

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Humanities**



**Diploma Thesis**

**Social and cultural factors in food consumption.**

**A case study of restaurants in the city of Perm**

**Bc. Alina Blazhina**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Bc. Alina Blazhina

Economics and Management

Economics and Management

Thesis title

**Social and cultural factors in food consumption. A case study of restaurants in the city of Perm**

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### Objectives of thesis

The main purpose of the thesis is through the analysis of the restaurant market in the city of Perm to determine consumer preferences and factors influencing customers' choice towards the selection of a particular restaurant considering demographic segmentation such as age, gender, and income. For this purpose, an economic development in the city of Perm has been examined.

Moreover, the goal of the thesis is to investigate how social or generally cultural factors influence food consumption and to demonstrate the role of these factors in food consumption in case of restaurants in the city of Perm.

### Methodology

A literature review will be conducted at the beginning in order to provide an underpinning for achieving the goal of the thesis. It will highlight how the terms of "social" or "cultural" are conceptualized in the literature and how are these terms linked to food consumption (e.g. how belongings to certain nation influences food consumption).

In the analytical section of the thesis, both quantitative and qualitative methods have been used. All statistics are based on Territorial authority of Federal State Statistics Service in Perm Krai.

Using content analysis of Perm restaurant web pages and based on personal visits to restaurants in the city in the period of February 13,2021-March 19,2021, the research will demonstrate what kinds of restaurants are located in the city of Perm, how they are distributed around the city and what kind of cuisine they offer. A comparative analysis of a restaurant market will demonstrate the competitive advantage of restaurants in the city of Perm. As part of this research, a survey was conducted among selected dwellers of Perm. The survey will investigate factors that influence the choice of Perm residents to visit a particular restaurant. The survey was in form of questionnaire method and 478 residents of the city took part in this questionnaire.

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**Keywords**

Perm, culture of food, symbolic meaning, price, restaurant choice, competitiveness, consumer behavior

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Prague on 19. 10. 2021

## **Declaration**

I declare that I have worked on my diploma thesis titled " Social and cultural factors in food consumption. A case study of restaurants in the city of Perm" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on October 25, 2021

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Bc. Alina Blazhina

## **Acknowledgement**

I would like to express my appreciation and to thank prof. PhDr. Michal Lošťák, Ph.D. for his pieces of advice and support during my work on this thesis.

## **Social and cultural factors in food consumption. A case study of restaurants in the city of Perm**

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### **Summary:**

The main purpose of the thesis is to analyze the restaurant market in the city of Perm. It is important to point out that public catering market in different federal subjects and even cities of the Russian Federation is not equally developed. The current diploma thesis was written considering and examining multiple factors that directly relate to the development of the restaurant market in the city of Perm.

As part of this research, a survey of residents of the city of Perm was conducted in order to identify their preferences in the restaurant market. The survey was in form of questionnaire method and 478 residents of the city took part in this questionnaire. The purpose of this questionnaire was to analyze the attitude of Perm residents to the restaurant market, to determine consumer preferences and to identify factors influencing customers' choice towards the selection of a particular restaurant. The research demonstrates the preservation of many traditional features of the national Russian cuisine in the daily diet of people in the city of Perm.

Using the content of Perm restaurant web pages and based on personal visits to restaurants in the city of Perm, the research demonstrates what kinds of restaurants are located in the city, how they are distributed around the city, what kind of cuisine they offer and average cost. A comparative analysis of a restaurant market in the analytical part of the diploma thesis demonstrates the competitive advantage and the features of restaurants in the city of Perm.

## **Sociální a kulturní faktory ve spotřebě potravin. Případová studie restaurací v Permu**

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### **Souhrn:**

Hlavním cílem této diplomové práce je analýza restauračního trhu v Permu. Je důležité zdůraznit, že trh veřejného stravování v různých federálních okruzích Ruska, a ani ve městech, není stejně rozvinutý. Tato diplomová práce byla napsána s uvažováním a zkoumáním více faktorů, které přímo souvisejí s vývojem restauračního trhu v Permu.

