



GEN ALPHAS BUYING BEHAVIOUR TOWARDS JUNK FOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:

The emerging Generation Alpha, born after 2010, is an influential demographic with unique buying preferences, particularly concerning junk foods. This study aims to explore the buying behavior of Gen Alpha in Coimbatore city, India, regarding junk foods and their associated factors. The research methodology includes a mixed-method approach, combining quantitative surveys and qualitative interviews with parents and children. The quantitative phase involves administering structured questionnaires to parents to understand their perceptions and buying patterns of junk foods for their Gen Alpha children. The survey will delve into factors such as parental influence, advertising impact, peer pressure, and nutritional awareness on their purchasing decisions. Furthermore, the study will examine the frequency and type of junk food consumption among Gen Alpha. This research aims to provide a comprehensive analysis of Gen Alpha's buying behavior towards junk foods in Coimbatore city. The findings will contribute valuable information to marketers, policymakers, and health advocates, enabling them to develop effective strategies to promote healthier eating habits and make informed decisions regarding junk food marketing and regulation targeted at this influential consumer segment. Ultimately, this study seeks to enhance the understanding of the factors influencing Gen Alpha's junk food choices and contribute to the development of a healthier and more informed generation.

KEYWORDS:

Gen Alpha, Influence, Buying behavior, Junk Foods, Advertisement.

INTRODUCTION:

Food is essential for a child's growth and development. Children cannot live without food. "A good diet is the kind of diet that is good for health. It is nutrition. Cultural norms have changed. Children's eating habits have also changed and are facing such changes. Many children eat ready-made meals. Some parents are reluctant to change their child's eating habits. Children today have a great deal of influence over their parents' shopping. Parents today have higher incomes and higher levels of education. The number of single-parent households has increased, parent-child relationships have become liberalized, and there has been more open negotiation between parents and children rather than relationships governed by authority and orders. As a result, today's children receive more love and attention from their parents and are called "little emperors and empresses." Fast food consumption has undergone an almost global development. Indian fast food business grows by 4/100 once a year. India, which accounts for his 2.1% of total annual spending, ranks him 10th with 2.1% of his share of fast food spending per capita. It is usually served immediately in a box, bag, or wrapped in plastic to minimize costs. When children eat outside, they tend to eat foods that are high in fat and low in fiber and metals. Most workers with working young people are stressed. Fast food consumption has undergone an almost global development. Indian fast food business grows by 4/100 once a year. India, which accounts for his 2.1% of total annual spending, ranks him 10th with 2.1% of his share of fast food spending per capita.

STATEMENT OF PROBLEM:

With the opening up of the Indian economy in the food sector, many international companies have entered the sector, increasing competition among domestic companies. Children can now choose from a wider range of fast food options. It's important to know what changes all of this has made in children's grocery shopping decisions.

The Alpha generation is the children of thousands of years. Nutritional knowledge is a factor influencing schoolchildren's eating behaviour, as fast food consumption among schoolchildren is a serious problem leading to obesity in many countries, including India. According to the study "Junk Food Buying Behaviours of Generation Alpha", it can lead to chronic diseases such as heart disease, elevated blood pressure, kidney disease, diabetes, obesity and decreased brain function.

OBJECTIVE:

- To study the socio economic profile of respondents
- To examine the respondent's awareness about Junk foods.
- To know the respondent's purchasing frequency of Junk food products.
- To analyze the factors influencing the purchase of Junk foods.

LIMITATION:

- The size of sample comparing to the population may be less and it may not represent the whole population.
- It is the study about the behaviour of Children; the findings may be valid only for the present time.
- The area of study is limited to Coimbatore District and hence, the result cannot be generalized for other geographical areas.

REVIEW OF LITRATURE:

- **Dr. S. Sudhamathi, JULY (2020)**, “The author discusses the buying behaviour of customers in FMCG products. The study revolves around to know factors influencing consumer’s preferences. The author discusses the consumption pattern, their lifestyle, perception about the product through advertisement. The conclusion of the report is consumers are more focus on quality rather than the price also health is an important factor that consumer focus to buying online.
- **N. Syafiqah, R. Normala et.al (2018)**, “The consumption of fast food is comparatively more among female students than male students. Results of the study showed that consumers consume fast food as frequently as 1 to 5 times a week”
- **Abraham. S., Manuel. M., et.al (2018)**, “Eating habits of individuals directly relates to persons health. To them students are aware of the risks associated with their habits of eating unhealthy foods but their habits of eating unhealthy food does not correlate with their knowledge on it. The study also mentioned that students should be made aware about the harmful effects of fast food consumption”.

RESEARCH METHODOLOGY:

- **Research Design:**

A research design is Descriptive as it is based on a survey conducted among employees in the foundry.

SOURCE OF DATA

- **Primary Data**

A well framed Questionnaire was employed to collect the Primary data were used for the study.

- **Secondary Data**

Secondary data was collected through Books, Journals, Magazines, Publications, Websites, Hospital information records.

- **Sampling Method**

In this study CONVENIENT SAMPLING METHOD was used.

- **Sample Size**

The sample size selected for this study is 125 respondents.

