Impact of Media on the Health Consciousness of the Millennial Generation

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Abstract

India, in coming times, is said to be crowned as the youngest country in the world with the highest percentage (64%) of its population as the working population, the maximum of which will be accounted for by the millennials. Wellbeing is a continuous effort cycle, requiring small steps at each stage of life. In this context, this article tried to understand the health consciousness in terms of attitudinal responses among the millennial generation (born after 1990) and the influence of market and media. The paper further explored the role of select media in creating awareness of the healthfulness of products and the health consciousness of college millennials/youth in Delhi NCR. The sample size of 363 respondents consisted of youth ranging from 18 – 25 years of age studying in various colleges of the University of Delhi and its satellite towns like Faridabad, Noida, and Gurgaon. A random stratified sampling method was used to collect the data from the population. Cronbach's alpha test was applied for checking the validity and reliability. Using a 5 - point Likert scale, and with the help of variables, namely age, gender, socioeconomic status, and health consciousness, it was observed that the health consciousness of the millennial generation was primarily affected by the media (particularly social media). Moreover, too much exposure to the media altered the behavior of the millenials.

Keywords : **millennial generation, health consciousness, Cronbach's alpha, media and business, nutrition and wellness**

JEL Classification Codes: I120, M300, M310, M370

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It is needless to emphasize that health has become one of the most sought after and highly valued activities in modern and contemporary times. It, thereby, demands enormous resources, leading to extensive commercialization and professionalization of health services accompanied with attendant goods, services, and knowledge. Health has become a priority, commanding signifying practices in human life. Health as a

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construct does not operate in isolation. It is built and understood in relation to other social structures and experiences, systematically expressed within the context of other meanings and practices. Some of the important constructs with which health rigorously interacts are food or body nutrition; mental health; emotional, psychological, and social well-being. And this realization of health being a cross-collaboration between various constructs is creating new thinking towards body nutrition, health, and wellness. Hence, healthcare will be a dynamic segment in the coming times, throwing up immense opportunities for marketers to innovate and grow.

As per The US Census Bureau, individuals born between 1982 and 2000, who lie in the age bracket of 20 – 38 years as of 2020, are said to be millennials or commonly referred to as Generation Y. Millennials worldwide are characterized by different attributes. Generically speaking, millennials crave great experiences rather than great products. It is a disrupted generation (Deloitte, 2019), which has abilities on both sides. On the one hand, they are price-sensitive and image-conscious innovators who can lead to massive growth. On the other hand, they have lost their trust in traditional institutions like mass media and focus on business values rather than their previous relationship to a particular brand. They do not worry about strengthening or breaking the loyalty with a business. They are hardcore fans of 'click and order' technology, appreciate product and service personalization, and value business core values more than they value their relationship with them.

Although one's sense of psychological well-being is quite stable across time, one can introduce quite a number of positive psychological interventions that can enhance happiness and bring in a sense of well-being even in depressed populations (Lyubomirsky & Layous 2013; Sin & Lyubomirsky 2009). Behavioral factors, too, can affect a person's health. For example, certain behaviors can, over time, harm (smoking or consuming excessive amounts of alcohol) or enhance the health (engaging in exercise) of an individual. From the psychological point of view, well-being is defined as the existence of happiness, health, and prosperity. There are many opinions related to how, when, and why(s) of well-being. It is said to be achieved and be improved with the help of scientific techniques and can originate from any place like thoughts (emotional well-being), relationships (social well-being), exercising and diet food (physical well-being), work (workplace well-being), and interconnectedness with society (societal well-being). All the forms of well-being operate simultaneously. So, lack of or disturbance in any one of them often creates no sense of well-being in humans. This research paper aims to study the millennial generation's attitude on health consciousness and understand whether the market and media have influenced such attitudes.

Review of Literature

The concept of well-being has extant literature. The major drawback witnessed with respect to well-being is that the earlier work emphasized the descriptions more than the definitions (Christopher, 1999). However, Shin and Johnson (1978) gave a satisfactory definition of well-being as a global assessment of a person's quality of life according to his/her own chosen criteria. An issue of *Psychology and Health* focused on an important term called health behavior. Several activities that fall within the scope of this definition are smoking (De Graaf et al., 2017; West, 2017), binge drinking (Kuntsche et al., 2017; Lynch et al., 2015), healthy diet and availability of food in the food markets (De Ridder et al., 2017; Elbert et al., 2017), and physical activities (Cameron et al., 2018; Rhodes et al., 2017). These four activities have been studied globally to examine the health behaviors among the budding generation. Margolis (2013) observed that more educated people are less likely to showcase bad health behavior and are most likely to be indulging in physical activities. He further claimed that education shaped the behavior of an individual.

Žukauskienė(2014) established that the relationship with peer groups affected the youth's psychological, social, mental, and emotional behavior. Anuradha et al. (2012) found that there was a greater need to correct the mental health problems among youth because the outcome could drastically result in poor relationships, unstable

employment, involvement in crime, etc. Poudel et al. (2020) observed that adolescents with good social support had higher self-esteem resulting in psychological well-being. Furthermore, this study did not find any significant difference between the genders in terms of perceived social support, self-esteem, and psychological well-being. In contrast, Hartas (2021) explored the rise in mental health difficulties among mid-adolescent girls. The author concluded that it was particularly because of the gender inequality building in a sense of low life satisfaction, low self-concept, and experiencing negative feelings more than the boys.

On the other hand, Aillerie and McNicol (2018) indicated that many users used social networking sites for everyday information-seeking. On a similar line, Mansour (2018) investigated and found that a large number of people accepted social networking sites as a medium in exchange for information. Features like easily accessible, updated information, and secured and reliable information attracted people to accept these sites.

