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**CORVINUS UNIVERSITY OF BUDAPEST**  
LANDSCAPE-ARCHITECTURE AND DECISION SUPPORT SYSTEMS

## **PH. D. THESISES**

**Examination of the university and college students'  
beer consumption customs with internet based asking**

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## Introduction

Since the consumer societies' development the researchers - and the manufacturers, service providers setting out from their rational self-interests as well - have interested why the consumer makes a choice or rejects a product. Since the spreading of the asking examinations it has been fundamentally assessed with two different - written or oral - methods. By the selecting among these methods or inside them the method types the computerised data transfer has not come up, as an opportunity for long time. The first breakthrough was the work-up and estimation of the questionnaires by computer in the middle of 1900 years. The development has not stopped and with the web turning into daily one the opportunity of the consumers' asking on internet was discovered. Inside some decades the method has become so liked one like in United States and West-Europe that tailor made ethical code for the Internet asking was created. The question followed from this fact and professional trend, how the practice of the internet based asking is today, what kind of experiences and inferences can be drawn by this method of the consumer customs' examination on Hungary.

At the mapping of the literature and research experiences of the topic became unambiguous for me, that the internet based surveys are in their infancy on Hungary yet, accordingly I considered it important to exemplify the pertinence and efficiency of my method on an actual food industry example after the drawing of theoretical assumptions and experiences.

I choose the beer, because in the previous one or two decades, practically since the political and economical system change the relation and connection system of the members of the brewery industry had changed, had been transformed similarly to the rest of the food economy sections. Our breweries had to fully suit for not only for the domestic market's new claims, the consumers' expectations, but they had to face up to the challenges of the privatisation and being united with the multinational beer syndicates as well. The position of the substitute products simultaneously strengthened with the beer consumption change in Hungary, therefore a change set in the structure of the (beer) consumption.

The analysis and practical application of the internet based primer asking examinations in the case of a numerous sample do not have hypotenuse research antecedents on Hungary yet; so a survey expanding on all the related methodological or professional - consumptional questions may yield considerable results on the area of the marketing examinations

In the course of my research I compared three internet based asking methods (e-mail, chat-room and questionnaire on web-side), and I found questionnaire on web-side is the most suitable for asking the numerous sample based on my experiences. I made primer consumer / consumption examination with a practical - and for the Hungarian food industry important – example through the Internet. In the course of my research I have chosen the consumer judgement of the beer and its market place comparing to the competitor or substitute products. By means of the results of particular product related, applied internet based primer asking examination the contexts and opportunities can be discovered and trend features can be revealed on long distance for the Hungarian beer sector.

My aim was to reveal the theoretical and the practical features of the internet based primer asking methods in the course of examination of Hungarian consumers' customs. I have made some outstandingly important proposals and prognoses for the future trend whereas my opportunity was not extent for deeper and more complex analysis of experiences and results regarding beer products because of extent bars; in this manner it is proposed to do for the professional experts and researchers interest in the topic in the future.

My objectives:

- to analyse the internet based primer asking surveys' transact ability (settleability) and efficiency,
- the practical application of internet based primer asking method (questionnaire on a web site) in the case of such a food product (beer and its substitute products), which related changes were considerable in the past decades and the prognoses of the future consumer trend is critical important for the life of the segment,
- to reveal the opportunities through the analysis of contexts, this can help to set back the beer consumption and construction and certainly can be kept opposite the rival products on a long distance.

### **The theoretical background of the research**

By selecting my research topic the thought employed me primary, what persuades the consumers to choose a given product and/or product line or to reject it. In the course of my work I examined the reason with consumer asking through the example of a specific product (beer) what shapes the consumers' preference and motivational system. I choose the analysis of the products on the beer

market and (change of) beer consumption because considerable changes eventuated in the past years, decades in this food industry segment and it may have made the consumers particularly sensitive – and made the researcher work exciting for me.

