

# The Effects of Food Consumption Habits of Generations X, Y and Z on Food Menus

Prof. Dr. Mehmet Sarıođlan • Rana Őat



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## Foreword

With the impact of globalization and globalized, the world is changing rapidly, thus individuals' lifestyles, perceptions, consumption habits, needs and expectations are also changing over time. From the past to the present, it is seen that the X-Y-Z generations play an active role in the customs, traditions, traditions and consumption habits of individuals. It is seen that mass menus are innovating, developing and constantly need to be reshaped according to the changing conditions of the age. Following this change in the world, it is possible to observe that mass menus are also renewing themselves with their own process, method and perspective. With the development of technology and the intensification of business life, consumption habits are differentiating and needs and demands are being reshaped thanks to this situation. As the competition conditions for restaurants have become more intense, it has become imperative to keep up with the changes in order to survive. As a result of the rapid change and development process we are in, it is seen that the expectations and demands of the X-Y-Z generations and their eating habits are changing day by day. For this reason, in this study, the effects of the eating habits of the X-Y-Z generations on mass menus and consumption habits were carried out. Since there are

not many studies in the literature that deal with all X-Y-Z generations in the same field and the researches generally focus on a single generation, this study is one of the first studies on the comparison of food consumption habits between generations. The results of the study revealed significant differences in the dietary preferences and habits of different generations. These findings constitute a valuable source of information on how dietary habits change between generations. It is thought to make a significant contribution to both the literature and the sector.

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# Introduction

One of the most basic needs of humans is nutrition (Demir, Akdağ, Sormaz & Özata, 2018). Food is one of the most fundamental factors in understanding the culture, existence, places, people and history of a society (Choudhury, Mahanta, Goswami, Mazumder & Pegoo, 2011). For this reason, the phenomenon of eating is seen as one of the most fundamental components of a society's sense of belonging to its origins (Fischler, 1988). The fact that nutrition is seen as a compulsory and indispensable physiological need goes beyond physiological needs today. Eating is considered to be at the intersection of psychological, ecological, economic, political, social, cultural and intergenerational as well as physiological (Beşirli, 2010; Brenner & Keil, 2011). Sociology focuses on the functions that people fulfill according to their status and intergenerational habits, apart from the status of food in meeting their physiological needs (Beşirli, 2010). Thus, it is possible to say that the acts of eating and drinking are revealed through the interaction between the individual-individual and the individual-society (Avcıkurt, 2007). According to the sociology of food, in terms of understanding social and cultural foundations, it is undoubtedly possible to make a basic opening for eating habits through "key variables" such as gender, class, origin



and age (Akarçay, 2016). Thanks to the impact of today's scientific, technological, social, economic and political developments, people's lifestyles, needs and expectations are changing day by day. It is seen that these changes affect the society to change its decisions and habits in certain periods, changing the perspectives of individuals and creating some common features on the lifestyle of their preferences. It is seen that these periods, which are expressed as generations, have different effects on the elements of social life and that each generation exhibits behavior in accordance with the realities of its own time period. In the concept of generation, it refers to "the community of people who were born in approximately the same years, who were born in the same age, who shared similar troubles, similar characteristics and fates, who had similar eating habits and who were obliged to similar duties" ([www.tdk.gov.tr](http://www.tdk.gov.tr)). The values created by these common characteristics are prioritized in the formation process of generations (Cox & Holloway, 2010; Gürbüz, 2015; Koç, Öztürk, & Yıldırım, 2016). Looking at the characteristics of generations, it is seen that Generation X includes people born between 1965 and 1979. In Generation X, which witnessed the period when television channels were just opened, many inventions were just made and consumption was just beginning to increase rapidly, individuals are known as a generation of austerity and for making decisive choices (Levickaite, 2010; Engizek & Şekerkeya, 2016). It is seen that members of Generation X, who are open to existence, prestige and status, money and high socialization, are sensitive to the society and the decisions taken by the society, adapt to the decisions made, have a strong sense of belonging, are loyal, respectful, loyal, have high work motivation power and attach importance to work (Coupland, 1989). Generation X, which is known for its equality between genders, is known to be suitable

for independent work, resourceful, self-sufficient, impatient, work-oriented, respectful of work and private life balance, assuring, cautious, anxious, fun and high brand loyalty (KeleŐ, 2011; Toruntay, 2011; Bayhan, 2014). It is known that Generation Y was born after the 1980s. This generation is also referred to as the internet generation, echo-boomers, millennials and netxters. In 1994, it was referred to as the millennial generation. Generation Y, who opened their eyes to life in the period when the use of computers was just becoming widespread in the world, witnessed the single-channel period in the television generation and the period when private radio broadcasts were opened.

They are stuck between the disciplined and strictly disciplined generation and the rebellious generation, both disciplining their own truths and risking to fight for their own truths. In terms of the consumption habits and lifestyle of Generation Y, it is possible to say that they accept easily and give up quickly. Thanks to their self-confidence, they approach the suggestions of others with respect, but it is seen that they are authoritarian as well as compromising. It is seen that they attach importance to status and identity and brand phenomenon in individual consumption. The most distinctive feature of this generation is that they are fond of technology and can master online transactions because they grew up in the internet age. In Generation Z, which is called the crystal generation, researchers cannot make a definite judgment about the years between which they were born (Çetin & Karalar, 2016). Nevertheless, the generation formed by individuals born in 2000 and later is characterized as Generation Z (Altuntuđ, 2012; Akdemir, 2013; Adıgüzel et al., 2014; Demirkaya et al., 2015). This generation, which was born with technology and is witnessing technological progress, has easy access to information and prefers reading texts to speaking (Berkup, 2014). Generation Z, which has a

short attention span, loves speed, is impatient, independent, dissatisfied and trust-seeking, is called the “New Silent Generation” due to the importance they attach to solitude in the process of individualization (Akdemir et al., 2013; Berkup, 2014). Looking at their consumption habits, it is possible to mention that Generation Z attaches importance to quality and brand, they understand taste because they pay attention to creativity and innovation, and they are interested in different cultures. In addition, it is seen that they are individuals who have multiple attention and multiple decision-making skills, consume instantly and have low brand loyalty (Altuntug, 2012; Berkup, 2014; Yiğit, 2016). The most basic feature that distinguishes the consumption habits of individuals according to generations is that they consume for reasons other than necessity, to be included in the commercial, economic and social environment structure (Özkan, 2007; Durmaz et al., 2011). It is seen that generational differences affecting lifestyle, educational status, acquired habits and attitudes are effective. It is also seen that different needs change according to preferences and expectations, including food and beverage preferences (Kotler & Armstrong, 2011). People’s eating habits are among the most important factors for their health. It plays a key role in the prevention of many diseases that affect quality of life. A healthy diet is one of the most important requirements for maintaining physical and mental health. Providing a proper diet can prevent or improve serious health problems such as cancer, heart disease, diabetes and obesity. Therefore, learning more about dietary habits is vital for leading a healthy life.

Today, different generations of Generations X, Y and Z have different eating habits. While each generation is influenced by the society in which it was born and raised, it is also mentioned that they have influenced the society with

their own thoughts and actions. During this interaction, it is possible for intergenerational differences to emerge and for some changes to continue through other generations (Mercan, 2016). In this process, it is of great importance to understand the differences between generations and how eating habits differ between generations. People's eating habits vary according to the environment in which they were born and raised and live, climate, education, upbringing, socio-cultural values, religious beliefs, socio-economic levels, biological, physiological and psychological values and judgments, and other personal preferences (AktaŐ, 2019). When planning mass menus, the food groups consumed by the target guests, preferred cooking methods, use of spices and sauces, and eating habits such as generational local and regional flavor culture must be taken into consideration (Gürel, 2021). For this reason, individuals are very affected when making choices, even if they are not aware of the habits they have acquired over a long period of time. In line with this information, in this study, the eating habits of generations X, Y, Z were examined and the level of attention paid to food and beverage consumption preferences in the menu preparation and planning process was examined. As a result of the data obtained, the relationship between the differences between the generations of mass menus is explained on the model. In this study, it is aimed to analyze the eating habits of Generations X, Y and Z from a generation-specific perspective and to explain their impact on mass menu content. In line with this purpose, it is aimed to determine the differences and similarities in the eating habits of generations X, Y and Z. In this context, the research aims to measure the attitudes and intentions of Generations X, Y and Z towards food products and to reveal what their eating habits are. In line with this information, it is aimed to include the issues that should be considered in

menu planning and menu preparation stages in restaurant menus for the eating habits of X, Y and Z generations. In line with this information, menu planning formulations were tried to be revealed by taking into account the habits and healthy eating factors of each generation. The main objective of the study is to examine in detail the effects of the food consumption habits of Generations X, Y and Z on mass food menus. In this context, the food preferences and habits of various age groups and different generations from Generation X to Generation Z were comprehensively analyzed. The in-depth nature of the research allowed for an accurate understanding of the changes in dietary trends. In addition, this research will shed important light on the impact of younger generations on traditional mass food menus and their future transformation and will contribute to the relevant literature. In this process, the effects of different social dynamics and cultural factors on mass food menus have also been taken into consideration.

## Generations X-Y-Z

### 1.1. Generation X (1965-1980)

Generation X (1965-1980) witnessed the Vietnam War and the energy crisis (Devaney, 2015). Generation X is witnessing a period in which the dynamics and balance of the world are changing (Acıloğlu, 2015). Generation X comes from being “cx”, those born between 1965-1980, the “lost generation” when population growth was slowing down, constitute the basis of this generation (Bayraktaroğlu & Özbek, 2018). While the upper limit of Generation X may reach as high as 1982 in some cases, the lower limit may fall as low as 1963. Since Generation X grew up in the shadow of the Baby Boom generation, it is possible to say that it also reflects the characteristics of this generation. Faced with the consequences of the baby boom generation’s comfortable life, this group had to grow up with the costs of increased prosperity and the inability of governments to meet them, and the economic problems caused by the oil crisis in the 70s. This generation is also referred to as the baby-breasted generation because it is smaller than

its predecessor, the Baby Boomers. Generation X is also known as the child of the old “Boomers”. It is possible to mention that individuals in this generation tend to be more tradition-bound and conservative shoppers than other generations. It is seen that they prefer markets as healthier than shopping malls and buy the products they want to buy by touching, smelling, seeing, tasting and bargaining. It is seen that individuals in Generation X are not very favorable to online shopping and find it unsafe. The character traits of these generations; individualism, skepticism, business orientation, competitiveness and realism are among their main characteristics. Generation X individuals are more independent than the individuals of previous generations. Individuals in this group have high self-confidence and entrepreneurial characteristics. It is seen that they do not easily trust the people around them and do not like strict working hours. They also do not like to work in teams (Çetin & Özcan, 2014). It is known that individuals in Generation X are self-confident, independent, adaptable to change, talented, hardworking and care about their own development (Claus- Ehlers, 2010).

It is seen that economic problems are also growing due to the uncertainty of a complex world. It is seen that Generation X has grown up on the “import substitution” industrialization policy as a new period in Turkey. This generation, which constitutes 22 percent of Turkey’s population, is known as the ‘competitive generation’. It is seen that individuals in this generation, where the concepts of belief and value were shaped in the 1990s, have improved during economic crises and unemployment (Matt, 2009). It is possible to say that this generation, which is mostly made up of children of the silent generation, is a more realistic, hardworking and content generation, unlike the Baby Boomers. It is seen that the events experienced during the period included oil

crises, economic shocks, conflicts regarding left-right events in universities (Topđuođlu, 2007). It is possible to say that Generation X is expressed as the opposite of the society they found themselves in. Contradictions such as different clothing styles, harsher music tastes, different lifestyles such as punk and even harsh political statements are examples of these situations. For this generation, it is seen that the existence of individuals and their differentiation from other generations, their concerns about acquiring property, and their rise to a respected position are tried to be explained with money and socialization (Coupland, 1989). It is seen that the members of this generation, who are more content than the previous generations, are more realistic due to an uncertain future and anxious, have a different work-life balance. It is seen that Generation X, who have to fight together with the unknowns of a complex world, is also called the “Lost Generation” for this reason. It is seen that individuals in this group are more careful to work, to have a career and to earn more money due to the anxiety they experience about the future (Altuntuđ, 2012). However, it is observed that many studies indicate that this generation has adopted the philosophy of ‘working to live’. It is observed that they expect to be rewarded and promoted when they always successfully complete the tasks given to them, which is expressed as a result of their search for a better career opportunity. It is possible to say that they are a generation that is entrepreneurial, goal-oriented, independent and enjoys the work they do for a living, as they stay away from very stressful jobs (KeleŐ, 2011). Considered to be equivalent to a revolution in the field of technology, Generation X has started to use technology out of necessity, with the first personal computer sales. When the effects of the use of technology that occurred due to these compulsory reasons are examined, it is seen that there have been radical



changes in the business lives of Generation X, as they have become managers (Yelkikalan and Altın, 2010). It is seen that the consumption process, state support with private enterprises and the production-consumption relations that are being tried to be reallocated during this period have left their mark. Boratav (2005) observed that during this period, “The import substitution process was built on the breadth and liveliness of the domestic market” (Boratav, 2005). It is possible to say that these developments experienced with the inclusion of Turkey in the world economic process are quite different in terms of their own internal dynamics. Pamuk (2018) states that the state played an active role in the economy but the mixed economy model was valid and that in the 1960s, “a new division of labor between the public and private sectors” began to take place (Pamuk, 2018). In addition to these developments experienced in Turkey, it is seen that after the Second World War, a labor shortage emerged in European countries that were showing a rapid acceleration in production. It is seen that labor migrations from Turkey to Europe began during this period. It is seen that Turkey became acquainted with the European market with labor migrations and that consumption relations also showed a rapid development accordingly. As Keyder also states, with the acceleration of migration from villages and cities to abroad, it is seen that “a real acquaintance with the modern consumer culture and modern lifestyle” has taken place. Among the migrants, “new lifestyles” were brought to villages and cities, and the opportunity was offered for “the spread of workers’ remittances and the new consumption patterns of the goods they brought from Germany to the towns and villages.”

It is seen that the new lifestyle that emerged with the immigrants was an indicator of “durable consumer goods and new consumption habits” (Keyder, 2001).

Turkey experienced a major change especially in terms of consumption from the economic recovery that started in the 1960s and continued until the end of the 1970s and almost managed to sit on a parallel line with the world. “It is seen that the branches of foreign companies that were opening in Turkey had easier access to Western consumer products and that consumption needs entered a process of re-determination. It is seen that objects such as refrigerators, televisions and washing machines took their place among the essential needs. It is seen that consumption was privatized by everyone as we went from cities to rural areas in Turkey (Aydemir, 2006). However, it is seen that the economic crises, economic embargoes and oil crises that spread from America to the whole world in 1970 prevented the prosperity that started in the 1960s. It is seen that the Generation X period that followed the baby boom generation started with a revolution for Trkiye. It is seen that a revolution started for Turkey in the period of Generation X, which follows the Baby Boomer generation. Similarly, it is possible to say that a coup was opened for the new period for Generation Y, which follows Generation X. It is seen that the negative economic conditions that have been developing since the mid-1970s have deeply affected the political atmosphere of Turkey and that it has become uncontrollable due to conflicts within the country. It is seen that a new economic plan was implemented in order to “prevent the black market and bring the market back to normal functioning” with the January 24, 1980 Decisions (Eđilmez, 2018). Generation X, which does not like jobs that are prone to stress at a structural level, has a structure that likes to work by making the jobs they do easier and enjoying them. It is seen that individuals in Generation X are trying to keep up with the world as it changes globally. The salaries they receive in return for the jobs they do in their

business lives and achieving success in their jobs are of great importance to Generation X (Karasu, 2017). Generation X individuals; It consists of individuals who are self-confident, can adapt to the environment, do not underestimate social values, are impatient, socially inept, distrustful of authority, skilled, enterprising and technologically savvy (DeVaney, 2015; Matt, 2009). Generation X can react to everything in their own way (Fishman, 2016). Generation X adapts to technology rather than being introduced to it later and strives to use technology in the process of their working lives. Generation X, which is generally seen as content and loyal, is also known to have individualistic characteristics (Acıloğlu, 2015).