- **Tools and Techniques**

- T-Test (Independent Sample)
- Anova Test
- Rank Analysis

1. T-Test (Independent Sample):

Independent sample t-test is a statistical technique that is used to analyze the mean comparison of two independent groups.

GENDER AND FREQUENCY OF EATING JUNK FOODS

| Independent Samples Test | | | | | | | | | | | |
|--------------------------|-----------------------------|---|------|------------------------------|---------|--------------|-------------|-----------------|-----------------------|---|--------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | | |
| | | F | Sig. | t | df | Significance | | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | One-Sided p | Two-Sided p | | | Lower | Upper |
| frequency | Equal variances assumed | 2.320 | .130 | .257 | 123 | .399 | .798 | .04891 | .19025 | -.32767 | .42549 |
| | Equal variances not assumed | | | .262 | 116.478 | .397 | .794 | .04891 | .18684 | -.32113 | .41895 |

INTERPRETATION:

Independent Samples t-test was conducted between Gender and frequency of eating junk foods. The results show that, with T-value of 0.257, the significance value (P-value) is 0.798, which is greater than 0.05 so the H_0 is accepted.

HYPOTHESIS

There is no significant difference between Gender and Frequency of Eating Junk foods.

2. Anova Test:

ANOVA is applicable when want to compare the mean of three or more groups. If we have k treatments, we can test the significance of the k treatment effects based on observation from n experimental units.

AGE AND FREQUENCY OF EATING JUNK FOODS

| ANOVA | | | | | |
|----------------|----------------|-----|-------------|------|------|
| Frequency | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 2.146 | 3 | .715 | .650 | .584 |
| Within Groups | 133.118 | 121 | 1.100 | | |
| Total | 135.264 | 124 | | | |

INTERPRETATION:

Anova was conducted between age and frequency of eating junk foods. The results show that, with degrees of freedom 3 and F-value 0.650, the significance value is 0.584, which is greater than 0.05 so the H_0 is accepted.

HYPOTHESIS

There is no significant difference between Age and Frequency of Eating Junk foods.

3. Rank Analysis:

The Respondent was asked to rank a set of items on their most important purpose of the purchasing Junk Food products. The Most important purpose is given as rank 1. The Least important factor has rank of 8.

| Ranks | | |
|----------------------|-----------|-------------|
| | Mean Rank | Actual Rank |
| Taste | 4.80 | 7 |
| Free Gifts | 3.94 | 1 |
| Attractive Ads | 4.56 | 5 |
| Attractive Packing | 4.74 | 6 |
| Influence by Friends | 4.86 | 8 |
| Addiction | 4.39 | 3 |
| Easy to Eat | 4.44 | 4 |
| Convenient | 4.28 | 2 |

| Test Statistics | |
|------------------|--------|
| N | 125 |
| Chi-Square | 16.895 |
| df | 7 |
| Asymp. Sig. | .018 |
| a. Friedman Test | |

It is Seen from Table4.4 that, the factors considered while selecting food products namely, 'Free Gifts' (Mean 3.94) has gained the Top priority in ranking by respondents, followed by 'Convenient' (Mean 4.28), 'Addiction' (Mean 4.39), 'Easy to Eat' (Mean 4.44), 'attractive Ads' (Mean 4.56), 'Attractive Packing' (Mean 4.74), 'Taste' (Mean 4.80), 'Influence by Friends' (Mean 4.86).

Hence, it is inferred from Table 4.4 that Free Gifts has got the highest importance with lowest mean rate of 3.94 and Influence by Friends has obtained the lowest importance with high mean rank of 4.86.**FINDINGS:**

- The T-Test results show that, T-value is 0.257, the significance value (P-value) is 0.798, which is greater than 0.05 so the H_0 is accepted. So, there is no significant difference between Gender and Frequency of Eating Junk foods.
- The Anova Test results show that, with degrees of freedom 3 and F-value 0.650, the significance value is 0.584, which is greater than 0.05 so the H_0 is accepted. So, there is no significant difference between Age and Frequency of Eating Junk foods.
- Free Gifts has got the highest importance with lowest mean rate of 3.94 and Influence by Friends has obtained the lowest importance with high mean rank of 4.86.

SUGGESTION:

- The government in each country should develop state school policies that promote a healthful eating environment in schools. The government should establish regulation to protect children from manipulative, invasive, and deceptive food advertising on internet and television.
- To eliminate fast food advertising aimed young children on children's programs. It could have stricter limitations on the amount of advertising permitted on children's television.
- Build public support by increasing awareness among parents, educators and consumers on the nature and extent of food advertising and marketing to children, especially young children.

CONCLUSION:

Gen Alphas are more likely to consume junk food than previous generations due to their exposure to digital marketing and convenience food culture. Parents play a significant role in shaping Gen Alpha's food choices, and they are increasingly aware of the health risks associated with junk food consumption. They are more likely to consume junk food when eating out or during social occasions, rather than at home. The

availability and accessibility of healthier food options, such as fresh fruits and vegetables, can positively impact Gen Alpha's food choices. Education campaigns that emphasize the importance of healthy eating habits can also positively impact Gen Alpha's food choices.

