

POPULARITY OF MINERAL WATER IN HUNGARY - SECONDARY ANALYSIS BASED ON PRIMARY DATA

LÁSZLÓ SIPOS¹–VIKTOR LOSÓ²

¹Corvinus University of Budapest, Faculty of Food Science, Postharvest Department,
Sensory Laboratory; 29-43, Villányi Street, Budapest, 1118, Hungary

²Corvinus University of Budapest, Faculty of Horticulture Science, Department of Farm
Management and Marketing; 29-43, Villányi Street, Budapest, 1118, Hungary
(laszlo.sipos@uni-corvinus.hu)

In our study we are presenting the current mineral water consumption habits in Hungary based on primary data of GfK Hungária Market Research Institute by mathematical-statistical analysis. The most important goal of the secondary data analysis performed by an SPSS software package was to reveal the correlations in the popularity of mineral water consumption. Structure-revealing cross-tab analysis of the database concluded that the popularity of mineral water consumption is significantly determined by other product groups' consumption popularity (vegetables, fruits, juices, salads), various social-demographic indexes (type of employment, qualification, age, marital status, settlement size) and eating habit parameters (frequency of eating outside in fast-food chains, in restaurants, frequency of warm lunch).

Key words: mineral water, consumer attitude, consumption popularity, cross-tab analysis, secondary research.