

# **Sustainable Food Habits Among Generation X and Generation Y: Exploring Generational Differences**

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## **Abstract**

*This study investigates generational differences in sustainable food consumption between Generation X (1965–1980) and Generation Y (1981–1996). Present environmental worsening conditions and biodiversity loss have made it essential to practice sustainable eating habits. Research employs quantitative cross-sectional evaluation by distributing surveys online to obtain data about food-related activities together with their causes and origins. The research utilized the combination of Onset Anova analysis with Pearson correlation to evaluate collected data. Data reveals that generations show various motivating factors behind sustainable conduct yet their sustainable practice behaviors exhibit similar levels. The primary decision-making factors for Generation X stem from health care and cost considerations but Generation Y bases their choices on ethical considerations seeking validation to improve their beauty appearance. All data analysis showed the different sustainable practices strongly linked to each other revealing their combined implementation. The gathered research data enables policy creators to build collaboration with marketers and educators when developing strategic measures that match each unique demographic.*

**Keywords:** *sustainable food habits, Generation X, Generation Y, generational comparison, environmental behavior, ethical consumption, dietary practices*

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## **I. INTRODUCTION**

Human survival requires food while it functions as an essential cultural element linking people to their identity and economy and protecting the environment. Global food production along with its environmental effects have become a subject of rising scientific interest throughout the last decades. Agriculture generates substantial greenhouse gas emissions as well as escalating numbers of deforestation areas while simultaneously causing water depletion and biodiversity reduction (Gleim et al., 2013; Henninger et al., 2017). Scientific research teams alongside government officials and enterprises have established sustainable food habits as their principal concern because these habits reduce environmental damage while supporting fair sources and improving personal together with community health.

The need for sustainable food modifications by consumers reaches an all-time high point. The widespread transformation of eating habits remains difficult because of strong behavioral patterns combined with economic conditions and promotional techniques and cultural traditions. Food consumption exists as a multi-faceted behavior which customers direct through their personal outlooks combined with societal influences as well as their beliefs concerning control features together with their options for obtaining food and their budgetary constraints. The reverse process requires detailed knowledge about which factors motivate sustainable food behaviors throughout distinct population groups.

Generational breakdown serves as one essential method to analyze sustainable consumer behavior. Most of the distinctive traits associated with generational cohorts emerge during their youth from the combination of their economic situation and political conditions as well as technological changes and environmental influences. Group experiences from the past shape their beliefs about values together with their behavioral choices and purchasing activities (Kaplan & Haenlein, 2010). The present marketplace experiences profound influence from two main generational groups: Generation X born between 1965–1980 and Generation Y otherwise known as Millennials who came into the world between 1981–1996. The period of economic difficulty headed the development of Generation X which also experienced the rise of environmental movements alongside traditional marketing methods. This demographic group shows a practical approach to life while keeping marketing skepticism high and they base value choices on family needs and exercise financial oversight. Cost-benefit evaluations typically take precedence among this generation because they maintain high health awareness in purchasing decisions (Kotler & Keller, 2016). The current generation known as Generation Y formed through three main influencing factors including digitalization and globalization along with heightened social and

environmental awareness. The generation of Millennials represents core values consumers who focus on brand authenticity alongside social validation and ethical transparency according to Tuten & Solomon (2017) and Jung & Jin (2016). Social media along with peer recommendations make Generation Y an essential influence group that drives sustainable consumption trends because they show high sensitivity to both forces. The Theory of Planned Behavior developed by Ajzen (1991) gives researchers a strong method for analyzing how different age groups act. Total Predicted Behavior demonstrates that sustainable food consumption intentions arise from beliefs about outcomes along with social pressures and performance self-assessment regarding behavioral ease or difficulty. The Value-Belief-Norm (VBN) Theory (Stern, 2000) explains that environmental behaviors result from personal moral values that develop through fundamental beliefs which have application to sustainable eating ethics.

The use of social media networks strengthens behavioral dynamics that especially affect Millennials. Through Instagram and Facebook together with YouTube the food marketing landscape underwent change to offer complete access to ethical content alongside peer reviews that operate as effective marketing tools (Lou & Yuan, 2019; Erkan & Evans, 2016). Gen Y members choose their food based on how it demonstrates their personal character along with their socio-culture ideals and their dedication to environmental causes. Although Gen X participants are showing more digital engagement their buying choices still base on functional health and practicality aspects.