V rámci tohoto výzkumu se konal průzkum mezi obyvateli města Perm s cílem identifikovat jejich preference na restauračním trhu. Průzkum probíhal formou dotazníku, kterého se zúčastnilo 478 obyvatel města. Účelem dotazníku bylo analyzovat přístup obyvatelů Permu k restauračnímu trhu, určit preference spotřebitelů a identifikovat faktory ovlivňující výběr konkrétní restaurace zákazníkem. Výzkum demonstruje zachování mnoha tradičních rysů národní ruské kuchyně v každodenní spotřebě obyvatel Permu.

Pomocí webových stránek restaurací Permu a na základě osobních návštěv výzkum demonstruje, jaké druhy restaurací se ve městě nacházejí, jak jsou rozmístěny, jaké typy kuchyně nabízejí a průměrné náklady. Srovnávací analýza restauračního trhu v analytické části této diplomové práce ukazuje konkurenční výhody a vlastnosti restaurací v Permu

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## List of Abbreviations

BBC <sup>1</sup>	Bibliothecal-Bibliographical classification
GOST	Government standard
PERMSTAT	Federal State Statistics Service in Perm Krai
ROSSTAT	Federal State Statistics Service (formerly, Goskomstat)
RUB	Russian ruble
UDC <sup>2</sup>	Universal Decimal Classification

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<sup>1</sup>Nowadays BBC (Russian: ББК) is a national classification system of Russia.

<sup>2</sup>UDC is a bibliographic and library classification.

## **1. Introduction**

Food culture is of great importance in order to understand a particular country. A huge number of factors influence the food culture. Nutrition and its traditions, customs and habits are essential elements of the culture, and it reflects the essence of any nation. Food culture also reflects and influences as well national or local economy.

It is noticeable that the traditional cuisine of each nation has been formed over the centuries and food recipes have been transmitted from one generation to another. Preserving the age-old traditions of each dish, the distinctiveness of the national cuisine can be seen. This allows, over time, to maintain the unity of each nation, through adopting valuable experience of our ancestors and their attitude to many things. Furthermore, it is also important to mention that a predilection for a particular cuisine and food preferences is formed in early childhood and eventually develop. The culture of food spreads family traditions and customs. Undoubtedly, this is one of the main historical values.

It is important to point out that the public catering market in different federal districts and even cities of the Russian Federation is not equally developed. In this diploma thesis, restaurant industry market in the city of Perm will be analyzed and the features of the Perm restaurant business will be identified.

It is important to mention that a visit to a restaurant remains one of the most important and integral elements in the modern life of every person. Without any doubt it is an opportunity to enjoy your favorite dishes. Simultaneously, this is a chance to get a gastronomic pleasure and to relax, to spend time in an atmosphere of calm and to communicate with each other in the pleasant environment.

The restaurant market is designed for various target audiences, differing from each other by age, gender, income, and other factors. Therefore, the restaurant market is diverse and thus a customer has plenty of options with different types of cuisine. Therefore, in order to be successful and competitive in the local market, it is necessary to understand consumers'

preferences that influence them to select a particular restaurant. Furthermore, economic development of the city has a strong impact on demand in the restaurant market. The restaurant market is an integral part of the consumer market and thereby the situation in the market directly depends on consumers, their purchasing capabilities, and preferences. The dynamics of public catering turnover depends on the level of inflation and real income of the population. It is noticeable that the increase in income of the population has a direct impact on the restaurant market.

## **2. Thesis Objectives and Methodology**

### **2.1. Objectives**

The main purpose of the thesis is through the analysis of the restaurant market in the city of Perm to determine consumer preferences and factors influencing customers' choice towards the selection of a particular restaurant considering demographic segmentation such as age, gender, and income. For this purpose, an economic development in the city of Perm has been examined.

Moreover, the goal of the thesis is to investigate how social or generally cultural factors influence food consumption and to demonstrate the role of these factors in food consumption in case of restaurants in the city of Perm.

### **2.2. Methodology**

A literature review will be conducted at the beginning in order to provide an underpinning for achieving the goal of the thesis. It will highlight how the terms of "social" or "cultural" are conceptualized in the literature and how are these terms linked to food consumption (e.g. how belongings to certain nation influences food consumption).

In the analytical section of the thesis, both quantitative and qualitative methods have been used. All statistics are based on Territorial authority of Federal State Statistics Service in Perm Krai.