The food consumer and purchase decisions are defined by innumerable objective and subjective factors. The complexity of the food consumer behaviour is shown by the fact, that the decisions and attitudes connected with foods and their consumption may be on one hand rational (price, product features, choice, availability, etc.) and on the other hand symbolic (status, prestige, lifestyle, sexuality, etc.); and they may equally play an important role by the selection of the products. In the course of a comprehensive examination of the peculiarities of the consumption one part of the factors which can be analysed, revealed are typical for the consumer (endogen factor), the other part of them are over the consumer (exogenous factors).

Sociologist, BANDURA dealt with the single steps and stairs of the consumer decisions firstly. In his model (in: SZÉKELY and c., 2006) he treated with special attention those consumer decisions and decision elements which are connected to the acceptance of the newness. KOTLER's model (1988) for consumer behaviour exemplifies it well, that only a single part of the consumer decision process which can be seen (exterior stimulates) while the other part is unknown (the customer's features and the process of the purchase decision). LEWIN made the first food consumption related examination on Iowa State University in 1943. He examined it with asking housewives: "Why people eat what is eaten". From this it is visible that there are no considerable changes in the target system and methodology of consumer / consumption examinations in the last 60 years. Dual consumer behaviour connected food consumption was firstly presupposed and examined by FISCHLER (1980, 1986). In the course of his researches he managed to get to the statement, that the food consumption and nourishment are founded on behaviour dichotomies which appear by the individual - social, or daily routine - family / festive purchases, too. It means that the food consumption consists in a strong connection with the situations of consumption and application. In my dissertation I wish to prove it on the example of the beer and its substitute products' popularity, consumption and purchase frequency. In the PILGRIM model (1973.) the consumer takes the information (food characteristics, physiological effects, organoleptic characteristics, the effects of environmental factors) arising in the course of his cognition collectively into consideration by the choice. The model was improved by STEPHERD (1990.). According to him the consumer concentrates on the decision process and makes the effects of the rest of the factors (physical - chemistry food characteristics, nutritional value components, additives) concerned to it. In other words it means the development of consumer behaviour and customs are influenced by

environmental - cultural, economic and marketing – factors and individual - e.g. biological, sociological, psychological - factors of the consumer beside the physiological and organoleptic characteristics. In the course of the examination of the consumer customs it is not enough to set out from the product characteristics of foods wished to buy, it is necessary to examine all the factors giving some information and influencing the consumers' decision. The cognition of the consumers' decision process is essential as a first step to examine the consumer behaviour, to analyse its influencing factors. The first decision model was stood in 1963 by KATONA and according to him the consumer 1.) receives the signs of external environment; 2.) decides on the basis of his customs, his motivations, his incomes and 3.) buys. This model was enlarged by ENGEL (1973.); he has already made a study about a five-step model.

NICOSIA (1966) regards the experiences as important step in his model, because - according to his theory - the consumers' decision usually feed on earlier experiences. The information arriving from the exterior environment has outstanding significance for the consumer, accordingly it is outstanding important to review the quality, the manner of communicating and channels of the information which can be obtained from the product in the course of the consumer decision. Beside these the judgement of product categories, trademark alternatives is important, which means indispensable step in the cognition of the consumers' decision preferences. The examination of the consumption and consumers' decision provide an opportunity to get to know more efficiently the last moment of the purchase process, the behaviour after the purchase.

