

MILLENIAL-SUKUPOLVEN
RUOKAVALINTOJA OHJAAVAT
ARVOT JA MOTIIVIT

(MOTIVES AND VALUES THAT FRAME
MILLENNIAL GENERATION'S
CONSUMER BEHAVIOR IN FOOD
CHOICE)

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MILLENIAL-SUKUPOLVEN RUOKAVALINTOJA OHJAAVAT ARVOT JA MOTIIVIT

Milleniaaleilla tarkoitetaan nuoria aikuisia, jotka ovat syntyneet 1980-luvun alun ja 1990-luvun lopun välillä. Termiä käytetään osittain synonyyminä sukupolvi Y:lle, sukupolvien määritelmien syntymäaikojen ajoittuessa suureksi osaksi päällekkäin. Tällä hetkellä pelkästään Yhdysvalloissa on 80 miljoonaa Milleniaalia ja he ovat nousseet suurten ikäluokkien ohitse maan suurimpana väestöryhmänä. Sukupolven ostovoiman kasvaessa markkinoilla on tilaa uusille, kyseiselle sukupolvelle kohdennetuille elintarvikkeille ja tuotteille.

Kirjallisuuskatsauksen tarkoituksena on tarkastella ja pohtia, onko mahdollista määritellä Millennial -sukupolvelle tyypillisiä arvoja ja motiiveja, jotka ohjaavat heidän ruokavalintojaan. Katsaus tarkastelee ruokavalintojen lisäksi sukupolven ruokaan liittyvää kuluttaja- ja syömiskäyttäytymistä. Tunnistettuja sukupolvelle tyypillisiä piirteitä verrataan aikaisempiin sukupolviin (sukupolvi X ja suuret ikäluokat) sekä heidän ostokäyttäytymiseensä.

Tunnistettuja arvoja ja motiiveja voisi hyödyntää Milleniaaleille kohdennetusti esimerkiksi elintarvikkeiden ja ruoan markkinointistrategioissa sekä elintarviketeollisuuden tuotekehityksessä. Katsauksen aineistohaku tehtiin kesäkuussa 2017 käyttämällä tietokantoja Scopus, Science Direct, PubMed sekä Web of Science. Tutkimuskysymys muodostettiin PICO standardien mukaisesti ja artikkelien haku suoritettiin systemaattisesti.

Tutkielman tulokset osoittavat Milleniaalien arvostavan luonnollisista ja terveellisistä raaka-aineista valmistettuja elintarvikkeita. Lisäksi he ottavat huomioon tuotteen valmistuksesta aiheutuvan ympäristökuorman. Ruokaostokset halutaan tehdä käytännön syistä esimerkiksi kotimatalla töiden jälkeen, toisaalta tulosten mukaan he ovat valmiita näkemään vaivaa hankkiakseen erikoiselintarvikkeita. Milleniaalien ruokavalinnat pohjautuvat taloudellisiin motiiveihin, jotka rajoittavat kalliimpien raaka-aineiden hankkimista. Milleniaalien ruoan kuluttajakäyttäytymistä ohjaavat myös hedonistiset motiivit. Heidän ruokavalintojensa sosiaaliset vaikutukset ovat korostuneet ja nuoret aikuiset käyttävät ostokäyttäytymistään keinona itsensä profilointiin sekä sosiaalisen imagon luomiseen. Tulosten teoreettisuuden vuoksi niiden soveltaminen suoraan käytäntöön kuvaamaan todellista ruoan ostokäyttäytymistä on haastavaa.

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1 INTRODUCTION

The aim of this systematic literature review is to identify motives, attitudes and values that affect the Millennial Generation's consumer behavior. Furthermore, to discuss if it is possible to define such values that represent and affect the Millennials' food choices and consumer behavior.

Current scientific scene doesn't include studies directly describing the Millennial Generation's attitudes and values when it comes to food choice. Most studies focus on consuming behavior in general or in a specific group of foodstuffs, e.g. wine (Pomarici, 2014). Each product category requires a specific marketing strategy, including food. Thus, generations have different motives when it comes to consumer behavior and they value different factors in food choice. Marketing strategies should correspond to the target group's preference and needs.

By identifying and discussing those values, they can be applied in food industry, product development and consumer science. This information could be used more specifically in food design and target-oriented marketing activities. Furthermore, to predict trends in food choice and food consumption. Due to personal interest, it would be engaging to compare key values in food choice between older generations (Generation X and Baby Boomers) and the current Millennial Generation.

