

## 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, analyzing the factors influencing their dietary behaviors and assessing whether generational differences are statistically significant. The findings indicate that food preferences are primarily shaped by health, taste, and economic considerations, with no statistically significant differences between the two generations. Although Generation Y exhibits a relatively stronger tendency toward health-conscious eating, both generations prioritize taste and convenience in their food choices. The study also explores meal omission habits and their underlying reasons, revealing that Generation Z is more likely to skip breakfast, whereas Generation Y tends to skip lunch; however, these differences are not statistically significant. Additionally, the analysis of factors influencing dietary choices highlights that individual preferences play the most dominant role (73.8%), whereas the influence of family (14.9%), media (2.2%), and dietitians (1.5%) remains relatively limited. These findings align with previous research, suggesting that Generation Z exhibits a more pragmatic and hedonistic approach to food consumption, shaped by social media and individual value systems, while Generation Y prioritizes quality-driven food choices. Despite providing valuable insights, the study has certain limitations, including its sample composition (predominantly students and young adults), geographical scope, and reliance on self-reported data. Future research could adopt a cross-cultural approach, longitudinal analysis, and qualitative methods to provide a more comprehensive understanding of generational food consumption patterns.

### Keywords

Dietary behavior, consumer behavior, Food consumption habits, Food preferences Generation Y, Z, Social media influence.