In the course of my work I felt well-founded to execute asking examination about a product which market the characters' relation, connection system changed, was transformed in the last decade (practically since the political transformation) on. The members of the beer market needed fully to suit not only the new claims of the domestic market's and the consumers' expectations, but they had to face up to the change of the Hungarian beer consumption and beer consumption customs (age, income situation, education, the appearance of foreign country trademarks) as well. The position of the substitute products strengthened at the same time, therefore a change set in the (beer) consumption structure. In the relevant research materials of Hungarian and international literature I found just few works, which deals with the beer consumers' customs and beer consumption of the university and college students – as it was aimed by me as well. Most research works aimed to form consumer profiles, so the motivation regarding the beer consumption of students in higher education was just one of the elements/characters by the definition of the consumer profiles (e.g. FISHER, GRUBE and WALLACK, HACKER and STEWART). The other frequent topic in connections with the young persons' beer consumption was the general

survey of the alcohol consumption customs – in most cases with other consumer goods (tobacco, drugs, etc.) together (e.g. PALAN). It was not the aim in the case of these works to survey advisedly the beer consumption customs of the young persons, students; they were just an (important or not so important) element of a research work with other objective only. I consider the survey from WORTH, Smith's and MACKIE about the image effects of the farmer and the beer among young persons as a rare and interesting exception. Undergraduates, collage students were expediently asked in the course of this research, but inferences were draught from the results of cca. 120 questionnaires as in the case of the other mentioned survey. On Hungary the beer consumption customs of young persons – undergraduates, collage students – have been examined (on a little sample) only by a little number survey. SÁNTHA and LUKÁCS (2000.) conjoint analysis made a big effect to my work among them. Therefore I examined the motivation, preferences and other features regarding beer products of the undergraduates and collage students - including judgement of alcoholic and non-alcoholic beverages - in the course of my research with the help of questionnaire situated on web side.

### **Substance and method**

It was proved in the second party of nineties that the internet is the circle suitable site and device to manage the asking or watch examinations in case of certain research topics and examination subjects. The first studies, which compared the internet based surveys to the traditional procedures appeared in 1995. The aim of these researches was to survey the representativeness of the sample, the response rate, the velocity and quality of the answers and the costs (e.g. OPPERMAN (1995), KOTTLER (1997), etc.). The transaction of the internet based examinations has more manners. The choice among them influences the sample, the velocity of the response return, the quality of the answers and the process of the received data processing. The primer research can be made through internal (intranet) and exterior (extranet) network depending on the available technical conditions (hardware and software) for the researchers and the potential respondents and the research aim.

In the course of my research I did not apply all possible techniques of internet based asking methods, therefore I present the methods which was used by me and my examination experiences in details based on ESZES and BÁNYAI (2001.), BÁRÁNY and NÉMETH (1998.) and HOFFMAN-KOZÁK-VERES (2000.) research works and results. As a result of analysis the respondents' number and response rate of the used methods I realized that in case of deep

“interview the questionnaire on web site” asking method can lead to success, the other two methods may give additional, specifying information.

E-mail: the questionnaire can be sent to an exceptional wide circle via e-mail. The addressees of consumer asking via e-mail are often chosen from correspondent lists of different or on-line member lists randomly. There are so called e-mail phone directories to search e-mail addresses, but they often work on a voluntary basis (who wants may put his/her title up) and in this case they are not complete, up-to-date and are not prepared for market researchers.

According to my research experiences a comprehensive internet based asking examination has not been done among the food consumers up till now. In the course of our common examination with my supervisor, Hajdu Istvánné Ph.D. together we assessed the response inclination on internet of Hungarian consumers about their beer consumption customs with a questionnaire consisting of 18 questions. In the course of our work we made a market research to gain primary information for the Hungarian beer consumers social - economic relations and for the opportunities, bars and method of internet based market research. The filling in of the questionnaires happened to the help of e-mail. The low number of the elderly deformed the sample significantly; it can be primary leaded back to the deficiency of their informatics knowledge and opportunities. In pursuance of grouping the beer consumers based on their tallest educational level it became unambiguous for me that the compilation of the representative sample are limited not only by the age of the consumers who can be achieved with the help of the internet, but by their educational level as well. We confronted problems on the row of filling and evaluation of the questionnaires. The asked persons' response inclination was 100%, but the compilation of country representative sample was not our manner (even not by use of “snowball method” application) – because of the deficiency of e-mail address list. The indisputable benefit of the e-mail asking method was the 30% forwarding inclination rate of „snowball method”. The filling in of the questionnaires was made harder by the deficiency of the asked people informatics knowledge.

