

An analytical study on the aspects that affect the food choice of millennials of NCR

By

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Abstract

In Indian scenario the youngsters have however, has gradually ignored the practice of the traditional foods due to the influence of information technology (Nor et al., 2012). Many of them may know the traditional food but may not know the way of preparing them. Hence, scholars urged on the importance to preserve the techniques and skills of preparing traditional foods and transmitting them to the future young generation (Kwik, 2008; Yohannes, 2009) as it is considered part of the cultural identity. This study aims to investigate on the factors that influence millennials food consumption. Especially restricted to the college going students

Key Word: scenario, traditional foods, millennials, and young generation

Introduction

Millennial is a group of people born between 1980-2000 and grew up with access to social networks, smartphones, tablets, and all the other digital technology in use today. The term Millennial or Gen Y describes someone born immediately after 'Gen X'. The exact range of birth years that constitute the millennial generation is not known; however, it is accepted as those born in and after 1980. For purposes of this study, we refer to the Millennial as those born post 1995-2000 and are a age group of 17 years to 24 years age.

With the onset of western culture and the millennials aping the west in all aspects. This also reflects in the choice of their foods. The trend is that the younger is influenced towards the western cuisine and fast food more than their traditional foods. The young students especially those aged between 18 to 22 years college going students have a inclination towards western and oriental fast food.

Literature Review

Trends tend to be dictated by younger generations—and the direction of food culture is no different. A recent study conducted by YouGov for Whole Foods Market reveals that Millennials are becoming increasingly careful in how they shop for foods: 60 percent of US adults aged 22- to 37-years-old say they are more concerned about food additives and growth hormones now than they were five years ago.

According to YouGov research, one in two Millennials (51%) indicate they are buying more organic products now than they did five years ago. Older Millennials (aged 33- to 37-years-old) and Millennial parents are especially likely to say they are buying organic more often now (60% and 57% respectively).

As per previous research Eight in 10 Millennials (80%) agree that when it comes to buying food, quality is important to their purchase decision. This appears to directly impact

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how they spend their money: 68 percent of Millennials agree that they are willing to spend more for high quality food products. To put this into context of the other ways Millennials may be spending their money, 69 percent of this group say they spent more money on food than they did on travel last year.

According to Laroche, et.al. (2005), food consumption relates closely with ethnic identity.

Methodology

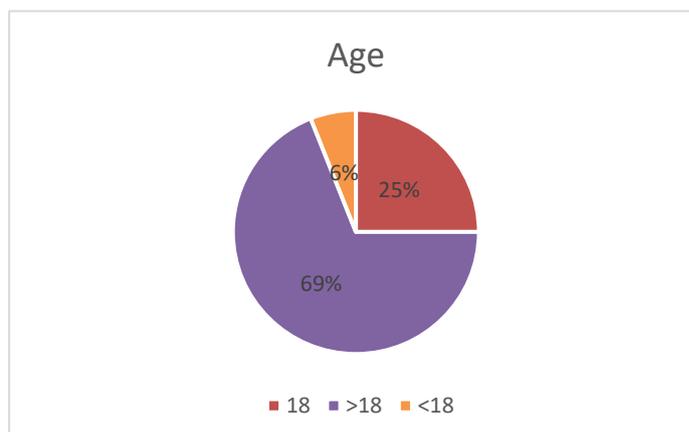
The study is conducted with students ages between 18-24 years from colleges of Delhi NCR. This study is exploratory in nature and Quantitative Research Methodology is used. Primary data has been collected through a well-structured questionnaire. Close ended structured questionnaires is formulated and data is collected by intercept method for filling questionnaires. Simple Random sampling has been done and the Universe will comprise of the students of colleges of Delhi NCR. The sample size was restricted to 100. The sample are mostly hotel management students of Delhi NCR.

A quantitative survey was conducted a conceptual framework was adapted from Pieniak, et.al. (2009) studies with the new moderating effect of ethnicity was tested in this study. University students were selected by using judgmental sampling approach. The criteria used in the selection were: (1) the sample must born in 1979 to 1994 (2) the sample must be Indian to ensure their familiarity to Indian traditional foods (The research context of the study was focus only in Delhi NCR college going students and the respondents were asked to complete a self-administered questionnaire adapted from Steptoe, Pollard and Wardle (1995) and Pieniak et.al. (2009) studies. The results of the study were analyzed by using IBM SPSS 25.

