



doi 10.5281/zenodo.7652550

Vol. 06 Issue 01 Jan - 2023

Manuscript ID: #0782

ECO - FRIENDLY HEALTHY DRINKS CONSUMPTION TENDENCY OF VIETNAMESE YOUTH

Assoc., PhD Hoang Thanh Tung
University of Labour and Social Affairs
Ha Tien Dat
Reigate Grammar School Vietnam

Corresponding author: *Hoang Thanh Tung
Email: hoangthanhtung15@gmail.com

ABSTRACT

Along with the rapid development of the world economy, young people's demand for drinks with organic ingredients, rich in minerals and healthy vitamins (healthy drinks) also changes increasingly. In the article, the research team conducted a survey and focused on researching and collecting data on the trend of consuming healthy and environmentally friendly drinks among Vietnamese youth. The research results show some following notable issues: Young people tend to use healthy drinks in the direction of being quick and convenient but still ensuring nutritional content. The aspects that young people are most interested in when using healthy drinks are benefits, nutritional value and concern for the environment. Healthy drinks have been popular in recent years, but there are still some young people who have never heard of healthy drinks or have known but have never used the product. In addition, the use of healthy drinks is mainly influenced by the benefits and prices, and the environmental friendliness of the product. Research shows that the monthly amount spent on healthy drinks is only about 100-200 thousand VND, because young people, especially students, do not have high financial conditions.

KEYWORDS

Tendency; Consumption tendency; Healthy drinks; Eco-friendly; Vietnamese youth.



1. Introduction

Many studies show that Vietnamese consumers are now aware of the importance of eating "clean" and have higher demands on the quality of the food they eat. Up to 70% of Vietnamese people pay attention to the ingredients in food and drink and want to know about the origin of that food. Therefore, it is not difficult to explain that clean products derived from nature are increasingly attracting more and more families who pursue a green lifestyle and are increasingly conscious of environmental protection. (Ipos.vn, 2022).

Today, the "healthy" trend is attracting a lot of attention from consumers, especially young people. The healthy trend covers many aspects, from healthy diets, healthy living to healthy drinks. Healthy drinks have been and become popular with young people in recent years due to the benefits and uses it brings, the most obvious is convenience, while ensuring essential nutritional content. Not only that, healthy drinks have many uses in promoting health, supporting beautiful skin, keeping fit ... are loved by many young people. Another reason why healthy drinks have become a trend among young people today is due to their environmental friendliness, while the issue of green living and environmental protection is being concerned by many people.

Research on consumption tendency in general and healthy drinks consumption tendency of young people in particular has become necessary and highly applicable, especially for the healthy beverage business market. In this study, based on the consumption behavior model of Kotler and Keller (2013), different aspects of consumption tendency are considered. Catching the trend of young people's healthy drinks consumption is the first step for business managers to build a product's development direction according to the following criteria: Meeting the needs of young people, understanding tendency, customer's consumption motivation to develop products in a more complete direction.

2. Overview of eco - friendly healthy drinks

Nowadays, healthy drinks are quite familiar to Vietnamese people, especially young people. According to the term, healthy is understood as "vigorous", "hygienic", "healthy", so a drink that good for health is a healthy drink. (Vietmec group, 2022)

Healthy drinks are drinks with organic ingredients, containing many minerals and vitamins that are good for human health. (Sapo, 2022)

Environmentally friendly living is a well-known definition that describes how to live safely, reduce waste, limit the use of chemicals, and join hands to protect the environment and many other ways, including eating habits. (Greenhand.vn, 2021)

According to the name, it can be seen that the main effect of healthy drinks is to support health improvement; healthy drinks contain a lot of nutrients such as vitamins and minerals and also represent an environmentally friendly lifestyle. According to Vietmec group (2022) healthy drinks bring value:

- + Provides nutrients for the body, serving the body's activities every day.
- + Support in the effective treatment of some diseases such as diabetes, fatty blood or fatty liver.
- + Increases detoxification ability.
- + Helps drinkers keep fit and have beautiful skin.

Healthy drink includes a wide variety of beverages with different flavors but all with healthy organic, plant-based and natural ingredients. Healthy drinks with separate formulas, each person can create their own cup of healthy water and suit their preferences and needs, demonstrating a healthy, environmentally friendly lifestyle chosen by many people.

According to Sapo (2022) based on processing and ingredients, healthy drinks can be divided into several categories: Sugar-free/low-sugar drink; Detox drink (created by special formulas, after use will help the body to detox, remove excess fat as well as improve physique); Nutritional nut milk; Fruit juice; Healthy alkaline ionized water.

It can be seen that the consumption of beverages with organic ingredients, containing many healthy minerals and vitamins, and beverage products with raw materials produced without the use of chemical fertilizers and pesticides is the main priority. A big point of healthy beverage products, ensuring health, at the same time reducing the risk of environmental pollution.

3. Research Methodology

To examine “*The trend of consuming healthy drinks of Vietnamese youth*”, the research team used two research methods including desk research (*consider the material that has been published in the media*) and sociological investigation (*collect answer sheets from targeted subjects*).The data will be aggregated and analyzed using Excel software. Using the desk-based research method, the research team reviewed the literature on healthy drinks; reports on healthy drinks consumption trends published in the media, and looked at young characteristics.The research team developed a survey form to conduct a sociological investigation on the trend of healthy drinks consumption among Vietnamese youth.

