PURCHASING BEHAVIOR AND ITS DETERMINANTS TOWARD CHICKEN EGGS IN DIFFERENT CONSUMER SEGMENTS: EVIDENCE FROM INDONESIAN MILLENNIAL AND Z GENERATIONS

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Abstract: As the demand for chicken eggs continues to increase, currently Indonesian consumers also have many choices in the decision to purchase good quality eggs in the context of type, quality and place of purchase of eggs. The diverse quality of egg products in the market shows that the Indonesian egg market is increasingly segmented. This research aims to analyze the purchasing behavior of chicken eggs and the factors influencing purchasing decisions in the millennial and Z generations as Indonesia's largest consumer segments. This research used primary data from both online and offline surveys of 365 respondents in Greater Jakarta. Data were analyzed using descriptive statistics and partial least squares-structural equation modeling. The results showed that the millennial generation tends to purchase eggs more in a month and consider nutritional value, while the Z generation tends to be price oriented. The results also showed that price, purchase location and consumer knowledge significantly positively affected egg purchase decision for both the millennial and Z consumer segments. In addition, millennial consumers also consider product qualities and lifestyle in their chicken egg purchase decision. A better understanding of consumer behaviour for chicken eggs among different segments is vital for marketers to efficiently meet the expected and dynamic consumer demand.

Keywords: chicken eggs, consumer segment, millennial generation, purchasing decisions, Z generation

Abstrak: *Seiring dengan meningkatnya permintaan telur ayam ras, saat ini konsumen Indonesia juga mempunyai banyak pilihan dalam mengambil keputusan pembelian telur yang berkualitas baik dari segi jenis, kualitas dan tempat pembelian telur. Semakin beragamnya kualitas produk telur yang beredar di pasar menunjukkan bahwa pasar telur Indonesia semakin tersegmentasi. Penelitian ini bertujuan menganalisis perilaku pembelian telur ayam ras dan faktor-faktor yang memengaruhi keputusan pembelian pada generasi milenial dan Z sebagai segmen konsumen terbesar di Indonesia saat ini. Penelitian ini menggunakan data primer dari survei daring dan luring terhadap 365 responden di Jabodetabek. Data dianalisis menggunakan statistik deskriptif dan partial least squares-structural equation modelling. Hasil penelitian menunjukkan bahwa generasi milenial cenderung membeli telur lebih banyak dalam seminggu dan mempertimbangkan nilai gizinya, sedangkan generasi Z cenderung berorientasi pada harga. Hasil penelitian juga menunjukkan bahwa harga, lokasi pembelian dan pengetahuan konsumen berpengaruh positif signifikan terhadap keputusan pembelian telur baik pada segmen konsumen milenial maupun konsumen Z. Selain itu, konsumen milenial juga mempertimbangkan kualitas produk dan gaya hidup dalam keputusan pembelian telur ayam. Pemahaman yang lebih baik tentang perilaku konsumen telur ayam di berbagai segmen sangat penting bagi pemasar untuk memenuhi permintaan yang dinamis dan seperti yang diharapkan konsumen.*

Kata kunci*: generasi milenial, generasi Z, keputusan pembelian, segmen konsumen, telur ayam*

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INTRODUCTION

Eggs are an important food commodity due to source of high animal protein at a relatively affordable price. They are easy to process or as raw materials for processed food products (Martínez et al. 2011). In addition, eggs also play a role in reducing the risk of noncommunicable or cardiovascular diseases (Zaheer, 2015). In Indonesia, eggs are among the nine necessities for people's daily needs (Kumar and Rajkumar, 2017). According to this, like other necessities, the demand for eggs is expected to continue to increase as the increasing of population in Indonesia.

Along with increasing consumer preferences and knowledge of food, there is an increasing availability of quality egg products in both traditional and modern markets. The increasingly diverse quality of egg products is indicated by a variety of types and attributes such as brand labels, animal welfare, expiration dates, composition claims (low cholesterol, omega 3 content, hormone-free, and antibiotic-free), halal certification, and other egg quality-related certifications (Lin and Chen, 2021; Ludwina, 2018). Eggs with various quality attributes indicate that consumers have more choices to purchase eggs according to their needs. In another sense, the more diverse quality of egg products available in the market may indicate that the Indonesian egg market is increasingly segmented.