Respondents Demographic Profiles:

Age

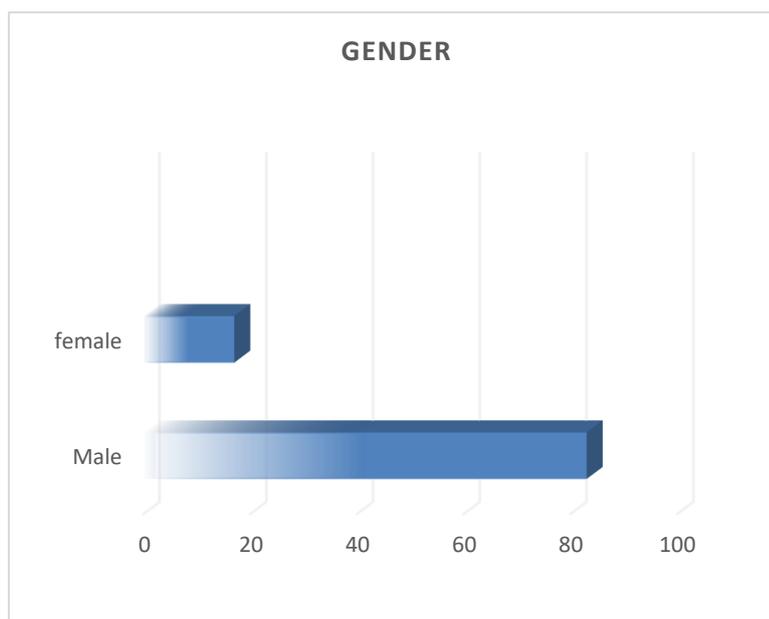
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	25	25.0	25.0
	>18	69	69.0	94.0
	<18	6	6.0	100.0
	Total	100	100.0	100.0



About 70 % of the respondents were more than 18 year`s . The sample werefrom the age group of 18 to 24 years. 30 % of the sample were 18 years and less.

Gender

	Frequen-cy	Percent	Valid Per-cent	Cumulative Percent
Val-id	Male	83	83.0	83.0
	fe-male	17	17.0	100.0
	Total	100	100.0	100.0

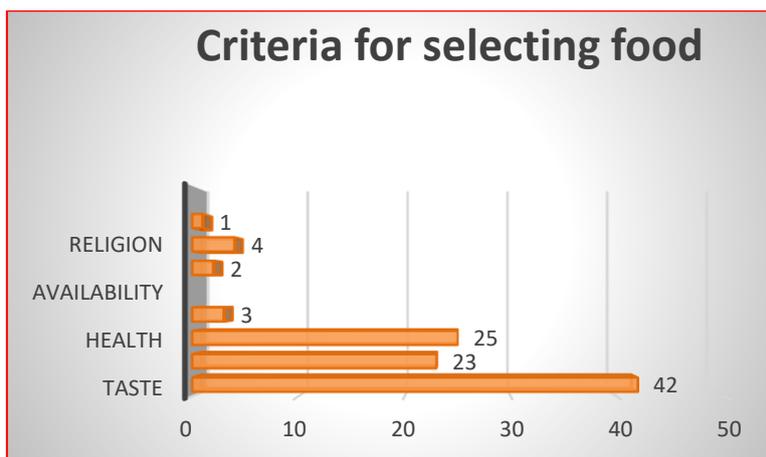


The sample were mostly boys. About 83 % were boys and only 17 percent arefemale respondents.

Findings and Discussions

Criteria for selecting food

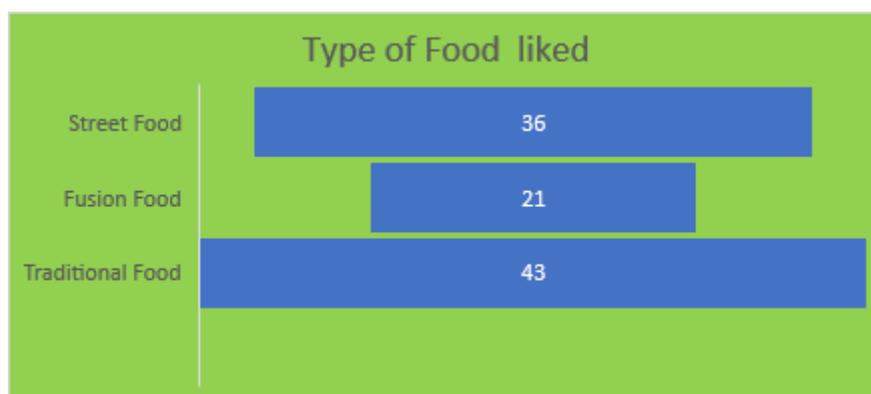
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taste	42	42.0	42.0
	Mood	23	23.0	65.0
	Health	25	25.0	90.0
	Convenience/ Availability	3	3.0	93.0
	Familiarity	2	2.0	95.0
	Religion	4	4.0	99.0
	Weight Con-trol	1	1.0	100.0
	Total	100	100.0	100.0



