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IMPLEMENTATION OF MARKETING FOR SELECTION OF RESTAURANT DISHES - CASE STUDY OF VRANJAČKA BANJA

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Abstract

The names of the dishes in the menus can have different forms. According to the latest research, the promotion of modern names of dishes in the menu can affect the business of the restaurant. The aim of this work is to get acquainted with the influence of the name of the dish on the selection of the dish, how much and why the name of the dish can influence the interest of guests in certain restaurant dishes and how marketing and adequate promotion affect the business of the restaurant. By surveying guests, one gains insight into the assessment of knowledge and monitoring of trends when it comes to food and food offerings in the restaurants of Vrnjačka Banja (Serbia). The paper specifically analyzes the effects of the name of the dish from the marketing and psychological side, that is, how the name itself affects whether the guest will choose the offered dish. The task of the paper is to indicate one of the factors that influence the choice of a restaurant dish, specifically the name of the dish, as well as to indicate the possible type of marketing and sales improvement depending on the name of the dish. The results of the work indicate that well-formed names of dishes with adequate promotion can have a positive effect on the restaurant's business.

Key words: promotion, gastronomy, food selection, Vrnjačka Banja, Serbia

Introduction

The topic of implementation of promotion in any segment of the hospitality industry is of great importance for managers because every good manager must know the psychology of the guest in order to sell his gastronomic product. In addition to the fact that the name of a dish has a great influence on the perception and enjoyment of food, it also has a great influence on sales. Some research has proven that people react differently if something seems to be free (Gregory & Kim, 2005). The name of the dish was shown to be associated with higher or lower sales. Names associated with family had a greater impact on sales than those associated with tradition or patriotism. Sentimental names of dishes that evoke happy memories of family, tradition and patriotism (eg "baked potato" versus "grandma's home baked potato") suggest that this type of name is associated with higher sales. In fact, those names associated with family had a greater impact on sales than those associated with tradition or patriotism. The main goal of this work is to determine how important marketing is to the selection of restaurant food, i.e. dishes, as well as to learn about the influence of the name of the dish on the selection and sale of the product, as well as why the name of the dish can influence the guest's interest in certain restaurant dishes.

The menu and the menu represent the production plan (basic, central document) of the management on which all business functions of the catering company or shop (purchasing, sales, human resources, finance, marketing and other functions) rely. Therefore, all business operations of production and service of food and beverages take place around it as a basic restaurateur and an important component

of the hotel product (Tešanović, 2012). Strategic professional management must have a clear vision of where the company is heading, and how it plans to reach the set goal. This process is known as long-range or strategic planning. When creating a strategic plan, management must also create tactical and operational plans that define how different parts of the organization will function, in order to realize strategic plans (Tešanović, 2012). This research is based on similar previous research conducted in other tourist destinations in Serbia and the world (Stroebele & De Castro, 2004; Gregory & Kim, 2005; Liu & Tse, 2018).

LITERATURE REVIEW

Food is the basic need of human daily life. However, it is interesting that there are few works that consider the characteristics of food. There are many different perceptions about food. For example, food can have different roles - from satisfying basic needs (Maslow, 1954), social and cultural needs (Baffes & Dennis, 2013), social status needs (Richards, 2002), aesthetic experience and other roles. In general, there are a number of experiences that can be associated with dining. Nutrition is not only a necessity when traveling. During vacation, dining is an activity where food is consumed for pleasure, which is a unique and enjoyable experience for tourists (Quan and Wang, 2004). The experience of dining in a particular destination can provide the best and worst moments of a vacation (Richards, 2002). In some cases, food can be the most memorable part of the trip and can greatly enhance the tourist's travel experience. On the other hand, dissatisfaction with the food service in the destination can destroy the overall experience of the tourist and may even drive tourists away from the destination (Pyo, et. al., 1991; Rutherford & Kreck, 1994).