Technology advancement has not only made our lives easy but has altered our mindsets too. Nath et al. (2019) explored that new media and technologically advanced platforms altered consumers' preference. Arora and Srinivasan (2020) found that COVID-19 has disrupted the whole taste and fashion scenario. Furthermore, they indicated the increased urge for good health and healthcare facilities due to media and communication. In line with this, Chakraborty and Biswas (2020) also suggested that the young generation is more attracted to green initiatives due to media publicity. Trivedi and Dikshit (2020) observed that Facebook posts molded the millennial generation's attitude more than their parent's words. Gender also affects the choice of the products that millennials consume. Kumari (2020) showed the same perspective in the study.

These studies focused more on the population at large rather than the millennial generation. So, it was found that the millennial generation's attitude measurement is still an unexplored area on which we can work upon, specifically towards their health and attitude perception.

Based on the above research gap, two objectives are framed for the present study:

(1) To analyze the millennial generation's attitude on health and understand whether the market and media have influenced such attitude.

(2) To study the role of select media in creating awareness of healthfulness of products and health consciousness of college youth in Delhi NCR.

Research Issues and Hypotheses

Health behavior is defined as behavioral patterns, actions, and habits that relate to health maintenance, restoration, and improvement. To achieve the objectives, the following hypotheses were developed. Some significant studies identified the main motivation that led people to use social networking sites, such as enhancing mood, learning by experience, and social interaction (Jansen et al., 2011). During the process of literature review, it was identified that the role of media on health consciousness and nutritional awareness was not explored in detail. These factors are also significant to explore dynamics related to the attitude of the millennial generation.

A theoretical backdrop of the relationship between media and health consciousness and between nutritional awareness and media is tested with the help of the following hypotheses:

- **$H0_1$:** There is no relationship between media and health consciousness.
- **Ha_1 :** There is a relationship between media and health consciousness.
- **$H0_2$:** There is no relationship between media and nutritional awareness.
- **Ha_2 :** There is a relationship between media and nutritional awareness.

Research Methodology

The present study is a compilation of exhaustive data analysis based on the exploratory research design. It helped in drawing definitive conclusions with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not exist. The research study primarily focuses on the theoretical construct to make a contribution to the already existing body of knowledge. The sample was drawn from the youth from 18 – 25 years studying in various colleges of the University of Delhi and its satellite towns like Faridabad, Noida, and Gurgaon. The data were collected from 363 youths of both genders (males and females). To have a representative sample, the strata of public and private institutions (universities and colleges) were prepared along with their geographical location. The institutions were selected randomly from the strata giving equal weights to public, private, and geographical locations. A random stratified sampling method was used to collect the data from the population. Although, during the process of collection of the data, we tried to cover more than the decided sample size to cover errors in data collection. Out of the 375 participants' data collected, data pertaining to 12 participants was dropped due to incomplete questionnaires. Thus, the final sample stood at 363 respondents. To study the food preferences in the millennial generation, an appropriate survey tool, in the form of a questionnaire based on a 5-point Likert scale was developed, covering various aspects of food, nutrition, and health awareness dimensions.

The data were collected within three months, from October – December 2020. Along with the demographic profile of the respondents, other food-related variables were also considered in this study. The prominent variables which are the focus of the study are explained in Table 1.

The Cronbach's alpha (α) was estimated for the purpose of measuring the internal consistency of different items before analyzing the results and to have more reliability in the results so obtained. Cronbach's alpha measures internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. The below-mentioned formula has been applied to estimate Cronbach's alpha :

$$\alpha = \frac{N.\bar{c}}{\bar{v} + (N-1)\ .\bar{c}} \qquad (1)$$

Here, N is equal to the number of items, $\bar{c}$ is the average inter-item covariance among the items, and $\bar{v}$ equals the average variance.

Table 1. ***Demographic Factors Considered***

Factor	Description
Age Range	20 – 24 years as this age is relevant for college-going millennials.
Socio Economic Status	The sample has an urban bias in the design as health, nutrition, and consciousness depend on the choices millennials have. So, an appropriate number of millennials from the lower middle class and upper-middle class were selected. The family's income will seriously impact the choices youth make in their food choices.
Gender	Both genders (males and females) were selected to participate in the study to examine the nature of health consciousness.
Food and Market	Different food items consumed by the youth from different sources/markets are analyzed.
Health Consciousness	The health consciousness of the youth in relation to the food items that they were consuming has been covered in this aspect.

Analysis and Results

Table 2 shows the case processing summary results of 363 respondents for all the scale variables. As per Table 2, it can be observed that the value of Cronbach's alpha is more than 0.70 in all the cases. Therefore, it is to be assumed that the items of the instrument showed sufficient internal consistency, and hence, the results can be analyzed further and relied upon.

