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Implementation of marketing in catering services through gastro tickets

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Marketing versus catering services

The term marketing has been defined by a number of experts from different angles. In the literature, but also in economic practice one can come across plenty of definitions of marketing. All definitions, however, have one common entity, which is the customer, and the main aim in definitions is satisfying customer needs. Therefore the basis of marketing means customer orientation and customer's needs. Marketing enables better than any other process or method to identify and develop customer needs and requirements and in accordance with them to create a product that by satisfying their needs will bring the desired benefits. Nowadays marketing is the very frequently used term in the economic environment [Hvizdová, 2013].

Jakubíková states that "Marketing is a social and managerial process by which individuals and groups satisfy their needs and wants in the production process, product and values changes" [Jakubíková, 2009: 44].

Other authors define the concept of marketing as follows: "Marketing is the process of planning and implementing the concept of pricing policies, promotion and distribution of ideas, goods and services to create and ex-

change value and meet the goals of individuals and organizations" [De Pelsmacker, Geuens, Van Den Bergh, 2003: 23].

"Marketing is a management process that allows you to identify, anticipate and meet consumer demands in a cost-effective manner" [Foret, Walk, Vaculik, Kopřivová, Foret, 2001: 4].

„Recenty position of services is dramatically increasing in the world economy and therefore, we have to begin to address marketing services vigorously. At the beginning it is necessary to define the essence of service. Service is defined as any activity or benefit that one party may provide the other and which are essentially immaterial and do not result in the acquisition of property." [Hvizdová, 2013: 108]

„Meals can be attraction in itself." [Jakubíková, 2009: 30]

- small scale nature of production,
- broad range of products,
- production is directly related to sales,
- production volume during normal operation is variable.

The aim of catering services is to meet the nutritional needs of the population. Production of food and beverages is constituted by work processes that are bound not only to the production itself, but also to their presentation, sale and consumption. Manufacture in food service has its own specific characteristics, which are:

Since the catering has had certain specific features we need to pay more attention to its marketing services to meet customer needs while ensuring the profitability of the company. As competition in this area is considerable, it is appropriate for entrepreneurs in this sector to devote more to this issue. One possible opportunity to get friendly customer service is the provision of food through the gastro tickets. However, it is essential to realize that even such limited catering by certain price value is a good opportunity to obtain a customer outside the basic dietary regime. The question is appropriately chosen menu that will meet and even surpass the expectations of customers who are loyal to the company. Marketing research in the

service sector did not attach due importance. As arguments for non-use of marketing tools were cited reasons such as:

- service-producing firms are mostly small businesses which cannot afford to conduct research,
- they do not have suitable staff for this activity, and management fails to appreciate the benefits of research,
- they have their set of customers and are familiar with their needs and preferences,
- many professional services were recommended through their trade chambers not to implement marketing research, because it was considered as being unethical [Vašítková, 2008].

The survey of Customer Experience Report Slovakia 2010 provided by GFK Slovakia in February 2012 shows that the most common reason for customers switching to a competitor is the lower price. 41% of respondents consider it as the main reason. In the second place there is an approach to the customer, which is the incentive to change for 26% of respondents. In the third place, according to the survey there is satisfaction with the level of quality of products and services. Up to 15% of respondents are inspired to change the company by different and better product. In the case of a negative customer experience it is most often spread by word of mouth. Feedback provides about 65% of customers using means of the Internet and social networks. To win back former customers can be very challenging because, according to the survey results, 43% of them never return.

Customer analysis is an appropriate tool targeted for customer relations. Businesses can use different methods of analysis depending on selected parameters. Indicators for consumer analysis include: the number of customers, revenue per customer, number of repeated purchases, the number of regular customers and customer loyalty. Significant changes of the last decade combined with economic growth and manifested by strong urbanization, modernization, automation, as well as the globalization of trade, strongly affect changes in behavioral patterns of individuals, fami-

lies, communities, as well as the entire human population. Dynamics of changes in lifestyle increases the demand on social adaptability of man to the changed and still changing living conditions – increase of neuro-psychological burden, reduction of demands on movement and physical activity. Under these circumstances it is clear that the changes in lifestyle and living conditions necessarily imply the requirement of reasonable changes of meeting nutritional needs and forms of catering [Chudíková et al., 2005].

1. Analysis of conducted survey on regular catering through the gastro tickets Within the collection of primary data inquiry was applied as a quantitative research method. Personal interviewing was chosen as the basis for examining consumer attitudes without restrictions of written or electronic questioning. Querying - survey enabled us to obtain much information about an individual consumer at a time. This was the information like characteristics, preferences, attitudes, etc. As the type of questioning there was administered survey (face-to-face) based on direct communication of researcher with the respondent with the possibility to motivate the respondent, to clarify his interpretation of the question, i.e. there existed a direct feedback between researcher and respondent.

