

THE MAIN FACTORS ON SLOVAKIAN CONSUMER'S BEHAVIOR REGARDING FAST FOOD NUTRITION

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Abstract. *The purpose of this paper is to research the consumer's behavior pattern regarding fast food nutrition in Slovakia. Sensory marketing is marketing that engages the consumer's senses and affects their behavior. It is a very powerful tool and if it is used correctly one can create a very strong impression that appeals to consumer's senses and emotions. Sensory marketing extends its field of application on marketing and obtaining what-once upon a time more important meaning on decision-making for the consumer's purchase procedure. This contribution deals with the research on how fast food consumer's in Slovakia are influenced by sensory factors of products, such as great tasting meal, touch, smell, look, price, preferences and consumption of fast foods. 852 consumer's respondents were examined to carry out this research on Slovakian consumers behavior when choosing their fast food nutrition.*

Keywords: consumer, fast food nutrition, multi-correspondence analysis, sensory marketing, Slovakia.

1. Introduction

Even though Slovaks are not thrifless during economic crises on food-stuff and they make an effort to retain present standard of living, they do exercise more control on their budget for nutrition (TASR, 2009). This statement tells us that Slovaks are used to eating more at home than in restaurants, what proves that they prefer home made tasty, well-smelling, healthy and inexpensive foods. This pattern of behavior influences cut-down cash sales and the number of visitors in traditional restaurants in Slovakia. On the other hand, the biggest fast food chains such as McDonald's and KFC are glorying in Slovakia. Recently released analysis shows that McDonald's have been visited by 12 millions consumers and its sales raised to 1.3 billions of SK, what indicates 20% more visitors then in 2007 (Sedlák, 2009). This source also indicates the active implementation of sensory marketing by fast food brand McDonald's that is indexing to Slovakian consumers.

This contribution sought to discover consumer behavior pattern of fast food nutrition in Slovakia. Our research results show that the most frequent visitors to the fast food restaurants are at the age of 20-24 years, the average spending is 5,25 Eur, and the frequency of visits is twice a month.

2. Research Methods

Now, more and more businesses are discovering the wide range of opportunities that sensory marketing tools offer. They range from the strategic identification of market potential and target groups to the targeted adaptation of

products to the consumer's needs with the objective of securing long term customer loyalty to their brand. A description of the approach used to develop the questionnaire, questionnaire format and specific applications of the Kaiser method to foods are presented. This questionnaire model test represents a major methodological advance in consumer testing of food products in a commercial environment.

3. Research results

Holistic approach of sensory marketing method detects the consumer behaviours on products. It works as information pipelines between the products and consumers. Its fundamental task is determining cognitive consequences that are predominate on purchase of consumers and characterize relationship between them. Sensory marketing also connects the consumers with products to improve sensory characteristics and develop an assertive position (Burton, 2001).

According to M. Filser, sensory marketing is a package of inconstant activities checking producer together with distributors or by each of them separately with the goal of creating advantages of products or services in multi-sensory atmosphere (Giboreau and Body, 2007). Sensorial marketing itself defined like that by its applications sense, in order to stimulation consumer emotion or cognitive reactions, resp. advantages of purchase act like that its strengthen image on brands or its marketer position during consumptions and other side its compile long-term relationship.

In general it can be stated that only offering products is not enough, but important it's too familiar to consumers. In the sense of marketing products should have possessed of specific marketer position. Higher overall acceptability scores correlated with higher emotions, but differences in emotion profiles did not always correlate to differences in acceptability. It is necessary to say that products attributes are less important than brand attributes that enable consumers to utilize substantiality sensory impulse for products and widen selection of possible market position.

One of the main innovations of sensory marketing task is products interaction in market place. Attributes of commodity controlled prospective customer towards cognitive and emotional response that are make possible develop, concerning products positive impression, resp. negative stand, which creates convenient conditions to buy or to refusal. Understand substantiality of perception characteristics of commodity creates substance of specific sensory marketing. The purpose of this model of testing was to develop an emotion-specific questionnaire to test fast foods nutrition with of consumers in person. Correspondents had to options on compare between two restaurants, out of this one was world brand chain fast foods nutrition (Table 1) was able to compare in differentiating between and within categories of food.

The main factors on Slovakian consumer's behavior regarding fast food nutrition

Table 1

Market segment in fast food service in Slovakia

Visitors	Sharing in %
McDonald's	45.83
Others restaurant	24.79
KFC	21.27
Burger King	8.11

Research survey demonstrated that the most frequently visitation chain is McDonald by Slovak consumers. In comparison within main competitor in Slovak market McDonald utilized the most marketing interaction, which played an important task in all the form to create attitude towards commodity that presents main source of information of consumer segmentation. The second place stand on by the alternative fast food services in Slovakia, above all baguette, kebab, roasted foods, specially grilled chicken that are alternating offer then multi-national food service brands. The third most frequently visitation chain was KFC, specializing in foods exclusively from chicken. The fourth place of consumer visitation has cast chain Burger King. May it's caused that this chain has only one restaurant in Slovakia in Nitre. Slovak consumers familiarized with this brand from abroad, where's widely dispersed.

