

# Gender-based Market Segmentation and Consumer Intention to Buy Functional Non-dairy Milk

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## Introduction

In recent years, non-dairy milk products have seen rapid growth and diversification within the food and beverage industry. Driven by changing dietary preferences, environmental consciousness and health awareness, more consumers are turning toward plant-based alternatives. Among various strategies to attract and retain these consumers, gender-based market segmentation has become a focal point. It is well recognized that consumer preferences and behaviors often vary across gender lines, influencing product choice, purchase motivation and brand loyalty. Consequently, marketers are increasingly looking to understand gender-driven dynamics, particularly in segments like functional non-dairy milk, which combine plant-based milk with added health benefits such as enhanced nutrients, vitamins, or protein [1].

Functional non-dairy milk includes varieties made from almonds, soy, oats and coconut, among others, often enriched with vitamins, minerals, or other supplements that appeal to health-conscious consumers. However, beyond health, purchasing motivations can stem from a variety of factors, including taste, lifestyle choices, ethical concerns, or environmental awareness. Gender-based segmentation, therefore, plays a crucial role in not only determining the specific consumer needs within each gender group but also in crafting tailored marketing messages that align with their unique purchasing drivers. Understanding the role of gender-based segmentation in shaping consumer intention to buy functional non-dairy milk can provide marketers with valuable insights into how to more effectively target, communicate and meet the demands of a diverse consumer base [2].

## Description

Gender has long been recognized as a significant factor in consumer behavior, with distinct preferences and behaviors linked to each gender. In the context of food and beverage choices, these differences are often reflected in dietary priorities, health concerns and lifestyle factors. While men and women may both value health benefits in their food choices, the way each gender prioritizes certain aspects and attributes within a product often varies, influencing their overall purchase intention. For instance, studies suggest that women are generally more inclined towards health-conscious choices, often seeking out products that offer nutritional benefits, while men may prioritize functionality and performance, especially in products perceived as beneficial to physical fitness or athletic goals. In the case of functional non-dairy milk, such insights are instrumental in formulating targeted marketing campaigns that address these gender-based differences effectively [3].

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Functional non-dairy milk is marketed for its health and environmental benefits, making it an ideal product for gender-based segmentation. For women, health benefits, ethical considerations and lifestyle alignment are often significant motivators. Many women view plant-based milk as a healthier option, appreciating its lower calorie and cholesterol levels, high fiber content and potential for enhanced vitamins and minerals. Additionally, ethical concerns such as animal welfare and environmental sustainability tend to resonate more strongly with female consumers, who are often more likely than their male counterparts to adopt eco-friendly consumption habits. By recognizing these priorities, brands can craft messages that emphasize the ethical and health aspects of their products, potentially resonating more with female consumers [4].

Gender-based segmentation also reflects the types of information men and women prioritize before making a purchase. Women are often more thorough in their research process, considering factors like nutritional labels, ingredient sourcing and brand values. They are more likely to engage in detailed product comparisons, read reviews and evaluate the social and environmental impact of their purchases. Men, however, may prioritize key benefits over intricate details, seeking straightforward information about a product's functional advantages. By tailoring marketing materials to address these information preferences, brands can increase relevance and appeal for each gender, effectively guiding consumers through their decision-making process [5].

## Conclusion

The influence of gender-based market segmentation on consumer intention to buy functional non-dairy milk is significant, revealing insights into the motivations, values and behaviors of male and female consumers. Women tend to favor products that offer health benefits, ethical considerations and holistic lifestyle alignment, making them more inclined towards non-dairy milk products that emphasize wellness, self-care and environmental responsibility. Men, on the other hand, prioritize functionality, performance and simplicity, showing a preference for high-protein, performance-oriented products that align with their fitness goals.

Looking ahead, gender-based segmentation provides a valuable framework for product development, communication strategy and customer engagement in the functional non-dairy milk market. As gender norms evolve and as consumers increasingly seek products that reflect their unique identities and values, marketers must continue to refine their segmentation strategies to accommodate diverse and dynamic preferences. By balancing targeted gender-based appeals with inclusive, value-driven messaging, brands can foster loyalty and build a foundation for sustained growth in the expanding market for functional non-dairy milk.

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## Conflict of Interest

None.

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