Table 2. ***Reliability Statistics***

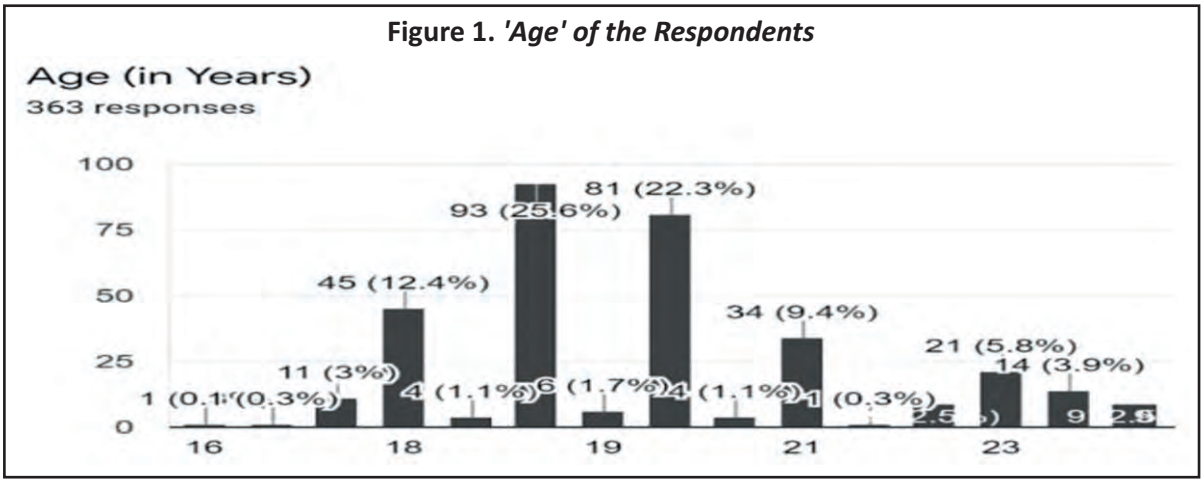
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	*N* of Items
	Influence on Choice	
.915	.915	16
	Level of Frequency	
.855	.854	6
	Buying Preference	
.846	.847	11
	Importance of Food I Eat	
.956	.957	14
	Preference of Food	
.800	.805	12
	How Often an Event Happened to Me	
.811	.811	7

Analysis of Respondents' Responses

Age Factor

The present study focuses on understanding the millennial's viewpoints about different issues related to food choices. Keeping this perspective in mind, the respondents' age was checked to ensure that all the respondents we approached fulfilled the criteria of falling into the millennials' assumption.

Figure 1. ***'Age' of the Respondents***



As per Figure 1, it is observed that all 363 respondents belonged to the millennial generation. Further, the highest number of respondents belonged to the age group from 18 – 20 years.

Gender of the Respondents

Figure 2 depicts the ratio of males and females considered for the study. It is evident that the total number of male participants in the survey was 39.9% of the total respondents. The female respondents accounted for 60.1% of the total respondents.

Study Year of the Respondents

Post analyzing age and gender, the study year of the respondents is checked. As per Figure 3, it can be observed that out of a total of 363 respondents, 39.9% of the respondents (the highest) were found studying in the second year of undergraduate courses, followed by 30.6% in the third year. Further, 24% of the respondents were reported to be in the first year of their undergraduate courses, and finally, the rest of the respondents (5.5%) were in the fourth year of their undergraduate courses.

Figure 2. ***Gender***

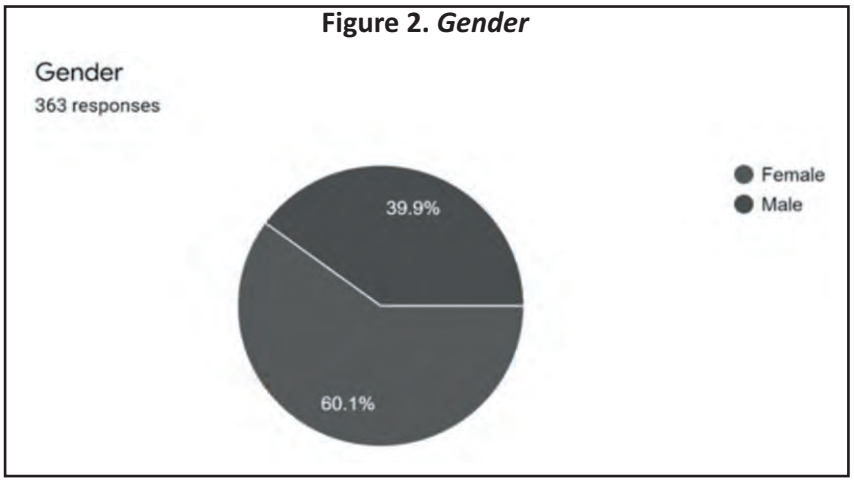
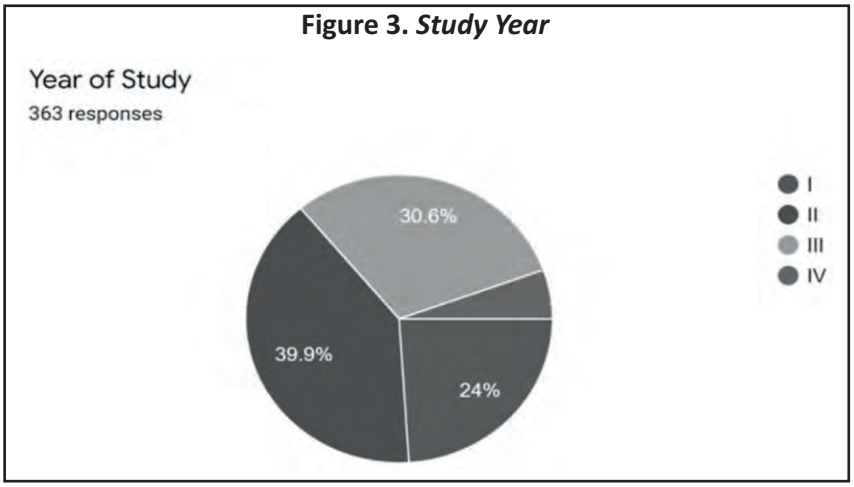


Figure 3. ***Study Year***



Nature of Family

One of the instrument's items was to inspect the nature of the respondents' families. In this respect, it was asked from the respondents whether they belonged to a nuclear family or a joint family. As depicted in Figure 4, preliminary analysis shows that the majority of the respondents (71.1%) belonged to a nuclear family, while 28.9% of the respondents belonged to joint families.

Annual Family Income

Figure 5 exhibits that the majority of the respondents (32.5%) reported their family income in between ₹ 3 lacs – ₹ 8 lacs; 29.5% of the total respondents reported their family income of more than ₹ 8 lacs per annum; 24.5% of the total respondents reported their family income in between ₹ 1 lacs – ₹ 3 lacs. Lastly, 13.5% reported their family income to be less than ₹ 1 lac per annum.