Research results contained in Table 2 characterized the food most frequently selected by consumers.

Table 2

Questions pertaining to marketing and survey response rates

Type of food	Market Share in %
Full menu	28.28
Potatoes chips	15.78
Soft drinks	13.90
Sandwich	13.57
Salad	8.09
Dessert	6.35
Others food (for example kebabs, pizza, baguette, pizza and others)	5.28
Hot drinks	4.48
Breakfast menu	2.14
Children's menu	2.14

It can be stated that Slovak consumers most frequently consumed over all complete menu, that consist with sandwich and various sort of meat, chips and soft drink. It is interesting that common menu represent jointly till 43.25 % from offers. From this results followed that the fast food chain restaurants in order to lure clients, required amending new combination of full menu, whereby they could innovated offer

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and provoking positive visualization of new structure of menus. On the basis of this reality maybe formulate three stage strategic responsibilities of sensorial marketing in business: first it is needed understand demand and mainly perception of process, which taught consumer sense and transforming in perception of values, consequently it is necessary characterize content of menus, this express strategic decision in market place of products regarding multi-sensory content; express concerning perception attributes (olfactory, visual, acoustic, tactual or flavour).

Visually displayed and others impulses are also important than price to recall customer memory to foods like as sandwich, salad, chips etc.

To take effective decision by consumers is possible summarize results in Table 3. To lead only most distinguished reasons, that are get over 2 % share, because the customers identified until 25 reason, why visited given restaurant.

Table 3

The best reasons of utilizing fast food services

Reasons of visits	Share in %
Service spread	31.25
Food taste	17.11
Price	14.14
Nearness shopping's	13.49
Wide assortment	4.03
quality	3.75
Personals	3.91
Pleasurable environs restaurant	2.75
Advertising	2.34
Curiosity	2.34

More then one third of the respondents declared that fast food restaurant save time that they could have more scope to dedicate their professional and private life. At the same time we can follow the trend deviation of Slovakian consumer from traditional nutrition. Regarding on sensorial marketing it is interesting to observe that the customers intensively underlie on their emotion to fast food nutrition. In the research found this reason mainly at choice of fast food, instead of rational instigation, as for example quality of foods, nutritional value of foods, they depend on their emotion. The primary reasons includes what are taste foods, pleasurable environs restaurant, curiousness, pleasurable personnel and likewise, that are represent till 26.11 % over all responds. Sensory marketing integral explores five flesh of consumer emotions what are base reflections on increase its comfortable and positive experience that will remain with survival circumstances menus or brand.

Table 4

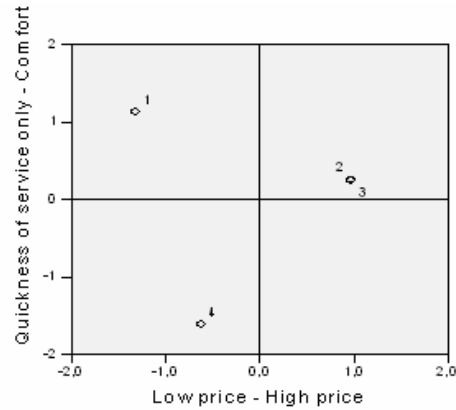
Evaluation of fast food service in Slovakia

	Average evaluation of fast food restaurant			
	King Burger	KFC	McDonald's	Other local fast food restaurant
Service	1.88	1.94	1.83	2.12
Taste of foods	1.90	1.86	1.88	1.75
Cleanliness restaurant	2.12	2.10	2.10	2.41
Price	2.38	2.46	2.48	1.94
Opening hours	1.82	1.91	1.61	2.44
Access of hygiene materials	2.12	2.05	2.02	2.55

The correspondence analysis technique was applied to a data set obtained from own survey. To be able to extrapolate the possible correlation and trace emotions factors the survey data was analyzed by correspondence analysis (shows Graph 1).

According to respondents ratings which has been carry out on range from 1 (Excellency) to 4 (insufficient) the best services are found in restaurant McDonald's, all others fast foods services were behind from the McDonald's. Low rating goes to the fast foods restaurant were found only taste of foods was higher. It can be stated that expressive differentiation between two biggest chain KFC and McDonald's, those taste are very much like perception that would be their handicap for marketer position in consumer's sense. Research found that smaller fast food services are look-up for unique taste of foods, but they have big problem with quality of services. Regarding opening ours of small fast food services its clear that they can't compete with big chain. The best valuation achieved McDonald' before King Burger. It is necessary to point out that mentioned three fast food chain are favour perception. Rating regarding on cleanliness were found similarity between three big chains. Our survey found that still is scope for beating up and improve the quality of service for the visitors.

Further survey results showed us that whether respondents used to back to their visited restaurants. On base of survey found that Slovakian consumers in generally used to back to previously visited restaurant, i.e. 64.79%. Group of respondents, which make until 26.06 % declared they are not yet used to back repeatedly visited restaurant. For this reason, fast food restaurants have to pay attention to make investigation for develop long time relationship with consumers and utilizing of selected aspects of sensory marketing. Only small group of respondents, i.e. 8.92 % denied backing visiting restaurant.