The culinary tradition of a place can reveal the character of a society and, to some extent, the mentality of its members. Fischler (1988) suggests that food is a symbolic form of communication. For this reason, eating local food is a significant way to explore another culture "because it allows the individual to experience the 'other' on a sensory level rather than just an intellectual one". Food as the identity of a destination can attract a wide range of tourists because local cuisine can revive cultural experiences, cultural identity, communication status (Bessière, 1998). The unique identity of a particular food and food culture offers a recognizable image of each region, which can be effectively used to differentiate destinations. As Hall and Mitchell (2000) state, "food means more than dining. Food is linked to issues of identity, culture, production, consumption and, increasingly, issues of sustainability."

Aesthetic experience is defined as the capacity of a product to delight one or more sensory modalities of the consumer (Desmet & Hekkert, 2007). This type of experience is related to the sensory evaluation that the consumer has while physically interacting with the product. In particular, the aesthetic experience of food originates from the visual, olfactory, auditory, gustatory and tactile senses, as local cuisine is a product that affects all five senses. A dish can be well presented, can make pleasant sounds during consumption, have a good smell, or even create a pleasant tactile experience for the consumer (Kivela & Crofts, 2006). The term "formal product" refers to the specific features offered by the product. This is usually related to the product's features, its packaging, branding and quality. For local cuisine, the formal product includes several categories such as sensory evaluation, novelty, ingredients - ingredients, price and packaging (Bessière, 1998).

Several attributes (items) of local cuisine that encourage individuals to try it are related to the characteristics of food that can be perceived by the senses (sight, smell, taste, touch and hearing) (Sidel & Stone, 1993). Responding to these senses, the observed food characteristics in this study include visual appearance, taste, and aroma. Visual appearance, which includes the color, shape and presentation of food, encourages tourists to try the local cuisine. Usually, sight is the first sense that must be satisfied before a person will consider trying a certain type of food. This is one of the reasons why restaurants show lavish photos of their dishes on menus and why so much attention is paid to the presentation of dishes to potential customers. The influence of the visual appearance of food on an individual's appetite has been confirmed by academic studies. Numerous studies have already

discussed how the perception of taste is influenced by the color of food. For example, blue was considered an appetite-suppressing color while warm colors (red and yellow) were considered appetite-stimulating colors (Stroebele & De Castro, 2004). Taste – besides aroma (what is that aroma) and visual appearance, taste is also an important attribute for measuring local food. In cooking, the six basic recognized tastes are: sweet, salty, sour, bitter, spicy (a sensation given by, among others, hot or chili peppers) and acrid (umami is not acrid) in Chinese culinary arts (also known as umami). Although individual definitions of good taste vary, taste is one of the standards used in judging the attractiveness of local cuisine. Aroma is another attribute that appears as a food perception survey item. Scientific research claims that olfactory stimulation plays a significant role in the perception of taste; without it, a person cannot evaluate food (Gase et al., 2015). At the same time, aroma can be the final attribute in local food measurement related to sensory evaluation, which is the overall sensation induced during chewing (eg, taste, touch, pain and smell) (Hornung & Enns, 1986). Furthermore, aroma is a significant factor that makes local cuisine stand out. In addition to the attributes (sensory evaluation), other attributes that have an impact on the perception of gastronomy should be taken into account, such as: fresh and natural ingredients, an argumentative product of local cuisine and a reasonable price (Zrnić et al., 2021).

Fresh and natural ingredients – Fresh and natural ingredients are popular with consumers. Bessièrè (Bessièrè, 1998) pointed out that the demand for fresh and natural ingredients reflects the preference for a healthy diet. Western nutritional theory suggests that fresh and natural foods have greater nutritional value than processed foods. Delicious dishes are made with fresh and natural ingredients, while exotic dishes are prepared using new ingredients that are considered exotic and in some cases inedible. The term product argument refers to products and services that surround the product itself, providing added value to consumers (Cvijanović et al., 2020). While these benefits may not be the main reason consumers buy a product, including these things solidifies their purchasing decision. The item or attribute examined in this study includes a reasonable price. Expenditures during travel constitute a kind of temporary and non-routine consumption. So, tourists have sometimes shown unusual behavior when it comes to vacation spending. They afforded themselves more than usual and spent their savings, which they had probably accumulated for a long time, on one vacation. In other words, tourists may have a higher budget for food while traveling compared to the budget they have when they are at home (Wansink et. al., 2003; Wansink et al., 2004).

