Consumer Behavior and Perception of Ginseng Products by Different Age Groups

Na Young Kim¹, Myung Joo Han²*
¹Department of Hotel Culinary Art, Songho College
²Department of Food and Nutrition, Kyung Hee University

Abstract

This study investigated the perception, consumer pattern and satisfaction of the ginseng products of 600 people in the Seoul area surveyed from Feb. 1 to 28, 2011. The perception and satisfaction tests were performed using a 5-point scale (1 = disagree (dissatisfy) very much, 5 = agree (satisfy) very much). People perceived ginseng to have refreshment (3.86), immuno-modulation (3.78), anticancer (3.51), and antiaging (3.41) properties. People in their 20s (4.02) scored high on refreshment compared to people in their 60s and over (3.73). Most people (79.8%) consume ginseng products and prefer red ginseng (74.3%). More people in their 40s (54.1%) and 50s (48.2%) consume ginseng products for refreshment than people in their 20s (38.7%), 30s (41.5%) or 60s and over (40.0%). However, more people in their 50s (36.1%) and 60s and over (43.6%) consume ginseng products for disease prevention than people in their 20s (8.6%). Most people (66.4%) take ginseng all year round. People in their 20s (2.70) showed a smaller satisfaction score of the taste of ginseng products than those in their 30s (3.21), 40s (3.23), 50s (3.26) and 60s and over (3.38).

Key Words: Perception, satisfaction, ginseng product, refreshment, disease prevention

I. Introduction

Ginseng (Panax ginseng) is one of the most widely used herbal medicines and has been used as a tonic sedative agent in Asia for thousands of years (Ernst 2010; Qi et al. 2010; Kim et al. 2010). The scientific name of ginseng is Panax ginseng, given in 1843 by Carl Anton Meyer. The genus name, Panax, means ‘cure (pan) all (axos)’ in Greek, and the species name, ginseng, means ‘human-shaped essence of the earth’ in Chinese. The meaning of Panax ginseng is ‘all-healing man herb’ (Kim 2007; Lee et al. 2011).

Ginseng, special crop in Korea, has been exported to the world market for a long time (Jeong et al. 2005). Ginseng has been reported to have immuno-modulation, vasorelaxation, antioxidation, antiinflammation, antidiabetes, antiaging, antistress and anticancer activities (Yun 1996; Yun 2001; Hasegawa et al. 2002; Helms 2004). The major bioactive constituents of ginseng are ginsenoside and polysaccharides (Qi et al. 2010; Kim 2007). Ginseng, which contains a protopanaxadiol group (Ra, Rb1, Rb2, Rc, and Rs) and a protopanaxatriol group (ginsenoside Rg1, Re, Rf, and Rg2), has been used as a traditional medicine in Korea, China, and Japan (Kim & Park 1998; Kim 2007).

Traditionally, ginseng is prepared by several different ways in Korea, such as fresh ginseng, white ginseng and red ginseng. Fresh ginseng is less than 4 years old; white ginseng is 4 to 6 years old and is dried after peeling; red ginseng is harvested when it is 6 years old and is steamed and then dried (Ernst 2010).

The objectives of this study were to identify perception and consumer behavior of ginseng product in different age for the development of various ginseng products.

II. Materials and Methods

1. Research subjects and period

This study involved 600 people in Seoul area and surveyed during Feb. 1 to 28, 2011.

2. Survey questionnaire

The survey consisted of the opinions related to health (5 items), perception about ginseng (10 items), route to get information, intake of ginseng product (6 items), satisfaction of ginseng products (5 items) and opinion about ginseng product (2 items). The opinion related to health, perception and satisfaction of ginseng products were measured by using...
Consumer Behavior and Perception of Ginseng Products by Different Age Groups

3. Statistical analysis

The survey data were analyzed to frequency (%) and mean ±SD by using SAS program. The significant differences were measured by χ²-test and analysis of variance (ANOVA). The result of ANOVA show significance, then mean separation applied by duncan’s multiple range test.

III. Results and Discussion

1. General characteristics of subjects

The subjects are consisted of female 268 (48.7%) and male 282 (51.3%) <Table 1>. By age, people in their 20s were 122 (22.2%), 126 at 30s (22.9%), 135 at 40s (24.6%), 103 at 50s (18.7%) and over 64 at 60s (11.6%). Most people (68%) have a monthly income of less than three million won. There are 111 people (18.5%) have a monthly income of more than four million won. By academic level, 349 people (63.3%) in University graduate are the largest group, followed by 146 people (26.6%) in high school graduate. The number of nuclear family households were 485 (88.2%), those of large family were 65 (11.8%).

2. Opinions related to health condition

The opinions related to health condition by age is shown in <Table 2>. The opinion related to health condition were ‘eat regularly’ (3.32), ‘feel healthy’ (3.26), ‘sufficient sleep’ (3.12), ‘get rid of stress’ (2.61), ‘exercise regularly’ (2.59) in decreasing order. There are significant differences on ‘exercise regularly’, ‘eat regularly’, ‘get rid of stress’ and ‘sufficient sleep’ by age group. People in their over 60s (2.91) showed high score in ‘exercise regularly’ compared to their 20s (2.45) and 40s (2.40). People in their 30s (3.31), 40s (3.38), 50s (3.54), over 60s (3.63) showed high score on ‘eat regularly’ compared to their 20s (2.90). People in their 40s (3.54) and over 60s (3.63) showed high score on ‘sufficient sleep’ compared to their 20s (3.12). People in their 40s (2.72), 50s (2.72) and over 60s (2.89) showed high score on ‘get rid of stress’ compared to their 20s (2.49). People in their 40s (3.20), 50s (3.25) and over 60s (3.34) showed high score on ‘sufficient sleep’ compared to their 20s (3.00).

---

1) 1=disagree very much, 5=agree very much
2) Means in a row followed by different superscripts are significantly different at p<0.05

---