Note: (1) Burger King, (2) KFC, (3) McDonald's, (4) Others local fast food restaurants.

Figure 1. Explore differentiations between fast foods restaurant

The questionnaire was structured on a Likert scale from 1- completely agree to 4 – don't agree. These views have been introduced on our primal measurable variable. The main factor method resides in application techniques of the main component on reducing covariance matrix import variable. In our case has been applied assessment of square multilaunching index correlation by individual variable. In our analysis has been used our research data and graph based on respondents answer. To evaluate research data has been used our survey data and results carried out on the base of respondents answer. In this case has been analyzed our own survey data tables and graphs. Therefore, from the research data it can be figured out that factor 3 explored share of cumulative exceed one, it means it explained sufficient parameters of variability. This decision has been testify also through the survey data (Graph 2).

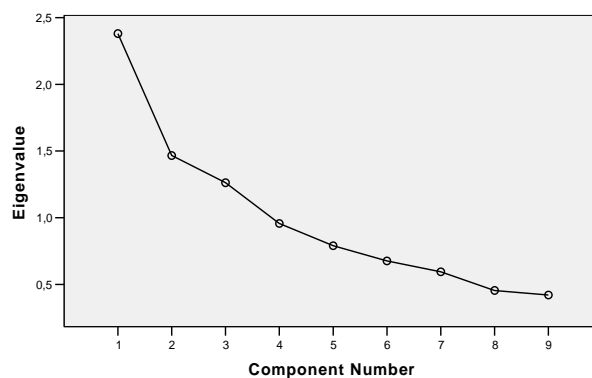


Figure 2. Scree plot

The main factors on Slovakian consumer's behavior regarding fast food nutrition

For the sake of equivalent purposes however, it is possible to use too Kaiser-Meyer Olkinov measure adequacy of selected data, it means KMO-index. It's value is 0.669. It means that all variables are convenient for using factoring analyses. Selected three factors represent 56.768 % of all factors.

Results of rotation model factoring analyses are displayed in Table 5, where particular factors are tabulated according to size of data ordering. Set of variable with very prominent factor saturation represent best indicator factor at generation model. It expressed that the variability is more influenced by given factor.

Table 5

Model rotate matrices factor - weight significance of data

	Factor		
	1	2	3
Reading magazines of nutrition regularly	,824	-,082	-,005
Generally, have y interest about the area of nutrition can	,764	-,043	,067
would you prefer to collect data about nutrition	,756	-,107	,262
I prefer very much to discusses about fast food nutrition	,646	,224	-,038
Purchase fast nutrition have been paid very much attention	,126	,792	-,204
Fast foods are useful thing	-,100	,621	,019
At a restaurant usually seek for purchase only sandwiches, resp. menu, that are usually enjoyed	2,82E-005	,605	,215
Prefer select such restaurant , where i am sure of then others restaurant	,017	,116	,824
Consuming rare at fast food restaurants, where I am not sure about duality of food	,128	-,051	,711

Note: Extract method: analysis of the main element. Rotate method: VariMax with Kaiser Method assessment on regular basis abnormalities.

By factoring saturation we can interpret following abnormalities:

1. Factor: appeared interest of fast food nutrition;
2. Factor: positive violence of existence fast food restaurant;
3. Factor: selection of high quality of foods and loyalty to certain brand.

Remarked factoring saturation on table 5 shows us the dependence of given factors and parameters. It can be stated that Slovakian consumers has been appeared their interest in quality of foods and services, it indicates their positive relation to fast foods restaurants.

4. Conclusions

Traditional marketing repose on accomplishment business provides products, which are fulfilling requirements of consume. This type marketing is founded on segmenting, which contents rationality of consumer. Consumer is known as invidious, which are logically, on base reflection, vision and decision to reach the goal. Decision

of customer (act of purchase) described in model (see section 2.1), in those consumer evaluate facilities, products functions and their compare that adopted final decision, concerning on products they need.

The chosen product and a specific brand of food or category of drink has been duplicated by three main competitors in Slovakia. Therefore, it is necessary to create again differentiation by improving its sensory characteristics. First, a quantities phase of visitors explored the concerned food brand and the possible market share of the visitors across the four fast food services (Table 1). Secondly, has being explored most preferable foods for Slovaks (Table 2), thirdly explored reasons for visiting to fast food services (Table 3). Finally, a qualitative phase of visitors explored the concerned food universe and the possible sensory variations of the visitors across the five senses (Table 4) and this quantitative phase allowed for evaluating the liking and concept fitting of 6 scenarios from the experimental design and data was analyzed with a conjoint approach. The results showed that the main factors which drive consumer preference are quick services.

This experiment showed the feasibility of the proposed multi-sensory design method based on mixed qualitative and quantitative approaches.

Sensory marketing walk out on the basis of consumer's sense and their experiences on products.

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