to be seen and remembered as important and about maintaining an inflated, frequently fragile, self-image of importance (Hawk et al., 2018). Vanity also extends to a variety of social motivations, specifically the constant use of self-presentation techniques in an attempt to create a self-presentation that matches the changing standards for beauty and success within society (Fidan, 2025; Jarman et al., 2021). The concept of vanity is evolved over time. Historically, vanity been viewed as a critique of moral vanity in classical times, but is now seen as a psychological self-orientation. The digital environment has rapidly changed in which Generation-Z is forming it identities and as a result, there has been increased focus on self-presentation and social media consciousness relating to appearance (Choukas-Bradley et al., 2020). The digital transition, which focuses on social comparison and seeking online approval, is different from the other forms of vanity which reflects the nuances of vanity across demographic variables (Zimmer-Gembeck et al., 2020). In addition, recent studies show that mechanisms of seeking feedback digitally and narcissism are more and more connected to the process of constructing personal identity in younger generations (Nemt-allah et al., 2026; Septiany & Merida, 2025). Young people are building idealized identity profiles using visual platforms with images that are now further validated by likers, commenters, and sharers, which, in turn, reinforces appearance-focused attention as a key part of what it means to be an adolescent (Throuvala et al., 2018). However, because

being good-looking is interconnected with being popular and high sensitivity to others evaluation increases the internalization of appearance ideals and increases vulnerability to feedback-seeking behaviors (Nesi et al., 2022).

Empirical studies have shown that gender significantly affects the expression of these vanity traits, with men often showing higher levels of disposition towards the attunement of achievement-oriented status symbols, which would seem to be more useful for being a symbol of evolutionary mating value (Millan & Wright, 2018). However, women tend to be more physically vain and more likely to adhere to standards that focus on how they look rather than taking the self-concept of beauty as a way of social positioning as self-serving (Butler, 2021). These gendered trends, however, are not permanent and today's research shows that globalization and the omnipresent nature of digital media are working in opposite directions, making vanity expressions more homogenized in various cultural settings (Durvasula et al., 2001). Furthermore, age is an important demographic arbitrator, as adolescent age groups have been shown to have unique forms of developmental vulnerability, leading to increased sensitivity to peer-based status signals (Anderson et al., 2015). In Generation Y and Z consumers, there is a particular receptivity to clothing advertisements, with vanity characteristics being a forecaster of the perceived value of targeted marketing messages (Wong & Malone, 2016). More specifically, research highlights that vanity traits serve as predictors of more advanced psychological states in younger age groups, such as fashion anxiety and materialism (Chang et al., 2011). Moreover, adolescents are more and more navigating the pressures within digital ecosystems where social media platforms function as main arenas for showcasing a ‘best life' and comparison of appearances to others, seemingly increasingly curated and perfected (Curran & Hill, 2017; Vries et al., 2015). Image-centric platforms akin to Instagram, TikTok, and Snapchat provide adolescents with the technological scaffolding for navigating such dynamics, as likes, comments, shares, and algorithmic amplification serve as forms of ‘public validation' that solidify the symbolic significance of consumer acquisitions, rendering them verifiable statements visible to others who purchase branded apparel and aesthetic enhancements to exhibit in public as their own personal achievements (Butler, 2021; Taylor & Strutton, 2016).

This study is important in the context of Pakistan because social media use and inspiration or modernization is greatly affecting the lives of Gen-Z. Thus gen-Z seems to be more inclined towards spending a fictional life. In this regard, little is known about vanity of the youth of Pakistan along demographic lines. Thus, the study aimed to investigate the role of demographic factors in Generation Z's vanity.

II. METHOD

Participants

The sample consisted of Gen-Z adolescents (*N* = 500) with age ranged from 18 to 30 years, were selected from educational institutions from Sargodha through purposive sampling technique. Sample was further segmented across eight demographic factors including gender, residence, family system, social media platform, screen time, birth order, education and age.

