

Gender and School-Type Differences in Food Preferences, Dietary Habits, and Influencing Factors among Gen Z Teenagers

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ABSTRACT

In recent years, the eating behaviors of Generation Z teenagers have become a growing concern for health educators, parents, and policymakers due to the rising influence of digital media, shifting cultural norms, and school environments. These factors, alongside gender and school type, shape how teenagers make food choices and perceive their health. This study investigated gender and school-type differences in food preferences, dietary habits, perceived health outcomes, and the influence of social, cultural, and digital factors among Generation Z teenagers in selected secondary schools in Anambra State, Nigeria. The study used a descriptive survey design to cover the perceptions among 150 Gen Z teenagers in selected public and private secondary schools in Anambra State, Nigeria. A multistage sampling method ensured balanced representation. Data were collected using a validated and reliable questionnaire (Cronbach's Alpha = 0.84), reviewed by experts. Trained assistants administered the instrument during school hours. ANOVA and Tests of Between-Subjects Effects analyzed hypotheses using SPSS version 25 at a 0.05 significance level. The result showed no significant difference in food preferences among Gen Z teenagers based on gender and school type ($F = 1.309$, $p = .274$). However, school type significantly influenced how food preferences affected daily dietary habits ($F = 4.580$, $p = .034$). There was no significant relationship between dietary choices and perceived health outcomes ($F = 0.286$, $p = .594$), nor did social, cultural, and digital influences significantly shape food preferences ($F = 0.695$, $p = .406$). Female students in private schools reported higher influence from external factors (Mean = 3.10), while males showed more stable patterns across both school types. The study concludes that while school type plays a role in dietary behavior, gender differences are less pronounced. It recommends targeted nutrition education and health promotion strategies, particularly in public schools, to improve adolescent food practices and well-being.

Keywords: Generation Z, food preferences, gender, school type, dietary habits, digital influence

INTRODUCTION

The rise in non-communicable diseases (NCDs) and poor dietary outcomes among adolescents has triggered growing interest in understanding the dietary behaviors of Generation Z (Gen Z) those born between approximately 1995-2012 (Budreviciute et al., 2020; Islam et al., 2014). Adolescence is a critical period for establishing lifelong eating habits. However, gender and educational environment (school type) have been observed to significantly influence food choices, nutritional awareness, and dietary behavior, making it imperative to explore these differences to inform targeted interventions (Sule & Sunday, 2024). The problem lies in the increasing consumption of unhealthy diets, particularly processed and fast foods, among Gen Z teenagers, a trend influenced by gender norms, peer dynamics, media exposure, and institutional contexts such as school (Elboj-Saso et al., 2022; Solbes-Canales et al., 2020).

Literature on food preferences and gender differences consistently shows that boys and girls differ significantly in their eating habits. Research suggests that girls are more health-conscious and likely to choose fruits, vegetables, and low-calorie foods, while boys show a

stronger preference for meat, fast food, and sugary beverages (Dixey, 1998; Elboj-Saso et al., 2022). These differences are partly due to gendered socialization, with females often internalizing societal expectations around body image and health, while males associate food with strength and energy. In a study of Nigerian adolescents, girls reported greater awareness of nutritional information and were more likely to read food labels compared to boys (Ayogu & Nwodo, 2021; Udomkun et al., 2021).

Similarly, the school type whether public or private has been found to influence dietary habits and food accessibility. Private school students tend to have greater exposure to diverse food options and better nutritional education due to more structured school health programs and stricter regulations on food vending (Oluwasanu et al., 2021; Van Horn et al., 2019). Conversely, students in public schools often face limited food choices, higher exposure to street foods, and weaker implementation of school feeding policies, thereby predisposing them to poor dietary habits. Research conducted in Anambra State observed that private school students consumed more fruits and dairy products, while public school students frequently opted for fried snacks and sugary drinks sold within or near the school premises (Akaji et al., 2020; Akinola et al., 2022).

