

Research Article

SELLING MICROGREEN DETOX DRINKS IN MYANMAR

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ABSTRACT

The health industry is blooming over the past decades, and since people are more aware and conscious of their health, the detox diet is gaining its popularity recently. With this detox diet claiming to facilitate toxin elimination and weight loss, there has been limited research on the clinical evidence to such claims, and there are little reviews examining its effectiveness and its possible harm or side effects to our bodies. With that being said, another similar diet that people are showing interests is the microgreen industry, where these healthy immature greens are harvested within less than a month of their germination. The main purpose of this paper is to analyze the consumer behavior in Myanmar towards these health trends, with the focus on identifying their interest on the Detox solutions made from the microgreens. Not only are their interests being measured, but the possible demand for these solutions have also been taken into consideration, presented if they were certified and launched in Myanmar. This paper is delimited to the research only in the region of Yangon, Myanmar and the paper is done in such a way assuming that these microgreen detox solutions were to make its debut in the Myanmar market. In this research, mainly primary research has been conducted, with surveys and questionnaires conducted to meet our research objectives. People in Yangon have shown quite diverse opinions on the detox drink, as well as the local supplements which have been done for comparison to refer back to the Microgreen Detox Drink which has not yet existed in Yangon. With all the results from the three surveys and questionnaires, the results favor that people are showing willingness to try the Detox Drinks and due to their increasing awareness of their health.

Keywords: Myanmar, Health, Detox, Supplements, Diets.

INTRODUCTION

In general, Detox is the removal of metal, toxins or unwanted materials from the body. Organs like liver, lungs and kidneys help to detoxify the body, however when unhealthy diets are consumed through large amounts of sugar, flour, animal products, alcohol, preservative foods and get exposed to excessive amounts of polluted air and water, these toxins can be accumulated. Detox diets can improve the body's ability to metabolize toxics and among the diets, detox drinks are one of the most popular. There are a large variety of detox drinks available with different benefits in the market. Benefits ranging from weight loss, skin glow to removal of body waste from our body. Most of the consumers of Detox drinks find themselves feeling better and lighter after consuming detox drinks. However, there is very little evidence from Lab tests that proved the effectiveness of Detox drinks on removing certain toxins from our body. In fact, one of the investigations in 2009 on 15 different types of Detox products mentioned that some of the detox products are not as they advertise, and some are even misleading the consumers. However after reading the investigation article, there are many weaknesses. Just like how they mentioned that detox products do not have scientific proof, the investigators also did not take the products for a lab test. The investigators just try to pick on what is advertised based on their knowledge. In addition, the network, VoYS, that published the paper aims to correct all kinds of misinformation in commercialized products. Which means that they are only trying to look for the 'bad' products and excluding the 'good' products. The sample size is also too small to prove anything and most importantly it is not done in an Asian country. Patients and therapists should be aware of their health conditions before choosing which type of detox drink to consume. One of the cases reported finding acute liver damage or acute oxalate nephropathy in a 65-year-old woman after consuming too much "Detox tea". The woman has a history of gastric bypass and ongoing antibiotic therapy.

Another case reported a 60-year-old woman that had acute fulminant liver failure after drinking detox tea for 14 days(three times a day). The woman was present with weakness, lethargy, scleral icterus, jaundice and worsening mental status. In both of the cases, the consumers of detox tea have health problems and they are in their 60s. The cases suggest that if the Detox drinks are not chosen according to their health conditions, it could have negative impacts on our health. Hence, upon developing this 'Microgreen Detox Drink', it would be more applicable to cooperate with doctors, therapists and nutritionists in order to make sure that the Detox Drink they consume is tailored to their specific health needs.

Myanmar market potential for Detox Drinks

Due to rising health consciousness among the global population, the market for detox drinks is expected to expand with a significant growth rate during the forecast period. In addition, increasing awareness of growing body weight is also driving the growth of the worldwide detox drinks industry. However, developing countries in the Asia-Pacific, Middle East, Africa have a lack of understanding of detox drinks which is hindering the development of the industry. Prominent market players are expecting to see lucrative prospects in the emerging economies of the countries over the coming years after the penetration. The industry is divided by segments based on the product, category, type of packaging, channel of distribution and region. The product type is sectioned into water, juice, smoothie, tea, coffee and others. The water segment is generated to have the highest revenue in the global detox market. The worldwide demand for detox drinks has now been divided into traditional and organic, depending on the category. The global detox beverages industry has been listed as bottles, pouches & sachets, and others, depending on packaging form. The industry has also been divided into store-based and non-store-based by delivery channel. Furthermore the store-based group was divided into supermarket chains & malls, convenience shops, and others.



The Voice of Young Science network brings you ...

THE DETOX DOSSIER

An investigation by early career researchers into some of the many products, special diets, tonics and supplements which are widely promoted as being able to 'detox' you after the festive season.

In 2007 in *There goes the science bit...* we challenged dodgy science claims that had taken hold in public. We discovered that companies often used phrases that sounded scientific but actually had little or no scientific meaning. We felt that the public were being duped. We wanted to do something about it and published our investigations with a call for other early career researchers to join us to Stand up for Science. And they did. They told us that there was more to be done and the word that came up over and over again was DETOX.

their Detox Salon Straighteners and referred us to "information on nano silver and its properties in the public domain".