Measures

Vanity Scale for Gen-Z by (Mariam, 2026) was used for measuring vanity in adolescents belonging to gen-Z. The scale consisted of 20 items with three subscales named narcissism, validationism and performativity, narcissism with 11 items, validationism with 3 items and performativity with 6 items. The scale was measured on a 5-point Likert scale. The response categories were 1 = *Strongly Disagree*, to *5* = *Strongly Agree*. The minimum score was 20 and maximum score was 50. Lower scores indicated less vanity and vice versa. The reliability of Vanity Scale for Gen-Z was .94, reliability of narcissism scale was .91, reliability of validationism was .81 and reliability of performativity was .86 which revealed high internal consistency. Factorial and construct validity was established. Along with the measure, the participants also received a demographic sheet.

Procedure

Permission was taken from universities before data was collected. Prior to data collection, participants were provided with a brief introduction to the study, including its purpose and objectives. The participants were informed about the eligibility criteria of the research and only those who met the criteria and were willing to

participate were included in the study. The research participants signed the informed consent. Participants were encouraged to respond honestly and were given enough time to complete the questionnaires. Any questions from the participants about the study or the questionnaires were answered prior to the start of data collection.

Ethical Considerations

The study was conducted by keeping in view the ethical codes of conduct of scientific research using human participants recommended by American Psychological Association. There, written informed consent, confidentiality of information shared by participants, and anonymity of the Gen-Z adolescents' identities was ensured. Gen-Z adolescents were also given the right to withdraw their information, at any stage.

III. RESULTS

Table I: Mean, Standard Deviation and *t*-Values on Vanity across Gender, Residence and Family System in Gen-Z

	Girls	Boys		Cohen's	Rural	Urban		Cohen's	Extended	Nuclear		Cohen's
Scales	*M* (*SD*)	*M* (*SD*)	*t*(498)	*d*	*M* (*SD*)	*M* (*SD*)	*t*(498)	*d*	*M* (*SD*)	*M* (*SD*)	*t*(498)	*d*
Vanity in Gen-Z	38.82 (13.25)	35.72 (12.85)	1.79	0.23	37.19 (12.31)	38.86 (13.55)	1.25	0.12	42.69 (14.97)	36.91 (12.24)	4.36***	0.42
Narcissism	21.65 (7.73)	20.52 (8.01)	1.11	0.14	21.29 (7.76)	21.58 (7.89)	0.36	0.03	23.77 8.45)	20.71 (7.36)	3.92***	0.38
Validationism	6.25 (2.51)	5.42 (2.39)	2.54*	0.33	5.62 (2.41)	6.33 (2.52)	2.80**	0.28	6.57 (2.67)	5.98 (2.43)	2.31*	0.23
Performativity	10.92 (4.39)	9.77 (3.65)	2.02*	0.28	10.27 (3.68)	10.95 (4.52)	1.57	0.16	12.34 (4.98)	10.21 (3.92)	4.95***	0.47

*p < .05. **p < .01. ***p < .001.

Table 1 shows non-significant mean differences on vanity across gender with t (498) = 1.79, p > .05. Cohen's d value was 0.23 (> .20) which indicated small effect size. Findings shows non-significant mean differences on Narcissism across gender with t (498) = 1.11, p > .05. Cohen's d value was 0.14 (<.20) which indicated no effect size. Findings show significant mean differences on validationism across gender with t (498) = 2.54, p < .05. Girls exhibited more validationism (M = 6.25, SD = 2.51) compared to boys (M = 5.42, SD = 2.39). Cohen's d value was 0.33 (> .20) which indicated small effect size. Findings show significant mean differences on Performativity across gender with t (498) = 2.02, p < .05. Girls exhibited more Performativity (M = 10.92, SD = 4.39) compared to boys (M = 9.77, SD = 3.65). Cohen's d value was 0.28 (> .20) which indicated small effect size.

Findings show non-significant mean differences on vanity across residence with t (498) = 1.25, p > .05. The Cohen's d value was 0.12 (< .20) which indicated no effect size. Findings show non-significant mean differences on narcissism across residence with t (498) = 0.36, p > .05. The Cohen's d value was 0.03 (< .20) which indicated no effect size. Findings show significant mean differences on validationism across residence with t (498) = 2.8, p < .01. Urban resident exhibited more validationism (M = 6.33, SD = 2.52) compared to rural residents (M = 5.62, SD = 2.41). The Cohen's d value was 0.28 (> .20) which indicated small effect size. Findings show non-significant mean differences on performativity across residence with t (498) = 1.57, p > .05. The Cohen's d value was 0.16 (< .20) which indicated no effect size.