The survey reveals that taste is the major factor that the millennials look for while selecting for food of choice. Other factors like health and mood also contributes for 25 and 23 % respectively. It was nice to acknowledge that for young college going student’s mood is also one of the major factors for food selection. The data reveals that the millennials are conscious about health and are aware about the health benefits while selecting food.

Type of Food you like

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Street Food	36	36.0	36.0
	Fusion Food	21	21.0	57.0
	Traditional Food	43	43.0	100.0
	Total	100	100.0	100.0



Favourite Cuisine

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indian	83	83.0	83.0
	Chinese	8	8.0	91.0
	European	5	5.0	96.0
	Others	4	4.0	100.0
	Total	100	100.0	100.0



36 % of the millennials prefer to have street food, whereas maximum students prefer traditional Indian food. Only 21 % students prefer fusion food. The study shows gives a clear picture that as all the students are Indian, hence naturally most of them 83 % students prefer Indian food over Chinese and European. Though it makes to around 17 % students whom prefer to have food other than Indian.

Like to cook or prefer to go out

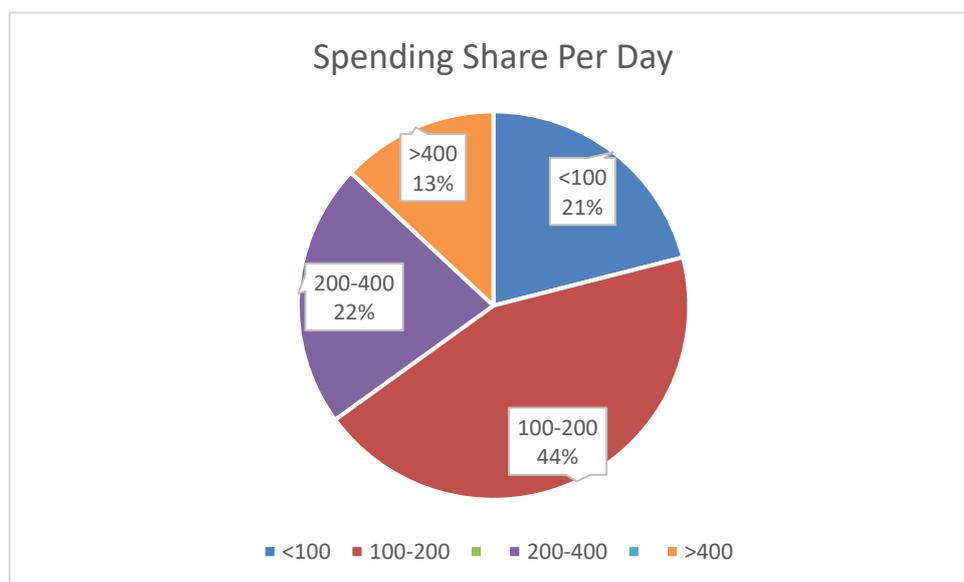
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prefer to go out	21	21.0	21.0
	Like to cook for self	38	38.0	59.0
	Prefer going out sometimes	41	41.0	100.0
	Total	100	100.0	100.0



Majority of the students /millennials around 41 % prefer to have food outside sometimes, whereas only 21 % likes to have the food outside only. As the survey was done with samples being Hotel Management students, 38 % students like to cook for themselves.

How much you spend on Food and Bev. each day

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<100	21	21.0	21.0
	100-200	44	44.0	65.0
	200-400	22	22.0	87.0
	>400	13	13.0	100.0
	Total	100	100.0	100.0



The spending share of the students is between Rs 100- Rs 200 for 44% students. Only 13% students can afford to spend more than Rs 400 each day on food. This will be a major analysis for the restaurants to plan their menu accordingly.

Conclusion and practical implications

The conclusion of the study reveals that there are three major factors that contribute to the food choice of the millennials, first being taste, second being health and third surprisingly mood. The millennials are more inclined towards traditional Indian food as compared to Chinese or European food. The spending share of the students or millennials is Rs 200- 400 each day for most of them. This will be very helpful for the restaurants and food outlets to plan menu and attract the millennials.

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