Model of the food preferences and the mode of selecting of institutional catering based on the value systems

Mónika Fodor Dr., Ph.D.

college senior lecturer, Budapest Business School, Faculty of International Management and Business, fodor.monika@kkfk.bgf.hu

Ágnes Csiszárik-Kocsir Dr., Ph.D.

senior assistant professor, Óbuda University, kocsir.agnes@kgk.uni-obuda.hu

Mária Katona Dr.univ.

college senior lecturer, Budapest Business School, Faculty of International Management and Business, katona.maria@kvifk.bgf.hu

Abstract: In our paper we would like to present the food preferences and motivations of institutional catering from a value-oriented aspect. The actuality of the topic derives from the value-system changes of the past decade, which have led to the emerge of the so-called „central values" even in the West European nutrition tendencies such as health, ethical considerations, time and pleasure. As a result of these changes, the analysis of values and value trends shaping purchase has come to the foreground of the research on food consumer behaviour.

The objective of this paper is to prove that there is a strong correlation between the segments created by the utility factors of the general value system and food consumption as well as by the factors determining the way of institutional catering.

The results of the study are parts of a 1000-member national survey. A standardised pre-tested questionnaire was used during the survey. During the processing of the results besides the descriptive statistics, bi-and multi-variable correlation analyses were made with the help of Chi-square trial, factor-, cluster-and variance analysis. Segmentation was carried out by K-means clusterising process at all times.

Due to our results we could justify that there was a relation between the value system, food consumer preferences and selecting the way of institutional catering, so the fact, that the value theories interpreted on the food market are also valid for the consumer market of institutional catering too, was also proven.

Keywords: food preferences, institutional catering, value systems

1 Introduction

In our paper we would like to present the food preferences and motivations of institutional catering from a value-oriented aspect. The actuality of the topic derives from the value-system changes of the past decade, which have led to the emerge of the so-called „central values" even in the West European nutrition tendencies such as health, ethical considerations, time and pleasure. As a result of these changes, the analysis of values and value trends shaping purchase has come to the foreground of the research on food consumer behaviour. During our examinations we started from the fact that value had several impacts on consumer behaviour and product choice at purchase so the models explaining food consumer behaviour based on the value systems served as the starting point of forming the concept of the research. These theories assume that consumers' decisions and food selection go back to the value system and lifestyle (Grunert, 1996; Horváth, 1996 Dagevos-Gaasbeek, 2001).

They have one thing in common, i.e. they approach the features of a concrete product such as food starting from the level of abstract values. The objective of this paper is to prove that there is a strong correlation between the segments created by the utility factors of the general value system and food consumption as well as by the factors determining the way of institutional catering.

2 Literary Review

It was our objective to construct such a consumer model that summarises the variables which influence the way of institutional catering chosen by the individual. As far as I know, a model valid for the consumer market of institutional catering has not been constructed so far in Hungary and neither have thorough consumer examinations concentrating on this way of eating been carried out, I could only rely on the results of the examinations found in the specialist literature of eating out (Table 1.).

Model factor	Short explanation, justification, description and source
value system lifestyle	The value system based (food) consumer preferences proved the relationship between the consumers' choices of concrete food and the attitude to general human values. (Grunert, Baadsgaard, Larsen and Madsen, 1996)
socio-demographic features	The characteristic features of customers based on their socio-demographic features. (Hayden, 2007) (Nayga & Capps 1994)
food consumer preferences	Food consumer preference as a factors influencing eating outside the household. (Blisard & Cromartie, 2001) (Naylor, Droms and Haws, 2009)
habits of nutrition	The impact of the attitude to cooking on eating outside the household. (Becker, 1965)
subsidies	Subsidies like luncheon vouchers provided by the place of work.
circumstances of eating at work and general features of the place of work	Eating possibilities and facilities provided by the place of work. The number of employees, the ownership structure of the place of work. (Mikesné, 2004)

Table 1.