Aside from the development of egg quality, changes have also occurred in many accesses to purchased eggs. Along with the development of technology, consumers have more choices of places to purchase eggs from traditional, modern markets, and online markets. For example, eggs are now available in online markets with competitive prices compared to traditional markets and supermarkets. Current research shows that agri-food e-commerce provides opportunities for consumers to purchase their daily food needs, including fresh, processed, and ready-to-eat agri-food products (Sithohang et al. 2021). This shows that the increase of various locations for purchasing eggs is one of the critical factors for consumers to consider as a purchase decision. Furthermore, other current empirical research shows that factors affecting the purchase decision of eggs are price (Nugroho et al. 2021; Rondoni et al. 2020), location (Suryani and Oktafani, 2021), consumer knowledge (Rakasyifa and Mukti, 2020) and lifestyle (Achmada et al. 2022). However, these studies do not differentiate purchasing behavior between consumer segments, where consumer segments are thought to have different behaviors and considerations of purchasing decision factors. This study addresses these research gaps by focusing on two segments of Indonesian consumers' purchasing behavior toward egg products.

Currently, one of the popular consumer segmentation that needs to be considered by marketers is based on socio-demographic factors, particularly generation cohorts (Parment, 2013; Thompson et al. 2018). In the context of the consumer segment, a cohort represents a segment, which means that individuals in a segment are believed to share similar values. In Indonesia, the millennial generation (born in 1981-1996) and Z (born in 1997-2012) are the largest population segments, reaching 27.90% and 25.87%, respectively, of the total population in Indonesia. Conceptually, each generation of consumers represents a separate market segment with its own characteristics, priorities, and unique consumer behavior patterns (Schiffman & Wisenblit, 2019). Therefore many studies use generational cohorts to examine the differences between consumer generations in terms of various consumer behavior aspects, such as online shopping (e.g. Dabija and Lung, 2019; Utamanyu and Darmastuti, 2022; Zuniarti et al. 2019), choice of stores (e.g. Suleman et al. 2019; Sullivan, 2020), finance (e.g. Pratiwi et al. 2022), fashion (e.g. Junita and Panjaitan, 2022; Utamanyu and Darmastuti, 2022), tourism (Huang and Lu, 2017), and brand (e.g. Bento et al. 2018). Specifically, recent studies showed that Generation Z and Millennials exhibit different purchasing behaviors, though they share a few characteristics (Thangavel et al. 2021).

In the context of consumer food studies, current empirical evidence showed that there are differences between generations regarding purchasing and consumption behaviors such as sustainable food consumption (Kamenidou et al. 2019), instant noodles (Devina and Rahayu, 2022), and wine attributes (Koksal, 2019). In addition, recent studies showed differences in purchasing behavior on food (chocolate) between Generation Z and Millennials (Prokofeva, 2023). Therefore, the study further hypothesizes that there are potential differences among generational cohorts, millennial and Z generations, in terms of egg-

purchasing behavior. It is relevant to the generational cohort theory introduced by Mannheim (1952) and advanced by others (e.g. Inglehart, 1997) states that people who experience the same historical, social, cultural, political, and economic events during their coming-of-age years, we called in the same cohort, share common values, preferences, and behaviors during their life. Furthermore, while the business competition has grown in intensity and complexity, consumer demand has also been changing and becoming more fragmented.

Understanding differences in egg purchasing behavior between Generation Z and Millennial consumer segments can be an important insight for food business retailers in formulating their marketing strategies. Although those segments have several similar characteristics, their purchasing behavior on food is different (Prokofeva, 2023). Therefore, there is a research question of whether there is a difference in egg purchasing behavior among Generation Z and Millennials. This research aims to analyze the purchasing behavior of chicken eggs in millennial and Z consumer segments and analyze the factors influencing their purchasing decisions for chicken eggs.

METHODS

This research was conducted in December 2023. The study used primary data from both online and offline surveys. The primary data of the online survey was collected through the distribution of online questionnaires using Google Forms through the first author's social media. Although online surveys are currently used more frequently and better track actual behavior, online surveys have a potential weakness (Evans & Mathur, 2018). Furthermore, Evans & Mathur (2018) stated that hybrid surveys will be widespread in the future. Therefore, this study also conducted an offline survey through face-to-face interviews in several grocery stores, minimarkets, and traditional markets that are easy to access for researchers, such as Tangerang (Ciledug) and Jakarta (Kebayoran Lama and Kebun Jeruk).

