



To Study the Causes and Effects of Food Trends Among Gen Z in Ahmedabad City

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ABSTRACT

The food consumption habits of Generation Z are undergoing a rapid shift, largely attributed to global influences, digitization, and changing lifestyles. This research aims to understand the drivers and consequences of new food-related trends among Gen Z in Ahmedabad City, a rapidly developing urban hub that combines traditional and contemporary food practices. The study will examine the drivers of food choice under Gen Z culture, including social media, peer effects, convenience, health awareness, and ethical considerations. The study will also examine the health consequences and social behaviors associated with these evolving trends. This study will conduct a primary approach to research using structured questionnaires and surveys directed to respondents between the ages of 18-28 in Ahmedabad, selected from Generation Z (Gen Z). Analysis of both qualitative and quantitative data will be conducted to identify core motivations and impacts associated with changing food choices. Data from preliminary findings suggest that digital culture, along with influencer marketing, is the main driver for perception regarding food and for increased experimentation with international cuisines, fast food, and ethical, sustainable diet choices. Emerging trends also brought concerns related to nutrition, over-consumption, and lifestyle balance. By identifying causes and consequences related to food habits for Gen Z, this will contribute to a more useful understanding of urban youth culture

INTRODUCTION

Food has recently progressed from a basic necessity to a substantial indication of identity, lifestyle, and social belonging, particularly among Generation Z (Gen Z). Gen Z is defined as individuals born approximately between 1997 and 2012. They represent a distinctive and influential consumer group that is characterized by digital connectivity, social consciousness, and willingness to experiment. (Vidani, 2015) In the City of Ahmedabad- a fast-developing urban area with cultural depth and entrepreneurial ethos-food trends with Gen Z have become a dynamic representation of shifting values, habits, and ambitions. (Bhatt, Patel, & Vidani, 2017) This study's aim is to examine the antecedents and outcomes of emerging food trends among Gen Z in Ahmedabad through the lens of factors such as social media, globalization, lifestyles, and health consciousness.

Ahmedabad has been traditionally known for its authentic Gujarati cuisine, vegetarian culture, and focus on home-cooked meals. However, the youth population is expanding, and food on a local and global level is becoming more accessible through multiple digital food platforms. (Niyati & Vidani, 2016) From cafes, fusion food, plant-based diets, to street food vlogging, Gen Z in Ahmedabad is reshaping their definition of "eating well." (Vidani, 2016) Food guides their choices based not only on taste or nutrition but also on emotional satisfaction, social acceptance, and ethical factors like sustainability or animal welfare, indicating larger societal transformations in urban India, which shows an overall emphasis on the global food community while keeping local nuances.

Multiple factors contribute to this shift. Social networks like Instagram, YouTube, and Zomato are fundamental in shaping food choices and preferences by facilitating exposure to "viral" trends and providing channels for collective dissemination of social knowledge, including restaurant reviews and influencer-generated content. The online space also creates an immersive experience of continuous visual and cultural stimulation, prompting many young consumers to be comfortable exploring different types of cuisine and experimenting with food aesthetics. Additionally, the improved access to global culinary experiences via the availability of international food chains and fusion restaurants in Ahmedabad has increased accessibility and aspiration toward different flavour profiles. (Vidani J. N., 2020) Likewise, lifestyle choices, including the demands of school, urban mobility, and evolving dining-out experiences, including the rise of fast-casual dining experiences, have influenced shifts in food habits, as thinking of convenience and novelty often supersedes constant habit, intertwining traditional components.

The implications of these food trends are complex. (Vidani & Dholakia, 2020) On one side, they promote creativity, cultural exchange, and economic growth in the food and hospitality sectors; they create awareness of more healthful eating options and advocate inclusivity through the development of diet options like vegan and gluten-free diets; on the other side, the growing reliance on fast food, ready-meals, and digital order and delivery have raised issues about the impacts of nutrition, mental health, and the environment.

Therefore, valuable insights can be gained by understanding the balance between innovation, health, and wellness when evaluating these trends in broader terms.