Consumers who strongly intend to purchase sustainable food products frequently do not consistently follow through since price hurdles alongside scarce availability and personal taste and convenience factors exist alongside product claim doubts. Research on how barriers obstruct sustainable behavior between generations allows teams to create targeted solutions which bridge sustainable intent to actual sustainable actions.

The quick population centralization combined with India's expanding digital world and middle-class development with environmental consciousness creates an ideal environment for this research investigation (Statista, 2023). The demand for organic local food and ethical items together with the convenience of fast food defines the current paradox that Indian urban customers experience.

It connects gaps in knowledge by examining how Indian Generation X and Generation Y think about sustainable food habits and their patterns of practice and ordering of importance within these habits. The research identifies the psychological reasons behind sustainable consumption differences together with patterns in sustainable behavior and barriers unique to each generation.

## **II. LITERATURE REVIEW**

The scientific community shows growing interest in sustainable food consumption patterns because of escalating global environmental issues (Gleim et al., 2013; Vermeir & Verbeke, 2006). Food production stands responsible for substantial greenhouse gas emissions together with water use along with land degradation (Poore & Nemecek, 2018) so sustainable food habits have become crucial to promote. Cognitive and behavioral patterns of the 1965–1980 Generation X sector and 1981–1996 Generation Y segment matter most for sustainable consumption analysis within today's environment (Kaplan & Haenlein, 2010; Tuten & Solomon, 2017). The childhood experiences of economic challenges and initial environmental causes shaped Generation X members to consider product reliability alongside health benefits and buying affordability during food choice processes according to Wray-Lake et al. (2010) and Eastman & Liu (2012). The members of Generation Y who encountered digitalization and globalization and developed increased social consciousness demonstrate solid preferences for ethical consumption and sustainability (Smith & Brower, 2012; Henninger et al., 2017; Jung & Jin, 2016). Multiple studies examine generational differences through the Theory of Planned Behavior (Ajzen, 1991) that showed attitudes and perceived behaviors and subjective norms predict both intentions and behaviors (Armitage & Conner, 2001; Paul et al., 2016). Recent data indicates that positive sustainable food consumption intentions do not translate into corresponding actions between both generational cohorts (Carrington et al., 2010; Gleim et al., 2013). The progression from showing awareness about sustainable actions to taking real-world steps is blocked by factors that comprise high prices and scarcity of choices as well as doubts about the system and existing routines (Young et al., 2010; Vermeir & Verbeke, 2008). Research indicates Generation X consumers buy their food based on pricing and feature elder values as well as personal need but expect precise evidence before believing sustainability claims (Ladhari et al., 2019; Papista et al., 2018; McDonald et al., 2012). Due to their ethical orientations Young Generation consumers select organic and fair trade and local preferences as signals for sustainable decisions (Tan et al., 2016; Nguyen et al., 2020). According to De Groot & Bley (2017) and Johnstone & Tan (2015), potential sustainability obstacles primarily impact the practical activities of Millennials because of economical barriers and accessibility restrictions. The digital power of social media determines essential aspects that shape sustainable dietary choices made by people. The Generation Y consumer base uses the social media outlets Instagram Facebook and TikTok to receive their sustainable knowledge at a rapid pace (Smith, 2011; Lou & Yuan, 2019; Marques et al., 2020). Research from Schouten et al. (2020) together with George Onofrei et al. (2022) demonstrates that a combination of these methods boosts sustainable purchase behavior