Figure 4. ***Nature of Family***

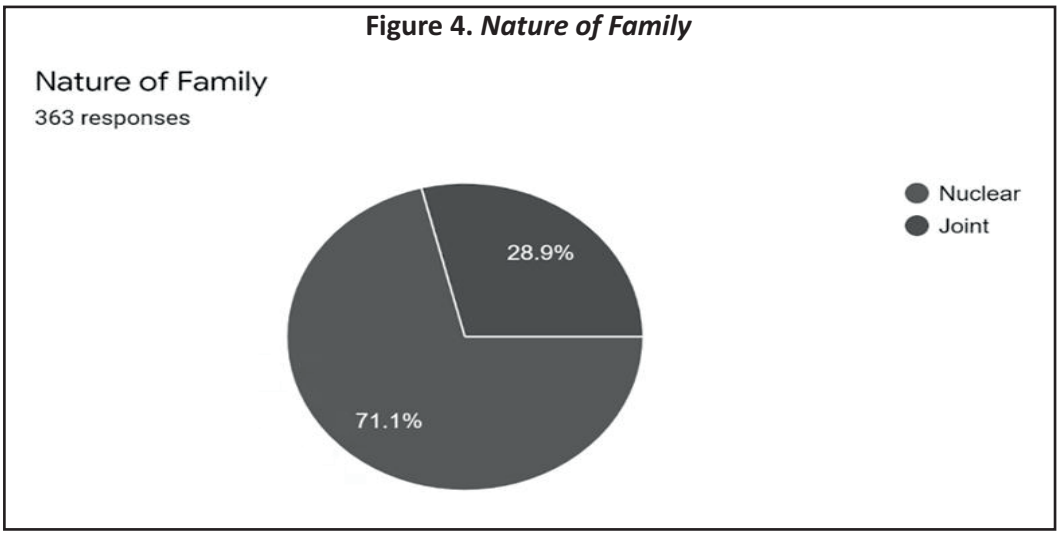
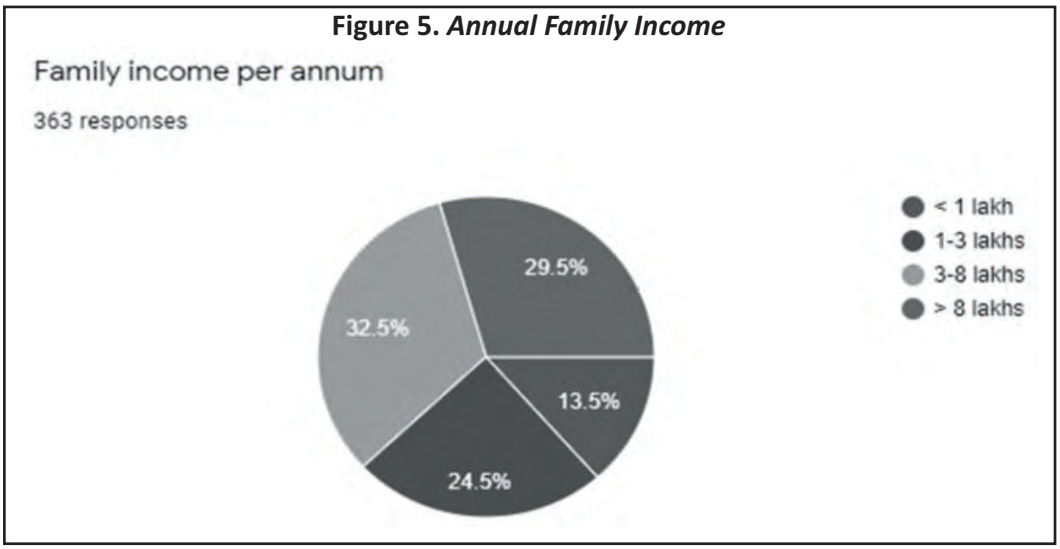


Figure 5. ***Annual Family Income***



Current Living Status

The respondents of the study were asked about their current state of living, that is, whether they were living with their family or the relatives or living in the college hostel or as a paying guest. As can be observed with the help of Figure 6, the highest proportion of the respondents (70.2%) was found to be living with their parents ; 18.7% were found to be living as paying guests. Merely 3.3% of the total respondents were found to be living in the college hostel, and 2.2% were living with their relatives. The rest of the respondents (5.5%) reported other means of residing.

Meal Preference

One of the critical elements of this study is to analyze the meal patterns of respondents to capture the millennials' viewpoints. Three different options were provided to the respondents: vegetarian, non-vegetarian, and others. It is clear from Figure 7 that out of the total 363 respondents, 69.7% (the highest) respondents claimed that they were vegetarians; whereas, 28.4% were identified as non-vegetarians. Thus, it can be said that vegetarian respondents dominated the study.

