

TRENDS OF HUNGARIAN CONSUMPTION FOR BEER AND SELECTION IN BEER PRODUCTS AMONG YOUNG PEOPLE

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SUMMARY

A steady equalization trend was typical on the Central and Eastern beverages markets in the last decade, as well as on the Hungarian beer market. We would like to demonstrate in our study the changes of consumer's behaviour of the Hungarian undergraduates. Our aim was in pursuance of the primer research to get to know the structural changes in the beer consumption as well as selection in beer products and –brands and their social – financial background. By the help of our research, short- and middle-term prognoses on the alcoholic drinks' market would be made; the market assay becomes fulfil with surveying of the needs and preferences of potential customer group in alcoholic drinks' market. The mapping of demand for beer and its substitute products provide facilities for marketing researchers and the companies in beverages market sector since they can know better the behaviour of beer consumers by applying this tool.

KEY WORDS:

consumption for beer, selection in beer products, primer research of consumers' behaviour, trends of beverages consumption

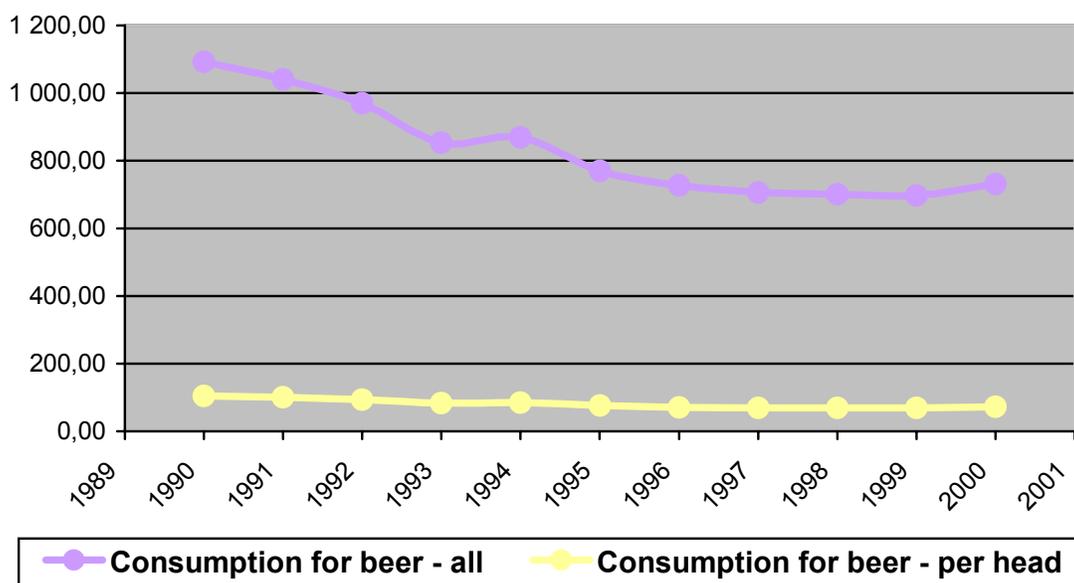
INTRODUCTION

The change of the political and economical system in 1992 resulted significant changes on every sector in Hungary. As it was revealed in 1999 by a department report made by Daewoo Share Co, all of these changes would be perceived on the beer market, too: the loose oligopoly's market, which was typical before the change of the political and economical system, turned into rigorous oligopoly. Therein the Hungarian

firms should follow a mixed strategy, according to various conditions of different market segments. (LAKNER – HAJDUNÉ, 2002.)

MATERIAL AND METHODS

Although the consumption for beer decreased with 27 per-cent from 1991 to 1996, continuous development and investments were realized in the producing (the Amstel Beer factory Co. spent 187 million HUF, the Brau Union Hungária Co. spent 1230 million HUF, the Borsodi Beer factory Co. spent 1500 HUF on development).