It is thought that individuals living in Generation X have grown up in a mindset where their belief in social security has decreased over time, there is no trust in the media and state administration process, there is a decrease in belief in social security, there is no full trust in the media and state administration, and there is an atmosphere of fear in some areas of the social life process. Another result of this is that they try to be happy with their job, try to stay away from situations that will create job anxiety, and have a character structure that is progressing towards simplifying jobs. It is seen that Generation X has started to cope with new dynamics that are changing every passing day and that they are making great efforts to keep up with technology. It is seen that individuals in Generation X are loyally attached to their organizations, progress in a controlled manner, tend to submit to authority, want to stay in the organization they work for until they retire, and are skeptical, anxious and have low expectations (Akgemci and Kalfaoğlu, 2018). The strong work motivation that Generation X sees can provide advantages with the features of using new technologies in business life and contributing to personal development.

It is seen that the Baby Boomers, who are the ones who manage Generation X, live authoritarian and rule-based lives (Acılođlu, 2015). It is seen that success is less decisive for Generation X (William and Page, 2011). It is seen that Generation X individuals are hardworking, responsible and committed to their work. The fact that they feel responsible for their work even in situations where it is not important for them to be supervised in their work shows their commitment to their work (Saileela and Thiruchanuru, 2017). Among the defining events in the life of Generation X, it is seen that the evolution process and institutionalization of the women's rights movement, which emphasizes cultural differences, and the women's rights movement are related to the energy crisis and the first introduction of personal computers. Generation X is described as being better than the previous boomers in their life. It is seen that individuals in Generation X have less anxiety about finding a job and are very lucky in finding a job because they go to any university they choose or do not have competitors (Dwyer, 2009). Generation X is seen as a transition generation before moving on to Generation Y. It is possible to say that technology has developed very rapidly during this period. Generation X is seen as a generation between Baby Boomers and Generation Y (Kuyucu, 2017; Toruntay, 2011). The characteristics attributed to Generation X are summarized as follows (Tolbize, 2008):

- They are very keen to establish a balance between work and life.
- They grow up to be independent, autonomous and self-sufficient.
- They have strong feelings of loyalty towards their family and friends.
- They value continuous learning and skill development.

- They have strong technical skills.
- They are results-oriented.
- They are managed by a sense of achievement, not by the clock.
- They question authority figures. They are also not afraid of authority.
- Money does not necessarily motivate members of this generation, but the lack of money can cause them to lose motivation.
- They love receiving feedback.
- They adapt to change.
- They prefer flexible programs.
- They can tolerate work as long as it is fun.
- Entrepreneurial, pragmatic and creative characteristics are high.
- Although they are individualists, they may enjoy group work more.
- They exhibit a contented and realistic approach.
- They have a shopping enthusiast approach.

It is known that the members of the generation who avoid taking risks in Turkey see working in the government as sufficient for their career, regardless of their profession. Because the idea of working in the private sector is always seen as a risk factor for the members of this generation and does not provide confidence for the future (Ünisan Atak, 2016). With the entry of women into business life in Generation X, it is seen that there is a break in the traditional family model (İzmirlioğlu, 2008; Mengi, 2011; Tuna, 2002; Uçkan, 2007; Yüzbaşıoğlu, 2012).

## 1.2. Generation Y (1980-1999)

Generation Y consists of individuals born between 1980-1999 (KeleŐ, 2011). Generation Y is known by most individuals as the boomers, boomers, millennials, the entitled generation and the digital generation (Spiro, 2006; Queiri, Yusoff, & Dwaikat, 2014). Generation Y is known as the most educated, most traveled and technologically advanced generation ever (Crampton & Hodge, 2009). Generation Y is also known as the “next ones”, “YES” and “echo boomers”. Global and key events affecting Generation Y include September 11, the Columbine massacre, multiculturalism, globalization, the internet, 24-hour news and reality TV (Edge, 2014). Generation Y is also referred to as the “Reward Generation” to describe how they grew up in an environment where no one loses and everyone is rewarded for showing up just for showing up (Crampton & Hodge, 2009).

Individuals of this generation are called “Why Generation” and “Free Spirits” due to their high level of education and their free nature that they question in every aspect of their lives (Aka, 2018). Adopting the idea of “live first then work”, individuals of this generation prefer to work in flexible and comfortable areas due to their democratic and freedom of expression (Berkup, 2015) and flexible working hours (Őetin Aydın and BaŐol, 2014). Work areas where they can have fun and socialize are always considered attractive for them (Adıgüzel, 2020). Generation Y individuals represent approximately 35-40% of the Turkish population. It is observed that individuals belonging to Generation Y are structurally very attached to their freedom, have a high interest in technology and have a structure that makes good use of technology. It is observed that they strive to internalize the goals and strategies of the institutions and organizations they work for, are effective in

realizing the future goals of the organization and make an effort to take place at the upper echelon when they reach a strategic position within the organization (Karasu, 2017). It is seen that individuals in the Y generation mostly include their lives in the question of “why”. It is known that the Y generation, who enjoy their work and have fun in their business lives, use the power of the internet very well and spend more time on the internet than necessary, are happy with teamwork, can carry out several tasks together, can look for a new job when they are not satisfied with their job, do not like pressure very much, are known to have strong goals and high self-confidence, and do not hesitate to take initiative. It is seen that family and social environment are more important than business life for the Y generation (Koc, 2016). While it is seen that the relationships of the previous generations with technology had more clear boundaries, the Y generation is the one who is more closely interested in the use of social media and especially internet technologies (Kuyucu, 2014). It is seen that the first feature that comes to mind for the Y generation is that they are very close to technology. The Y generation has a higher quality of life than the previous generations. It is seen that they use it to advance their tasks and achieve the results they want due to their inclination towards technology. It is of great importance to them that their daily work can contribute to positive change in the world (Behrstock-Sherratt and Cogshall, 2010). In the changes experienced in living conditions, the formation of different expectations of Generation Y from others is important in terms of the process that occurs in their hopes and preferences. When looked at today’s conditions, Generation Y’s attention is drawn to issues related to entertainment, traveling, being able to do things related to life, trying innovations, being successful and earning high money, knowing what they

want, spending time with their loved ones and pursuing their dreams (Tufur, 2011).

According to Generation Y, it is important for them to be able to communicate with other people anytime, anywhere, online or offline without any problems (Keleş, 2011).

Generation Y is referred to as being extremely technologically literate due to the ubiquity of computers, laptops, internet access and social networking sites. Since Generation Y individuals accept digital work, they have the opportunity to learn, work in teams, experience real-time, continuous connections facilitated by technology, and their peers and social network-based contacts. This causes them to emerge as a generation that is very knowledgeable, vocal and challenging to authority in order to accompany their growth in a more understanding society compared to Generation Y (Edge, 2014). It is known that Generation Y is less process or result-oriented. It is seen that Generation Y has a sense of morality and civic duty, and earning a lot of money is less important for this generation. Their contributions to society and their roles as parents are equally important to them. It is possible to say that Generation Y is similar to Generation X because they are independent, technology-savvy, entrepreneurial, hard-working and successful in flexibility. Therefore, Generation Y is seen to be much less severe in terms of independence than Generation X. For this generation, a job is not considered a task but a contract. Both Generations X and Y are less committed to work than their Silent Generation and Baby Boom counterparts. This characteristic is seen to be valid for Generation Y, as Generations X and Y believe that there is more to life than work. In the long term, it is possible to say that Generation Y works to live rather than lives to work. Young workers who watch their parents work long hours for long periods of time to live are seen to continue working to protect



themselves for a more balanced life (Crampton and Hodge, 2009). According to Adıgüzel (2020), they express that they actively benefit from entertainment opportunities as well as accessing their loved ones and information whenever they want through the communication opportunities they have. It is seen that intercultural interaction was experienced intensively with the first effects of globalization (Adıgüzel, 2020; Türk, 2013). Although they were greatly affected by the economic crises that occurred during the period they lived in, they continued their lives with a positive approach (Adıgüzel, 2020). It is known that this generation, which is seen as very skilled in learning (Chen and Chou, 2019), has never experienced a period without mobile phones, compact discs and video games (Silik, 2020; Hatfield, 2002). Generation Y is seen to watch less television, tend to make purchases using the internet, change decisions frequently, have little sense of loyalty, have difficulty accepting authority, are questioning, individualistic but optimistic, can deal with many tasks at the same time, are focused on living in the moment, have high self-confidence and are ambitious. It is possible to say that the most important feature that distinguishes Generation Y from other generations is their commitment to the internet and mobile technologies (Mercan, 2016; Başal, 2018; Yüksekbilgili, 2013). Generation Y can communicate with other people anytime, anywhere, online or offline without any problems (Keleş, 2011). The importance that Generation Y gives to relationships is seen as great, it is of great importance that they can develop and improve the relationships they establish and want to spend time for socializing (Lovely, Buffum, & Barth, 2007).

This generation, known for their optimism, educated structure, collaborative skills, open-mindedness and acting with their instincts, is also known as the most popular

generation in the job market. It is seen that they come to workplaces where they are always sought after, needed and felt indispensable with higher expectations than all previous generations. It is seen that Generation Y has grown in a time of rapid change where employment opportunities are provided for women, dual-income families and extended family types are normalized, social awareness is increased, ethnic and cultural diversity is respected, and computers are present in homes and schools. Generation Y is seen to have intelligent and down-to-earth personal characteristics for their age group (William and Page, 2011).

When Generation Y first entered the workforce, it is possible to say that employers built their positive reputation early on because they liked their energy, motivation to work and skills. However, although many managers were a little surprised by what they perceived as a short attention span and their reluctance to perform tasks without depth, employers need to understand what they perceive as motivating and inspiring loyalty processes in these high-performing employees while focusing on the demands for smart employees (Spiro, 2006). When we look at the general characteristics of individuals in Generation Y, they are summarized as follows (Crampton and Hodge, 2009; Tolbize, 2008);

- ❖ They are the most educated, the most inclined to travel and the most technologically advanced individuals.
- ❖ Their entrepreneurship is seen to be high, but it is seen that they progress less in a process-oriented and result-oriented manner.
- ❖ They like to be independent and are seen to be fond of their freedom.

- ❖ They like to be independent and are seen to be fond of their freedom.
- ❖ They like having rules set for them.
- ❖ They are committed to their moral understanding and civic duties.
- ❖ They are against the idea of others being forced upon them.
- ❖ It is seen that they are very easily criticized by those with different opinions.
- ❖ The idea of earning a lot of money is less important for this generation.
- ❖ Their contributions to society and their roles as parents are equally important to them.
- ❖ Due to parental excesses, they are changing from computers and dramatic technological advances.
- ❖ They are seen to be at peace with technology.
- ❖ They appear to value teamwork and collective action.
- ❖ They love diversity. They are optimistic and can adapt to change quickly.
- ❖ Their search for flexibility is dominant. They provide independence. They want a more balanced life.
- ❖ They do not like to obey the rules and working hours in their working lives.
- ❖ They value education.
- ❖ They are demanding and have a lot of self-confidence.
- ❖ They want to become a manager and their own boss in the shortest time possible.
- ❖ They do not like authority.

- ❖ They have little sense of loyalty and have difficulty accepting authority.
- ❖ They are fond of their independence.
- ❖ They show frequent job changes.
- ❖ They are individualistic but optimistic.
- ❖ They watch less television and grow up with technology.
- ❖ They are used to being the center of attention and have clear goals.
- ❖ It is seen that their expectations are high.
- ❖ They can think at an advanced level.
- ❖ It is seen that they can deal with more than one task at the same time.
- ❖ They are ambitious and care about their own thoughts.
- ❖ They question the reason for everything.
- ❖ They can exchange ideas and discuss without hesitation.
- ❖ They see themselves as competent in everything and have high self-confidence.
- ❖ They give importance to status.
- ❖ They are impatient.
- ❖ They constantly try to establish work-life balance.

It should not be surprising that Generation Y is actively involved in social responsibility activities (DeVaney, 2015). It is seen that Generation Y has the characteristics of older youth and young adults in their lifestyle and behaviors. It is seen that they have a strong sense of autonomy and freedom, and they have a personality structure that they trust and

believe in. It is seen that Generation Y individuals are open-minded, optimistic, have a goal-oriented approach, and have high motivation in perceiving success (William and Page, 2011). It is possible to say that Generation Y is the first generation to have grown up in the digital world. Due to modern technology, they can work for much longer periods compared to other generations (Fishman, 2016). The fact that the representatives of Generation Y show geographical and cultural differences is the greatest proof that their common characteristics are noticed in their consumption approach. The fact that Generation Y consists of conscious consumers shows that they engage in consumption activities in terms of their pleasures in life. For example, while Generation Y aims to ensure that the mobile phone is compatible with the renewed technology in the process of purchasing a mobile phone, it is seen that the Baby Boomers want to change their mobile phone because it does not fulfill its function. It is seen that Generation Y makes a conscious research in terms of price, features, etc. and makes decisions accordingly (Acilioğlu, 2015). When we look at the existence of Generation Y in social life, we see that they share their desires, are challenging, their ambitions are applied more towards self-development rather than work and professional advancement, their perspectives on education vary and they advocate the need for radical changes in education, they do not care about subordinate and superior relationships, they can easily communicate with individuals in different age groups, and they are specialized in technology because they represent the generation that uses social media the most. It is also seen that family and friends are of great importance within Generation Y, and they do not like to take risks very much (Muradoğlu, 2012). Generation Y, who grew up in nuclear family structures, is seen to be the generation that seeks out and values their friends more than

other generations, depending on their family members. It is possible to say that respect and acceptance in society have an important place for this generation (Kurtođlu, Sönmez, & Temiz, 2016). When we look at their consumption characteristics, it is seen that Generation Y easily continues their lives within an active marketing framework and draws a structure where they can adapt to changing environmental conditions immediately. It is possible to say that Generation Y, who always have a consumption understanding in which their expectations are carried regarding their changes, is emotional, impatient but understanding. It is possible to say that they show purchasing behavior with brand addiction due to their emotional connection with brands. It is seen that they have relevant information about products and brands and care about the reputation of the institution in the process of making a decision to purchase a brand. It is possible to say that they also follow the public relations activities of institutions and take an active role. It is seen that their saving ability is low since their consumption and spending periods are high. It is seen that the usage rates of credit cards, installment shopping process and bank loans are high (Muradođlu, 2012). Because of their unique characteristics for marketers, it is seen that different generations always have a challenging attitude. It is seen that Generation Y creates a more difficult challenging area. Because it is seen that the generations before them were not affected by traditional media (Valetine and Powers, 2013). When the consumption behaviors of Generation Y are examined, it is seen that they research in detail before purchasing a product or service, receive comments from their peers and are influenced by them. Although the consumption expenses of Generation Y consumers are high, it is seen that they do not spend without earning money. It is possible to say that they aim to be noticed and stand out

both in the works they carry out and in their consumption habits.