Influencing factors on dietary habits among Gen Z teenagers are multi-layered and intersect with sociocultural, environmental, and economic dimensions. Peer influence plays a central role in shaping adolescents' food preferences, particularly during the formative years of identity development. Teenagers tend to adopt eating behaviors that align with their social circles to gain acceptance, avoid exclusion, and reinforce a sense of belonging (McCarthy et al., 2022; McAlpin et al., 2022). Within this dynamic, gender plays a mediating role. Female adolescents are often pressured to conform to body image ideals, leading them to prefer low-calorie, health-oriented meals, while male adolescents tend to adopt food choices that signal strength, such as protein-rich and high-energy foods (Castronuovo et al., 2021; Dias et al., 2021). This gendered socialization reinforces stereotypes about femininity and masculinity in food selection, creating distinct consumption patterns that persist across school environments.

In addition to peer dynamics, social media has emerged as a dominant influence in adolescent dietary behavior. Platforms like Instagram, TikTok, and YouTube routinely feature influencers promoting diet culture, detox programs, and "clean eating" lifestyles, which disproportionately target young female audience (Caner et al., 2022; Rodgers et al., 2020). These curated digital spaces often glorify thinness and aesthetic food presentation, contributing to the internalization of unrealistic body standards among girls. Female adolescents are more likely than boys to report feeling influenced by online trends, and this exposure has been linked to restrictive eating practices, disordered eating symptoms, and food anxiety. The digital environment thus extends the reach of peer pressure beyond the physical school setting, embedding it within daily digital interactions.

The influence of digital culture is particularly pronounced among female students in private schools, where higher socio-economic status often correlates with greater access to smartphones, high-speed internet, and global social media trends. These students are more likely to engage with wellness influencers, follow aesthetic-driven food accounts, and participate in food-related challenges that are popularized online. In such settings, food becomes not only a source of nutrition but also a marker of lifestyle and identity. This cultural shift intensifies the pressure to conform to digital standards, encouraging choices based on visual appeal or social status rather than nutritional value (Santarossa & Woodruff, 2020; Soldatova & Ilyukhina, 2021). As a result, private school environments may unintentionally amplify the impact of digital trends on female students' eating habits and self-perception.

Peer influence is notably strong in adolescence, shaping eating behavior to conform to group norms (Arduini et al., 2019; Rath et al., 2016). Gender again plays a role, as girls often report making healthier choices to fit in socially, whereas boys may eat in ways that reinforce masculinity and group identity. Social media also amplifies these behaviors, with female

adolescents more influenced by online trends promoting diet culture and "clean eating," while males are targeted with high-protein, energy-dense foods through online advertising (Chung et al., 2021; Story et al., 2002).

Parental influence and home environment remain crucial in shaping adolescent dietary practices, but these influences vary by gender. Studies show that mothers play a more dominant role in shaping girls' food preferences, while boys often have more dietary autonomy (Eicher-Miller et al., 2023; Hormenu, 2022). Additionally, household income level and parental education—factors that often align with school type—impact the quality and diversity of foods consumed. Private school students, usually from more affluent backgrounds, have greater access to fruits, lean proteins, and imported snacks, while public school students may rely more on carbohydrate-rich, locally available staples (Nabhani-Zeidan et al., 2011; Thorne-Lyman et al., 2020).

Another dimension is the role of institutional policies. School feeding programs, nutrition education curricula, and vending machine regulations significantly affect students' eating patterns. Studies highlight that schools that incorporate practical nutrition education and enforce healthy food policies tend to influence better dietary habits regardless of gender (Richardson et al., 2023; Serebrennikov et al., 2020). However, in Nigeria, inconsistent implementation of such policies, particularly in public schools, limits their impact. In synthesizing these findings, it becomes evident that gender and school type interact in complex ways to shape food preferences and dietary behaviors among Gen Z teenagers. Girls in private schools often have both the health motivation and environmental support to make healthier choices, while boys in public schools may face compounded risk factors, including poor access to nutritious food, cultural stereotypes, and inadequate nutrition education. Therefore, understanding these differences is key to designing context-sensitive interventions aimed at promoting healthy eating among adolescents.