1.1 Who are the Millennials?

Millennial Generation is referred as a demographic cohort born between early 1980s and late 1990s/early 2000s. The term is almost parallel to Generation Y since the definitions overlap partially. Generation Y was born some years earlier, between 1977 and 1994 (Paul 2001) while the precedent population born between 1961 and 1981 is called Generation X (Howe and Strauss 2007).

Today, the Millennials consist mostly of young adults in their early 20's and mid 30's. They're a generation that grew up side-by-side with digital development, computers and easy access of internet. Limitless access around the world provides an extensive possibility to connect whenever and wherever the consumers want. It's assumed that this group of populations is more open to change and connected compared to previous generations. They're also considered as social, independent and more diverse to mention a few.

Possessing several signature features, the Millennials are described as a generation of selfishness. In every country, they are different but thanks to globalization and internet access they're more similar worldwide compared to older generations (Stein 2013). Due to internet, food and diet trends spread exceptionally quickly among other trends and the open-minded youth quickly adapt to these. In a way, the similarity of the Millennials worldwide make it possible to compare regional differences in food behavior.

The Millennials use food as a tool of self-presentation and highlight their status (DongHee and SooCheong 2014). Social pressure of media and the environment affect the generation strongly. People evaluate each other by their status and seemingly want to relate to people with similar values. Following a vegan or gluten-free diet are signals of people with updated, individualistic and health-centered values. Despite holding significant values and attitudes, they rarely lead to long-term behavioral changes in purchase behavior (Boulstridge and Carrigan 2000).

Food has several purposes besides providing energy and nutrients to the body. In addition, it is strongly linked to social interaction and cultural manners. The food we choose to eat reflects one's personality, values and culture to mention a few. Food choices are being influenced by person's own knowledge, attitudes and values. Other determinants such as economic, social, psychological and biological determinants are very closely related to food choice. From individual features i.a. gender, age, health and sensory properties are the most effective factors in food choice and eating behavior (EUFIC 2006).

1.2 Millennials' consumer behavior

Millennials are soon to be the largest global demographic segment after the Generation X and Baby Boomers (born between 1946-1964). At more than 75 million consumers they're a large segment of the current market and have great purchasing power. In 2015 number of Millennials passed Baby Boomers and became the nation's largest population in the United States (Pew Research Center, 2016). Compared to Baby Boomers or Generation X, they require different kind of range of products and marketing strategy.

Current consumers are more skeptic and selective when it comes to buying. They like to compare products thoroughly before completing the purchase. It's not only customer behavior that's changed since, but also working ethics, shopping tendencies and lifestyle. This generation is new and unique in every way. When making retail strategies the target group must be considered carefully. The marketing strategy varies largely between Baby Boomers and

Millennials. Generation change, new purchasing habits mean new marketing strategy to reach the Millennial consumers (Hilton 2017).

This generation is full of contradictions when it comes to shopping behavior. They want to purchase cheap food but on the other hand are willing to go great lengths to find special single products. Organic, locally produced products like cheese, jams and juices are becoming more and more popular and accessible. Favoring small producers cuts down the markets of big, processed food manufacturers and forces them to develop new products (Hoffman 2012).

According to Tony Peregrin's article (Journal of the Academy of Nutrition and Dietetics, 2015) the Millennial consumers are willing to shop groceries from a larger variety of retailers instead of 'one shop stop' technique. This enables shopping a selection of foodstuff from different stores. Of which we can conclude that this generation is ready to make an effort to find quality foodstuff. The population of Millennials is shared in two by their socio-economic background; the ones who ship products they want despite the price while others week for offers more closely (EUFIC, 2006).

Following questions are chosen to be discussed in this systematic review:

- 1) Based on current studies, is it possible to define values and motives that frame Millennial Generation's food choice?
- 2) Could these values be applied in all Millennials around the world?
- 3) Which features the food industry could find useful in product and marketing strategy development?

2 METHODOLOGY

2.1 Research Question Development

This systematic review is not registered to any database or published. The structured research question was formed using PICO standards as seen in table 1. Furthermore, to figure out study eligibility.

Table 1. PICO criteria for inclusion of studies.

P=Problem, Population	Millennials, Generation Y
I=Intervention	Attitudes, values, motives, trends, personal preferences
C=Comparison	Generation X, Baby Boomers
O=Outcome	Consumer behavior, food choice, food consuming
S=Study design	Case-control studies, cohort, case reports, systematic review, articles Articles or comparative studies studying Generation Y's or Millennials' food choice in general or in certain foods such as wine or chocolate.