In fact, no one we contacted was able to provide any evidence for their claims, or give a comprehensive definition of what they meant by 'detox'. We concluded that 'detox' as used in product marketing is a myth. Many of the claims about how the body works were wrong and some were even dangerous. This dossier is a collection of extracts from our experiences.

Figure 1 The Detox Dossier
(Retrieved from <https://senseaboutscience.org/wp-content/uploads/2017/01/Detox-Dossier.pdf>)

Young people nowadays are taking health in their own hands. With social media, a lot of influencers and celebrities project unrealistic bodies, being unreasonable skinny or over photoshopping their photos to have over the top bodies and faces which are impossible in real life. But the audience or younger generation would want to look like their favorite celebrities and so they would go to the gym or use unhealthy ways to lose weight and go on a diet. These celebrities have also taken advantage of this, promoting 'detox' drinks that lose weight or make their skin 'clearer' that they receive from sponsors to put on their pages, even though they might have never tried it in the first place. Any juices used in 'detoxes' and 'cleanses' that have not been pasteurized or processed in other ways to destroy dangerous bacteria can make people sick. Diseases can be severe in infants, the elderly and those with compromised immune systems. This had led to people buying the stuff without knowing if there are actually any health benefits when you consume it. So there are many opportunities to enter the detox drink market. It is important to keep in mind, customers demand beverages that are both tasty and healthy. This also implies that they might be prepared to pay a premium. The timing may also be right for a low-cost detox brand to make its mark on the detox drink industry, as the market begins to mature, and detox drinks become more and more popular and buyers become more price sensitive.

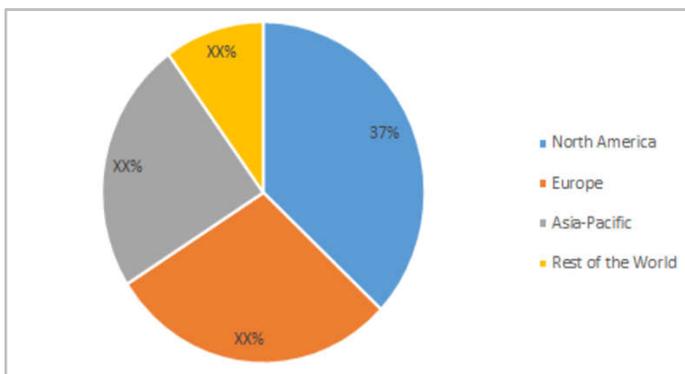


Figure 2. Global Detox Drinks Market Share (%) by Region, 2017
(Retrieved from: <https://www.marketresearchfuture.com/reports/detox-drinks-market-7330>)

North America is expected to capture the lion's share in the market for detox drinks during the forecast period. Due to growing customer spending on healthier drinks, changing people's habits, and increasing penetration of market players in the Asia-Pacific region,

the Asia-Pacific market is expected to record the highest growth rate during the forecast period.

Brief explanation about the microgreens

Known as 'vegetable confetti'. 'Healthy greens' are usually associated with organic greens; in fact, microgreens can be made organic. They are considered as baby plants, falling between a sprout and baby green. But sprouts are not microgreens as they do not have leaves and have a shorter life span. Have similar health benefits to sprouts, but with greater nutritional value. Microgreens are a variety of edible immature greens, harvested within less than a month after germination and around 1-3 inches long. Unlike baby greens, microgreens are smaller and can be bought without being harvested so they can be kept alive until they are consumed. According to a research study in the Journal of Agricultural and Food Chemistry (tested on the 25 species of microgreens), generally microgreens contain considerably higher concentrations of vitamins and carotenoid than their mature plant counterparts. The microgreen cotyledon leaves possessed higher nutritional densities almost 9 times. They are packed with nutrients. They differ widely in quality, but most types tend to be high in potassium, iron, zinc, magnesium and copper. Antioxidants are beneficial plant compounds that can be found in microgreens. Their nutrients are often concentrated, meaning they frequently contain higher amounts of vitamins, minerals and antioxidants than the same quantity of mature vegetables. As a matter of fact, studies comparing microgreens with mature greens have shown that the nutrient level of microgreens are 40 times that of the mature greens. Ways to include microgreens in the diet, sandwiches, wraps and salads, and blended into smoothies or juiced (wheatgrass juice is a popular example) like detox drinks. They are also used as garnishes on pizzas, soups, omelets, curries and other warm dishes. Due to microgreens having high nutrients and eating vegetables have already been researched for lower diseases. There are many health benefits from consuming microgreens. Helps with heart disease, since microgreens have a rich source of polyphenols (a class of antioxidants) and research have shown that they may lower triglyceride and bad LDL cholesterol levels. Antioxidant-rich food and high polyphenol lower the risk of Alzheimer's disease. Consuming microgreens also help diabetes that reduce the type of stress that can prevent sugar from entering cells. And certain types of cancer. When found, pesticide residues weresimilarly low in organic and conventional produce, but there is some evidence that even very low doses of pesticides might still elicit physiological effects. Alas, organic products are not unilaterally safer than conventional ones: a2018 test of protein powders revealed that organic ones had about half the amount ofBPA (an industrial chemical) but twice the amount of heavy metals.