Using content analysis of Perm restaurant web pages and based on personal visits to restaurants in the city in the period of February 13,2021-March 19,2021, the research will demonstrate what kinds of restaurants are located in the city of Perm, how they are distributed around the city and what kind of cuisine they offer. A comparative analysis of a restaurant market will demonstrate the competitive advantage of restaurants in the city of Perm. As part of this research, a survey was conducted among selected dwellers of Perm. The survey will investigate factors that influence the choice of Perm residents to visit a particular restaurant. The survey was in form of questionnaire method and 478 residents of the city took part in this questionnaire.

### **3. Theoretical section**

#### **3.1. Physiological factors and social aspects of food consumption**

Among the basic human needs, a special place is occupied by a human need for food. If thinking about the variety of value meanings that food can acquire, first of all, it is necessary to mention vital values (life related values) in food culture. Food is the crucial means of preserving life, and this expresses its general vital ("vita" - "life") value. Vital spiritual meanings are inseparable from the meanings of preserving life, from the functionality of the nutrition process. A human being cannot live without food. Ensuring life, in line with the concept of sustainability, is a condition for everything else, including the development of culture (Bol'shakov, 2018, pp. 21-22).

Nutrition is the process of entering to the body and assimilating the necessary substances and elements for the construction and renewal of tissues in a body, as well as the regulation of its functions (Bondar, 2016, p.31).

There are different theories describing human motivation. One of the most famous theory is Maslow's hierarchy of needs. Abraham Maslow, an American psychologist, believed that human needs are arranged in a certain hierarchical order, depending on its importance to a person. Physiological needs are met first (Akulich, 2014, p.13, 127). According to Maslow's Hierarchy of Needs (1943), food and water are obvious physiological fundamental needs to keep the body alive, because body needs nutrients and water to work properly. If the body gets enough nutrients and enough fresh healthy food goods you will keep it in good condition.

Food is a basic practice that forms an anthropic characteristic of a person and provides the humans a unity of connections with reality. The problem of gastronomic culture in general is one of the least studied in the previous cultural-philosophical discourse. It was because studies in social/cultural anthropology, sociology or in philosophy addressing the processes which took place in society and culture often neglected the problem of changes in food culture. However, in the context of globalization and homogenization of the cultural space, the culture of food

consumption is also changing (Sokhan, 2011, pp.10-11) and it is reflected in growing interest in socio-economic context of food (e.g. Giddens, 2021).

Undoubtedly, nutrition is an integral part of our life, but the choice of food which is carried out by a person is determined by cultural tradition, various beliefs, and the current format of social reality (Sokhan, 2011, pp.12-13). Taking into consideration an axiological ethics, it is important to notice that a simple human nutrition as an action is not a culture. Culture is a variety of forms of humanity, its implementation in different forms (Bol'shakov, 2018, pp.17-18). Culture consists of values, norms and material goods (Giddens, 1989, p. 725). In term of food, it means values people hold about the food (e.g. in European culture we do not eat pets), norms they follow when providing and eating the food (e.g. people observe certain rules when eating like we do not start with desert) and the food itself is also material product.

Food is influencing the formation of a person's identity - its physical, national, communicative, and moral characteristics. In addition to that it is an object of social control and manipulation, for example, in the conditions of a totalitarian organization of social reality when food was available only for the vouchers for those who did not opposed the regime. In modern culture, due to the image of food offered to a person (for example in advertising or media), a certain predictability of his/her identity, value-behavioral orientation is provided. The relevance of nutrition problem in a globalizing world is also associated with the aspect of preserving national identity, which is carried out by maintaining traditional cuisine and traditional forms of nutrition (Sokhan, 2011, p.13).

According to Georg Simmel, food consumption is an essential element of social life, and it is playing a vital role in the process of socialization (Simmel, 2010). English sociologist Alan Warde demonstrates that patterns, rituals, and eating habits can be viewed as a factor in the formation of social structure and social order (different social groups have different eating habits and patterns). Nutrition is a multifaceted phenomenon. It encompasses physiological, cultural, emotional, and other aspects. That is why a food consumption becomes a subject for understanding social relationships. It is an investigated in connection with other social aspects of human life and can serve as a basis for understanding social change (Warde, 1997). It is

important to notice that eating has a direct bearing on social behavior. A meal which is shared with other people is more valuable than food consumed alone (Sobal et al., 2002).