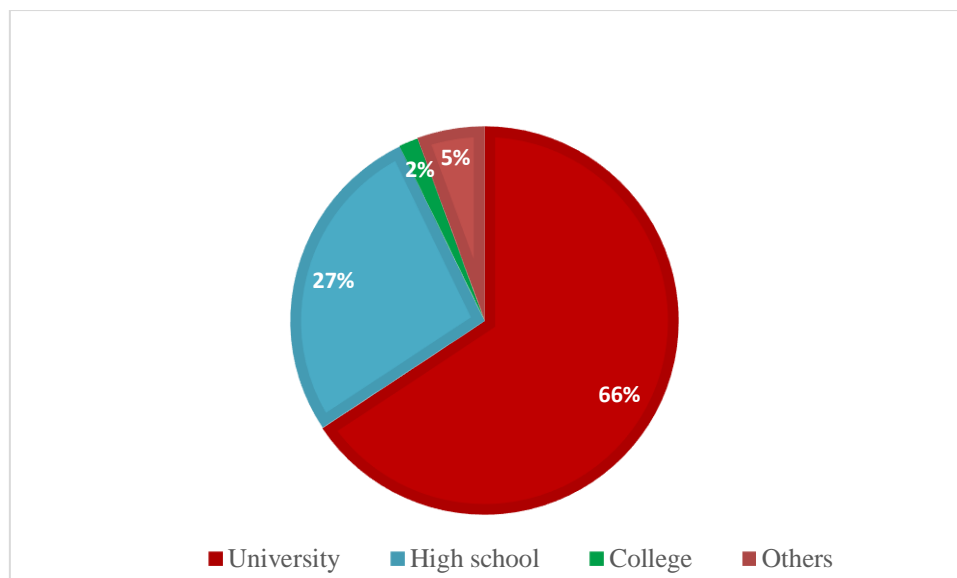
The data collection method conducted by the research team is based on two methods: the convenience sampling method and the "snowball" method - the method of finding the next object based on suggestions or recommendations of the subjects surveyed.The survey was built on Google Drive, conducted test interviews with 5 young people who regularly use healthy drinks to complete the survey and send the survey link (<https://forms.gle/9EqspUNcLjDSEwQ57>) to Vietnamese young people through social media such as Facebook, Zalo, Email... The total number of survey questionnaires collected was 306 votes. The survey data was synthesized and statistical using Excel software, from which to analyze and demonstrate the research problem.

4. The research’s result

4.1. Characteristics of the subjects participating in the survey

Survey participants include 306 young Vietnamese. In which, 69.3% of girls, 28.4% of boys, 2.3% of you do not want to be specific. The educational level of the survey respondents is shown in *Figure 1*.

Figure 1. Education level of survey respondents



Source: Research team survey results

Figure 1 shows that the respondents to the survey are mainly from universities (66%) and high schools (high schools) (27%). There are also other subjects who are from college, have just graduated from high school,

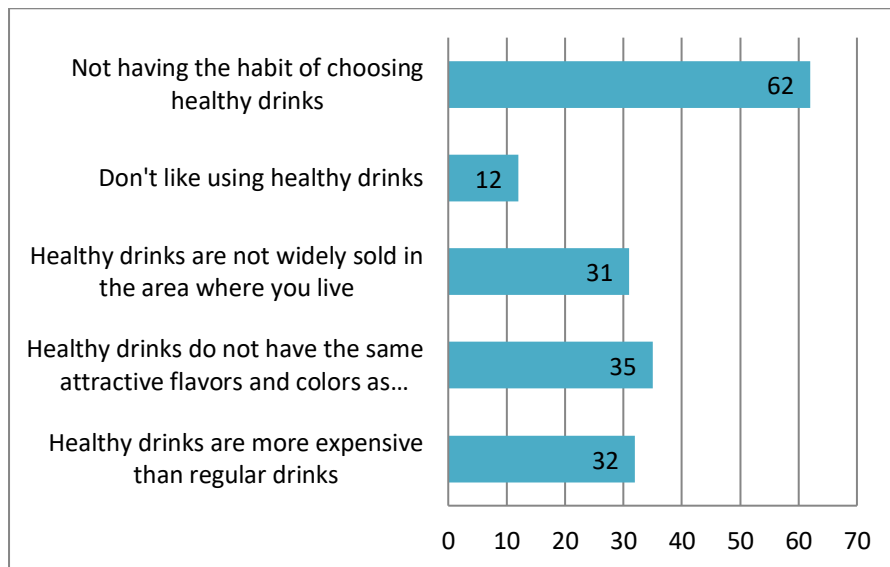
or have worked (7%). Along with that, out of 306 young people taking part in the survey, about 83% are living in the inner city and the remaining 17% are from the suburbs.

4.2. Eco-friendly healthy drinks consumption tendency of young people

Young people's trends in healthy drinks consumption were reviewed and surveyed by the research team from many different angles.

The survey recorded that out of 306 respondents, the number of people who had never heard of healthy drinks accounted for 30 people (9.9%). Among 274 respondents who know about healthy drinks, the number of people who do not regularly use healthy drinks accounts for 31.2% and the remaining 68.8 % have a regular frequency of using healthy drinks. Among them, for those of you who know about healthy drinks but do not use them, the most common reasons are shown in Figure 2.