The motivation for the study stems from growing concerns about the increasing prevalence of poor eating habits and nutrition-related health issues among adolescents. Generation Z, characterized by heightened exposure to digital media and global food trends, exhibits unique dietary behaviors that are influenced by gender roles, school environment, and peer culture (Bharadwaj, 2022; Mutwalli et al., 2023). Despite the health implications of these habits, there remains a paucity of localized studies exploring how gender and school-type interact to influence food preferences in the Nigerian context. For instance, Arslan et al, (2023) identified rising fast-food consumption among teenagers but failed to account for how gender dynamics shape these choices. Similarly, Leite et al, (2021) acknowledged differences in food accessibility across school types but did not examine the socio-behavioral factors behind them. This study is therefore motivated by the need to fill these gaps and provide context-specific data to guide nutritional education and adolescent health policies. Understanding these differences is crucial for designing gender-sensitive and school-responsive interventions that can promote healthier eating habits among Nigerian youths, especially in secondary schools where lifestyle patterns begin to solidify.

Hypotheses

- H₀₁: There is no significant difference in the most commonly preferred food types among Gen Z teenagers based on gender and school type.
- H₀₂: There is no significant difference in how food preferences influence the daily dietary habits of Gen Z teenagers based on gender and school type.
- H₀₃: There is no significant relationship between Gen Z teenagers' dietary choices and their perceived health outcomes based on gender and school type.
- H₀₄: Social, cultural, and digital influences do not significantly shape the food preferences of Gen Z teenagers based on gender and school type.

METHODS

The study adopted a descriptive survey research design, which was considered suitable for gathering detailed information from a defined group of Gen Z teenagers without altering any variables. The research was carried out in selected public and private secondary schools across Anambra State, Nigeria, a region chosen for its mix of urban and semi-urban populations and its educational diversity. The population of the study consisted of Gen Z teenagers aged 13 to 19 years enrolled in secondary schools in the state. From this population, a sample of 150 respondents was selected using a multistage sampling technique. The selection process began with the stratification of schools into public and private categories. Simple random sampling was then used to select schools from each category, and students were proportionately drawn to ensure a balanced representation across gender and school type.

Data were collected using a structured questionnaire titled “Gen Z Food Preference and Health Survey (GZ-FPHS),” which was designed to capture relevant data on students’ food choices, eating patterns, and health perceptions. The instrument employed a four-point Likert scale format, ranging from “Strongly Disagree” to “Strongly Agree.” To ensure the quality of the instrument, it underwent face and content validation by three experts in the fields of nutrition education and measurement and evaluation. Their input was incorporated to improve the clarity and appropriateness of the items. For reliability, the questionnaire was pilot-tested on 30 students from schools not included in the main study. The internal consistency of the instrument was assessed using the Cronbach Alpha method, which produced a coefficient of 0.84, indicating that the items were reliably measuring the intended variables.

Data collection was conducted in person with the assistance of trained research assistants. Questionnaires were distributed and retrieved within school hours to minimize disruption to academic activities. Respondents were assured of the confidentiality of their responses and encouraged to provide honest answers. All 150 questionnaires were successfully completed and retrieved, resulting in a 100 percent response rate. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS), version 25. Inferential statistics, particularly Analysis of Variance (ANOVA) and Tests of Between-Subjects Effects, were employed to test the formulated hypotheses at a 0.05 level of significance.

RESULTS AND DISCUSSION

H₀₁: There is no significant difference in the most commonly preferred food types among Gen Z teenagers based on gender and school type.