This research will investigate how social, cultural, psychological, and economic factors shape the food choices of Gen Z youth in the City of Ahmedabad. (Saxena & Vidani, 2023) Through the collection of primary data, the study will identify the main motivating factors of their eating behaviors and determine the consequences of the trends in food on their health, lifestyle, and social relationships. (Vidani J. N., 2022) By studying the causes and consequences of these trends holistically, this research is intended to contribute to a deeper understanding of the way that modern urban youth balance tradition and modernity through food in a rapidly changing cultural context.

Research Gap

1. Narrow lens of the City of Ahmedabad:

The majority of the literature on food trends and youth eating behaviors within India tends to base its discussions around major metropolitan cities such as Mumbai, Delhi, or Bengaluru. Very little research has examined the influence of food trends on Gen Z in Ahmedabad – a rapidly growing city at the interface of a powerful traditional food culture and new world influence.

2. No specific focus on Generation Z:

The previous research has largely studied millennials or youth consumers in a general sense. Thus, we see a break in the literature concerning the attitudes, motivations, and preferences of Gen Z, who are a different audience compared to previous generations, on four core operational activities, inclusive of different digital engagement, values, and lifestyles.

3. A lack of psychological and social variables:

We see that studies focus on determining measurable variables, like the frequency of dining out, their spending habits, or what cuisine is preferred in the space. We don't often see the agile and deeper causes of these variables, like peer influences, social identity, digital exposure, or emotional satisfaction, all having an impact on Gen Z cuisine choices.

4. No focus on the digital and influencer nature:

There is little research around the role of social media platforms, food influencers, and online food delivery apps, all of which influence Gen Z food consumption patterns, shape their perceptions around food, as well as being substantial forces in behavioral change.

5. Limited investigation of health and lifestyle effects:

Although many articles talk about changing food patterns, very few consider the implications of these emergent trends on young people's physical health, mental well-being, or social relationships in urban Ahmedabad.

6. Lack of overall cause-and-effect perspective:

Most of the research focuses on either causes or outcomes of food patterns; not one study puts the two together. A comprehensive study is needed that links the causes of Gen Z changing food behaviors with impacts on their overall lifestyle, health, and social effects.

Research Objectives

1. To explore Gen Z's willingness in Ahmedabad to try new food items and cuisines. To assess online food delivery application impacts on Gen Z's food choices.
2. To examine the impact of social media and food influencers on Gen Z's eating behaviours. To determine the importance of health and nutrition when making food choices in Gen Z in Ahmedabad.
3. To assess the awareness and attraction of Gen Z with sustainability-based food trends such as eco-friendly packaging and plant-based options. To assess how important affordability and value for money are when Gen Z makes food preference decisions. To evaluate convenience factors (speed of service, ease of ordering) and their impact on food preferences of Gen Z. To determine the extent food experiences (café culture, street food, eating out as a means of socializing) are valued by Gen Z.

LITERATURE REVIEW

Overview of Food Trends and Generational Changes

Larger socio-economic and cultural trends have always influenced food consumption. However, globalization, urbanization, and digitalization have accelerated trends in the emergence and convergence of new food trends emergence and convergence over the last few decades Practices within a traditional food culture are increasingly intersecting with globalized influences, resulting in food hybridization. In the case of India, these shiamong characteristics are particularly observed among younger generations, when thinking of the first generation to grow into adulthood, Generation Z, with their own unique lifestyles and styles of living.

In contrast to older cohorts, Gen Z has matured within a digitally connected mass, exposed to local food traditions and simultaneously to global food trends. Additionally, food consumption for Gen Z is not strictly limited to consumption for sustenance; food consumption connects with identity, social affiliation, and activism. For example, research shows this demographic is intentionally done by prioritizing speed/convenience, health, individualism or customization, and sustainability, while being open to, and influenced by, digital media through influencer marketing (Jesher, Shah & Vidani, 2025). This means exploring food trends among Gen Z requires attention to both structural factors (transactional drivers such as economic growth, urban food systems, technological advances) and individual-level factors (lifestyle aspirations for products, perceived brand values, cultural identity)

Consumer behaviour Theory shows that purchases are a result of rational assessments (e.g., price, quality) as well as psychological, cultural, and social factors (Kotler & Keller, 2016). The dynamic for Gen Z is enhanced due to the flow of information and trends generated from digital and social media ecosystems. Compared to Millennials, Gen Z has shown a greater tendency to place emphasis on instant gratification, authenticity, and social validation within a consumption context (Francis & Hoefel, 2018). Food represents an avenue for self-expression in this case.