### **3.2. Culture of food**

This section pays particular attention to the importance of relationship between human food and culture. Culture is a way of developing a human life. There are numerous differences between countries, people, social groups, and all of them refer primarily to significant differences in the system of cultural meanings. Undoubtedly, each nation has its own characteristics of a traditional cuisine reflecting its culture. They depend on geography, lifestyle, religion, and many other factors that will be considered in this thesis. National cuisine can contribute to preserve history and to promote ancient traditions.

Culture is investigated by many scientists in various scientific disciplines. According to the Russian philosopher Nikolai Berdyaev, “culture has a spiritual primacy in the life of society. The state of a society is assessed based on the state of its culture” (Berdyaev, 2012, pp. 246-261). Edmund Leach, British anthropologist, concludes, “Food is an especially appropriate mediator because when we eat, we establish, in a literal sense, a direct identity between ourselves (culture) and our food (nature)” (Leach, 1997, p. 57).

Human food is closely related to spirituality and culture, that is why food can and should be studied and considered from the point of its significance, considering the axiosphere of culture as the spiritual sphere of human existence, in which cultural values are created, functioned and improved. Culture is the practical implementation of universal and spiritual values in human affairs and relationships. (Vyzhletsov, 1996, p.66).

Culture has historically been formed as a way of spiritual mastery of reality. One function of culture is the preservation and reproduction of a spiritual experience of humanity, the transfer of this experience to other generations and its enrichment. Thanks to culture, a person develops a picture of the world that contains values, meanings, ideas, concepts into an

integral system. Culture is a structure of values and norms which shapes person's personality and society. Cultural values are the result of creative activity throughout human history. (Mchedlov, 2003, pp.440-441). Folk culture integrates such aspects as a system of ideas, values, norms, traditions, social behavior patterns, religious beliefs, that are reflected in the collective consciousness of people in general and in the consciousness of an individual in particular (Yuldashev, 2013, p. 551).

Consequently, the concept of "food culture" can include the following characteristics: food commodities, its specific processing, special rituals and methods of cooking, food design, special table setting, food aesthetics (Bondar, 2016, p.31).

The culture of food is formed based on the following factors:

- local natural resources;
- import from the neighboring countries;
- import from overseas;
- climatic features;
- scientific achievements, methods of processing and storage of food;
- the influence of religion;
- national characteristics (Bondar, 2016, p.41).

However, not only traditional systems of rules for the preparation and consumption of food have cultural meaning. Sign systems and texts related to nutrition can express much wider range of cultural values - these are the values of goodness, truth, beauty, faith, love, and freedom. All forms of cultural expression manifest themselves in the desire for a person to feel good, free, and joyful. In a narrower and more practical sense, culture is a "practically realizable spiritual experience that contains the value meanings of phenomena expressed in symbolic form" (Bol'shakov, 2018, p.16).

### **3.3. Position of food in culture**

In academic literature, the most common division of culture is into material and spiritual. Material culture can be defined as everything that is created by people for utilitarian purposes. The concept of spiritual culture is more complex and multifaceted. It is about cognitive and intellectual activities, ethnic norms and aesthetic ideas, and religious beliefs. In general, it is impossible to draw a clear line between material and spiritual culture (Vanuyto, 2020).

William Pokhlyobkin, a specialist in the international relations and in the history of Russian culinary, stated that analyzing the peculiarities of national cuisine, can be regarded as the best and shortest path to mutual understanding between nations, since it makes it possible to get in close touch with the material culture of the people (Pokhlyobkin, 2004, p.16).

A famous French historian, named Fernand Braudel defines and begins “material civilization” with the cuisine, with a description and significance of certain food products and traditions in the development of civilization (Braudel, 2007). The art of cooking is one of the oldest parts of material culture. The concept of "cooking" means a field of human activity directly related to a variety of vegetable and animal food products. Therefore, culinary arts is a huge part of the material culture of people, an indicator of the general level of civilization of the nation, its talent, originality and peculiarities of national thinking, the level of inventiveness and adaptation to the natural conditions of the environment (Bondar, 2016, pp.28-32).