Factors and sources of the theoretical model

Source: own compilation

3 Model developement

In our model I analysed the impact of two variable-sets on the chosen way of institutional catering: the criteria that can be connected to consumers and the features of the employer (Figure 1.). Mainly secondary data were used for the creation of the model and partly the results of all our three preliminary research tasks as additional information. The main objective of the national 1000-person-survey was to validat this model.
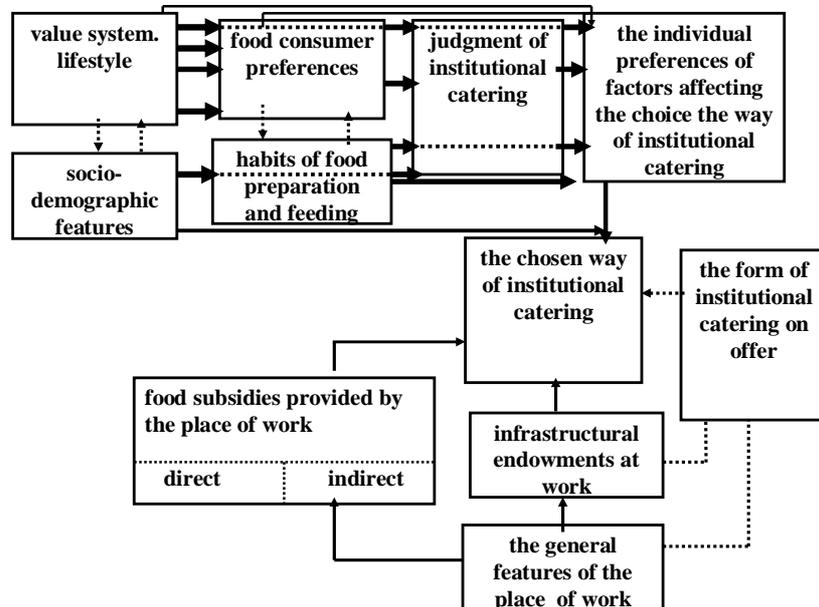
Figure 1.
The research model of the factors affecting the chosen way of institutional catering
Source: own compilation

Presentation of the following results I concentreted on the criteria that can be connected to consumers, first of all the relationship of food preferences and motivations of institutional catering as well as the value system.

4 Method

During the empiric research quantitative and qualitative research methods were used. In the qualitative phase focus group examinations were carried out and one of its tasks was to test the model and to help in refining the research topics.

The quantitative research took place in four phases, the biannual so-called preliminary research means the first three phases and the fourth one was carried out in 2009, a national survey of 1000-member. Our preliminary research was carried out in three phases:

- Phase 1.: 2003. Pest county (197 assessable questionnaires);
- Phase 2. :2005. Békés county (182 assessable questionnaires);
- Phase 3.: 2007. Heves county (198 assessable questionnaires).

The objective of all the three data recording was to ensure the amount of information necessary for the creation of the model, to base the national survey as well as to refine and outline the research topic.

The national survey comprised the fourth phase of our quantitative research (Phase 4). An oral questioning was applied with the help of a pre-tested standardised questionnaire between May-July 2009. In the case of the national sample planned for 1000 persons a conscious sample taking was carried out based on the quota. The national adult employees were regarded as the sampling population so the compounds of the sample are special from the aspect that the older generation above 60 is in a smaller proportion in it than in the total population of the country. The quotas were formed by regions based on the 2008 employment data of the Central Statistical Office (hereinafter referred to as CSO). The proportion of the most important age group (between 18 and 59) of our research in our sample is the same as their share in the sampling population.