The sampling method used was purposive sampling. The criteria for the respondents were: (a) millennial and Z generation consumers with a range of age 20-42 years old in 2023; (b) consumers who actively purchase chicken eggs in traditional and modern retail sampling methods. The primary data collection was carried out using online and direct survey methods of 480 respondents. Of the total 480 respondents, 236 millennial respondents were identified, 129 respondents from Generation Z, 7 respondents from the baby boomer generation, and 108 respondents from Generation X. Since this research only targeted respondents from the millennial and Z generations, respondents from the baby boomers and X generations were excluded in the analysis. In total, the study used 365 respondents for further analysis.

Data analysis was carried out to answer the aim of this research, namely identifying patterns of buying behavior for chicken eggs by millennial and Z-generation consumers and the factors that influence their purchasing decisions. Data were analyzed using descriptive statistics and partial least squares structural equation modeling (PLS-SEM). The stages in the PLS-SEM analysis carried out are (Garson, 2016): (1) designing a structural model (inner model); (2) designing a measurement model (outer model); (3) constructing a path diagram to visualize the relationship between indicators and their variables; (4) model estimation; (5) goodness of fit; (6) hypothesis testing and interpretation. The latent variables and hypotheses in the model in this research were obtained from consumer behavior theories (Solomon, 2016) and a literature review regarding purchasing behavior patterns and factors that influence egg purchasing decisions (e.g. Achmada et al. 2022; Nugroho et al. 2021; Rakasyifa and Mukti, 2020; Rondoni et al. 2020; Suryani and Oktafani, 2021) and the consumer context in general. Figure 1 shows the research model framework, including the five latent variables used in this research, namely price, egg quality, purchase location, consumer knowledge, and lifestyle. This research hypothesizes that the five latent variables have a positive influence on egg purchasing decisions: price affects consumers' egg purchase decision (H1), product quality has a positive effect on egg purchase decision (H2), location affects egg purchase decision (H3), consumer knowledge has a positive effect on their egg purchase decision (H4), and consumer lifestyle affect their egg purchase decision (H5). In this research, PLS-SEM analysis was carried out separately for millennial and Z consumer segments.

RESULTS

Characteristics of Respondents

The results of the demographic analysis of respondents in Table 1 show that respondents from the millennial generation are dominated by respondents who are already working, while students or university students dominate Generation Z. This may be related to the income of both generations. The results of income analysis can be related to behavior and product purchasing decisions. Most millennial generation respondents already have an income of more than two million to ten million, while Generation Z has an income of under two million to five million rupiah.

The millennial generation has the option to buy more expensive protein products compared to Generation Z due to their higher income. The millennial generation also has 2-3 to 4- 5 people (around 47%) in one family. In contrast, Generation Z has 2-3 people (57,40%) in one family. The number of family members is related to whom the respondent lives in the same house. The majority of the millennial generation lives with a family; 64,8% of respondents are even likely to have children, so the majority have family members of 2-3 to 4-5 people.

In contrast to the millennial generation, most Generation Z live alone in a boarding house or rented house (43.6%) or still live with their parents (42,6%). This opinion is supported by the percentage value of Generation Z, which is dominated by college students or students. Based on these results, the majority of the millennial generation work as private employees with an income of 2-5 million to 5-10 million rupiah. Most millennials live with a partner and have a family of 2-3 to 4-5 people. Meanwhile, most Generation Z work as students, the majority living alone or with their parents with an income of less than 2 million to a maximum of 5 million rupiahs with a family of 2-3 people.

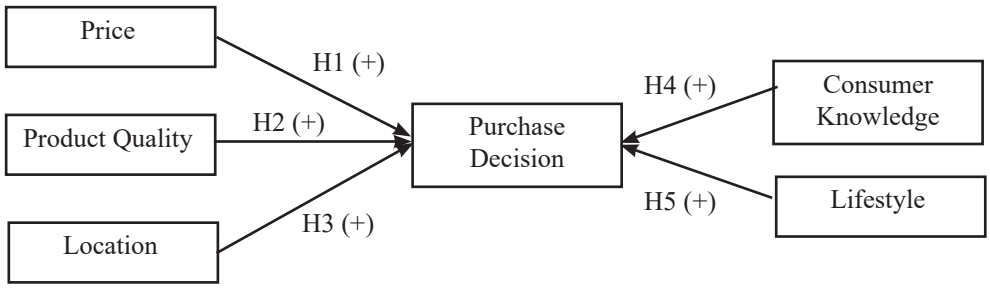

Figure 1. Research model framework

Table 1. Demographic characteristics of respondents

Characteristics	Categories with the Highest Percentage			
	Millennial Generation	Percentage (n=236)	Z Generation	Percentage (n=129)
Gender	Woman	64.0	Woman	72.1
Domicile	Jabodetabek	58.5	Jabodetabek	54.3
Education	Bachelor's degree	56.8	Bachelor's degree	49.6
Work	Private employees	39.4	Students	47.3
Residence	Living with family	64.8	Live away from home	43.4
Income	2-5 million Rupiah	45.3	< 2 million & 2-5 million Rupiah	41.9
Family members	2-3 people & 4-5 people	47.0	2-3 people	57.4

