

A Pilot study on Analysis on Wellbeing of Generation Alpha and its Impact on Product Development and Marketing Strategies in Selected Sectors.

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Abstract:

The old business saying that "the customer is king" still drives modern marketing, but today, businesses must constantly adapt to how different generations think, buy, and live. This approach, known as generational marketing, recognizes that people born in different eras have unique needs. This paper focuses on the newest group: Generation Alpha. Born between 2010 and 2025, mostly to Millennial parents, this generation is growing fast. By the end of 2025, they will be the largest generation in history, with India, China, and Indonesia leading the population numbers.

Growing up in a hyper-digital world, Generation Alpha faces a unique set of challenges and opportunities. While technology connects them like never before, it also raises serious concerns about their physical, mental, and emotional health. Because this generation will eventually become our future leaders, workers, and consumers, understanding their well-being amid rising digital dependency and environmental issues is crucial for shaping the future of our society and economy.

Keywords: Generation Alpha, well-being, global concerns, lifestyle

Introduction

Understanding Well-Being

What does it truly mean to live a good life? According to the Oxford English Dictionary, well-being is simply the state of being healthy, happy, or prosperous, covering our physical, mental, and moral welfare. Taking this further, the Centers for Disease Control and Prevention (CDC) views well-being as the ultimate connection between a healthy mind and a healthy body. Essentially, well-being is a positive sign that tells us people feel their lives are going well. It matters deeply, not just to individuals, but to every sector of society looking to promote healthier, more fulfilling lifestyles.

The Rise of Generation Alpha

To understand how well-being is shifting in the modern world, we have to look at the youngest generation currently shaping it: Generation Alpha. Coined by the Australian firm McCrindle Research in 2008, this term describes the demographic group born right after Generation Z.

To put this into perspective, modern generations generally span 15-year windows:

- **Generation Y (Millennials):** 1980 – 1994
- **Generation Z:** 1995 – 2009
- **Generation Alpha:** 2010 – 2024
- **Generation Beta:** 2025 – 2039

The year 2010 was a symbolic launching pad for Generation Alpha, marking the exact year the first iPad was released and Instagram went live. This is a generation born entirely into a high-tech world.

Why Generation Alpha Matters Today

Though mostly the children of Millennials, Generation Alphas are already making waves. Even without their own jobs, credit cards, or direct purchasing power, they heavily influence how their parents spend money—and Millennials are currently entering their peak spending years.

With more than 2 million Gen Alphas born globally every single week, their numbers are staggering. They reached an estimated 2 billion by 2025, making them the largest generation in human history, with India, China, and Indonesia leading this massive population growth. Studying Generation Alpha isn't just an option for businesses; it is a necessity for anyone looking to understand future market trends, build relevant business strategies, and safeguard the well-being of the next generation.

Review of Literature

1. Generations: definitions and characteristics:

Nomenclature of the generations: “veterans”, “baby boomers”, “X” generation, “Y” generation, “Z” generation and the latest one, the “Alpha” generation. Organizations face challenge because of: different groups of people from generations, diverse characteristics, behaviours. The challenge is the result of dissimilar generations acting in the same environment, namely: “baby boomers”, “X”, “Y” and “Z” (OLIVEIRA et al., 2012, p. 29).

“Baby boomers” is a generation who inherited a post-war period which lasted 1946 to 1964. This generation appreciates a balanced and unwavering employment, now-a-days they occupy the leadership and management positions in institutions/companies. With these leadership functions they deal with younger generations, facing a behaviour contrast, in ideas and values.

Generation “X” consists of unique and independent people who are hooked to work. Born between the period of 1965 and 1977, they are known of having an extensive career in the same organisation (FANTINI; SOUZA, 2015).

People from “Y” generation are known for being flexible, acceptable towards change, adapt digital technology and grasp a lot of information. They are not very inclined to safety and security at work, and they intent to have autonomy and speedy growth within the organization (LEMOS, 2012).

Generation “Z” - known as the Internet generation, has certain individualities that differ it from “Y”. Among these individualities is present the freedom of expression, which makes this generation more flexible in relation to both professional and personal life. They are more cooperative, analytical, collaborating, speedy and innovative (Ceretta; Froemming, 2011).