among Millennials. Brand engagement and electronic word-of-mouth serve as essential behavioral change factors that become stronger through interactive marketing according to Prasetyo Matak Aji et al. (2020). According to Erkan (2016) and Chu and Kim (2011) Millennials choose purchases based on peer-based eWOM which proves effective when it offers genuine value (Hajli 2015). Generation X consumers actively increase their digital media usage but they stick to both classic media outlets such as newspapers and television and personal contacts (Moore, 2012; Duffett, 2017). Generation X consumers heavily rely on personal testimonials together with direct sensory exposure to make consumption choices since they are less orientated towards technology compared to Generation Y members (Noble et al., 2009; Bakewell & Mitchell, 2003). The sources of motivation which drive sustainable consumption patterns differ between Generation X and Generation Y. The main drivers for Generation X consumers include health improvements, convenience and cost savings according to Gleim et al. (2013) and Luchs et al. (2010), but Generation Y consumers base their decisions on ethical values, social responsibility and self-identity based on Sparks and Shepherd (1992) and Papaioikonomou et al. (2011). Even though Generation Y demonstrates substantial environmental concerns (Nguyen et al., 2019; Smith & Brower, 2012), financial obstacles continue to be substantial (Dekhili & Achabou, 2014; Carrington et al., 2010) which causes sustainable practices to vary between both generations (Young et al., 2010; Bray et al., 2011). Effective communication methods need to adapt their strategies according to which generation the target audience belongs to. The sustainable marketing approach targeting Generation Y should deliver trustworthy sustainability messages consistent with brand activism and storytelling techniques (Kong et al., 2020; Lim, 2017; Vredenburg et al., 2020; Mukherjee & Althuizen, 2020). The communication methods that appeal most to Generation X feature direct benefit statements about cost effectiveness together with health benefits and product quality enhancement (Minton et al., 2012; Ottman, 2017). This demographic group finds compelling evidence along with reliable endorsements to be the most effective forms of communication (McDonald et al., 2012; Puska et al., 2016). Perceived behavioral control social norms and trust serve as psychological and behavioral elements which help people move from intentions to actual behaviors. Research done by Nam et al. (2020) demonstrates that increasing individuals' perception of how easy sustainable actions are and reinforcing positive social behavior trends leads to generation-wide adoption. The establishment of trust stands as an essential factor determining individual conduct particularly during sustainability information assessment. Generation X requires distributor endorsements as proof of sustainability claims (Hughner et al., 2007; Janssen & Hamm, 2012) but Generation Y requires brands to match their principles and authenticity to personal values (Chen, 2010; Marques et al., 2020). Cultural elements produce major impacts on people's habits regarding sustainable food consumption. People in collectivist cultures allow peer groups including social norms to deeply influence their behavior (Pookulangara & Koesler, 2011). Social media platforms help urban Millennials to exchange global sustainability values which drives ethical consumption (Kizgin et al., 2018). The marketing strategies of peer-driven engagement that incorporate social proof combined with online reviews now play a crucial role in attracting members of Generation Y according to Forbes & Vespoli (2013), Mangold & Smith (2012), Cheung & Thadani (2012) and Flanagan et al. (2014). The positive changes toward sustainable food consumption remain faced with crucial obstacles that block widespread adoption. Accessibility presents the main barrier to both generations according to studies by Vermeir and Verbeke (2006) and Bray et al. (2011). Organic, fair trade and local products maintain higher prices which prevent large-scale adoption (De Magistris & Gracia, 2008). Securing sustainable options faces more obstacles because these options remain hard to access especially in developing areas (Aertsens et al., 2011; Aschemann-Witzel & Zielke, 2017). The urgency to pursue sustainable action decreases as people perceive environmental issues to exist both temporally and geographically far away (Spence et al., 2012; Gifford, 2011). A more effective approach to boost sustainable food behavior among Generation X and Generation Y involves making sustainability impacts localized and benefits personalized.

#### RESEARCH GAP

- **Limited comparative analysis between Gen X and Gen Y in sustainable food behavior:** Most existing studies focus on consumers as a whole, but very few examine generational differences in depth, particularly how each group responds to influencing factors like health, environment, social media, and price.
- **Scarcity of studies linking specific influencing factors to actual behavior:** There is a lack of research that connects the intention to adopt sustainable food habits with real-life behavioral adoption, especially among Gen X and Gen Y.
- **Underexplored role of digital influence in generational adoption:** Although social media and peer influence are shown to impact Gen Y significantly, previous literature doesn't adequately quantify or compare this with Gen X's more traditional influences.
- **Lack of Indian context in generational sustainability studies:** Most past studies are based in Western countries. There's a gap in understanding how cultural and economic factors in India shape sustainable food choices for different age groups.

#### PROBLEM STATEMENT

People develop increased awareness about consuming food that benefits both the environment and their wellness and social structures. Different people have contrasting methods of adopting sustainable food methods. The main distinction exists between Generation X and Generation Y (also known as Millennials). Environmental awareness coupled with digital connectivity among Millennials leads them to prefer organic and plant-based products. Generation X looks at their food choices with more caution because it stems from their individual life journey and cost considerations and their ongoing usage of traditional media sources.

