

CHAPTER 17

An Analysis on Wellbeing of Generation Alpha

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ABSTRACT

Well-being is a fundamental prerequisite for human development and encompasses mental, physical, and emotional dimensions. In the twenty-first century, rapid technological advancement has significantly reshaped lifestyles, learning environments, and social interactions, raising critical questions about whether increased digital exposure serves as a boon or a bane for holistic well-being. Generation Alpha are those born after Gen Z and are mostly the children of Millennials. Their birth year ranges from 2010-2025 as per works of Strauss and Howe (1991); Howe and Strauss (2000); McCrindle, (2008); Pew Research Centre (2019). Generation Alpha = Twenty-first century Globally, more than 2.8 million Gen Alphas are born every week. As per the estimations, there will be 2 billion (200 crore) by 2025, it will be largest generation in history. It is projected that India will have the largest population of Gen Alphas, followed by China and Indonesia. As future consumers, decision-makers, and leaders, Generation Alpha will significantly influence global economic, social, and environmental trajectories. Amid rising global concerns such as mental health challenges, lifestyle disorders, environmental crises, and digital dependency, examining the well-being of Generation Alpha becomes imperative.

Keywords: Generation Alpha; Well-being; Global concerns; Lifestyle.

1.0 Introduction

Wellbeing: The Oxford English Dictionary explains Wellbeing as follows: “With reference to a person or community: the state of being healthy, happy, or prosperous; physical, psychological, or moral welfare.” Centers for Disease Control and Prevention (CDC) states Wellbeing as a concept as integration of mental health (mind) and physical health (body) resulting in more holistic approaches to disease prevention and health promotion. Well-being is an optimistic outcome which holds a meaningful importance for people and for most of the sectors of society, because it conveys us that people perceive that their lives are going well.

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Generation Alpha: The name *Generation Alpha* was coined by McCrindle Research, an Australian consulting agency, through a survey conducted in 2008. It is useful to understand Generational Definitions, to allow meaningful discussions and views.

Each generation spans 15 years as follows:

- Generation Y (Millennials) born from 1980 to 1994
- Generation Z from 1995 to 2009
- Generation Alpha from 2010 to 2024

And so it follows that Generation Beta will be born from 2025 to 2039. 2010 is the same year, the first iPad was released, and Instagram was launched. Generation Alpha are mostly the children of millennials. This new generation hasn't even established credit, buying powers, and yet they're impacting the spending behaviours of their millennial parents (who also happen to be entering their prime spending years). It becomes important to study Generation Alpha to understand the market opportunities for the coming years and thus develop market strategies. More than 2 million Gen Alphas are born every week globally, it is estimated that there will be 2 billion (200 crore) by 2025. It is projected that India will have the largest population of Gen Alphas, followed by China and Indonesia.

2.0 Review of Literature

2.1 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).

2.2 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.

2.3 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).

2.4 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*

2.5 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)

3.0 Significance of the Study

The study is important because of:

- **Wellbeing:** Wellbeing means the physical and mental health of an individual. Understanding the same of the Generation Alpha will help us understand the required healthcare amendments and accustom to it.
- **Future Forecast:** It becomes important to study Generation Alpha to understand the market opportunities for the coming years and thus develop market strategies.
- **Modifications to live a healthier and happier life:** With this study, we would come to know if any modifications are required in lifestyle to lead it healthy and happy.

4.0 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.

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 doctors as respondents, given their professional understanding of physical and mental health trends among children and adolescents.

A stratified random sampling method is employed to ensure adequate representation across relevant strata (e.g., specialization, years of experience, type of practice). This method enhances representativeness and reduces sampling bias. A

statistically adequate sample size maintained for each stratum as well as for the overall sample.

4.1 Advantages of using random inputs

- *Representativeness*: Random sampling helps ensure that the sample is representative of the entire population, making it more likely that the findings can be generalized.
- *Reduced Bias*: Random sampling minimizes selection bias, as each member of the population has an equal chance of being included.
- *Statistical Validity*: Findings from randomly selected samples allow for the application of statistical tests to assess the reliability and validity of the results.
- *Sample Size*: The total sample size for the study is 154 respondents (Doctors).
- *Research Questionnaire*:

1. What is your Medical Specialty?
 - Family Medicine/Family Physician/General Physician
 - Paediatrics
 - Child Psychology
 - Others
2. How many years of experience do you have working with children?
 - 0-10
 - 11-20
 - 20 years plus
3. Do you believe that Generation Alpha is exposed to excessive screen time from birth?
 - Yes
 - No
 - Not Sure
4. Do you believe that excessive screen time is influencing the behavior of Generation Alpha children in a negative way?
 - Yes
 - No
 - Not Sure
5. Do you think Generation Alpha is less physically active and more inclined towards a sedentary lifestyle?
 - Yes
 - No
 - Not Sure
6. Do you think social media has a significant impact on the behavior and social dynamics of Generation Alpha?

