

## Application of the concept of variety seeking behavior amongst the current younger generation with special reference to breakfast food combinations

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*The younger generation of 21<sup>st</sup> Century is seen possessing variety seeking behaviour, when it comes to breakfast food combinations. This is because of the fact that, different options are available and the behavioural tendencies are guided / influenced greatly by life style and personality orientations. This study is an attempt to analyse this particular behavioural dimension of the current younger generation.*

**Key words:** Variety seeking Behaviour, Younger Generation, Breakfast food Combinations.

**Introduction :** The concept of variety seeking behaviour is an important aspect of the overall macro area concerning consumers buying behaviour. The element of 'Variety Seeking Approaches' is an inherent aspect within all age groups and every individual irrespective of the age group seeks to go in for a variety mix, and this is very much prevalent within the breakfast food scenario today. This research has been an attempt in this direction, with a view to judge and assess the overall application scenario, as far as the younger generation audience and the aspect of their behavioural tendencies are concerned.

### Hypothesis of the study:

This study has been based on the hypothetical assumption that the current younger generation today has a strong inclination towards variety in terms of food mixes, nutritional values and availability. This in fact, is a major issue and has been taken as the primary area of analysis and assessment, keeping in view the variety seeking behaviour modality of the current younger generation.

### Objectives of the study:

The basic objectives of this research study were:-

- To identify the preference level of today's younger generation towards breakfast food combinations.
- To analyse & interpret behavioural concepts in today's life style patterns.
- To identify and assess the general behaviour of

today's social groups in general and younger generation in particular, with regard to breakfast food combinations.

### Methodology Adopted:

This research study has been structured on the basis of the primary data source systems in which a Structured Schedule was used to gather responses from a sample size of 300 respondents belonging to different age groups, covering the younger generation of Patna. The sampling method was based on the stratified random sampling system.

### Major findings of the study:

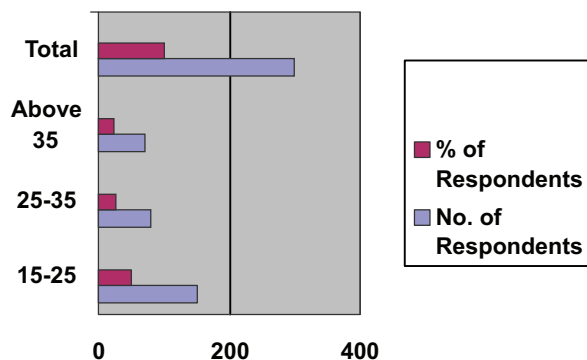
This research has opened major inn-roads as far as analyzing the variety seeking behaviour of the younger generation is concerned. The various major findings as given here in, shall highlight the same.

**Age:** The element of Age is the first area which needs attention, as in this research the age group of the respondents forms the basis of assessing the Variety Seeking Behavioural Tendencies.

Factors	15-25 yrs	25-35 yrs	Above 35 yrs	Total
No. of Respondents	150	80	70	300
% of Respondents	50%	26.66%	23.33%	99.99%

While distributing the age factor, the age yrs of 15-25 yrs, 25-35yrs and above 35yrs were considered and the third age group segment although may appear to be slightly not in line with the younger generation, but the element of the variety seeking behaviour tendencies is

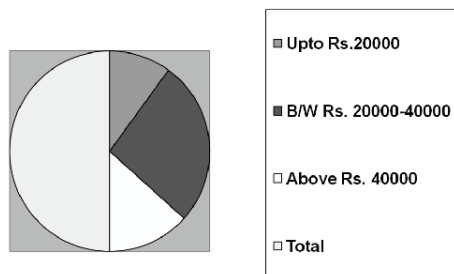
something which is very much prevalent within the different age group segments; as far as, judging the total concept is concerned. This observation has been represented in the following visual:



**Income Profile :** The income index of a family is generally an indicator of the financial affordability status and this parameter, according to the research has been observed as an important base which affects the mindset towards breakfast food combinations and directly or indirectly has a bearing on the variety seeking behaviour.

