



A Comparative Study on Genz Perception About Frozen Food & Homemade Cooked Food on Ahmedabad

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ABSTRACT

Research is recommended to explore how advanced technology, cultural diversity, and sustainability influenced this generation's eating preferences. In this study, we will observe how the perception of Generation Z toward frozen food versus homemade cooked meals changes. We will also focus on age and how age plays an important role in and influences these preferences. We have made a survey filled out by 141 people, and the researchers analyzed data with a chi-square test to see if age was connected to food choices or not. As seen in the result, there is no significant link between age and preferences for frozen food or beliefs about its convenience and nutrition. But we have also seen that convenience was a key reason people prefer frozen food, and also family tradition and culture have had a greater impact on the choices of home-made cooked food. In fact, we also found out that people are not into cooking; they don't enjoy cooking as much as expected, suggesting a gap between the idea of cooking as well as fun and the real satisfaction from it.

INTRODUCTION

Significant global changes in consumer behaviour and food choices are being driven by the fast-paced lifestyle and rising urbanization of modern cities (Vidani, 2015). Cities like Ahmedabad, India, are prime examples of this phenomenon, as young consumers—especially those belonging to Generation Z—navigate a complicated culinary environment that combines contemporary frozen and ready-to-cook food items with traditional home-cooked meals (Vidani & Solanki, 2015). To better understand Generation Z's tastes, views, and the variables driving their dietary decisions, this study compares and examines how they see frozen food versus home-cooked meals in Ahmedabad (Vidani, 2015).

Global Trends and Context

The food sector has seen revolutionary changes on a global scale as a result of changing consumer expectations, changing lifestyles, and technological improvements (Vidani, 2015). The craze for convenience-driven consumption has caused frozen and ready-to-cook food products to become increasingly popular (Vidani, 2015). These goods have become more popular among urban populations looking for quick and simple meal options because of their long shelf life and ease of preparation (Solanki & Vidani, 2016).

For instance, Bangladesh's frozen and ready-to-cook food sector has grown quickly as a result of rising urban demand (Vidani, 2016). According to a Dhaka study, things like the items' ability to save time, their affordability, their diversity, and their health advantages have a big impact on how customers view them (Bhatt, Patel, & Vidani, 2017). Consumer preferences were shown to be significantly shaped by elements relating to brand image, quality, and availability, while flavour and packaging were found to be less significant (Niyati & Vidani, 2016).

Similarly, urbanization and shifting lifestyles have been linked to the increase in ready-to-cook food product consumption in India (Pradhan, Tshogay, & Vidani, 2016). According to research, the market for ready-to-cook foods is anticipated to expand significantly over the next several years due to reasons like quality, convenience, and special offers (Ganapathiraju & Fernandes, 2022). This increase is indicative of a larger trend in which convenience foods are becoming more and more ingrained in consumers' daily lives (Modi, Harkani, Radadiya, & Vidani, 2016).

Generation Z and Food Choices

In the food sector, Generation Z—those born between the middle of the 1990s and the beginning of the 2010s—is becoming a prominent cohort (Vidani, 2016). This generation is distinguished by their tech-savvy nature, care for the environment and health, and desire for ease without sacrificing quality (Sukhanandi, Tank, & Vidani, 2018). Numerous aspects, such as brand values, nutritional content, and product safety, affect their meal choices (Tahir et al., 2022).