The attributes related to the health of the respondents are two-fold - one concerns hygiene and the other focuses on nutritional value. Baourakis (2004) claimed that the experience of real local cuisine implies a health risk due to the low level of cleanliness and other sanitary measures. Nutritional value – the tourist's notion of nutritionally complete food is related to the issues of the presence of more desirable food components important for a balanced meal. The literature presents culture as a critical factor influencing the dining experience of tourists. These works recognize local cuisine as an emblem of a community's culture (Vukolić et al., 2023). Thus, consumption of local cuisine helps tourists appreciate local culture. The cultural meaning of local cuisine can be expressed by the following attributes: dishes with attractive names, representativeness of dishes, authenticity of cuisine, dishes that are connected to folk tales and reputation of local cuisine. The name is an important factor in attracting tourists to try dishes that represent the local cuisine (Gajić et al., 2023). The names of Western dishes are fairly obvious and are generally named after their ingredients, appearance and/or cooking method. In comparison, Chinese dishes are more inclined to use metaphorical names that express the cultural connotations of the dish (Vukolić et al., 2021). Authenticity is an important attribute of local cuisine. It is defined as something that is considered true and pure. (Tešanović et al., 2009).

In the context of cuisine, authenticity is tied to provenance. The place where the local cuisine originates is most likely to produce authentic cuisine, because in other places the taste is adapted to suit the eating habits of the local population. Obviously, for some tourists for whom the local cuisine must be authentic, the food must be prepared according to the original recipe by a person with high cooking

skills, while for other tourists, apparent authenticity is enough. Therefore, some tourism-oriented establishments tend to leave the decision about the intensity of the local flavor to the tourists (Cohen & Avieli, 2004). Tourists highly appreciate dishes connected with folk tales. Previous studies suggest that the stories behind the dishes that make up local cuisine offer an unforgettable experience to tourists (Mason & O'Mahony, 2007). In other words, stories related to the origin of the dish or showing the connection of the dish with a famous person, add a cultural connotation that improves the cultural competitiveness of the local cuisine. Therefore, spreading stories promotes awareness, which makes the dish recognizable and easy to remember. In practice, local food producers and destination marketing experts can use stories about local dishes, since most foods are sold with back stories (Freidberg, 2003). Stories can be written about any of the three main themes (ie product, process or place of origin) or they can be a combination of these themes (Ilbery & Maye, 2005).

The reputation of the local cuisine usually increases the awareness of tourists. Awareness helps a brand or product to have an advantage in a consumer's purchase decision (Percy and Rossiter, 1992). Well-known products have a far greater chance of being considered and chosen than products from unknown brands (Woodside & Wilson, 1985; Wong, 2005). Menus are a very important tool in the hands of catering company management. Their importance is manifold. They represent the production plan. Based on them, procurement and funds for procurement are planned. With their appearance, design, colors, structure of the offer, they motivate the guest to spend (Lončar & Lončar, 2004). So they are a powerful marketing tool in the manager's hands. This only happens in the hospitality industry because it is the only one that produces and sells the product on the spot. So the production plan or menus serve two business functions of the company: production and marketing (Tešanović, 2012).