Figure 2. Reasons for knowing but not using healthy

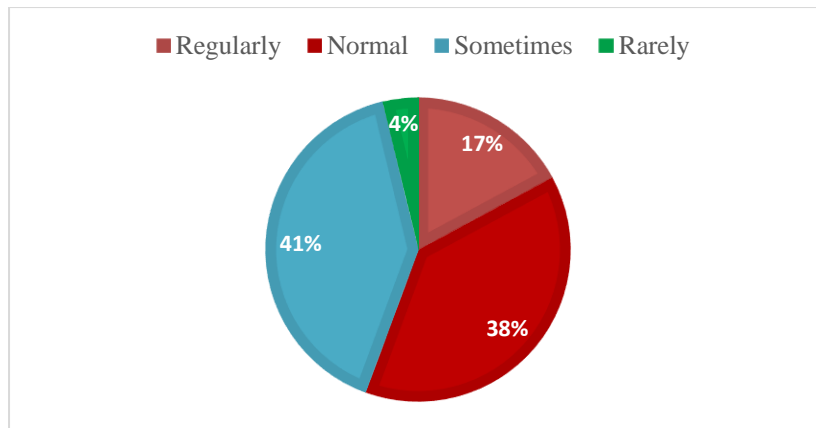


Source: Research team survey results

Figure 2 shows: The most common reason is that there is not really a habit of choosing healthy drinks (62 answers). In addition, some reasons can be mentioned as some of them do not like to use healthy drinks (12 answers); healthy drinks are not widely available in the area where you live (31 answers); healthy drinks do not have the same attractive flavors and colors as regular drinks (35 answers); healthy drinks are more expensive than regular drinks (32 answers).

Regarding subjects who use healthy drinks, according to the survey, the frequency of healthy drinks consumption is shown in Figure 3.

Figure 3. Frequency of using healthy drinks by young people

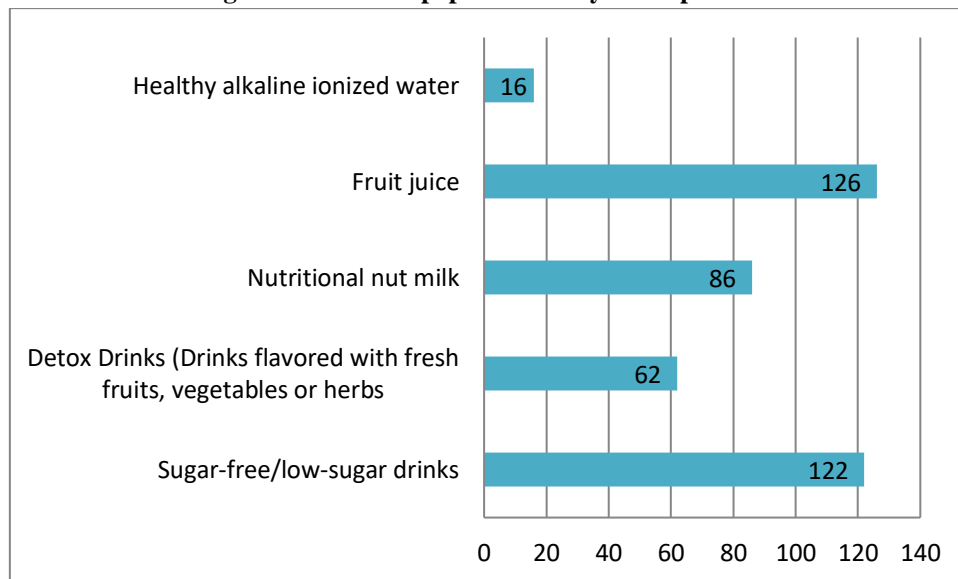


Source: Research team survey results

Accordingly, 41% of young people sometimes use healthy drinks; 38% of young people use healthy drinks at a normal level. 17% of young people regularly use, 4% rarely use healthy drinks.

The survey also recorded the most popular healthy beverage products, as shown in *Figure 4*. Accordingly, fruit smoothies and sugar-free/low-sugar drinks were chosen the most, with the total number of choices are 126 and 123 choices respectively. Followed by nutritious nut milk and detox drink, a drink made from vegetables and herbs to help purify the body. The least popular healthy beverage product with young people is healthy alkaline ionized water, with 16 choices.

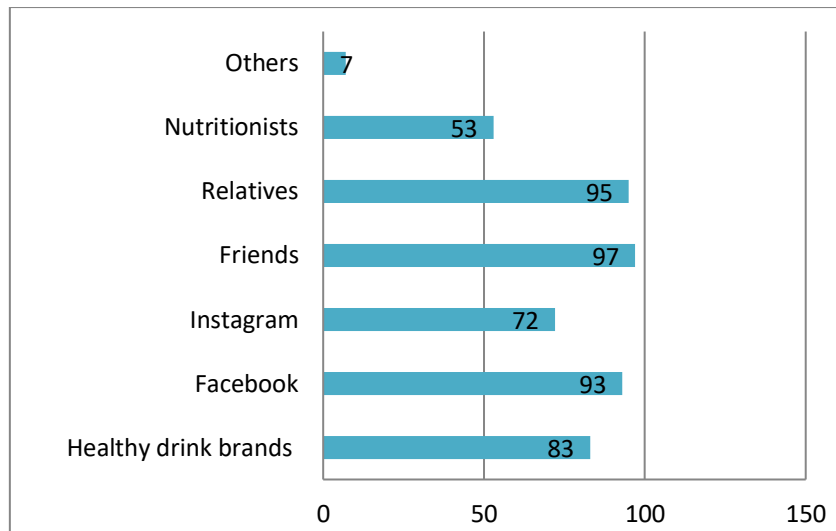
Figure 4. The most popular healthy drink products



Source: Research team survey results

About the sources for young people to find out information about healthy drinks including the official website from the brand, Facebook, friends, relatives... are shown in *Figure 5*.

