"The New Wave:Defining the Young Generation Today"

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Abstract

Strauss and Howe define a social generation as a group of individuals born within an approximately 21-year period, which corresponds to one life phase: childhood, young adulthood, midlife, or old age. Generations are identified by finding cohort groups within this timeframe that meet three main criteria. First, members of a generation share what the authors refer to as an "age location" in history, meaning they experience significant historical events and societal trends while in the same life stage. These experiences shape their beliefs and behaviors in lasting ways, particularly during childhood and young adulthood. Additionally, individuals within a generation develop a sense of shared identity, recognizing the common experiences and traits they have with their peers, which fosters a collective sense of generational membership.

Key Words:age location,generational membership,cohort groups

Introduction

The term "generation" refers to a group of individuals born and living around the same time, typically within a range of about 15 to 30 years. Generations are often categorized based on shared experiences, cultural values, social attitudes, and historical events that shape their collective identity.Two in five consumers place the highest value on freshness when it comes to enjoying food and beverage products. This preference for fresh ingredients spans across all generations, indicating a widespread desire for high-quality, unprocessed options. However, beyond freshness, the factors that contribute to food enjoyment vary significantly among different age groups.

For seniors, the focus tends to shift toward nutrition and authenticity. They prioritize the nutritional value of their food, seeking products that offer real, wholesome ingredients to support their health, especially as they age. Seniors are particularly conscious of how their food choices impact their well-being, with a preference for items that are free from artificial additives and rich in essential nutrients like fiber, protein, and vitamins.

In contrast, younger generations, including Millennials and Gen Z, are more inclined towards taste discovery and sweetness. They enjoy exploring new flavors and experiences, often seeking bold, innovative, and even exotic tastes. Sweetness also plays a significant role, with younger consumers often gravitating toward products that satisfy their cravings for indulgence while offering exciting and dynamic flavor profiles. This group is highly influenced by food trends and enjoys experimenting with flavors from around the world, reflecting their sense of adventure and desire for variety in their diets.

### **1. Silent Generation (1928-1945)**

* + Values hard work, discipline, and respect for authority.
	+ Experienced the Great Depression and World War II.
	+ Often characterized by loyalty to employers and a strong sense of community.

### **2. Baby Boomers (1946-1964)**

* + Grew up during a time of economic prosperity and social change.
	+ Values include individualism, optimism, and a strong work ethic.
	+ Known for being competitive and resourceful, with a focus on career advancement and financial security.
	+ Often associated with significant cultural movements (civil rights, women's liberation).

### **3. Generation X (1965-1980)**

* + Often seen as independent and resourceful, having grown up during economic downturns and shifting family dynamics.
	+ Values include work-life balance, skepticism toward institutions, and pragmatism.
	+ Technologically savvy, but they remember a time before the digital age.
	+ Focuses on career satisfaction and quality of life.

### **4. Millennials (1981-1996)**

* + Grew up with the internet and are often considered digital natives.
	+ Values include diversity, social justice, and environmental sustainability.
	+ Known for prioritizing experiences over material goods and valuing work-life balance.
	+ Faced economic challenges, such as student debt and job market instability.

### **5. Generation Z (1997-2012)**

* + The first generation to grow up with smartphones and social media from a young age.
	+ Values include mental health awareness, inclusivity, and authenticity.
	+ Known for being pragmatic and financially minded, often influenced by witnessing economic challenges faced by Millennials.
	+ Focused on social activism and environmental issues, with a strong online presence.

### **6. Generation Alpha (2013-Present)**

* Still young, this generation is growing up in a highly digital world, with advanced technology integrated into everyday life.
* Expected to be the most technologically immersed generation yet, influenced by AI and global connectivity.
* Early indications suggest a strong emphasis on diversity and inclusivity, influenced by their predecessors.

This classification provides a general framework, but individual experiences within each generation can vary significantly based on factors like culture, geography, and socio-economic background.

