NEW TRENDS AT THE NUTRITION AND ONLINE MARKETS 
focused on the American and the Hungarian consumers

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Abstract
Understanding online consumer behavior is an important undertak in the field of business. With the Internet becoming more popular and accessible, the relationship between companies and their customers has drastically changed. The sales process is becoming more of a two-way communication relationship but there are many differences between the American and the Hungarian markets.

The objective of this study was to examine methods and procedures employed in the online nutrition market, based on the American and the Hungarian consumer sector. This research served to point out the possible methods and indications which allowed the integrated testing of performance on different channels. This part of our research was done via secondary data analyses. We used a qualitative method, involving online questionnaire analyses based on the Hungarian market.

Furthermore, our aim was to try to show the differences in the e-markets between these two countries. Part of my research was done via a quantitative method, using the individual depth interview from Hungarian marketing experts.

After finishing this research, we believe that the online market is in the heyday of youth until approximately 2018-2020. For this reason, we would like to continue this research, and our future plans are to observe, compare, and analyze changes in the way this develops.

We hope that we will have a chance to work further in online marketing research to discover new and useful trends.

Methods & Materials

Methods
1. More further researches and secondary data analyses
2. In-depth interviews – content analyses (n=18, 2016)
   - Questions were half-structured
3. Online questionnaires in Hungary (n=107, 2016)
   - Questions were been structured
4. Online questionnaire in the USA, at the Murray State University (n=107, 2017)
   - Questions were been structured

Materials
- American and Hungarian online customers.
- Age groups from 18 until 70 years

Results

Main Differences and similarities of the Nutrition Behavior

- More meat: beef, pork, lamb, turkey and chicken (meat based) with rice and pasta
- Rich but healthier sauces mac with paprika or tomatoes
- Snack foods: palacsinta (stuffed pancakes), pastries
- Hungarians consume a significant proportion of desserts and sweets

Conclusion

After analyzing the sample, I have got more differences than similarities. The first and biggest variance between the two nationalities is the time. The American customers have got the opportunity to shop for anything online earlier. One consumer from my sample answered that he/she ordered something first in 1982, in Hungary. The answer for the same question was 2008. The American customers are open to order anything online because they can return their ordered product in 45 days but the return time in Hungary is just 3 days. The most used devices are the same in both countries: cell phone and laptop.

The most often shopped product is retail and/or clothing in the USA. At the same time, the Hungarian customers just prefer to shop products and/serious online that they don’t use long term typically not more than one year long. For example, most of them picked meal delivery but the most often shopped product was food. It was interesting to see that neither USA nor the Hungarian customers are open to have a virtual trip in the store with VR glass. To summarize, the American customers are much more open to order anything online than the Hungarian. Therefore, we gave the name ‘wealthful consumer’ to the American customers and ‘wealthy consumer’ to the Hungarians.

Figure 1. First online order

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>45.79%</td>
<td>6.64%</td>
<td>15.15%</td>
<td>22.41%</td>
</tr>
<tr>
<td>Hungary</td>
<td>41.82%</td>
<td>6.72%</td>
<td>18.59%</td>
<td>33.77%</td>
</tr>
</tbody>
</table>

Similarities: increasing urban/suburban population

1. Healthier lifestyle: strong penchant for high-quality and convenience-oriented food products
2. Busier lifestyle: demand for fast food, frozen and chilled processed food, and ready-made meals

Differences:
- More meat: beef, pork, lamb, turkey and chicken (meat based) with rice and pasta
- Rich but healthier sauces mac with paprika or tomatoes
- Snack foods: palacsinta (stuffed pancakes), pastries
- Hungarians consume a significant proportion of desserts and sweets

Figure 2. Frequently of online purchase (2017)

<table>
<thead>
<tr>
<th>Category</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Twice a year</th>
<th>Once in 3 months</th>
<th>Once in 6 months</th>
<th>Twice a year</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>4.4%</td>
<td>3.6%</td>
<td>11%</td>
<td>8.4%</td>
<td>4.4%</td>
<td>11%</td>
</tr>
<tr>
<td>Hungary</td>
<td>3.8%</td>
<td>3.6%</td>
<td>11%</td>
<td>8.4%</td>
<td>4.4%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Figure 3. The most often shopped product and/or service (2017)

<table>
<thead>
<tr>
<th>Category</th>
<th>Clothing</th>
<th>Food &amp; beverages</th>
<th>Groceries, consumer products</th>
<th>Banking services, insurance</th>
<th>Book purchases</th>
<th>Software purchases</th>
<th>Medical delivery and prepared meals ordering</th>
<th>Ticket purchases</th>
<th>Meal delivery service and prepared meals ordering</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>15.15%</td>
<td>45.79%</td>
<td>11.4%</td>
<td>13.1%</td>
<td>3.8%</td>
<td>4.4%</td>
<td>5.7%</td>
<td>8.2%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Hungary</td>
<td>15.15%</td>
<td>45.79%</td>
<td>11.4%</td>
<td>13.1%</td>
<td>3.8%</td>
<td>4.4%</td>
<td>5.7%</td>
<td>8.2%</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

Figure 4. Main differences between the two online markets

<table>
<thead>
<tr>
<th>Category</th>
<th>USA</th>
<th>Hungary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustful consumer (n=707)</td>
<td>45.79%</td>
<td>41.82%</td>
</tr>
<tr>
<td>1. Return time</td>
<td>45 days</td>
<td>45 days</td>
</tr>
<tr>
<td>2. Opportunities</td>
<td>35 days</td>
<td>35 days</td>
</tr>
<tr>
<td>3. Devices</td>
<td>35 days</td>
<td>35 days</td>
</tr>
<tr>
<td>4. E-shopping</td>
<td>35 days</td>
<td>35 days</td>
</tr>
<tr>
<td>5. Virtual trip in store</td>
<td>35 days</td>
<td>35 days</td>
</tr>
</tbody>
</table>

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