Figure 5. Healthy drinks information sources

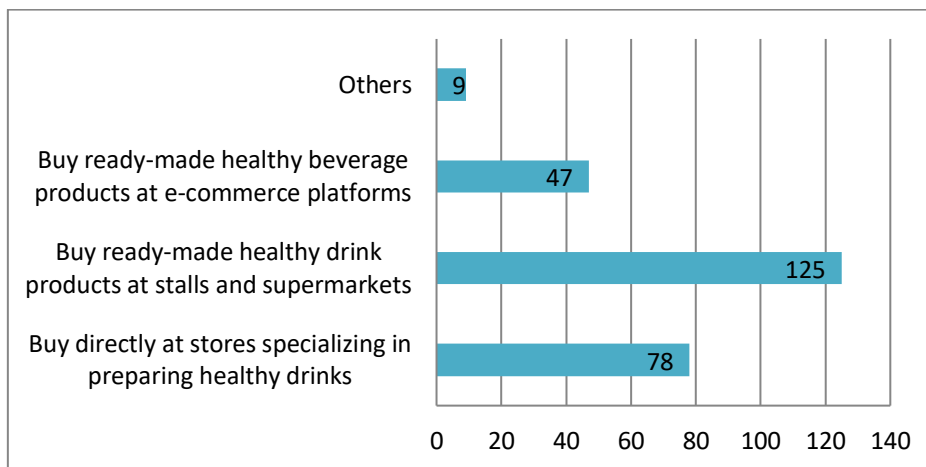


Source: Research team survey results

Accordingly, the most popular source of information is from friends (with 97 votes); followed by relatives, facebook, instagram with 95 votes respectively; 93; 72. It shows that to convey information to consumers, information channels through social networking sites and word of mouth channels through friends and relatives are very effective. Besides, healthy drinks brands and nutritionists are also popular sources of information. There are 7 votes with different answers, but in general, all of them agree that social media channels are effective for accessing healthy drinks.

Trusted places to buy healthy drinks of survey respondents are reflected in Figure 6.

Figure 6. Places to buy healthy drinks

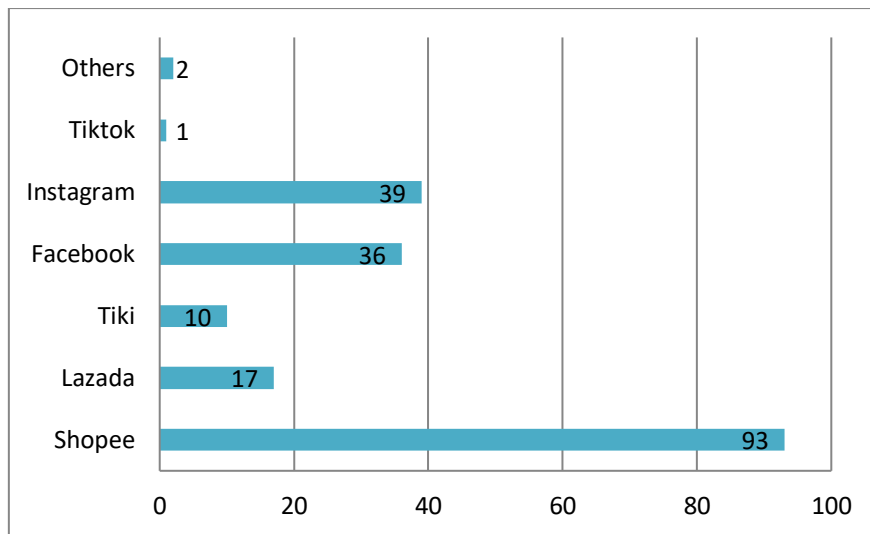


Source: Research team survey results

In particular, the most prestigious place to buy healthy drinks that young people tend to buy is to buy ready-made healthy drink products at stalls and supermarkets (125 answers). Next is to buy directly at stores specializing in preparing healthy drinks, with 78 respondents agreeing to buy healthy drinks directly at stores specializing in preparing healthy drinks. In addition, there were 47 people choosing a place to buy ready-made healthy drinks at e-commerce platforms, another 9 votes choosing to make their own instead of buying healthy drinks at the above locations.

It can be seen that the great development of technology has led to the convenience of shopping for healthy drinks. In fact, with 187 people using healthy drinks, the young people's favorite online healthy drinks shopping channel is shown in Figure 7.