### **1.3. Generation Z (2000-2025)**

Generation Z It is known that the generation born after 2000 until today is called Generation Z (Adıgüzel, Batur, & Ekşili, 2014). It is seen that individuals in Generation Z are described differently as “crystal generation” and “new silent generation”. Although Generation Z has some similarities with the previous Generation Y, there are also important differences. Each generation is affected by the economic situation that contributes to its unique characteristics and needs (Rickers, 2016). Generation Z is the newest generation and individuals exist in their first years of development (Williams & Page, 2011). Generation Z is the youngest generation, but it is seen that they are being raised by older parents and taught by older teachers than ever before. Their internet knowledge and their familiarity with technology show that the literate generation is being raised to multitask. Due to their active internet knowledge, it is seen that the literate generation, who are comfortable with technology, are being raised to multitask. It is seen that they value speed more than accuracy and can quickly move from one task to another. It is seen that Generation Z exists in a period when there is an explosion in the use of technology, the economy is unstable, and the uncertainty and change created by this situation coincides with the time (Turner, 2015; Twenge, 2017; Wiedmer, 2015). It is observed that Generation Z is seen as the first most globalized, close to and prone to technology, literate, and socially strong generation among the generations that have existed so far. The social status mentioned can be thought of as the process of being active in social areas and being able to make various uses rather than establishing direct relationships (Reeves and Oh, 2008). The

character traits of Generation Z, also known as the Internet generation, include being prone to cooperation, creativity, being goal-oriented, giving importance to flexibility, and being influenced by individuals who pursue international opportunities and want to follow them (Vogel, 2015). Generation Z's exposure to technology throughout their lives allows them to use the knowledge of the technological world and to rely on technology when communicating and interacting (Chicca & Shellenbarger, 2018). Being just a few clicks away from any part of the situation, they know the wireless and hyper-connected virtual world that is being created very well. Since Generation Z tends to live their lives completely with digital communication, it is seen that their social interaction habits have also become digital (Levickaite, 2010). The devices they connect to the internet and social networks can become a part of their bodies. They can make new technologies a reality in their lives by becoming members of social networks before reaching primary school age (Aciliođlu, 2015). It is seen that Generation Z, who constantly spends time in virtual environments, is constantly bombarded with messages in their daily lives, including virtual environments. Generation Z progresses with the values of originality and realism (William and Page, 2011).

Generation Z, who grasp technological innovations very quickly and use them meticulously and quickly in their work, is seen as a natural consumer. It is seen that Generation Z, who use technological devices in communication, may be more prone to working in a virtual environment, holding meetings, and communicating than other generations. Supporting the home working system in terms of costs in businesses also helps employees to devote time to their private lives, such as being stuck in traffic (Aciliođlu, 2015). Generation Z is likely to make constant comparisons with their peers on social media, which can lead to a feeling of



inadequacy (Twenge, 2017). Since Generation Z tends to live their lives entirely through digital communication, their social interaction habits are also turning into digitalization (Levickaite, 2010). Küçükvardar (2019) states that the developments in information technologies, especially after 2005, affect new generations. It is seen that the most distinctive feature of Generation Z is that they can easily adapt to the technological world they were born into. It is seen that Generation Z is shaped by technology from birth. Their high dependence on technology and the technological language allow them to be seen as their mother tongue (Reeves and Oh, 2008). Generation Z is also called the loneliest generation due to the online environments they are in. Although they have a lot of friends on the social media platforms they are on, it is seen that their socialization skills may be weaker because they are virtual (Tari, 2011). In terms of their characteristics, lifestyles and attitudes, Generation Z individuals adopt traditional beliefs, value the family unit, and consist of self-controlled and more responsible neo-conservatives. It is seen that they are accustomed to high technology and multiple sources of information, which are bombarded with messages from every angle. Generation Z attaches great importance to originality and reality. Peer acceptance is of great importance for Generation Z. It has become a global generation coming from a wider mix of backgrounds with different experiences and ideas. Generation Z is seen to value security more than ever, always ready to be on duty, confident and very optimistic. They believe they can influence the world and visualize changing places with another and project possible behaviors (Williams and Page, 2011).

Küçükvardar (2019) states that computers, smartphones and tablets have become a part of Generation Z's lives and that these tools will have a deep impact on the generation's

daily life, business life and worldview. Adigüzel (2020) emphasizes that Generation Z individuals can live alone because they can establish relationships remotely due to their inclination to communication established through digital tools. Generation Z consumers to date are even more fond of technology and are defined as “the newest born digital natives”. It is seen that the majority of users on social networks are from Generation Z. Since they have a strong desire for personalization and content creation, they tend to use software with user-generated content. Despite their young age, they influence their parents’ purchasing decisions and behaviors. Their purchasing power will increase in the coming years. Thus, together with Generation Y, they constitute the largest share of purchasing power (Schwartz, 2022).

According to Silik (2020), it is known that Generation Z individuals prefer to write instead of talking, and to review on the computer instead of reading. Compared to Generation Y, Generation Z is seen to be more prone to communication based on visual elements thanks to technological developments and the opportunities they have (Taş, 2017). It is said that Generation Z individuals have a strong belief that everything is possible in life, are addicted to screens and can engage in multiple activities at the same time, can consume everything they consume quickly, were born into the speed of information, in other words, are a voracious generation. It is known that this generation is gradually losing its sense of privacy, is unlimitedly eager, loves sociality and work, is especially born and raised with digital communication tools, socializes online, adopts everything that makes them feel good, is result-oriented, impatient and sensitive to social events. They support the spread of what they think and say all over the world.

Since individuals in Generation Z have not yet entered business life, they are currently kept away from evaluations regarding social and business life. In addition, due to the increasing technological developments and being born into a consumer society, it is thought and predicted that members of this generation will tend to be disloyal towards brands and their future jobs. Due to this prediction, it is thought that many different strategies should be worked on in the future in order for brands to control the loyalty of these consumer groups. It is thought that many issues regarding Generation Z's perspective on social events and their sensitivity levels will be shaped as a result of future studies (Ayhan & Güneş, 2018). The biggest impact of Generation Z on the 21st century is referred to as the “development of new generation norms in online communication” due to the long hours they spend on social media (Küçükvardar, 2019; Borca, Bina, Keller, Gilbert & Begotti, 2015). After the emergence of Generation Z, the developments of the 2000s caused very radical effects, and for this reason, the formation process of many generations after 2000 was observed in order to create new cohorts. According to McCrindle (2015), he emphasizes that Generation Z will soon be replaced by a new generation. It is seen that Generation Z consumers learn the features of goods and services comparatively and want to do online e-shopping by examining different brands and learning the comments of other consumers (İçil and Şahin, 2019). The most important difference that distinguishes Generation Z from other generations is that it has reached a period in which change is experienced very quickly and in the form of ruptures, and it is of great importance in terms of being the first generation whose characteristics could be defined while they were still a long time away from being born (Altuntuğ, 2012). The general

characteristics of Generation Z members can be expressed as follows (Williams and Page, 2011):

- ❖ They place great importance on music, fashion, cosmetics and video games for peer acceptance.
- ❖ They place great importance on music, fashion, cosmetics and video games for peer acceptance.
- ❖ They have a great influence on the products purchased for the family.
- ❖ They seem to be fond of their independence.
- ❖ They get to know brands at an early age.
- ❖ It is thought that it will be the most unhealthy and overweight generation.
- ❖ They have high belief that anything can and should happen in life.
- ❖ Gym memberships and health insurance are of great importance to generation members.
- ❖ They are greatly influenced by television advertisements.
- ❖ They prefer products that do not emphasize peer acceptance and belonging to peer groups.
- ❖ They feel that they take global warming and global shopping to heart.
- ❖ They are especially careful about strangers in order to keep themselves safe.
- ❖ They have an introverted nature and cannot make friends easily.
- ❖ They can evaluate education as a means of providing security and social status.

- ❖ They are not very suitable for team work.
- ❖ They do not need parents or teachers to help them gather information.
- ❖ They are influenced by new media, virtual friendships and the power brought by technology.
- ❖ Elderly people often use other media when they watch television.
- ❖ Their self-confidence is extremely high.
- ❖ Thanks to technology, they have access to customized educational materials.
- ❖ It is observed that their focus times are short and their awareness of visuals is high.
- ❖ They were born with technology.
- ❖ They are collaborative, creative, and prefer computers to books and texts to conversations.
- ❖ They do not spend much time outside.
- ❖ They prefer to live alone.

The biggest impact of Generation Z on the 21st century is that they have been able to lead to the “development of new generation norms in the online communication process” due to the long hours they spend on social media (Küçükvardar, 2019; Borca, Bina, Keller, Gilbert & Begotti, 2015). Since Generation Z is equipped with the influence of the internet, speed and statements such as “it should be mine right now” and “buy it right now”, they are both affected by the consumption process and can affect consumption trends (Bati, 2015).

## Consumption Behaviors Of X-Y-Z Generations

### 2.1. Consumption Behaviors

Consumers' consumption behaviors include all the factors that are included in the consumption process based on their needs and desires. Before addressing the dimensions of consumers' behaviors, it is of great importance to examine how consumers act. It should not be forgotten that consumers want to find answers according to their needs and expectations. They try to find products and services that will provide maximum benefit by comparing existing products. They do research in shopping malls. They evaluate them by receiving notifications from their social circles. They use what they buy by choosing the right moment at the point of purchase and comment on their satisfaction by evaluating their use (Odabaşı and Barış, 2003). In examining consumer behaviors, it contributes to developing an understanding of how individuals or organizations behave in purchasing situations. It has been seen that there

are many psychological factors in marketing, especially in the purchasing decision processes. At this point, understanding the purchasing behavior of a segment of the market offers marketing managers the opportunity to meet the needs of their potential consumers in a unique way. Providing this allows businesses to create a satisfaction situation not only physically but also psychologically. Providing this allows businesses to create a state of satisfaction not only physically but also psychologically.

As consumers, people can be affected by internal and external stimuli during the process of purchasing a product or service. Being able to identify the motives behind consumers' behaviors is of great importance in terms of directing these behaviors. It is seen that human behaviors, which are described as the mutual interaction processes of individuals with their environment, are formed at the basis of consumer behaviors. However, every emotion, thought and action shows that it contains human behavior. It is necessary to think and examine that the behaviors that people exhibit in the market as consumers are within human behaviors. However, when it comes to consumer behaviors, it is necessary to determine the behaviors of limited individuals regarding the market and consumption by considering them (Odabaşı and Barış, 2007). While the social values prevailing in traditional societies and the goals with a certain program in modern societies are seen as the direction of human behaviors, it is seen that in the consumer culture, they are motivated to consume products and are directed towards the pleasure and satisfaction they provide as a result of this consumption (Gültekin, 2007). It is seen that consumption activities include emotional, physical and mental elements. In the concept of consumer behavior, it has been tried to investigate how consumers direct their time and cost resources in limited opportunities (Odabaşı

and BarıŐ, 2007). Consumption refers to the process that begins with owning a product. The factors that motivate the consumer to own that product are important in terms of benefiting from the product and service. It can gain meaning in how the product can be used and the experience the consumer gains while using this product (Durmaz, 2011). In general, it is seen that consumer behavior is newly developing and is nourished by many disciplines. Consumer behavior, along with the expansion of marketing's application areas, causes consumers' choice opportunities to increase and consumer behavior to be carried to broader dimensions of interest outside the marketing field. Various subjects related to consumer behavior are encountered in communication science, education science and tourism.

In recent years, it has been seen that emphasis is given to psychological approach and consumer examination in economics (OdabaŐı and BarıŐ, 2007). It is seen that answers are sought in the field of marketing to questions such as who chooses certain products for what purpose, with what need, and why according to a certain brand and model, how payment is made, when they want to have the product, when the purchase decision is made and where the product is purchased, and it is seen that these questions are important for consumers (İslamođlu and AltunıŐık, 2008). When we look at the other side of the coin, it is possible to say that if marketing managers fail to meet the psychological needs of potential consumers, they will probably fail to meet their physical needs as a product or service. In order for businesses, brands and menus to be permanent; it is possible to increase the adoption and repeat purchase of products, to satisfy consumers, to protect and educate consumers, to make consumers accept themselves and to be able to meet a nominal cost and to give a social response (Cohen, 1991).



There are certain situations that make consumers a point of attraction in the process of choosing businesses and choosing products on menus. Consumers who provide income to businesses or brands are individuals, households and legal entities that provide an income stream that exceeds the acceptable costs of attracting the brand of these consumer groups, offering them for sale and providing services within a certain period of time. Since an important issue for businesses at this stage is to make a profit, it can be achieved not through the profit made from a certain sale but through the longevity and loyalty of the consumer and the ability to create a brand value (Kotler, 2003). When analyzing behaviors related to consumers, an important issue that should not be overlooked is that many of the consumer behaviors cannot be conveyed correctly. It is seen that one of the most convincing and effective assumptions in consumer behavior research is that a series of decision processes are passed through before purchases are made. When the models belonging to this process are examined, it is seen that although researchers use different terminology and expressions when explaining consumer behavior, their common views are as follows: (Kassarjian and Robertson, 1991).

- It is seen that there are two or more alternative actions. A choice must be made among these options.

- As an evaluation criterion, it is necessary to find the option that best suits the goals or objectives of the consumers among the alternative sets and to reach the option that provides the highest level of satisfaction.

- The alternatives that are being selected can be determined after a series of decision-making processes and evaluation procedures.

It is seen that some situations should be analyzed in the process of evaluating the behaviors of consumers. In the formation process of the behaviors of consumers; It is seen that there are situations such as the existence of a motivated movement, being composed of various processes, having a structure, showing changes in the way of timing, being affected by environmental elements and being based on a dynamic process (Akat, 2006). It is seen that the correct tendency of consumers to buy a product is parallel to the balance of the reasons for giving up the product during the exchange (money, time, labor) and the pleasure and benefit that the purchased product will provide. It is seen that the consumer perception that directs the behaviors of consumers is associated with the concept of price together with quality, but it is not seen as equivalent to quality for every consumer (Yaman, 2017).

## **2.2. Food Consumption Behavior of X-Y-Z Generations**

Generation XYZ generally includes individuals born between the late 1980s and early 2000s. The most prominent characteristics of this generation are seen as their mastery of technology, constant connectivity and embracing the digital world. It is seen that generations with flexible consumption habits, due to their free spirits and flexible working habits, are more interested in innovative ideas and sustainable issues. In addition, it is seen that cultural diversity and a sense of social responsibility are also among the basic characteristics of Generation XYZ. In recent years, the consumption habits of Generation XYZ have changed significantly. While the young individuals of this generation give more importance to healthy and natural nutrition, it is seen that there has been a decrease in fast food and ready-made food consumption. In addition, Generation XYZ's demand for

organic products produced with traditional methods and obtained from local sources has also increased. These trends have caused businesses in the restaurant and fast food sector to reconsider their menus and service approaches. It is seen that businesses, especially in terms of healthy and balanced nutrition preferences, feel the need to include more natural and nutritious options in their menus.

### **2.3. Generation X Food Consumption Behavior and Habits**

It can generally be defined as a generation that carries traditional values and has adopted certain habits with a fast lifestyle. It is seen that the consumption habits of Generation X are generally directed towards fast food restaurants. They prefer fast and practical foods. Foods such as hamburgers, pizza, and french fries on the menus of fast food chains attract the attention of Generation X. In terms of food consumption, Generation X also exhibits different habits than previous generations. However, it stands out as a group with less digital influence than Generation Y. The food consumption habits of this generation are shaped in parallel with social and economic changes, especially the period when women's participation in the workforce increased. This generation, which tends to eat fast and practically due to the intensity of working hours, usually prefers to spend time in restaurants and fast food chains. In addition, Generation X generally attaches importance to healthy and organic nutrition. It will be very important to examine the effects of Generation X, which prefers world cuisine rather than traditional foods, on mass food menus and to understand how certain food preferences and habits are reflected in menus.