Purchasing Behavior of Chicken Eggs among Millennial and Z Generations

A comparison of the purchasing behavior of chicken eggs from the millennial and Z generations can be seen in Table 2. The quantity of chicken eggs purchased by the millennial generation is between one and three kilograms (55.50%), and some of them purchased more than three kilograms, and some others purchased less than one kilogram with a consumption frequency of one to two times a week. In contrast to the millennial generation, the Z generation purchased in smaller quantities, namely, under one kilogram, with a consumption frequency of one to two times a week. These results show similarities in that both generations consumed chicken eggs at the same frequency. This behavior shows that both generations have a routine to purchase chicken eggs every week. The greater quantity of millennials does not indicate that they consume more than the Z generation because the quantity of purchases for both generations is different. The millennial generation consumes for the needs of one family, while the majority of Generation Z is for individual consumption. This can be analyzed based on the purpose of egg purchasing for both generations, which have similarities; more than 90% of respondents consume chicken eggs for household consumption.

Table 2. Comparison of purchasing behavior for chicken eggs

Attribute	Millennial Generation	Percentage (n=236)	Z Generation	Percentage (n=129)
Eggs Buying Behaviour				
Frequency of purchase	1-2 times a week	69.1	1-2 times a week	60.5
	3-4 times a week	25.8	3-4 times a week	27.9
Quantity of purchase	1-3 kg	55.5	< 1 kg	52.7
	< 1 kg	25.4	1-3 kg	38
Source of egg purchased	Grocery Store	55.1	Grocery Store	58.9
Packaging of egg purchased	No packaging (use of plastic bag)	66.5	No packaging (use plastic bag)	65.9
	Plastic tray	36.4	Plastic tray	29.5
Price increase	Continue to purchase	60.2	Continue to purchase	63.6
Eggs Consumption Behaviour				
Motive for consumption	Easy to obtain	67.8	Easy to obtain	69.8
	Nutritious	54.2	Affordable price	60.5
Purpose of consumption	Daily consumption	94.5	Daily consumption	94.6
	Fresh food business	12.7	Processed food business (e.g. catering. bakery)	7.8
Consume premium egg	Yes	74.1	Yes	71.3
Types of premium egg consumed	Omega-3 egg	59.3	Omega-3 egg	56.6
	Organic egg	36	Organic egg	44.2
Alternative protein-based food consumed	Chicken meat	51.3	Chicken meat	53.5
	Fish meat	41.9	Tofu	45

Note: There are multiple answers for some questions, e.g. ‘What the motives of your egg consumption?”

Both millennial and Z-generation consumers mostly purchase eggs at grocery stores, supermarkets, and traditional markets. Purchases of chicken eggs on the e-commerce market are still relatively small, around 8%. These results show that both generations still refer to purchasing chicken eggs in traditional and modern offline retail, and a few respondents use e-commerce to purchase chicken eggs. There are two reasons why e-commerce is not developing egg products. First, chicken eggs are a perishable product. There will be additional costs in packaging, transportation, and product guarantee, while Generation Z still has limitations in terms of income. Second, grocery stores are still easy for both generations to find when it comes to purchasing chicken eggs. This result is also supported by the fact that 65% of respondents from both generations purchased chicken eggs using plastic packaging. These results show that plastic packaging is still relevant for both generations because they have the flexibility to choose their own preferences, for instance, choosing the chicken eggs by looking for the physical appearance, color, and size. Meanwhile, the majority of the chicken egg products in minimarkets or supermarkets have been packaged using plastic trays.

The reasons for consuming chicken eggs have different answers by analyzing the highest percentage. Generation Z prioritizes easy-to-obtain and affordable prices with a percentage value of more than 45%, while the millennial generation prioritizes nutritious and easy-to-obtain with a percentage above 50%. Also, the price is in the third highest percentage. These results show that Generation Z prioritizes convenience and price, while the millennial generation analyzes more about the nutritional content of chicken eggs and affordability. Most respondents from both generations, millennials (60.2%) and Z (63.6%) tend to continue to purchase chicken eggs even though their prices are rising. Chicken meat is the main choice as an alternative protein source for both generations, while lamb is the last choice. Most respondents from both generations, namely millennials (74.2%) and Z (71.3%), consume other types of premium eggs besides chicken eggs. Omega eggs are the other premium eggs that are most consumed, followed by organic eggs, vegetarian eggs, and free-range eggs.

