

STUDY ON GENERATION Z FOOD WASTE, DIET AND CONSUMING EATING HABIT'S OF SURAT CITY

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ABSTRACT

In this study, we embark on a journey to explore the complex interplay between Generation Z dietary choices, food waste behaviour, and consumption habits. As the first digitally native generation to come of age, Generation Z stands at the forefront of evolving societal norms and preferences in the realm of food. We delve into the factors influencing their food choices and habits, from the impact of technology to cultural and environmental considerations. By shedding light on this intersection of generational identity, sustainability, and nutrition, we aim to provide valuable insights into not only the future of food consumption but also the urgent need for responsible food practices in an ever-changing world. This study is a culmination of dedicated research and the cooperation of numerous contributors, and we hope it serve as a meaningful resource for understanding and addressing the multifaceted challenges surrounding food waste, diets, and eating habits in the Gen Z era.

Keywords: Generation Z, Food Waste, Cultural Environment, Dietary Choices, Global Food Trends, Online Delivery, Biodiversity Loss, Health.

I. INTRODUCTION

The global food framework makes a critical commitment to ozone-depleting substance emissions, biodiversity loss, water extraction, and contamination with all stages in the store network, from rural creation to handling, distribution, retailing, home food planning, and waste, all of which have an impact. It has been estimated that nearly 33% of total food mass and one-fourth of total food calories delivered globally are lost or squandered. Families and purchasers generate the majority of food waste, making shoppers food waste a major issue. The focus of this study was on future customers and their habits related to food consumption and food waste. In general, future customers and their usage behaviour can be linked to a wide range of global concerns. The most important future purchaser group for this study was determined to be Generation Z (Born between the mid-to-late 1990s and the mid-2010s.)

As a result, this plan research thrusts itself into the field of social planning in regard to the sustainability concern associated with food waste. The environment test was Gen Z in India, and the primary goal was to assess the target gathering's mentalities, schedules, and abilities in terms of food utilisation and food waste propensities. The material from the social plan examinations was used in a subsequent research focus that created a specialised behaviour change application (cook smart) with a propensity library for supporting feasible food utilisation behaviour.

II. INDUSTRY PROFILE

Indian food processing industry: Current scenario

The Indian food industry is poised for rapid expansion, with its contribution to global food trade increasing year after year. Because of its enormous value addition, the food sector in India has emerged as a high-profit sector, particularly in the food processing industry.

With online food delivery players like Zomato, Swiggy, and others, there has been a great revolution in the food ordering business in India. Investors are becoming more interested in the food processing industry, anticipating its high potential and larger customer base.

Growth of the industry

Growing demand for food in order to feed the growing world population, predicted to reach 9.3 billion by 2050, agricultural production needs to grow by 70% and by nearly 100% in fast growing economies.

Demographic shifts by 2030, India will have the largest population in the world, representing 1/3 of the Asian population and 17% of world population. In fact, by 2050, India, China, Indonesia, Philippines and Pakistan will represent more than 50% of the world's population.

III. LITERATURE REVIEW

Urban Rosenqvist and Jiang Jingxiong (2006) To explore how grandparents impact the eating habits of their young grandchildren in Chinese three-generation families. In Beijing, China, semi-structured in-depth interviews were conducted with 12 parents (3 males and 9 female) and 11 grandparents. Nutrition education with grandparents could provide a framework for creating healthy eating habits in early children.

Mansi Arora Madan, (2016) : Empirical study on preference of millennials towards healthy food products with respect to organic and functional foods – The research proposes a survey of 300 Indian Millennials in order to understand their attitude towards healthier dietary options, with a focus on organic and functional foods. The results are obtained by the use of cluster analysis. The primary goal of this study is to derive indicators that can help with strategic and tactical marketing decisions.

Aidin Namin, Brian T. Ratchford and Julian K. Saint Clair (2016), This study takes a multi-method approach to modelling the motives influencing cooking. – Behaviour in this group of young adults. Focus groups are conducted and findings are incorporated into an integrative framework to develop and estimate three quantitative choice models for predicting millennials cooking behaviour. Data for this analysis are collected from surveys of millennial college students in two large metropolises in the US. Extending prior study, it is discovered that self-fulfilment (i.e., a sense of accomplishment from engaging in an activity) positively predicts cooking behaviour. Cooking skill also has a positive association with the incidence of cooking and eating at home.