Figure 7. Favorite online shopping channel for healthy drinks of young people

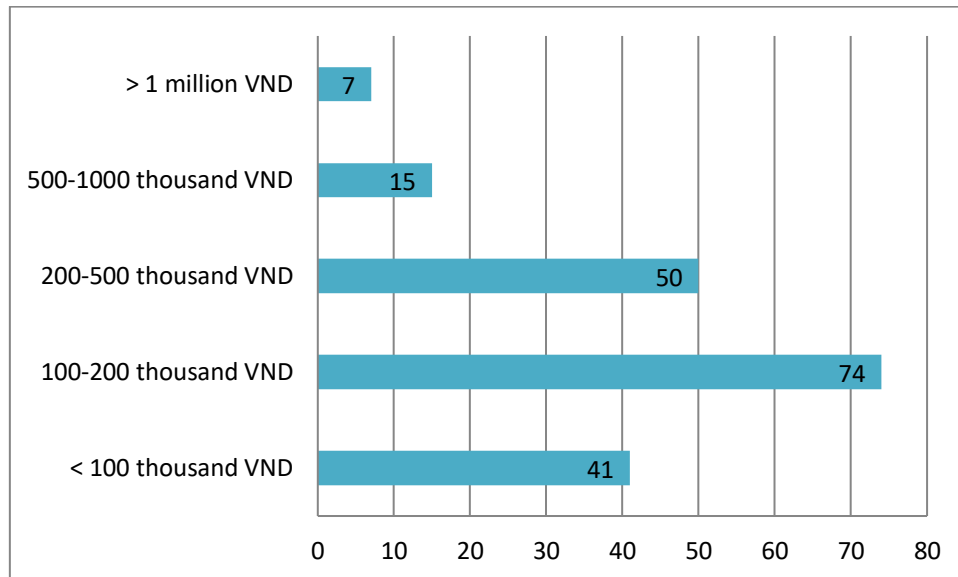


Source: Research team survey results

Figure 7 shows that the main channel to buy healthy drinks online is shopee, with 93 answers. Next are platforms such as Instagram, Facebook, Lazada, Tiki... which are also chosen by young people when buying healthy drinks online.

For young people, financial issues become even more important and noticeable because most of them have limited income/rely on their parents for daily expenses. The survey also conducted to get the results of how much you spend every month on buying healthy drinks, shown in Figure 8.

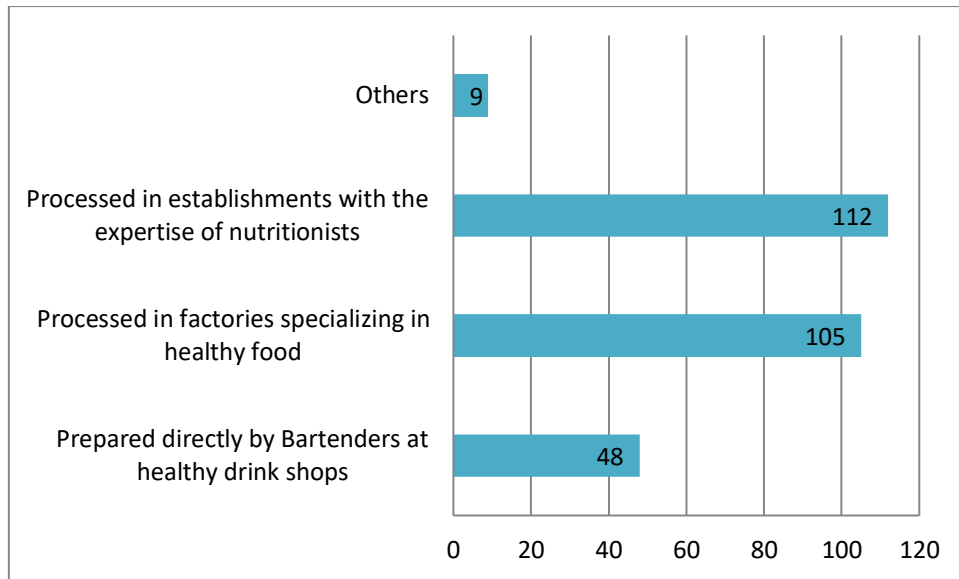
Figure 8. Monthly amount spent on healthy drink



Source: Research team survey results

Figure 8 shows that the majority of survey respondents spend about 100-200 thousand VND for monthly healthy drinks (74 answers). Next is the spending level of 200-500,000 VND for healthy drinks, accounting for 50 votes. On the other hand, there are 41 young people who spend less than 100 thousand per month on healthy drinks. The survey also recorded some information related to the sources of the most trusted healthy drinks, as shown in Figure 9.

Figure9. The origin of healthy drinks is trusted by young people

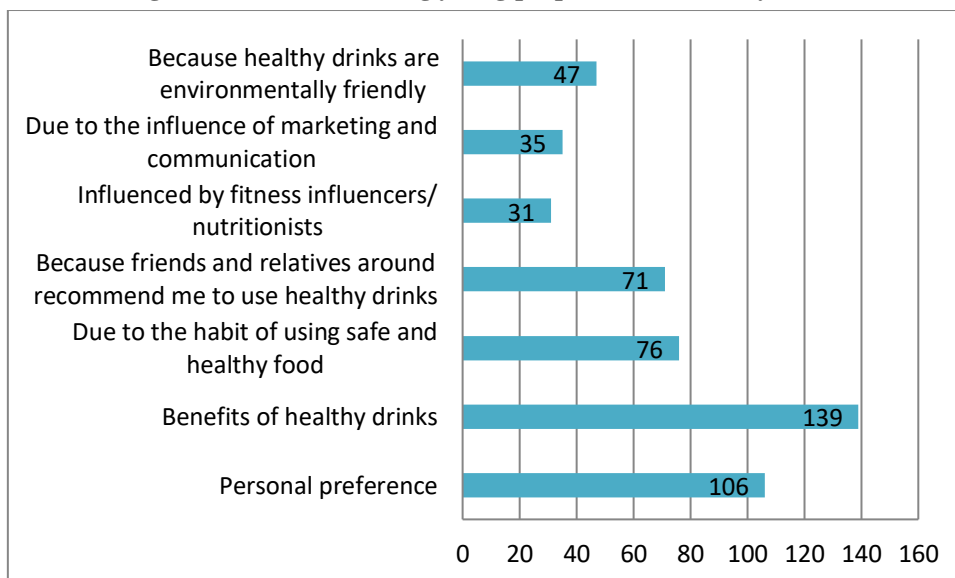


Source: Research team survey results

Figure 9 shows that out of 112 survey participants, they believe that healthy drinks are prepared in establishments that are inspected by nutritionists. Next, 105 young people trust healthy drinks at factories specializing in healthy food. Although the current selection trend of young people is drinks prepared directly at healthy drinks shops, in terms of trust, this is the least chosen source (48 answers).