Factors Influencing Purchase Decision of Chicken Eggs among Millennial and Z Generations

To answer the second objective, this research conducted a PLS-SEM to analyze the factors influencing the purchase decision of chicken eggs in the millennial and Z generation. The evaluation of the model was carried out both for the evaluation of the measurement model (outer model), which includes testing of convergent validity, discriminant validity, and composite reliability, as well as evaluation of the structural model (inner model).

The evaluation of the outer model (based on convergent testing) shows that one of the 19 indicator variables was not eligible for the value loading factor (more than 0.7), the purchasing decision variable indicator, so this indicator was removed. In the remainder, all indicators in the outer model for the millennial generation meet the loading factor requirements. On the other hand, testing the outer model for generation Z shows that 19 indicator variables have fulfilled the loading factor of more than 0.7. In the context of discriminant validity testing, the two models for the millennial and Z generations show that all latent variables have AVE values above 0.50, so all variables are declared valid.

The results of the outer model evaluation based on construct reliability testing on both millennial and Z generation models also show that all variables in this study are declared reliable because they have composite reliability and Cronbach's alpha values that are greater than 0.70. The results of the outer model on three tests of convergent, discriminant, and reliability validity can be seen in Table 3.

The results of the inner model evaluation of the PLS-SEM model for the millennial and Z generations show that the R2 value for each model is 0.795 and 0.834, respectively. For the millennial generation, variability of the purchase intention constructs could be explained by the variables included in the model, namely price, location, product quality, consumer knowledge, and lifestyle use, by 79.5%. In comparison, 20.5% of others were explained by other variables outside the model. On the other hand, for Z generation, the purchase intention construct variability can be explained by 83.4% of variables used in the model, namely price, location, and consumer knowledge.

The results of the significance test using the bootstrapping procedure in the Millennial and Z generation models can be seen in Table 4. Five factors influence the purchase decision of chicken eggs in the Millennial generation, namely price, product quality, location of purchase, knowledge, and lifestyle (Table 4). Purchasing decisions in the millennial generation include several aspects. However, the quality of chicken eggs is the main reference for quality and location when purchasing chicken eggs. The majority of the millennial generation already have higher incomes, are married, and purchase chicken eggs in greater quantities, so the quality of these eggs is still the main reference. The results of this study are in line with the research of Aryani (2019), finding that if income levels increase, demand for high-quality products will also increase. The results also show the consistency of food expenditure with Bennett's law, confirming that as income increases, the quality of food purchased and consumed improves (Amfo et al. 2019).

The location of egg purchases is also another factor influencing the purchasing decisions of chicken eggs in the millennial generation because it can be reflected in the purchasing behavior of millennials who still buy chicken eggs at grocery stores. This is due to flexibility in choosing the chicken eggs to be purchased, in terms of physical appearance, size, and number of eggs purchased in kilograms. Apart from that, it is easy to find grocery stores in areas where the millennial generation lives. The results of this study are in accordance with the research of Timoer (2019), finding that consumer preferences for shopping for agricultural commodities in traditional retail are the reason that fresher, have more choices, and are cheaper when compared to modern retail.

Table 3. Outer model evaluation results

Variable	Millennial Generation (n=236)			Z Generation (n=129)		
	CA	AVE	CR	CA	AVE	CR
Price	0.793	0.708	0.795	0.846	0.704	0.847
Product quality	0.787	0.713	0.790	0.845	0.807	0.847
Location (source) of purchased	0.799	0.702	0.799	0.833	0.708	0.835
Consumer knowledge	0.799	0.688	0.850	0.908	0.851	0.908
Lifestyle	0.673	0.753	0.673	0.758	0.822	0.758
Purchase decision	0.797	0.712	0.797	0.861	0.714	0.863

Note: CA (Cronbach's alpha). AVE (Average Variance Extracted). CR (Composite reliability)