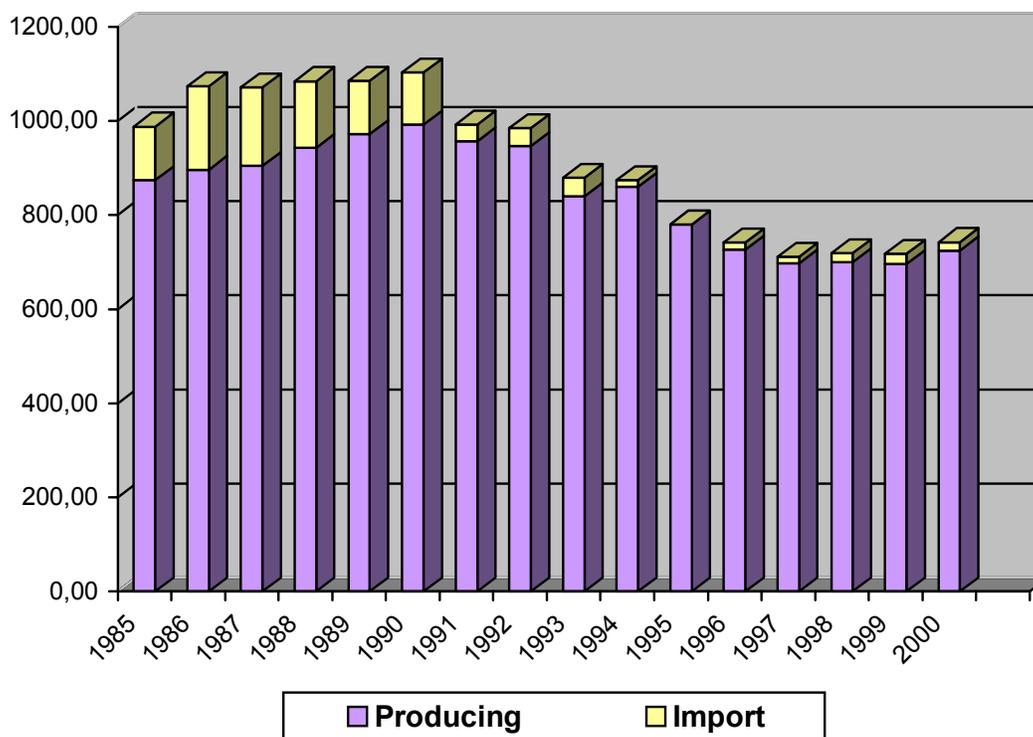


Source: authors by values of KSH – Balance on foods 2001.

FIGURE 1. CONSUMPTION FOR BEER IN HUNGARY (FROM 1990 TILL 2001)

The five biggest beer companies give the 7 percent of Hungarian GDP and employ the 3-4 percent of the employees, so this sector is quite significant in the Hungarian economy. The Hungarian beer production capacity oneself would be able to satisfy the sesquialter of the actual level of the consumption for beer, in consequence of the dynamic and continuously declining tendency of the Hungarian beer consumption (by 3-5% per year) from the change of economy. Therefore the competition battle became quite strained on the beer market.

As ORBÁNNÉ and SZABÓ (1997.) summed it in their study up, about 30 percent of the imported foreign beer products was imported by the inland beer companies in early in the 1990's.



Source: authors by values of KSH – Balance on foods 2001.

FIGURE 2. – THE WHOLE SUPPLY OF BEER IN HUNGARY (PRODUCING AND IMPORT)
(from 1985 till 2001)

The reason for this was the pretesting and the preparing for producing in Hungary of those products and the already well proved and popular beer brands on foreign market. Their starter quantity of the beer import reduced to half when importer companies appeared on the Hungarian beer market in the middle of 1990.

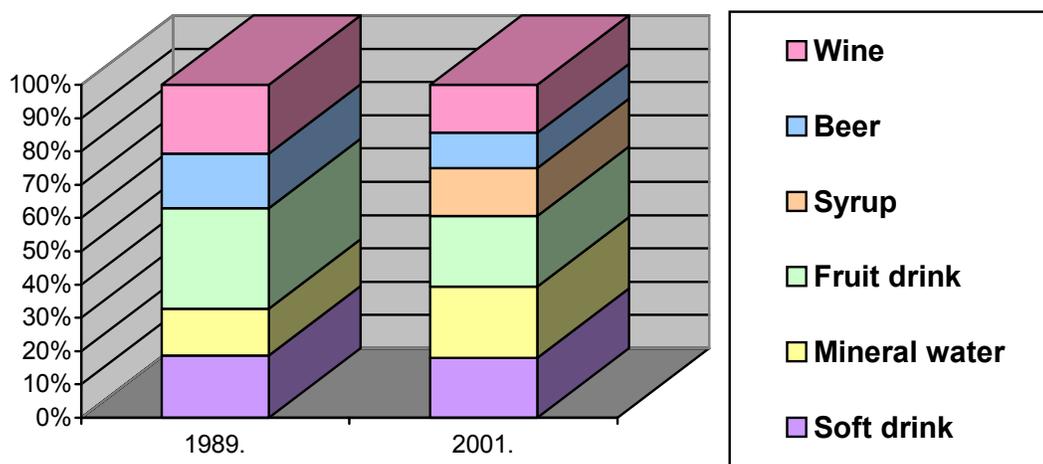
For influence of our adhesion to the European Union the actors on the Hungarian beer market have to face new challenges. "According to the tendency of the former years, EU - with a better organised background - can endanger our vulnerable market" (Kőnig, 2004.). Though considerable change is not probable in the Hungarian consumption for beer, but the already existing trends will be proceeding: while characteristic tendency in the consumption for beer is the growing need for beer with lower alcohol contain on the one hand and the ambition for healthy life, that induces the decrease of need for beer products, grows to more considerable size on the other hand.