Literature Review

According to the author of 'Where to Buy Healthy and Nutritious Detox Drinks Online', Hsu Myat Lin Naing suggested four detox companies to buy juices that are delivered in Yangon. The article begins with how detox juice can be a daily routine for your health and has explained how detox drinks work for your digestive system, liver and body. How it can help you maintain a healthy lifestyle. The four listed companies are currently the most popular places to buy detox drinks: Raw Juice, Jungle Detox, Body Detox and IVY Diet & Detox. A description of each company's style, their programs and plans while carefully listed, could also lead to reader's confusion. It has not stated which company has a better drink or has a better program. But the contact numbers and Facebook pages are provided at the end of each company, so it makes it easier for readers' to click on if they are interested in buying them. Another idea by Klein and Kiat (2015), it discusses the critical review on the detox diet. It includes how clinical

evidence is supporting the benefits, which includes enhancing liver detoxification and eliminating persistent organic pollutants from the body, and on the other hand reviewing on how these studies are hampered by flawed methodologies and how the majority of these tests have only been performed in animals. The article also provides facts on how there is a lack of back up evidence to prove the credibility of these detox diets and proved some of the diet-based detox measures with experiments and testing programs conducted. Based on these research, they uncovered some health risks of detox risks, which includes severe energy restriction and nutritional inadequacy. A third article written by Mellor, Georgousopoulos and Naumovski states the difference between microgreens and mature crops in ways of their nutritional benefits and the cost of it. The article mentioned that although each microgreen differs in nutrition, microgreens typically had a higher level of vitamin C, vitamin E and carotenoids than mature crops. However it is also more expensive, the article gives out a comparison example between micro red cabbage to full sized red cabbage, which has vitamin C of 103mg/100g and 69mg/100 g, respectively. If we look at the nutrition values, we can just eat more full-sized red cabbage instead of spending more on microgreens. However besides from the nutritional value, the dense taste in microgreens that makes it sweeter or more peppery can make the food dish tastier and it could even prevent us from putting more artificial spices that could have health side effects. More importantly, research has shown that encouraging children to grow their own food could make them eat more vegetables because they feel more attached to it. However in general, both microgreens and vegetables are equally low in energy, we still need to consume other foods such as meat.

METHODOLOGY

Data collection

The type of data collected in this paper are both primary and secondary data. The primary data is information that has to be collected, with studies being conducted. Secondary data is the data that has already been researched and that can be accessed in secondary sources such as through publication websites and other research papers.

Primary Data

Primary data is collected in two main methods, which is surveys and questionnaires. In this research, one survey is conducted to initiate with the research process to examine the interests of Yangon people in microgreens and detox drinks, and two questionnaires are conducted, with one being more specific asking the respondents about their desirable needs for the detox drinks, while the other questionnaires is to access the general health awareness of Yangon people.

(I) Surveys - General Microgreens and Detox Drink

Choice of research method: We have chosen a quantitative survey research method to get as many responses as possible. This way we could get a more accurate response and an understanding of our targeted market. Survey questions are also more effective in getting more respondents because they just need to choose the multiple choice without taking much time. The "yes, no" answer from this survey is also what we needed to have a basic understanding on customer preference and knowledge on Microgreens and Detox drinks.

Respondents: People from Yangon, both genders until age 34. 40 responses in total.

Procedure: Due to the Covid-19 pandemic, we have decided to send out our surveys through the internet digitally. We used our social media, Facebook and WeChat, to deliver the surveys. We choose our sample randomly. We have included both Myanmar, English and Chinese language in our Survey.

Possible limitations: Since we are using our social media to deliver the survey, the respondent's age groups are limited between 18 and 34, which means that the elder age group is absent. The close-ended questions also limited the range of answers we can get from each question. Even though 74 respondents are relevant, it is not enough to represent the whole city, Yangon.

(II) Questionnaires

1- General Health Awareness

Choice of research method: With this quantitative method, it can better measure the actual responses from the respondents, instead of just receiving their option choices as the previous method of using surveys. Questionnaires provide a relatively quick and efficient way of obtaining large amounts of information from a sample of people. This method is especially useful for large populations for this type of research when interviews to each individual would be impractical.

Respondents: Yangon people of all age groups, and both genders

Procedures: In this *General Health Awareness Questionnaires*, which is done digitally through Google Forms, general health and routine questions are being asked to the respondents to actually investigate their health routine on local medicines or other medicines which they took for health supplement (such as Vitamins or Probiotics). This questionnaire link is being sent out to a total of 50 respondents, all being the residents of Yangon in order to maintain a fair research. Different age groups are being reached with ranges from 20 to 50 and older in order to ensure the sample to be the best representation of the whole Yangon region's residents.

Possible Limitations: Due to a few closed questions presented in the questionnaires, it indirectly allows responses which fit only into pre-decided categories. This could not be omitted since with these close ended questions, it is aimed to provide ordinal data which could provide a rating scale on the respondents' attitudes and behavior. In addition, due to the nature of questionnaires, 'social desirability' is another problem, where most people want to present a positive image of themselves and so may lie or bend the truth in the questionnaires to look good. This is unavoidable even though the questionnaire's response is made anonymous.

2- Detox Drink Questionnaires

Choice of research method: This questionnaire is to see if people are willing to try detox drinks. By doing this way, the responses of the questionnaire determine whether people will buy detox drinks if they were presented to have good benefits to the body. They also show if they would prefer to drink detox juices instead of Burmese traditional medicine. The questionnaire is sent to people who live in Yangon since our research is based there. Research is based on whether people want to try and buy detox drinks and see what their opinions on detox drinks are with special benefits.

Respondents: Sent to Yangon residents of all age groups and genders. Have a total of 67 responses.