Sustainable food consumption gains increasing importance but its impact from psychological factors and social influences and practical aspects on these two age groups remains unclear. The failure of sustainable food habit promotion stems from not understanding genuine life stage-driven motivations and obstacles which people experience.

The study evaluates the variations in sustainable food choices between Gen X and Gen Y members by examining their knowledge base and attitude patterns and daily routines. Understanding what motivates each age group and their barriers enables us to provide meaningful recommendations for educators and marketers and policymakers who aim to establish environmental food habits in society.

#### **RESEARCH OBJECTIVES:**

- To evaluate generational awareness of sustainable food practices, including concepts like organic, local, and plant-based foods.
- To investigate the purchasing patterns and food preferences related to sustainability among Gen X and Gen Y consumers.
- To explore psychological and social motivators that influence each generation's sustainable food choices.
- To identify practical barriers such as affordability, availability, and trust that hinder sustainable consumption.

#### **HYPOTHESES DEVELOPMENT**

Sustainable food consumption behavior changes due to psychological and socio-economic along with cultural variables that demonstrate wide variations between different generational groups. Our analysis addresses Generation X and Generation Y also known as Gen X and Gen Y/Millennials to determine the impact of their perspectives and knowledge and values alongside their conduct on their sustainable food practices.

The existing research shows that Millennials display higher environmental awareness and digital fluency and prefer ethical transactions over their older counterparts. Generation X shows delayed adoption rates of sustainable food practices because they both have early lifestyle experiences and cost-consciousness and access different information outlets. The base of these proposed hypotheses derives from the above analysis.

**H1: Gen X demonstrates a lower rate of awareness regarding sustainable food practices compared to Gen Y.**

Digital platforms alongside social media platforms expose Millennials to sustainability-related content more frequently. Research shows Millennials have better awareness than Generation X regarding sustainable food practices.

**H2: Throughout the study Generation Y reveals superior inclinations for purchasing plant-based and organic food items compared to Generation X.**

Studies reveal Millennials show greater concerns about health and their environment which drives their adoption of plant-based diets and organic products.

**H3: The negative impact of price sensitivity operates more powerfully on Generation X when they seek to adopt sustainable food habits instead of Generation Y.**

Gen X demonstrates more restraint compared to Gen Y in their purchases of premium sustainable items at prices they can afford.

**H4: Gen Y consumers allow social media and blogs with food influencers to affect their sustainable food choices more powerfully than Gen X consumers do.**

Gen Y demonstrates higher susceptibility to digital influences because they grew up with technology whereas Gen X depends primarily on traditional media networks.

**H5: The sustainable food behavior of both generations depends heavily on how easy it is to access products and the available time and convenient options.**

Time commitment as well as accessibility of products and established routines affect how both Generation X and Generation Y consume food sustainably without much consideration of their preferences or prior knowledge.

**H6: Gen Y shows more commitment to sustainable behavior when compared to Gen X despite sharing similar positive sustainability attitudes.**

Gen X individuals share environmental sustainability values with Gen Y yet Gen Y shows a stronger inclination toward making sustainable food purchases.

#### **Conclusion**

Testing these proposed assumptions through empirical research will expose the motivational differences, obstacles and action patterns for sustainable food purchasing between Gen X and Gen Y. Results will provide essential knowledge to both marketers and regulators and sustainability activists about generating appropriate communication approaches based on generational demographics.

### III. RESEARCH METHODOLOGY

#### 1. Research Design

The research adopts a quantitative descriptive method for studying and contrasting sustainable food patterns between Generation X (1965–1980) and Generation Y (1981–1996). This study explores sustainability knowledge and consumption patterns and their drivers and obstacles within food consumption for both Generation X and Generation Y.

#### 2. Sampling Method

The study utilized purposive sampling to obtain participants who belonged to both Generation X and Generation Y cohorts. A digital survey was distributed through email and WhatsApp and social media platforms to obtain data from both Generation X and Generation Y participants with their selected birth years.