Figure 6. ***Current Status of Residence***

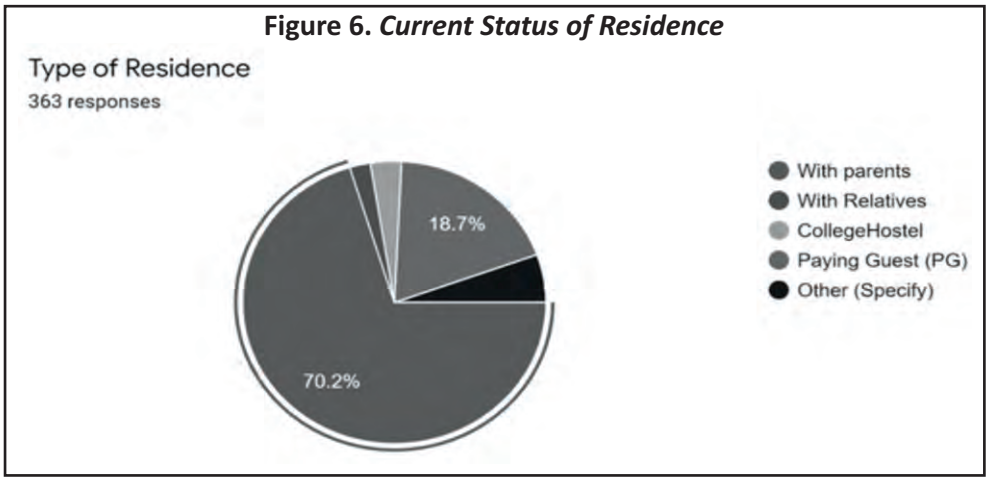
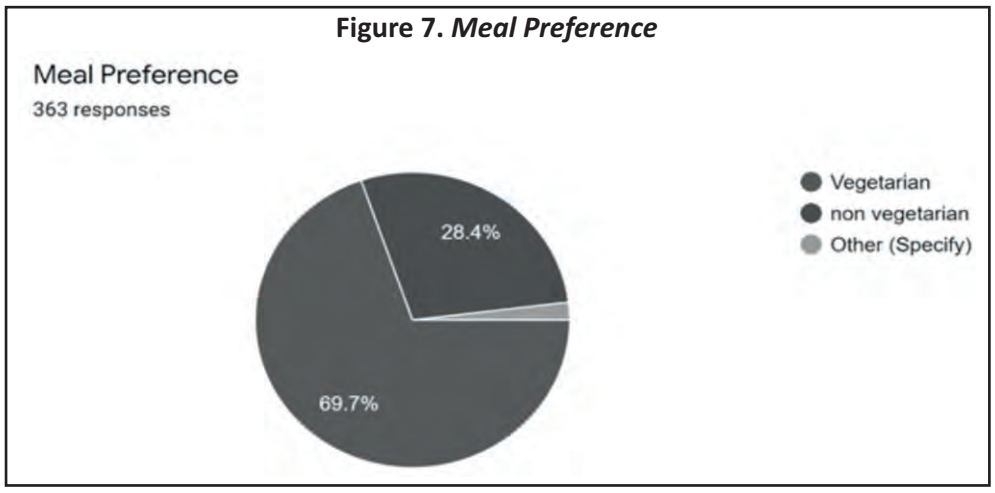


Figure 7. ***Meal Preference***



Source of Meal

The study focused on understanding the millennials' food choices. Thus, it is pertinent to comprehend the sources of their meals first. Figure 8 illustrates that the majority of respondents (72.2%) opined that their source of the meal was home-cooked food; 12.7% of the respondents had their food cooked in a mess; 6.9% of the respondents responded that they cooked their own food; whereas, 5.2% of the respondents answered that their source of the meal was tiffin service which they availed.

Meal Companion

Sometimes, the choice of food is also dependent upon the person with whom it is eaten. In this respect, the respondents were asked about their preference for meal companions. It is evident from the analysis that the majority of the respondents (67.2%) opined that they ate with their families; 18.2% responded that they preferred eating with their friends; and 12.9% opined that they wanted to eat alone (Figure 9).

Figure 8. ***'Source of Meal' of the Respondents***

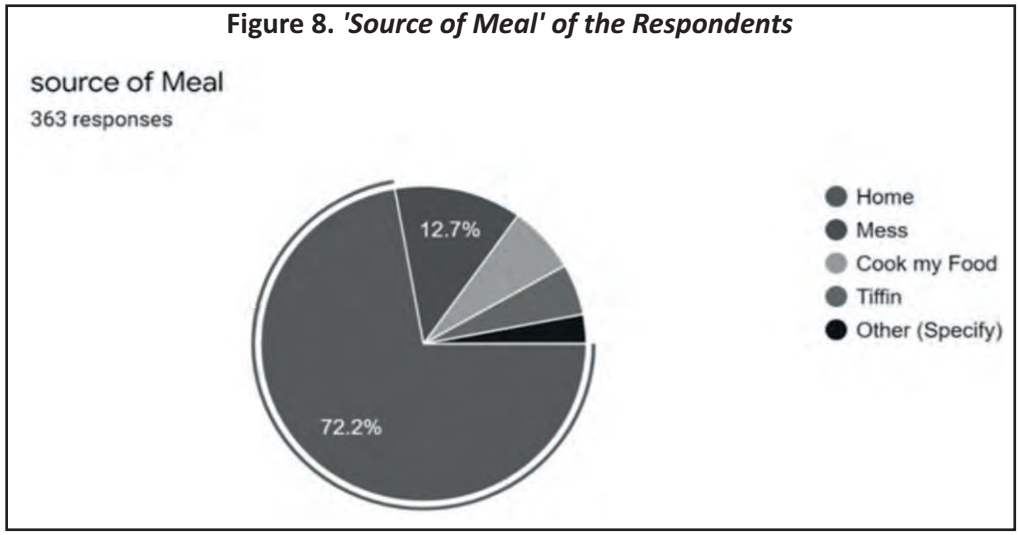
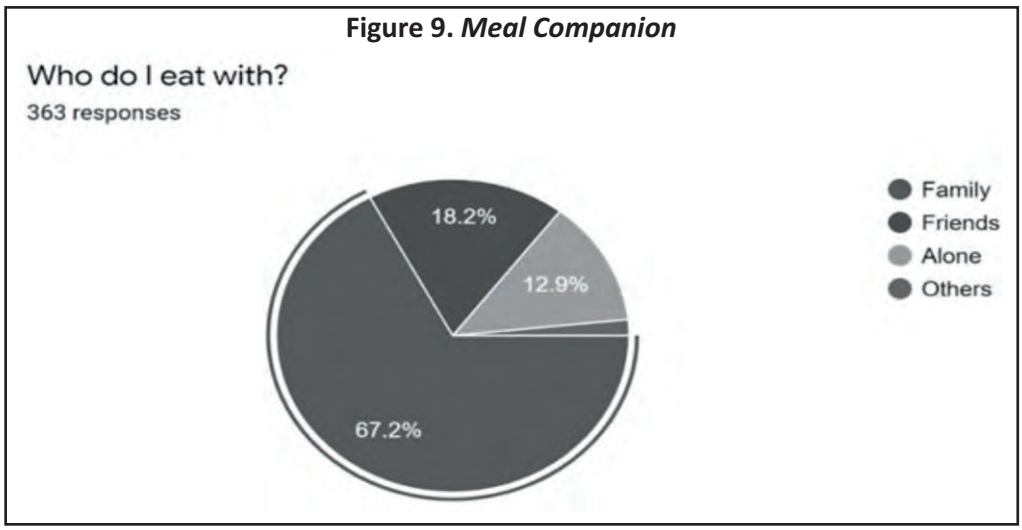