For recording and statistical processing of the data of the preliminary examinations, SPSS 19.0 programme while in the case of the 1000-member research SPSS 13. 0 was applied. During the processing of the results of the quantitative research besides the descriptive statistics, bi-and multi-variable correlation analyses were made with the help of Chi-square trial, factor-, cluster- and variance analysis. Segmentation was carried out by K-means clusterising process at all times. In the case of all processes, several trials were made but only the results of the professionally best explicable and statistically suitable segmentations are detailed when outlining the certain research results. Significance-and F-values were taken into consideration in the case of the correlations examined by variance analysis. In the case of the Chi-square trials the examination of the intrinsic correlations of the certain relationships were made on the basis of the adjusted standardised residual values (AdjR).

5 Results

5.1 The results of the value system-based segmentation

Our model serving as the basis of our research is built on the relationship between the value system-based theories. That is why one of our objectives was to explore the link between the segments grouped on the basis of the value system and the consumer groups as well as the target groups formed on the individual judgment of the utility factors of institutional catering (C4). At first I segmented the sample by the value system. A cluster analysis was carried out on the factor groups of the value factors by K-means process. The procedure resulted in the following segments (Table 2 summarises the statistical results of segmentation):

The „hedonists" (110 persons) are characterised by short-range self-remuneration value hierarchy and love of life approach. Most of this group consists of males and the ratio of those who are single with a high income and living in the capital alone was higher than expected.

Those „who want to comply" (500 persons) are who regarded every value dimension more important than average. As this segment had the greatest number of elements, it was also the

most difficult to define by basic variables. All that we could conclude was that the ratio of the city dwellers aged between 26 and 39 living in a 3-member-household was higher tan expected.

The group „without preferences" (123 members) underestimated everything and moreover, it was them who assigned the lowest values to most factors. In the segment the single dwellers of the capital showed a positive deviation from the one expected besides the persons living in a two-member household and having a white collar job.

The „moralists" (267 persons) are the followers of human values and their value system reflects poise of mind and temperance. In the segment the ratio of those elderly married living in the countryside on a tighter budget was higher than expected. In this group by profession the public servants and those performing agricultural tasks showed a positive deviation from the expected value.

Value factors (1)	F	sig	Hedonists cluster 1 N= 110 (2)	Who want to comply cluster 2 N=500 (3)	Those without preferences cluster 3 N=123 (4)	Moralists cluster 4 N=267 (5)	Total pattern N=997 (6)
freedom (7)	12.41	0.000	4.60	4.65	4.19	3.65	**4.32**
enjoyable life (8)	157.81	0.000	4.70	4.53	3.90	3.45	**4.18**
financial well-being (9)	78.07	0.000	4.67	4.52	4.08	3.80	**4.29**
true friendship (10)	52.99	0.000	4.37	4.76	3.91	4.45	**4.53**
calm, balanced life (11)	131.17	0.000	4.25	4.92	4.15	4.82	**4.73**
health (12)	46.64	0.000	4.60	4.95	4.59	4.94	**4.87**
good personal connections (13)	115.81	0.000	4.18	4.78	3.86	4.59	**4.55**
a lot of free time (14)	199..99	0.000	4.48	4.40	3.29	3.31	**3.98**
could afford themselves something good (15)	118.13	0.000	4.58	4.45	3.66	3.59	**4.13**
thriftiness (16)	40.75	0.000	3.09	3.94	3.24	3.70	**3.70**
rendering pleasure to others (17)	14.59	0.000	3.60	4.58	3.45	4.25	**4.24**
inner harmony (18)	226.02	0.000	3.70	4.82	3.60	4.61	**4.49**
happy family life (19)	129.17	0.000	4.32	4.93	4.15	4.93	**4.77**
career, professional success (20)	89.73	0.000	3.74	4.35	3.69	3.34	**3.93**
hobby (21)	174.85	0.000	4.00	4.11	2.79	2.82	**3.59**
peaceful l life (22)	133.32	0.000	4.35	4.87	3.78	4.78	**4.65**

Measure level =interval (1-5), One-Way ANOVA sig<0,05, Test of Homogeneity of Variances sig<0,05 - Post Hoc Tests Tamhane (sig<0,05), sig>0,05 - Post Hoc Tests LSD (sig<0,05), Classify=K-Means Cluster, Number of Clusters=4, Maximum Iteration=20, Convergence Criterion=0, Missing Values=Exclude Cases Listwise)

Table 2.
Consumer group patterns based on the value system
Source: own research, 2009. N=997

5.2 Groups formed by food consumer preferences

As the second step I created food consumer behaviour patterns by judging the utility factors of food choice. As a result of the K-means cluster analysis on the factors, the following segments could be distinguished (Table 3 summarises the statistical results of the segmentation).