The layout of the menu must attract the consumer and encourage him to come back again. Menus that are created for a specific segment of the market (a specific group of guests) have a much greater chance than those created with the aim of attracting a larger part of the market. The production and serving of food cannot satisfy the tastes of all people - it must be aimed at a known, specific group. Therefore, the first step in creating a menu is to determine the target market. The needs and wishes of consumers must be taken into account in the process of creating the type of menu that will have the greatest chance of success (Stojanović et al., 2000). Since ancient times, the menu has been used in inns where travelers would stop by to refresh themselves. In those times, the menu was written on a wooden board, which hung on the waistband of the server's pants - hence the definition that is still used today in Anglo-Saxon countries, "menupaddle", which means menu board. Such a custom served to satisfy an essential need, because it was often the waiter who had to read the contents of the menu to the guests. Namely, many could neither read nor write at that time. In French, "menu" means thin, fine, small, and at the same time it also means a complete lunch-dinner consisting of several dishes (gangs) (Vukić & Portić, 2004).

The term "menu" means the following: dishes that are prepared in advance for a certain number of guests with fixed prices for one meal and a card on which the dishes are written in the order in which they will be served (Vukić & Portić, 2004; Vukolić, 2020). Classical economic theory made the first contribution to the explanation of consumer behavior. The human consumer is seen as a rational buyer motivated primarily by his own selfish interests. He buys the product that gives him the greatest satisfaction, according to his own needs and purchasing power. The consumer is understood as a rational reality, which always reacts in its best economic interest. In economic theory, it is most often assumed that the consumer has the information he needs when making a purchase, in terms of choosing between alternatives (Vukić & Portić, 2004; Wong, 2005). Thanks to many economic theorists, this classic assumption has been greatly improved. Namely, later it turned out that customers differ in their needs and desires, that is, that this is the basic characteristic of the consumer market. The modern market is characterized by economic processes in which heterogeneous supply and heterogeneous demand segments face each other. In addition to price, consumer behavior is influenced by other economic factors, such as income and non-price factors (quality, services, promotion, etc.) (Wong, 2005).

An essential feature of economic theories is that they are based on numerous assumptions regarding consumer behavior, and the main assumptions are rational behavior, preferences, information, budget constraints and unsatisfied needs. Modern economists rightly point out that consumers have the final say in the market. The personal characteristics of each person greatly influence their behavior during the purchasing process. In contrast to the economic and sociological explanation of consumer behavior, which do not take into account the personal, individual - human factor, the psychological explanation of consumer behavior investigates, in addition to the effects of factors from the environment, which internal processes take place in a person, and which depends on how the person receives external influences, understands and how he will react to them (by introducing the characteristics of his personality) with his behavior (Vukolić et al., 2022).

Kotler lists the four most powerful influencing factors on the individual in the buying process, as motivation, perception, learning and beliefs (beliefs) and attitudes. A person has numerous needs at any given time. Some needs are biological. They arise from psychological states such as: hunger, thirst and some discomfort. Other needs are psychological. They arise from psychological states such as, for example, the need for recognition, respect or belonging. Most psychological needs are not intense enough to motivate a certain personality to respond immediately. A need becomes a motive when it is awakened to a sufficient degree and intensity. A motive (or drive) is a need that leads a certain person to action with enough urgency (Richardson et al., 1994; Roseboro, 2016).

Methodology

The research was carried out in September and October 2023 in ten selected restaurants in Vrnjačka Banja, Serbia (Figure 1). The restaurants are a la carte and the number of seats in all restaurants is greater than fifty (50).

Figure 1. Research destination



Source: Author's research. (Picture source: www.worldometers.info)

150 restaurant guests who agreed to take part in the survey took part in the research. During the research, five students majoring in gastronomy management from Vrnjačka Banja helped. Before the actual survey, it was emphasized to the potential respondents that the survey is anonymous and that the purpose of this research is exclusively for scientific professions to improve hospitality practice. offered menus. For the purposes of this research, four simple menus (with three gangs each) that had

specific names were compiled. These are the same dishes with different names: classical names of dishes, sentimental names of dishes, authentic names of dishes and organic names of dishes (Table 1).