Procedures: Detox Drink questions are asked to respondents to know if they have ever tried detox drinks. And questions on where

they get them and whether they have routine or a habit in consuming detox drinks. How much are they willing to pay for a detox drink? Where would they buy them? And how frequently would they buy the detox drinks? These are the types of questions asked in the questionnaire. There are closed ended questions but also open ended questions for respondents to explain or give their feedback.

Possible limitations: Mentioned above, this research is only based on a small amount of people. It limits the results from being accurate apart from the 67 responses obtained. During these questionnaires, people may or may not understand the questions being asked and if they are truly filling out the questions and not just to get over it. So some open ended questions come back unanswered and only multiple choices are chosen.

PRIMARY DATA- RESULTS

Survey

General Microgreens and Detox Drinks

In this survey question, it was started off by asking general questions about their opinion and familiarity on Microgreens. Starting with the first question, when asked if they have ever heard about Microgreens before, 60% of the respondents answered “Yes” and the rest 40% answered “No”. Moving on to the Age question, 77.5% of our respondents are within the age range of 18-24, 17.5% are within the age range of 25-34 and very few (5%) were under 18years old. When asked about the frequency of Microgreen consumption, almost half (42.5%) of the respondents have never consumed Microgreens before, 20% of the respondents consume it every meal, 17.5% consume it once a week and 12.5% consume it once a month. More than half (52.5%) of the respondents believe that consuming Microgreens can benefit our health and 35% does not know where to purchase, 10% of the respondent thinks there is not much difference between normal vegetables and microgreens, 2.5% of the respondent thinks there is not much difference between normal vegetables and microgreens.