#### 3. Data Collection Tool

The data collection involved using a structured questionnaire distributed through a Google Form. A questionnaire featured both multiple-choice answers along with 5-point Likert scale questions regarding:

- Users would provide background information which included their age gender residential place and earnings.
- Awareness of sustainable food practices
- The survey explored three aspects of participant behavior including their choices regarding organic food and plant-based diets and local food suppliers.
- Motivational drivers (health, environment, ethics)
- Barriers (price, access, convenience)
- The impact of traditional media with social media on the landscape of consumer behavior as well as peer recommendations
- Customers exhibit a readiness to fund sustainable food items they purchase.

#### 4. Sample Size

The received valid responses totalled 388 to ensure a sufficient sample for comparative research. The research included a fair distribution of Generation X and Generation Y respondents to conduct generational comparison.

#### 5. Data Analysis Techniques

Microsoft Excel and SPSS performed the cleaning and analysis steps for the collected data. A general overview of trends used descriptive statistics for interpretation. Inferential statistical methods such as:

- The researchers conducted independent sample t-tests for Gen X and Gen Y mean comparison and Chi-square tests for categorical variable comparison.
- The study utilized Chi-square tests to detect relationships among categorical variables.
- To establish predictive relationships between awareness behavior media influence the study used Correlation/Regression analysis and Anova.

### IV. DATA ANALYSIS AND RESULTS

The study collected responses from participants representing every age group effectively to gain valuable knowledge about sustainable food habits among Generation X and Generation Y participants. The data collection produced 388 whole responses. The survey showed that Generation Y participants (ages 18–30) made up the largest segment at 68.3% of total participants who were between 18 and 24 years old (n=155) or between 25 and 30 years old (n=110). n = 155; ages 25–30: n = 110). Generation X respondents accounted for 31.7% of the total participants from the selected ages 31–38. n = 79; The researchers collected 79 responses from participants ages 39 to 45 and 44 responses from participants ages 31 to 38 to conduct generational comparisons successfully.

Educational background among participants included both bachelor's degrees at 38.1% and master's degrees at 32.5% while 29.4% of responders fell into the working classification. The researchers utilized the wide range of educational levels to determine sustainability understanding among students from various academic backgrounds.

The analysis examined farming and urban locations equally with 56.4% (n=219) rural participants versus 43.6% (n=169) urban participants.

The survey relied on established scales from Ajzen's (1991) Theory of Planned Behavior together with Wang et al. (2019) and other studies. (2019), and others. A five-point Likert scale served to measure constructs where respondents picked between 1 (Strongly Disagree) and 5 (Strongly Agree). Sustainable food behavior domains included dietary balance alongside avoidance of sugary foods and fatty foods and a preference for low-

additive products along with prevention of food waste. The survey included sections that examined people's interest in animal rights and their preference for buying local produce and produce that matches the season. To determine responsible food patterns participants rated three statements such as "I choose food that is nutritious" in addition to "I reuse leftovers from food" and "I avoid buying battery eggs." Most participants displayed sustainable food practices at moderate to substantial levels based on survey findings particularly among youths of Generation Y (Henninger et al., 2017. Jung & Jin, 2016).

S.NO	Demographics	Frequency	Percentage
<b>Age</b>			
1	Below-20	155	39.9
2	31-40	123	31.7
3	21-30	110	28.4
<b>Place</b>			
1	Rural	219	56.4
2	Urban	169	43.6
<b>Education Level</b>			
1	Graduate	148	38.1

Variables	Strongest Correlation (r)	Significance	Interpretation
Healthy Balanced Diet	Quality Labels (.722)	p < .01	Those who follow a healthy diet tend to check for quality labels.
Quality Labels	Local Food (.687)	p < .01	Preference for quality is linked with sourcing food locally.
Meat Reduction	Local Food (.617)	p < .01	People reducing meat also prefer local food.
Local Food	Seasonal Food (.707)	p < .01	Local food consumption aligns with seasonal eating.
Low Fat	Seasonal Food (.707)	p < .01	Low-fat eaters often follow seasonal food choices.
Avoiding Food Waste	Healthy Diet (.711)	p < .01	Food waste avoiders are also health-conscious.
Animal Welfare	Quality Labels (.625)	p < .01	Ethical concerns (animal welfare) are tied to checking food quality.