The „trendy health oriented" (118 persons) are those who select food because of its low calorie content, richness in vitamins and exemption from artificial agents. The majority of this group is female; the young, members of two-person households and city dwellers showed a greater ratio than expected in this target group.

The most characteristic feature of the „time conscious" (126 persons) is that they love food that is easy to prepare. The segment was dominated by males. The single respondents aged between 26 and 39 with an own enterprise or are employed in a white collar job showed a greater ratio than expected.

The members of the segment „who want to comply" (253 persons) ranked each point above the average. Regarding the name, the reason why we apply the phrase those "who want to comply" is the fact that we think it is the approach overestimating everything that can be behind the wish to comply by all means in the background in the case of these consumers. The ratio of married women raising one child and aged 40-55 was higher than expected.

The utility factors of food consumption (1)	F	sig	Trendy health oriented cluster 1 N= 118 (2)	Time conscious cluster 2 N=126 (3)	Those who want to comply cluster 3 N=253 (4)	Quality oriented cluster 4 N=165 (5)	Without motivation cluster 5 N=144 (6)	Price sensitive cluster 6 N=191 (7)	Total sample N=997 (8)
freshness (9)	32.80	0.000	4.00	4.16	4.92	4.95	4.59	4.81	**4.71**
low calorie content (10)	96.95	0.000	3.61	2.58	3.66	2.60	1.62	2.90	**2.90**
versatility (11)	38.56	0.000	3.96	3.53	4.49	4.18	3.65	4.23	**4.08**
cheapness (12)	31.69	0.000	3.19	3.35	3.27	2..90	2.76	3.91	**3.29**
good taste, fragrance (13)	20.68	0.000	4.32	4.30	4.80	4.94	4.59	4.74	**4.63**
nice, attractive appearance (14)	64.52	0.000	3.16	3.03	4.41	4.31	4.08	3.88	**3.88**
geographical origin (15)	131.16	0.000	2.35	2.39	4.00	3.56	1.83	2.42	**2.92**
high nutritive value (16)	90.40	0.000	3.36	3.56	4.00	3.87	2.00	3.54	**3.45**
vitamin-and mineral content (17)	153..90	0.000	4.33	3.33	4.56	3.86	4.05	3.95	**3.60**
practical packaging (18)	61.06	0.000	2.78	3.22	4.00	3.01	2.60	3.8	**3.90**
quick to prepare (19)	105.49	0.000	2.90	4.02	3..99	2.23	3.04	3.48	**3.20**
brand name (20)	36.14	0.000	2.72	2.54	3.64	2.41	2.88	2.82	**2.93**
exemption from artificial agents (21)	134.48	0.000	4.33	2.69	4.54	3.86	2.80	4.06	**3.86**
long life (22)	54.84	0.000	2.72	3.48	3.82	2.90	2.82	3.93	**3.38**
value for money (23)	56.25	0.000	3.49	3.31	4.45	4.24	3.76	4.75	**4.26**
suitable portion (24)	67.73	0.000	2.78	3.75	4.15	3.66	3.17	4.28	**3.74**

Measure level =interval (1-5), One-Way ANOVA sig<0,05, Test of Homogeneity of Variances sig<0,05 - Post Hoc Tests Tamhane (sig<0,05), sig>0,05 - Post Hoc Tests LSD (sig<0,05), Classify=K-Means Cluster, Number of Clusters=6, Maximum Iteration=20, Convergence Criterion=0, Missing Values=Exclude Cases Listwise)

Table 3.