As summary I would emphasize, that those primer asking examinations via e-mail may primary lead to success in the case of consumer layer's examinations, where the mailing list representing the affected layer sample stands for a provision and the issue can be analysed with 20 closed questions maximum. In this case the examination can be realized faster and beside lower expenditures comparing to the traditional asking.



Focus groups and chat-rooms: the participants can be understood on any parts of the world – it is a considerable benefit of this manner compared to the groups recruited on the traditional way. Both the moderator and the group members are in a contact with each other and they can read each other's answers. The documentation of the conversation (debate) is an automatism, so it does not take up time and the mistakes coming up in the course of the subsequent recording can be eliminated. The respondents may take part in the conversation without the disclosing of their identity; it may presumably increase the response inclination on touchy subjects' case.

My own research experiences about the asking in the chat rooms showed the planning and the implementation of the focus group examinations on the internet demanded the same circumspection, than the traditional ones. It caused the largest problem, that the sample can not be formed in advance; I may have modified, formed the sample (the asked people circle) in the course of the research (the selection of the suitable chat channel made harder the accomplishment of the task). In my opinion the method's main disadvantage was the uncontrollable truth (reality) of the information, because the reply was absolutely anonymous in the chat rooms.

My experiences showed inverse proportion between the growth of response inclination and the increase of the number of the chat room members. The 5-10 head rooms proved to be the optimal group, among them the research took up short time and they gave their answers cautious and willingly. The time of the asking influenced the success of the research and the opportunity for compilation the focus group's representative sample approaching unambiguously. In the chat rooms persons with different age, education and marital status talked to each other in the different times of the day, furthermore there was a tight context among the chat room's staff numbers, the length of the questionnaire and the time devoted to the answers. As they were less in a chat-room and as the participation proportion was higher, they answered more questions.

As the summary of my experiences I can emphasize, that the focus group examinations concerning a layer sample can be made easily through chat-channels, if we select the chat room and the questions adequately. The research will be successful in the case of rooms which are few in numbers, but the reality of the answers can not controlled – I guess this is the only one serious disadvantage of this method.

HTML form questionnaire on Web side: it is possible to fill it simply with the usage of the keyboard and the mouse and it does not demand stranger information technology knowledge of the respondent. The whole survey completed cross Web-en can be automated: the respondent clicks the answer, the data appears in a file and the analyse can start prompt. The integrity and good quality of the data are insured, because the mistake opportunities in the course of a manual data processing and entry may not appear. The additional benefit of the method is the respondents' traceability: it is possible to measure, how many people saw the questionnaire, how many people broke the fill-in off or how many people filled them in.

It was my aim in the course of my research to gain knowledge about behaviour of the consumers of the brewery industry, as market players with mathematical-statistical methods. In the course of the research my questions were directed to the facts (advertisements, product information, purchase features, supply and demand parameters), to opinions (product features, consumer and supply culture), to intentions (intentions to product cognition, product selection and purchase), and to the motivations (factors influencing the consumer decision, social - financial background). The questionnaire proved to be huge by the pre-questionnaire (with testing via personal asking and e-mail); the internet based asking has already eliminated the initial difficulties. The filling in of the questionnaire on web side did not meet with difficulties. The method (with application of software) provided an opportunity for the program not to take into consideration the incorrect, imperfect filled questionnaires, so the time declined to check reduced and the reliability of the filled questionnaires increased. The check, processing, coding, grouping of the information (and the questionnaire as well) were realized with the help of a special computerised software assured by Pécs Sörfözde Rt. This program made it possible to convert the questionnaires immediate Excel file, therefore the time need and mistake factor of the data input was reduced to minimal. The coding, grouping and processing of the data did not constitute problem for the used mathematical-statistical programs any more. The data were analysed by straight or prepared cross processing, the independent variant was the respondents' personal data in the course of the assessment.

