



Differences in Opinion on Healthy and Junk Food Between Generation Y and Generation Z

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ABSTRACT

Consumption of both healthy and junk food is becoming a major public health concern, especially among younger generations. In Ahmedabad, India, this study looks at the perspectives of two generations on the choice between junk food and healthy food: Generation Z (born 1997–2012) and Generation Y (born 1981–1996). A survey regarding these food categories was administered to [number of respondents] individuals of both generations to assess their attitudes, opinions and consumption patterns. The aim of the data analysis, which used [the technologies described], was to find significant differences in their health knowledge, influencing factors and preferences. The results increase our knowledge of generational differences in food preferences and guide focused initiatives aimed at encouraging better eating practices in Generation Y and Generation Z.

INTRODUCTION

This is true! Although views on junk food and healthy food vary from person to person, there are some differences between Generation Z (those born between the 1990s and early 2010s) and Millennials or Millennials (those born between the early 1980s and mid-1990s).).

Generation Z:

1. Focus on convenience: Generation Z attaches more importance to convenience, prefers short and simple meals, and turns to fast food and packaged snacks.
2. Health Awareness: Although simple, health awareness is increasing. Some Members of Generation Z prefer healthy options, including plant-based and organic solutions.
3. Digital influence: Social media has a huge impact on people's thoughts. Gen Z is likely to be influenced by viral food facts, influencers, and online health trends.

Y Generations:

1. Early Adopters of Health and Wellness Trends Millennials are becoming leaders in health and wellness, increasingly natural foods, organic foods and local ingredients.
2. Moderation and Balance: Healthy eating is important for many people. Millennials love the occasional decadence, with an emphasis on consuming healthy, whole foods.
3. Access to information: Access to nutrition information is more useful for Generation Y. This has led to more informed food choices that emphasize knowledge about ingredients and their health benefits.

It is important to remember that these are general trends and preferences may differ among members of each generation. Social, cultural and economic factors also affect the perception of unhealthy and healthy food.

Two major generations - Generation Z and Millennials - have emerged with unique visions. This generational group, coming from different social and cultural backgrounds, has different ideas about what a special treatment or healthy diet is. When we dig deeper into different perspectives, we see that simplicity, digital influence, health awareness, and early recognition of health are significant barriers to creating a complex web of beliefs around dietary choices. In this research, we understand the difficulty of debating healthy and unhealthy foods by exploring the interplay of taste and perception that has led generations to think about cooking this way.

In this food discussion, Generation Z, generally described as tech- and mobile-savvy, shows a clear preference for ease of use. The demand for quick and easy meals like fast food and snacks suits busy schedules. However, there is a negative trend: People are aware of their health problems and need health. Generation Z is increasingly choosing plant-based and organic foods to strike a healthy balance between convenience and health.

Millennials, or Generation Y, on the other hand, grew up in the early stages of the digital age, experienced knowledge expansion, and have a more positive attitude towards their food. Millennials are very particular about the origin of

their food; chooses natural, local products and organic foods. He is a leader in the health and wellness movement. Millennials' tastes place greater emphasis on occasional pleasures rather than a commitment to health and fitness. It is characterized by a commitment to balance and harmony.

Additionally, the influence of social media and digital platforms shapes the food preferences of Generation Z. Food design, health trends and demand for food products are influencing the rapidly growing field of food choices. Millennials, on the other hand, are slower to use technology, so they often combine recent experiences with more personal experiences and recommendations from others when making cooking decisions.

When we look back at the standards of many generations of thought, we see that debates about junk food and healthy food are embedded in society, technology and culture. The cooking habits of Generation Z and Millennials are a combination of convenience, knowledge and connection. A fascinating story representing the evolution of our relationship with food in the twentieth century.

Research Objective:

- To investigate and compare the opinions and attitudes of Generation Y and Generation Z towards healthy and junk food, identifying key differences and potential generational trends.
- Differences in opinion on Healthy and Junk food between Generation Y and Generation Z
- Differences in income, education, and access to healthy food options.
- How do marketing, social media and general culture influence food choices?
- Level of knowledge and concern for the health of all generations.
- How much does each generation know about the nutritional value of different foods?

LITERATURE REVIEW

Parker et al. (2019) found that American Generation Z is more health conscious than Generation Y and prefers natural foods. This shows that young people can adapt to healthy eating habits and drink cleanly. (Park, Y., Davis, J. and Stepp, J. (2019). Health and wellness for Generation Z: A new landscape for the food industry. (Park, 2019)

Grunert et al. (2012) suggest that price, taste, convenience, and health are important factors in food preferences across generations. However, the importance of these factors may vary depending on age and economic status. (Vidani G. K., 2012)

Keller et al. (2016) investigated the impact of social media on food preference, especially among young people. They found that social media platforms can influence food choices by influencing food products, celebrity endorsements, and peer pressure (Keller, 2015).