**Table 1: Correlations Among Sustainable Food Habits**

**Interpretation:**

The observed pattern shows that all variables associated with sustainability practices share positive correlations to each other. This demonstrates how consumers tend to implement multiple environment-friendly practices as a group. People who practice sustainable behavior tend to choose multiple complementary sustainability practices instead of one at a time.

The association between reduction of meat consumption and local food preferences (r = .617) indicates that people possess a connected understanding of environmental and ethical aspects. The relationship between eating seasonally along with low-fat foods showed a very strong correlation at r = .707. This indicates that people follow a comprehensive pattern of health-conscious dietary choices.

**Table 2: ANOVA Results — Generational Differences in Influencing Factors**

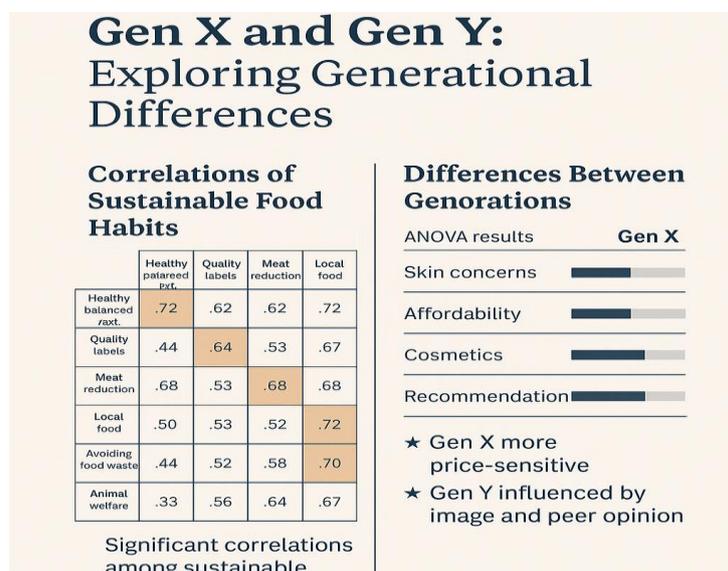
**Interpretation:**

Factor	Sig. Value	Significant Difference?	Interpretation
Skin	.987	No	Skin-related factors do not differ by generation.
Skin Concerns	.014	Yes	Gen Y may be more concerned about skin health linked to diet.
Affordability	.000	Yes	Gen X values affordability more than Gen Y.
Cosmetics	.000	Yes	Gen Y is more influenced by food's impact on appearance.
Recommendation	.007	Yes	Gen Y is more influenced by peer and social recommendations.

- Generation X members seek affordable products to show their practical approach to decision-making.
- The decision-making process of Gen Y is shaped by appearance considerations (cosmetics) and skin concerns as well as their desire for peer acceptance which shows their social orientation.

The analysis through ANOVA confirmed the existence of major differences in influencing elements between generations. The Generation X respondents ranked affordability as the highest value (p = .000) which

demonstrates their no-nonsense approach. According to the results Generation Y members expressed vital concerns about how their cosmetic treatments would affect their look ( $p = .014$ ) along with their skin well-being ( $p = .000$ ) and they also relied heavily on peer advice ( $p = .007$ ). Gen X demonstrates practical intent toward vehicle choices while Gen Y focuses on ethical and social aspects when making decisions.



## V. DISCUSSION

The research builds on current TPB studies by inserting factors linked to sustainable food choices through digital influences and different generations in generation contexts. By following TPB prediction principles (Ajzen, 1991) researchers found that sustainable food habits receive positive support from attitudes alongside subjective norms and perceived control behavior of consumers. Literature confirms TPB as an effective theory which predicts pro-environmental actions especially related to food consumption (Dean et al., 2012, Wang, Lin, & Li, 2018).

Sustainable eating attitudes drive intention to a higher degree among Generation X and Generation Y but Gen Y members demonstrate increased sensitivity to their perception of social expectations. The strong impact of peer influence and social media communication along with digital connections leads Millennials to make food choices which are supported by Tuten and Solomon (2017) and Lou and Yuan (2019). The values regarding personal health responsibility together with food choice control remain prominent for Generation X people instead of social norms.

A positive connection between perceived behavioral control factors that entail cost affordability and food accessibility and food source reliability emerged as a positive factor for sustainable food intentions within both generations during the study. Generation X consumers exhibited increased sensitivity toward practical barriers that involved price and availability yet Generation Y consumers were willing to try sustainable options when these choices resonated with their identity and social lifestyle preferences (Gleim et al., 2013, Jung & Jin, 2016).