- Yes
 - No
 - Not Sure
7. Do you believe that changes in family structure (eg single-parent households, dual working parents) are affecting the well-being of Generation Alpha?
- Yes
 - No
 - Not Sure
8. Do you anticipate that the physical and mental health challenges of Generation Alpha will increase in the coming years?
- Yes
 - No
 - Not Sure
9. Do you believe that educational institutions, parents, families, and doctors play a crucial role in promoting the well-being of Generation Alpha?
- Yes
 - No
 - Not Sure

5.0 Data Analysis & Interpretation

5.1 Descriptive findings (frequencies & percentages)

5.1.1 Exposure to excessive screen time from birth

- Yes: 144 (93.5%)
- No: 6 (3.9%)
- Not Sure: 4 (2.6%)

Interpretation: An overwhelming majority believe Generation Alpha is exposed to excessive screen time from birth.

5.1.2 Negative behavioral influence of screen time

- Yes: 140 (90.9%)
- Not Sure: 12 (7.8%)
- No: 2 (1.3%)

Interpretation: Most professionals perceive screen time as negatively influencing behavior.

5.1.3 Physical inactivity & sedentary lifestyle

- Yes: 128 (83.1%)
- Not Sure: 14 (9.1%)
- No: 12 (7.8%)

Interpretation: A strong majority believe Generation Alpha is less physically active compared to previous generations.

5.1.4 Impact of social media

- Yes: 142 (92.2%)
- Not Sure / Mixed: Small minority
- No: Very few responses

Interpretation: Social media is perceived as having a significant behavioral and social impact.

5.1.5 Family structure changes affecting well-being

- Yes: 122 (79.2%)
- Not Sure: 18 (11.7%)
- No: 12 (7.8%)

Interpretation: Most respondents believe changes in family structure influence child well-being.

5.1.6 Anticipated increase in physical & mental health challenges

- Yes: 128 (83.1%)
- Not Sure: 24 (15.6%)
- No: 2 (1.3%)

Interpretation: A strong consensus suggests professionals expect worsening health challenges in the coming years.

5.1.7 Role of institutions & families in promoting well-being

- Yes: 142 (92.2%)
- Not Sure: 8 (5.2%)
- No: 4 (2.6%)

Interpretation: There is near-universal agreement that collaborative efforts (schools, families, healthcare providers) are essential.

6.0 Results

Overview: A total of 154 healthcare professionals participated in this study to examine perceptions regarding the well-being of Generation Alpha. Descriptive statistical analysis (frequencies and percentages) was conducted to summarize responses.

Perceived Exposure to Screen Time: The vast majority of respondents (93.5%) believed that Generation Alpha is exposed to excessive screen time from birth. Only a small

proportion disagreed (3.9%) or were unsure (2.6%). This indicates a strong professional consensus regarding early and excessive digital exposure.

Perceived Behavioral Impact of Screen Time: Approximately 90.9% of respondents agreed that excessive screen time negatively influences children's behavior. Very few disagreed (1.3%), while 7.8% were uncertain. This finding suggests that healthcare professionals strongly associate digital overexposure with behavioral concerns.

Physical Activity and Sedentary Lifestyle: A significant majority (83.1%) reported that Generation Alpha is less physically active and more inclined toward sedentary behavior. About 9.1% were unsure, and 7.8% disagreed. This reflects concerns regarding reduced physical engagement and increasing sedentary habits.

Impact of Social Media: Most respondents (92.2%) indicated that social media has a significant impact on children's behavior and social dynamics. This reinforces concerns about digital platforms shaping social development patterns.

Influence of Family Structure: Approximately 79.2% of participants believed that changes in family structure (e.g., single-parent households, dual-working parents) affect children's well-being. This suggests that social and familial changes are perceived as contributing factors to child development outcomes.

Anticipated Increase in Health Challenges: A substantial majority (83.1%) anticipated that physical and mental health challenges among Generation Alpha will increase in the coming years. This indicates a strong forward-looking concern among professionals regarding future healthcare burden.

Role of Institutions and Families: An overwhelming 92.2% agreed that educational institutions, families, parents, and healthcare providers play a crucial role in promoting well-being. This highlights a collective responsibility model for child welfare.

Overall, the findings demonstrate a strong professional concern regarding behavioral, physical, and psychosocial challenges facing Generation Alpha.

7.0 Conclusion

The findings of this study reveal a strong consensus among healthcare professionals regarding emerging well-being challenges faced by Generation Alpha.

The data indicate widespread concern about:

- Early and excessive screen exposure
- Negative behavioral implications of digital use
- Increasing sedentary lifestyles
- The social impact of digital media
- Structural changes within families
- A projected rise in physical and mental health challenges

Collectively, these findings suggest that Generation Alpha is perceived as being at significant developmental risk due to technological, social, and lifestyle factors. However, the strong agreement regarding the role of parents, schools, healthcare providers, and families indicates optimism that collaborative and preventive strategies can mitigate these risks.

8.0 Implications

The results emphasize the need of below and develop products that focus on the well-being.

- Early digital exposure guidelines
- Promotion of physical activity programs
- Parental education initiatives
- Mental health awareness interventions
- Multi-sector collaboration in child development policies

9.0 Limitations

- Response Bias: Respondents may be inclined to provide socially desirable responses, leading to a potential bias in the data. This bias can affect the accuracy of the findings, especially if respondents feel compelled to present themselves or their generation in a favourable light.
- Limited Time Frame: The research is conducted within a limited time frame, preventing a comprehensive exploration of the dynamic trends within Generation Alpha.

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