

# Target Group Research

---

## Introduction

I conducted desk research to investigate the potential users, motivations, and expectations of using AI to generate personalized recipes based on dietary needs and available ingredients. The findings of this research can give insight on the market demand and user satisfaction for AI-generated recipes.

---

---

## Demographic research

- Gen Z (1997-2012)
- Millennials (1981-1996)
- Gen X (1965 – 1980)
- Boomers (1946-1964)

## Artificial Intelligence

A recent study shows that Gen Z and Millennials generally have more trust in AI compared to older generations. Although all generations are open to the use of AI to solve problems, Gen Z is the most comfortable with this technology. The research, which was published in January 2023, indicates that 73% of consumers believe that AI can have a positive impact on their customer experience, and that the technology must work flawlessly to be effective.

<https://www.businesswire.com/news/home/20230131005091/en/73-ofConsumers-Believe-AI-can-have-a-Positive-Impact-on-their-CustomerExperience#:~:text=The%20survey%20found%2077%20percent,must%20be%20flawless%20as%20well>

Motivaction in 2019 found that 89% of Dutch people aged 18-34 have a positive attitude towards technology, while only 33% of those aged 65 or older have a positive attitude.

<https://www.motivaction.nl/kennisplatform/publicaties/trendrapportage-technologie-en-maatschappij-2020>

Studies have shown that Gen Z has a particularly positive attitude towards AI. For example, a study by IBM found that Gen Z has the most positive attitude towards AI among all age groups, with 77% expressing a positive view.

IBM: "Generation Z: Raising the Bar" study (2017). Available at:  
<https://www.ibm.com/downloads/cas/3ZDBZR3N>

## Personalization

Personalization can improve the user experience and increase engagement by providing relevant and tailored information to individuals. A study by Epsilon found that personalized email messages had a 29% higher open rate and 41% higher click-through rate compared to non-personalized emails. Similarly, a study by Segment found that personalized website experiences increased visitor engagement and reduced bounce rates.

Epsilon: "The Power of Personalization" study (2019). Available at:  
<https://www.epsilon.com/us/resources/the-power-of-personalization-2019>

## Cooking

Recent studies suggest that younger generations have a stronger interest in cooking and recipe searching compared to older ones. Acosta (2016) found that millennials are more enthusiastic about cooking and trying new recipes than baby boomers, while Food Marketing Institute and Hartman Group (2019) found that Gen Z and millennials enjoy cooking at home more than baby boomers. The findings suggest that AI-generated personalized recipe recommendations could be a promising way to target younger consumers.

Acosta. (2016). The Why Behind The Dine: Emerging Generations.  
<https://www.acosta.com/insights/the-why-behind-the-dine-emerging-generations>  
Food Marketing Institute & Hartman Group. (2019). U.S. Grocery Shopper Trends.  
<https://www.fmi.org/industry-topics/research-reports/grocery-shopper-trends>