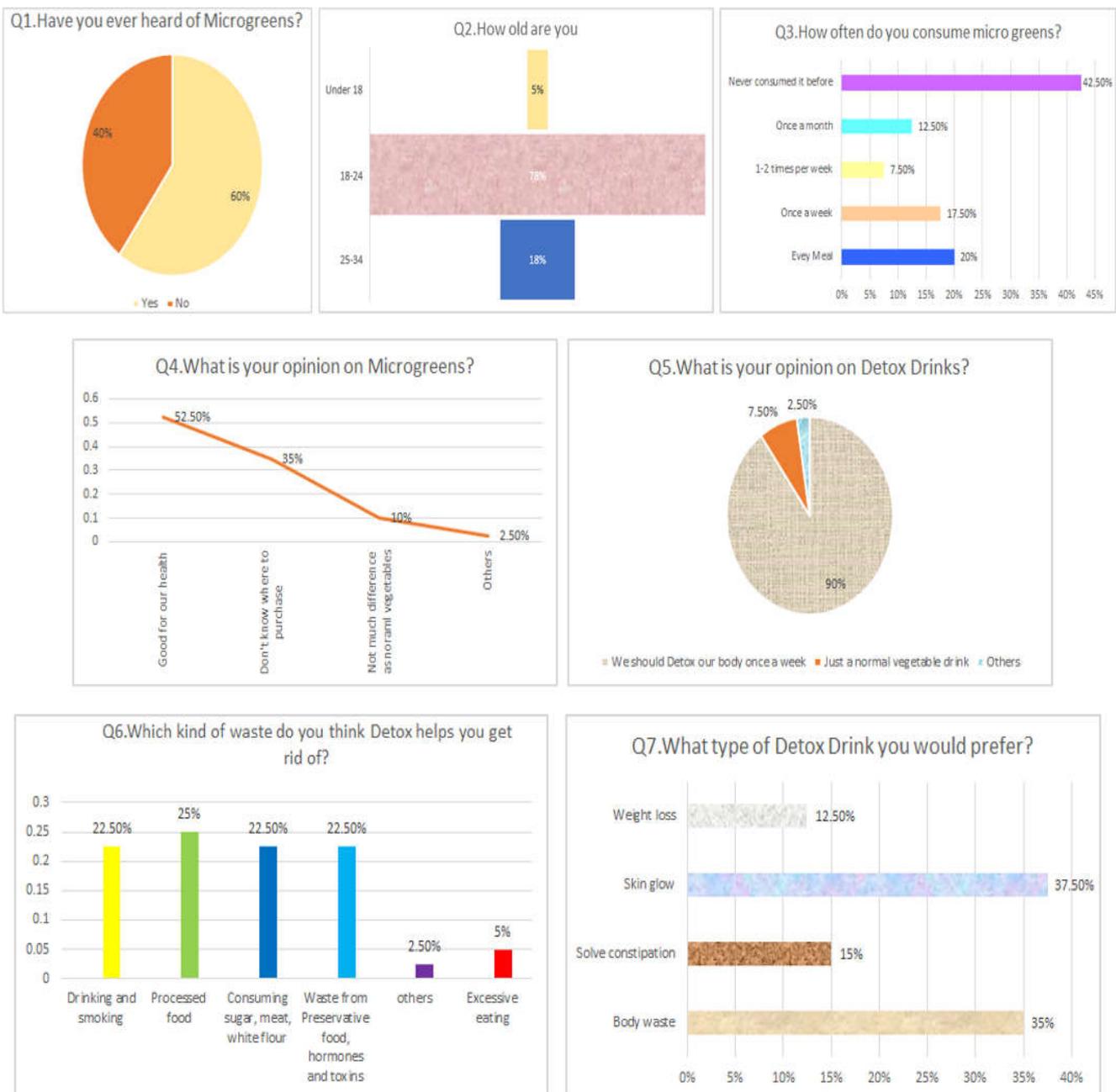


Figure 3 Dashboard for General Microgreens and Detox Drinks Survey Results

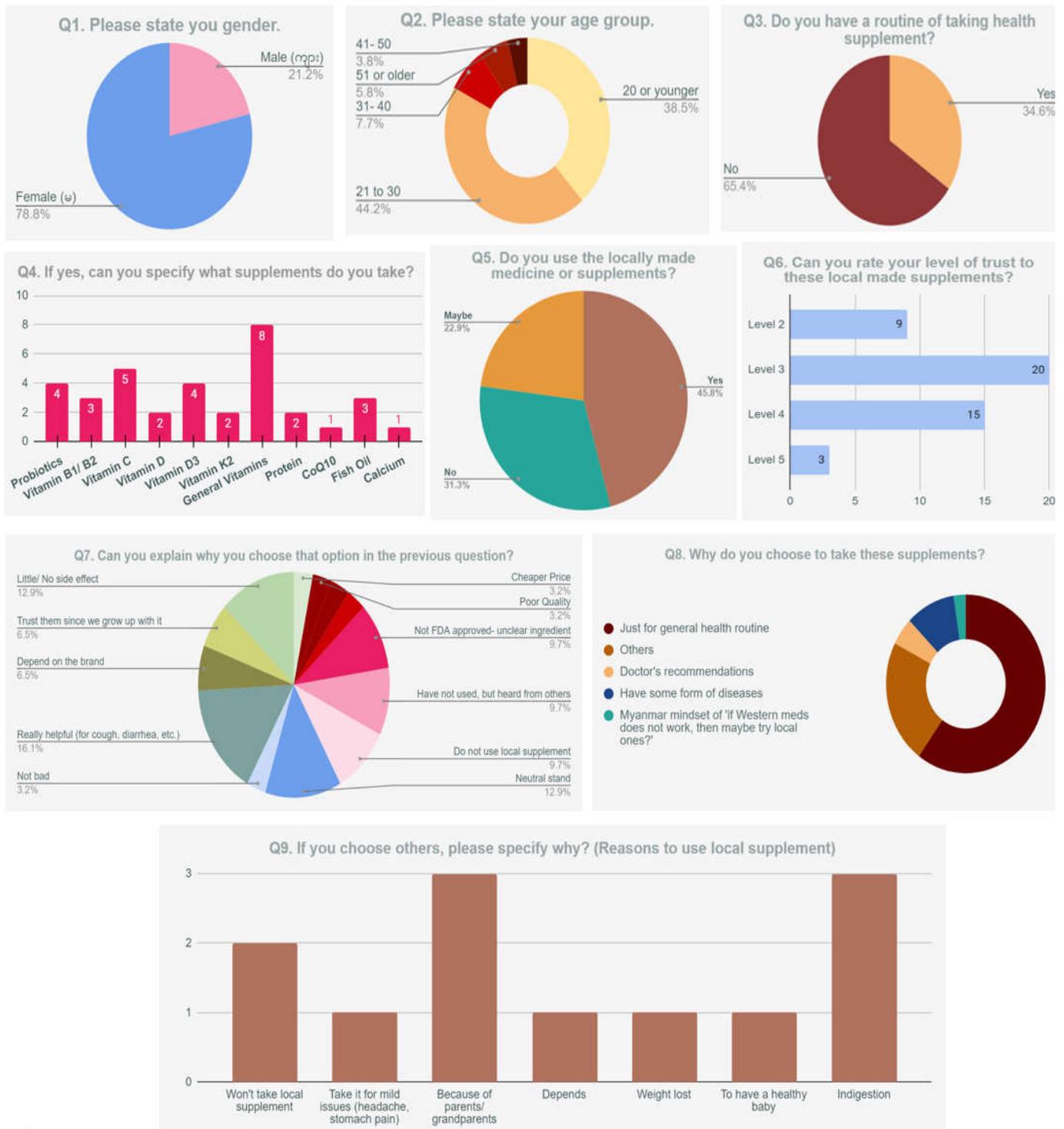


Figure 4. Dashboard for General Health Awareness Questionnaire Results

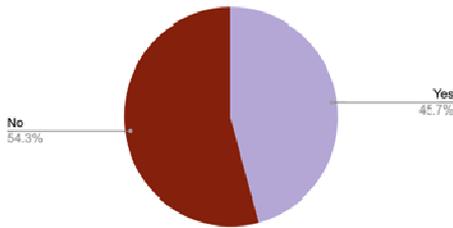
Moving on to the survey questions related to Detox drinks, a huge amount (90%) of respondents believe it is important to detoxify their body once a month and 7.5% of the respondents think it is just a vegetable drink. When asked what health benefits consumers believe to have, the answers were all spread out quite evenly, there is a tie between 'Getting rid of waste from drinking and smoking', 'From eating processed food' and 'From consuming foods like sugar, white flour and meat products and from preservative foods' with a 22.5%. Proceeding to the last question, when asked what type of detox benefits they would prefer, the highest was 'For skin glow' with a 37.5%, second highest was 'Getting rid of body waste' with 35%, third was 'To solve constipation' with 15% and the lowest was 'To lose weight'.