Figure 9. ***Meal Companion***



Weekly Average Expenditure on Food

The respondents were asked about the amount of money they spent on their meals. It is observed that 24.2% (the highest) of the total respondents responded that they did not know about the amount of money they spent on their meals. The probable reasons for such a behavior might be lack of record or a less-conscious attitude towards the expenditure. Further, 23.1% of the respondents informed that they were spending less than ₹ 1,000 per week on their food. It is also found that 20.1% of the respondents spent less than ₹ 2,000 per week; whereas, 13.8% reported that they spent less than ₹ 3,000 per week. Further, it can also be observed from Figure 10 that 8.5% of total respondents were spending less than ₹ 4,000 per week, and 10.2% of the respondents opined that they spent less than ₹ 5,000 per week on their meals.

Food Shopping Behavior

The respondents were asked about their frequent place of purchase of food. Figure 11 exhibits that the majority of

Figure 10. ***Response of 'Weekly Average Expenditure on Food' (in ₹)***

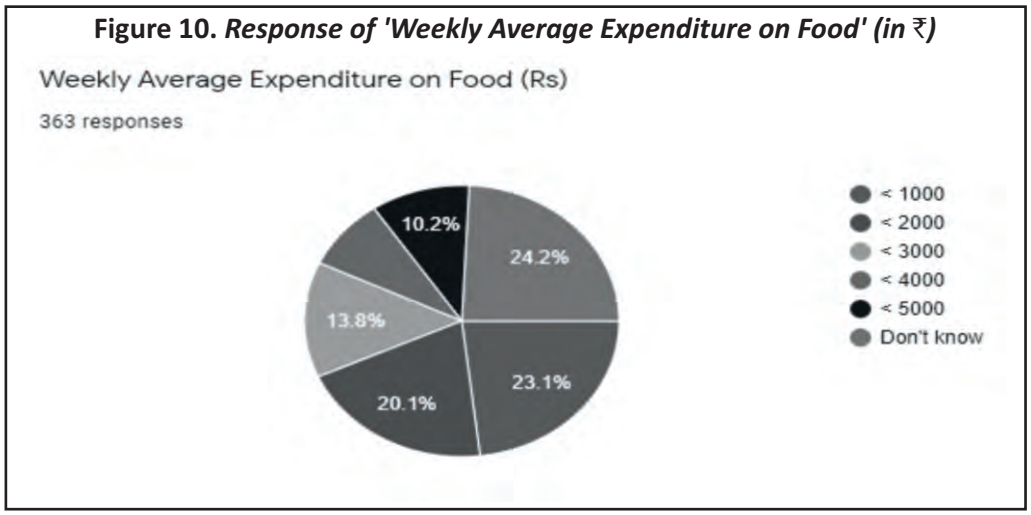
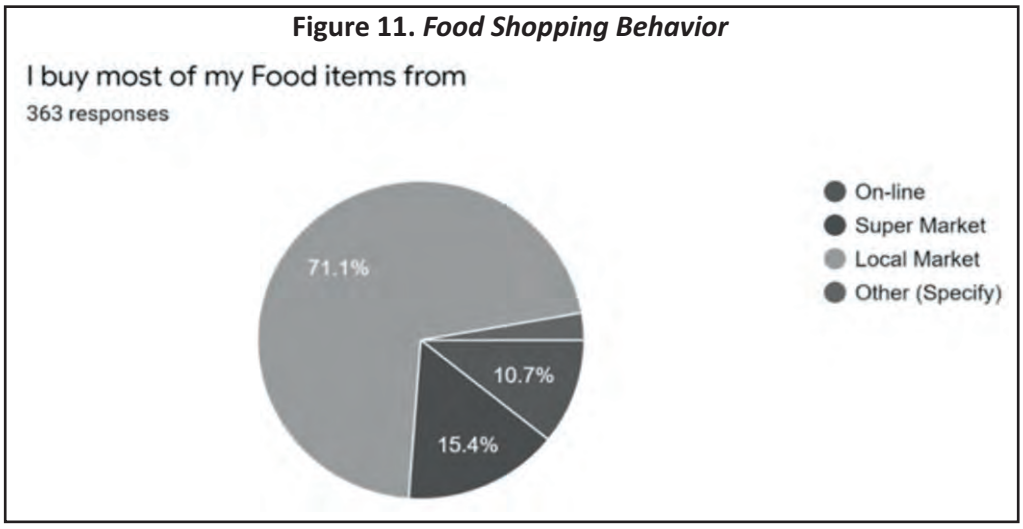


Figure 11. ***Food Shopping Behavior***



the respondents (71.1%) purchased the food items from the local market. Further, 15.4% of the respondents informed that they bought their food items from the supermarket. Out of the total respondents, 10.7% bought their food products online. The rest of the respondents (i.e., 2.8%) reported that they did not have any preferred mode of shopping.