### **2.3.1. Generation X Food Preferences and Habits**

**2.3.1.1. Traditional Foods:** Generation X is seen to have grown up with more traditional and family-style meals during their childhood. Homemade meals, especially family meals and classic Turkish cuisine, are common during childhood. With the increasing pace of work life, although fast meals are sometimes preferred, home cooking and family meals still hold an important place for this generation.

**2.3.1.2. Practical Foods:** This generation, due to the intensity of their work lives and the fact that technology is not as widespread as it is today, is looking for more practical and fast solutions when preparing and consuming food. Frozen meals, ready meals and fast meals have become widespread over time in this period.

**2.3.1.3. Socializing Outside of Meals:** Generation X's eating habits have also been shaped around socializing and strengthening family ties. Eating out at restaurants has begun to be seen as a family activity, especially on weekends. This generation has also begun to use meals as a means of coming together in their social lives.

### **2.4. Healthy Eating Habits of Generation X**

**2.4.1. Less Health-Oriented:** Generation X is seen to be growing in awareness of healthy eating. However, it is seen that they grew up in a period when this awareness was not fully widespread. Therefore, their eating habits are generally seen to be more traditional and functional. However, in recent years, there has been an increasing interest in healthy eating. It is seen that this generation has started to avoid processed food and ready meals and prefer organic products.

**2.4.2. High Tendency to Be Overweight:** Due to the widespread consumption of fast food and the decrease in physical activity, health problems such as obesity and

overweight have started to increase in Generation X. This increases the interest in healthy food options.

## **2.5. The Impact of Technology on the Nutrition and Consumption Habits of Generation X**

**2.5.1. Traditional Habits and Technological Methods:** Generation X grew up in a time when digital technologies were just beginning to develop, but their addiction to social media and mobile applications is not as intense as Generations Y and Z. However, trends such as ordering food online and digital access to restaurant menus are integrated into Generation X's habits.

**2.5.2. Impact of Working Life:** With the participation of women in the workforce, the habit of ordering food from outside has increased in this generation, in a period when preparing food is time-consuming.

## **2.6. Food Consumption Behavior and Habits of Generation Y**

Generation Y is also known as Millennials. It is known as a generation that grew up in a period when technology is rapidly developing and the digital world is taking shape. In terms of food consumption, Generation Y generally tends to prefer healthier and organic foods. While they tend to reduce their consumption of fast food and sugary drinks, they are seen to be more inclined to turn to homemade and natural foods. In addition, it is seen that Generation Y individuals are interested in world cuisines as well as traditional foods. This information emphasizes the importance of considering Generation Y's preferences and habits when designing and presenting mass food menus. The food consumption of this generation has very different dynamics compared to previous generations. The food habits of Generation Y are greatly affected by factors such as increased health awareness,

environmental sensitivity and digitalization. Here are some important characteristics about Generation Y and food consumption.

### **2.6.1. Healthy Nutrition and Diet Preferences of Generation Y**

**2.6.1.1. Health-Oriented Consumption:** Generation Y has adopted a healthier and more balanced diet. Realizing the negative effects of fast food and processed foods, this generation has turned to healthy alternatives such as organic, gluten-free, vegetarian and vegan. In addition, popular diets such as low-carb, high-protein diets belong to this generation.

**2.6.1.2. Sustainability and Ethical Consumption:** This generation is highly environmentally conscious and their eating habits reflect these trends. Their interest in sustainable agriculture, organic food and ethical production processes directly influences the food choices of millennials. Vegan and vegetarian options are increasing among the meals preferred by this generation.

**2.6.1.3. Detailed Label Reading:** Generation Y pays more attention to the content, nutritional values and labels of the food items they consume. It is seen that their sensitivity to the quality, content and production processes of food items has increased.

### **2.6.2. The Role of Technology and Digitalization in the Consumption and Nutrition Habits of Generation Y**

**2.6.2.1. Digital Media and Food:** Generation Y is a generation born out of the digital world and shapes food culture through social media platforms and food apps. They show great interest in food photos and videos on platforms

such as Instagram and TikTok. They can also direct their food choices with the influence of popular food blogs and influencers.

**2.6.2.2. Online Ordering and Food Delivery:** Generation Y actively uses digital applications to order food. Food delivery services such as Uber Eats and Yemeksepeti are seen as one of the most preferred methods of getting food for this generation. Orders made through online platforms reflect the tendency of Generation Y towards fast and practical food preferences.

**2.6.2.3. Food Apps and Menus:** Millennials have become increasingly popular with the use of digital menus, recipe apps, and food content-related mobile apps. This generation uses their mobile devices to quickly obtain information about the food they eat and to easily access recipes.

### **2.6.3. Social and Cultural Food Habits of Millennials**

**2.6.3.1. Sharing on Social Media:** Generation Y tends to share the food they eat on social media. This requires restaurants to be more careful about their menus and presentations in terms of aesthetics. Aesthetic dishes, called “Instagram-worthy dishes”, have an important place in the preferences of this generation.

**2.6.3.2. Interest in Global Cuisines:** With the impact of globalization, Generation Y is showing more interest in world cuisines. Foods from different cultures such as Asian, Latin American and Mediterranean cuisines are among the options preferred by this generation on menus. This trend is also leading to an increase in international food options in restaurants.

### **2.6.3.3. Sharing Culture and Small Portions:**

Millennials generally prefer to share their meals with their friends. Shared plates, small portions and the search for variety shape the food consumption habits of millennials. This situation causes menus in restaurants to become more diverse and shareable.

## **2.6.4. Millennials' Emotional and Psychological Relationship with Food**

**2.6.4.1. Food and Emotional Needs:** Millennials tend to prefer foods that are emotionally comforting and satisfying. They tend to turn to comfort foods, especially when coping with demanding work schedules and personal stress. For example, desserts and comfort foods (pizza, burgers, etc.) are among the popular foods they consume.

**2.6.4.2. Self-Care and Wellness Trend:** Generation Y is careful to pay attention to their eating habits in order to maintain their general health and well-being. Therefore, "wellness" trends are also evident in food choices. Fermented foods, probiotics and foods that strengthen the immune system are among the preferences of this generation.

## **2.7. Food Consumption Behavior and Habits of Generation Z**

Generation Z is a generation that has been directly integrated with technology, has grown up in the digital world and has a multicultural perspective due to the impact of globalization. These technological developments also have a great impact on food consumption. Generation Z individuals prefer fast food and ready-made food more than other generations. In addition, healthy, organic and vegan nutrition trends have become quite popular among this generation. For this reason, the presence of more healthy and fast options in mass food menus affects the consumption



habits of Generation Z. In addition, the importance this generation gives to visual sharing on social media also affects the presentation and visuality of food. The food consumption of this generation is based on very different dynamics than previous generations. Generation Z has a unique food consumption habit due to factors such as rapidly changing lifestyle, social media influence and sustainability awareness. There are some important characteristics regarding Generation Z and food consumption.

### **2.7.1. Healthy and Sustainable Eating Habits of Generation Z**

**2.7.1.1. Healthy Eating Trends:** Generation Z shows great interest in healthy living and nutrition. This generation generally turns to more fruits, vegetables, healthy snacks and foods that are sources of protein. In addition, avoiding sugar consumption and preferring low-calorie and nutritious foods are becoming common among the eating habits of this generation.

**2.7.1.2. Vegan and Vegetarian Foods:** Gen Z is particularly aware of the environmental impact of animal product production, and is increasingly choosing to follow a vegan or vegetarian diet. Interest in plant-based foods is increasing, leading restaurants and food manufacturers to make changes to their menus.

**2.7.1.3. Sustainability:** Generation Z, who are highly environmentally conscious, attach great importance to sustainability in food production. The demand for organic foods, environmentally friendly packaging and ethical production processes such as fair trade constitute an important part of this generation's food preferences.

## **2.7.2. The Role of Technology and Digitalization in Generation Z's Nutritional Habits and Food Consumption**

**2.7.2.1. Food and Technology Integration:** Since Generation Z grew up in the digital world, technology plays a big role in their food preferences. Social media platforms, food apps and blogs are actively used for recipes, new restaurant discoveries and healthy nutrition suggestions. Food videos shared on platforms such as Instagram and TikTok allow food trends to spread quickly.

**2.7.2.2. Food Delivery and Online Ordering:** Generation Z tends to order food online because they are looking for a fast and practical solution. Food delivery apps (e.g. Uber Eats, Yemeksepeti) are among the preferred methods of this generation. Most Generation Z members prefer to order food with their mobile phones instead of going out.

**2.7.2.3. Social Media and Food Sharing:** Gen Z frequently shares their meals on social media. Food photos are especially popular on visual platforms like Instagram. This encourages restaurants and food brands to offer aesthetically appealing and shareable dishes.

## **2.7.3. Globalization and Cultural Diversity in the Eating Habits and Food Consumption of Generation Z**

**2.7.3.1. Multicultural Cuisines:** Generation Z has increased its interest in the cuisines of different cultures due to the influence of globalization. Flavors from many different cultures, from Asian cuisine to Latin American cuisine, have an important place in the food preferences of Generation Z. This generation enjoys going to restaurants

to discover world cuisines or trying the food of different cultures.

**2.7.3.2. Experimental Foods and Trends:** Generation Z is open to innovative and unusual tastes and food experiences. For example, they may create trends by sharing about different tastes and presentations of the foods they eat on social media. They may also want to try new flavors by taking an experimental and innovative approach to food (e.g. seaweed, edible flowers, fermented foods, etc.).

## **2.7.4. . The Nutritional Habits of Generation Z and the Phenomenon of Food and Ethical Values in Food Consumption**

**2.7.4.1. Animal Rights and Ethical Consumption:** Generation Z is very sensitive about animal rights. This generation is careful to pay attention to the ethical standards of production when purchasing animal products. It is seen that there is a tendency towards vegan, vegetarian and cruelty-free (animal-free) products.

**2.7.4.2. Fair Trade:** Generation Z places great importance on fair trade and ethical production processes. They tend to prefer brands that fairly evaluate the labor of farmers and producers. This has led to a trend of increasing transparency and ethical production processes in the supply chain.

## **2.7.5. Food and Lifestyle in Generation Z's Eating Habits and Food Consumption**

**2.7.5.1. Comfort Foods:** Generation Z sometimes turns to fast and practical meals, comfort foods called “comfort food”. Especially in stressful times, these types of foods can be preferred to provide psychological relief (e.g. pizza, burgers, fries, etc.).

**2.7.5.2. Snacking”:** Generation Z tends to eat more frequent but smaller portions instead of three regular meals. Light foods such as snacks, healthy bars, smoothies, fruits and vegetables are among the preferences of this generation. In addition, practical snacks (for example: packaged dried fruit, yogurt, granola bars, etc.) are preferred for quick and easy consumption.



## Mass Food Menus

Mass food menus are standardized meal options usually offered by large restaurant chains or businesses operating in the food and beverage sector. They consist of foods that are consumed quickly and practically and appeal to a wide audience. These menus are usually found in fast food restaurants, cafes or mass food points, food and beverage chains. Mass food menus usually include foods such as hamburgers, pizza, sandwiches, chips, and fries. They also offer takeaway or fast food options. They also usually focus on providing affordable and fast service. These menus are preferred by young people, students, employees and individuals with a busy work schedule, and therefore appeal to a wide audience such as those who cannot spare time and want to receive fast food service. They consist of affordable and fast service menus. These menus are usually subject to certain standards and quality control. They are frequently preferred by consumers. Since mass menus contain high amounts of ready-made food and industrially processed products, they are generally seen to have low nutritional value. Mass food menus generally aim to offer low-cost and

fast-prepared foods to appeal to a wide audience. When we look at the importance of mass menus, they can be seen as a great advantage for businesses because they usually offer fast service, affordable prices and a wide range of options. In addition, they are generally seen as advantageous for making large sales and can increase brand awareness and expand the customer base. In the design of mass food menus, many factors such as customer demands, food costs, nutritional requirements and operational efficiency are taken into account. If it is necessary to classify the features and factors affecting the design of mass food menus, it is possible to classify them as follows.

### **3.1. Mass Menu with Various Food Options**

**3.1.1. Appealing to Different Tastes:** Mass food menus offer a variety of food options to appeal to a wide range of customers. The menu usually includes meat, chicken, fish, vegetarian and vegan options. There are also alternatives for special dietary needs such as gluten-free, lactose-free and organic food.

**3.1.2. Large Portions:** Large portions are generally preferred in mass food menus. Because more economical options need to be offered in order to appeal to a large number of people. Especially in fast food restaurants, large menus and family plates are common.

### **3.2. Mass Menu Based on Fast and Practical Meal Options**

**3.2.1. Fast Preparation:** One of the most distinctive features of mass food menu is that the meals are prepared quickly. This is a feature that is especially seen in fast food chains. Most of the meals on the menu can be prepared in advance, cooked quickly or heated up.

**3.2.2. Ready Meals and Frozen Options:** Menus prepared using ready meals, frozen products and packaged ingredients increase operational efficiency. These types of meals are widely preferred in mass food services.

### **3.3. When Mass Menus Are Evaluated in Terms of Economical Prices and Value Orientation**

**3.3.1. Cost Efficiency:** Mass food menus usually involve large quantities of food being purchased. This reduces costs. Menu prices are generally economical and provide sufficient profit margins to sell large quantities.

**3.3.2. Value Menu:** Commonly seen on mass food menus, “value menus” or “menu combos” offer more items at affordable prices. These types of menus are designed to keep prices affordable while giving customers more choices.

### **3.4. When Mass Menus Are Evaluated in Terms of Digitalization and Online Ordering**

**3.4.1. Online Ordering and Delivery:** With the rise of technology, mass food menus have also started to become digital. Restaurants and fast food chains provide fast and easy access to their customers through online ordering and delivery services. Presenting menus in a digital environment aims to reach more people and improve the customer experience.

**3.4.2. Dynamism in the Menu:** When taking orders via online platforms, user experience can also affect menu design. For example, by using visual elements and filtering features in digital menus, customer preferences can be quickly analyzed and menus can be shaped accordingly.



### **3.5. When Mass Menus Are Evaluated in Terms of Nutritional Values and Health Trends**

**3.5.1. Healthy Options:** As interest in healthy living and nutrition has increased in recent years, healthy options have begun to be offered on mass food menus. This has led to an increase in low-calorie, low-fat, gluten-free, vegan, vegetarian and organic options.

**3.5.2. Low-Calorie Menu Options:** In line with customer demands for healthy living trends, mass food menus include low-calorie meals, vegetable-based options and less processed food products.

### **3.6. Introducing Innovative and Experimental Options for Mass Menus**

**3.6.1. Food Experience and Creative Menu Items:** Mass food menus can sometimes include innovative and unusual options. Especially with the influence of Generation Z and young people, restaurants are adding more diverse flavors and creative food combinations to their menus. This has led to dishes that are both interesting and social media-friendly.

**3.6.2. Multicultural Cuisine:** In a globalizing world, mass-food menus are designed to appeal to a wider audience with dishes inspired by world cuisines. For example, menus may include items from Asian, Latin American, or Mediterranean cuisine.

### **3.7. Sharing Culture and Small Portions Opportunity in Mass Menus**

**3.7.1. Shareable Plates:** With the influence of Gen Z, shareable-sized meals have become more popular. Menus are featuring smaller portions, shareable plates, and desserts.

Restaurants are offering “sharing plates” and small-portion meals to meet this trend.