Table 1. Menus sample

<i>Classic menu</i>	<i>Sentimental menu</i>	<i>Authentic menu</i>	<i>Organic menu</i>
Kokošija supa	Bakina supa	Bistra kokošija supa	Supa od „freerange“ uzgajane koke
Prasetina ispod sača	Dedina prasetina ispod sača	Originalna prasetina u saču	Mangulica ispod sača
Štrudla sa makom	Tetkina štrudla sa makom	Tradicionalna štrudla sa makom	Integralna štrudla sa ekološkim makom

Source: Author's research

Results and discussions

57.33% of men and 42.67% of women participated in the research. Of that percentage, the largest number is 31-50 years old, and the smallest number is over 60 years old. The data that is very important for this research is the level of education of the respondents, so the fact that the majority of respondents participated in the research have completed college or university and a similar number have completed high school, while the smallest number of respondents (negligibly) have completed elementary school, as can be seen in Table 2.

Table 2. Demographic characteristics of research participants

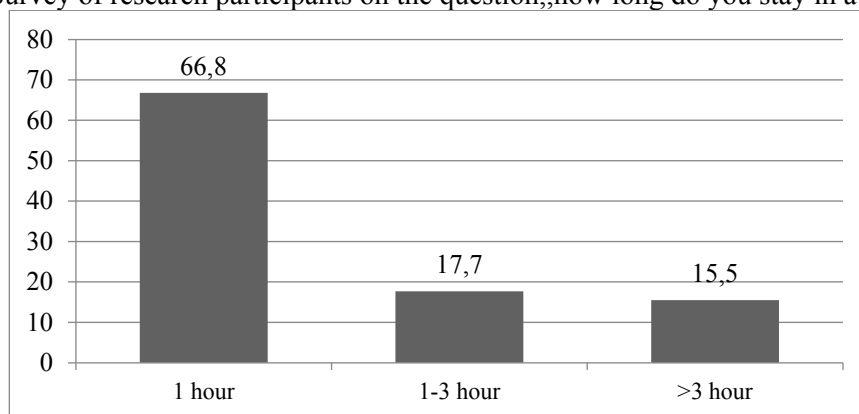
Category	Values and results		
		N	%
Gender	Male	86	57.33
	Female	64	42.67
Age	18-30 years	53	35.33
	31-50 years	60	40.00
	51-60 years	29	19.33
	More than 60 years	8	5.33
Education	Primary school	2	1.33
	High school	62	41.33
	College or university degree	65	43.33
	MSc or PhD	21	14.00
Earnings	Low level of earnings	22	14.67
	Average salary level	85	56.67
	High level of earnings	25	16.67
	Very high level of earnings	18	12.00

*N= total number

Source: Authors research

One of the more important questions was how long guests stay in restaurants, so after the analysis, in graph 1 it can be seen that from

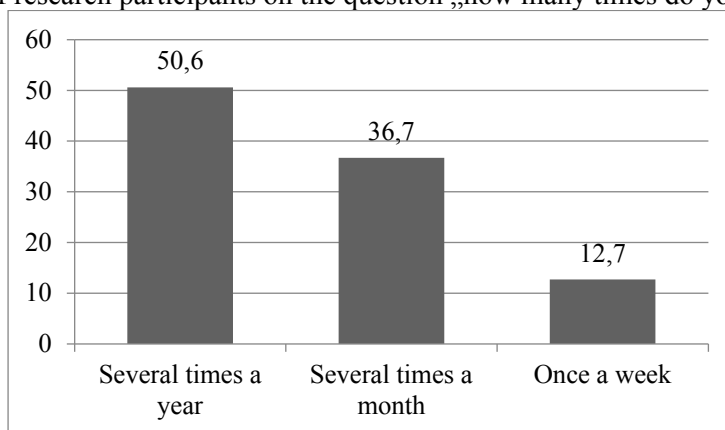
Graph 1. Survey of research participants on the question „how long do you stay in a restaurant?“



Source: Author's research

For the purposes of the research and the convenience of the participants themselves for this type of research, the important information was "How often do you visit restaurants?" 12.7% answered once a week, 36.7% once a month and 50.6% several times a year, which can be seen in the graph in 2.