Crosstabs: Chi-square Test Analysis

The crosstabs procedure has been used with the help of the chi-square test to determine the relationship among the different categorical variables. First of all, an investigation is conducted to analyze whether media and advertisements influenced millennials' attitudes towards health. Secondly, the relationship between health consciousness and nutritional awareness of college millennials/youth in Delhi NCR is tested. Lastly, the impact of family structure and social status on creating health-consciousness and nutritional awareness among college millennials/youth is studied.

Media, Healthfulness of Products, and Health Consciousness

(i) ***Crosstabs : Adverts/ programmes on T.V./radio/ print/electronic media * Read about health and nutrition in newspapers/magazines/books/etc.*** Table 3 reports the chi-square test results for the crosstabs : Adverts/ programmes on T.V./radio/print/electronic media and reading about health and nutrition in newspapers/magazines/books/etc. It is observed from the analysis in Table 3 that [χ^2 (16, N = 363) = 78.05, $p < 0.05$], indicating that the model is a good fit.

Table 4 reports the results of symmetric measures for the existence of an association between variables. Kendall's tau-b value is 0.302, and Gamma value is 0.384. These values indicate a significant relationship between the variables under study, and these results are statistically significant ($p < 0.05$).

Table 3. ***Chi-Square Test Results***

	Value	*Df*	Asymp. Sig. (2-sided)
Pearson Chi-Square	78.053[a]	16	.000
Likelihood Ratio	69.297	16	.000
Linear-by-Linear Association	48.563	1	.000
N of Valid Cases	363		

Note. 2 cells (8.0%) have expected count less than 5. The minimum expected count is 3.99.

Table 4. ***Symmetric Measures of Crosstabs***

		Value	Asymp. Std. Error[a]	Approx. *T*[b]	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.302	.042	7.119	.000
	Gamma	.384	.052	7.119	.000
N of Valid Cases		363			

Note. a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

(ii) ***Crosstabs : Adverts/ programmes on T.V./radio/ print/electronic media * Take much notice of nutritional health care recommendations from T.V./radio/electronic media.*** Table 5 reports the chi-square test results for the crosstabs : Adverts/ programmes on T.V./ radio/ print/electronic media and taking much notice of nutritional health care recommendations from T.V./radio/electronic media. It is observed from Table 5 that $[\chi^2(16, N=363) = 84.611, p<0.05]$, indicating that the model is a good fit.

Table 6 reports the results of symmetric measures for the existence of an association between variables. Kendall's tau-b value is 0.330, and Gamma value is 0.419. These values indicate a significant relationship between the variables under study, and these results are statistically significant as the significance value is less than 0.05.

(iii) ***Crosstabs : Articles about food and recipes in newspapers/magazines/electronic media * Read about health and nutrition in newspapers/magazines/books/etc.*** Table 7 reports the chi-square test results for the crosstabs: Articles about food and recipes in newspapers/magazines/electronic media and reading about health and nutrition in newspapers/magazines/books/etc. It is observed that $[\chi^2 (16, N=363) = 115.530, p < 0.05]$, indicating that the model is a good fit.

Table 8 reports the results of the symmetric measures for the existence of an association between variables. Kendall's tau-b value is 0.389, and Gamma value is 0.490. These values indicate a significant relationship

Table 5. ***Chi-Square Test: Crosstabs***

	Value	*Df*	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.611[a]	16	.000
Likelihood Ratio	79.262	16	.000
Linear-by-Linear Association	53.251	1	.000
N of Valid Cases	363		

Note. [a] 1 cell (4.0%) has expected count less than 5. The minimum expected count is 2.80.

Table 6. ***Symmetric Measures of Crosstabs***

		Value	Asymp. Std. Error[a]	Approx. *T*[b]	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.330	.041	7.996	.000
	Gamma	.419	.051	7.996	.000
N of Valid Cases		363			

Note. a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 7. ***Chi-Square Test: Crosstabs***

	Value	*Df*	Asymp. Sig. (2-sided)
Pearson Chi-Square	115.530[a]	16	.000
Likelihood Ratio	111.852	16	.000
Linear-by-Linear Association	77.662	1	.000
N of Valid Cases	363		

Note. [a] 2 cells (8.0%) have expected count less than 5. The minimum expected count is 3.58.

Table 8. ***Symmetric Measures of Crosstabs***

		Value	Asymp. Std. Error[a]	Approx. *T*[b]	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.389	.038	10.105	.000
	Gamma	.490	.046	10.105	.000
N of Valid Cases		363			

Note. a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

between the variables under study, and these results are statistically significant as the significance value is less than 0.05.

(iv) ***Crosstabs : Articles about food and recipes in newspapers/magazines/electronic media * Take much notice of nutritional health care recommendations from T.V./radio/electronic media.*** Table 9 reports the chi-square test results for the crosstabs: Articles about food and recipes in newspapers/magazines/electronic media and taking much notice of nutritional health care recommendations from T.V. /radio / electronic media. It is observed that $[\chi^2(16, N=363) = 104.69, p < 0.05]$, indicating that the model is a good fit.

Table 10 reports the results of symmetric measures for the existence of an association between variables. Kendall's tau-b value is 0.402, and Gamma value is 0.508. These values indicate a significant relationship between the variables under study, and these results are statistically significant as the significance value is less than 0.05.

So, it is observed from the analysis that hypothesis $H0_1$ has been rejected, and the alternate hypothesis Ha_1 has been accepted. It means that there is a significant impact of the media and advertisements on the youth concerning awareness about their healthfulness. It is further observed that millennial youth is reading more about their healthfulness because of media and advertisements.