As in our research we would like to prove that the ambition for healthy life of consumers requires from the market researchers the placing for the research for behaviour of consumers for new basis.

At the measuring of consumption for beer products the accent is not on the quality-, price-, place-, etc. preferences any more, it is indispensable to make the research on the substituting products of beer. Thanks for the new view of life the natural drinks, fruit drinks, soft drinks

and mineral waters should be taken into consideration as substituting drinks, and wine, champagnes and liquors could come into account as alcoholic substituting product (Ferencz,2003).

As it is drawn up in its rapid report in 2003 by Gfk. Market Researcher Institute: "the camp of liker of each beverage becomes variegated in the last 12 years." The number of those, who consume mineral water really like, grown for more than double, so the mineral water became the most popular drink of the turn of the millenary.



Source: authors by values of Gfk. Market Researcher Institute 2002.

FIGURE 3. – POPULARITY OF BEVERAGES, 1989 AND 2001 (DISTRIBUTION IN %)

The trend of consumption for drinks is shaped by the change for judgement of wine or beer, too (Ferencz,1999). In our days there are much fewer consumers of beer, than wine, and what is more the wine preceded the beer in the frequency for the consumption, as well.

TABLE 1. – TRENDS OF CONSUMPTION FOR BEVERAGES (QUANTITY, %)

Beverages	1998./1997.	1999./1998.	2000./1999.	2001./2000.	2002./2001.
Mineral water	+38	+30	+42	+11	+15
Soft drink	+4	0	+10	-3	+8
Beer	+3	+1	-7	-14	+1
Fruits drink	+15	+14	-9	-10	-5
Wine	+20	+17	+10	0	+3

Source: Gfk. Market Researcher Institute 2003.

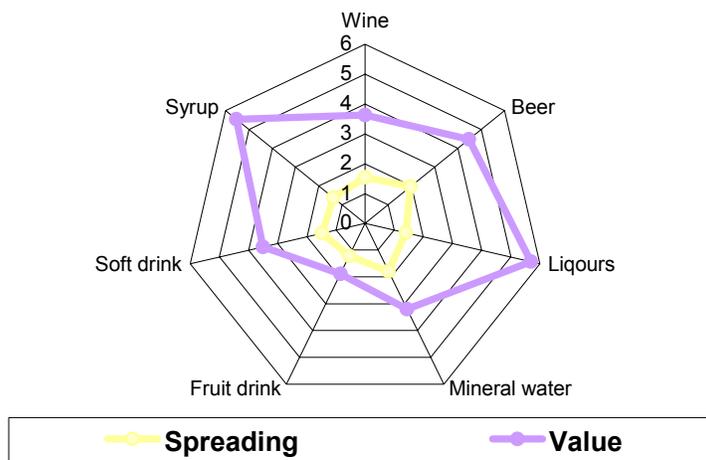
As recapitulation we could find that the change of the consumption for beer in Hungary were significant, not only in view of quality, brands, manner of packing and with their connecting product assortment, but also looking at the substitute products of beer. Consider revising is in keeping with that statement of LEHOTA (2001.) a gentle equalization trend could be observed on the Hungarian beverages market. This tendency can be perceived quite well by comparing the survey (1986-2001) of Gfk. Market Researcher Institute with results of our own research.

RESULTS AND DISCUSSION

We have done our survey among undergraduates and university students. Our research was made way of primer measuring with questionnaires in 2002/2003 and 2003/2004 terms.

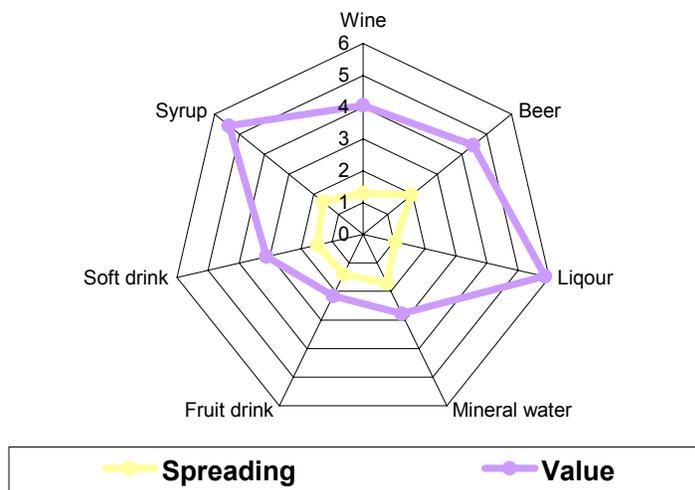
The asked model (300 heads) well demonstrates – on the basis of its social-financial- familiar background – the young peoples, who pursue studies on Hungarian higher education, so the sample could be considered representative.