Table 4. Output of boostrapping

Path	Millennial Generation (n=236)				Z Generation (n=129)			
	Coefficient	T-Stat	P-value	Hypothesis	Coefficient	T-Stat	P-value	Hypothesis
Price → Purchase decision	0,190	2,129	0,033**	Confirmed	0,648	7,363	0,000*	Confirmed
Product quality → Purchase decision	0,233	3,418	0,001*	Confirmed	-0,014	0,159	0,874	Not confirmed
Location → Purchase decision	0,228	3,356	0,001*	Confirmed	0,175	2,120	0,034**	Confirmed
Knowledge → Purchase decision	0,162	2,413	0,032**	Confirmed	0,309	2,583	0,010**	Confirmed
Lifestyle → Purchase decision	0,178	2,012	0,044**	Confirmed	-0,158	1,396	0,163	Not confirmed

Note: *significant at = 1%, ** significant at α = 5%

On the other hand, Table 4 also shows that only three factors influence the decision to purchase chicken eggs in Generation Z: price, location, and knowledge. Z generation is still affected by price; in this case, it can happen because Z generation still does not have enough income to get quality eggs and still uses prices as a reference for purchasing decisions. Like the millennial generation, most Generation Z in this study purchased purebred chicken eggs at the grocery store. Apart from the flexibility to choose the egg size, Generation Z can also buy it in smaller quantities, considering that most Generation Z live away from home (e.g., in rented houses or 10 boarding rooms). It is also important for traditional retailers to pay attention to price and location to remain competitive and maintain the availability of products (Effendi et al. 2019).

From the previous explanation, similar factors influence the decision to purchase chicken eggs in the millennial and Z generations, namely price, location, and consumer knowledge. On the other hand, product quality and lifestyle are factors that differentiate decision-making between these two generations. This is thought to be due to lifestyle, which can reflect consumption patterns, namely describing how consumers use their money and time (Solomon, 2016) between the Millennial and Z generations. The findings indicate some differences in chicken egg purchasing behavior among those segments, though there are also similarities.

Managerial Implications

The results of the purchasing behavior of both the millennial and Z segments toward the chicken eggs provide useful information for those who are interested in egg marketing and business. As there are some differences in purchasing behavior among those segments, food marketers need to customize their marketing strategies to resonate well with each segment of the generational cohort. For those marketers who targeted both millennial and Z segments, the recommendations for marketing strategy are as follows. First, marketers need to consider grocery stores as a reference for marketing channels for chicken eggs. However, looking for grocery stores in strategic locations close to these segments is important. For example, stores around rented or boarding houses can be considered because the Z generation still considers locations close to their residence when deciding to purchase chicken eggs. Second, food marketers need to pay attention to the price factor by setting affordable prices by ensuring distribution efficiency so that products can reach the market with minimal distribution costs, evaluate and improve distribution methods to optimize routes and minimize logistics losses, provide a selection of egg products with different grades to fulfill various consumer needs at various price levels. This price-related strategy can be carried out by paying attention to the size and type of packaging to determine an affordable price for the packaging. For example, apart from being able to set reasonable prices, smaller packaging sizes are also suitable for the Generation Z consumer segment, who generally do not have families. Lastly, knowledge of consumer product attributes for chicken egg products can help the poultry industry design innovative value-added egg products that fulfill the preferences of both millennial and Z consumer segments.

On the other hand, as each segment, to some extent, indicates that they have unique chicken egg purchasing behavior, different marketing strategies are needed. It means that marketers need to understand and gain the attention of these diverse segments and apply marketing strategies to the generations. For example, marketers who target the 11 millennial consumer segment need to pay attention to the quality of eggs they want and the lifestyle associated with this segment.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There are two conclusions of this study confirming that the consumer segments of Millennials and Generation Z have several similar characteristics, but each segment has a unique food purchasing behavior. First, the purchasing behavior of chicken eggs in the Millennials and Generation Z has the same tendency in terms of frequency of consumption, purpose of consumption, location, and type of packaging. However, there are several differences in egg purchasing behavior between the two generations, namely in purchasing motivation and quantity of chicken eggs. Second, there are three similar factors that influence the decision to purchase chicken eggs in the Millennial and Z segments, namely price, location of purchase, and knowledge. Specifically, product quality and lifestyle factors are also factors that are considered in chicken egg purchasing decisions by the millennial segment.

Recommendations

It is important for those interested in egg marketing and business to further study those segments' purchase and consumption behaviors because their purchasing decision and their determinant factors are somewhat different. Regarding price as a factor influencing purchasing decisions in the millennial and Z generation segments, further research can examine the willingness to pay for these two segments, especially for premium egg products. Future research can also explore other factors that influence the decision to purchase purebred chicken eggs in both the millennial and Z generation segments and based on different segmentation dimensions.

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