Related to the study taking place in Ahmedabad, Jesher et al. (2025) indicated that Gen Z considered factors like lifestyle choices, digital presence, and technological comforts when evaluating Domino's, rather than traditional demographic features, like age. Researchers furthermore suggest Gen Z does not adopt fixed segmentation models; however, interact with ranges of brand experiences that match their values, each with a strong emphasis on personalization.

Moreover, food is a highly social construct for Gen Z. Owned dining/eating experiences -whether at Quick Service Restaurant chains, a café, or via a delivery service- foster social connections in person and/or digitally share the experience. Food experiences are documented and amplified by applications like Instagram or TikTok, as the aesthetics of the food itself and "Instagrammable" moments become determinants.

Brand Considerations: Domino's Pizza VS. Pizza Hut

Numerous studies have examined Gen Z perceptions of leading food brands. One comparative study conducted in the city of Ahmedabad indicated that Gen Z evaluated both Domino's Pizza and Pizza Hut on similar brand criteria, such as food quality and price/value/brand reputation, along the dimensions tested in the study. Importantly, differences in perception across the brands were not influenced by age in Gen Z (Comparative Analysis 2023). It is possible to conclude that there is an overall generational view of food brands wherein values such as digital engagement, sustainability, and experience drive perception over traditional demographics.

Dominio's Pizza has embedded itself in the youth food culture in India due to its price, delivery speed, and its digital system of ordering. Moreover, they combined these values with their product, the pizza, as a staple of Indian youth food culture. Light research still suggests that CSR and sustainability will play a larger role in influencing Gen Z perceptions of brands (Jesher et al. 2025). Pizza Hut has attempted to differentiate through dine-in dining experiences and premium pricing, but a generation that values speed, convenience, and customization may not appreciate this premium approach.

The point here is simple: Gen-Z understands food brands comprehensively of tangible characteristics such as price and quality, but also the cultural and ethical elements of food that are intangible.

Dietary Patterns and Urban-Rural Differences

Dietary choices are influenced by nutritional awareness as well as socio-economic factors. One study of urban versus rural food habits in Ahmedabad district showed clear differences (Analytical Study, 2021). Urban respondents were more likely to follow a new-style and pre-packaged food-based diet, including eating out frequently; whereas rural respondents were more likely to adhere to an experiential food culture of family meals that prioritised home-cooked food and locally grown produce.

For Gen Z in Ahmedabad, most of whom are considered urban and semi-urban, the trends in urban dietary patterns dominate. However, the traditions of family and cultural expectations that stem from rural food practices matter. For example, while Ahmedabad is known for its vegetarian ethos as a reflection of religious and cultural norms, Gen Z are often experimenting with non-vegetarian and international food options. As Gen Z moves between old and new food traditions, it can produce a conflict between old traditions and new influences.

Nutrition scholars also point to potential health threats connected to these patterns of food consumption, which is pertinent considering India's ongoing issue of malnutrition, which continues to rise alongside obesity. Given the trends in dietary consumption being observed for Gen Z, the context of choices can lead to healthy eating choices, and/or reliance on fast food and third-party food delivery, which leads to issues over the long term.

Online Food Delivery and Digital Ecosystems

Online food delivery companies - Swiggy, Zomato, etc. - are perhaps the most significant trend from the spatial aspect of food trends from public influencers to Gen Z. Shankar et al. (2022) conducted a systematic review of online food-ordering literature and found a shift from early food ordering through web platforms to mobile-enabled ordering, and somewhere between these two orders has emerged drone technology for food delivery. The authors conclude that digital convenience, personalization, and technology adoption are key drivers in consumer acceptance. Online food delivery lifestyle is central to Gen Z's lifestyle in all aspects of society (social, educational, religious, self, etc). Mobile applications allow customization, tracking, and gamified loyalty programs, which are part of Gen Z's desire for control and instant gratification. These applications have also allowed the younger generation to experiment with new food and technology with a low risk of trying new cuisines and food trends. On the downside, the review highlighted issues of food safety, environmental sustainability, and labor ethics around the delivery of food consumed online. Consistent with their social consciousness, Gen Z is considerably more critical of food delivery practices that do not align with their value, and for this reason, delivery companies will face increasing pressure to adopt greener approaches and ethical labor standards.

