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## **VALUE-ORIENTED FOOD-CONSUMERS BEHAVIOUR MODELS IN CASE OF Z-GENERATION BASED ON PRIMARY RESEARCH RESULTS**

### **Abstract:**

This study focuses on the conception of value-based food-consumer behaviour models. The main pillar of the literature is the food-consumption trends explained by the value-orientation, as a basic element of the consumer habit. Among the food-consumption trends the importance and mean of health came into the main focus of the research.

The other base of the literature is related to the generation specific marketing, concentrated on the special consumer attitude, behaviour and mind-set of Z generation.

In the frame of the primary research project quantitative and quantitative methods were used. In this study I would like to focus on the main results of for highlighting the food-consumer behaviour of Z generation, their attitude towards the health food consumption and their mind-set.

Based on the results special preferences and habits of Z generation as the potential food-consumer segments can be characterised, which could useful for food-producers for preparing well targeted marketing campaign and understand the speciality of the Z generation. The values and the way of thinking of the chosen generation is distinct from the previous generations. That is why I believe that the generation specific researches can help to design the proper marketing and marketing communication actions and tools to gain this generation.

### **Keywords:**

food-consumer, health-consciousness, Z generation, primary research results

**JEL Classification:** M31