Research discovered that sustainability claim trust together with a strong understanding of sustainable food products created essential components affecting the nature of intention-behavior relationships. According to McEachern & Warnaby (2008) and Hajli (2015), customers who trust and have detailed knowledge about eco-labels and certifications tend to make sustainable food choices. Proof of credible communication alongside transparency enables the successful elimination of consumer skepticism thus aiding the conversion from intentions to actual behaviors.

Social media functions as a strong force which transforms sustainable food conduct among Generation Y consumers. The influence of peer recommendations along with influencer endorsements and community-driven campaigns mutually reinforces social norms and raises knowledge levels about sustainability and strengthens sustainable intention formation (George Onofrei et al., 2022; Erkan & Evans, 2016). Digital ecosystems have been proven to become more than information channels because they function as behavioral shaping instruments.

The research demonstrates that multiple obstacles block consumers from achieving their sustainable food behaviors goals completely. Generations X consumers together with lower-income groups face barriers from price-oriented preferences and convenience needs along with accessibility problems and traditional cultural food patterns (Henninger et al., 2017; Jung & Jin, 2016). Research indicates that Generation Y shows strong intentions toward sustainable food purchasing yet actual behavior falls behind their stated intentions within the Indian market environment.

## VI. IMPLICATIONS

Research findings from this study present significant benefits that assist marketers and policymakers and sustainability experts who want to promote sustainable food practices.

The data shows that sustainable food intentions respond positively to both favorable attitude change and increased social norms adoption and improved perceived behavioral control. відбуваючы marketing повинен wyróżniać zdrowotne ASP spożywania żywności odżywczo oraz społeczne akceptowalność i wpływ środowiskowy tej praktyki. Storytelling efforts showing people like customers and producers who share these values work better to spread these messages among Gen Y audiences.

The research demonstrates that establishing trust alongside educational efforts about sustainable food create vital conditions to succeed. The combination of educational programs on social media and community instruction and the implementation of certification programs helps to eliminate false sustainability claims and allows consumers to base their purchasing decisions on proper knowledge. Businesses need to maintain complete openness about their operations and establish resources for customers to verify supply chains because these measures build both trustworthiness and buyer trust.

Practical barriers need continued attention for progress to occur. Public officials together with private sector entities need to form partnerships that will decrease prices and enhance accessibility of sustainable food options. The establishment of organic producer financial support and sustainable grocery store tax advantages and local supply chain infrastructure which boosts distribution capabilities forms part of the implemented strategies.

A marketing strategy needs to use demographic segmentation to guide its approach. The marketing methods for Generation X should center around price efficiency, quick service access and wellness advantages but Generation Y needs approaches based on life experiences and social media content and moral appeals. The success of sustainable behavior adoption increases through messaging that aligns with the specific motivations of different generational groups.

Because social media establishes crucial influences on public views and actions sustainability efforts need to integrate themselves as part of digital environments. Through social media marketing practitioners should emphasize constructing communities and encouraging peer discussions while presenting real food stories and making sustainable eating knowledge accessible for interactive education.

## VII. CONCLUSION

The investigation offers a complete overview of behavioral triggers that affect sustainable food adoption patterns among Generation X and Generation Y individuals in India. The study extends Theory of Planned Behavior (Ajzen, 1991) through the integration of sustainability claim trust and sustainable food knowledge and social media contacts thus enhancing current research on sustainable consumption.

The research outcomes indicate that sustainable food intentions derive mainly from three essential behavioral influencers including attitudes and subjective norms with perceived behavioral control. Maximum understanding of how digital influence together with trust and knowledge plays a fundamental part in transforming intentions into real action. Social media marketing delivers essential value because it forms societal norms while growing knowledge bases along with sustainability principles among Generation Y consumers.

Lack of availability and costs remain as principal challenges that obstruct the general adoption of sustainable food practices. The formation of sustainable food behaviors demands combined support between markets and governments throughout policy framework development and strategic information dissemination and market innovation initiatives.

This research provides specifics for each generation to support the development of better sustainable food habit promotion methods which will help achieve environmental and social and public health objectives throughout India's changing consumer market.

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