Hypothesis

- H1 There is no significant association between age and the perception that traditional Gujarati food and cultural dietary habits still play an important role in eating choices
- H2 There is no significant association between age and the opinion that following food trends has influenced overall lifestyle (including health, social activities, and spending patterns).
- H3 There is no significant association between age and the preference for trying out new food items and experimenting with different cuisines.
- H4 There is no significant association between age and the opinion that online food delivery apps (e.g., Swiggy, Zomato) influence food choices.

- H5 There is no significant association between age and the perception that social media platforms (Instagram, YouTube, food bloggers) shape eating habits

Table 1. Validation of Questionnaire

All Statement with scale	
I like to experiment. Bring out those new food products and try all the different cultural foods.	(Vidani, 2016)
Social media such as Instagram, YouTube, and food blogs are impacting my food choices.	(Pradhan, Tshogay, & Vidani, 2016)
I believe global fast-food chains (e.g., Domino's, Pizza Hut, McDonald's) have a significant impact on my eating habits.	(Solanki & Vidani, 2016)
Following food trends has impacted my overall lifestyle (health, social activities, spending patterns).	(Biharani & Vidani, 2018)
Traditional Gujarati food and cultural dietary patterns still have a place as an important part of my food choices.	(Odedra, Rabadiya, & Vidani, 2018)
I find food trends involving sustainability (e.g., eco-friendly packaging, organic, plant-based) appealing.	(Vidani, 2018)
I enjoy food events, such as café culture, street food, and dining out, as a way to socialize with family/friends.	(Vidani & Singh, 2017)
Affordability and the value of money are my most important factors when selecting food options.	(Vasveliyya & Vidani, 2019)

Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	150
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

RESULT

Demographic Summary

A total of 150 respondents participated in the study. The sample comprised 58% males (n=87) and 42% females (n=63). The majority of respondents (64%) belonged to the 18–25 years age group, followed by 22.7% in the 33–40 years category and 13.3% in the 26–32 years group.

In terms of educational qualification, 46% of the participants were postgraduates, 27.3% were graduates, 18.7% had completed HSC, and 8% held a doctorate degree. Regarding occupation, the highest proportion were students (41.3%), followed by professionals such as CA/CMA/CS (36%), employees (10.7%), housewives (8%), and business owners (4%).

Overall, the demographic distribution indicates a young and well-educated sample, with a majority of participants being students and professionals.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.76	11

Source: SPSS Software

The reliability analysis revealed a Cronbach's alpha value of 0.76 for the 11-item scale, indicating excellent internal consistency among the items. This suggests that the questionnaire items are highly correlated and consistently measure the same underlying construct. However, the high alpha value may also imply some redundancy among items, which could be reviewed for optimization in future studies.

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relationship
H01	There is no significant association between age and the perception that traditional Gujarati food and cultural dietary habits still play an important role in eating choices	0.579	>	H01 Accept (Null hypothesis rejected)	0.160	Weak
H02	There is no significant association between age and the opinion that following food trends has influenced overall lifestyle (including health, social activities, and spending patterns).	0.001	<	H02 Rejected (Null Hypothesis Accepted)	0	weak

H03	There is no significant association between age and the preference for trying out new food items and experimenting with different cuisines.	0.059	>	H03 Accept (Null hypothesis rejected)	0.281	weak
H04	There is no significant association between age and the opinion that online food delivery apps (e.g., Swiggy, Zomato) influence food choices.	0.006	<	H02 Rejected (Null Hypothesis Accepted)	0.065	Weak
H05	There is no significant association between age and the perception that social media platforms (Instagram, YouTube, food bloggers) shape eating habits	0.001	<	H02 Rejected (Null Hypothesis Accepted)	0.033	Weak

DISCUSSION

The present study aimed to examine the causes and effects of food trends among Generation Z in Ahmedabad City, focusing on the relationship between age and various food-related behaviors and perceptions. The Chi-square test was applied to determine the association between age and ten identified factors influencing food choices, including traditional food habits, food trends, online delivery apps, social media, health consciousness, sustainability, affordability, convenience, and social experiences.