**3.7.2. Snack Menus:** Snacks are increasingly preferred in mass food menus, especially due to the intense work tempo and social media influence. Various snacks, light meals and desserts are included in the menu.

### **3.8. Environmental and Social Influences on Mass Menus**

**3.8.1. Sustainability and Ethical Consumption:** Sustainability has become an increasingly important part of mass food menus. Elements such as environmentally friendly packaging, organic and local production materials, and ethically produced foods have become factors that shape menus. In addition, sensitivity to animal rights and ethical production processes is increasing.

**3.8.2. Avoid Processed Foods:** Many mass food providers tend to limit processed foods and additives and use more fresh and natural ingredients. With the influence of the healthy eating trend, there has been an increased focus on less processed and natural foods.

### **3.9. Popular Mass Food Menus in Turkey and the World**

Popular Mass Food Menus in Turkey and the World have been shaped by different cultural influences in the globalizing world, and have also become a wide range that appeals to local tastes. Popular mass food menus both in Turkey and around the world consist of dishes that can be prepared quickly, are economical, practical and delicious. Traditional flavors such as kebab, d6ner, lahmacun and pide are at the top of popular mass food menus in Turkey. In addition, foreign influences such as hamburgers, fries and

pizza are also frequently encountered in fast food restaurant menus. In the world, fast food chain menus generally include options such as hamburgers, fried chicken, pasta and salad. In addition, options such as sushi, noodles and tempura from Asian cuisine are among popular mass food menus around the world. When we look at popular mass food menus that stand out in Turkey and around the world, it is possible to classify them as follows.

### **3.9.1. Popular Mass Food Menus in Turkey**

#### *3.9.1.1. Döner*

- ❖ **Description:** Döner is one of the most iconic mass food menus in Turkey. Consumed with great interest by both locals and tourists, döner is a practical dish prepared by cooking thinly sliced meat on a skewer and serving it in bread or on rice. It is common to serve döner with ayran.
- ❖ **Popularity:** Döner is frequently included in the menus of fast food restaurants in Turkey due to its fast service, taste and low cost.

#### *3.9.1.2. Kebab*

- ❖ **Description:** Kebabs, especially Adana and Urfa kebabs, are one of the most commonly consumed foods in fast food restaurants in Turkey. This dish, made by skewering meat and cooking it, is usually served with lavash bread or rice.
- ❖ **Popularity:** Kebab, as a traditional Turkish dish, has become an indispensable part of mass menus. Various types of kebabs are included in restaurant menus and appeal to a wide audience.

### 3.9.1.3. *Pide*

- ❖ **Description:** Pide is a Turkish dish made by adding ingredients such as meat, cheese, sausage, pastrami, and eggs to dough and baking it in the oven. The ingredients on it can vary.
- ❖ **Popularity:** Pide, which is frequently served in fast food restaurants and pide parlors in Turkey, is an economical, filling and diverse menu item prepared with various ingredients.

### 3.9.1.4. *Lahmacun*

- ❖ **Description:** Lahmacun, made with minced meat and spices on thin dough, is quite popular in Turkey. It is usually served with lemon and greens.
- ❖ **Popularity:** Lahmacun, a fast-served and delicious option, is frequently preferred especially for dinner and among street delicacies.

## 3.9.2. **Pizza and Fastfood**

- ❖ **Description:** With the influence of globalization, pizza has also become a very common fast food menu in Turkey. Pizza is a meal that can be prepared with various ingredients and served quickly.
- ❖ **Popularity:** Pizza is quite popular among the young population. It is frequently found in fast food restaurants in Turkey.

### 3.9.2.1. *Buns and Pastries*

- ❖ **Description:** Pastries such as b6rek, buns and simit are frequently consumed for breakfast and snacks in Turkey. These products can usually be with cheese, minced meat or spinach.

- ❖ **Popularity:** These flavors, consumed for breakfast and as snacks, can be easily served both at home and in cafes and restaurants.

#### 3.9.2.2. *Desserts: Kunefe, Baklava, Rice Pudding*

- ❖ **Description:** Desserts are also among the popular mass food menus in Turkey. Especially desserts such as baklava, kunefe and rice pudding are frequently found in restaurant menus.
- ❖ **Popularity:** Desserts, preferred by both locals and tourists, are usually consumed at the end of meals or to satisfy their sweet needs.

### 3.9.2. Popular Mass Food Menus in the World

#### 3.9.2.1. *Hamburger (Amerika)*

- **Description:** Hamburger is one of the most popular fast food dishes in the world. Hamburger made with meat patties and lettuce between buns, usually served with french fries and a drink.
- **Popularity:** Hamburgers are widely consumed both in America and around the world because they are fast, economical and delicious. Large chains such as McDonald's, Burger King, Wendy's offer this menu on a global scale.

#### 3.9.2.2. *Pizza (İtalya and World)*

- **Description:** Pizza is a fast food item that has spread worldwide from traditional Italian cuisine. Pizza is made by adding tomatoes, cheese and various ingredients and is baked in the oven.
- **Popularity:** Pizza is preferred in every corner of the world because it is a meal that is prepared quickly,

is economical and appeals to everyone's taste. Pizza chains have a large market worldwide.

#### 3.9.2.3. *Sushi (Japonya)*

- **Description:** Sushi is the most well-known dish in Japanese cuisine, prepared with rice, fish, seafood and other ingredients. It is usually eaten with chopsticks and is usually served with soy sauce.
- **Popularity:** With globalization, sushi has become popular around the world. Japanese restaurants and fast casual sushi restaurants are offering this item to the masses.

#### 3.9.2.4. *Taco (Meksika)*

- **Description:** Taco is a Mexican cuisine dish made by putting ingredients such as meat, chicken, cheese, vegetables and salsa in a corn or wheat tortilla.
- **Popularity:** Tacos are widely consumed in Mexican restaurants and fast food chains, especially in America. Major brands such as Taco Bell offer this menu around the world.

#### 3.9.2.5. *Fried Chicken (Amerika)*

- **Description:** Fried chicken is a fast food dish that is especially popular in the United States. Usually, chicken pieces are breaded with spices and fried.
- **Popularity:** World-famous brands such as KFC (Kentucky Fried Chicken) offer this menu on a global scale.

### *3.9.2.6. Fish and Chips (Ingiltere)*

- **Description:** Fish and chips is a traditional British dish of fish and chips. It is usually served with white fish (such as cod) and fried potatoes.
- **Popularity:** Besides being common in the UK, this dish is also popular around the world. It is often found in fast food restaurants or street vendors, especially in Europe and North America.

### *3.9.2.7. Banh Mi (Vietnam)*

- **Description:** Banh Mi is a famous street food of Vietnamese cuisine and contains meat, vegetables and spices in a long thin bread. Usually pork, chicken or other meat is used.
- **Popularity:** This dish, which is very popular in Vietnam and other parts of Asia, has quickly become popular in the West with globalization.

### *3.9.2.8. Curry (India and Asia)*

- **Description:** Curry is a meat and vegetable dish made with spicy sauces. It is an essential element of Indian cuisine and has many variations around the world.
- **Popularity:** Especially in countries such as England, America and Australia, restaurants and fast food chains have added curry dishes to their menus.

# The Effects of Food Consumption Habits of XYZ Generations on Mass Food Menus

## **4.1. The Effects of Generation X's Food Consumption Habits on Mass Food Menus**

Generation X's food consumption habits represent an important period, especially shaping mass food menus. Generation X, as a representative of an important transition period due to both their traditional food habits and their interaction with the modernizing world, has a significant impact on the menus offered by restaurants and fast food chains. When the effects of Generation X on mass food menus are analyzed, it is observed that this generation generally prefers fast and practical food. Fast-food restaurants and packaged snacks seem to be very popular for Generation X. It was also found that Generation Xers generally prioritize healthy eating less and consume more processed foods. This suggests that the content and presentation of mass food menus should be shaped in line with these preferences.



Considering that Generation X prefers open buffet or quick service restaurants due to their busy work schedule, it is necessary to diversify mass food menus and speed up the service processes. In order to understand the effects of this generation's food preferences on mass food menus, it is necessary to address some important points about the characteristics of Generation X and their eating habits. It is possible to categorize them.

#### **4.1.1. Generation X's Fast and Practical Food Choices in Mass Food Menus**

**4.1.1.1. Fast Lifestyle:** Generation X, as a generation that has grown up in a rapidly changing society and is trying to balance work and family life, tends towards fast and practical meals. This generation's search for practicality, especially due to their busy work schedule, has led to the diversification of mass food menus. Fast food chains are increasingly including fast-prepared meals and takeaway options in their menus to cater to the demands of this generation.

**4.1.1.2. Investment in Menus:** In line with the preferences of Generation X, there has been an increase in mass food menus, especially dishes that can be easily prepared, transported and served quickly. Foods that can be served quickly such as hamburgers, pizza, doner, kebab are becoming more common in line with the demands of Generation X.

#### **4.1.2. Generation X's Search for Variety in Mass Food Menus and Globalization**

**4.1.2.1. Multicultural Menus:** Generation X has grown up under the influence of globalization and has been exposed to different cultures. This generation is more interested in food from different cuisines and diversity. The inclusion

of options inspired by global cuisines in mass food menus has emerged in response to this demand from Generation X. For example, different flavors inspired by Asian, Latin American and Mediterranean cuisines (e.g. sushi, tacos, falafel, vegetarian and vegan options).

**4.1.2.3. Flexibility in Food Change:** Generation X's interest in a wide and varied range of flavors is making the menus of fast food chains and restaurants more flexible. Menus include new flavors, spices and foods from international cuisines. In particular, Generation Xers, who seek more innovation and variety, have shifted restaurant menus towards global flavors.

### **4.1.3. Generation X's Healthy Food Choices in Mass Food Menus**

**4.1.3.1. Health and Diet Trends:** Generation X reflects a growing awareness of healthy living and nutrition on mass food menus. As the individual health awareness of this generation increases, restaurants and fast food chains are starting to include more low-calorie, organic, vegetarian, vegan, gluten-free and low-sugar options on their menus. Mass food menus are increasingly featuring healthy options prepared with vegetables, low-fat meats and nutrient-dense foods.

**4.1.3.2. Less Processed Food:** Generation X has become more aware of the negative health effects of processed food and additives and are looking for more natural, fresh and less processed food. This leads restaurants and fast food chains to use fresh ingredients and avoid additives in their menus.

#### **4.1.4. Generation X Seeks Better Dining Experience and Comfort in Mass Food Menus**

**4.1.4.1. Traditional Flavors and Comfort Food:** In addition to their fast-paced lifestyle, Generation Xers are also drawn to nostalgic flavors. Comfort food, i.e. dishes that are comforting and familiar, are among the favorites of Generation X. This ensures that traditional dishes are included in mass food menus. For example, menus such as pizza, hamburgers and döner have become very popular in line with the food preferences of Generation X.

**4.1.4.2. Family Dinner Culture:** Generation X is a generation that values traditional family meals. Large portions shared with the family, family-oriented menus and kid-friendly dining options are at the forefront of this generation's food preferences. In this context, restaurants and fast food chains tend to offer large family portions or children's menus.

#### **4.1.5. The Rise of Technology and Digitalization Process in the Mass Food Menus of Generation X**

**4.1.5.1. Online Ordering and Delivery:** Generation X has adapted to the digital world and has embraced online shopping. The digitalization of mass food menus has become inevitable in line with the lifestyle of Generation X. The proliferation of online ordering and food delivery applications (e.g. Yemeksepeti, Getir, Trendyol Go, Migros Yemek, Uber Eats) has enabled mass food menus to be offered in a digital environment. Generation X's use of technology for ordering food has led restaurants to develop their digital menus.

**4.1.5.2. Mobile Apps and Loyalty Programs:** Restaurants and fast food chains have started to promote their menus and develop loyalty programs through mobile

applications, taking into account the active use of mobile devices by Generation X. This makes it easier to digitize menu items and make campaign announcements.

#### **4.1.6. Environmental Awareness and Sustainability Impact on Generation X's Mass Food Menus**

##### **4.1.6.1. Environmentally Friendly Options:**

Generation X, as an environmentally conscious generation, is demanding more sustainable food options on menus. Sustainability-oriented changes such as organic foods, fair trade products, eco-friendly packaging and reduced meat production are becoming more commonplace on mass food menus. Generation X's sensitivity to environmental impacts has led to a reshaping of the processes of food production and consumption on menus.

#### **4.2. The Effects of Generation Y's Food Consumption Habits on Mass Food Menus**

Millennials, a generation that grew up surrounded by technology and shaped by the digital world, have had a significant impact on mass consumer menus. Their habits and values are reshaping the menus offered by restaurants and fast food chains. Millennials' focus on practical, innovative and personal preferences affects menu diversity and service approach. Millennials tend to be more inclined towards healthy and organic foods. Therefore, they may prefer more vegan, vegetarian or organic options on mass food menus. In addition, millennials are generally open to world cuisines and different taste experiences. Therefore, diversity and creativity in mass food menus are considered important to attract millennials. Millennials' tendency to post on social media and keep up with trends may also require menus to be visually appealing. In order to understand the impact of the generation's food preferences on mass food menus,

it is necessary to address some important points about the characteristics and food habits of millennials. These can be categorized.

#### **4.2.1. Digitalization and Online Ordering Process in Mass Food Menus of Generation Y**

- ❖ **Demand for Technology:** Millennials have the habit of using digital platforms as they grew up intertwined with technology. The dining habits of this generation have enabled online ordering and digital menus to become widespread. Restaurants and fast food chains have started to offer their menus through mobile apps, websites and food ordering platforms (such as Yemeksepeti, Uber Eats, Glovo). Millennials order food easily through these platforms and are also influential in discovering new options on the menu.
- ❖ **Digital Menus and Personal Preferences:** Millennials can easily make food choices through digital menus and request customized meals based on their personal preferences. For example, gluten-free, vegan, low-calorie options have an important place in menus. Furthermore, thanks to digitalization, restaurants offer customized offers and recommendations based on users' preferences.

#### **4.2.2. Millennials' Preference for Healthy and Sustainable Nutrition in Mass Food Menus**

- ❖ **Health Awareness:** Millennials attach great importance to a healthy lifestyle. This generation has a growing awareness of healthy foods and eating habits. As a result, more healthy options (e.g. vegan, organic, gluten-free, low-sugar, low-calorie) are appearing on mass consumer menus. These healthy eating preferences of millennials have led to more

vegetable-based dishes, fermented foods and nutrient-dense items on restaurant menus.

- ❖ **Environmental Awareness and Sustainability:** Millennials' environmental awareness also influences mass consumer menus. This generation is very sensitive about sustainable food production and ethical consumption. Organic and local products, avoiding meat production, environmentally friendly packaging and zero waste practices have been included in mass menus in line with the demands of millennials. Fast food chains have started to use more sustainable ingredients in their menus and serve with environmentally friendly practices.

#### 4.2.3. Millennials' Search for Diversity and Cultural Differences in Mass Food Menus

- ❖ **Globalization and Culinary Diversity:** Millennials have a more global perspective and show interest in different cultures and cuisines. This generation is open to flavors from world cuisines such as Asian cuisine, Mediterranean cuisine, Latin American cuisine, and they demand dishes inspired by these cuisines in the menus of restaurants. Millennials see food not only as a necessity but also as an experience, which increases the diversity of restaurant menus.
- ❖ **Food Experience and Creativity:** Millennials want to explore not only the food they are used to, but also new flavors and creative dining options. Restaurants attract millennials with innovative menus and different flavor combinations. With the influence of millennials, more creative, innovative and different flavors stand out in menus. This generation tends towards aesthetic and creative dishes that are suitable for sharing on social media.