2.2 Database Identification

Articles included were found from scientific databases PubMed, Scopus, Science Direct and Web of Science. Some articles included were found from several different databases. Articles older than 10 years old were excluded, also ones involving consumer science without insight into food.

2.3 Search

The search of identifying relevant articles was conducted in June 2017 using international databases Scopus, Web of Science, PubMed and Science Direct. The databases mentioned were chosen because of their extent and field of studies. A bachelor student of clinical nutrition made the search using systematic procedures.

Inclusion and exclusion criteria are shown in table 2 containing structured search criteria used in this systematic review.

Table 2. Search criteria

Inclusion criteria
1. Studies involving fields of medicine, nutrition, food science and consumer science.
2. Scientific publications between 2007 and 2017, within the last 10 years.
3. Keywords Millennials, Generation Y, food choice, consumer behavior and food habits.
4. Publications in English, Swedish or Finnish.
5. Studies with qualitative or quantitative results.
Exclusion criteria
1. Publications older than 10 years.
2. Age groups and generations born before 1980 (e.g. Generation X and Baby Boomers) or after 2000.
3. Involving shopping behavior and consumer science but not relating food.

Search via Scopus was conducted using words ‘millennial*’ AND ‘food’ or ‘generation Y’ AND ‘food choice’. This resulted 79 documents which were limited with inclusion and exclusion criteria ((keywords: nutrients, food availability, diet, millennials, consumer behavior, baby boomers, food intake, food, millennial generation, wine consumption), field of business, year of publications (2007-2017), language English). After screening, 23 articles remained for closer observation. After viewing the titles and abstracts of these articles, three of them were chosen to be reviewed.

ScienceDirect presented 1 483 articles with the same search criteria. After narrowing the timeline and subject (food) the result came down to 28 articles. The titles and abstract were screened which came down to three articles that met the inclusion criteria.

All articles found were written in English.

2.4 Articles included in the evaluation and screening

Articles that met the search criteria were selected to be compared and analyzed. All six articles were itemized and presented in table 3. Despite the time limitation being 10 years, all articles included were published within the last 5 years.

Table 3. An overview of articles chosen.

Reference	Casini et al.	Grebitus C et al.	Parment A.	Pomarici et al.	Renner B et al.	Young M E, McCoy A W.
Country	Italy 2017	United States 2017	Sweden 2013	Italy 2014	Germany 2012	United States 2016
Design	Secondary analysis of nationally representative surveys.	Cross-sectional consumer segmentation. A descriptive study.	Mixed methods study. In depth interviews with 37 people and quantitative comparison using survey data.	Survey: an online questionnaire.	Cross-sectional study on food choice motives.	Queries and taped interviews of focus groups.
Setting	National Statistical Institute (ISTAT) in Italy.	Online consumer survey.	Online and interviews.	Online.	Online.	Not mentioned (Assuming at the Kansas State University).
Subjects	Italian with head of the family aged 18-29.	400-level class students at Arizona State University.	Generation Yers and Baby Boomers from 10 different countries.	Italians aged 18-35, living in the North, Center, Islands and South of Italy.	Students and staff of the University of Konstanz.	American Millennials, mostly from the Midwest.
Size	Generation X interviewed in 2000, n=652. Generation Y interviewed in 2009, n=599.	N=325.	N=1777 of which n=1425 Generation Yers and n=352 Baby Boomers.	N=500 of which n=276 men and n=224 women.	N=1040.	N=218 of which n=131 students from/of psychology course and

(continues)

Table 3, continues.

Size						n=87 readers of University newsletter (K-State)
Outcome measure	Identification on five consumer segments: traditionalists, moderns, out-of-homers, convenience seekers and savers.	Attitudes towards urban farming and buying food produced by urban farming. Perception and subjective knowledge towards urban farming and frequency of consumption.	Differences in shopping behavior between Generation Y and Baby Boomers. Generation Yers value social and financial aspects of purchase higher than Baby Boomers. They make product choices on emotional basis and are adaptive towards new products.	Positive attitudes towards purchasing sustainable wines.	Differences in food choice motives associated with gender, age and BMI.	Attitudes towards chocolate product characteristics.

3 RESULTS

3.1 Identifying

Results of the articles are gathered in table 5.

Table 5. Results of the studies included.