2. Gen Alpha: Emerging Vulnerabilities

For Gen Alpha, vulnerabilities evolving out of digital technologies are tremendous. From mental and physical impact including cognition (Wilmer et al., 2017), sleep (Jha et al., 2019), and impaired social and emotional well-being (Augner & Hacker, 2012) to cyber threats and dependence, the list is endless.

3. Gen Alpha: Education, Technology

The speeding up of globalization marked the end of the twentieth century. A principal factor in this process is the fast and continual advancement of technology. The technology has contributed to the progress of knowledge, communication facilities and rapid/easy access to information (SILVA, 2017). The “Alpha” generation has a robust connection with technology, and is part of their daily lives. With the ease that children use this tool, it is important to merge it with the school environment, implementing the educational purpose and upgrading the society for this new educational format (FARIAS, SILVA, 2015).

4. Understanding Generations

Ryder (1965) theorises generation as demographic metabolism, by representing generation as energetic and gradual social change which describes a steady pattern (Table 1). Mannheim (1952) and Ryder (1965) observed that a generation

reflects a cohort of individuals who have experienced and responded to the same historical events inherent within the same time period and location.

Table 1: Timeline of twentieth century generations

Sr. no	Generations	Timeline
1	GIs	1901-1924
2	Silents	1925-1945
3	Baby Boomers	1946-1964
4	Generation X	1965-1980
5	Generation Y/ Millenials	1981-1996
6	Generation Z/iGens	1997-2010
7	Generation Alpha	2010-2025

Note: Based on works of Strauss and Howe (1991); Howe and Strauss (2000); McCrindle, (2008); Pew Research Centre (2019). *Generation Alpha = Twenty-first century

5. Impact of Socio Economic Status of Parents' on the Emotional Intelligence of Generation Alpha Kids

Research has proved the link between living condition and the monthly pay of the parents' and the intelligence quotient of children (Ghazi et al., 2012). As we know the importance of emotional intelligence, studies being done to inspect how the socio economic status of parents' impacts the emotional intelligence of the kids. Socio Economic Status (SES) introduces to status in society, and this impacts experience from childhood to adult (Hackman et al., 2010).

Significance of the Study

This study holds significant value for educators, mental health professionals, healthcare policymakers, and market strategists alike. By examining the intersection of technology, lifestyle, and development in Generation Alpha, the findings offer critical insights in three primary areas:

- **Proactive Healthcare and Well-Being Planning:** Because well-being encompasses both physical and mental health, understanding the specific vulnerabilities of Generation Alpha is essential. This research provides a foundational look at how early, intense digital exposure affects childhood development. The insights gained can guide healthcare professionals and policymakers in designing timely interventions, updating pediatric health guidelines, and implementing necessary structural healthcare amendments.
- **Strategic Market Forecasting:** As the largest demographic cohort in history, Generation Alpha will inevitably dictate future global economic trends. Although they are currently children, their preferences heavily influence the spending behaviors of their Millennial parents. This study serves as a critical forecasting tool for businesses and market researchers, enabling them to anticipate future market opportunities, understand shifting consumer demands, and build ethical, effective long-term marketing strategies.

Research Methodology

Research Design

The present study adopts a **quantitative research design** to systematically examine the well-being dimensions of Generation Alpha and related perspectives. A quantitative approach enables objective measurement, statistical analysis, and generalization of findings within the defined population. It also has inputs from Marketing professionals

Sources of Primary Data

Primary data collected through a **structured questionnaire-based survey**. The questionnaire consist of closed-ended questions designed to measure key variables related to mental, physical, and emotional well-being, technology usage

patterns, and associated lifestyle factors. The instrument will be pre-tested to ensure reliability, clarity, and validity before final administration.

Sample Design

The universe of the study comprises consumers residing within the geographical boundaries of Mumbai, Pune, and its surrounding areas. The study specifically focuses on **parents** as respondents, given their understanding of physical and mental health among their children and adolescents. It covers perspective from marketing professionals on how they design, develop and market the products

A snowball sampling method is employed to recruit participants through referrals from initial respondents, making it particularly suitable for accessing hard-to-reach or specialized populations. This approach facilitates the identification of eligible participants who may otherwise be difficult to locate and supports the expansion of the sample through existing social or professional networks. A statistically adequate sample size is maintained to ensure sufficient data for meaningful analysis while acknowledging the inherent limitations of non-probability sampling.