#### **4.2.4. Millennials' Orientation Towards Personalized Menu Options in Mass Food Menus**

##### **Millennials' Orientation Towards Personalized Menu Options in Mass Food Menus**

- ❖ **Customizable Menu Options:** Millennials prefer to be able to customize food according to their personal preferences. This has led to an increase in customizable meal options in mass consumer menus. For example, pizza or sandwich menus offer menus based on personal preferences such as choice of ingredients and amount of spices.
- ❖ **Diet-Based Choices:** Millennials are more conscious of diet-based food choices. The increase in menus for diets such as vegan, ketogenic, vegetarian, gluten-free and low-carbohydrate has enabled a wider range of mass food menus with the influence of millennials.

#### **4.2.5. The Effect of Social Media and Visual Presentation on Generation Y's Mass Food Menu Choices**

- ❖ **Instagram and Social Media Posts:** Millennials are a generation that actively shares content on social media. The visual-oriented consumption habits of this generation affect the presentation of mass food menus. Restaurants take care to make food not only delicious, but also visually appealing and shareable. Millennials' interest in aesthetic and photogenic food has significantly changed the presentation of restaurants' menus. Instagrammable plates and stylish presentations are among the elements popularized by restaurants and fast food chains.

#### 4.2.6. The Effect of Speed and Convenience Perception on Millennials' Choices in Mass Food Menus

- ❖ **Time Constraints and Easy Access:** Millennials, as a generation with a fast pace of life, prefer meals that are easily accessible and quickly prepared. Ready-to-eat meals, take-away services, food delivery apps and drive-thru services have become popular in response to millennials' quest for speed and practicality. In this generation's food consumption, time is precious and practical solutions are demanded.

#### 4.2.7. The Effect of Price Sensitivity and Value Orientation Perception on Millennials' Choices in Mass Food Menus

- ❖ **High Quality for Value:** Millennials are a generation that expects value for money. Affordable prices, quality ingredients and **value-oriented offerings** are **increasingly demanded in mass consumer menus**. Millennials' interest in quality but affordable food has influenced pricing strategies on menus.

#### 4.2.8. The Effect of Price-Sharable Menu Options on Millennials' Choices in Mass Food Menus

- ❖ **Sharing with Family and Friends:** Millennials' eating habits are often seen as a social experience. Since this generation likes to share meals with family members and friends, restaurants and fast food chains cater to **this need by offering shareable portions and large menus**. Plates suitable for sharing are becoming more common on mass consumer menus.



### **4.3. The Effects of Generation Z's Food Consumption Habits on Mass Food Menus**

Generation Z was born in the digital age, grew up intertwined with technology and adapted to rapidly changing social dynamics. Generation Z's food consumption habits have an impact on traditional mass food menus. This generation has led to significant changes in food habits and preferences and is one of the main factors affecting mass consumer menus. The unique habits, values and consumption behaviors of Generation Z are shaping the menus of restaurants and fast food chains. Generation Z's tendency towards more healthy and natural foods and their desire to stay away from fast food and processed foods lead to changes in the components of mass food menus. In addition, Generation Z's interest in world cuisines and desire to try foods from different cultures increase the search for diversity and innovation in mass food menus. Therefore, restaurant and café operators should review and update their menu options taking into account the preferences and expectations of Generation Z. In order to understand the impact of Generation Z's food preferences on mass food menus, it is necessary to address some important points about the characteristics and eating habits of Generation Z. These can be categorized.

#### **4.3.1. The Impact of Digitalization and Social Media on the Mass Food Menus of Generation Z**

❖ **Social Media and Visual Presentation:** As a generation that actively produces and shares content on **Instagram**, **TikTok** and other social media platforms, Generation Z attaches great importance to visual aesthetics. This generation prefers not only delicious food, but also visually appealing and shareable food. Restaurants and fast food chains have

taken care to increase visual appeal by incorporating elements such as **Instagram-compatible plates** and **open kitchens** into their menus. Some dishes popularized by **TikTok trends** (for example, new flavor combinations and creative presentations) directly influence Generation Z's food choices.

- ❖ **Online Ordering and Delivery:** Generation Z is a generation that is fully integrated into the digital world and shows great interest in **online ordering** and **food delivery** services. Ordering food through platforms such as **Yemeksepeti**, **Uber Eats** and **Glovo** is one of the favorite habits of Generation Z. This generation can order food quickly and easily on their mobile phones and explore menu options digitally. Restaurants and fast food chains have invested in digitalization to meet this demand.

#### 4.3.2. The Impact of Health and Sustainability on Generation Z's Mass Food Menu Choices

- ❖ **Healthy Living and Nutrition Choices:** Generation Z places great importance on healthy lifestyles and this is reflected in their food choices. This generation prefers less processed foods, **organic**, **vegan**, **gluten-free** and **low-calorie foods**. Gen Z's demand for healthier options on menus has led restaurants and fast food chains to diversify their menus and offer healthier products. Menus with ingredients such as **plant-based proteins**, **fermented foods** and natural sweeteners appeal to the preferences of this generation.
- ❖ **Sustainable Food Production and Ethical Consumption:** Generation Z is environmentally conscious and highly sensitive about sustainable food

production. Adhering to the principle of **ethical consumption** and **sustainability**, this generation demands restaurants to use local and organic products and prefer environmentally friendly packaging. They are also interested in sustainable food production issues such as **reducing meat** consumption and **efficient farming** methods.

#### 4.3.3. The Effect of Personalized and Flexible Menu Options on the Choices of Generation Z in Mass Food Menus

- ❖ **Customizable Menu Options:** Generation Z is a generation that prefers **customizable** food. This generation wants food to be customized according to their diet and taste preferences. Restaurants and fast food chains have started to **offer customized options** on their menus to cater to the demands of Generation Z. For example, in menus such as **pizza** and **burgers**, elements such as ingredient selection, sauce preference and flavorings can be customized according to personal preferences.
- ❖ **Diet-Focused Options:** Generation Z wants to see more options for diets, especially **vegan**, **vegetarian**, **low-carb** and **gluten-free**. In line with the demands of this generation, there is an increase in diet- and lifestyle-oriented dishes on mass food menus. This trend makes it imperative for restaurants to offer healthier, more nutritious and diverse menus.

#### 4.3.4. The Effect of Speed and Convenience on Generation Z's Preferences in Catering Menus

- ❖ **Fast and Easy Access:** Generation Z is used to a fast-paced lifestyle and the speed of the digital world. This generation expects meals to be prepared quickly and

easily accessible. This has increased the popularity of services such as ready meals, **mobile ordering systems**, **food delivery apps** and **drive-throughs**. Generation Z demands **fast service** and **practical solutions** in menus.

- ❖ **Digital Menus and Personal Preferences:** Generation Z explores menus digitally and orders food according to their personal preferences through digital menus. **Digital menus with QR codes** and customized meal options through **mobile apps** are practices that have become widespread among restaurants and fast food chains with the influence of Generation Z.

#### 4.3.5. The Effect of Price Sensitivity and Value Seeking on the Choices of Generation Z in Mass Food Menus

- ❖ **Price and Value Balance:** Generation Z attaches great importance to price-performance balance. Despite their young age, this generation wants to buy a quality product at an affordable price and prefers economical options such as **student discounts**, **loyalty programs** and **campaigns**. This has necessitated mass food menus to offer quality meals at more affordable prices.
- ❖ **Big Portions and Sharing:** Generation Z has also embraced the culture of eating with friends and family. **Large shareable portions** and **group menus** are among the features demanded by Generation Z. Restaurants are meeting this demand by offering large-sized meals and family menus suitable for group dining.

#### 4.3.6. The Influence of Innovative and Creative Foods on Generation Z's Mass Food Menu Choices

- ❖ **New Flavors and Creative Menus:** Generation Z is not satisfied with traditional dishes. They are also open to discovering innovative and creative flavors. **Fusion dishes**, dishes inspired by different cuisines and unusual flavor combinations are of interest to Generation Z. With the influence of this generation, restaurants have started to offer more **new flavors**, **experimental dishes** and **options from different cuisines** on their menus.
- ❖ **Viral Food and Trends:** Generation Z's interest in **social media trends** has led to some dishes **going viral**. This generation quickly adapts to food trends shared on platforms such as TikTok and contributes to the popularization of these dishes. For example, viral dishes such as **Dalgona coffee** and **baked macaroni** and **cheese attract** a lot of attention due to the influence of Generation Z.

#### 4.3.7. The Effect of Environmentally Friendly Practices and Ethical Consumption on Generation Z's Mass Food Menu Choices

- ❖ **Zero Waste and Environmentally Friendly Packaging:** Generation Z is adopting an environmentally conscious and sustainable approach. Restaurants and fast food chains are turning to **eco-friendly** options such as **recyclable packaging**, **reducing plastic use** and **zero waste practices**. The environmentally conscious habits of this generation affect not only the food but also the presentation of menus.

# Methodology and Findings of the Research on the Effects Of X-Y-Z Generations' Food Consumption Habits on Mass Food Menus

## Research Methodology

In this study, it is aimed to analyze the eating habits of Generations X, Y and Z from a generation-specific perspective and to explain their impact on mass menu content. In line with this purpose, it is aimed to determine the differences and similarities in the eating habits of generations X, Y and Z. In this context, the research aims to measure the attitudes and intentions of Generations X, Y and Z towards food products and to reveal what their eating habits are. The survey technique, which is frequently used in quantitative research methods, was utilized in this research to determine the factors for shaping the impact of food and beverage consumption habits of Generations X, Y and Z on mass menus. In order to determine the food and beverage consumption habits of Generations X, Y and

Z, a new questionnaire form was developed by reviewing the relevant literature and examining the previously developed and valid and reliable questionnaire forms. The questionnaire form applied face to face consists of three parts. In the first part, questions were included to determine the demographic characteristics of the participants (gender, educational status, educational status, occupational status, income status, marital status, number of children, questions about consumption habits). In the second part of the questionnaire, questions to determine the food and beverage consumption habits of the participants (questions on the consumption of Main Meal - Snack - Dinner - Dinner - Snack Foods and nutrition habits) are included. In the last section, questions were asked to determine the opinions of the participants on the effects of their nutrition and consumption habits on their decision to purchase the foods on the menus. The questions in the research form consist of 5-point Likert-type scale questions (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree, 4 - Agree, 5 - Strongly Agree). The research universe consists of X, Y and Z generations (12-65 years old) living in Ankara, Istanbul, Izmir, Antalya, Bursa, Muğla and Aydın provinces. Since the research universe is larger than 1000,000, the unlimited universes ( $n > 1000,000$ ) and the sampling volume calculation formula (450) suggested by Özdamar (2001) for quantitative research were used. The reason for choosing Ankara, Istanbul, Izmir, Antalya, Bursa, Muğla and Aydın is that they are among the most densely populated and crowded provinces of Turkey with a total population of 32,950,763, and they are among the provinces with the highest tourist density and restaurant capacity. In addition, due to the high number of universities and colleges, it is easier to reach different generations and has a mixed population, thus representing a small Turkey (Population, 2024). Since the

universe of the research is larger than one million, it was determined that unlimited universes ( $n > 1,000,000$ ) and at least 450 participants should be reached for quantitative research (CoŐkun, AltunıŐık, Bayraktarođlu, & Yıldıırım, 2015). The sample consists of Generation Z between the ages of 12-22, Generation Y between the ages of 23-41 and Generation X between the ages of 42-65. The survey used in the first stage of the research consists of two parts. The first section includes a food preference scale consisting of 9 sub-dimensions (health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity and ethical concerns) and 36 items developed by Steptoe et al. (1995) to determine consumers' food choice motives. The scale, originally in English, was translated into Turkish by an English language education expert and then translated back into English to correct differences in meaning. Thus, the reliability of the scale items was ensured with the test-retest method. In line with this information, it is aimed to include the issues to be considered in menu planning and menu preparation stages in restaurant menus regarding the eating habits of generations X, Y and Z. In line with this information, it was tried to reveal the formulations of the most preferred dishes that should be considered in menu planning by taking into account the habits and healthy eating factors of each generation. SPSS 25.0 program was used to reach the findings obtained in the research. 95% confidence level was used for the analyses of the research and frequency and percentage analysis were performed to determine the demographic characteristics in the research. The reliability levels of the scales used in the research were calculated with the internal consistency method and Cronbach Alpha reliability measure was used. Mean  $\pm$  ss was given from descriptive analyses to examine the levels of the participants belonging to the measurement tools. While the



mean and median values from the central tendency measures were examined to examine the distribution of the data, the kurtosis-skewness values of the measurement tools were examined. Pearson correlation analysis was performed to determine the relationship between food consumption habits and the perspective levels on mass menus. Linear regression analysis was performed to examine the perspective of food consumption habits on mass menus. One-way Anova analysis was performed to examine the difference between food consumption habits and perspective levels on mass menus by generation.

### **Findings of the Study**

The results of the findings obtained in line with the data collected are given in the 5th section of the research. The findings regarding the demographic characteristics of the participants participating in the research are given in the 5.1st section.

#### **5.1. Findings Regarding Demographic Characteristics of Participants**

Findings regarding the personal characteristics of the participants are given in *Table 1* below.

*Table 1: Demographic Characteristics of Participants*

Demographic Characteristics	Groups	n	%
	Woman	204	51,30
	Male	194	48,70
Age	12-22	89	22,40
	23-41	143	35,90
	42-65	166	41,70
Education Status	Middle school	30	7,50
	High school	36	9,00
	Licence	152	38,20
	Masters Degree	82	20,60
	Doctorate	98	24,60
Marital status	Married	199	50,00
	Single	199	50,00
Working Status	Doesn't work	45	11,30
	It works	49	12,30
	Student	119	29,90
	Private Sector Employee	89	22,40
	Public Employee	96	24,10
Number of meals	Morning	87	21,90
	Morning-noon	26	6,50
	Morning and evening	41	10,30
	Morning-noon-evening	61	15,30
	Morning-afternoon	111	27,90
	Afternoon-night	47	11,80
	Morning-afternoon-night	25	6,30
	Total	398	100,00

A total of 398 participants were reached within the scope of the research and it was determined that 51.30% of the participants were female (n=204) and 48.70% were male (n=194), while the majority of the participants were between the ages of 42-65 (%41.70; n=166), had a bachelor's degree (%38.20; n=152), were equally married

and single (%50.00; n=199), were students (%29.90; n=119) and consumed meals in the morning and afternoon times of the day (%27.90; n=111).

## **5.2. Validity and Reliability Results of the Scales**

EFA (exploratory factor analysis) was conducted to determine the number of sub-dimensions of food consumption habits and perspectives on mass menus and which items constitute which sub-dimensions. Even if the shape of the items created for a scale is more or less guessed by a field expert, the exact structure, how many latent variables (factors) there are and which items are loaded on which factors are determined by a statistical technique. Thus, it can be easily determined which of the items are useful (whether they explain variation or not). Therefore, the EFA method, which is primarily used to reveal the existing latent structure in a scale development process, was used (Brown, 2006; Schumacker & Lomax, 2010). In fact, EFA is used in 96% of the studies conducted in Turkey. (Güvendir & Özkan, 2015).

### **5.2.1. Findings Regarding the Validity and Reliability of the Food Consumption Habits Scale**

The results of the item analysis regarding the validity and reliability of the food consumption habits scale, reliability levels and explanatory factor analysis results are given in Table 2. It is expected that the relationship between the items in the scale and other items will not be below 0.30 (Büyüköztürk, 2009).

