

Abstract

Plant-based milk (PBM) is often used as milk alternatives that mimic the appearance and nutritional value through fortification. PBM demand in Indonesia has increased driven by the emergence of modern, health-conscious lifestyles. Moreover, with the majority of the Asian population being lactose intolerant, this creates a great market potential for dairy alternatives. To expand the market of PBM, understanding the purchasing behavior of consumers is important. Based on studies, gender is recognized as one of the major factors affecting purchasing behavior. Thus, understanding these gender-specific differences can help to create a more segmented target consumers and developed best approaches of strategy. Integrated Behavioral Model (IBM) is used as the theoretical framework aims to examine gender moderating role in Gen Z purchase behavior toward PBM. An online survey was shared to Gen Z consumers ($n = 382$). The collected data were analyzed using Partial Least Square-Multi Group Analysis (PLS-MGA). Interestingly, the results show all factors influencing purchase intention and purchase behavior of PBM are insignificant between both male and female Gen Z consumers ($p > 0.05$). Meaning that both genders have the same perspective and behavior towards the idea of PBM. These findings emphasize that PBM are gender neutral products, hence marketers can focus more into the product's value rather than focusing on gender preferences.

Keywords: Gender, Gen Z, Integrated behavioral model, Plant-based drink, Purchase behavior, PLS-MGA