Questionnaires

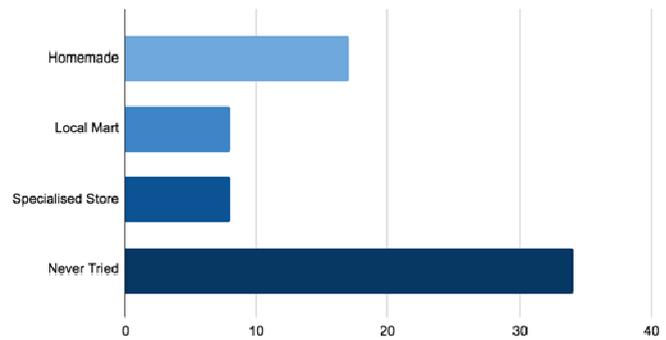
1. General Health Awareness Questionnaire

According to the questionnaire results, people in Yangon are aware of their health in terms of intaking supplements tailored to their health conditions. More than half of the respondents in this questionnaire are 'Female' occupying 78.4% leaving the 'Male' respondents with 21.8%. Among them, the age group that dominates are the 21 to 30 and the 20 or younger groups, occupying 43.1% and 39.2% respectively, followed by 31-40, 51 or older and 41-50 age groups. Proceeding the results, although people in Yangon generally are aware of their health, the statistics show that less than half of the respondents have a routine of taking health supplements, with 64.7% of them not having a routine.

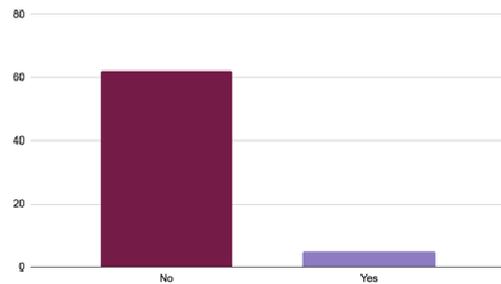
1. Have you consumed any type of detox drinks?



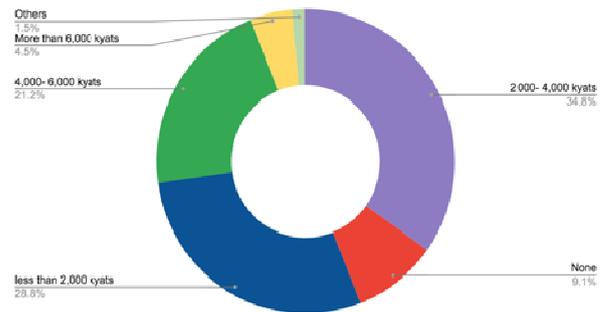
2. If you answered yes above, please state where have you consumed/ where have you purchased from.



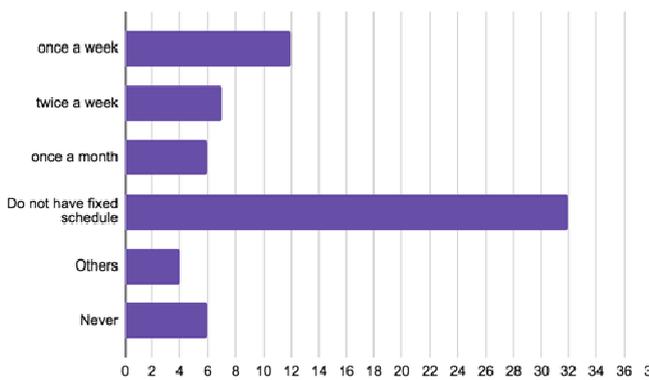
3. Do you have a routine/ habit in consuming detox drinks?



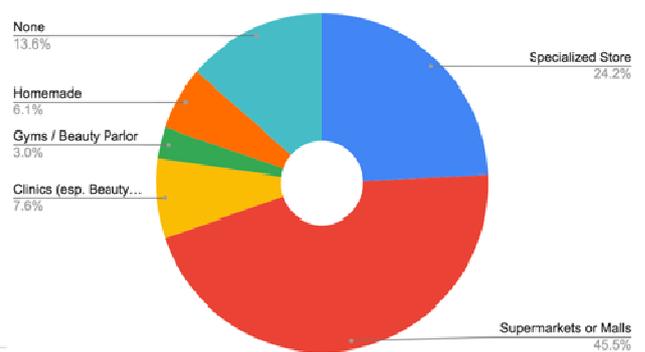
4. How much are you willing to pay for a bottle of Detox Drink? (per 10 ml bottle)



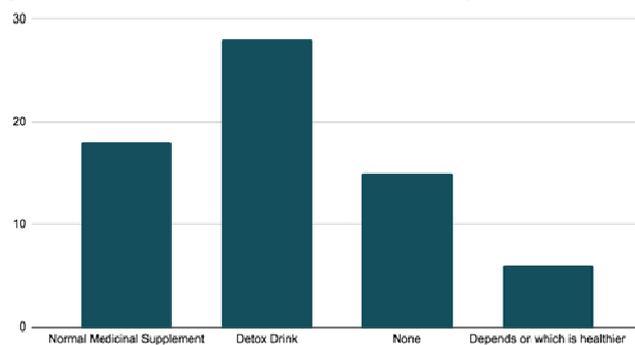
5. How often are you willing to buy the Detox Drink?