The research sample consisted of respondents from Prešov. Random selection was carried out in catering facilities, i.e. in restaurants, hotels, shopping malls and other catering establishments, where existed the possibility of providing catering services through the gastro tickets. It is important to note that the selection of the site for survey was not intended to address the geographical differences in catering habits of consumers from different regions of Slovakia, but to highlight the catering through gastro tickets as one of the possibilities presented by various food service operators in the market and highlight the importance of regular meals in terms of health towards the administration of a standard job performance. The town Prešov was chosen due to the best availability and diversity of the region. Major poll questions were directed to:

- satisfaction with the catering through gastro tickets,
- satisfaction with the quality and range of prepared meals.

Survey involved a total of 80 respondents, where 30% were men. 67% of respondents came from the city and 33% from rural areas. Age structure of respondents is represented in Table No. 1.

Tab. 1. Age structure of respondents

20 - 30 years	31%
31 - 40 years	30%
50 - 60 years	10%
More than 60	1%

One of the questions dealt with the value of gastro ticket. Respondents had used 13 different gastro tickets with different values. Brands of gastro tickets or companies were represented by: Ticket restaurant, Doxx, Le Cheque Dejeuner, Vase Slovensko, Sodexo, Edenred. Currently, there are the following values of meal tickets: € 0.2, € 0.4, € 0.5, € 0.66, € 1, € 1.3, € 1.5, € 1.75, € 1.8, € 2, € 2.5, € 2.75, € 2.8, € 2.95, € 2.99, € 3, € 3.15, € 3.2, € 3.3, 3.6 €, € 3.7, € 3.8, € 3.9, € 3.99, € 4, € 4.2, € 4.5, € 5.

Fig. No. 2 shows customer satisfaction with catering via gastro tickets in different caterers. 50 per cent of respondents are satisfied with this way of eating, 29% of respondents stated that the way you can eat during the day is convenient, but the value of the ticket is unsatisfactory in establishments frequently used due to a necessary supplement (organization offers them tickets in the gastro value, which is not sufficient when selecting service provider that is best for them according their assessment of quality and offered menu range). 21% of respondents are not satisfied with this way of eating and would welcome the possibility of catering in their workplace.