The internet based asking examination was a good choice in the mirror of the experiences, because I managed to provide the suitable sample size for my survey and I did not confront mistakes – frequent ones by the traditional asking - on the row of the data processing and assessment

## **The sample**

By the primer researches the sample is the experienced internet users, but there are not accurate data about the real profile. The counter-argument opposite the on-line researches often expressed by the market researchers is the problem of selfselection, particularly in case of web surveys (only that person can be asked who clicks the link or the side). It may decrease the respondents' number that technical knowledge is needed to participate in the examination (the filling in of a questionnaire, file management, etc.). In the case of the internet there will be always a group, which it is not possible to attain. But taking into consideration, that “the average consumer” does not exist, the market can be divided into homogeneous, easily manageable groups or segments by the examinations. The determination of the market segments is based on the consumers' aims, it means that those potential consumers can get into the same examination group who need quite same product parameters or have similar consumer behaviour.

2248 heads were asked in the course of my examination and as the assessment proved it, app. two-thirds of them (65%; 1460 heads) was university or college students or secondary school students (on base, secondary or additional training, normal, evening or correspondent class).

In the course of my examination about the beer consumption I received reliable data for the collage students' and undergraduates' group in due to the specialities of the research method, so I decided that I realize the survey based on this group's opinion. To my mind the undergraduates' and collage students' opinion related beer products and consumption is outstanding important on the reason of the followings:

- their age group - 18-25 year age group - is “the beer consumer of the future”,
- they have already wide-range experiences to regard their opinion as authoritative one for the future,
- they represent important purchasing power,
- the young persons usually reproduce the elder generations' customs, as lifestyle, so informations can be won about other groups' beer consumption as well,
- the target group's behaviour (highbrow beer consumption) may be exemplary for the youngs.

According to my hypothesis the undergraduates and collage students involved into my research duly represent all the students (in the higher education) in the concern of their beer consumption features because of the next reasons:

- members with same age and similar experiencis of situation defined groups (soldieri, student hostels, etc.) kept the behaviour model acquired in the certain period and - according to others' examinations - for long time and may have consequences influencing their life (e.g. smoking, alcohol consumption, drug, etc.),
- I asked app. 1% of the total number of the university - collage student's (225 500 heads in the scool year 2004/2005 – KSH data) under short time with three methods,
- my sample proved to be representative based on the students' (sex, age and residence) distribution, I present it in details further on,
- the asking on Web-side can be considered as significant one based on the figure data for the certain target group – some consequences can be representative for the the full population as well (e.g. beer purchase with representative aim).

I made the next statements for the examined university and college student circle after the overview of the sociological-social-income features of the full student circle of the school year 2004/2005 (225 000 heads):

- Based on KSH data 54,1% of university and college students in the school year 2004/2005 is female and my sample represents it in a full measure.
- My research sample differed from the KSH data of university and college students in the school year 2004/2005 just in some % altogether (the metropolitan or inhabitants from parish, village were minly in majority).
- Therefore I tailored my sample to KSH data, so it can be considered for representative one as for the residence distribution of university and college students.
- My research sample shows an app. 10% difference (in favour of 26 years old or elder people) compering to KSH and OM data about university and college students in the scool year 2004/2005, hence I tailored it to KSH data, so my sample can be considered for a representative one based on the age distributioun of university and college students.

I expect that my sample can ensure a representative view about the students in the Hungarian higher education and their relations, motivations and preferences as for beers and its substitute products.

## Research results

In the course of my research I analysed the scientific results splitting into two groups. On the one hand I wished to overview my results and inferences regarding the the internet based asking methods, on the other hand I compared the typical market trends and researcher forecasts and hypotheses with my results and inferences for the selected products (beer and its substitute products) examination by usage of internet based asking methods.