**Health and Wellbeing Across Generations**

Health and wellbeing significantly vary across generations, reflecting diverse priorities, concerns, and lifestyle choices.

Generation Z, the youngest cohort, places a strong emphasis on mental health, recognizing stress and anxiety as primary concerns. This generation actively seeks ways to manage their mental wellness, often turning to physical activity as a means of coping and enhancing their overall energy and stamina. Additionally, they are highly conscious of their appearance, which is evident in their prioritization of skin health. For Gen Z, the intersection of physical health and self-esteem is vital, influencing their choices around fitness and skincare products.

Millennials share similar mental health concerns with Gen Z, but they also emphasize the importance of heart health and overall stamina. This generation is motivated to manage their weight, driven by a desire to boost self-esteem, enhance physical appearance, and prevent chronic health conditions. They often seek out nutritious foods and fitness regimes that align with their health goals, reflecting a proactive approach to their wellbeing.

In contrast, Generation X reports a higher level of satisfaction with their mental health compared to younger generations. However, they grapple with issues related to sleep and insomnia, often prioritizing strategies for better rest. Physical activity remains important for Gen X, who focus on maintaining bone and joint health as part of their commitment to healthy aging. Their approach to health is often marked by a desire for balance, combining physical fitness with mindfulness practices.

Baby Boomers, the oldest generation, generally express the highest levels of satisfaction regarding their mental health. However, they are increasingly concerned about memory and cognitive function as they age. Boomers prioritize healthy aging, focusing on maintaining physical and mental well-being, with a strong emphasis on bone and joint health. They often seek out wellness programs and activities that promote longevity and cognitive sharpness, reflecting their desire to stay active and engaged in their later years.

The key shifts in consumer behavior across generations are significantly influenced by global megatrends, including inflation, health concerns, and sustainability. These factors shape how individuals approach their purchasing decisions, with each generation responding differently based on their unique experiences and values.

**Inflation and Financial Constraints**: While inflation and financial pressures weigh heavily on consumers of all ages, younger generations—specifically Gen Z and Millennials—exhibit a more optimistic outlook toward spending. Research shows that 27% of Gen Z actively invest in foods, beverages, and experiences that enhance their mood, reflecting a willingness to spend on items that contribute positively to their emotional well-being. In contrast, older generations, such as Gen X and Boomers, are more inclined to tighten their budgets, prioritizing saving and reducing expenses in response to economic challenges.

**Focus on Health and Wellbeing**: Across all generations, there is a strong emphasis on healthy living, with nutritious diets and physical exercise recognized as key priorities. Eating healthily ranks as the number one value related to food for 43% of consumers, surpassing considerations of affordability. This trend illustrates a collective shift toward prioritizing health over price, driven by a growing awareness of the benefits of nutrition. Within this framework, Gen Z places particular emphasis on mental health, with stress and anxiety being significant concerns. Millennials, on the other hand, focus on maintaining energy and stamina to support their active lifestyles. Generation X tends to emphasize heart health, reflecting their awareness of cardiovascular issues, while Boomers are primarily concerned with memory and agility, as these factors are crucial for healthy aging.

**Sustainability Concerns**: Sustainability has emerged as a growing priority for consumers across generations, although the approach varies. Younger consumers, including Gen Z and Millennials, are more inclined to choose products that have a low environmental impact and to support brands that advocate for social causes. Their purchasing decisions are often influenced by a brand’s commitment to sustainability, reflecting their desire for responsible consumption. Conversely, older generations focus on minimizing food waste, avoiding overconsumption, and selecting local, seasonal produce. This approach highlights a practical perspective on sustainability, as these consumers often have established habits that prioritize resourcefulness and community engagement.

Conclusion

The generational differences in consumer behavior are shaped by broader economic and societal trends. While younger generations display optimism and a focus on mental and physical health, older generations emphasize financial prudence and practical sustainability practices. These dynamics illustrate the evolving landscape of consumer values and priorities, underscoring the complexity of modern consumption patterns across different age groups.

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