IV. OBJECTIVES

1. The major goal was to comprehend the target group's attitudes, behaviour, and knowledge around food consumption, diets, and food waste using a qualitative social research methodology.
2. Since future consumers are in centre of social acceptance, it is important to also study their attitudes from the business perspective, in order to create sustainable and durable choices while answering to the needs of the consumers.
3. For investigating the food waste and consumption patterns of generation Z in the transition area when they moved from their parent's home and started to build independent lifestyles and consumption habits.

V. RESEARCH METHODOLOGY

Research Design

As a way to better understand consumer diet, consumption patterns, and food waste, we adopted a descriptive research design method in this study.

Source of Data

Primary data: We have collected data through questionnaires and focused group.

Secondary data; We have use previous year's literature review, research papers and journals.

Data collection method

A standardised questionnaire was used to collect the data. The instrument that was built included information about constructions and constituents. There were two sections to the questionnaire. The first section focused on the respondent's demographic information, which included gender, age, education and income. The model variables are measured in the section of the questionnaire.

Population

We have taken a sample size of 255.

Sample Element

Herein, in the survey sample elements will be the respondents from 18 to 25 years of age as we are taking gen-z as our respondent.

Sampling Method

Non-probability convenience sampling method.

Sampling Frame

In the study, respondents from Surat who are member of generation Z serve as the sampling frame.

TOP 10 FOOD PROCESSING COMPANIES IN INDIA

1. Britannia industries Ltd.
2. Hindustan Uniliver Ltd.
3. Kohinoor Foods Ltd. (Satnam Overseas Ltd.)
4. LT Foods Ltd. (Daawat)
5. McCain Food India Pvt. Ltd.
6. Mondelez India Pvt. Ltd. (Cadbury)
7. MTR Foods Pvt. Ltd. (Orkla)
8. Nestle India Ltd.
9. Parle Argo Pvt. Ltd.
10. Venkys India Ltd.

VI. FINDINGS

- Generation Z is aware of the problem of food waste and its environmental impact, but they frequently do not hold it personally. This gap between awareness and action could be caused by a lack of education about how their individual actions can make a difference.
- The Study also discovered that generation Z in Surat prefers plant-based diets, organic foods, and locally sourced products. This behaviour is motivated by a desire of healthier and more environment friendly food options. According to the study, the food industry in Surat can meet the needs of conscious by implementing sustainable practices and reducing food waste.
- The primary factors influencing Generation Z's food consumption habits are convenience and affordability. They prefer fast food, packaged goods, and homemade foods because they are convenient and inexpensive.
- Food trends and recommendations from influencers heavily influence Generation Z's food choices, which are heavily influenced by social media.
- Overall, these findings indicate that Generation Z is aware of the problem of food waste, but there is a gap between awareness and action. Education and awareness campaigns, as well as technological solutions could help this demographic reduce food waste. Policymaker and food industry players can use the findings to promote sustainable food practices and reduce food waste in Surat. The study also emphasizes the importance of continuing research on this topic in order to better understand the behaviour and attitudes of younger generation towards food waste and sustainable food practices.

VII. CONCLUSION

According to the findings of this project report, convenience, affordability, and social media trends heavily influence Generation Z's food consumption habits and food waste behaviour. Despite being aware of the environmental impact of food waste, they frequently feel disconnected from it and do not take individual responsibility to reduce it.

The study also discovered that Generation Z in Surat city is more likely to opt for plant based diets, organic food and locally sourced products, owing to desire for healthier and more sustainable food options.

Cultural and social norms were identified as important factors influencing food waste behaviour in the study. According to the study, respondents from joint families were more likely to waste food than those from nuclear families. This finding implies that cultural and social norms can influence food waste behaviour and should be considered when developing interventions to reduce food waste.

To summarize, the issue of food waste among Generation Z is a complex one that necessitates a multifaceted solution. We can reduce food waste and promote a more sustainable food system by promoting sustainable food consumption habits, educating the younger generation on the impact of their actions, and leveraging technology-based solution.

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