Table 1: Tests of Between-Subjects Effects on Most Commonly Preferred Food Types by School Type and Gender

Source	Type Sum of Squares	III df	Mean Square	F	Sig.
Corrected Model	1.200 ^a	3	.400	1.309	.274
Intercept	828.012	1	828.012	2710.098	.000
SchoolType	1.118	1	1.118	3.659	.058
Gender	.507	1	.507	1.660	.200

SchoolType	.268	1	.268	.876	.351
* Gender					
Error	44.607	146	.306		
Total	1541.120	150			
Corrected	45.807	149			
Total					

Table 4 shows the effects of school type and gender on students' most commonly preferred food types. The interaction between school type and gender yielded an F-value of (0.876) and a significance level of (0.351), which is greater than the 0.05 threshold. Similarly, school type ($F = 3.659$, Sig. = 0.058) and gender ($F = 1.660$, Sig. = 0.200) were not statistically significant. Therefore, the hypothesis is rejected – school type and gender did not significantly influence food preferences.

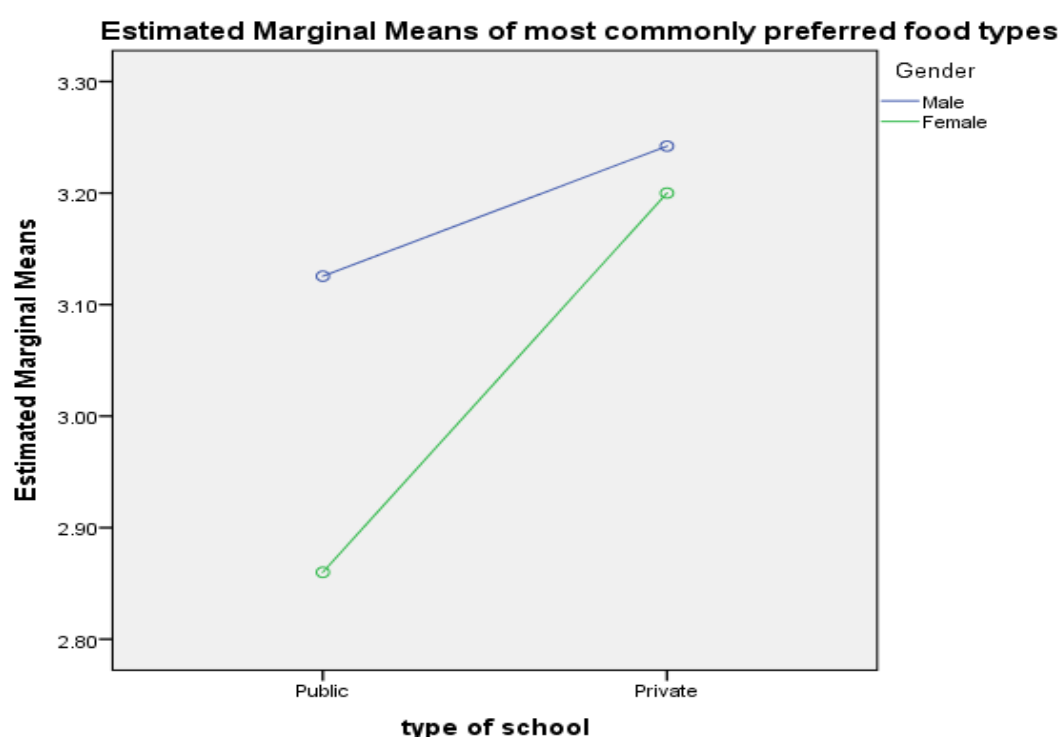


Figure 1: Estimated Marginal Means of Most Commonly Preferred Food Types by Gender and Type of School

Figure 1 shows that male students slightly preferred food types more than females in both public (3.13 vs 2.86) and private (3.23 vs 3.20) schools. Female students showed a sharper increase in preference when moving from public to private schools, narrowing the gender gap in private schools.

H₀₂: There is no significant difference in how food preferences influence the daily dietary habits of Gen Z teenagers based on gender and school type.