Findings show significant mean differences on vanity across family system with t (498) = 4.36, p < .001. Extended family exhibited more vanity (M = 42.69, SD = 14.97) compared to nuclear family (M = 36.91, SD = 12.24). The Cohen's d value was 0.42 (> .20) which indicated small effect size. Findings show significant mean differences on narcissism across family system with t (498) = 3.92, p < .001. Extended family exhibited more narcissism (M = 23.77, SD = 8.45) compared to nuclear family (M = 20.71, SD = 7.36). The Cohen's d value was 0.38 (> .20) which indicated small effect size. Findings show significant mean differences on validationism across family system with t (498) = 2.31, p < .05. Extended family exhibited more validationism (M = 6.57, SD = 2.67) compared to nuclear family (M = 5.98, SD = 2.43). The Cohen's d value was 0.23(> .20) which indicated small effect size. Findings show significant

mean differences on performativity across family system with t (498) = 4.95, p < .001. Extended family exhibited more performativity (M = 12.34, SD = 4.98) compared to nuclear family (M = 10.21, SD = 3.92). The Cohen's d value was 0.47 (> .20) which indicated small effect size.

Table II: Mean, Standard Deviation and *F*-Values on Vanity across Demographic Factors in Gen-Z

	WhatsApp		Facebook		Instagram		YouTube		Other				
[a] Variables	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*F* (4, 495)	η^2	Post-Hoc
Vanity	37.99	12.03	37.44	8.61	39.64	15.18	40.90	9.13	36.41	14.47	1.47	.01	-
Narcissism	21.53	7.49	21.88	4.74	21.99	8.72	22.43	5.34	20.28	8.23	1.01	.01	-
Validationism	6.13	2.56	5.72	1.64	6.22	2.67	6.72	1.61	5.83	2.64	1.27	.01	-
Performativity	10.32	3.65	9.83	3.93	11.43	4.88	11.75	3.43	10.30	4.84	2.55*	.02	1>2<3<4>5
	1-4 Hours		5-7 Hours		8-11 Hours		12-15 Hours						
[b] Variables	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*F* (3,496)	η^2	Post-Hoc		
Vanity	35.66	13.10	39.32	12.04	38.49	15.41	44.74	11.31	7.01***	0.04	1<2>3<4		
Narcissism	20.13	7.56	22.13	7.38	21.03	8.62	24.94	7.17	5.87**	0.03	1<2>3<4		
Validationism	5.41	2.56	6.42	2.43	6.06	2.30	7.84	1.94	14.85***	0.08	1<2>3<4		
Performativity	10.12	4.25	10.77	3.77	11.40	5.26	11.96	4.31	3.30*	0.02	1<2<3<4		
	BS		MPhil		MSC								
[c] Variables	*M*	*SD*	*M*	*SD*	*M*	*SD*	*F* (2,497)	η^2	Post-Hoc				
Vanity	39.26	13.41	35.24	12.34	33.13	10.09	4.75**	0.02	1>2>3				
Narcissism	21.90	7.96	20.13	6.79	18.54	6.06	3.30*	0.01	1>2>3				
Validationism	6.34	2.56	5.28	2.17	5.18	1.43	7.36**	0.03	1>2>3				
Performativity	11.01	4.28	9.82	4.53	9.40	3.69	3.52*	0.01	1>2>3				
	18.21 Years		22-25 Years		26-30 Years								
[d] Variables	*M*	*SD*	*M*	*SD*	*M*	*SD*	*F* (2, 497)	η^2	Post-Hoc				
Vanity	37.61	10.15	40.17	14.32	29.94	9.50	14.62***	0.06	1<2>3				
Narcissism	20.88	6.06	22.49	8.41	17.15	5.73	11.80***	0.05	1<2>3				
Validationism	6.32	2.31	6.31	2.58	4.64	2.04	11.00***	0.04	1>2>3				
Performativity	10.42	3.16	11.35	4.78	8.15	2.54	13.74***	0.05	1<2>3				

*p < .05. **p < .01. ***p < .001.