Learn about the factors that determine the use and purchase of healthy drinks that are becoming essential for businesses. The survey recorded 7 main factors affecting the use of healthy drinks by young people, respectively, environmentally friendly healthy drinks, marketing and communication factors; factors related to fitness influencers or nutritionists; friends, relatives around; safe and healthy food habits; benefits that healthy drinks bring and personal preferences. (Figure 10).

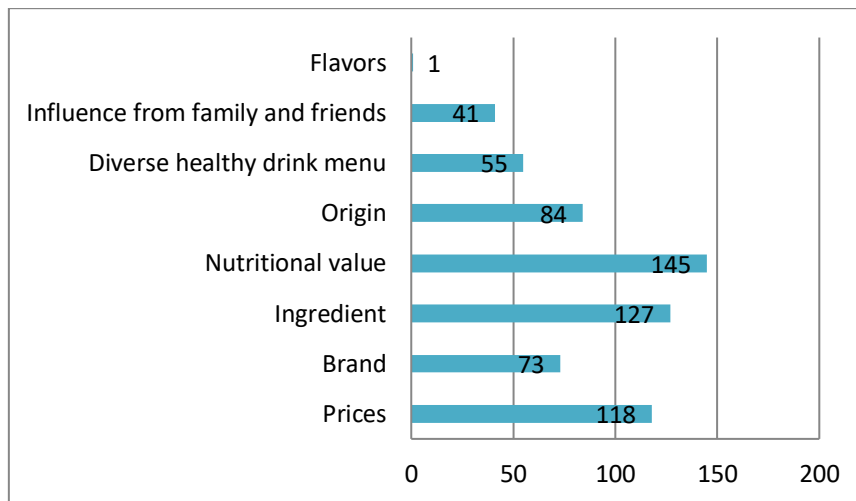
Figure10. Factors affecting young people's use of healthy drinks



Source: Research team survey results

Along with that, 7 main factors influence students' decision to buy healthy drinks, respectively nutritional value (145 votes); composition (127 votes); price (118 votes); origin; trademark; varied healthy drinks menu; friends and the element of taste (Figure 11).

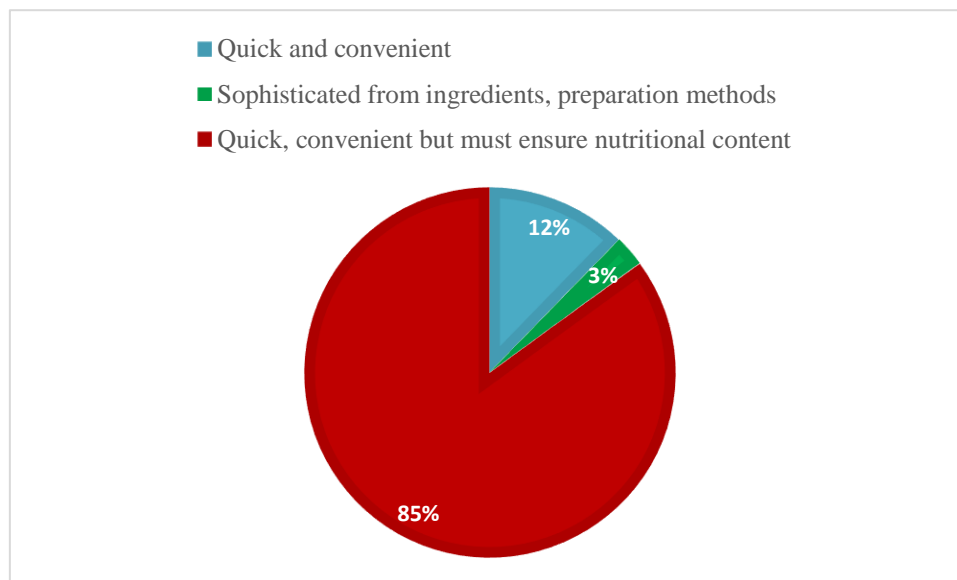
Figure 11. Factors determining the purchase of healthy drinks



Source: Research team survey results

The trends of young people's beverage consumption are considered from many aspects. The survey noted that there are 3 main trends that young people are aiming for. In which, the main trend of enjoying is quick and convenient but must ensure the nutritional content (85%). Most young people prefer a quick and convenient way to enjoy. Only 3% of young people love the sophistication from ingredients to preparation methods (Figure 12).

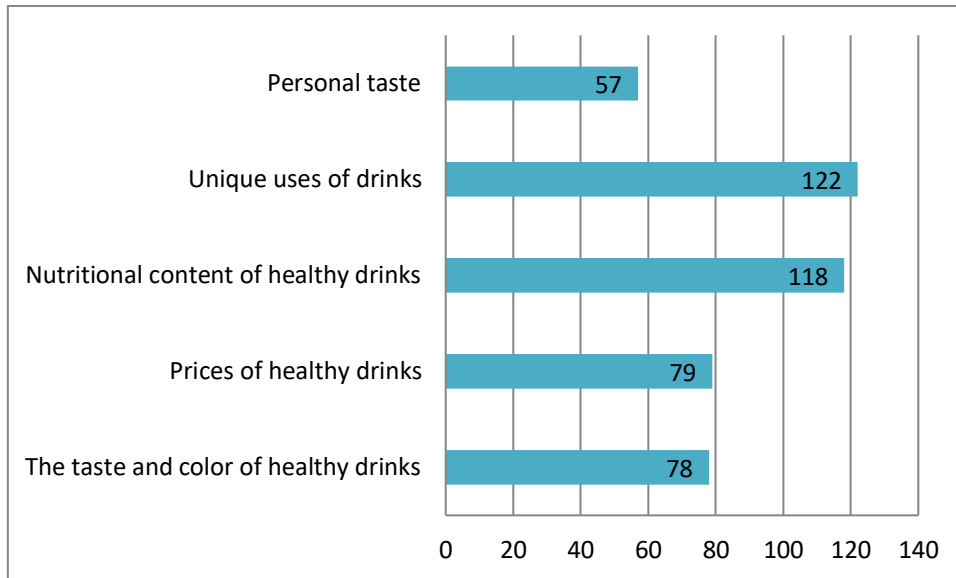
Figure 12. The enjoying healthy drinks tendency of survey participants