Edmund Leach points out that the process of cooking and its acceptance is a kind of cultural ritual, in which a person realizes himself/herself as a part of his/her culture and separates himself/herself from another culture, thereby recognizing his identity. Thus, considering that food traditions play a significant connecting role between biological origin and culture, author emphasizes an importance of an element of material culture that has a symbolic character in a society (Leach, 1997, p. 57).

The traditions of each nation come from a combination of many factors, such as customs and habits, which are passed from generation to generation in every family. It is noticeable that

traditions and customs reflect the essence of each nation. Undoubtedly it indicates how the nation lives. Traditions have been established over centuries and traditions may indicate what is inherited from previous generations. Furthermore, the food culture of a nation is in direct connection with traditions. Moreover, it can be noticed that the rules of behavior at the table in each nation is different and obviously these rules reflect traditions.

Traditions, customs, rituals, etiquette, taste, and aesthetics are the basic concepts, the totality and connection of which can demonstrate nutrition as a component of material culture (Bondar, 2016, p.32). Georg Simmel in his work "The Sociology of Meals" emphasized that nutrition is also an aesthetic activity. This is evidenced by the dish itself, its serving and table setting, there is always an imperceptible beauty that creates a special atmosphere of the meal (Simmel, 2010).

### **3.3.1. Influence of religion on food culture and food traditions**

There is a direct connection between culinary traditions that have been forming for a long time and mythology, religion, socio-cultural, spiritual and moral life experience of a nation (Kapelushnik, 2011, p.11). Religion in modern society is one of the most important components that influence national food culture and traditions of people. Many people have retained culinary customs prescribed by the rules of religion (Savochkina, 2015, pp.7-8).

There are many religions in our planet - from the smallest to the major. The world religions are Christianity, Islam, Judaism, Hinduism, and Buddhism (Savochkina, 2015, p.8). Edouard Glissant emphasizes that symbolic meanings are attached to food and drink by the major world religions, and eating is associated with initiation and burial rites and other ceremonies (Glissant, 1987, p. 3). The influence of the religion on the characteristics of national cuisine is an indisputable and a significant fact. Everyone knows that Muslims do not eat pork, considering the pig to be an "unclean" animal. Indian people professing Hinduism (an overwhelming majority in the country) do not eat animal meat at all and they are strict vegetarians (Savochkina, 2015, p.9). To sum it up, each nation has a food culture with its own specific features, and it was developed this way based on the religion of a nation.

In Christianity, unlike other religions, there are no strict prohibitions regarding consuming food products or dishes unless some religious events are concerned. It means, the Christian culture has developed a traditional way of eating on the days of holidays and fasting. During the period of fasting, there are instructions on the allowance and abstinence from certain types of food. This is the main difference between the Christian religion and many others (Savochkina, 2015, p.13).

In the Orthodox Church calendar, about 200 days are allotted to fasts. In addition, there are four multi-days fasting - the Great Fast, the Fast of the Holy Apostles, Uspensky fast and The Nativity Fast. Orthodox fasts have resulted in many dishes based on plant products and fish (Savochkina, 2015, p.13). Another important culturological aspect of eating food is its connection with certain holidays. So, well known is Russian tradition of baking pancakes on "Maslenitsa". According to Russian poet Sergei Yesenin, it is an introduction to tradition, which

is something that allows a person to consider himself Russian, French, Chinese, etc (Esin, 1999, p.76).

### **3.4. Features of the national cuisine**

The concept of "gastronomic culture" is defined as a system of rules, regulations and samples that determine the method of cooking, the set of products and their combinations adopted in the culture, the practice of food consumption, and reflection on the above phenomena (Kapkan, 2008, p.34).

Regarding the concept of "gastronomic culture", the author (Kapkan, 2008, p.34) focuses on the following components:

- 1) the author of the concept "gastronomic culture" designates the national cultural tradition as a set of dishes typical for a given nation;
- 2) "gastronomic culture" is an indicator of the level of development of an individual and society as an evaluative or comparative characteristic.