The findings reveal that the influence of traditional Gujarati food and cultural dietary habits (H01) showed a p-value of 0.579 (>0.05), indicating no significant association between age and traditional food preference. This suggests that across age subgroups within Gen Z, cultural and traditional eating habits continue to play a role, though not in a statistically significant manner. The weak correlation ($r = 0.160$) further confirms a low level of dependence between these variables.

In contrast, the study found significant associations in several hypotheses such as H02, H04, H05, and H06, where p-values were less than 0.05. Specifically, following food trends and their influence on lifestyle (H02), the impact of online food delivery apps (H04), social media influence (H05), and health and nutrition awareness (H06) were significantly associated with age. These results indicate that younger Gen Z respondents are more likely to adopt lifestyle changes influenced by social platforms and digital services. The findings also highlight the growing importance of social media and technology in shaping eating patterns, consistent with existing literature that links digital exposure with evolving food preferences among youth. However, the weak correlation coefficients across these hypotheses (r values ranging between 0.033 and 0.400) suggest that while the associations are statistically significant, the relationships remain mild in strength.

Hypotheses H03, H07, H08, H09, and H10 exhibited p-values greater than 0.05, indicating no significant association between age and these variables. These include preferences for trying new cuisines, attraction to sustainable food trends, affordability, convenience, and socializing through food experiences. This suggests that such behaviors are relatively consistent across age subgroups within Gen Z, implying a shared generational mindset. The weak R values in these areas also reinforce the idea that while Gen Z is collectively driven by novelty, convenience, and social dining, these preferences are not notably influenced by minor age differences within the group.

Overall, the discussion highlights that digital influence (social media and food delivery apps) and health consciousness are the most significant factors affecting Gen Z's food choices in Ahmedabad. On the other hand, traditional food culture, affordability, and sustainability appear to have less impact across different age categories. The weak correlations across all variables suggest that while trends and technology are important, the relationship between age and food preferences is subtle within this generation.

In conclusion, the study emphasizes that Gen Z's food choices are multifactorial, with technology, convenience, and lifestyle aspirations playing central roles. Traditional food culture remains respected but not dominant, reflecting an evolving yet culturally rooted food identity among Ahmedabad's youth. Future research could explore the influence of income, education, and social media exposure levels to gain a more comprehensive understanding of these emerging food behaviors.

Theoretical Implications

The findings of this study contribute to the existing body of knowledge on consumer behavior and food trend adoption among Generation Z, particularly within the cultural context of Ahmedabad City. Theoretically, the study supports the application of consumer behavior theory, social influence theory, and the theory of planned behavior in understanding how age-related factors influence food preferences and lifestyle choices among young consumers.

Firstly, the results indicate that digital and social influences (such as online food delivery apps and social media) play a significant role in shaping Gen Z's food-related decisions. This supports the social influence theory, which suggests that individuals' attitudes and behaviors are shaped by peer networks and digital communities. The significant associations found in H02, H04, H05, and H06 reinforce that Gen Z's food behavior is driven by online exposure, convenience, and lifestyle aspirations rather than traditional food norms.

Secondly, the study highlights that while traditional Gujarati food habits still hold cultural importance, they are not significantly influenced by age differences within the Gen Z cohort. This reflects a theoretical balance between cultural continuity and modernization, where younger consumers are navigating between preserving local food identity and adopting globalized food trends.

Furthermore, the weak correlations across variables suggest that age within Gen Z is not a strong predictor of food behavior, emphasizing the idea that generational identity may be a more powerful theoretical construct than chronological age in predicting food trend adoption.

Overall, the research strengthens theoretical perspectives on consumer innovation and lifestyle adaptation, demonstrating how Generation Z integrates health consciousness, technology, and social influence into their eating behavior while still maintaining elements of cultural identity.

Practical Implications

The results of this study offer several practical implications for marketers, food entrepreneurs, restaurants, policymakers, and health professionals who aim to understand and influence the eating behavior of Generation Z in Ahmedabad City.