Food consumer segments

Source: own research, 2009. N=997

The „quality oriented" (165 persons) are those who look for delicious, tasty and nutritive foods. The role of geographical origin was ranked high, which, either in the form of domestic or foreign tastes as well as curiosity to gourmets suits their behaviour. Among them the ratio of

the elderly married men typically living in the countryside showed a positive correlation from the expected value.

Those „without motivation" (144 persons) are the consumers who under-ranked all factors and were not motivated by any advantage of a utility factor when selecting food. Most of them are represented as young, single males living in the capital and doing intellectual tasks for an income higher than the average (120-220 thousand Ft).

In the preference system of the „price conscious" (191 persons) the price-value dimensions had priority. The factors like „cheapness", „value for money", „portion size" were ranked the most important of all the other segments by them. From the socio-demographic point of view this sector was the most heterogeneous and showed characteristic features only from two criteria: the ratio of those married and living in the countryside showed a positive deviation from the expected value.

5.3 Groups by individual preferences affecting the selection of institutional catering

As the third step the sample was segmented by K-means cluster analysis on the factors affecting the choice of the way of institutional catering. The process resulted in the following target groups (the statistical results of segmentation are summarised in Table 4):

The „comfort-oriented lovers of traditional flavours" (126 persons) look for caterers of traditional tastes and substantial food who provide a wide range of additional services. Most members are men of high income with a white collar job. The proportion of the respondents who are single and possess a higher education qualification showed a positive deviance from the expected value in the segment.

Those „who overestimated everything" (241 persons) are the consumers for whom everything was important. The majority are married women. The number of the public servants in this target group is higher than expected.

For the „price sensitive" (180 persons) the facts that food should be value for money, the menu should be cheap and the workplace should cover part of the costs were more important for them than average. Most of them are married women, who possess secondary school qualification with an average income. The ratio of the public servants and those living in a household with more than four members was also higher than expected in this segment.

Factors affecting the selection of the way of institutional catering (1)	Comfort-oriented lovers of traditional flavours N=126 (2)	Over-estimating everything N=241 (3)	Price sensitive N=180 (4)	Fashion oriented N=137 (5)	Seekers of fast solutions N=190 (6)	Without priority N=120 (7)	Total sample N=997 (8)
ambient surroundings (9)	4.16	4.51	4.25	4.10	4.20	3.65	**4.20**
quick service (10)	4.47	4.49	4.01	3.74	4.57	3.34	**4.10**
the workplace should cover part of expenses (11)	3.13	4.40	3.99	2.85	3.29	1.67	**3.43**
use of lunch vouchers (12)	2.65	4.33	3.38	2.23	3.07	1.61	**3.14**
sight of the cover (13)	3.63	4.23	3.89	3.42	3.59	2.90	**3.70**
flavour of food (14)	4.46	4.85	4.55	4.54	4.60	4.35	**4.62**
versatile menu (15)	4.13	4.73	4.13	4.10	4.11	3.33	**4.19**
dietary menu (16)	2.08	3.83	2.15	3.94	2.03	1.75	**2.72**
exotic food (17)	1.98	3.02	1.80	3.33	2.23	1.82	**2.41**
organic food (18)	1.73	3.24	1.78	3.40	1.80	1.60	**2.33**
value for money (19)	4.04	4.70	4.55	4.12	4.22	4.02	**4.33**
traditional flavours (20)	3.87	3.73	3.70	3.03	3.35	3.55	**3.55**
low price (21)	3.71	4.31	3.87	3.24	3.06	3.41	**3.81**
substantial food (22)	4.10	4.21	3.88	3.45	3.43	3.99	**3.96**
easily accessible (23)	4.10	4.56	4.13	3.81	4.08	3.52	**4.12**
home delivery (24)	4.18	4.07	2.82	2.53	1.97	1.70	**2.96**
caterer should have a quality assurance system (25)	3.61	4.40	4.01	4.00	2.28	1.88	**3.47**
caterer should have promotional material (26)	3.38	4.08	3.36	3.56	1.90	1.55	**3.07**

