

PERSPECTIVES OF DEVELOPMENT FOR THE CATERING BUSINESS IN THE CITY OF RESITA

Venera Cristina MANCIU¹

ABSTRACT

Literature has developed many theories regarding consumer behavior and the main factors that influence the development of business in certain fields. Also, we have to consider that the attitude of consumers towards the food business depends on many elements. The present paper tries to highlight the main issues regarding the catering business, the second part consisting in a research developed in the city of Resita in the month of May 2017. The purpose of the study is to identify the attitude of respondents regarding the catering firms in Resita and the perspective of development for businesses in this field.

KEYWORDS: *catering, business, consumer behavior, development*

JEL: *L83, P36*

1. INTRODUCTION

We live in a world dominated by the idea of consumption, whether we refer to food or other products or services. "Each day, the market is invaded by a multitude of products and offers" (Goubraim, Chakor, 2015).

The development of catering businesses around the world had a certain basis, consisting in the lack of time dedicated for cooking. The number of women who are engaged in a daily work routine is higher, so these businesses address a certain target of consumers, but also occasional ones.

According to Kotler (1998), "customers are satisfied if products suit their previous expectations".

"Consumer attitude towards food depends on many attributes" (Nowicki, Sikora, 2012), while the demand for food is determined not only by the prices practiced, but also by the taste of consumers or other aspects, like the level of consideration regarding health (Pau, Ferguson, 2013). Also, vouchers gained a great importance during the years (Fodor et al, 2012), as well as "location and economic factors" (Johns, Pine, 2002).

2. RESEARCH METODOLOGY

The purpose of this research is to study the attitude of citizens regarding the catering services in the city of Resita.

In our case, the subjects surveyed represent the population of the city, comprised in a representative sample. The method of sampling used is the method of quotas, ie a rational choice of individuals, aiming to obtain at the level of the sample - a structure by gender, age groups and occupations, identical to the structure of the population of the municipality, using for this purpose, common data from the general presentation of population of Resita on 01.01.2017.

As a form of research, we used the structured individual survey, based on a

¹ Associate Professor PhD, University "Eftimie Murgu" of Resita, Faculty of Economic Sciences

questionnaire consisting of 13 questions, namely 10 content - questions and 3 questions for identifying the persons questioned. The period of time when the survey was conducted was the month of May 2017.

The main objective of the research is the analysis of the market regarding catering services in the city Resita. The secondary objectives of the research are:

O1. Identifying the types of products ordered by the citizens from Resita;

O2. Identifying the frequency of orders;

O3. Identifying the average value of an order;

O4. Identifying consumers' perception regarding the attitude of the catering firm employees

O5. Identifying the selection criteria considered by consumers when choosing a catering firm

O6. Identifying the consumer's perception regarding the prices applied.

Processing of statistical data related to the population of Resita municipality at 01.01.2017 indicate us the following sample:

The gender and age criterion:

Total population	Male	Female
72.486	35.133	37.353

The share for total male population: $35.133/72.486 * 100 = 48,47\%$

The share for total female population: $37.353/72.486 * 100 = 51,53\%$

Table no 1

The age criterion – sample structure

Under the age of 20		
Total population	Male	Female
3.776	1.934	1.842
	51,22%	48,78%
20 – 29 years		
11.534	5.871	5.663
	50,90%	49,10%
30 – 39 years		
14.162	7.091	7.071
	50,07%	49,93%
40 – 49 years		
15.496	7.568	7.928
	48,84%	51,16%
50 – 59 years		
13.191	6.175	7.016
	46,81%	53,19%
Over the age of 60		
14.327	6.494	7.833
	45,33%	54,67%

3. CONCLUSIONS

After analyzing the data collected, we found that the largest share in orders that cover Pizza demand is held by male subjects by 15.28%. For the main dish, the largest share belongs to female subjects - 22.22%. For secondary dish solicitation, most subjects are male, with a 15.28% share, while the desert is preferred mostly by female subjects.

Also, considering the age criterion, the largest share in Pizza demand is held by subjects aged 18-29 years by 9.72%. For main dish consumptions, the largest share is 15.28% between 18-29 years of age. For secondary dish solicitation, most subjects are over 60. Desert is popular in all cases, no matter of the age of the individuals.

The highest share in Pizza demand is held by Students and Unemployed category, with 6.94%. For the main dish consumption, the highest share belongs to workers, with 8.33%. For secondary dish solicitation, most subjects are Students, Employees, and Other Occupations.

The competition of the catering market in Resita is high. On a close analysis, we can identify at least ten firms that have this type of activity. Not all of them, however, could state catering as the main activity, some of them being known first as pizza places or classic restaurants, that have extended during time in this secondary field, also.

Analyzing the average frequency of orders, on categories of dishes, we find the following situation: an individual who is a usual customer orders the main dish daily, while pizza, secondary dishes and deserts have a lower frequency of ordering. Still, overall, studying the results obtained, we can mention that desert and secondary dishes are still very popular among clients.