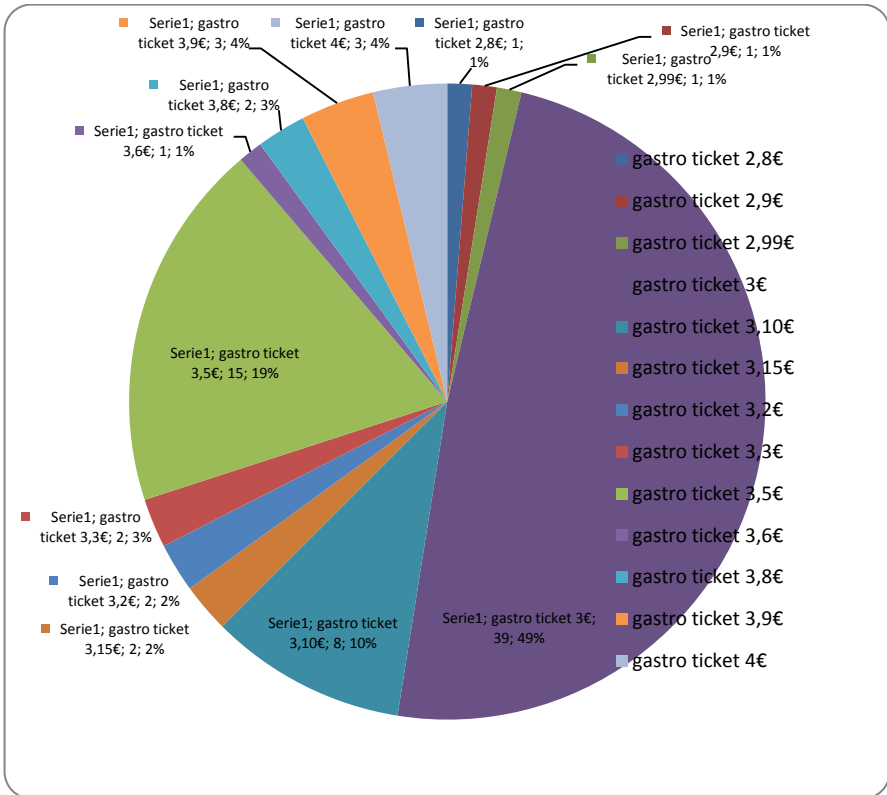
Fig. No. 1: Value of gastro ticket

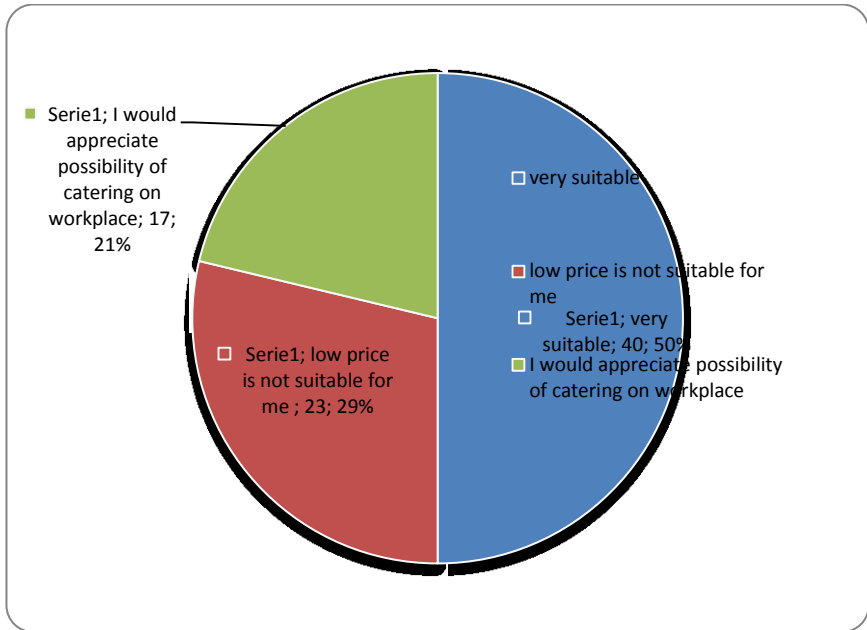
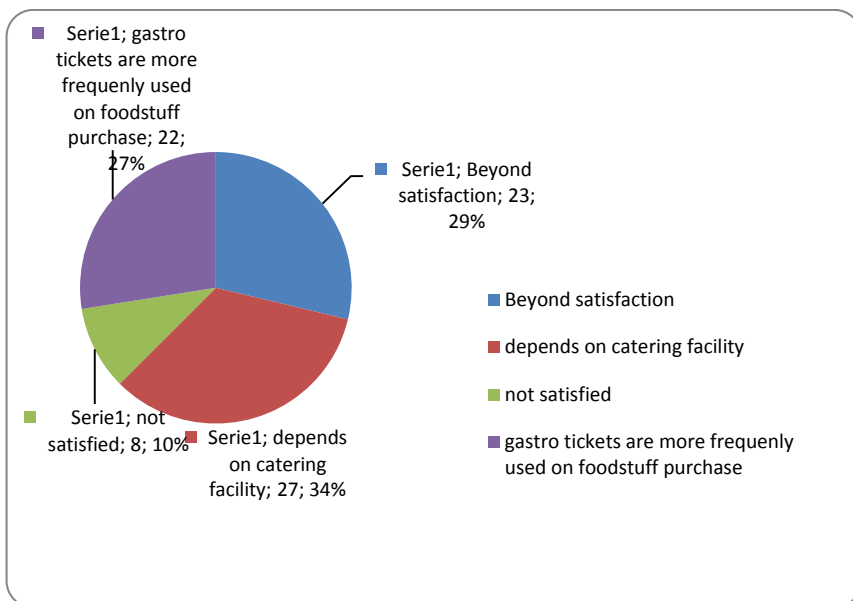
Fig. No. 2: Satisfaction with catering via means of gastro tickets

Fig. No. 3: Customer satisfaction with the quality and range of menu

29% of respondents, answering the poll question dealing with satisfaction of respondents with the quality and range of prepared meals in various public catering, said they are very satisfied, but a high percentage of 34% said that the quality and range varies considerably in different categories of pubs, offering the possibility of such catering. 27% of those questioned use their gastro tickets to buy food, which on the one hand can be considered as a negative because these respondents do not comply with the right meal regime during the day or on the other hand, they have health problems that do not allow them eating in normal catering facilities. In the latter case, if the individual purchase of food and food preparation was related to health problems, so this form would be equally effective in terms of good diet like eating in public catering establishments.

Conclusion

The aim of the paper was to highlight the impact of marketing on maintaining and gaining customer loyalty in common catering establishments through gastro tickets. It highlights the interdependence between advertising and healthy lifestyle (regular catering regime) towards improving communicative activities of businesses in terms of slogan "Let us do well and let's talk about it ". The word of mouth advert of customers visiting some catering company is as important as other forms of promotion and is free of charge.

Summary

Currently many companies engaged in the food service are struggling to win customers and gain competitive advantage. One of the ways to attract customers into a restaurant is the wider use of food tickets, through which customers have the option of daily comparison of the quality and the range of food served, which at the definitive result can lead to a good presentation of the company and building corporate reputation. The aim of paper is to analyze the different opinions of experts on the definition of marketing and catering services as well as interpretation of conducted marketing research oriented to the use of the gastro tickets in catering.

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