Measure level =interval (1-5), One-Way ANOVA sig<0,05, Test of Homogeneity of Variances sig<0,05 - Post Hoc Tests Tamhane (sig<0,05), sig>0,05 - Post Hoc Tests LSD (sig<0,05), Classify=K-Means Cluster, Number of Clusters=6, Maximum Iteration=20, Convergence Criterion=0, Missing Values=Exclude Cases Listwise)

Table 4.

Consumer segments by preferences of selecting the ways of institutional catering

Source: own research, 2009. N=997

The „fashion –oriented" (137 persons) overestimated all the facts that are indispensable for today's trendy nutrition. They select the way of eating depending on where they can consume dietary, organic or exotic food and it is also important for them that the caterer should guarantee qualified quality and they should also provide them with the current offers. Most of the segments are women with higher income.

The „seekers of fast solutions" (190 persons) only regard the quickness of service as the main point and no other factor was ranked higher than average.

Those „without priority" (120 persons) underestimated all factors and none of the utility factors was more important than average. In this group the ratio of men with elementary education, those of the blue-collar workers and those with high income was higher than expected.

All the segments were characterised by primary criteria at all times and the results obviously show that these features linked to the consumers show a tight relationship with the chosen form of institutional catering. By describing the secondary features of the segments it was proved that the socio-demographic features of the consumer, their food consumer preferences, eating

and feeding habits, attitude to institutional catering and the preferences of choosing the form of institutional catering indirectly affect the way of institutional catering.

In our research model I presumed that the socio-demographic features directly affect choosing the form of institutional catering so this relationship was also analysed separately.

5.4 The connection between consumer behaviour patterns by the value system and the preferences of choosing the way of institutional catering

We examined whether the validity of the value theory could be extended to decisions on preferences playing a role in choosing the way of institutional catering. In accordance with it I analysed what common points there were between the consumer segments of institutional catering and the value system based behaviour patterns. The results of the examination of relations are summarised in Table 5.

Segments by the value system/ Segments by the preferences of choosing the way of institutional catering	Lovers of comfort and traditional tastes N=126	Overestimating everything N=211	Price conscious N=180	Fashion oriented N=137	Seekers of fast solutions N=190	Without priority N=120
Hedonists N=110	20.6% **AdjR=3.7**	8.3% AdjR=-1.6	6.1% AdjR=**-2.3**	8% AdjR=-1.2	22% **AdjR= 2.20**	11.7% AdjR=0.2
Those who wish to comply N=500	34.9% **AdjR=-3.6**	68.9% **AdjR=6.8**	48.9% AdjR=-0.3	31.8% AdjR=0.5	27.9% AdjR=-0.9	**30.8% AdjR=-4.4**
Without preferences N=123	14.3% AdjR=0.7	5.4% **AdjR=-3.7**	9.4% AdjR=-1.3	32.5% **AdjR=2.13**	26% **AdjR=2.10**	36.7% **AdjR=3.3**
Moralists N=267	30.2% AdjR=0.9	17.4% **AdjR=-3.8**	35.6% **AdjR=2.9**	27.7% AdjR=0.2	24.1% AdjR=-1.6	20.8% AdjR=**-2.4**

Levels of measure: nominal, Chi-square trial, value=AdjR=adjusted standardised residuum; %=column percentage ratio of segments by the value system in the food consumer cluster

Table 5.

The connection between the value system based segments and the preferences of choosing the way of institutional catering

Source: own research, 2009. N=997

„Lovers of comfort and traditional tastes" are the consumers typically with high income and higher education working as entrepreneurs who seek eating opportunities that ensure substantial meals for them together with traditional tastes and a wide range of convenience services when choosing the way of eating. They want everything and do not want to miss anything. As the proportion of hedonistic consumers is greater than expected in the segment it seems that looking for pleasure and experience does not only characterise them in terms of eating habits but also on the level of attitude to basic human values. The connection between the value judgment and consumer behaviour refers to the fact that in „overestimating everything" segment the proportion of „those who wish to comply" was significantly higher and that of those „without preferences" was lower than expected and not even the moralist way of thinking was typical of the members of this segment.