Source: Research team survey results

In the use of beverage products, there are some typical aspects that young people pay attention to. The survey recognized the unique use of healthy drinks as the aspect that received the most attention (122 votes). Next is the nutritional content of healthy drinks (118 votes). Aspects such as price, taste and color of healthy drinks, and personal taste also receive relative attention from young people (Figure 13).

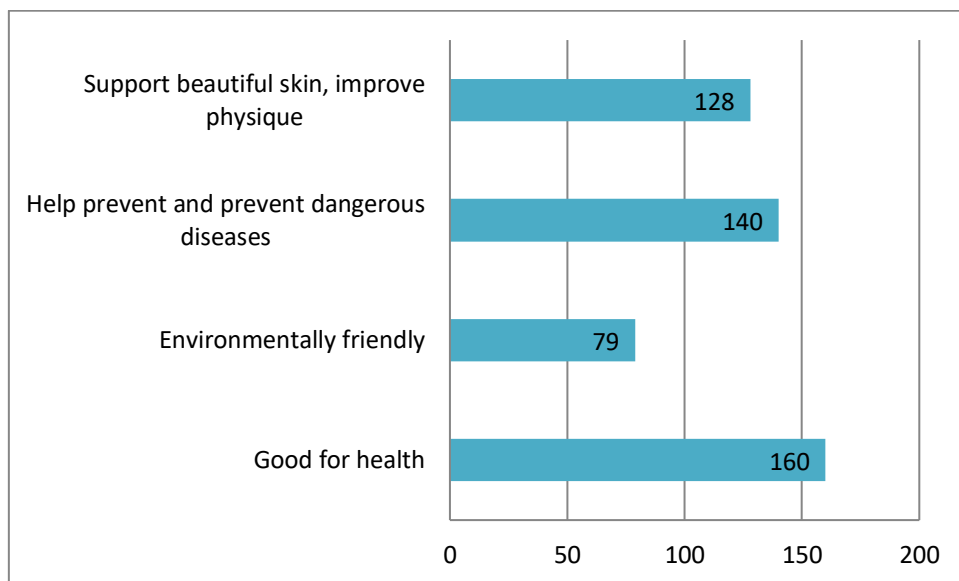
Figure 13. Concerned aspects when using healthy drinks



Source: Research team survey results

Figure 14 shows the benefits of using healthy beverage products as assessed by 306 survey participants.

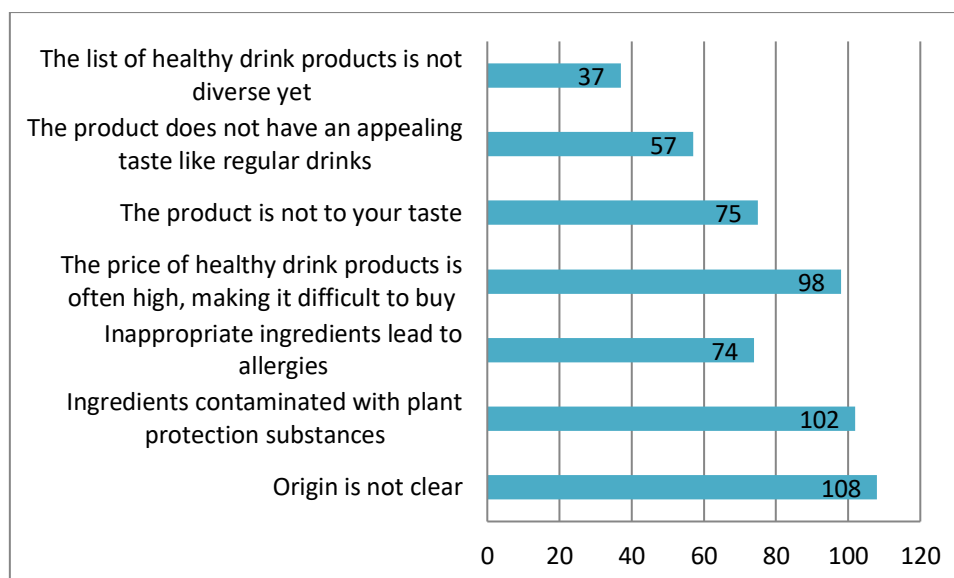
Figure 14. Benefits of using healthy drinks



Source: Research team survey results

Accordingly, 160 people agree that healthy drinks are good for health; 140 of you think that the benefits of healthy drinks are to help prevent and prevent dangerous diseases. In addition, 128 people think that healthy drinks support beautiful skin and improve physique. An important benefit is environmental friendliness, as agreed by 79 respondents.