Study	Results
Casini L et al. Appetite 2013. Food Habits. Changes Among Young Italians In The Last 10 Years.	Compared to Generation X: increase in consumer sub-group ‘savers’ (diet of high energetic density), decline in the young ‘traditional’ (high fruit, vegetable and fish consumption), increase in ‘out-of-home’ consumptions established by singles, increased demand of easy to prepare and ready to eat products among young families.
Greibitus C et al. Ecological Economics 2017. Relationship Between Consumer Behavior and Success of Urban Agriculture.	The Millennials’ attitudes towards urban agriculture are positive but reasons for not purchasing local produced food relate mainly with cost and inconvenience. (The consumers have misperceptions since locally produced food is most of the time cheaper than market products.)
Parment A. Journal of Retailing and Consumer Services 2013. Generation Y vs. Baby Boomers: Shopping Behavior, Buyer Involvement and Implications for Retailing.	Generation Yers choose to favor retailers with lowest prices and grocery stores that locate e.g. on their way home from work (convenience). Baby Boomers show more signs of being reluctant to buying new products and skeptic towards them. Generation Yers pay more attention to self-profiling in the social environment through consumption patterns. Baby Boomers’ purchase process bases on retailer loyalty while Generation Yers’ purchase process starts with choosing a product.
Pomarici E, Vecchio R. Journal of Cleaner Production 2014. Millennial Generation attitudes to Sustainable Wine: an Exploratory Study on Italian Consumers.	53,4% were interested in buying sustainable foods while 74,8% were interested in buying sustainable wines. Only 38,6% were interested in buying sustainable non-food products. Older (27-35 years old), female Millennial consumers were more likely to buy all three sustainable wines.

(continues)

Table 5, continues.

Renner B et al. Appetite 2012. Why We Eat What We Eat. The Eating Motivation Survey (TEMS).	Creating an eating motivation survey comprising 15 the most common eating motives. The motives chosen were liking, habits, need and hunger, health, convenience, pleasure, traditional eating, natural concerns, sociability, price, visual appeal, weight control, affect regulation, social norms and social image. Sociocultural motives relating to biological variables create a motivational approach for eating.
Young M E, McCoy A W. Food Quality and Preference 2016. Millennials and Chocolate Product Ethics: Saying One Thing and Doing Another.	Millennials were unwilling to pay higher price for organic or certified ethical sourcing products despite endorsement of these values. For most, preference for social factors were small and unlikely to outweigh price, brand and ingredients (nutritional content).

Casini and his colleagues (2013) underline that Generation X's (aged 18-29) results were divided into five segments based on their food choices. These segments were labelled as traditional, modern, out-of-homers, convenience seekers and savers. The most common segment was traditional young people with 49% of families with a head of the family aged 18-29. Their middle-low food expenditure is spread all over different food categories (bread and grains, white meat, red meat, cold cuts, fish, milk and yogurt, cheese and eggs, oils and fats, fruit and vegetables, easy to prepare and ready to use foods, sweets, alcoholic beverages, non-alcoholic beverages, out-of-home consumption). The second most popular segment was modern young people with 29% in total, differentiating from traditional families by higher consumption in food out of home. Their family doesn't include children, only one or two members where head of the family has a middle-high level of education (61%). Over half of this segment has high total spending.

Youth out-of-home consumers are mostly singles (10% of the total families) who eat the most frequent out-of-home (49% of overall food spending). They're food expenditure is similar to modern young people and families where head of the family has obtained a medium-high level education. Young convenience seekers (8% of total) consume cold cuts, cheeses and eggs the most so as fast and deconstructed meals. Nearly half of these families include children. The last segment, young savers (4%) have the lowest total expenditure in food but consume the most bread, pasta and grains. They consume the least both meat and cold cuts. They eat out of home the most rarely of these segments and have the lowest expenditure in food.

Comparing Generation Y to the Generation X, differences in segments are minor. The consumer category out-of-homers (6,5%) indicates higher consumption at bars, restaurants and cafeterias. Thereby this leads to decrease in overall expenditure in foods at home, especially sweets and easy-to-prepare meals. Consumption of white meat and fish follow the trend on increase. Out-of-homers have a higher education and spending level (69%). The convenience seekers (7%) tend to use foods with high content services and are quick to prepare, e.g. cold cuts, sweets and ready to use foods. Their socio-demographic features are intermediate when it comes to education and income level.

The segment savers rise from 4% to 20%, with tendencies to consume at home, favoring meat, oils and fats. This balances partially the high expenditure of out-of-homers. Over half of this group has low income level and 49% are less educated. The traditionals with 36% suffer a drop, so as families with children. As a result, number of singles increase and so does total expenditure. This indicates a higher income level compared to Generation X. The moderns with 30% have similar socio-demographic features and significance as the convenience seekers. Biggest change within segments is decrease in traditional families (-11%) that seems to have shifted to savers (+11%).