„Price conscious"are best characterised by behaviour free from extremities and inconsistency when judging the preferences affecting the choice of the way of eating as well as human values. The proportion of the moralists and those with a balanced value system is higher than expected. In the preferences of „Fashion oriented" we can find the criteria that are regarded important by a modern, trendy consumer. If I include that most members of this group are those „without preferences", our statements made about the „trendy health oriented" consumers also prevail here. In the segmnet of „seekers of fast solutions" are the „hedonists" and „without preferences" bigger than expected. The attitude to appreciate time and free time also fits the hedonist behaviour.

In our opinion, the relatively high proportion of those „without preferences" can be explained by the instable value system and inconsistent consumer behaviour of the target group. Those „without priorities" are such a unique segment who assessed each factor below the average. Nothing was of greater importance than the average for them and did not strive to maximise any utility factor. The ratio of those „without preferences" in the group was higher than expected, which is in harmony with this form of behaviour.

5.5   The connection between food consumer behaviour patterns and the preferences of choosing the way of institutional catering

One of the main objectives of our examination was to prove that the connection between the segments formed on the basis of food consumer behaviour patterns and the preferences of choosing the way of institutional catering does exist according to our hypothesis in the research model. This correlation was also separately analysed and I managed to prove that the results of the two segmentations are interrelated. Table 6. contains the results of the correlation examination.

In the segment of those „overestimating everything" the majority of „those who want to meet the requirements" prefer eating out, especially frequenting classic restaurants but do not go for institutional catering. They are the ones who search for the possibilities of demonstrative consumption that typically expresses status in eating outside the household. As institutional catering cannot be regarded as a status symbol, no wonder that the members of this segment do not often go the canteens, fast food restaurant sin the vicinity of their places of work or inns. The employees for whom „price consciousness" was dominant when choosing the way of institutional catering, they are also „price conscious" in terms of food consumption. The common feature of the two segments is that they expect good quality at a favourable price in both decision making situations. They do not strive to maximise pleasure, do not search for special flavours or specialities, rather they prefer simple offers of good quality they can afford. Making use of institutional catering does not really characterise this segment. Maybe in the case of greater catering subsidies the price conscious group of consumers would be more open to institutional catering. In the target group of „fashion oriented" the members of the segment „trendy, health oriented" were represented in a higher ratio than expected. The result is in harmony with the special features of the two segments outlined earlier. In the group of those „without priority" the food consumers „without motivation" were present in a greater, while those „who want to meet the requirement" in a slighter proportion than expected. This result justifies that the main features of food consumer preferences also affect the judgment of the

factors considered when choosing the way of eating. Among the „seekers of fast solutions" the food consumers who are „time conscious" and „without motivation" showed a greater proportion than expected while those „who want to meet the requirements" had a slighter one. The „seekers of fast solutions" is another segment whose members often eat out or at their places of work. The ratio of the group within the sample is 19%, which suggests that although it is not the biggest segment but keeping them is a strategic question for the caterers.