Table 2: Tests of Between-Subjects Effects on Influence of Food Preferences on Daily Dietary Habits by Gender and School Type

Source	Type Sum of Squares	III df	Mean Square	F	Sig.
Corrected Model	3.559 ^a	3	1.186	3.856	.011
Intercept	842.971	1	842.971	2740.028	.000
SchoolType	1.409	1	1.409	4.580	.034
Gender	.115	1	.115	.373	.542
SchoolType * Gender	.116	1	.116	.376	.540
Error	44.917	146	.308		
Total	1526.160	150			
Corrected Total	48.476	149			

Table 2 examines the effect of food preferences on daily dietary habits among Gen Z teenagers based on gender and school type. A significant effect was found for school type ($F = 4.580$, $p = .034$), indicating that school type influences dietary habits. However, gender ($F = 0.373$, $p = .542$) and the interaction effect ($F = 0.376$, $p = .540$) were not significant. Since the p -value is less than 0.05 for school type, H_{02} is rejected.

Estimated Marginal Means of How food preferences influence daily dietary habits

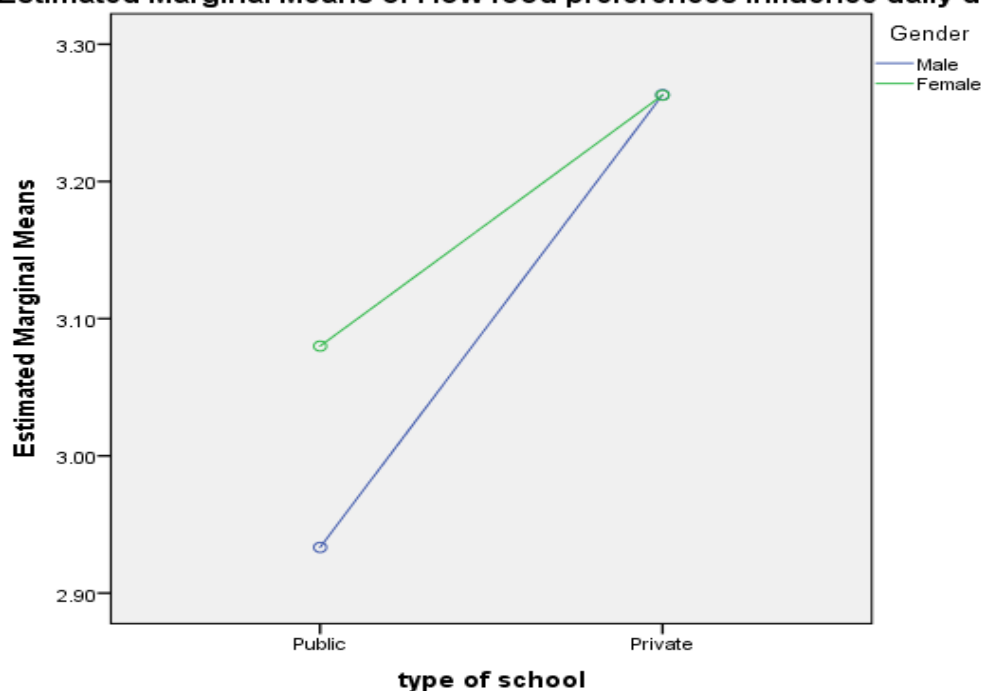


Figure 2: Estimated Marginal Means of How Food Preferences Influence Daily Dietary Habits by Gender and Type of School

Figure 2 indicates that private school students, both male (3.28) and female (3.28), report higher influence of food preferences on dietary habits than public school students – male (2.93) and female (3.08). The influence rose more sharply for males, reducing the gender gap observed in public schools within private school settings.

H₀₃: There is no significant relationship between Gen Z teenagers' dietary choices and their perceived health outcomes based on gender and school type.