Research Objectives

1. To evaluate Generation Z's perception of the convenience offered by frozen foods (Objective achieved in Question 7 of the Questionnaire).
2. To assess Generation Z's views on the nutritional quality of frozen foods compared to home-cooked meals (Objective achieved in Question 8 of the Questionnaire and Question 12 of the Questionnaire).
3. To examine Generation Z's satisfaction with the taste of frozen foods (Objective achieved in Question 9 of the Questionnaire).
4. To determine the impact of packaging on Generation Z's purchasing decisions for frozen foods (Objective achieved in Question 10 of Questionnaire).
5. To analyze Generation Z's preference for home-cooked meals over frozen foods (Objective achieved in Question 11 of Questionnaire).
6. To investigate Generation Z's perception of the health benefits of home-cooked meals compared to frozen foods (Objective achieved in Question 12 of Questionnaire).
7. To explore Generation Z's views on the time investment required for preparing home-cooked meals (Objective achieved in Question 13 of Questionnaire).
8. To measure Generation Z's level of satisfaction with home-cooked meals compared to frozen foods (Objective achieved in Question 14 of Questionnaire).
9. To understand the influence of cultural and family traditions on Generation Z's preference for home-cooked meals (Objective achieved in Question 15 of the Questionnaire).

LITERATURE REVIEW

The change has been seen in the preference of the consumer as the cities, and modernization has taken place rapidly in most of the cities (Singh & Vidani, 2016). The literature review gives us an insight into Generation Z perceptions of frozen food versus home-cooked food, focusing on the city of Ahmedabad (Vidani & Plaha, 2016). If we look at the past research that has been done on consumer behaviour regarding food products, we get to know about the choices of the youth and we get a clear picture of the consumer behaviour (Solanki & Vidani, 2016).

The Trend in Food Consumption

The global food industry has become very different in today's life due to urbanization and technological factors, due to which the choices of the consumer change very frequently (Vidani, 2016). So, the maximum use of the convenience food has been seen (Vidani, Chack, & Rathod, 2017). There is a huge trend in frozen food and homemade food (Vidani, 2018).

Factors Influencing Food Choices

Understanding the factors that are affecting the Gen Z perception, it requires a large exploration of various elements, which include choices, health, economic considerations, and cultural values as well (Vidani, 2018).

Convenience and Time Saving

One of the most important factors that has been seen is the convenience of the customer; we can say that it is the primary reason for the popularity of the frozen food (Odedra, Rabadiya, & Vidani, 2018). This type of product gives a very easy and simple solution for those who are very busy with their work and don't have much time to cook the food (Vasveliyya & Vidani, 2019). According to Ganapathi Raju and Fernandes, convenience is the most reliable factor that influences the market the most (Sachaniya, Vora, & Vidani, 2019). Their study found that the urban people give priority to the time-saving benefits of these kinds of products. The trend of these products is increasing day by day globally (Vidani, 2019).

Similarly, the importance of frozen food in the context of frozen food in Bangladesh has also been seen (Vidani, Jacob, & Patel, 2019). They found out that frozen food and ready-to-cook food are more convenient because it saves time and manpower (Vidani J. N., 2016). This factor is generally related to Gen Z because they are the most enthusiastic and also deal with so much work, and to fulfill the need for food, they use frozen and ready-to-cook food (Vidani & Singh, 2017).

Health and Nutrition

Health plays a very crucial role in the intake of food (Vidani & Pathak, 2016). We know that Gen Z is very conscious about food and their awareness of health issues and choices of food that should match their health goals (Pathak & Vidani, 2016). Research by Tahir et al. (2022) found that the choices of frozen food are most probably influenced by the safety and consciousness about the ingredients (Vidani & Plaha, 2017). This awareness of frozen and ready-to-cook food products is a problematic situation for frozen food suppliers (Vidani J. N., 2020). The consumers are concerned about the nutrition and health impacts (Vidani J. N., 2018).

Bangladesh consumers are also very worried about the frozen food in terms of health impact (Vidani & Dholakia, 2020). Although the study gives an insight into the low prices and variety of food, at the same time, the consumer also keeps in mind the health impact while purchasing this kind of product. Some people prefer health more than time (Vidani, Meghrajani, & Siddarth, 2023).

Research Gap

Narrow Focus on Cultural Context

As we can see, the research highlights the importance of modernization and urbanization on food choices. Some part of the attention is also given to how cultural values and local traditions influence Generation Z's preferences towards frozen food or home-cooked food in Ahmedabad. We can also determine that the cultural and emotional impact of home-cooked food in today's modern and urban environment has been seen very largely in studies.