Sample Size

The total sample size for the study is

My child generally appears happy and emotionally stable. माझे मूल सर्वसाधारणपणे आनंदी आणि मनाने स्थिर दिसते	B1
My child can manage stress or frustration appropriately for their age. माझे मूल आपल्या वयानुसार तणाव किंवा निराशा योग्य प्रकारे हाताळू शकते / शकतो	B2
My child expresses emotions openly at home. माझे मूल घरी आपल्या भावना मोकळेपणाने व्यक्त करते / करतो	B3
My child feels confident in daily activities. माझे मूल दैनंदिन कामांमध्ये आत्मविश्वासाने वावरते / वावरतो	B4
My child maintains good physical health. माझे मूल निरोगी आणि तंदुरुस्त राहते / राहतो	B5
My child follows a regular sleep routine माझे मूल रोज ठरलेल्या वेळेस झोपायला जातं / जाते.	B6
My child engages in sufficient physical activity. माझे मूल पर्याप्त शारीरिक क्रियाकलाप करतो / करते	B7
My child follows healthy eating habits. माझे मूल चांगले आणि संतुलित अन्न खातो / खाते	B8
My child interacts comfortably with peers. माझे मूल समवयस्कांसोबत मोकळेपणाने संपर्क करतो / करते	B9
My child feels a sense of belonging at school or in social groups. माझे मूल शाळा किंवा सामाजिक समूहात आपला सहभाग अनुभवते / अनुभवतो	B10
My child shows empathy and cooperation with others. माझे मूल इतरांशी समजूतदारपणा आणि सहकार्याने वागते / वागतो	B11
My child's screen time is well managed. माझे मूल डिजिटल साधनांचा वापर संतुलित पद्धतीने करते / करतो.	B12
Digital content positively supports my child's learning or creativity. डिजिटल साधने माझ्या मुलाला शिकण्यास आणि सर्जनशील विचार करण्यास मदत करतात.	B13
Digital safety is a key concern for me as a parent. माझ्यासाठी पालक म्हणून डिजिटल सुरक्षिततेची काळजी महत्वाची आहे	B14

I prefer products that support my child's mental wellbeing. माझ्यासाठी पालक म्हणून, माझ्या मुलाच्या मानसिक आरोग्याला फायदेशीर उत्पादने महत्वाची आहेत	C1
Safety and health features influence my product choices. उत्पादन / वस्तूची सुरक्षा आणि आरोग्यसंबंधी गुणधर्म माझ्या निवडींमध्ये महत्वाचे आहेत	C2
I prefer age-appropriate and ethically designed products. मी वयानुसार योग्य आणि नैतिकदृष्ट्या डिझाइन केलेली उत्पादने / वस्तू पसंत करतो / करते	C3
My child's emotional wellbeing influences my buying decisions. माझ्या मुलाच्या भावनिक तंदुरुस्तीचा माझ्या खरेदी निर्णयांवर प्रभाव पडतो / पडते	D1
I avoid products that may negatively affect my child's wellbeing. माझ्या मुलाच्या आरोग्यावर व मानसिक तंदुरुस्तीवर वाईट परिणाम करणारी उत्पादने / वस्तू मी वापरत नाही.	D2
I am willing to pay more for wellbeing-oriented products. माझ्यासाठी, तंदुरुस्ती आणि आरोग्याशी संबंधित उत्पादने / वस्तू महत्वाची असल्यामुळे मी त्यासाठी अधिक खर्च करण्यास तयार आहे.	D3
Recommendations from experts influence my decisions. तज्ज्ञांच्या शिफारसी माझ्या निर्णयांवर प्रभाव टाकतात	D4
Brand reputation regarding child wellbeing matters to me. मी असे ब्रँड पसंत करतो / करते ज्याची प्रतिष्ठा मुलांच्या तंदुरुस्तीशी निगडित सकारात्मक आहे.	D5
Advertisements highlighting child wellbeing attract my attention मुलांच्या आरोग्य आणि तंदुरुस्तीशी संबंधित जाहिराती मला आकर्षित करतात	E1
I trust brands that emphasize ethical marketing for children. मी असे ब्रँड पसंत करतो / करते जे मुलांच्या हिताचा विचार करून नैतिकदृष्ट्या विपणन करतात	E2
Social media influences my awareness of children's products. सोशल मीडिया माझ्या मुलांच्या वस्तू / उत्पादनांबाबत माहिती वाढवते	E3
Influencer endorsements affect my purchase decisions. प्रसिद्ध व्यक्ती किंवा इन्फ्लुएन्सर्सच्या समर्थनामुळे माझ्या उत्पादन निवडीवर प्रभाव पडतो / पडते.	E4
I prefer informative marketing over persuasive advertising. मी जास्त प्रभाव पाडणाऱ्या जाहिरातीपेक्षा तथ्यात्मक आणि माहितीपूर्ण विपणनावर विश्वास ठेवतो / ठेवते.	E5