Table 3: Tests of Between-Subjects Effects on the Relationship Between Dietary Choices and Perceived Health Outcomes by Gender and School Type

Source	Type Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.309 ^a	3	.103	.613	.607
Intercept	789.908	1	789.908	4703.604	.000
SchoolType	.048	1	.048	.286	.594
Gender	.277	1	.277	1.651	.201
SchoolType * Gender	.053	1	.053	.317	.574
Error	24.519	146	.168		
Total	1391.680	150			
Corrected Total	24.828	149			

Table 8 assesses whether dietary choices significantly relate to perceived health outcomes among Gen Z teenagers based on gender and school type. Results show that school type ($F = 0.286$, $p = .594$), gender ($F = 1.651$, $p = .201$), and their interaction ($F = 0.317$, $p = .574$) are not statistically significant. Since all p-values exceed the 0.05 threshold, H₀₃ is accepted – no significant relationship exists based on gender and school type.

Estimated Marginal Means of relationship between dietary choices and perceived health outcomes

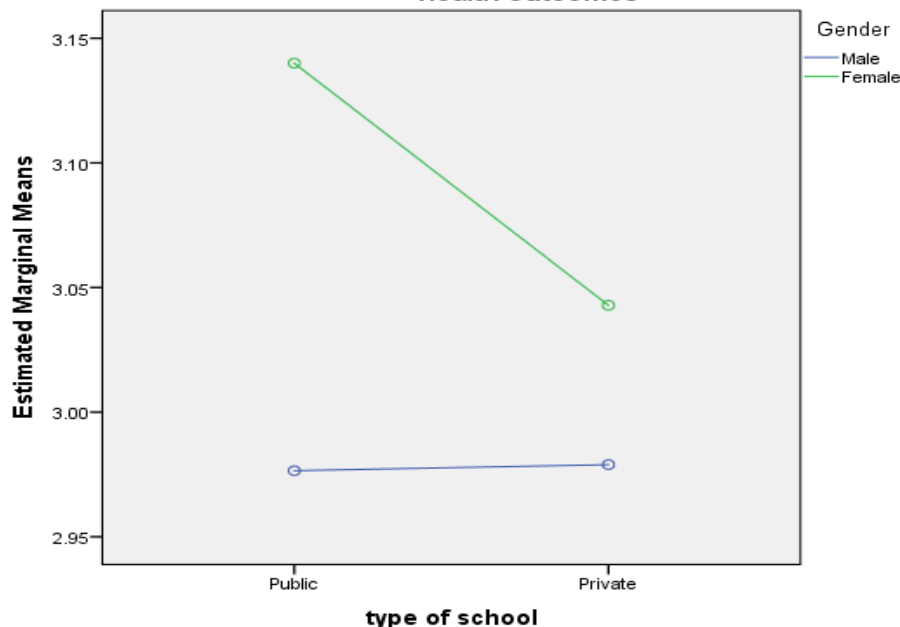


Figure 3: Estimated Marginal Means of the Relationship Between Dietary Choices and Perceived Health Outcomes

Figure 3 shows that females in public schools reported the highest perceived health outcomes (Mean = 3.14), while females in private schools reported lower outcomes (Mean = 3.04). Male students showed relatively stable outcomes across school types, with marginal means of 2.97 (public) and 2.98 (private). This suggests a stronger influence of school type on females' dietary choices and health perceptions.

H₀₄: Social, cultural, and digital influences do not significantly shape the food preferences of Gen Z teenagers based on gender and school type.

Table 4: Tests of Between-Subjects Effects on the Influence of Social, Cultural, and Digital Factors on Food Preferences by Gender and School Type

Source	Type Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.608a	3	.203	.668	.573
Intercept	812.667	1	812.667	2682.505	.000
SchoolType	.211	1	.211	.695	.406
Gender	.541	1	.541	1.785	.184
SchoolType * Gender	.206	1	.206	.681	.411
Error	44.231	146	.303		
Total	1497.520	150			
Corrected Total	44.838	149			

Table 10 analyzes whether social, cultural, and digital influences significantly affect Gen Z teenagers' food preferences based on gender and school type. School type ($F = 0.695$, $p = .406$), gender ($F = 1.785$, $p = .184$), and their interaction ($F = 0.681$, $p = .411$) were all statistically insignificant. Since all p-values exceed 0.05, H_{04} is accepted – these influences do not significantly vary across gender or school type.