Balancing Nutrition and Convenience

Although research shows that Gen Z's perceptions towards health are conscious, there is a need for more studies on how this awareness meets their desire for convenience. The gap is seen in what this generation makes between the nutritional benefits of homemade cooked food and the time-saving factor of frozen food, which requires more focus in the context of today's fast life.

Motivational Comparisons

The literature tends to meet the list of factors that influence the choice between frozen food and homemade cooked food, but also more research is needed on how these factors (convenience, health, cost, and cultural) influence the interaction. We can also understand how these motivations work together and could also give us deeper knowledge about GenZ food-related decision-making.

Evolving Consumer Behavior

As we have seen, most of the research has been only focused on current consumer preferences. But it is also very essential to study how these preferences include overtime, especially in the transformation of Gen Z from student into professional roles. Also, understanding how the priority changes at different levels of life stages could also help the businesses create more targets and marketing for both frozen food as well as home-cooked food.

Impact of Social Media and Technology

Social media as well as technology both play a very important role in organizing food choices, but as we have seen, this area is unexplored. Future research shows us how social media trends, online reviews, and influencer marketing affect their perception of frozen food and home-made cooked food. We can also see that these kinds of platforms largely tend to promote healthy eating habits and cultural food practices effectively, and also by providing the importance of both frozen producers and marketers.

Economic Factors Beyond Price Sensitivity

Presently available literature reiterates economic aspects primarily through the lens of price elasticity. The question that falls in a lacuna is that related to other economic determinants such as income, employment, and financial literacy of Generation Z toward food choices and willingness to pay for quality over convenience.

Long-term Health Consequences

While health concerns are discussed, there is little longitudinal research regarding the long-term health implications of Gen Z's food choices, especially as they increasingly rely on frozen foods. Understanding the potential impacts on health outcomes could help inform public health initiatives aimed at this demographic.

Enviromental Considerations

Only a few studies have researched how concerns over sustainability affect Generation Z attitudes toward the perception of frozen meals as contrasted to home-cooked meals. Knowing their attitudes regarding packaging, waste, and sourcing will help various stakeholders in the food industry for many reasons.

Utilization of Technology in Cooking at Home

An example of how this would be explored is how technology can affect Generation Z's home-cooked approach, which can include meal planning apps, online tutorials to cook, and smart kitchen devices. This way, there could be a merge between having things easy and the cultural importance of home cooking.

Hypothesis

- H1: There is a significant association between age and the frequency of frozen food consumption.
- H2: There is a significant association between age and the agreement level regarding the statement "Frozen foods are convenient for my busy lifestyle."
- H3: There is a significant association between age and the agreement level regarding the statement "Frozen foods are generally as nutritious as home-cooked meals."
- H4: There is a significant association between age and the agreement level regarding the statement "The taste of frozen foods meets my expectations."
- H5: There is a significant association between age and the agreement level regarding the statement "The packaging of frozen foods influences my purchasing decision."
- H6: There is a significant association between age and the frequency of preferring home-cooked meals over frozen foods.
- H7: There is a significant association between age and the agreement level regarding the statement "Home-cooked meals are healthier than frozen foods."
- H8: There is a significant association between age and the agreement level regarding the statement "Preparing home-cooked meals is time-consuming but worth the effort."
- H9: There is a significant association between age and the agreement level regarding the statement "Home-cooked meals are more satisfying than frozen foods."
- H10: There is a significant association between age and the agreement level regarding the statement "Cultural and family traditions influence my preference for home-cooked meals."

