THE Z GENERATION'S CONSUMER SPECIFICS, IN LIGHT OF HEALTHY LIFESTYLE

MÓNIKA FODOR

Phd, Assistant Professor, Óbuda University, Keleti Faculty of Business and Management
E-mail: fodor.monika@kgk.uni-obuda.hu

Generation gaps, and the differences shown in the value systems and thought processes between generations can be followed at the various areas related to consumer and purchaser behaviour. The study focuses on analysing the role and importance of health culture among the Z generation. Health culture, as part of the entirety of culture, consists of information related to keeping health and avoiding illnesses, and habits relating to these. By these, the person is helped with regulating and optimising their health state, satisfying their needs related to health. By conducting a generation-specific analysis of health culture, I wanted to understand what values, habits, behavioural forms the young people (members of the Z generation) relate with health as a value. Using a pre-tested, standardised questionnaire, I used quantitative methods to analyse the consumer and purchaser behaviours, the preference systems of the Z generation related to health conservation services, and healthy eating solutions. The other important focus of the research is to analyse what the members of the Z generation do in order to keep healthy even at their workplace, and what demands they have related to this in either their current, or their future workplace. As we see it, our research results can be useful for those offering health protection and health conservation services, as more and more people have their own income from the Z generation, which means that they are a potential customer as well. On the other hand, they are the consumers of the future, therefore, their demands, requirements will fundamentally determine the market demand in the future.And youths are not only consumers, but are employees as well, therefore, they are an important target group for some corporations. Their demands from a workplace, their idea about the healthy work atmosphere has to be understood, by which we can gain an important foothold for forming the employer branding aiming at them, and the recruitment and workforce conservation toolset correctly.

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