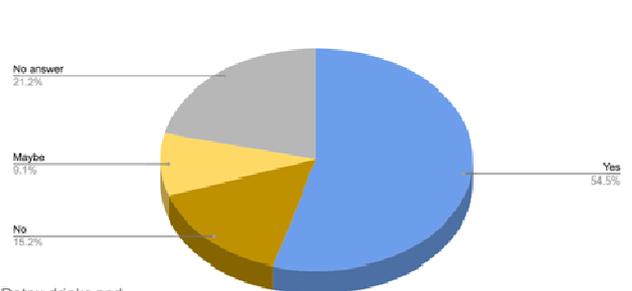
6. Where do you want to purchase these Detox Drinks from?



7. If you were to choose between normal medicinal supplement and general waste removal detox drink, which one would you prefer?



8. If the Detox Drink is proven to have general waste removal benefit, will you purchase them considering that they might be a bit pricey?



9. If given with the option to choose between Detox drinks and traditional local supplements, which one would you prefer?

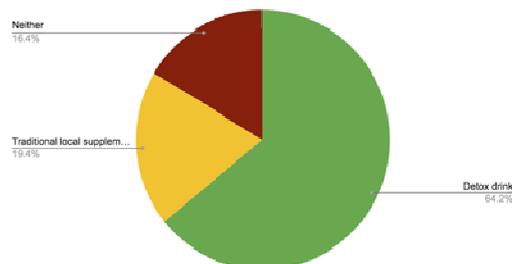


Figure 5. Dashboard for Detox Drink Questionnaires Results

Among the respondents who take, the answers vary from taking general Vitamins or specific Vitamins to taking Probiotics, Fish Oil and Calcium, where most of them taking General Vitamins, 4 to 5 respondents taking Probiotics and specific Vitamins (i.e. Vitamin B1, C, D, D3 and K2), and few of them taking other supplements with CoQ10 and Calcium being the least. Proceeding to further questions on accessing whether they are using local made medicines/supplements, almost half of the respondents (46.8%) responded 'Yes', whereas 31.9% of them answered 'No' and the rest answering 'Maybe'. The reason for putting local supplements into the context is based on the assumption that this could be referred back to 'Detox Drinks', which is also a health supplement and is not widely trusted by the people. Furthermore, in terms of rating the level of trust (scaling from 1 to 5, with 1 being the least satisfactory and 5 being the most satisfactory), 20 out of 50 respondents rated Level 3, followed by Level 4 with 15 respondents, Level 2 with 8, Level 5 with 3 respondents and Level 1 with no respondents. In the next questions asking to specify for their choices in the previous questions, there are both positive and negative comments as well as some taking 'Neutral standing' with 12.9% in addition to another 9.7% of the comments commenting 'Have not used, but heard from others' and 6.5% stating 'Depend on the brand'. Positive comments include 'Really helpful (for cough, diarrhea)'- 16.1%, 'Little/ No side effect'- 12.9%, 'Trust them since we grow up with it'- 6.5%, 'Not bad'- 3.2% and 'Cheaper Price'- 3.2%; negative comments include 'Not FDA approved/ unclear ingredients' and 'Do not use local supplement' both occupying 9.7%, and 'Cheaper Price' and 'Poor Quality' occupying 3.2% each. Additionally, upon those who replied that they are taking local supplements, Question 8 in the questionnaires provides reasons on why they take them. Upon this, more than half responded, 'Just for general health routine', followed by respondents choosing 'Others', 'Have some form of disease' and 'Doctor's recommendations', with 1 person answering 'Myanmar mindset of if Western meds do not work, then maybe try local ones'. Finally, for those who choose others, 3 of them responded 'Because of parents/ grandparents' and 'Indigestion', 2 of them answered 'Won't take local supplement' giving a strong stand, and the rest of the comments having one response each- 'Take it for mild issues (headache, stomach pain)', 'Depends', 'Weight loss' and 'To have a healthy baby'.

2. Detox Drink Questionnaire

The final result of this questionnaire is to test the people's willingness to accept Detox Drinks. The first question is to see if respondents have ever tried detox drinks and they have a simple choice of choosing 'Yes' or 'No', 54.3% of the people have chosen 'No' as their answer whilst only 45.7% chose 'Yes'. With this amount, out of the 67 people that took the survey, more than half have never tried any detox drinks before. For those answered 'Yes', the question following up has asked them where they have tried or purchased detox drinks from. The most answers people have written on where they have tried detox drinks were 'Homemade' juices other than 'Never Tried'. Other places where they bought their detox drinks were 'Local Mart' and 'Specialized Stores' both having the same amount of numbers voted. The following question requests whether the respondents had a routine or schedule of consuming detox drinks, only 2 people had answered 'Yes' all the remaining people had chosen 'No'. On the next 3 questions, the questionnaire asked if the respondents are willing to buy, pay and where they would want to buy detox juice from. A small detox bottle was shown and was asked to determine the price that they would pay for. Starting from less than '2,000 Kyats' and going for more than '6,000 Kyats' for a 10 ml bottle. 9.1% the answers were 'No' and another 1.5% were 'Other' saying that they would make it themselves instead of buying from outside. When asked how they plan to buy the detox drinks, 32 people replied with 'Do Not Have