### The peculiarities of the application of the internet based asking methods:

1. Asking through e-mail: this type of examination may primary lead to a success in the case of layer consumer examination, where the e-mail adress list representing the certain sample is available and the topic can be surveyed with max. 20 closed-questions. In this case the examination compared to the traditional asking methods can be realized more quickly and beside lower expenditures.
2. Focus groups: focus group examinations about a layer sample easily can be made if we select the questions and the chat-room adequeatly. The survey can be successful in the case of undermanned rooms, but the truth value of the answers can not be controlled, this is the only one serious disadvantage of the method.
3. Questionnaire on web-site: I managed to provide the suitable sample size for my research and for the data processing and evaluation - I did not confront mistakes, which often emerge in the case of the traditional asking methods. Asking method with adequate edited and to the research aim oriented questionnaire on web-site can be more fruitful, than the other two internet based methods.

### The revealed features of the Hungarian beer consumption and beer sector:

4. In the examined consumer layer therea are active competition and situation based substitution. The consumer decisedes based on the situation which trademark or product will be selected beside the certain conditions.
5. The university and collage students are very price sensitive, the brand loyalty concerns primary the manufacturer and just secondary the actual product trademark.
6. The marketing communication devices have an outstanding important role on the market of the alcoholic products. The marketing communication of the beer products has the next peculiarities:
  - the product marketing is a considerable decision influencing factor,

- the consumption (selection) of the products is spontaneous or marketing action based decision in the considerable part of the cases,
  - the price actions or the certain moods of the people influencer publicity campaign have the most influencing strength,
  - in the case of beer products the shop affiliated advertising materials or the television advertisements influence the consumers' decision mostly.
7. The asked people unambiguous enquire and need the products counting as a special one and those consumption situations, which can be considered for special one or curiosity from a certain viewpoint. It means that in the case of the catering establishments there are reserves can be taken to increase the beer consumption.

### **New scientific results**

My examination through the internet about the beer consumers' customs insured significant taller sample size than I expected and helped me to get useful experiences about the research topic and the methodology and technique of internet based asking methods. I summarize my principal results in the successors:

1. I compared the internet based asking methods to each other through a practical example on a consistent manner; I made proposal their (optimal) application. One of my future aims is to realize controll asking of other groups: although the undergraduates and collage students were my examined consumer target group, I hipotize that representative samples can be gained with my method for other social group(s) as well by suitable vocational and technological conditions. Material background (which can ensure the motivation of the asked people as well) can be easily insurable by the involvement of the manufacturers and distributors of examinded. For those companies which supported this type of researches the participation is a multiple benefit: on the one hand they can achieve (contact) their potential consumers (they get the opportunity to know the consumers' address) and on the other hand informations and advertisements of their services or products can be situated on the web surface (where the questionnarie is situated).

2. I confronted the data supporting the market trend of the last years and consumer features in the course of my research. My main results:
- there is not a provable tight context between the regularity/frequency of the beer consumption and the beginning of the regular beer consumption (marked age),
  - the non-alcoholic beers may be the efficient devices of the fight on the alcoholic beverage market and the non-alcoholic drinks market as well. the suitable marketing toolbar stands for a provision to achieve it, whereas the delight value of the products has not attain the level demanded by the consumers yet,
  - the sight breweries and little home-made breweries may be the refreshing phenomena of the domestic beer palette and they can be suitable alternative of the products of big breweries because of their reliable quality and favorable prices, too. The hindering factor of their further headway and success is that they are not quite known.
3. I created the productgroup sympathy indicators<sup>1</sup> to smooth out the significant and less considerable differences in the popularity, consumption and purchase frequency of the different product lines/groups.