Factors	Upto Rs. 20,000 per month	B/W Rs. 20,000-40,000 per month	Above Rs. 40,000/- per month	Total
No. of Respondents	60	160	80	300
% of Respondents	20%	53.33%	26.66%	100%

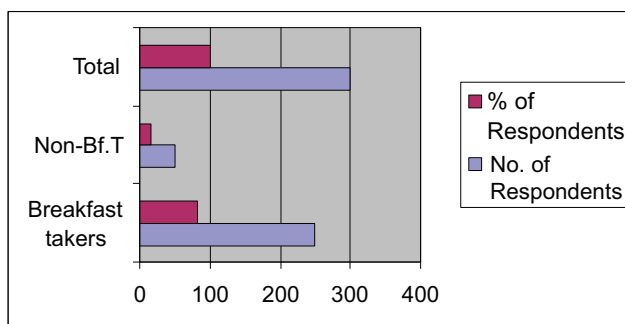
The income profile frequency distribution revealed that 53.33% of the respondents were under the income profile of Rs. 20,000 to Rs. 40,000 / month; which implicates the Affordable Capacity and obviously creates a pathway for facilitating the younger generation's mindset towards different combination preferences. The following diagram is an indicator to this effect.



**Ratio between breakfast takers and non-breakfast takers.**

Factors	Breakfast takers	Non-Breakfast Taker	Total
No. of Respondents	250	50	300
% of Respondents	83.33%	16.66%	99.99%

Life style systems in the modern era has made us witness peculiar situations where consuming breakfast, in many cases is regarded to be a non-essential function 83.33% of our respondents felt that taking breakfast was important and is essential because without it is not possible to carry on for long hours of activity. 16.66% of respondents however felt that consuming breakfast was more of a formality and according to them, consuming breakfast was not always necessary and because of various personal preferences and reasons they felt that skipping breakfast, had become the way of life for them.

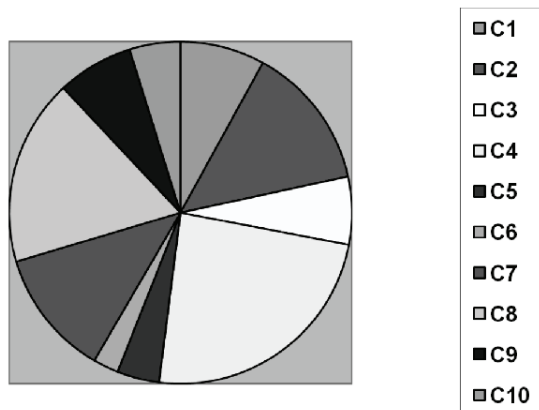


**Commonly preferred breakfast food combinations :**

Combination	Breakfast food combinations	No. of Respondents	% of Respondents	Total
C1	Bread & Butter / Jam	20	8%	250
C2	Bread, Butter & eggs	34	13.6%	—
C3	French Toast with Tomato sauce	16	6.4%	—
C4	Paratha & Bhujjiya	60	24%	—
C5	Paratha & Curd	10	4%	—
C6	Sattu Sarbat	6	2.4%	—
C7	Curd with parched rice	30	12%	—
C8	Corn flakes with milk & banana slices	44	17.6%	—
C9	Maggi Instant noodles	18	7.2%	—
C10	Sprouted grams with accompaniments like radish & cucumber shreds	12	4.8%	—

The above information base shows that 60 respondent (24%) had the preference for a combination like Paratha with Bhujjiya, whereas 44 respondents (17.6%) had the preference for a combination like cornflakes with milk &