Young et al.'s study (2016) points out results that indicate the following things. The study examined Millennial's judgement of the importance of distinct chocolate confection product features in food choice. Defined product features were clean, unclean (by the experimenters), low fat, low sugar, high fat, high sugar (because the products were produced in large factories, content can't be 100% verified) and social factors (organic, Rainforest Alliance Certified, non-GMO and Fair Trade).

The highest percentage, 31% of the participants had preference for lower fat and ingredients product labels but also little differentiation among the social factors. The second largest segment with 19% preferred chocolate confections with low fat and some sugar content. This cluster also indicated moderate attitudes towards organic products and clean preference for labels with cleaner ingredients.

With 14%, the third biggest cluster presented a strong and consistent preference for labels that included any of the social factors over a label without any of them. No significant differences were found in preference within the nutritional content (sugar or fat) of the products. Preference

for cleaner ingredients was visible in this group. Another segment of 14% indicated a strong preference for low sugar and low fat products also for cleaner ingredients labels.

The results present that 11% show a high preference for Fair Trade and non-GMO products over other social factors, but also consistent preference for higher sugar labels. As the other groups preferred clean labels, so did this group. The same percentage as in previous cluster preferred higher fat content and indicated a slight dislike towards organic and non-GMO products. This group also liked products that didn't have any social factor on the label. No difference occurred between clean and unclean labels.

Overall the results indicate that Millennials were more concerned about the fat than sugar content since 30% preferred higher sugar / 14% lower sugar and 11% higher fat/ 45% less fat content in chocolate confections. Nearly all Millennials preferred clean labels to unclean and were less tolerant to fat content than sugar content of the chocolate confections. In most clusters, social factors (organic, Fair Trade, non-GMO, Rainforest Alliance Certified) didn't generate significant differences. The results indicate that products with a single socially desirable factor may be sufficient to reduce guilt and increase purchase in the last group of consumers. Even though public declarations suggested otherwise, the subjects' choice reflected minimal concern to ethical factors. This leads into cognitive dissonance 'saying one thing and doing another'.

The results should be considered with care since price was not taken into consideration when subjects answered the questions. The sample in this project was more educated than in average the general population. Participants who made choices slowest were more health oriented in products chosen, compared to participants making fast decisions. Even showing desire to buy environmentally conscious products, the Millennials weren't ready to pay higher price for products with such characteristics. The dominant features when choosing a product were price, brand and ingredients. Thus, the participants were kept ignorant which brands were presented.

Pomarici and Vecchio's (2014) article studied Italian Millennials' attitudes on buying organic wines. The results indicate that Millennials are keen on buying sustainable wines (74,8%) instead of other sustainable food (53,4%) or non-food (38,6%) products. From this it can be extrapolated that wine is considered a food category where sustainability as a feature matters more. Daily wine consumption among Italian Millennials is significantly less compared to generation X (10,7% vs. 34,8%). One of the reasons leading to this is replacement of wine with other alcoholic beverages, e.g. beer and soft drinks (Agnoli et al. 2011).

Results of this study display that 73% of respondents were interested in buying wine 'Libera Terra' (a label for wines produced on land confiscated from the criminal organization). They presented this may be because drastic social problems appeal more strongly to emotions. Sixty-five percent of Millennials were willing to buy 'The carbon neutral' wines which are produced minimalizing greenhouse gases to zero during production, packaging and delivery. By means of buying this wine, consumers can prevent the progression of climate change. With the smallest share, only 33% of the participants wanted to buy 'Wine for Life'. These wines indicate that their producers are committed to social responsibility through a label on the bottle. They are donating ½ € for each label to help combat AIDS in Africa.

Female Millennials living in urban areas, in in the older age cohort (27-35) showed more willingness to buy Libera Terra (32%). Based on the results, the respondents were described as very sensitive to environmental and social issues. Results show implications of other existing behaviors translate more directly into willingness to buy, e.g. frequency of wine purchase and general interest in sustainable foods.

Parment's article's (2013) comparison showed differences in shopping behavior involving food, clothing and automobiles between Baby Boomers and Generation Y. Buyer involvement is based on three factors: impact of the product on the consumer's financial situation, interest towards the product and impact on how the consumer is perceived by the social environment. Taken all three categories into consideration, Baby Boomers value in-store service and retail experience higher than Generation Y. They're more loyal to shopping in stores they're already familiar with and rely on service they receive. Offset, Generation Y shoppers instead tend to start shopping process with choosing a product they want.