Singh et al. (2018) highlight the importance of cultural considerations when examining food choices. They show how culture, family values, and religious beliefs influence dietary patterns and preferences. ((Singh, 2018)

Kumari et al.(2022)investigated the relationship between access to local foods and better health status. Their research in India shows that promoting local foods can help improve nutrition and food security, which has implications for young people's food choices. (J., 2022)

Hypothesis Testing

H1: Age group (Gen Z and Millennials) has no impact on the level of effort people put into choosing healthy foods in their diets. The P value obtained from the chi-square test shows that the responses between age groups may be related because they are greater than the 0.05 significance level.

H2: There is a good relationship between the Gen Z and Millennial age group and they like to eat regularly. The low p values of the chi-square test (all p values are less than 0.05) indicate that the observed distribution of responses across age groups is not very relevant. This suggests that it will depend on the age of a person who likes to eat regularly.

H3: There is no significant difference between Generation Z and Generation Y in their health perceptions regarding unhealthy eating habits. P values obtained from the chi-square test indicate that the observed responses across age groups may be the result of heterogeneity, as they exceed significance at the 0.05 level. This suggests that people's awareness of health problems associated with malnutrition is not affected by age.

H4: There is a relationship between the age group of Generation Z and Generation Y and their fast food purchasing habits such as pizza, hamburgers and fast food. The low p values of the chi-square test (all p values below 0.05) indicate that the observed response distribution across age is not due to random chance. This shows that the person who likes to eat fast food will be affected by his age.

H5: There is a strong relationship between the age groups of Generation Z and Generation Y, as cooking at home is perceived as healthy, and they like to cook or eat at home. The p value of the chi-square test indicates that the observed distribution of responses across age groups is significant (p value for correlation 0.023 is less than 0.05). This means that the importance people place on the health benefits of cooking at home may vary by age.

Research Gap

Previous research on differences in food preferences has tended to focus on global or international comparisons, ignoring the effects of regional environments and cultural differences. To make sense of this gap, this study examines the specific context of Ahmedabad, India, which is experiencing rapid growth and witnessing the food revolution. Additionally, previous studies have focused on the purpose of the eating pattern, ignoring the behaviors and emotions that influence the eating decision. This study provides an in-depth understanding of generational differences in food preferences in Ahmedabad and explores the underlying motivations and reasons.

METHODOLOGY

Type of research	Primary research
Research design	Descriptive research design
Participants	People living in Gujarat State
Area of research	Gujarat
No. of respondents	137
Sampling method	Non – probability- Convenient sampling
Data collection method	Questionnaire – Google form
Analysis collected data	MS Excel

RESULTS AND DISCUSSION

Hypothesis Testing

Chi-Square Analysis

H1: Age group (Gen Z and Millennials) has no impact on the level of effort people put into choosing healthy foods in their diets. The P value obtained from the chi-square test shows that the responses between age groups may be related because they are greater than the 0.05 significance level.

Age * I make a conscious effort to include healthy food options in my meals. [Are you making the same?]

Table 1: Crosstab: Age * I Make a Conscious Effort to Include Healthy Food Options in My Meals. [Are You Making the Same?]

	I make a conscious effort to include healthy food options in my meals. [Are you making the same?]					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Generation Y(age between 31-60)	1	0	2	23	7	33
Generation Z(age between 18-30)	3	5	24	51	21	104
Total	4	5	26	74	28	137

Table 2. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.403^a	4	.116
Likelihood Ratio	9.458	4	.051
Linear-by-Linear Association	2.356	1	.125
N of Valid Cases	137		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .96.

Interpretation: Age group (Generation Z and Generation Y) was not found to be associated with health motivation; The P value indicates that the observed response will be different and significant above 0.05.

H2: There is no significant difference between Generation Z and Generation Y in their health perceptions regarding unhealthy eating habits. P values obtained from the chi-square test indicate that the observed responses across age groups may be the result of heterogeneity, as they exceed significance at the 0.05 level. This suggests that people's awareness of health problems associated with malnutrition is not affected by age.

Age * I enjoy consuming junk food on a regular basis. [Do you enjoy?]

Table 3. Crosstab: Age * I Enjoy Consuming Junk Food on a Regular Basis. [Do You Enjoy?]

	I enjoy consuming junk food on a regular basis. [Do you Enjoy?]					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Generation Y (age between 31-60)	17	14	2	0	0	33
Generation Z (age between 18-30)	13	34	36	16	5	104
Total	30	48	38	16	5	137

Table 4. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.119^a	4	.000
Likelihood Ratio	36.598	4	.000
Linear-by-Linear Association	27.963	1	.000
N of Valid Cases	137		

Interpretation: There is a positive correlation between Gen Z and Millennials' age and regular food intake, supported by a low chi-square test p value (<0.05), indicating that age affects such things.

H3: There is no significant difference between Generation Z and Generation Y in their health perceptions regarding unhealthy eating habits. P values obtained

from the chi-square test indicate that the observed responses across age groups may be the result of heterogeneity, as they exceed significance at the 0.05 level. This suggests that people's awareness of health problems associated with malnutrition is not affected by age.