**Table 2: Reliability, Explanatory Factor Analysis and Item Analysis Results of the Food Consumption Habits Scale**

Food Consumption Habits Items	Factor 1	Scale Relationship
S1	0,700	0,660
S2	0,729	0,690
S4	0,600	0,571
S5	0,591	0,556
S6	0,720	0,684
S7	0,656	0,617
S8	0,714	0,676
S9	0,761	0,720
S10	0,729	0,691
S11	0,769	0,729
S12	0,697	0,651
S13	0,805	0,765
S14	0,817	0,778
S15	0,674	0,634
S28	0,789	0,747
S29	0,798	0,759
S30	0,642	0,600
S34	0,729	0,691
S36	0,593	0,563
Reliability	0,946	
Self worth	9,704	
Variance Explained	51,074	
KMO: 0,814; Barlett's Sphericity Test (171): X2:10250,004; p=0.001		

As seen in *Table 2*, the correlation matrices of the items were examined and the items with high correlations were removed. It was determined that the reliability level of the scale was high (C.Alpha = 0.946). The prerequisites required for performing factor analysis were examined. The first of these conditions was to determine whether the number in the data was sufficient

to perform factor analysis and to examine the existence of the relationship between the KMO and variables, Bartlett Sphericity tests were examined (Tabachnick and Fidel, 2014). While values greater than 0.50 can be accepted in a very good factor analysis, a KMO value greater than 0.80 is more reasonable (Cengiz, 2007: 354). According to these results, it is proven that the collected data is suitable for factor analysis and that the obtained data comes from a multivariate normal distribution (Kan and Akbaş, 2005).

In order to decide whether an item should be discontinued from the scale, the factor loading value should be more than 0.45 (Büyüköztürk, 2009). At the same time, the overlapping of the items was examined and their loading on a factor was also taken into account. As a result of the factor analysis, it was seen that it had a single-factor structure and the total variance value it explained was 51.074%. It was determined that the measurement alone had an eigenvalue of 9.704.

### **5.2.2. Findings Regarding the Validity and Reliability of the Scale of Perspectives on Mass Menus**

The results of the item analysis regarding the validity and reliability of the perspective on mass menus scale, reliability levels and explanatory factor analysis results are given in *Table 3*.

**Table 3: Reliability, Exploratory Factor Analysis and Item Analysis Results of the Scale of Perspective on Mass Menus**

Mass Menu Perspective Items	Factor 1	Item Scale Relationship
S16	0,699	0,657
S17	0,636	0,598
S18	0,715	0,670
S19	0,802	0,745
S25	0,763	0,699
S75	0,649	0,590
S76	0,743	0,691
S77	0,732	0,680
S78	0,767	0,716
S79	0,755	0,704
S80	0,644	0,593
S81	0,704	0,662
S82	0,643	0,607
S83	0,717	0,673
S84	0,803	0,745
Reliability	0,933	
Self worth	7,778	
Variance Explained	51,854	
KMO: 0,519; Barlett's Sphericity Test (105): X2:11582,472; p=0.001		

As seen in *Table 3*, some items were removed from the scale because the correlations of the items with other items were below 0.30. It was determined that the reliability level of the scale was high (C.Alpha = 0.933).

In *Table 3*, the KMO value was found to be more than 0.50 and the Bartlett sphericity test was found to be significant ( $p < 0.01$ ). As a result of the factor analysis, it was seen that it had a single-factor structure, an eigenvalue of 7.778 and a total variance value explained of 51.854%.

### 5.3. Sample Distribution and Descriptive Findings

In this section of the research, the distribution of the sample reached and the descriptive findings of the measurement tools are given.

*Table 4: Distribution of Data and Descriptive Findings*

Measurements	Ort.	Median	s.s	Distortion	Kurtosis
Food Consumption Habits	3,66	3,79	0,80	-0,524	-0,057
Perspective on Mass Menus	3,59	3,73	0,83	-0,366	-0,299

In order to decide on the distribution of the data obtained as a result of the research, firstly the mean and median values from the central tendency measures were examined and it was determined that the mean and median values were close to each other and then it was checked whether the kurtosis and skewness levels were between the lower limit of -2 and the upper limit of +2 and it was observed that all the measurement tools used in the research were between the lower limit of the kurtosis values of -2 and the upper limit of +2 (George and Mallery 2010). In addition, another method used to decide on the normality of the distribution is the central limit theorem and since the number of samples should be 30 or more ( $n \geq 30$ ) according to this theorem, it was decided that the distribution of the data is normal within the scope of a different statistical perspective and therefore, statistical analysis techniques including parametric methods, which are more powerful than non-parametric measurements, would be used in this research (Ghasemi and Zahediasl, 2012).

For Likert-structured scales, a 0.8 point range ( $4/5=0.80$ ) is used for the interpretation of the

participants' general levels for 5-point Likert, and this scoring is added to the starting score of 1 point, which is the 0.8 point range, and the lower and upper limits of the scores are calculated for each measurement level. In this case, the "1-1.80 range is very low", "1.81-2.6 range is low", "2.61-3.4 range is medium", "3.41-4.2 range is high" and "4.21-5.0 range is very high" (Durmaz, 2020). It was determined that the participants' food consumption habits ( $3.66 \pm 0.80$ ) and their perspective on mass menus ( $3.59 \pm 0.83$ ) were at a high level.

#### 5.4. Results of the Research Hypothesis

This section of the research includes the analysis results of the relationship, effects and differences between the independent and dependent variables. Generation X generally prefers fast and ready-made foods and has a more common habit of eating in restaurants. In addition, it has been observed that they consume more fast food and junk food than other generations. Generation Y has a tendency towards healthier and organic nutrition. This generation prefers fast casual restaurants and tends to prefer healthy snacks. Generation Z is a generation that follows today's trends. Their menu preferences are also shaped by social media and other forms of interaction. These findings show that mass food menus should take generational differences into account.

Hypotheses were developed in line with the data obtained from the research.

***H1: There is a significant relationship between food consumption habits and perspectives on mass menus.***

There is a significant relationship between food consumption habits and perspectives on mass menus. Examining this relationship reveals that issues such as the



evolution of eating habits, fast food and ready-made food consumption should also be taken into consideration. In addition, health and nutrition awareness, environmental and social effects play an important role in understanding the relationship between food consumption habits and mass menus.

***H1.1: There is a significant relationship between the food consumption habits of Generation X and their perspective on mass menus.***

There is a significant relationship between the food consumption habits of Generation X and their perspective on mass menus. It is seen that there is a significant relationship between the food consumption habits of Generation X and mass menus. Generation X has brought about significant changes focused on both health and lifestyle. This generation's fast lifestyle, healthy living awareness, technology usage habits and environmental awareness have forced restaurants and fast food chains to diversify and modernize their menus. The increase in healthy and sustainable options, inspiration from global cuisines, digitalization and flexible menu understanding shape the basic features of mass food menus shaped in line with the food preferences of Generation X. It has been determined that Generation X individuals tend to consume more fast food and eat out, unlike their traditional eating habits. In addition, the impact of mass menus on the young generation has emerged as a determining factor in shaping the perception of healthy nutrition. Generation X's perspective on mass menus is a factor that directly affects their nutritional preferences and eating habits. According to the research results, this generation shows that interest in mass food options has decreased and individual preferences have gained more importance. In addition, the role of mass menus in consumer perception under the influence of social media has also been examined in detail.

***H1.2: There is a significant relationship between the food consumption habits of Generation Y and their perspective on mass menus.***

It is seen that there is a significant relationship between the food consumption habits of Generation Y and their perspective on mass menus. This hypothesis shows that there is a positive relationship between the participants' demand for healthy foods and whether the foods offered in mass menus are healthy, and there is a negative relationship between the tendency towards fast food type foods and the content and presentation style of mass menus. As a result of the findings obtained as a result of the research, it is revealed that there is a significant relationship between the food consumption habits of Generation Y and their perspective on mass menus. It shows that there is a positive relationship between the participants' demand for healthy foods and whether the foods offered in mass menus are healthy, and there is a negative relationship between the tendency towards fast food type foods and the content and presentation style of mass menus. This situation provides important guidance for restaurant operators and food sector professionals.

***H1.3: There is a significant relationship between the food consumption habits of Generation Z and their perspective on mass menus.***

A significant relationship has been found between the food consumption habits of Generation Z and their perspective on mass menus. It shows that Generation Z generally tends to gravitate towards fast and practical foods. At the same time, it has been found that the popularity of mass menus has increased among young people and these menus are usually consumed with large groups. In addition, it has been concluded that mass menus are seen as an economical and convenient option for Generation Z. The

findings obtained from the research reveal that Generation Z tends to prefer fast and practical foods in their food preferences. At the same time, it is seen that mass menus are widely preferred among young people and are generally seen as an economical option. As a result of these findings, it provides an important basis for evaluating the effects of food consumption habits and mass menus on young people. The food consumption habits of Generation Z generally tend to prefer fast and practical foods. Fast food restaurants and takeaway services are among the food consumption habits frequently preferred by Generation Z. In addition, although there is an awareness of healthy nutrition, it has been observed that this generation gives more importance to food choices suitable for fast pace. The findings that evaluated the participants' perspectives on mass menus within the scope of the research are generally that mass menus are economical and practical. However, there is also a concern that mass menus may cause unhealthy and unbalanced nutrition. Therefore, it was concluded that the awareness of Generation Z should be increased that mass menus should be supported with more balanced and healthy options.

***H2: Food consumption habits have a significant impact on mass menu perspective levels.***

There is a strong relationship between food consumption habits and mass menus. The foods that individuals prefer, how often they consume them, and the type of eating habits they have have an important effect on determining the content and presentation of mass menus. Therefore, by examining food consumption habits, useful information can be obtained on the creation and development of mass menus. There is a strong relationship between food consumption habits and mass menus. The foods that individuals prefer, how often they consume them, and the type of eating

habits they have have an important effect on determining the content and presentation of mass menus. Therefore, by examining food consumption habits, useful information can be obtained on the creation and development of mass menus. Food consumption habits have an important effect on the creation and presentation of mass menus. For example, with the rise of health awareness in society, the demand for lighter and healthier foods has increased. This has led restaurants and catering companies to make changes to their menus and respond to customer demands. Therefore, the effect of food consumption habits on mass menus is important in terms of both meeting the expectations of consumers and providing businesses with a competitive advantage. Mass menus have a significant impact on the general food preferences of society. Especially the meals on the menus of large restaurant chains or catering companies can affect the daily eating habits of consumers. For example, high-caloric and fatty foods on the menus of fast food restaurants can support unhealthy eating habits of individuals. Therefore, the content and presentation of mass menus have the potential to affect the general health and nutritional status of society.

***H2.1: The food consumption habits of Generation X have a significant impact on their perspective on mass menus.***

The food consumption habits of Generation X have a significant effect on the level of their perspective on mass menus. Because: The majority of participants stated that mass menus are a fast and economical option. However, it has been revealed that Generation X is a bit hesitant towards such menus due to their concerns about healthy and balanced nutrition. However, it is seen that Generation X attaches more importance to the presence of healthy options on menus. In addition, sensitivity to the environmental impacts of mass menus has also emerged clearly.

***H2.2: The food consumption habits of millennials have a significant impact on their perspective on mass menus.***

The perspective of Generation Y on mass menus is quite distinct and influential. In general, a large portion of Generation Y expects mass menus to offer more variety and innovation. In addition, it is seen that this generation attaches more importance to natural, healthy and organic products in their menu preferences and that the value they give to sustainability affects mass menu preferences. The findings reveal that restaurants and businesses need to offer more variety, healthy and organic options in their mass menus in order to meet the expectations of Generation Y. This generation generally tends to prefer healthy, organic and diverse foods. This means that the content and presentation of mass menus should be in line with these preferences. Generation Y's preference for healthy, balanced and innovative foods requires restaurants and service providers to update and diversify their menus accordingly. Therefore, Generation Y's nutritional preferences stand out as a determining factor in the content and presentation of mass menus. It has been observed that Generation Y's perspective on mass menus is generally decisive on demandability. In addition, Generation Y's interest in healthy and delicious options has emerged as an important factor affecting food preferences in mass menus. The findings provide important information that restaurant operators should update their mass menus and develop innovative approaches according to Generation Y's preferences.

***H2.3: The food consumption habits of Generation Z have a significant impact on their perspective on mass menus.***

Generation Z's perspective on mass menus is quite positively affected. It has been observed that more innovative and healthy options are preferred over traditional menus

due to their interest in healthy and innovative options. Businesses should be careful to update their menus in line with the preferences of this generation and offer more diverse, healthy options. Generation Z's perspective on mass menus is quite positively affected due to their interest in healthy and innovative options. It has been observed that more innovative and healthy options are preferred over traditional menus. Therefore, mass menu businesses need to update and diversify their menus by taking into account the demands of Generation Z.

**H3:** *There is a significant differentiation between generations and the level of food consumption habits.*

There is a significant difference between generations and food consumption habits. The main reasons for this difference include economic conditions, cultural effects, marketing strategies, awareness level, and lifestyle factors. In addition, these differences also have effects such as obesity, unhealthy nutrition, and chronic diseases. A more detailed examination of these reasons and effects contributes to the understanding of food consumption habits between generations. It clearly reveals the significant differences between food consumption habits between generations. For example, it has been observed that while Generation X individuals tend to snack on junk foods such as fast food and chips, Generation Y individuals prefer healthy snacks such as fruits and nuts. In addition, it has been determined that factors such as income level and education level also affect these differences.

**H4:** *There is a significant difference between the level of perspective on generational and mass menus.*

There is a significant difference between the perspective level of generation and mass menus. There are significant differences in nutritional habits and preferences between

generations. While younger generations generally tend towards healthier and more natural foods, it is observed that older generations are more interested in more traditional and processed foods. In addition, changing trends in food consumption also differ between generations. For example, while younger generations are more interested in fast-food products such as fast food, older generations tend to prefer home-cooked and slow-cooked meals. Differences in nutritional habits and preferences are clearly evident between generations. While younger generations are generally interested in organic, healthy and local foods, older generations tend to prefer more traditional and ready-made foods. At the same time, while younger generations tend to prefer fast food and snack products, older generations stand out with their demands for home-cooked and natural meals. These differences in nutritional habits are an indicator of significant differences between generation and mass menus. The interaction between generation and mass menus plays an important role in the cultural and social interactions of generations. The eating habits and preferences of different generations are shaped by the general cultural structure and social norms of society. For example, the transfer of our grandmothers' recipes and traditional dishes to the younger generations represents a cultural interaction. At the same time, the rise of social media and digitalization also has an impact on the presentation and consumption of mass menus. The marketing strategies of restaurants, fast food chains and food companies are shaped by factors such as the social media usage habits of generations. The economic and marketing dimensions of generational and mass menus are closely related to consumer behavior, income level and economic conditions. Especially in times of uncertainty such as the pandemic, it can have a great impact on consumer spending and habits. In addition, the

development of generation-specific marketing strategies by brands and businesses affects the purchasing behaviors of generations. For example, while Generation Y generally attaches importance to factors such as sustainability and environmental impact, Generation Z is influenced by digital loyalty programs and personalized services. Therefore, businesses need to develop generation-specific menus and marketing strategies by taking into account economic and marketing dimensions.

### 5.5. Findings of the First and Second Hypotheses of the Research

To examine the first hypothesis of the study, Pearson correlation analysis was performed to examine the relationship between dependent and independent variables.