Fixed Schedule' and 'once a week' taking the second place. Coming close to second place, 'Never' buying detox drinks is in the third place. After the first, second and third place comes 'twice a week', 'once a month' and finally 'Other', reasons were they do not enjoy detox drinks or just would not buy them. The last question of these 3, respondents were asked to choose where they would like to buy detox drinks. And coming on top was 'Supermarkets or Malls' with a percentage of 45.5%. 'Specialized Stores' was next at 24.2%, 'None' at 13.6%, 'Clinics(esp. Beauty Clinics)' at 7.6%, and lastly 'Homemade' and 'Gym/Beauty Parlor' came in the last place at 6.1% and 3.0% respectively. Moving on to Question 7,8,9 which are the final questions of the questionnaire. For people to accept detox drinks as a daily drink, these questions aim to know if people are willing to switch or just accept an alternative from normal medicinal supplement and local traditional medicine with detox drinks. Surprisingly, when asked if people would choose detox drinks or normal medicinal supplements, 28 of the respondents have chosen 'detox drinks' and 18 have chosen 'normal medicinal supplements'. The rest of the people have either chosen 'None' or 'depends on which is healthier'. The following question was, if they would buy detox drinks that have general waste removal benefits which might be pricier than a normal cleansing detox. Another unexpected answer more than half are inclined to buy if there were any good quality detox drinks. Some of them did not give answers which were acceptable, and the rest were 'No' and 'Maybe'. Since local traditional medicines also have medicines that benefit general waste, the last question asked was whether they would choose detox drinks or local traditional medicine, 64.2% chose detox drinks and 19.4% chose traditional supplements, and 16.4% chose neither as they might not be interested in both.

DISCUSSION

Research findings discussion

General Microgreens and Detox Drink

Among the three survey questionnaires, this survey was conducted first to see how familiar Yangon people are with microgreens and how much they are willing to accept the idea that Detox drinks would benefit their well-being in multiple ways. From this survey we have confirmed that 90% of the respondents believe they should use Detox drinks at least once a week for their health. When asked about what type of benefits Detox drink has, the answers are spread among the options evenly. However when asked about what type of Detox drinks they would prefer to drink, the highest option is 'For Skin Glow' purpose and 'To get rid of body waste' comes in the second highest, with 2.5% difference. The benefit of 'skin glow' targets female consumers more, while 'getting rid of body waste' targets both genders. Hence, as far as the research goes, detoxifying the general body waste is more preferred to Yangon people. The survey questions also shows that around 40% of people still do not know what Microgreens are and 42.5% of the respondents have never tried Microgreen before, which suggests that Myanmar is a new market for Microgreens. When asked about Detox drinks, people are quite familiar with it and everyone has their own preference for the type of Detox drinks to consume. The results seem favorable since most people already know about it. In addition, the products targeted to be introduced is Microgreen Detox Drink, which is believed to have more nutrients than the normal Detox Drinks, and this makes the introduction distinct from the existing ones. Furthermore, 35% of the respondents responded to not having any idea of where to purchase microgreens, which could be a great opportunity to both promote our Detox drink and sell microgreens at the same time. Moving on to the survey question itself, since survey questions are distributed online and respondents were kept anonymous, it has reduced the possibility

of respondents answering the questions to impress the survey conductor and boost the credibility of this survey research.

General Health Awareness Questionnaire

With the results of the questionnaire discussed in the previous section, people in Yangon, especially women, are *generally aware of their health* when accessing their responses on taking health supplements including the local made supplements. Although the results show that less than half of the respondents that they have a routine of taking health supplements, the fact that people are interested gives the potential for the detox drinks to penetrate. Among them, people seem to be more inclined to intake General Vitamins as their normal supplement. With that being said, when the demand and thoughts on local supplements are accessed, people actually consume them, but with mixed thoughts and critiques. When people choose to consume them, most of the reasoning comes from them not having much side effects, being helpful on minor issues such as cough and diarrhea and being acquainted with them because their parents and grandparents. In contrast, when they do not consume, it is mostly due to the fact that they are not FDA approved with unclear ingredients and due to their poor quality. From the results, the level of trust is still questionable, and this should also be applicable for the Detox drink context since people have some barriers in trusting these not well certified health supplements.

Detox Drink Questionnaire

Although many of the respondents have never tried detox drinks, they are most definitely willing to try it based on this questionnaire. Even though this only counts for the 67 people who have answered, not even 0.000001% of the population in Yangon, this cannot be added into the account that people want to try detox drinks. There have been many answers that they would rather have detox juice homemade, despite the fact that the Detox Drinks made by the health professionals will work due to better knowledge than being homemade. In fact, learning from the internet to make it at home is not the same as a store bought detox drink, especially when some of the detox drinks are specifically made for different benefits and so the recipes on the internet cannot be compatible for everyone. Additionally, some respondents say they prefer detox drinks because it includes organic vegetables which are healthier compared to medicines, and that it is better to drink as it is tastier than the normal medicine, which leaves a bad aftertaste after consuming it. Others say detox drinks are more expensive so they would not give it a try, as well as homemade being safer with no chemical added and with some saying no to both since they are bad for your body. With 64.2% people choosing detox drinks, it is safe to say that people from Yangon from this questionnaire are willing to try new things.

Conclusion

In conclusion, both Microgreen and Detox Diets have great potential in the health industry in the future and after conducting both primary research (with 3 survey questionnaires) and secondary research done through the published journals and articles, the idea of 'Selling Microgreen Detox Drinks in Yangon' sounds feasible.

The results from the survey has proven that people in Yangon are starting to be aware of their health, especially in times of pandemic and this has led to many opportunities to penetrate the market with the Microgreen Detox Drink. Especially when some people have started to make themselves detox solutions at home, under proper certifications and guidance from the health experts, this could be a hit to sell in Yangon.

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