Based on interviews and empirical results, Parment's study (2013) summarized results between Generation Yers and Baby Boomers in table 4.

Table 4. Conclusion of the interviews and focus groups (Parment 2013).

	Generation Y	Baby Boomers
Great product supply/many market opportunities	An opportunity and source of inspiration	Somewhat frustrating
Large supply of information	OK to deal with, know how to navigate the information landscape	Stressful, takes time to deal with
Purchase criteria emphasis	Emotional	Rational
Main risks	Social risk	Physical and financial risk
Choice of product	Emotional	Rational
Choice of retailer	Rational	Emotional
Retailer loyalty	Low	High
Attractive products	Innovative: early adoption	Mature: late adoption
Social influence on purchase decisions	High	Limited
Source of social influence	Well-known and influential people, friends	Experts and close friends—but they hesitate to confess it
Main role of the brand	Image, social profiling and quality	Quality

Table 4 exemplifies the most substantial differences between the generations. As an older generation, Baby Boomers are more of traditional shoppers. They prefer a narrower selection of products and find it stressful to shop from a larger range of products. They make purchasing decisions based on rationality (besides choice of retailer is more controlled by emotions), rely on low risk and limited social influence on purchase decisions. Quality of the brand is an important factor to them when choosing products.

Generation Y does shopping more with feelings involved choosing brands to reinforce their social profile and image. The social influence of purchase is strong, influenced by friends and well-known people (e.g. influential people and socialites). They see a wide range of product as an opportunity and source of inspiration instead of frustration. Baby Boomers are more loyal to shops and tend to shop in fewer stores than Generation Yers. Effects of the purchase behavior in cohorts mentioned are considered life-long.

Grebitus et al.'s (2017) article investigated the relationship between consumer behavior in generation Y and the success of urban agriculture. The empirical results present that altogether psychological and personal factors affect consumer intentions when it comes to participating in urban agriculture. Subjective knowledge on urban agriculture and favorable attitude towards urban farms are increasing factors to buying and growing products at urban farms. Purchase frequencies of respondents at urban farms are presented in figure 1.

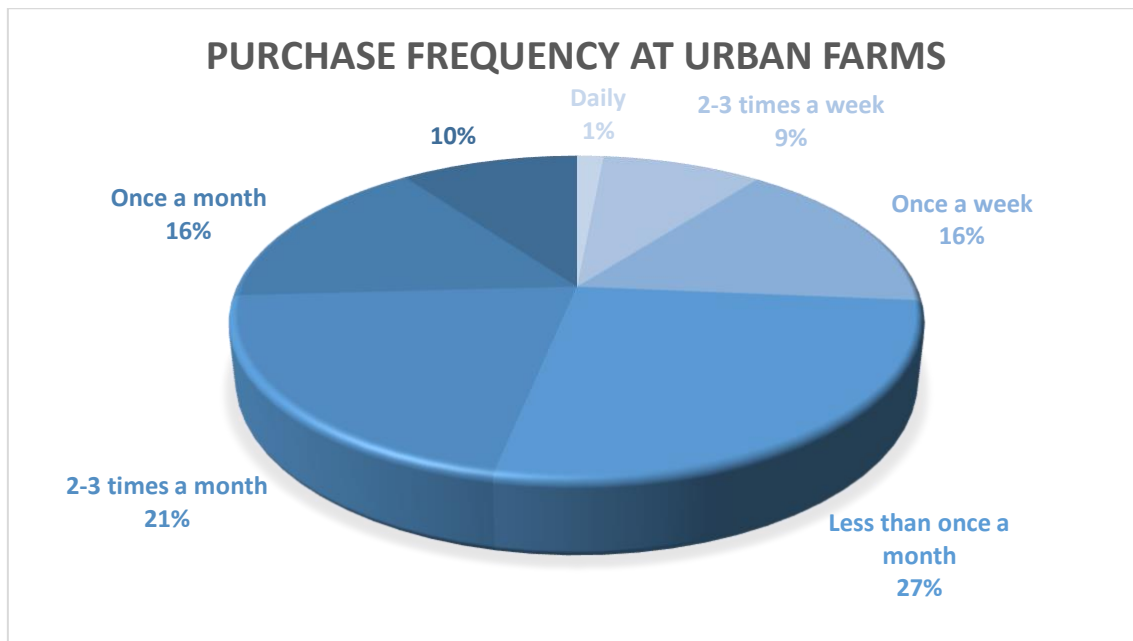


Figure 1. Food purchase frequency of Generation Yers at urban farms (Greibitus et al. 2017).