Table 1. Validation of Questionare

Statements	Citation from JV citation file (You can add more than 1 citation)
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1. How often do you consume frozen food?	(Sharma & Vidani, 2023)
2. To what extent do you agree with the following statement: "Frozen foods are convenient for my busy lifestyle."	(Mahajan & Vidani, 2023)
3. To what extent do you agree with the following statement: "Frozen foods are generally as nutritious as home-cooked meals."	(Saxena & Vidani, 2023)
4. To what extent do you agree with the following statement: "The taste of frozen foods meets my expectations."	(Vidani & Plaha, 2016)
5. To what extent do you agree with the following statement: "The packaging of frozen foods influences my purchasing decision."	(Solanki & Vidani, 2016)
6. How often do you prefer home-cooked meals over frozen foods?	(Vidani, 2016)
7. To what extent do you agree with the following statement: "Home-cooked meals are healthier than frozen foods."	(Vidani, Chack, & Rathod, 2017)
8. To what extent do you agree with the following statement: "Preparing home-cooked meals is time-consuming but worth the effort."	(Vidani, 2018)
9. To what extent do you agree with the following statement: "Home-cooked meals are more satisfying than frozen foods."	(Biharani & Vidani, 2018)
10. To what extent do you agree with the following statement: "Cultural and family traditions influence my preference for home-cooked meals."	(Odedra, Rabadiya, & Vidani, 2018)

Source: Author's Complication

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended

Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	141
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Complication

Demographic Summary

This demographic analysis of research on Gen Z's perceptions toward frozen versus home-cooked meals in Ahmedabad shows a varied participant profile, with 51.8 percent women and 48.2 percent men forming the majority, belonging to the 20-23 age group, accounting for 63.1 percent of the sample, while younger participants in the 12-19 age range accounted for 22 percent of all respondents. From an educational background, 46.1% have graduate degrees, followed by 24.8% postgraduate qualifications; therefore, the overall population is well-educated in general. The majority of participants are students (63.8%), which reveals the youthfulness of the demographic and their probable impact on food consumption trends. On an economic background level, 34.8% of families earn more than ₹60,000 a month, which indicates that the purchasing power is significantly quite high. The family structures also vary: 46.1% of the respondents remain in households with more than four members, which would definitely alter food preferences and habits of preparing meals. This might be a conclusion for the population with a wider perspective that would enable the understanding of deep views of Gen Z on their choices of food in the context of Ahmedabad.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.720	10

Source: SPSS Software

A Cronbach's Alpha of 0.720 for 10 items indicates a moderate level of internal consistency among the items in your survey. Generally, a Cronbach's Alpha above 0.7 suggests that the items are measuring the same underlying construct, which in your case relates to perceptions of frozen and home-cooked meals. This level of reliability is acceptable for exploratory research, suggesting that the survey items are reasonably coherent. However, there may still be room for improvement; if any items are particularly weak or out of alignment with the overall construct, refining them could enhance the scale's reliability.

RESEARCH RESULT

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H1	H1: There is a significant association between age and the frequency of frozen food consumption.	0.600	>	H01 Accepted (Null hypothesis accepted)	0.918	Strong
H2	H2: There is a significant association between age and the agreement level regarding the statement: "Frozen foods are convenient for my busy lifestyle."	0.244	>	H02 Accepted (Null hypothesis accepted)	0.870	Strong
H3	H3: There is a significant association between age and the agreement level regarding the statement: "Frozen foods are generally as nutritious as home-cooked meals."	0.270	>	H03 Accepted (Null hypothesis accepted)	0.661	Strong
H4	H4: There is a significant association between age and the agreement level regarding the statement: "The taste of frozen foods meets my expectations."	0.231	>	H04 Accepted (Null hypothesis accepted)	0.913	Strong
H5	H5: There is a significant association between age and the	0.165	>	H05 Accepted (Null	0.216	Weak