[a] Table 2 shows non-significant mean differences on vanity across social media platform with F (3, 495) =1.47, p > .05. The η^2 value was 0.01 (< .20) which indicated no effect size. Finding shows non-significant mean differences on narcissism across social media platform with F (3, 495) = 1.01, p > .05. The η^2 value was 0.01 (< .20) which indicated no effect size. Finding shows non-significant mean differences on validationism across social media platform with F (3, 495) = 1.27, p > .05. The η^2 value was 0.01 (< .20) which indicated no effect size. Finding shows significant mean differences on performativity across social media platform with F (4, 495) =2.55, p < .05. people using YouTube exhibited higher performativity (M =11.75, SD =3.43) compared to Instagram (M =11.43, SD =4.88), WhatsApp (M =10.32, SD =3.65), other (M =10.30, SD =4.84), and Facebook (M =9.83, SD =3.93). The η^2 value was 0.02 (< .20) which indicated no effect size.

[b] Finding shows significant mean differences on vanity along digital screen time with F (3, 496) = 7.01, p < .01. people using screen time12-15 hours exhibited higher vanity (M =44.74, SD =11.31) compared to 5-7 hours (M =39.32, SD =12.04) and 8-11 hours (M =38.49, SD =15.41) and 1-4 hours (M =35.66, SD =13.10). The η^2 value was 0.04 (< .20) which indicated no effect size. Finding shows significant mean differences on narcissism along digital screen time with F (3, 496) =5.87, p < .01. people using screen time12-15 hours exhibited higher narcissism (M =24.94, SD =7.17) compared to 5-7 hours (M =22.13, SD =7.38) and 8-11 hours (M =21.03, SD =8.62) and 1-4 hours (M =20.13, SD =7.56). The η^2 value was 0.03 (< .20) which indicated no effect size. Finding shows significant mean differences on valiadationism along digital screen time with F (3, 496) = 14.85, p < .001. people using screen time12-15 hours exhibited higher valiadationism (M =7.84, SD =1.94) compared to 5-7 hours (M =6.42, SD =2.43) and 8-11 hours (M =6.06, SD =2.30) and 1-4 hours (M =5.41, SD =2.56). The η^2 value was 0.08 (< .20) which indicated no effect size. Finding shows significant mean differences on performativity along digital screen time

with *F* (3, 496) =3.30, *p* < .05. people using screen time12-15 hours exhibited higher performativity (*M* =11.96, *SD* =4.31) compared to 5-7 hours (*M* =10.77, *SD* =3.77) and 8-11 hours (*M* =11.40, *SD* =5.26) and 1-4 hours (*M* =10.12, *SD* =4.25). The η^2 value was 0.02 (< .20) which indicated no effect size.

[c] Finding shows significant mean differences on vanity along education level with *F* (2, 497) = 4.75, *p* < .01. people having graduation exhibited higher vanity (*M* =39.26, *SD* =13.41) compared to MPhil (*M* =35.24, *SD* =12.34) and MSc (*M* =33.13, *SD* =10.09). The η^2 value was 0.02 (< .20) which indicated no effect size. Finding shows significant mean differences on narcissism along education level with *F* (2, 497) =3.30, *p* < .05. people having graduation exhibited higher narcissism (*M* =21.90, *SD* =7.96) compared to MPhil (*M* =20.13, *SD* =6.79) and MSc (*M* =18.54, *SD* =16.06). The η^2 value was 0.01 (< .20) which indicated no effect size. Finding shows significant mean differences on validationism along education with *F* (2, 497) =7.36, *p* < .01. people having graduation exhibited higher validationism (*M* =6.34, *SD* =2.56) compared to MPhil (*M* =5.28, *SD* =2.17) and MSc (*M* =5.18, *SD* =1.43). The η^2 value was 0.03 (< .20) which indicated no effect size. Finding shows significant mean differences on performativity along education with *F* (2, 497) =3.52, *p* < .05. people having graduation exhibited higher performativity (*M* =11.01, *SD* =4.28) compared to MPhil (*M* =9.82, *SD* =4.53) and MSc (*M* =9.40, *SD* =3.69). The η^2 value was 0.01 (< .20) which indicated no effect size.