Perceptions towards urban agriculture and content categories presented a large variety within respondents. Descriptive words and phrases were grouped into six main categories: economy, society, environment, food & food attributes, point of sale and other. Most common category was food & food attributes with 38%, followed by economy (16%), society (16%) and environment (15%) all with nearly equal amount. Categories point of sale (6%) and other (8%) were obvious minorities.

The largest category associates organic, healthy, freshness and the mention of certain produce. From the economical aspect, respondents perceived products of urban farming expensive and of higher cost even though some believe it to be cheap. When it comes to society, majority thinks that it's helping the community in a positive way and promoting local economy. Environmental aspects concern earth friendliness, sustainability and alternative gardening systems.

Subjects' knowledge especially on sustainability and urban agriculture has a positive affect towards purchase and growing likelihood. Attitudes that courage to buy at urban farms are freshness, health, taste and support of the environment and local economy. Barriers to not buying from urban farms are distance travelled, time commitment and too much work. The more likely a person is going to purchase food at urban farms, the more likely they're open minded towards urban farming themselves. Results present also that older female consumers

with higher education level are more likely to participate in urban farming than other segments of consumers.

Renner's article (2012) on creating the eating motivation survey (TEMS) recognized 15 different factors represented by 78 items that can be used in the survey to define why we eat what we eat in everyday life. It was created based on three other studies. The most triggering motivational factors mentioned were liking, habits, need & hunger and health. On the opposite, social image, social norms and affect regulation rarely triggered eating. Differences between women and men occurred as women scored higher means than men in 10 out of 15 TEMS scales. Biggest difference was for affect regulation and body weight control reasons. Younger participants' food choice was more frequently driven by need and hunger, pleasure, convenience, visual appeal and affect regulation meaning they follow short-term-related eating motives. BMI lower than 25kg/m² scaled higher means in liking, health and need & hunger whereas overweight had higher scale for weight control, affect regulation and social norms.

4 DISCUSSION

4.1 Values

Convenience attributes in grocery purchase emerge as strong among Millennials. They like to shop on their way home after work or they choose a store with lowest prices and offers. This can be noticed in the food selection at the grocery stores. Ready-to-eat meals keep increasing their popularity and they can be bought in every supermarket. For Millennials involvement in grocery purchase is lower than for Baby Boomers (Parment 2013) which could be explained with busy and packed lifestyle.

The Nielsen Company's report (2015) 'We are what we eat: Healthy eating trends around the world' offers a comprehensive overview on current food trends. 30 000 respondents from 60 different countries determined popular food attributes as fresh, natural and minimally processed. In the same category are listed features such as natural ingredients and not genetically modified organisms (GMOs, most important in Europe with 47% vs. 43% respectively). Millennials value authenticity high (James 2017) meaning they want genuine products that correspond to their values. Young's study (2016) verifies this statement indicating that Millennials prefer foods with clean labels and are interested in the nutritional content.

Environmental issues and sustainable products are relatively important to this generation. Millennials learned to recycle in kindergarten and take environmental issues serious as adults. Thus, the most environmentally concerned part of the Millennials are the older, highly educated women (Pomarici, 2014). This comes to my surprise since I assumed that most of the generation would make more environmentally conscious choices. According to Grebitus' study (2017) Millennials tend to be cognitively dissonant towards environmental factors in food choice. Therefore, food companies may want to consider whether to invest strongly only on ecological and environmental products if the markets are larger for more convenient and cheaper products.

The problem that emerges is that respondents are not willing to pay a premium for sustainable food products despite supporting foodstuff with such features. Valuing health attributes is highest among Millennials and surprisingly Baby Boomers. Older generations tend to favor products with low sugar content or entirely sugar-free while willingness to pay premium for sustainable products declines within age. All things considered, 'one-size-fits-all' mentality is forgotten and more space is given to different health approaches with the Millennials. The generation is adaptive since they can deal with large supply of information and know how to navigate with it. They're keen on new innovations resulting in early adaptation of new products.

In addition, they're driven by a desire for new experiences. This feature in Millennials results in being more open to new foods and trying out new restaurants.

4.2 Motivational findings

Financial aspect is a key motivator in food choice for the Millennials. The number of savers has increased that has led into lower food expenditure and into a diet of high energetic density (Casini et al. 2013). Millennials are price-conscious, making the most of offers at different retailers. It seems contradictory in comparison with the fact that markets for functional and health foods are growing strong. Products such as superfoods and dietary supplements are costly nevertheless Millennials easily catch up the newest diet fads.