Interpretations of Pilot Study For Data from Parents

Reliability Analysis

Reliability was assessed using Cronbach's alpha for all four constructs: Wellbeing (B), Usage (C), Purchase (D), and Marketing (E).

Construct	No. of Items	Cronbach's Alpha	Interpretation
Wellbeing	14	0.94	Excellent
Product Usage	3	0.90	Excellent
Purchase Decision	5	0.72	Good
Marketing Influence	5 4	0.69 0.76	Borderline Good (After removing E5)

Wellbeing (B)

The Wellbeing construct demonstrates excellent internal consistency. The very high alpha (0.94) indicates that the items are highly correlated and consistently measure the same concept.

Usage (C)

The Usage construct shows excellent reliability with very strong inter-item relationships.

Purchase (D)

The Purchase construct shows acceptable reliability, suitable for exploratory research.

Marketing (E)

The Marketing construct shows acceptable reliability after removing E5, indicating that E5 was weakening the scale but as sample size is small there is chance of increase in reliability for marketing so keeping that question.

Overall Reliability Conclusion

The results indicate that Wellbeing and Usage constructs have excellent reliability, while Purchase and Marketing demonstrate acceptable reliability. One item (E5) was identified as problematic and its removal improved the internal consistency of the Marketing construct.

Factor Structure Interpretation**Factor 1 – Wellbeing**

- Strong loadings: B1–B12 (0.58–0.85)

The Wellbeing construct forms a strong and dominant factor, clearly defined by most of its items.

B13, B14 show weaker and mixed loadings

Factor 2 – Usage

- Strong loadings: C1–C3 (0.75–0.86)

The Usage construct is clearly defined and stable, with minimal cross-loading.

Factor 3 – Purchase

- Loadings: D3, D4 + some E and B items

The Purchase construct is not clearly defined, as items load across multiple factors.

Factor 4 – Marketing

- Loadings: E1, E4 (strong)
- E2, E3 → split across factors

The Marketing construct is emerging but unstable, with overlapping loadings.

Variance Explained

- Total variance explained = 61%

The model explains a substantial proportion of variance, indicating a reasonably good factor structure.

Model Fit

Index	Value	Interpretation
RMSR(full)	0.05	Good
RMSEA	0.089	Acceptable
TLI	0.807	Moderate

Model fit is acceptable for a pilot study, though not ideal.

Note : This is good for pilot , but as sample size is small one cannot perform the Structural Equation Modelling hence to check going to perform the regression.

Regression Model

Correlation

	Wellbeing	Product Usage	Marketing Influence	Purchase Decision
Wellbeing	1			
Product Usage	0.42	1		
Marketing Influence	0.41	0.29	1	
Purchase Decision	0.02	0.75	0.51	1

People who use more tend to purchase more (strongest link).

Marketing also helps increase purchases.

Wellbeing has some relationship, but not very strong.