At the line of our research the questions aimed at mapping of consumers’ preferences of each art for drinks.



Source: own research.

FIGURE 4. – BELOVED SHIP OF EACH ART OF BEVERAGES



Source: own research.

FIGURE 5. – FREQUENCY OF PURCHASING OF BEVERAGES

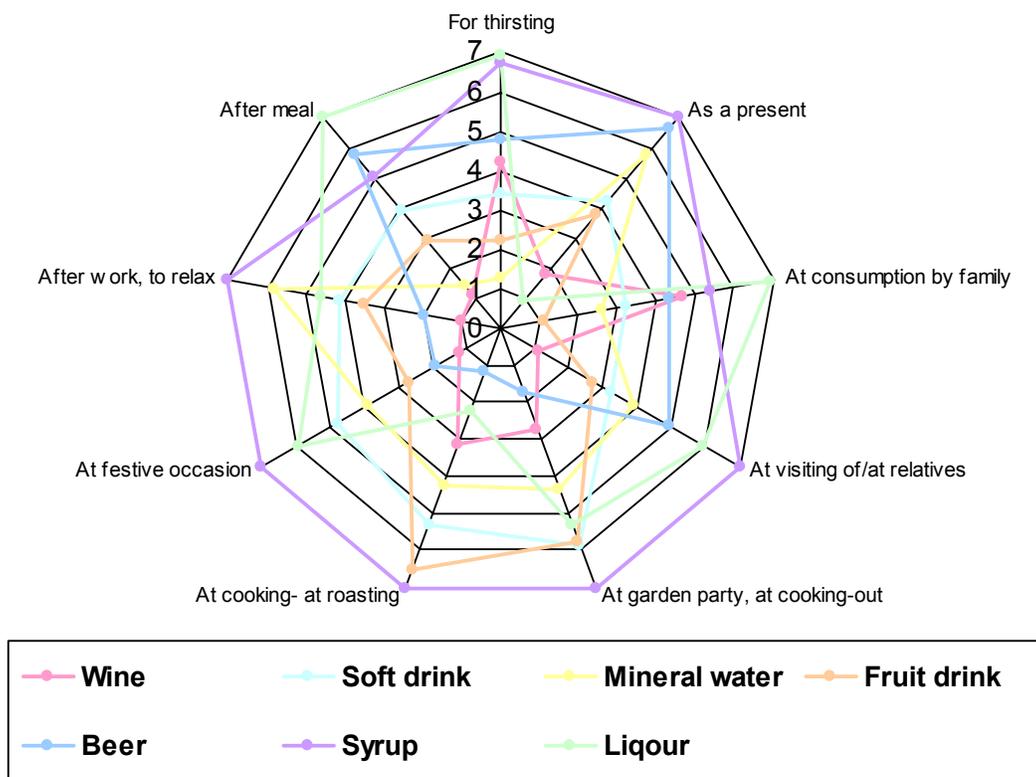
On the basis of the answers it looks well, that the equalization trend of the Hungarian beverages market could be experienced also among the

asked young peoples. This is supported by that, there is hardly 1,00 difference among of value of single arts of beverages and the spreading of data is stabile, round 1,00, as well.

Although the frequency of the purchase of beverages do not show any considerable difference in comparison with beloved ship of beverages (0,50-1,00 difference), but in the positions could be already observed some differences, that change according to the trends of different type of beverages among Hungarian young peoples, as well.

The low value of spreading of frequency of purchasing proves the stability of values and opinions, too.

We got interesting results, when we studied, which type of beverages could be especially connected with which consumption occasion among the young peoples.



Source: own research.

FIGURE 6. – OCCASIONS OF CONSUMPTION OF EACH BEVERAGES

It could be well observed, the beer, wine and fruit drink have a stable position in point of conditions of consumption, while the liqueur and syrup are considerable surpassed by the other ones.

CONCLUSION

We verified with the help of our research that the trend of selection and consumption of beverages, developed in the last decade, do not show any changes and that is also backed up by the purchasing decisions of young peoples, that is otherwise an independent market segment.

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