Firstly, the findings show that digital platforms such as social media and online food delivery apps significantly affect Gen Z's food choices. Businesses should therefore strengthen their digital marketing strategies by collaborating with influencers, food bloggers, and online communities. Creative and visually appealing content on Instagram, YouTube, and Swiggy/Zomato promotions can effectively attract Gen Z consumers who are highly responsive to online engagement and peer influence.

Secondly, since health and nutrition emerged as a significant consideration, restaurants and food brands should focus on transparent labeling, healthier menu options, and nutrition-driven marketing. Offering calorie information, organic ingredients, or plant-based alternatives can appeal to the growing segment of health-conscious young consumers.

Thirdly, the results suggest that while traditional Gujarati food habits are respected, they are not the primary drivers of food choices among younger consumers. Hence, brands can experiment with fusion food concepts that combine traditional Gujarati flavors with modern presentations, catering to both cultural attachment and the desire for novelty.

Moreover, although affordability, convenience, and sustainability were not significantly associated with age, these factors remain relevant to Gen Z's lifestyle. Businesses should continue to emphasize value for money, quick service, and eco-friendly practices to enhance customer satisfaction and brand loyalty.

Finally, policymakers and health educators can use these insights to design awareness campaigns promoting balanced diets and mindful food choices, integrating health with culture and modern trends.

In summary, the study provides actionable guidance for creating innovative, health-oriented, and digitally-driven food marketing strategies tailored to the evolving preferences of Ahmedabad's Gen Z consumers.

CONCLUSIONS

The present study aimed to explore the causes and effects of food trends among Generation Z in Ahmedabad City, focusing on how age influences various aspects of food behavior. The analysis revealed that while traditional Gujarati food and cultural dietary habits continue to hold cultural value, they are not significantly influenced by age within this generation. In contrast, factors such as social media influence, online food delivery apps, and health consciousness were found to have a significant impact on food choices, reflecting

the growing role of technology and lifestyle aspirations in shaping modern eating patterns.

Although the statistical associations were generally weak, the findings highlight that Gen Z's food preferences are shaped more by generational identity than by age differences. This generation tends to value digital connectivity, convenience, and experimentation with food while still maintaining cultural roots.

Overall, the study concludes that the food choices of Gen Z in Ahmedabad are driven by a blend of modern trends, health awareness, and digital influence, signaling a shift toward a more globalized yet culturally conscious food culture. Future research could extend this analysis by examining factors such as income, education, or media exposure for a deeper understanding of these evolving patterns.

RECOMMENDATIONS

1. **Smaller Sample Coverage:**
The new study will have to take a smaller sample from different parts of India compared to the Gen Z population of urban and semi-urban communities.
2. **Additional Demographic Variables:**
The impact of the additional demographic variables, such as gender, income, education, and occupation, can be measured together, and this, in turn, will be the basis for the adoption of food trends and lifestyle by millennials.
3. **Qualitative Approach**
The qualitative type of research, which includes focus group interviews or in-depth interviews, will help us understand the psychological and emotional reasons of Gen Z behind their food and trend behavior.
4. **Longitudinal Studies:**
Such follow-up studies will continuously monitor the changes in eating behavior by examining the impact of lifestyle and social networking on a person's long-term food habits.
5. **Influence of Digital Marketing and Influencers:**
The research might also be directed towards the determination of the extent to which Gen Z's diets and consequent eating habits are shaped by food trends, influencer marketing, social media ads, and online postings.
6. **Nutrition and Health Perspective:**
On the health and nutrition front, additional research could point out the link between trends in food and the health, nutritional quality, and nutrition awareness of the Gen Z population.
7. **Sustainable Consumption and Ethical Consumption**
Forthcoming studies might consider the trend of Gen Z in the case of safe, plant-based, and sustainable foods as a demand and interest requiring detailed investigation.
8. **Cross-Cultural Comparisons:**
The continuing generations of cross-cultural comparative research on the acceptance of food trends at different geographical or cultural locations might surprise us with the discoveries of disparities among Gen Z.
9. **Industry Collaboration:**

Future researchers could conduct joint projects with restaurants, food ordering chains, and advertising companies, thus deriving more precise conclusions from real consumer behavior.

Overall, this study lays the groundwork for future explorations into how technology, culture, and lifestyle dynamics collectively influence the food preferences of modern youth, offering opportunities for both academic inquiry and industry application.

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