Table 9. ***Chi-Square Test: Crosstabs***

	Value	*Df*	Asymp. Sig. (2-sided)
Pearson Chi-Square	104.688[a]	16	.000
Likelihood Ratio	105.488	16	.000
Linear-by-Linear Association	79.956	1	.000
N of Valid Cases	363		

Note. [a] 2 cells (8.0%) have expected count less than 5. The minimum expected count is 2.51.

Table 10. ***Symmetric Measures of Crosstabs***

		Value	Asymp. Std. Error[a]	Approx. *T*[b]	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.402	.037	10.726	.000
	Gamma	.508	.045	10.726	.000
N of Valid Cases		363			

Note. a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

(i) ***Crosstabs : Adverts/ programmes on T.V./radio/ print/ electronic media * I monitor the nutritional value of my food.*** Table 11 reports the chi-square test results for the crosstabs: Adverts/ programmes on T.V./ radio/print/electronic media and monitoring the nutritional value of my food. It is observed that [χ^2 (16, N=363) = 48.04, $p < 0.05$], indicating that the model is a good fit.

Table 12 reports the results of symmetric measures for the existence of an association between variables. Kendall's tau-b value is 0.190, and Gamma value is 0.242. These values indicate a significant relationship between the variables under study, and these results are statistically significant as the significance value is less than 0.05.

(ii) ***Crosstabs : Adverts/ programmes on T.V./ radio/ print/electronic media * I adjust my meals to suit my state of health.*** Table 13 reports the chi-square test results for the crosstabs: Adverts/ programmes on T.V./ radio/print/electronic media and adjusting meals to suit my state of health. It is observed that [χ^2 (16, N=363) = 50.698, $p < 0.05$], indicating that the model is a good fit.

Table 14 reports the results of symmetric measures for the existence of an association between variables. Kendall's tau-b value is 0.183, and Gamma value is 0.234. These values indicate a significant relationship

Table 11. ***Chi-Square Test: Crosstabs***

	Value	*Df*	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.039[a]	16	.000
Likelihood Ratio	47.626	16	.000
Linear-by-Linear Association	17.609	1	.000
N of Valid Cases	363		

Note. [a] 2 cells (8.0%) have expected count less than 5. The minimum expected count is 3.91.

Table 12. ***Symmetric Measures of Crosstabs***

		Value	Asymp. Std. Error[a]	Approx. *T*[b]	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.190	.043	4.430	.000
	Gamma	.242	.054	4.430	.000
N of Valid Cases		363			

Note. a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 13. ***Chi-Square Test: Crosstabs***

	Value	*Df*	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.698[a]	16	.000
Likelihood Ratio	48.773	16	.000
Linear-by-Linear Association	20.400	1	.000
N of Valid Cases	363		

Note. [a] 2 cells (8.0%) have expected count less than 5. The minimum expected count is 2.96.

Table 14. ***Symmetric Measures of Crosstabs***

		Value	Asymp. Std. Error[a]	Approx. *T*[b]	Approx. Sig.
Ordinal by Ordinal	Kendall's tau-b	.183	.044	4.086	.000
	Gamma	.234	.056	4.086	.000
N of Valid Cases		363			

Note. a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

between the variables under study, and these results are statistically significant as the significance value is less than 0.05.

So, it is observed that the hypothesis $H0_2$ stands rejected and the alternate hypothesis Ha_2 stands not rejected. It is implied that there is a significant impact of the media on the youth with regard to the nutritional awareness related to food items.

Conclusion

India is expected to be crowned as the youngest country in the world in the coming times. Nearly 64% of its population is categorized as the working population, the majority of which will be accounted for by the millennials. The study is conducted to understand the millennial generation's attitude towards health consciousness. Further, the study analyzes the role of select media in creating awareness about the healthfulness of products and the health consciousness of college millennials/youth in Delhi NCR. From the analysis, it is found that the health consciousness of the millennial generation is primarily affected by the media (Facebook, Twitter, etc.) and digital advertisements that run on different mobile applications (like Youtube, etc.). It is also observed that they are much more health-conscious now than the earlier generation. Therefore, it can be concluded that millennials' exposure to media affects their shopping behavior. The millennial generation can be influenced by the effective use of media, at least in health matters.

Policy Implications

The study is conducted to understand the health consciousness of millennials in terms of attitudinal responses and the influence of market and media. The findings have important implications to be exercised. First of all, the study is helpful for marketers because they can target the millennial generation to increase their sales of healthy and nutritious products. Further, the study's outcomes will be useful for the managers of different enterprises as they will be able to create appropriate marketing strategies to engage the millennial generation more into the health consciousness dimension. Thirdly, the findings of the present paper will be useful for the industry experts, specifically the health industry and media, to accelerate their pace of sales growth. Policymakers can also use the research outputs to keep a check on the role of media. Apart from this, researchers can use the findings to further explore new dimensions in the field of the millennial generation, health consciousness, and the role of media.

Limitations of the Study and Scope for Further Research

The present study focused on examining the linkages between the choices of the millennial generation for only food or health-related products and the role of media. The sample contained 363 respondents of the Delhi NCR

region only. Similar studies can be undertaken with larger sample size and in different regions. Future studies can focus on different industries as well, other than the health sector.

Authors' Contribution

Saumya Singh conceived the idea and developed qualitative and quantitative design to undertake this study. She also extracted research papers with high repute, filtered these based on keywords, and generated concepts and codes relevant to the study design. Prof. Anand Prakash verified the analytical methods and supervised the study. Saumya Singh conducted the interviews. Dr. Pooja Kapoor and Prof.Sanjay Srivastava cross-checked the respondents' data. The numerical computations were done by Saumya Singh using SPSS 20.0. Saumya Singh wrote the manuscript in consultation with the rest of the authors. Prof. Anand Prakash did the final proofreading.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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