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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 undertaking 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 Hungarian markets.

Therefore, 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 quantitative method, involving online questionnaire analyses based on the Hungarian market.

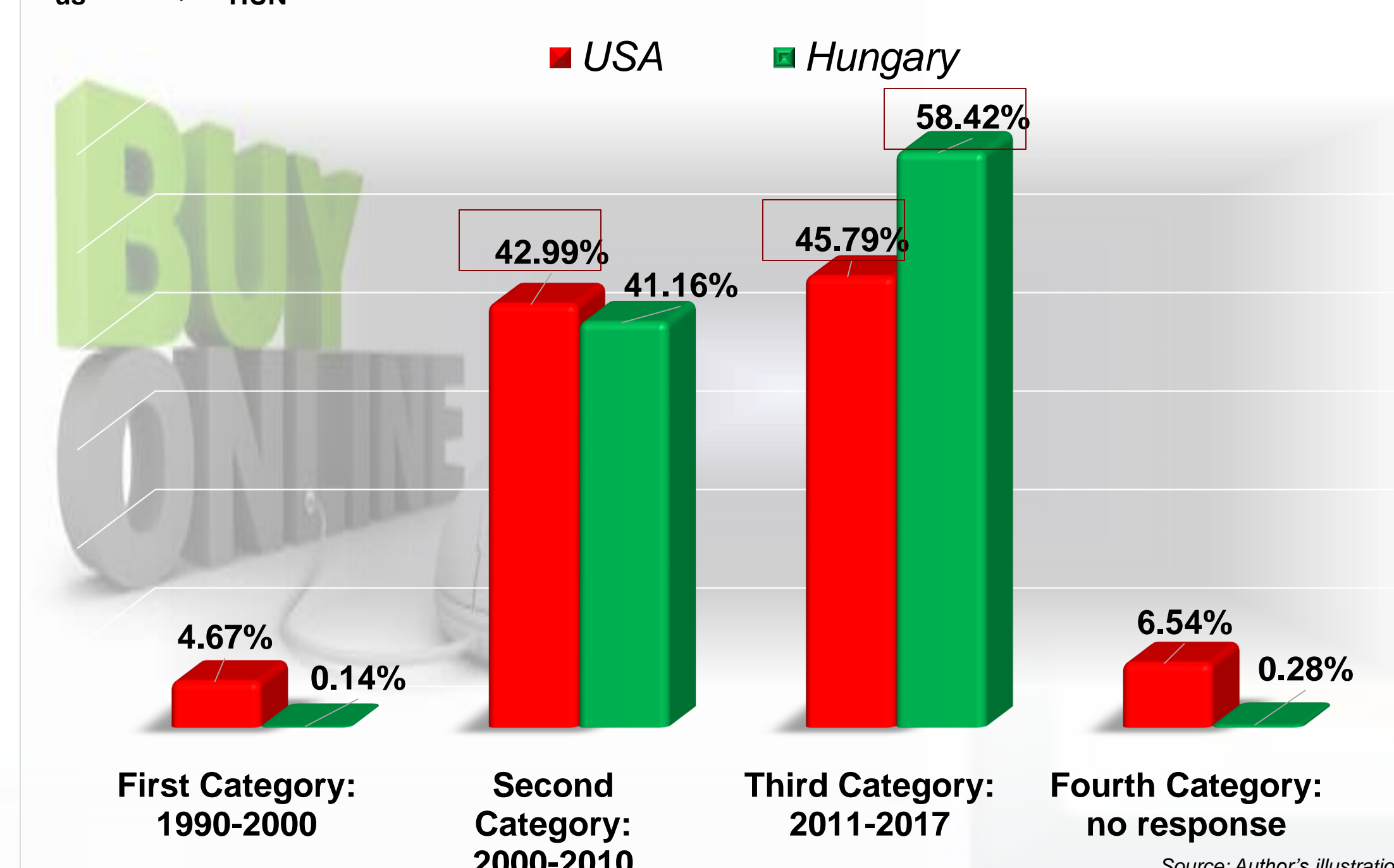
Furthermore, our aim was to try to show the differences in the e-markets between these two countries. This part of my research was done via a quantitative method, using the individual depth interview from Hungarian marketing experts.

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.