Estimated Marginal Means of How social, cultural, and digital influences shape the food preferences

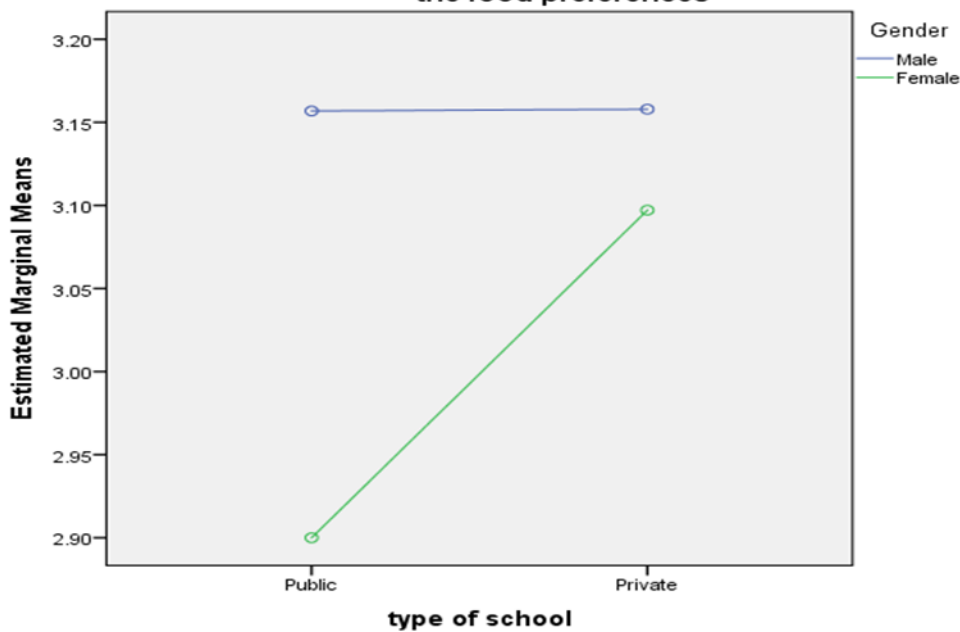


Figure 4: Estimated Marginal Means of How Social, Cultural, and Digital Influences Shape Food Preferences

Figure 4 shows that female students in private schools reported higher food preference influence (Mean = 3.10) compared to their counterparts in public schools (Mean = 2.90). Male students exhibited consistent food preference scores across both school types, with public school males at 3.16 and private school males at 3.17. This suggests that females are more responsive to social, cultural, and digital influences, particularly in private school settings.

Recent shifts in the dietary behaviors of Generation Z have sparked scholarly interest in understanding how gender and school-type variables interact with food preferences, dietary patterns, and the broader sociocultural influences that shape these habits. Findings from the first hypothesis (H_{01}) indicated no significant difference in the most commonly preferred food types among Gen Z teenagers based on gender and school type ($F = 1.309$, $p = .274$). School type ($F = 3.659$, $p = .058$) and gender ($F = 1.660$, $p = .200$) also showed no statistical significance. This finding aligns with a related study by Arslan et al, (2023), who found no marked variation in fast food preferences between male and female adolescents in urban environments. In contrast, Chen et al, (2022) reported that boys were more likely to prefer protein-rich street foods, whereas girls preferred fruits and pastries. The narrowing gender gap in private school settings observed in Figure 1 echoes findings from Musfira and Hadju (2024), who noted that socio-economic status often flattens gender disparities in food access and choice.