Food consumer segments/Segments by preferences of choosing the way of institutional catering	Lovers of comfort and traditional tastes N=126	Overestimating everything N=211	Price conscious N=180	Fashion oriented N=137	Seekers of fast solutions N=190	Without priority N=120
Trendy health oriented N=118	7.9% AdjR=-1.5	11.7% AdjR=-0.1	8.9% AdjR=-1.4	24.1% AdjR=4.7	8.4% AdjR=-1.7	12.5% AdjR=0.2
Time conscious N=126	22.2% AdjR=3.5	7.1% AdjR=-2.9	7.3% AdjR=-2.4	8.8% AdjR=-1.5	18.4% AdjR=2.7	16.7% AdjR=1.4
Those who want to meet the requirements N=253	18.3% AdjR=-2.0	42.3% AdjR=6.9	27.9% AdjR=0.9	29.2% AdjR=1.1	14.7% AdjR=-3.7	7.5% AdjR=-4.8
Quality oriented N=165	15.9% AdjR= -0.2	12.6% AdjR=-0.19	17.9% AdjR=0.5	21.2% AdjR=1.6	14.7% AdjR=-0.7	20.8% AdjR=1.3
Without motivation N=144	18.3% AdjR=1.3	3.8% AdjR=-5.4	15.6% AdjR=0.5	5.1% AdjR=-3.3	23.7% AdjR=4.0	25.8% AdjR=3.8
Price conscious N=191	7.4% AdjR=-0.5	24.6% AdjR=1.5	26.3% AdjR=2.4	7.7% AdjR=-2.4	18.0% AdjR=0.3	16.0% AdjR=-0.7

Levels of measure: nominal, Chi-square trial, value=AdjR=adjusted standardised residuum; %=column percentage ratio of segments by the value system in the food consumer cluster

Table 6.

The connection between the segments by the choice of food consuming and the preferences of choosing the way of institutional catering

Source: own research, 2009. N=997

6 Conclusions and recommendations

We have explored the connections between the value system, food consumption and the individual preferences of the chosen way of institutional catering. I have proved that the value theories are valid on the consumer market of the food and institutional catering. In our opinion our research results can arouse the interests of the experts in practice as well, due to the following ones. Based on the segments formed during the examination estimation can be carried out on the size of the main target groups of institutional catering and their most characteristic features. Our analysis proved that food consumer groups that can be regarded as the most important target market of institutional catering based on their choice of food can be characterised by secondary criteria. They belong to the „seekers of fast solutions" or „lovers of comfort-oriented, traditional tastes" among the certain food consumer segments. Our results show that making use of institutional catering best correlates with time-conscious food consumer behaviour but besides time optimisation comfort, product quality and consumer expectations to additional services are also apparent.

References

[1.] Becker, G. (1965). A Theory of the Allocation of Time Economic Journal LXXV. (9), 493-517.

[2.] Blisard, N.J.,Cromatie, J. (2001). Food Expenditures by U.S. Households: Looking Ahead to 2020. Agriculural Economics Reports 821., 520-536.

[3.] Dagevos, J.C.- Gaasbeek, A.F. (2001): Approaching Contemporary Food Consumers: A Few Reflections on Research and Results. 71.st. EAAE Seminar – The Food Consumer in the Early 21.st. Century 1-8-p.

[4.] Grunert, K.G., Baadsgaard,A., Larsen, H.H., Madsen,T.K.(1996). Market Orientation in Food and Agriculture Kluwer Academic Publishers, London.

[5.] Hayden et al. (2007). The Demand for Food Away From Home Full-Service or Fast Food? Journal of Agricultural and Resource Economics, 2007. 30 (3), 520-536.

[6.] Horváth, Á. (996): A fogyasztói magatartás és az élelmiszerfogyasztás jellemzői. (PhD) Doktori értekezés, GATE, Gödöllő 34-56.p.

[7.] Mikesné, M.B. (2004). A házon kívüli étkezés szerepe Gazdaság és Statisztika (1), 44.-55.

[8.] Nayga, R.M., Capps, O.(1994). Impact of Socio-Economic and Demographic Factors on Food Away from Home Consumption: Number of Meals and by Type of Facility Journal of Restaurant and Foodservice Marketing 1. (1), 45-69.

[9.] Naylor, R.W., Droms, M. C., Haws, L.K. (2009). Eating with a Purpose: Consumer Response to Functional Food Health Claims in Conflicting Versus Complementary Information Environments Journal of Public Policy & Marketing, (28) 2. 40.-42.