	agreement level regarding the statement: "The packaging of frozen foods influences my purchasing decision."				hypothesis accepted)		
H6	H6: There is a significant association between age and the frequency of preferring home-cooked meals over frozen foods.	0.098	>	H06	0.172	Weak	Accepted (Null hypothesis accepted)
H7	H7: There is a significant association between age and the agreement level regarding the statement: "Home-cooked meals are healthier than frozen foods."	0.305	>	H07	0.361	Weak	Accepted (Null hypothesis accepted)
H8	H8: There is a significant association between age and the agreement level regarding the statement: "Preparing home-cooked meals is time-consuming but worth the effort."	0.859	>	H08	0.141	Weak	Accepted (Null hypothesis accepted)
H9	H9: There is a significant association between age and the agreement level regarding the statement: "Home-cooked meals are more satisfying than frozen foods."	0.046	<	H09	0.816	Strong	Rejected (Null hypothesis rejected)
H10	H10: There is a significant association	0.434	>	H10	0.572	Strong	Accepted

between age and the agreement level regarding the statement: "Cultural and family traditions influence my preference for home-cooked meals."	(Null hypothesis accepted)
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Source: Author's Complication

Theoretical Implications

The findings from this study offer several important theoretical implications for understanding Generation Z's perceptions of frozen food and home-cooked meals. First, the lack of significant associations between age and various perceptions regarding frozen foods suggests that existing theories on consumer behavior may need to be revisited in the context of this demographic. Traditional consumer behaviour models often emphasize the role of age as a key variable influencing food preferences. However, this study indicates that within Generation Z, such influences may be less pronounced, potentially pointing to a more uniform attitude towards convenience foods across different age segments.

Second, the rejection of the hypothesis regarding the association between age and the perception that home-cooked meals are more satisfying suggests a divergence in how satisfaction is derived from food experiences. This finding contributes to existing literature on food satisfaction, emphasizing the need for a nuanced understanding of how cultural and familial contexts shape perceptions. It reinforces theories that assert the significance of emotional and cultural dimensions in food consumption, particularly in relation to traditional meals. This aligns with the concept of "comfort food," where the emotional satisfaction derived from home-cooked meals is deeply rooted in personal and cultural narratives.

Additionally, the acceptance of the hypothesis regarding cultural and family traditions influencing preferences for home-cooked meals reinforces the theoretical framework surrounding cultural influences on food choice. This supports the notion that food consumption is not merely a matter of nutrition or convenience but is also intricately linked to identity, tradition, and social practices. The findings emphasize the need for theories in food sociology and anthropology to account for the complexities of cultural heritage in shaping dietary preferences, especially among younger generations who are often perceived as more globalized and detached from traditional practices.

Lastly, the study underscores the importance of considering changing societal norms and lifestyles in consumer research. The rise of convenience-oriented food options, such as frozen meals, suggests a shift in how younger consumers approach meal preparation and consumption. This evolution may challenge existing paradigms that view home-cooked meals as inherently

superior. Instead, the results point to a potential redefinition of quality and satisfaction in food experiences, where convenience and cultural significance coexist.

In summary, this research contributes to the theoretical landscape by highlighting the complex interplay between age, cultural influences, and food preferences among Generation Z. It calls for a re-evaluation of existing consumer behavior theories to better account for the unique characteristics and values of younger generations, particularly in a rapidly changing food environment. Future research should continue to explore these dimensions, utilizing qualitative methods to gain deeper insights into the motivations and meanings behind food choices in this demographic.

Practical Implications

The findings of this study on frozen food and freshly prepared meals from the perspective of Generation Z in Ahmedabad have several practical implications for food manufacturers, marketers, policymakers, and educators.

