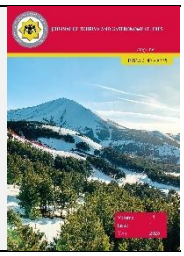
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The Impact of Generational Differences on Food Preferences: A Study on Generation Y and Generation Z

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Abstract

This study examines the food consumption habits and preferences of Generation Y and Generation Z, focusing on the factors influencing dietary behaviors and evaluating whether generational differences are statistically significant. The findings indicate that food preferences are mainly shaped by health, taste, and economic factors, with no statistically significant differences between the two generations. Although Generation Y shows a relatively stronger tendency toward health-conscious eating, both generations prioritize taste and convenience in their food choices. The study also analyzes meal-skipping behaviors, revealing that Generation Z is more likely to skip breakfast, while Generation Y tends to skip lunch; however, these differences are not statistically significant. Analysis of influencing factors demonstrates that individual preferences are the most dominant determinant (73.8%), whereas the influence of family (14.9%), media (2.2%), and dietitians (1.5%) remains limited. The findings are consistent with previous research. Nevertheless, limitations related to sample composition, geographical scope, and self-reported data suggest the need for further research.

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