Objective reality does not exist on the market of the products, only the consumers' subjective reality exists, where the individual person „deforms” the objective facts anyway based on his/her own features. The keystone of the marketing orientation – the consumer’s opinion – naturally can not be questionmarked, therefore the indicator has to contain the popularity of a product, which is evaluated based not objective, measurable characteristics, but with much rather on an emotional basis by the consumers (quasi without an exception). The reason of this, that the popularity with much rather emotional, than rational category. Therefore these aspects have to be taken into consideration by the usage of these indicators with marketing aim. By the computation of the product group sympathy indicators - after all - more real picture can be won about the consumer acceptance; it can be verifiable, that the beer has a relative benefit compared to the wine on the alcoholic and non-alcoholic substitutes' market.

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<sup>1</sup> The absolute product line sympathy is an indicator about the consumers’ willing to consumption and purchase of the relevant product line, it does not leave the popularity of the given product line out of consideration but filters out the distorting effects by the consumer judgement.

The commercial product line sympathy indicator shows the acceptance and consumer’s judgement of the product lines, for the competition sector attaching to the given product line, because more important features - from the commercial viewpoint - takes it into consideration with bigger weight.

## **Inferences and proposals**

By selecting my research topic I took fundamentally two aims into consideration. I would have liked to test the methodology of an examination method which is a new one yet on a Hungary and to analyse among the Hungarian food consumers revealing the methods' opportunities which can be applied widely in terms of products on long distance. I wanted firstly to use the internet based examination of consumer customs one in the case of a product which has stable market position and traditional past, but doubtful future, therefore it may profit much from the results and the sketched market trend. Finally, I selected this product range liked by many people because I know setting out from my own personal experience that I am a price sensitive beer consumer with quality oriented approach who is influenced by the weather and mood. I was curious how the others choose or reject a beer product or the beer itself: what kind of situation, elements and circumstances or motivators influence them.

I considered my research as an appreciable one based on the received and processed 2248 questionnaires because I managed to get a general idea and useful experiences regarding the feasibility and peculiarities of internet based researches in Hungary. Naturally we are not inclined at all yet to vote or let us transact a census with the help of an internet based questionnaire but – as my survey proves it - the main features of the beer consumers' behaviour, their motivational and value system managed to be surveyed focusing on „the consumers of the future”. In the future, the volume of Internet opportunities and users will increase rapidly in due to explosive developments, so my method can be applied extensively for other target groups - not only for food products. The aim of my research was to survey the opportunities and main features of application of the internet based asking methods in Hungary and the opportunities of future more extensive application on the example of the examination of the beer consumers' customs. I summarize my closing proposals for the researchers and specialists, furthermore the members of the Hungarian beverage market (from manufacturers the dealers) as it follows:



1. My proposals based on Internet based asking methods' experience:
  - e-mail: the „snowball method” may be the successful method, but the compilation of a mailing list insuring the representativeness could be useful and necessary at the same time. The topic of the research have to be gone by 20 closed questions maximum; a longer questionnaire may jeopardize the safety of the data transfer and the response inclinity because of the peculiarities of the different correspondent programs,
  - focus groups/chat rooms: 5-10 heads are the optimal room size from moderation point of view, but the number of the questions has to be finite in this manner also. The compilation of a representative sample demands big circumspection because of the peculiarities of the method, although the examination easily performable,
  - questionnaire on web-site: the questionnaire may be with an unlimited longitude theoretically, the questionnaire software is able to insure the integrity of the data and the easy and fast processing.
  