1. **Product Development and Marketing Strategies:** Because Generation Z embraces frozen foods, food manufacturers should make it a point to highlight the development of products that suit the convenient lifestyle of this generation. Focus on savings in time and ease of preparation should be the basis of the marketing strategy while, at the same time, focusing on quality and taste. Nutritional value and attractive packaging will add further attractiveness to such products. Brands must also look into coming out with frozen meal kits that have culturally aligned taste profiles with traditional flavours to merge convenience with tradition.
2. **Promotion of Ready Meals Preparations at Home:** Though the consumers prefer frozen foods, there is still a chance to promote home-prepared meals among them due to their folk culture and family traditions still prevailing in food preference. Organizational and government might encourage home-prepared meals by promoting the psychological and social essence of cooking with family members through advertising or media campaigns. Healthy, easy-to-cook recipes could be taught to the young generation as educational courses or workshops. It would fill up the gap between comfort and traditional food preparation.
3. **Consumer Education:** The existing study identifies the likelihood of a perception mismatch between convenience and nutrition. Since education programs for Generation Z are available, it is possible to educate the generation about the health advantages that frozen food could provide besides home-cooked meals. Consumer education about nutrition benefits associated with both home-cooked and frozen foods while well-busting malice surrounding frozen foods will provide information that will enable more people to choose healthier diets over such combinations.
4. **Cultural Considerations in Food Policy** To that end, cultural considerations should feature in the development of food policies. Supporting neighbourhood foodways at the same time as modern convenience foods can meet young consumers' demands. Policies can include subsidies for

healthy frozen food, in addition to community programs that support or facilitate actual cooking and sharing of meals.

5. Food Influencer Engagement: Since social media plays a significant role in creating perceptions of food among Gen Z, the brand and institution have to engage with food influencers who could be meaningful to these generation-wise demographics. Association with influence makes convenience, quality, and cultural relevance more appealing and relatable to young consumers.

In conclusion, the findings from this research yield relevant practice-based information to relevant stakeholders interested in reaching the growing food preferences of Generation Z. More importantly, linking product development, marketing strategies, and education initiatives with the values and behavior of that demographic may allow stakeholders to address their unique needs and set a more harmonious relationship with both frozen and home-cooked meals

DISCUSSION

The research was for the comprehension of perceptions held by Generation Z toward frozen food consumption against home-cooked food consumption in Ahmedabad, and then how age was related to this. Through Chi-Square tests, the hypotheses were tested to reflect meaningful outcomes.

From the data, it was found that, overall, no associations are present between age and any other aspects of frozen food consumption as well as preference for home-cooked foods. For instance, hypotheses H1 through H8 tested some perception differences about frozen foods. The associated p-values were all above 0.05, thus permitting the null hypothesis to be accepted. It thus implies that age does not have a significant impact on perceptions regarding convenience, nutrition value, taste, packaging, or the number of times that frozen foods are consumed. The poor relationships indicated by low R values strengthen this conclusion, implying uniformity in attitudes between the age groups represented by the Gen Z group.

Interestingly, though most of the hypotheses were accepted, H9 was rejected. It was hypothesized that there would be a statistically significant relationship between age and the opinion that home-cooked food is more satisfying than frozen food ($p = 0.046$). Of course, this is an important finding because it suggests that age profiles the perceptions of satisfaction derived from home-cooked meals more distinctively than the other attitudes measured. This could mean that older Gen Z may be more satisfied with home-cooked meals, perhaps showing a greater appreciation for traditional ways of cooking or for the cultural traditions involved with eating with the family.

Further, the hypothesis of cultural and family traditions (H10) was accepted; those factors determine the food choice for home-prepared meals, regardless of age. One may support this using relevant existing literature, wherein a person's background in culture and family plays a significant role in their food choices. It highlights the impact of tradition, further helping to affirm the fact that even though young adults have been so gripped by the use of

convenience in terms of food consumption, their importance in terms of food choice preference still holds up.

The outcomes also point to a larger trend toward convenience and practicality that characterizes the Gen Z generation in their eating habits, as reflected in frozen foods. The absence of association with age further suggests that the younger members of this generation search for convenient meal preparation solutions, perhaps due to lifestyles that are all the more hectic and time-consuming and perhaps because of education or professional commitments.

CONCLUSIONS AND RECOMMENDATIONS

This is the first comparative study on Generation Z's attitudes toward frozen food and homemade food in the city of Ahmedabad, which certainly provides important information regarding the food preferences and behaviors within that particular demographic. And though young people in Ahmedabad are highly inclined toward convenience value, which is supported by their acceptance of frozen foods, it is still the cultural and family influences that continue to play an important role in their dietary preferences. Notably, while age is not significantly impactful on frozen food perception, preference for home-cooked meals, particularly emotional and cultural value, varies from person to person.