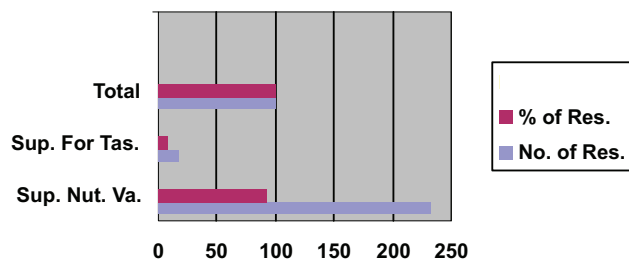
banana slices. The data apart from these two combinations, reveals the 'Broad Variety Mix' in terms of breakfast food combinations, and this is a typical replication of the Middle Income Group Social Standards towards their Preference And Affordability pertaining to breakfast food combinations. This revelation is perfectly in lined with the hypothesis of the research that we have indicated earlier and the following diagram is a clear indication to this effect.



**Choice between Nutritional value and taste :**

Factors	Supports for Nutritional value	Supports for taste	Total
No. of Respondents	232	18	250
% of Respondents	92.8	7.2	100%

The above frequency table shows that the research revealed that 232 respondents i.e. (92.8%), as a priority, preferred nutritional value oriented combinations. This figure very much co-relates with the combination chart given below.

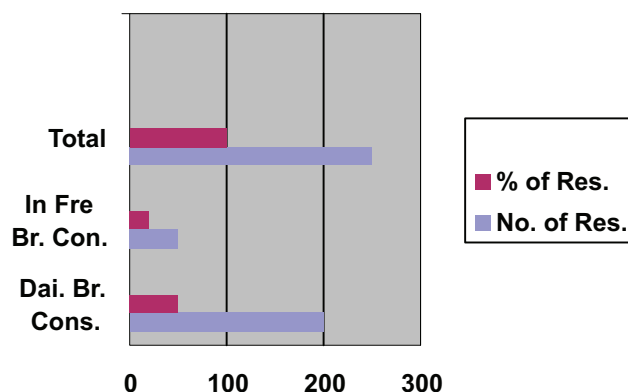


**Frequency of consumption :**

Factors	Daily breakfast consumers	In frequent breakfast consumers	Total
No. of Respondents	200	50	250
% of Respondents	80%	20%	99.99%

Another important milestone of the research shows us that out of 250 respondents who consume breakfast, there were 200 respondents (80%) who consumed breakfast daily and there were 50 respondents (20%) who were infrequent breakfast takers. When assessed, it was revealed that these 50 respondents did not consume breakfast regularly because of reasons like-

- a) Low appetite level
- b) Dis-interest in consuming breakfast because of menu monotony.
- c) Time limitations because of being a late rises on certain accessions, and this also has a functional implication towards the variety seeking behavioural aspect as far as the younger generation is concerned.



**Impression:** Variety seeking behaviour and its resultant effects normally creates a different paradigm for us as an individual consumer is concerned. In this research, where the focus has been on the younger generation comprising of a pre-defined age group, an income profile; interesting inferences have been revealed with regard to benchmarks like ratio between breakfast takers and non-breakfast taker, commonly preferred breakfast combinations and frequency of consumption. As a matter of fact it has been quite interesting to learn that 82.33% of the respondents are those who consume breakfast and as far as the frequency of consumption is concern, we have a data base of 80% of the respondents who consume breakfast daily and the balance 20% are as such who are irregular breakfast takers. This kind of an implication indicates that the behavioural pattern of the younger generation not only concerns their variety seeking approach but is also an indicator of their thought process with regard to their behavioural tendencies which is, at times non-protocol

government. The visual relating to commonly preferred breakfast combinations is yet another example of the current younger generation's likes and dislikes towards food combination. In fact the breakfast meal is supposed to be an important food intake mix, after a substantial period of overnight fasting and the variety seeking approach has become a very common phenomena with the current younger groups. This research can be regarded as an eye-opener and further psychographic angle oriented research studies related to Perception & Learning could be designed and carried out, in order to create a rational psychographic model in this regard.

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