[d] Finding shows significant mean differences on vanity across age groups with *F* (2, 497) = 14.62, *p* < .001. Adolescents from 22-25 years age exhibited higher vanity (*M* = 40.17, *SD* = 14.32) compared to 18-21 Years (*M* = 20.88, *SD* = 6.06) and 26-30 Years (*M* = 17.15, *SD* = 5.73). The η^2 value was 0.06 (< .20) which indicated no effect size. Finding shows significant mean differences on narcissism across age groups with *F* (2, 497) = 11.80, *p* < .001. Adolescents from 22-25 years age exhibited higher narcissism (*M* = 22.49, *SD* = 8.41) compared to26-30 Years (*M* =17.15, *SD* = 5.73) and 18-21 Years (*M* =20.88, *SD* =6.06). The η^2 value was 0.05 (< .20) which indicated no effect size. Finding shows significant mean differences on validationism across age groups with *F* (2, 497) = 11.00, *p* < .001. Adolescents from 22-25 years age exhibited higher validationism (*M* = 22.49, *SD* = 8.41) compared to26-30 Years (*M* =17.15, *SD* = 5.73) and 18-21 Years (*M* =20.88, *SD* =6.06). The η^2 value was 0.04 (< .20) which indicated no effect size. Finding shows significant mean differences on performativity across age groups with *F* (2, 497) =13.74, *p* < .001. Adolescents from 22-25 years age exhibited higher performativity (*M* =11.3, *SD* =4.78) compared to 18-21 Years (*M* =10.42, *SD* =3.16) and 26-30 Years (*M* =8.15, *SD* =2.54) The η^2 value was 0.05 (< .20) which indicated no effect size. Post-Hoc comparisons revealed significant pair-wise mean differences.

DISCUSSION

The present study aimed to examine the demographic differences in vanity among Gen-Z participants. Vanity is generally regarded as an important personality characteristic, which denotes someone's interest in physical appearance and personal accomplishments. Gen Z has been constantly being bombarded with beauty ideals, social comparison, and the need for positive social validation in the digital age where social media is a way of life. Vanity should not be seen simply in terms of physical appearance but also as a general psychological pattern of self-enhancement, admiration seeking and reliance on external validation. The results of the present study support the general conclusion that vanity takes the forms of narcissism, validationism and performativity. People who indicated a higher vanity also tended to be more interested in obtaining social approval, more active in impression management and even more narcissistic. It is therefore important to look at the demographic variation of vanity, as this can provide a better insight into the differences across groups and help identify vanity associated factors. The present study revealed that several aspects of vanity were more reported in girls than boys. This indicated that girls express more concern towards appearance and self-presentation compared to boys. The results are consistent with Wang and Waller (2006) who found that girls were more concerned about their physical appearance than me. This points out that women may be more concerned with looks, self-presentation and social acceptance than men. One explanation could be that young women are more exposed to demands linked to appearance and beauty standards in the society, which could lead to an increase in attitudes associated to vanity. The differences in the vanity are not just explained along gender line, it is also linked with age.

The present study revealed that the mean score for the age group 22-25 was comparatively higher in the case of vanity than other age groups. The results are consistent with previous research revealing that age matters in the case of proneness to vanity as adolescents are found exhibiting heightened responsivity to peer-based status cues (Anderson et al., 2015), fashion anxiety and materialism (Chang et al., 2011). One possible reason is that people in this age group are in emerging adulthood or late adolescents, which is a developmental period in which they are more concerned about body image, identity and socialization. In the modern era, younger people are ever more likely to be involved in social comparisons and self-presentation during this time, via social media, which can lead to increased vanity.