Graph 2. Survey of research participants on the question „how many times do you visit restaurants?“



Source: Author's research

During the implementation of the research, the participants expressed their opinion on which one is the most desirable and which one is the least desirable. For the detailed analysis of the data, the average value was taken as the most reliable statistical element. Table 3 shows the obtained evaluation data for all five menus.

Table 3. Evaluation of the menu

Menu's	AVERAGE VALUE -m-	STANDARD DEVIATIONS -sd-	VARIATIONS -var-
<i>Classic menu</i>	2,08	1,18	1,08
<i>Sentimental menu</i>	3,10	1,39	1,18
<i>Authentic menu</i>	2,97	1,76	1,15
<i>Organic menu</i>	3,78	1,69	1,30

Source: Author's research

Respondents rated each menu from 1 (MIN) as the lowest to 5 (MAX) as the highest. Significant deviations are noted when evaluating the menu by the guests. It is believed that this is because there is

a great dominance of subjective assessment, which was to be expected. The results shown in the previous table 2 show that the largest number of guests chose the organic menu as the most desirable, with an average rating of $m=3.78$ with $sd=1.18$. This result is considered to be relevant if all segments of the research are considered. The menu marked as authentic was rated with an average score of $m=3.10$ with $sd=1.39$. The sentimental menu was rated with an average score of $m=2.97$ with $sd=1.76$, while the classic menu was rated with the lowest average score of $m=2.08$ ($sd=1.18$). It is considered that the menu with names of dishes that have the epithets of organic and health-safe food, received the highest average rating for the reason that the consumption of dishes with such names represents a trend on the world stage, but also that guests' care about their health has significantly increased. Each of those dishes on the menu in the minds of consumers has its own spiritual meaning that gives a certain taste to the dish (Žaper, 2004). Here, it is important to note that the mentioned names of the dishes also set higher expectations, which in case they are not satisfied, lead to disappointment (Richardson et. al., 1994). It is considered that in the past few years, significant promotion and marketing of dishes with more classic and authentic names of dishes and other products was not realized, and that is why such results were reached. In general, the trends in the world of catering have shifted significantly, they are different and the results obtained were not what was expected. The obtained data show that names associated with sentimentality, patriotism, and family influence the choice of food because they evoke positive feelings in the consumer (Wansink et.al., 2004).

Each of those dishes on the menu in the minds of consumers has its own spiritual meaning that gives a certain taste to the dish (Žaper, 2004). It is important to note here that the mentioned names of the dishes also set higher expectations, which, if they are not met, lead to disappointment (Richardson et al., 1994). Based on the research, it was established that the dishes in 77% of the sampled menus are listed correctly according to the order of consumption, while the rest of the menus are not properly structured. Practice has also imposed the rule that the most profitable dishes in the group should be listed first or last, so they are promoted that way. The most popular and less profitable dishes should be listed in the middle. Research has also shown that a guest reads the bottom column of any selection, usually looking at the first items listed first, skipping the middle section, and then reading the last few dishes before moving on to the next column. The most popular items are likely to be studied regardless of their place on the menu (Kwong, 2005).

Conclusion

This research confirms that when creating a menu, one of the important items that should be paid attention to is the names of the dishes. In order to fully utilize this potential, it is necessary to perform an analysis of user demand. After that, when forming the offer, use a variety of descriptive terminology that the guest will understand. Studies show that the effect of giving attractive names to dishes is long-lasting, not immediate. In addition to the attractive and authentic offer that the restaurant places on the market, giving authentic, national and sentimental names to dishes also affects the preservation and promotion of the gastronomic culture and traditions of the region. The obtained results can contribute to catering practice, if even more attention was paid to the mentioned topic, which would directly affect all segments of the catering establishment's business. Based on the research, it can be concluded that the descriptive names of the dishes in the menus can be a successful form of marketing in the catering business.

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