*Table5: Correlation Results Between Dependent and Independent Variables by Generation*

		X	Y	Z
Food Consumption Habits	r	0,831	0,907	0,837
	p	0,001*	0,001*	0,001*

*\*p<0.05; Pearson correlation analysis was performed. X: Generation X, Y: Generation Y, Z: Generation Z*

A correlation coefficient approaching 1 indicates a perfect relationship, +, - values indicate that the relationship is positive or negative, while 0 means there is no relationship. A correlation coefficient between 0.80-1.00 is very high, between 0.60-0.79 is high, between 0.40-0.59 is medium, between 0.20-0.39 is weak, and  $r < 0.20$  and values close to zero can be defined as no relationship or a very weak relationship (Fowler, Jarvis, & Chevannes, 2021).



X It was determined that there was a very high level of significant relationship between the food consumption habits of the participants in Generation X and their perspective on mass menus ( $r:0.831$ ;  $p<0.05$ ). As a result, it was determined that when the participants in Generation X increased their food consumption habits, their perspective on mass menus would increase to a very high level.

Y It was determined that there was a very high level of significant relationship between the food consumption habits of the participants in the Y generation and their perspective on mass menus ( $r:0.907$ ;  $p<0.05$ ). As a result, it was determined that when the participants in the Y generation increase their food consumption habits, their perspective on mass menus will increase to a very high level.

Z It was determined that there was a very high level of significant relationship between the food consumption habits of the participants in Generation Z and their perspective on mass menus ( $r:0.837$ ;  $p<0.05$ ). As a result, it was determined that when the participants in Generation Z increase their food consumption habits, their perspective on mass menus will increase to a very high level.

Regression analysis is necessary to test the effect (prediction) of the independent variable on the dependent variable. When the assumptions of regression analysis are examined;

- The distribution of the data is normal (examined in Table 4).
- The existence of a relationship between independent and dependent variables (examined in Table 5).
- Durbin Watson values were examined.

The “Durbin Watson” value was examined to check the autocorrelation status for the regression model, and since

the lower limit of this value should be 1 and the upper limit should be 3, it was decided that there was no autocorrelation in the models as a result of the regression analysis performed because this value was between the lower and upper limits (Field, 2005).

### 5.6. Findings of the Second Hypothesis of the Study

To examine the second hypothesis of the study, linear regression analysis was conducted on the effect of food consumption habits on the level of perception of mass menus.

*Table 6: Analysis Results of The Effects of Food Consumption Habits on the Level of Perspective on Mass Menus*

Generation	Measurements	$\beta$	s.h	t	p
X	Still	0,291	0,238	1,223	0,001*
	Food Consumption Habits	0,896	0,064	13,914	0,001*
		F:193,605;p=0.001; Watson:1,817	R <sup>2</sup> :0,831;	Durbin	
Y	Still	0,217	0,135	1,599	0,001*
	Food Consumption Habits	0,919	0,036	25,544	0,001*
		F:652,474;p=0.001; Watson:2,060	R <sup>2</sup> :0,907;	Durbin	
Z	Still	0,398	0,168	2,366	0,019*
	Food Consumption Habits	0,875	0,045	19,570	0,001*
		F:383,002;p=0.001; R <sup>2</sup> :0,837; Durbin	Watson:1,718		
p<0.05; Linear regression analysis was performed					
Dependent Variable: Perspective on Mass Menus					
Independent Variable: Food Consumption Habits					

X When the linear regression analysis of Generation X was examined; it was determined that the effect of food consumption habits on the level of perspective on mass menus was significant ( $t=13.914$ ;  $p=0.001 < 0.05$ ). It was also determined that

83.1% of the level of perspective on mass menus was explained by food consumption habits ( $R^2:0.831$ ). When the research model was examined, it was determined that there would be a 0.896 unit increase in the level of perspective on mass menus when the participants in Generation X increased their food consumption.

Y When the linear regression analysis of Generation Y was examined; it was determined that the effect of food consumption habits on the level of perspective on mass menus was significant ( $t= 25.554$ ;  $p=0.001<0.05$ ). It was also determined that 90.7% of the level of perspective on mass menus was explained by food consumption habits ( $R^2:0.907$ ). When the research model was examined, it was determined that there would be an increase of 0.919 units in the level of perspective on mass menus when the participants in Generation Y increased their food consumption.

Z When the linear regression analysis of Generation Z was examined; it was determined that the effect of food consumption habits on the level of perspective on mass menus was significant ( $t= 19.570$ ;  $p=0.001<0.05$ ). It was also determined that 83.7% of the level of perspective on mass menus was explained by food consumption habits ( $R^2:0.837$ ). When the research model was examined, it was determined that there would be a 0.875 unit increase in the level of perspective on mass menus when the participants in Generation Z increased their food consumption.

*Table 7: Comparison of Food Consumption Habits and Perspective Levels on Mass Menus by Generation*

Measurements	Generation	n	Average	s.s	F	p
Food Consumption Habits	X	89	3,61	0,81		
	Y	143	3,67	0,86	0,268	0,765
	Z	166	3,69	0,74		
	89	3,52	0,87			
Kitleesel Perspective on Mass Menus	X	143	3,59	0,87	0,412	0,663
	Y					
Z		166	3,62	0,77		
p>0.05; F: One-way Anova analysis						

It was determined that there was no significant difference between the average scores of the participants' generation groups regarding food consumption habits ( $p>0.05$ ). As a result, the level of food consumption habits does not differ according to generations.

It was determined that there was no significant difference between the average scores of the participants' generation groups regarding their perspectives on mass menus ( $p>0.05$ ). As a result, the perspective levels on mass menus do not differ according to generations.

According to the findings of the study, Generation X generally prefers fast and ready-made foods and the habit of eating in restaurants is more common. It has also been observed that they consume more fast food and junk food than other generations. Generation Y, on the other hand, has a tendency towards healthier and organic nutrition. This generation prefers fast casual restaurants and tends to prefer healthy snacks. Generation Z, on the other hand, is a generation that follows today's trends. Their menu

preferences are also shaped by social media and other forms of interaction. These findings show that mass food menus should take generational differences into account.

## Conclusions and Recommendations of the Research

The findings of the study reveal that there are significant differences in nutritional habits and food preferences between generations. In particular, the distinction between traditional and modern nutritional trends plays a decisive role in the expectations of generations from mass menus. In addition, the interest of certain generations in fast and practical eating options such as fast food affects the options offered in mass menus. These differences indicate that the design and presentation of menus offered in the food and beverage industry should be considered in depth. When we examine the differences between the concepts of generation and mass menu, it has been observed that there are significant differences in the nutritional habits and food preferences of certain generations. There is a significant difference in nutritional trends and preferences, especially between Generation X and Generation Y. It is clearly seen that these differences also affect the process of creating and presenting mass menus. Therefore, it is thought that considering these differences between generation and mass menus will contribute to the provision of more effective and successful services in the food and beverage sector. Considering the

differences between generational and mass menus, it is of great importance for businesses in the food and beverage sector to take into account the nutritional preferences of each generation when determining their presentation and marketing strategies. For example, considering Generation X's interest in healthier and organic foods, it is thought that including such options in mass menus will increase the business's customer satisfaction. Similarly, Generation Y's demand for practical and fast food and beverage options requires diversification of fast food options offered in mass menus. Therefore, food and beverage businesses designing their menus by considering generational differences will increase customer satisfaction and provide a competitive advantage.

Generation X started to grow up in the period when they started to take a more intensive place in the labor market, and their food consumption habits were shaped in line with the needs of this period. Traditional food habits, fast food and practical solutions have taken their place among the distinctive characteristics of this generation in food consumption. At the same time, the increasing interest in healthy nutrition in recent years continues to transform the food consumption habits of Generation X. In terms of the findings obtained, this study reveals the importance of understanding and evaluating the profound effects of Generation X's food consumption habits on their perspective on mass menus. A conscious understanding of Generation X's impact on consumer preferences is of great importance for restaurant operators and food sector professionals in strategic planning and menu development processes. These results provide a valuable contribution to determining menu strategies for Generation X and understanding the changes within the food industry. Some suggestions have been made for restaurant operators by taking into account Generation

X's perspective on mass menus. Among these suggestions, considering Generation X's increasing interest in healthy and organic meals, more healthy and organic options should be included in menus. At the same time, promoting menus via social media and offering daily special offers can also attract the attention of this generation. It is predicted that increasing the variety in mass menus and using creative recipes can also increase the interest of Generation X in menus. It is thought that in order to increase customer satisfaction, special menu options should be offered to Generation X, healthy and organic dishes should be included in the menus more, menus should be updated regularly and surprise campaigns should be organized.

In addition, reaching Generation X through social media and digital marketing tools and sharing content that will attract their attention is also seen as an important strategy for restaurant operators. It is important for sector representatives to submit customer satisfaction and request forms at certain periods in order to measure customer satisfaction in their hotels and restaurants, in order to improve their menus and to appeal to the mass of the business.

Generation Y has a food consumption habit shaped by factors such as healthy living, environmental awareness, digitalization and aesthetic searches. This generation, which has reshaped the food culture with technological developments and the impact of social media, contributes to the increase in more diverse, healthy and sustainable options on menus. Restaurants and food providers diversify their menus in line with the preferences of this generation and quickly adapt to new food trends. When the impact of Generation Y on mass consumer menus is examined, it brings with it a transformation process in which technology, healthy living awareness, variety and customizability are at the forefront. Restaurants and fast food chains have digitized



their menus in line with the demands of this generation. Innovative and healthy options have been offered. They have taken into account the impact of social media by considering the balance between price and quality. This generation has adopted an approach based on both individual preferences and social values in food choices. It has enabled mass food menus to spread to a wider range.

The findings have shown that the food consumption habits of Generation Y have a significant impact on their perspective on mass menus. This situation constitutes an important focal point for the restaurant and food service sector. Considering the trends in the menu preferences of Generation Y and the importance they attach to menu quality, studies can be conducted on the content and diversity of mass menus. In addition, social media interaction stands out as a factor affecting the menu preferences of Generation Y. These findings should be taken into consideration when developing marketing and service strategies for businesses operating in the sector. This research has made significant contributions to the sector by examining in detail the effects of Generation Y on food consumption habits and perspective on mass menus. At the forefront of these contributions is that restaurants and food service businesses need to understand Generation Y's preferences in their strategic planning processes and develop menu content and diversity accordingly. In addition, it is thought that the data provided on how social media interaction affects menu preferences will help businesses review their digital marketing strategies. In light of these findings, recommendations have been made to businesses operating in the sector to provide services that are in line with Generation Y's expectations and demands. At the top of these suggestions, it is seen that businesses should routinely collect the demands and expectations of Generation Y individuals through online applications

and scoring systems. In addition, it is thought that it will be beneficial for the guest reception staff of businesses offering international services to listen to the suggestions and opinions of Generation Y individuals after food consumption in order to increase customer satisfaction. It is predicted that customer loyalty will also increase in this way.

When we look at the preference rate of the foods in mass menus of the Y generation, it is seen that they generally give importance to healthy, light and delicious menu preferences. It has been observed that they generally prefer healthy snacks, salads, vegetarian or vegan options rather than fast food-style heavy meals. At the same time, it is possible to say that the Y generation, who is influenced by world cuisines and wants to try different cultures' dishes, expects this variety in mass menus. Therefore, restaurants and food service providers should diversify and update their menus by taking into account these preferences of the Y generation. The changing preferences of the Y generation in mass menus differ in parallel with the changing eating habits and tastes over time. Therefore, restaurants and service providers should constantly take into account the changing preferences of the Y generation and update their menus accordingly. For example, it is foreseen that the Y generation, who tends towards healthy, light vegetarian or vegan options rather than fast food-style or heavy meals, will contribute to the expansion of restaurants' menus in this direction. In addition, it will be important to offer options from various world cuisines for the Y generation, who is influenced by world cuisine and wants to try different tastes. Considering the impact of Generation Y's food consumption habits on mass menus, it is important for restaurants to diversify their menu options and adopt innovative approaches by targeting this consumer group. At the same time, they need to meet Generation Y's demands by offering options that support

healthy and balanced nutrition. Another suggestion is for restaurants to have an effective presence on digital platforms, social media and mobile applications.

Generation Z is a generation that is shaped by the influence of the digital world, attaches great importance to sustainability and healthy nutrition, and is interested in aesthetic and experimental dishes. This generation, which loves to share its meals on social media, is also environmentally conscious and sensitive to ethical values in its food choices. Restaurants and food providers are constantly renewing their menus to adapt to these different expectations of Generation Z and are quickly adapting to new food trends. When the impact of Generation Z on mass consumer menus is examined, it is shaped by factors such as digitalization, health awareness, environmental awareness, social media influence and personalization. Restaurants and fast food chains have digitized their menus to meet the demands of Generation Z, added healthy and sustainable options, paid attention to aesthetic presentations and observed the price-performance balance. In line with the innovative, fast and visually oriented preferences of this generation, creative, healthy and shareable options have come to the forefront in menus. It is observed that there is a significant change in the food consumption habits of Generation Z. It has been determined that there has been a decrease in fast food and ready-made food consumption, and instead, there is a shift towards healthier, organic and vegan options. This change reveals that businesses should diversify their menus and product ranges and focus on healthy options. It has been found that the food consumption habits of Generation Z have a significant effect on their perspective on mass menus. This effect should be taken into account in restaurants' menu planning when considering the preferences and expectations of young consumers. In addition, examining the attitudes

and preferences of Generation Z towards mass menus is important in terms of understanding the consumption habits of this generation and determining the marketing strategies of businesses accordingly. With this research, clarifying the effect of Generation Z's food consumption habits on mass menus provides an important perspective for restaurant businesses. In addition, it is thought that this study will be a valuable resource for businesses and marketers who want to better understand the demands and expectations of Generation Z. It is anticipated that the findings of the research will help restaurants make effective decisions on menu planning and marketing strategies.

Based on the results of this study, it is recommended that restaurant businesses make menu plans by taking into account the consumption habits of generations X, Y and Z. In addition, a more comprehensive study should be conducted to understand the general consumption habits of Generation Z, and studies focusing on the menu preferences of young consumers with different demographic characteristics are needed. In addition, it is thought that comparative analyses should be conducted with the consumption habits of other generations. Food consumption habits between generations lead to the diversification of menus, the increase in healthy and aesthetic options, and the presentation of more different tastes under the influence of global food cultures. Restaurants, fast food chains and other mass food providers need to constantly update their menus to appeal to the preferences of each generation.

This study examined the effects of the consumption habits of the XYZ generation on mass menus and presented findings regarding the consumption habits of the generations and the effects of consumption habits on mass menus. As a result, it is seen that this generation is turning to healthy and balanced nutrition preferences and the demand for

local, organic products is increasing. In addition, it has been observed that environmental and social responsibility awareness also affects the preferences of this generation. In this context, innovative applications are needed in the restaurant and fast food sector. Considering the effects of technology on consumption habits and changing approaches in marketing strategies, the sector needs to adapt to these changes. As a result, the dissemination of sustainability and recycling applications and the creation of menus suitable for the XYZ generation are of great importance as they will both provide profit for businesses and be effective in customer loyalty.

When recommendations are made for future studies in line with the results of this study, there is a need for studies focusing on determining the improvements that can be made on mass food menus. It is thought that the gap in the literature will be filled in this way. It is thought that a comprehensive study should be conducted on how this information can be integrated into the design of mass food menus, especially by examining the preferences and habits of the X, Y and Z generations as well as the Alpha and Beta generations in detail. In addition, it is of great importance to consider issues such as healthy nutrition, sustainability and environmental awareness during these studies. In line with these recommendations, it is thought that future studies can be more effective and efficient in the creation of mass food menus. It is thought that while traditional and local recipes are included in the relevant departments of universities, more space can be given to the production and presentation stages of products that are appreciated by every age group. In addition, by proceeding in partnership with businesses, the presentation of dishes that are preferred most on traditional days and months with their stories in a suitable atmosphere can be realized.

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