Some concerns when using healthy drinks are considered in Figure 15.

Figure 15. Concerns when using healthy drinks

Source: Research team survey results

The biggest problem is that the origin is not clear; the ingredients of healthy drinks may be contaminated with pesticides (102 votes). In addition, when it comes to healthy drinks, there are some concerns such as the high cost of healthy drinks, which makes it difficult to buy (98 votes) or some other problems related to the taste and quality of products.

5. Some conclusions and discussions

From the survey results and the collection of information related to young people's healthy drinks consumption tendency collected from articles and documents in the media, it can be seen that:

Some trends noted from the research results that agree with the conclusions that have been made previously, include:

- Sugar-free/low-sugar drinks and fruit smoothies are the two most popular products for young people.
- Most young people know and use healthy drinks, which prove that healthy drink is a popular trend and choice of young people today.
- The main channel for young people to access healthy drinks is through friends, relatives and social networking sites such as Facebook, Instagram, and etc.⁷⁹
- The main factor affecting young people's tendency to buy healthy drinks is the product's benefits. In addition, a number of other factors such as the environment, friends and relatives, and nutritionists also have a significant impact on young people's consumption trends.
- In addition to the benefit factor, price plays a major role in young people's decision to buy healthy drinks. The monthly amount spent on healthy drinks is in the range of 100-200 thousand VND.
- When using healthy drinks, most young people are interested in the benefits and uses that the product brings. In addition, young people are also interested in the friendliness of products with the environment.

In addition, some survey results show that some more information is recorded about the trend of young people's healthy drinks consumption:

- Although young people's online consumption tendency is increasingly popular, survey respondents prioritized buying healthy drinks at stalls and supermarkets.
- The survey shows that young women are more likely to use healthy drinks than boys.
- The survey results show that young people's tendency to use healthy drinks prioritizes the quick and convenient preparation but still ensures the nutritional content.

- When using healthy drinks, in addition to the benefits, young people are also considered with concerns when using the product. These are concerns about pesticide residues in raw materials, high prices that are difficult to meet, unclear or unappetizing origins...

Through the research results, the research team made some exchanges with the manufacturers and suppliers of healthy drinks as follows:

The first, healthy beverage manufacturers need to focus on developing products to meet young people's requirements for safety, quality, and environmentally friendly natural origin, in line with the general trend of consumers nowadays.

The second, healthy beverage manufacturers need to promote market surveys and customer needs. From there, adjust the taste and quality of ingredients accordingly.

The third, with the trend of living green and being environmentally friendly, young people often prioritize safe drinks, completely natural ingredients, without residues of plant protection substances, without using preservatives. Therefore, businesses/factories/shops producing healthy drinks need to focus on the quality, healthiness, and environmental friendliness of input materials.

The fourth, according to survey results, young people often tend to choose simple healthy drinks products but still ensure essential nutrients. Businesses producing and processing healthy drinks need to focus on and adjust the menu of healthy drinks to be rich and diverse, giving consumers the maximum choice.

The fifth, nowadays, young people are more and more interested in shopping online. Therefore, it is very necessary to build brands, promote communication and marketing activities of businesses producing and processing healthy drinks.

References

- Bloganchoi.com (2021). *Eco-friendly diet – Apply the following 7 tips!*.<https://bloganchoi.com/che-do-an-than-thien-voi-moi-truong/#gsc.tab=0>
- Greenhand.vn (2021). *Did you know: Environmental friendliness is also reflected in the way you eat*.<https://www.greenhand.vn/suc-khoe-cong-dong/ban-co-biet-than-thien-voi-moi-truong-cung-the-hien-qua-cach-an-uong>
- Ipos.vn (2022). *How has the healthy eating trend changed the restaurant business model?*.<https://ipos.vn/xu-huong-healthy-eating/>
- Kotler, P., & Keller, K. L. (2013). *Marketing Management Horizon edition*. Englan: Pearson Education
- MISA Cuk Cuk (2022). *Nutritional drink business: How to catch up with the “Healthy” trend*.<https://www.cukcuk.vn/3109/kinh-doanh-thuc-uong-dinh-duong/#ftoc-heading-5>
- Nguyen, T.T et al (2022). *Analysis of factors affecting non-alcoholic beverage consumption behavior in Vietnam*. Journal of Economics and Business, VNU, Vol. 2, No. 3(2022) 72-80
- Nhan, P.P (2022). *Experience in opening a beverage shop catching up with the “Healthy” trend*.<https://dayphache.edu.vn/kinh-doanh-do-uong-tot-cho-suc-khoe>
- Quang, V. (2021). *Natural drinks – a new trend to attract young people*. <https://kenh14.vn/thuc-uong-tu-nhien-lan-song-moi-hap-dan-gioi-tre-20210821134644604.chn>
- Sapo (2022). *What are healthy drinks? Healthy drinks are good for health*.<https://www.sapo.vn/blog/do-uong-healthy-la-gi>
- Thieunien.vn (2022). *GenZ chooses drinks: Health or trend?*.<https://thieunien.vn/genz-chon-do-uong-suc-khoe-hay-trao-luu-tbd56737.html>
- Tung, H.T, Ngoc, V.A. (2022). *Cosmetics consumer trends of Vietnamese teenagers - research of high school and university students in Hanoi*. Business Management - GPH International Journal, Vol. 05 Issue 08 August – 2022 – Doi 10.5281/zenodo.7066351
- Vietmec group (2022). *What are healthy drinks? Top 5 best healthy drinks in 2022*.<https://vietmecgroup.com/do-uong-healthy.html>