On the second hypothesis (H_{02}), which examined how food preferences influence daily dietary habits, results revealed a significant effect based on school type ($F = 4.580$, $p = .034$), although gender and interaction effects were not significant. This agrees with the findings of Resimo et al, (2024), who observed that students in private schools tended to eat more regularly and make intentional dietary decisions due to structured meal planning. In contrast,

public school students often consumed meals based on availability rather than preference. Similarly, in a related study, Henriques et al, (2025) emphasized that accessibility and school-provided nutrition programs can influence students' adherence to their food preferences. Figure 2 reinforces this, showing that students in private schools, regardless of gender, reported a higher influence of food preferences on dietary habits. This supports Iyassu et al, (2024) observation that private school environments often encourage food autonomy and nutritional awareness among teenagers.

However, for the third hypothesis (H_{03}), which evaluated the relationship between dietary choices and perceived health outcomes, no significant associations were found with school type ($p = .594$), gender ($p = .201$), or interaction effects ($p = .574$). These results contradict the findings of Puspitasari and Astuti (2024), who reported a direct relationship between teenagers' fast-food consumption patterns and their perceived well-being. In contrast, this study's findings agreed with Oh et al, (2025), who found that adolescents often misperceive their health outcomes, making it difficult to establish a clear relationship between diet and health from self-reported measures. Interestingly, Figure 3 suggested females in public schools perceived slightly higher health benefits from their dietary patterns than others—a trend that aligns with Chen et al, (2022), who argued that girls tend to internalize health education more readily than boys.

The fourth hypothesis (H_{04}) examined the extent to which social, cultural, and digital factors influence Gen Z food preferences. The results showed no statistically significant effects across school type ($p = .406$), gender ($p = .184$), or their interaction ($p = .411$). This is in contrast to the findings of Daly et al, (2022), who highlighted how social media trends significantly shape teenagers' food choices, particularly among girls in elite schools. However, the current findings agreed with Neufeld et al, (2022), who reported that while digital platforms expose teenagers to food trends, actual adoption depends more on accessibility and household norms. Figure 4 suggests that female students in private schools may be more responsive to such influences, consistent with Mama-Chabi et al, (2022) assertion that teenage girls in affluent school environments are more likely to emulate online food trends.

The convergence of school type and gender as moderating factors across these dimensions presents an important discourse in adolescent nutrition studies. While the study found no significant differences in food preferences (H_{01}), school type emerged as a significant predictor of how those preferences influence daily dietary habits (H_{02}). This supports the claims of De-Loyola-González-Salgado et al, (2025), who noted that structural differences in school environments shape routine dietary behaviors more than individual preferences. The absence of significant relationships in H_{03} and H_{04} suggests that adolescents' perceptions of health and the influence of external factors are more complex and possibly moderated by other variables like parental influence or economic background, as suggested in a related study by Hussain et al, (2022).

CONCLUSION

The study examined gender and school-type differences in food preferences, dietary habits, perceived health outcomes, and influencing factors among Gen Z teenagers. Findings revealed that while there were no significant differences in the most commonly preferred food types across gender and school type, school type significantly influenced how food preferences translated into daily dietary habits. Teenagers in private schools demonstrated more structured eating patterns influenced by their food preferences, compared to those in public schools. However, no significant relationship was found between dietary choices and perceived health outcomes, suggesting that Gen Z teenagers may not clearly associate their eating habits with their health status. Additionally, social, cultural, and digital factors were not statistically significant in shaping food preferences across gender and school types,

although descriptive trends indicated that female students in private schools were more exposed to such influences. The study underscores the importance of school environment in shaping dietary behavior among adolescents. It highlights the need for targeted nutrition education and health awareness programs, particularly in public schools, to promote intentional eating habits and healthier food choices. Addressing the complex interplay of gender, school context, and media exposure may further enhance dietary outcomes among Gen Z teenagers and contribute to long-term health and well-being.

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