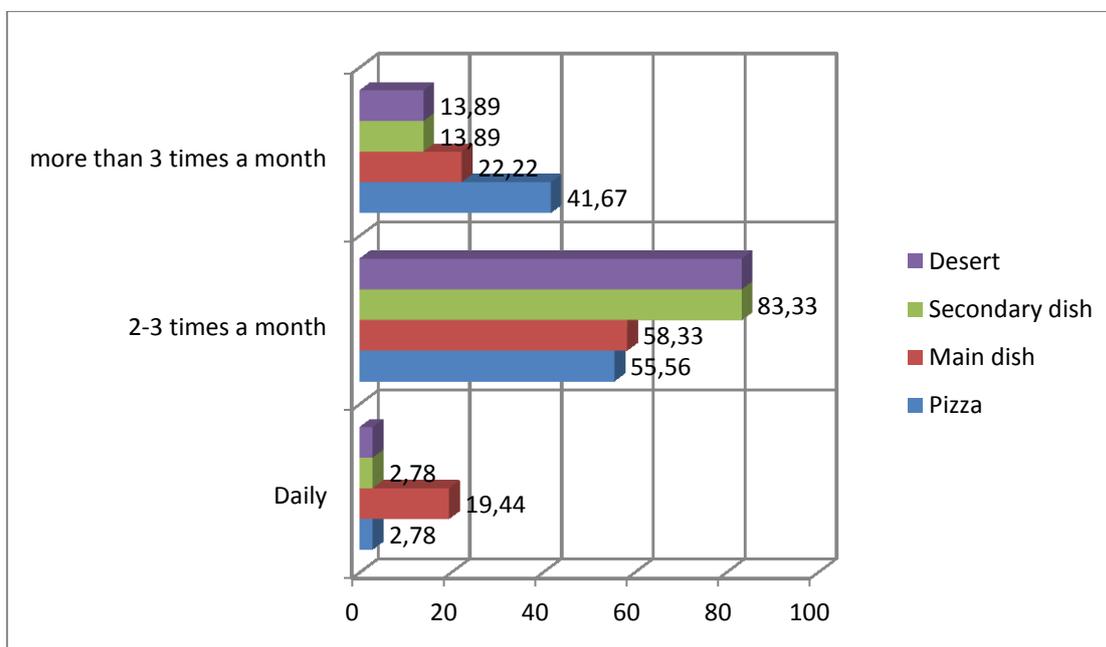


Figure no 1
(Source: elaborated by author)

The largest share in the average consumption value below 20 lei is held by the feminine subjects, by 9.72%, while the average value of consumption between 20-30 lei belongs to the male subjects, by 25.00%. The average value of consumption between

30-50 lei is held by women, with a share of 19.44%. Both men and women occasionally make orders that exceed 50 lei.

Students and individuals under the age of 29 usually make orders under an average value of 20 lei, while the largest share of subjects who value an average consumption between 20 and 30 lei is held by individuals between 29 – 59 years old, categories which also make occasional orders that exceed the value of 50 lei. The average value of an order is lower in the case of students and retired individuals, considering that the level of income is lower in these cases, compared to the level of income of employees.

On the other hand, we can state that people who work also have lesser time on their hands that they can use to prepare food at home, thus the need for ordering from the caterers, aspect that can be also mentioned as a very good opportunity of development for businesses in this field.

One of the main determinants of the opinion of consumers regarding the business is the attitude manifested by employees. They are one of the most important factor that generates a good or a bad impression about the services. The individuals questioned mentioned the following situation:

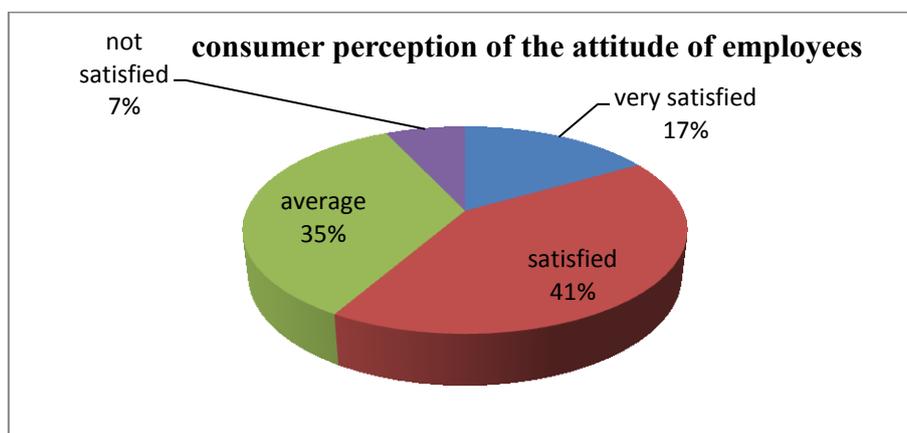


Figure no 2
(Source: elaborated by author)

Thus we notice that most of them declare a high level of satisfaction, as long as more than 58% selected the “satisfied” and “very satisfied” options, but there are still customers, fewer, it’s true, but who would claim a higher level of attention from the employees and a revision of their attitude.

Another important element that may decisively influence the future evolution of the business is the prices practiced.

Very high	High	Average	Low	Very low	Total
5,56%	18,06%	47,22%	22,22%	6,94%	100,00

Overall, the subjects state in a high share that the prices are average, very few respondents considering that the prices are very low or, on the contrary, very high.

The Code of Ethics can be a useful tool in order to create a responsible climate for the activity of the catering companies in Resita.

The research conducted confirms that the application of certain values within a firm dictates decisively the nature and size of its relationships with the stakeholders.

We believe that companies in Reșița can be supported and encouraged, in order to apply ethical principles and moral values, in the decision-making processes or in the way of action specific to the daily practices, and through the educational environment insofar as it is preoccupied the introduction of ethical components within study disciplines and the training of future employees with an integral character.

In order for the catering companies in Reșița to be successful, they must keep their price levels average, using high quality products, in order to have a diversified menu to satisfy the various desires and tastes.

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