Social media is a strong platform in which vanity related motives are perpetuated and strengthened in the context of Generation Z, by comparing, judging and commenting on others' posts. Social media serves as a potent space for all vanity inspirations to be reinforced in the era of Gen Z, as people constantly compare, evaluate and interact online. Thus, these digital platforms develop ambitiousness for performativity, which is an important aspect of vanity. In line with this notion, the present study found a significant role of social media platforms in performativity. The participants who mainly used YouTube showed more performativity than the other platforms such as Facebook, WhatsApp, Instagram. YouTube is a platform that provides a way for users to upload and share their own videos, so it is not surprising that the ability to upload videos is one of the most popular features. YouTube allows users to make videos, voice their views, amuse the audience, and interact with viewers on an ongoing basis, unlike messaging or photo-sharing apps. The result of previous research revealed that adolescents are more and more living in digital spaces that can involve social media as primary spaces for presenting a 'best life' and comparing appearances with others, in order to appear more and more curated and perfect (Curran & Hill, 2017; Vries et al., 2015).

Another important aspect pertaining vanity in Gen Z is education. This finding showed that educational level had a significant effect on the vanity with corresponding dimensions. There were higher reports of overall vanity, narcissism, validationism, and performativity among undergraduate students compared to students in the post-graduate students. This could be because that most undergraduate students are younger (belonging to the age of 22 to 25 years, which is already stated is more prone to vanity) and are still actively involved in the process of identity development, competition with peers, and social networking. In this phase of life, being accepted by others and how you look are important components of self-esteem. Postgraduate students, on the other hand, might grow into more emotionally mature, academically driven and self-assured individuals, which will limit their reliance on external validation and their looks for self-worth. The students who are in higher studies might be even more emotionally stable and less dependent on the social approval while relatively less-educated younger representatives of Gen Z might still be in the early stage of identity development.

According to the results of the present study, the differences in vanity, narcissism, performativity based on residence (urban / rural) were non-significant, so that the urban group and the rural group reported the same level of vanity, except one exception are urban residents which exhibited slightly higher level of validationism. This discovery could be attributed to the ubiquity of smartphones and the internet, thus decreasing the disparity between urban and rural life. The modern era in terms of exposure of youth living in both settings is the same, where they see the same beauty standards, social media trends, influencers and online content. This has led to self-presentation and appearance concerns being no longer confined to city dwellers, but also a widespread concern among young people in Generation Z. The slightly higher level of validationism in urban residents might be due to over competitiveness of urban life.

The results also showed that family system was one of the strongest demographic factors affecting vanity and its related dimensions. Extended family members scored significantly higher on vanity and it's all domains than nuclear family members. One possible explanation of these results is that people living in extended families have more frequent contacts with relatives and more opportunities for comparison, evaluation and competition. In larger families, young people may feel more pressure to maintain a positive image, to gain recognition and to be different from siblings and relatives. This constant comparison can cause an increased concern for physical appearance, personal achievement, and social recognition, which can lead to higher levels of vanity and narcissism. Extended families also often place a high value on the family's reputation and how it is viewed by society. This

could cause young people to be more conscious about how they present themselves and seek more validation from family and society. This may also explain why Gen Z from extended families reported higher validationism and performativity as they were more likely to engage in behaviours to gain approval and create a favourable impression. Adolescents from nuclear families are more likely to receive increased parental attention and emotional support, which may reduce the necessity for external validation and admiration.

The study limited to the investigation of the role of few demographic factors in vanity can be further extended in the future by using a more inclusive approach on vanity by investigating other demographic, geographic and psychographic factors. Moreover, self-reported information obtained from the impression conscious gen-Z can enhance the possibility of social desirability. Similarly, only perceived vanity can be measured through self-reported data which cannot be a substitute of actual vanity practiced in real life scenarios. Besides all the limitations, the study shared invaluable insights pertaining demographic differences in vanity.

CONCLUSION

The empirical insights of the study pertaining vanity in Gen-Z adolescents across a range of demographic factors have highlighted the superlative role of family system in determining differences in vanity and it's all domains in Gen-Z adolescents, predominantly in extended families. However, validationism and performativity was particularly more exhibited in adolescent girls. Gen-Z Adolescents residing in rural areas exhibited greater validationism only. Students of BS with 5-7-hour digital screes and belonging to the age group of 22 to 25 year were the main vanity prone segments of Gen-Z adolescents. Remaining demographic factors explained mixed findings, in particular birth-order made no contribution in determining the differences in vanity. The study highlights the important role of demographic factors in vanity in Gen-Z adolescents.

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