On the other hand, out-of-home consumption has increased including eating out in restaurants. As a Millennial myself, I see it as an outcome of social motives and enjoyment. Millennials cook less at home and seek for hedonic experiences in out-of-home in restaurants, bars and cafes. Declination in young traditional consumers causes quality of diet to take a turn for the worse (less vegetables, whole grains, fish and fruits). Busy lifestyle and working culture create an increased demand for ready meals and easy to prepare products (Casini et al. 2013).

Social aspects of purchasing are important to Generation Yers. The social pressure is notable, especially due to the impact of social media and young age. It is proposed that this effect is dependent to a specific age instead of Millennials specifically. Millennials discover the main risk of purchase to be social as Baby Boomers consider it to be more of a physical and financial risk. Anders Parment's study's (2013) conclusions clearly indicate that the Millennials are significantly more socially aware of their purchase behavior than Baby Boomers. To them, buying is a way of social profiling and creating a certain social image. Supporting brands for social reasons strengthens their own public identity (Tung, 2017).

Food companies have already taken this motivational aspect into consideration by collaborating with influential people and well-known designers. Coca-Cola for example, has been working with international designers since 2003 creating limited edition bottles to diet coke. The latest design with British designer J.W. Anderson was published in 2015 and became immensely popular (Staff 2015). Also, a Swedish company recently launched a new product category of sugar free and protein –rich candies called 'Pandy Protein' in the Finnish markets (Pandy Protein 2017). They used collaboration with influential Instagram users and bloggers to help

them launch the product. In both cases the strategy to advertise products is targeted to young consumers like Millennials by means of social image.

4.3 Limitations

When discussing the results of studies included there are several features to consider. These surveys concerned only intention or attitudes in buying, not an actual purchase. Due to this, the results must be evaluated with care since it considers only a hypothetical scenario. The results gained from questionnaires don't necessarily indicate actual purchase behavior. Results can be used as a pointer but not implementing actual consumer behavior in purchase.

Pomarici and Vecchio's study (2014) on sustainable wines points out social limitations when analyzing the data. People tend to satisfy social norms instead of expressing their genuine preference. In this case, they acknowledge to support sustainable matters more than they would support in real life. Despite cohorts consisted of Millennials, the division of age was not comprehensive and diverse enough. Socio-demographic features don't necessarily present an overall view, for example in the wine study mentioned the cohort consisted more of older Italian Millennials living in the north of Italy.

4.3 Implications for future research

The Millennials' purchasing behavior in food is a relatively unstudied field so far. Most of the current studies involving this field focus on a specific category of foodstuff, e.g. wine (Pomarici and Vecchio 2014) or chocolate (Young and McCoy 2016). Moreover, this field should be studied more to gain an overall understanding and definition of the Millennials' market in food.

BCG's report suggests that millennial attitudes could be early indicators of more widespread future trends (BCG 2012). It would be useful to food producers to pay attention to Millennial consumers' desires. By creating products to correspond this generation's needs it would presumably show as increase in sales. Today, the number of Millennials in China is around 200 million and in the United States close to 80 million which are on their way to prime years of spending (Tung 2017).

As a conclusion it would be reasonable to start researching younger millennials instead of older Millennials. Younger Millennials are currently coming of age and they're purchase power is rising. Examining Millennials could lead to interpretation of the following generations' purchase behavior in food. As Hans Tung's article (2017) proposes, Millennials are much alike

all over the world. According to him, the Chinese Millennials are more like their American peers than to their own parents' generation. This confirms the similarity of the Millennials all over the world. Markets should be shaped to match these motives and values that Millennials hold in order to provide them with comparable services and food items.

5 CONFLICTS OF INTEREST

The author declares that no conflict of interest occurred.

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Appendix

Table 6. Shaping the research question.

Element	Researcher's notes
Background	Is it possible to define certain values that affect millennial's consumer behavior?
Problem	Which motives and values thrive the millennial generations food choice and consumer behavior?
Criteria of inclusion	Nutrition/food science studies (quantitative or qualitative) and reviews conducted within the last 10 years. Scientific material in English, Finnish or Swedish.
Criteria of exclusion	Age groups in generation X and people born before 1980. Studies and reviews older than 2007. Articles in consumer behavior but not relating food consumption
Overall search strategy	The search was proceeded with databases PubMed, Scopus, Web of Science and Science direct.
Identification	Anniina Riihijärvi, Bachelor student of Clinical Nutrition from the University of Eastern Finland, intern at the Design and Consumer Behavior, University of Copenhagen.