Age * I am aware of the health risks associated with the consumption of junk food. [Are you Aware?]

Table 5. Crosstab: Age * I Am Aware of the Health Risks Associated with the Consumption of Junk Food. [Are You Aware?]

	I am aware of the health risks associated with the consumption of junk food. [Are you Aware?]					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Generation Y(age between 31-60)	0	0	6	23	4	33
Generation Z(age between 18-30)	4	6	17	54	23	104
Total	4	6	23	77	27	137

Table 6. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.901 ^a	4	.207
Likelihood Ratio	8.314	4	.081
Linear-by-Linear Association	.402	1	.526
N of Valid Cases	137		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .96.

Interpretation: There is no significant difference between Generation Z and Generation Y in the health perception of junk food; The p value of the chi-square test (> 0.05) indicates that the observed response may be biased and age has little or no effect on knowledge.

H4: There is a relationship between the age group of Generation Z and Generation Y and their fast food purchasing habits such as pizza, hamburgers and fast food. The low p values of the chi-square test (all p values below 0.05) indicate that the observed response distribution across age is not due to random

chance. This shows that the person who likes to eat fast food will be affected by his age.

Age * I frequently indulge in fast food, such as Burgers, Pizza or Subs. [Do you feel same?]

Table 7. Crosstab: Age * I Frequently Indulge in Fast Food, Such as Burgers, Pizza or Subs. [Do You Feel Same?]

	I frequently indulge in fast food, such as Burgers, Pizza or Subs. [Do you feel same?]					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Generation Y (age between 31-60)	21	5	6	1	0	33
Generation Z (age between 18-30)	14	31	31	26	2	104
Total	35	36	37	27	2	137

Table 8. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.757 ^a	4	.000
Likelihood Ratio	33.796	4	.000
Linear-by-Linear Association	24.928	1	.000
N of Valid Cases	137		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .48.

Interpretation: The Generation Z and Millennial age groups have a strong relationship with fast food shopping; A low chi-square p value (<0.05) indicates that age influences this model.

H5: There is a strong relationship between the age groups of Generation Z and Generation Y, as cooking at home is perceived as healthy, and they like to cook or eat at home. The p value of the chi-square test indicates that the observed distribution of responses across age groups is significant (p value for correlation 0.023 is less than 0.05). This means that the importance people place on the health benefits of cooking at home may vary by age.

Age * I prefer cooking or eating homemade meals as they are generally healthier [Are you prefer same?]

Table 9. Crosstab: Age * I Prefer Cooking or Eating Homemade Meals as They are Generally Healthier [are You Prefer Same ?]

	I prefer cooking or eating homemade meals as they are generally healthier [Are you prefer same ?]					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Generation Y(age between 31-60)	0	0	3	13	17	33
Generation Z(age between 18-30)	3	4	20	40	37	104
Total	3	4	23	53	54	137

Table 10. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.375 ^a	4	.251
Likelihood Ratio	7.135	4	.129
Linear-by-Linear Association	5.172	1	.023
N of Valid Cases	137		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .72.

Interpretation: There is a strong relationship between Generation Z and Millennials, and they love eating at home; There are age differences in terms of the health benefits of home planning, as can be seen from the significant chi-square test p-value (linear correlation p-value = 0.023).

Description : The data appears to describe the eating habits and preferences of two generations: Millennials (ages 31-60) and Generation Z (ages 18-30). By analyzing answers to five questions about health and unhealthy foods, it uncovered some unusual patterns.

Regarding health: Compared to Generation Y, Generation Z is more demanding about health in their food.

Both generations are aware of the health risks associated with unhealthy foods, but Millennials seem to be more concerned. Gen Zers are more likely to cook or eat at home, which is considered healthy.

About junk food: Generation Z is more likely to eat junk food than Generation Y. While Generation Y almost completely avoids fast food such as burgers and pizza, Generation Z is fonder of them. In general, data shows that Generation Z eats healthier than Generation Y, but prefers to eat junk food. However, it is worth noting that the chi-square test shows that some hypotheses are calculated less than 5, which may limit the generality of these results. Further research with larger samples may shed more light on differences in food choices.

CONCLUSIONS AND RECOMMENDATIONS

This literature review highlights important differences in influencing Millennials and Generation Z's food choices and perceptions of healthy and unhealthy foods. Understanding this generational gap is important for designing effective interventions to promote healthy eating habits and address the nutritional challenges that Generation Y and Z face in each generation. Future research should delve deeper into the specific nuances of these differences and explore how they are reflected in food choices and eating habits.

FURTHER STUDY

We uncover the mysteries and values of Millennials and Generation Z by using qualitative methods to explore the concepts and practices of "health" and "food." We provide insight by investigating how health considerations and taste preferences influence food choices across generations. Factors that influence decision making. Assess the impact of interventions, such as education campaigns or policy changes, on the nutritional behavior of generations Y and Z. Use research studies to develop public health plans and strategies that address the unique characteristics and concerns of each generation to improve health.

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