Results

Figure 1. First online order
N_{US}=107, N_{HUN}=707



Main Differences and similarities of the Nutrition Behavior

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 (meal based) with rice and pasta
- Rich but healthier sauces made **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)
N_{US}=107, N_{HUN}=707

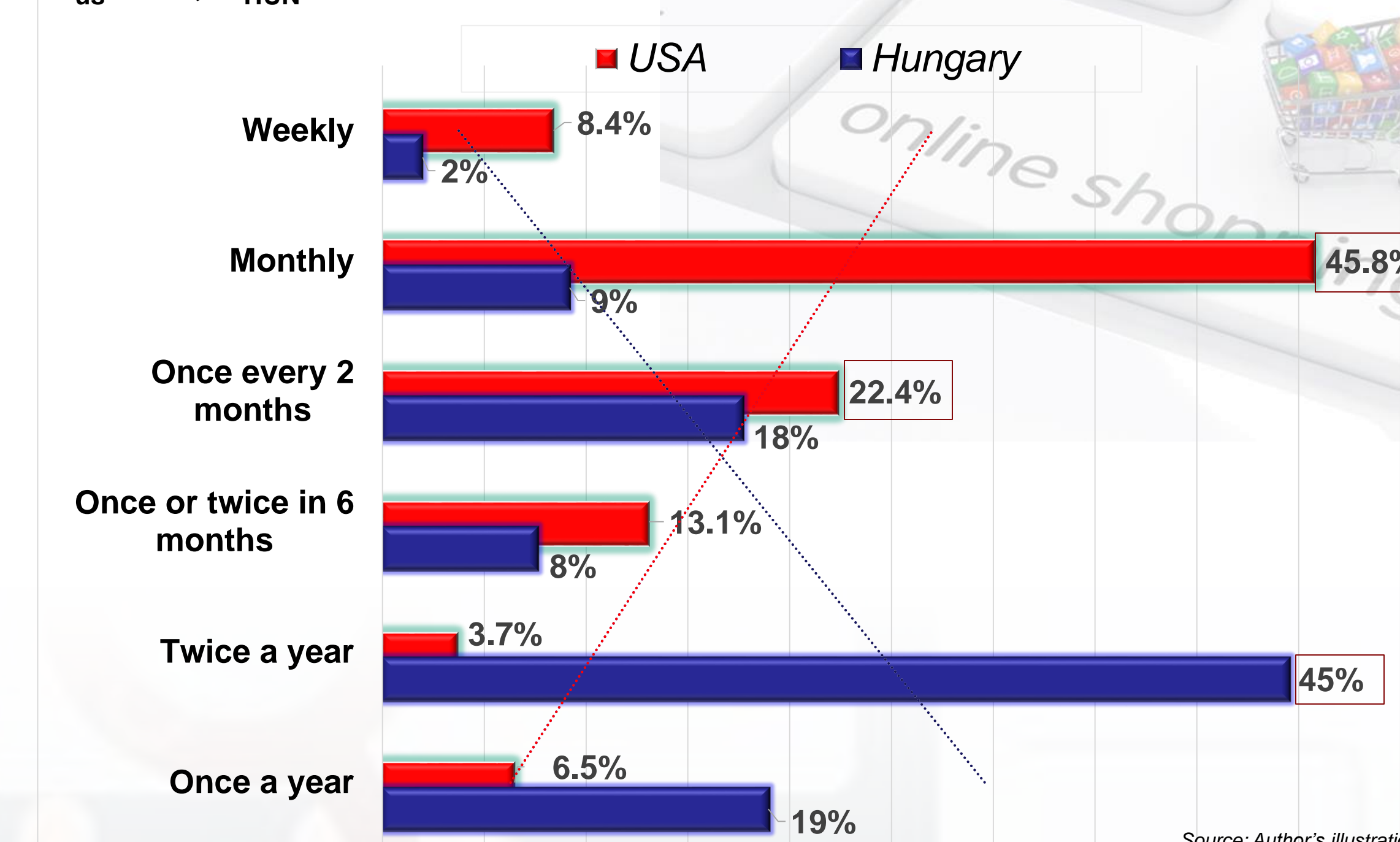
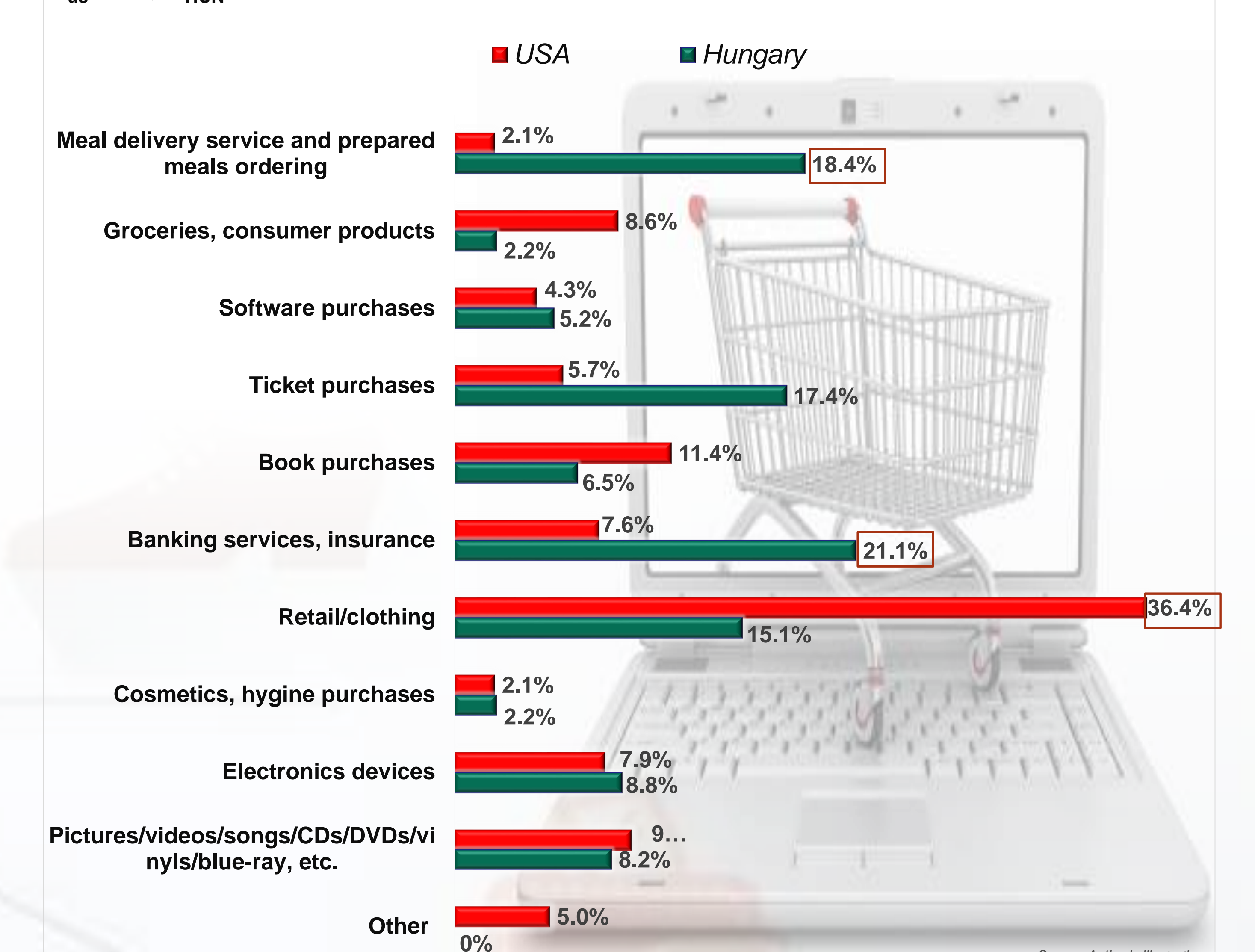


Figure 3. The most often shopped product and/or service (2017)
N_{US}=107, N_{HUN}=707



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 questionnaire in Hungary** (n=707, 2016)
 - Questions were **structured**
4. **Online questionnaire in the USA, at the Murray State University** (n=107, 2017)
 - Questions were **structured**

Materials

- American and Hungarian online customers.
- Age groups from 18 until 76 years

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 1992. 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/or services online that they don't use long term typically not more than one year long. For example, most of them picked meal delivery 'as the most often shopped' product.

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 Hungarians. Therefore, we gave the name 'trustful consumer' to the American customers and 'skeptical consumer' to the Hungarians.

Figure 4.

Main differences between the two online markets

	U.S.A. Trustful consumer (n=107)	Hungary Skeptical consumer (n=707)
1. Return time	45 days	3 days
2. Opportunities	smart television, smart assistant, fridge, etc.	applications
3. Devices	cell phone, laptop	cell phone, laptop
4. E-shopping	open	close
5. Virtual trip in store	open	close

Source: Author's illustration

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