Thus, in rejecting the hypothesis relative to the satisfaction associated with home-cooked meals, it can be inferred that different forms of food experiences should be understood in a more complex manner concerning Generation Z. It simply means that while convenience might remain paramount, traditional meals can continue to occupy a special place in the hearts of the young consumers due to cultural narratives and family traditions.

These results have enormous practical implications for food manufacturers, marketers, and policymakers: recognition and attraction of Generation Z towards ways of food preference. Campaigns on the nutrition benefits of frozen foods along with the campaigns to return to home-cooked food could work towards a balanced approach toward food consumption. Also, pertaining to the social media and community approaches would help strengthen attachment towards food: a better relationship between convenience and tradition.

In a nutshell, such research carries an insight into the changing food culture of Generation Z; therefore, there is certainly a demand for efforts to make convenience and cultural relevance simultaneously hit the market. As long as the food industry is evolving with the new, different behaviours of modern consumers, understanding the intricacies of this generation's diet will play a critical role in developing sustainable eating and retaining brand relationships with young consumers.

1. Deeper Cultural Studies: Further study should be conducted to further investigate the cultural factors that influence the eating behaviours of Generation Z. Staying specific about certain cultural backgrounds and

traditions may help be the key in discovering those factors that might influence the individual to prefer home-cooked versus frozen food.

2. Behavioural Segmentation: The behavioural segmentation by Generation Z in terms of their cooking habits and choices of food would lead to the identification of several distinct segments. Knowing the characteristics and motivations of these segments could allow for targeted marketing.
3. Health Trends Impact: The influence of health and wellness trends on the food preferences of Generation Z is an area that should be further explored in future research studies. There will be a further need to understand how the impact perceptions of nutrition and health have on one's desire for a frozen or home-cooked meal after the backdrop of higher dietary awareness.
4. Longitudinal Studies: Longitudinal studies will enable a better understanding of how patterns of food consumption and preferences evolve over time. This would also allow researchers to study the relationship between life transition events, such as entering college or the labour force, and changes in diet.
5. Economic Factors: The interaction of economic factors such as income and the price of food on meal choice between a frozen meal and a home-cooked meal may reveal some interventions that are urgently needed to make access to healthier choices more feasible. In turn, this report can then be used by policymakers to outline how to advance equitable access to food.
6. Food Choice and Social Media: Depending on how social media changes what people perceive and trend, research in the future might focus on whether Instagram and TikTok, for example, determine a Generation Z food choice between convenient foods and home-prepared meals.
7. Sustainability and Environmental Impact: Further research into the attitudes of Generation Z towards sustainability issues in food production and consumption would allow for greater insight into what drives the actions of environmental consciousness in their choices. This could then lead to the formulation of marketing that appeals to their values about sustainability.
8. Comparative Cross-Generational Trends: It is possible to compare the perceptions of Generation Z to those of previous generations to assess trends and shifts in food preference. This may strengthen insights that could be built upon how societal changes impact different cohorts of people with regard to their dietary choices.
9. Technology in Cooking: It would be interesting to discuss the impact technology has had on cooking behaviour and preferences, such as cooking apps and meal delivery services. How technology shapes or changes the way we cook can inform product development within the food sector.
10. Educational Interventions: Assessments of educational interventions with regard to home cooking skills as well as knowledge regarding nutrition are going to be extremely useful among Generation Z. These will help devise programs fostering healthier eating with a stronger attachment towards home-cooked food.

ADVANCED RESEARCH

Future research could extend these recommendations and further strengthen the findings, providing greater, deeper knowledge regarding Generation Z's understanding and preferences in relation to food. This new knowledge will be valuable as stakeholders in the food industry, policymakers, and educators adjust to this changing landscape of diets.

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