2. The forecasts for the Hungarian beverages' consumption and purchase set up with the analysis of frequency and popularity of beer, wine, liquor, mineral water, juice, soft drink and syrup:
  - considerable disadvantage of the alcoholic beverages can be experienced considering the popularity, consumption and purchase hierarchy of the Hungarian beverage market's products. Therefore I consider, that it is recommended for the breweries and for wineries to regard the non-alcoholic drinks as rival products in their product and communicational politics,
  - the young people' lifestyle is transforming: the health-conscious lifestyle got into a forefront in their food consumption, accordingly the consumption of the alcoholic beverages with a previous measure has already not be kept. This makes a good basis for market extension for the companies producing the non-alcoholic drinks, to occupy additional markets, but poses challenges to them as well,
  - the companies' product and marketing policitics area recommended to review in due to the effect of expressing the interest in the alcoholic beverages:
    - to win the elder age group(s) - this alone may not lead to success in the long run,
    - to make the role of consumer occasions and situations stronger which can be subjected to the alcoholic beverages (which can be experienced and acceptable one) for the young age group in the product- and marketing communication,
    - to transform the present product line to let it be allowed to receive a role in the young people' health-conscious lifestyle (products with lower alcohol contain; favorable physiological - health conservation – effects of the alcoholic products).

3. The rearranged consumer customs have not avoid the beer consumption inside the HoReCa sector. Therefore I consider it important to utilise more effectively the opportunities in the units of the catering industry. My proposals:
  - conscious campaign to popularise and form the culture of beer consumption in HoReCa sector,
  - favourable prices,
  - waiter staff which is well (better) prepared and has bigger knowledge in this topic.
  
4. The beer is a steady popular product, but we may not forget about the app. 20-25% of the asked people who do not like and take beer. The reasons of the rejection of the beer would be worthy to examine, because if they are well known the future establishment of the demand and consumption may be influenced:
  - 40% of the asked people does not like the alcoholic beverages or does not endure it; in their case the non-alcoholic beers' familiarization and dissemination may be expedient,
  - 28% does not like the flavour of the beers; the introduction of new beer types and trademarks could be effective for them (e.g. Kriek (fruit flavoured) beer, etc.),
  - the reason of the rejection in case of 32% is hygienic one, company's deficiency or pressure arriving from the environment.
  
5. Based on the experience of my research I consider it worthy and useful from scientific and vocational viewpoint in the future to examine the following topics:
  - the extension of knowledge connected to the beer consumption, the refinement and usage of the segments - comparing with the actual newest scientific results,
  - the support of the practical usage of results (how to exploite the applied methods and inferences, recommendations in the practice)
  - the overview of the contact of the beer and the „foods/meals”,
  - the survey of the opinion of additional target groups, segments.

## Summary

The internet and its opportunities were enmeshed the world by our days. In Hungary those initiations are in their infancy yet, which take aim at the consumers of certain products or services, to know better their needs, behaviour and motivations. I set it as the aim of my research to reveal the opportunities of internet based asking methods, the openness and interoperability of the Hungarian consumers in case of this asking method which is considered as an extraordinary one in our days yet. It was particularly interesting technically important to prove the grounds of the Internet asking methods in case of asking about Hungarian food industry's, consumption's and consumers' parameters on the example of the beer consumers' customs examination. My main research results:

- The undergraduates, collage students asking on the internet – with a research aim – is important for the Hungarian food and beer sector, because they are the „beer consumers of the future”, whereas they have independent, sharp picture and values regarding their consumption and preferences – they are the representatives of the whole Hungarian consumers hereby the expected changes can be recognisable for the full Hungarian population.
- The suitable examination sample size is insurable through internet based asking and on the row of the data processing and assessment the mistakes can be avoidable as opposed to the traditional asking methods.
- The examination method is suitable to reveal and evaluate the layer and trend features and their reasons, so forecasts for the market of any products valid on a long distance can be prepared with a continuous/periodic examination (regarding my research for the Hungarian beer market).

2248 questionnaires filled in appreciably indicated that the Hungarian food consumers, that are we, all of us, we are open to be asked about the features of our food consumption, our motivational system even through internet as well. The reliability, velocity and simplicity will be the particularly big benefit of this method in the future. So the internet based asking methods have grounds among the used asking methods in Hungary – moreover its success will increase by the sudden spread of the computers and internet access opportunities, hereby my method can be applicated extensively and independently from products.

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