Regression Results

Purchase using: Marketing Usage Wellbeing

Table 2: Multiple Linear Regression Results (Dependent Variable: Purchase Behavior)

Variable	Coefficient (Estimate)	Std. Error	t-value	p-value	Significance
(Intercept)	3.3855	1.8107	1.870	0.0668	. (Marginal)
Marketing	0.3223	0.0889	3.627	0.0006	*** (Highly Significant)
Usage	0.9116	0.1192	7.646	< 0.0001	*** (Highly Significant)
Wellbeing	-0.0114	0.0279	-0.408	0.6849	Not Significant

Significant factors

- Usage (0.91, $p < 0.001$) Biggest impact, If Usage increases by 1 unit, Purchase increases by ~0.91
- Marketing (0.32, $p < 0.001$) Also important If Marketing increases by 1 unit, Purchase increases by ~0.32
- Wellbeing (-0.01, $p = 0.68$) No real effect on Purchase, Even slightly negative, but not meaningful statistically

(What I feel is dataset is small for model hence wellbeing is not significant but keeping it for future study)

Model Performance

- $R^2 = 0.65$ Your model explains 65% of the variation in Purchase, That's quite good
- F-test ($p < 0.001$) the overall model is statistically significant

Interpretations of Pilot Study for Data from industry professionals

Reliability Analysis

Reliability was assessed using Cronbach's alpha for all three constructs: Product Development (PD), Marketing Strategy (MS), and Wellbeing (WB).

Product Development (PD)

- Cronbach's alpha = 0.60

The Product Development construct shows moderate reliability, which is acceptable for a pilot study but below the recommended threshold.

Marketing Strategy (MS)

- Cronbach's alpha = 0.74

The construct is stable and reliable, with only minor improvement possible.

Wellbeing (WB)

- Cronbach's alpha = 0.66

The Wellbeing construct shows acceptable reliability, especially considering it contains only two items.

The construct is consistent but could be strengthened by adding more items in future.

Overall Reliability Conclusion

- MS shows good reliability
- WB shows acceptable reliability
- PD shows moderate reliability and requires refinement

Some items (Q1, Q2, Q12) were identified as weak and may need revision in the final study.

Factor Analysis

KMO Test

- Overall KMO = 0.12
- All item MSA values < 0.50

The KMO value is extremely low, indicating that the dataset is not suitable for factor analysis.

Bartlett's Test

- Chi-square = 211.19
- $p < 0.001$ (significant)

There are correlations among variables, but they are not strong enough to form meaningful factors.

Note: An Exploratory Factor Analysis (EFA) was not conducted for the industry dataset due to severe mathematical constraints. The sample size ($n = 15$) was too small to generate stable data patterns, and a critically low Kaiser-Meyer-Olkin (KMO) score of 0.12 confirmed that the inter-item relationships were too weak to group into meaningful factors.

Conclusion and Discussion of the Pilot Study

This pilot study evaluated the reliability and structural validity of research tools using data from **Parents ($n = 60$)** and **Industry Professionals ($n = 15$)**. While small samples naturally introduce some data instability, the results provide a strong foundation and a clear roadmap for tool refinement.

1. Key Insights

- **Parent Data:** The **Well-being** ($\alpha = 0.94$) and **Usage** ($\alpha = 0.90$) scales showed excellent reliability. The **Purchase** ($\alpha = 0.72$) and refined **Marketing** ($\alpha = 0.76$, after removing item E5) scales met acceptable standards. The factor structure explained a solid 61% of the total variance with acceptable model fit indices ($\{RMSR\} = 0.05$, $\{RMSEA\} = 0.089$).
- **Predictive Power:** The regression model explained 65% of the variance in Purchase Behavior ($R^2 = 0.65$, $p < 0.001$). **Digital Usage** had the largest impact ($\beta = 0.91$), followed by **Marketing** ($\beta = 0.32$). *Well-being* was not statistically significant, which is likely a byproduct of the small sample size rather than a lack of actual relationship.
- **Industry Data:** The **Marketing Strategy** scale was reliable ($\alpha = 0.74$), while **Well-being** ($\alpha = 0.66$) and **Product Development** ($\alpha = 0.60$) were acceptable but weaker. Items Q1 and Q2 showed a negative correlation warning, hinting at a phrasing or reverse-coding issue. Due to the small sample size, the KMO value was too low (0.12) to conduct a meaningful Factor Analysis at this stage.

2. Refining the Main Study

To optimize the final research instrument, the following steps will be taken before full-scale data collection: **Scale Up Sample Size:** Moving to a much larger sample in the primary study will naturally correct the current factor instability, eliminate cross-loadings, and allow for a definitive evaluation of how Generation Alpha's well-being interacts with digital market forces.

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