It is noticeable that the ethnic identity of people can be seen through the features of national cuisine. It demonstrates the features of the national food culture, specific ways of cultural self-expression and self-assertion.

National cuisine is one of the important elements through which a person realizes himself/herself as a part of a particular culture, ethnic group. Thus, in "The UNESCO Courier" magazine there was an article dedicated to nutritional problems where its Editor-in Chief Edouard Glissant writes that food is not only designed to satisfy human needs, but it is also an essential element of person's cultural identity. Expanding his idea, Edouard Glissant emphasizes that food culture allows us to understand the cultural values of family, society, and it is reflected in language, religious rituals and so on (Glissant, 1987, p. 3). It is because "Meals convey social messages. Through eating together as family cultural values are transmitted from generation to

generation. Finally, the importance of food and eating is reflected in proverbs, folk wisdom, and metaphor in many languages” (Glissant, 1987, p. 3).

National food often remains as the only link connected with the historical homeland and it does not make you feel rootless – being not embedded in your home country (Pavlovskaya, 2015, p. 11). The author emphasizes the idea that the taste for food lasts longer, and it is more difficult to adapt to the food taste than to any other cultural components, and therefore, the country of origin of people assimilated with different culture can sometimes be recognized only by eating habits and food preferences (Pavlovskaya, 2015, p. 10).

It is remarkable that cuisines are distinguished by territorial, religious, and ethnic characteristics: Russian, French, Italian, Caucasian, Muslim, etc (Bondar, 2016, p.32). As noted, a need for food can be explained by the need for bread, meat, pancakes, and chocolate. For example, Belarusians, Chinese and Japanese, doubtless all of them need food. However, Belarusian will first satisfy hunger, for example, with potatoes, Chinese - with rice, and the Japanese - with fish (Akulich, 2014, p.15). Therefore, an image of an Englishman is having a breakfast with a porridge (oatmeal), bacon, tea with milk, and in the evening, having dinner with whiskey. Germans and Austrians cannot be imaged to have lunch or dinner without schnitzel, sausages with beer, sweet bun, and coffee. Polish people - without carp. French people always eat in cultural stereotypes cheese, agaricus, truffles, onion soup, wine, and sauces on the table. Russian people can't live without cold fish in aspic, smoked fish, shchi<sup>3</sup>, borscht, rassolnik<sup>4</sup>, porridges, crapes, pies, ring-shaped rolls, kvass and tea, herring (Bondar, 2016, pp.41-42). Moreover, since ancient times, Permyaks were engaged in hunting and fishing, arable farming, animal husbandry, and farm gathering. All these occupations were reflected in the peculiarities of the national cuisine (Mamin-Sibiryak, 1948, pp.232-233).

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<sup>3</sup> “Shchi” is a traditional Russian cabbage soup.

<sup>4</sup> “Rassolnik” is a traditional Russian soup made from pickled cucumbers, pearl barley, and pork or beef kidneys (Darra Goldstein, 1999, p.53).

One of Anton Chekhov's most delightful stories is "The Siren", in which he describes a real Russian dinner: *"The best appetizer, if you would like to know, is herring. Imagine you've eaten a bite of it with onion and mustard sauce, now, my benefactor, while you're still feeling sparks in your stomach, you must immediately eat some cavier, either plain or, if you prefer, with lemon; and then some radishes with salt, then some more herring. But best of all, my benefactor, salty mushrooms if you chop it in small pieces, and, you know, with onions, with olive oil...Delicious!"* (Chekhov, 1887, p.2).

These examples clearly demonstrate that a certain set of products has a cultural meaning. Furthermore, a nation retains its historical roots and its unique features. To summarize, food contributes to the preservation of a national identity and of a national character.

### **3.5. Stages of development of Russian gastronomic culture**

Russian cuisine has gone through a long path of development and there were several stages. Each of these stages has left an indelible mark and was quite different from the others. There were significant differences in food products, in the composition of the dishes and in the technology of their preparation (Uzun, 2007, p.4).

Culinary historian William Vasilyevich Pokhlyobkin (2004) concludes that there are six stages that can be distinguished in the history of Russian cuisine:

- 1) Old Russian cuisine (9<sup>th</sup> - 16<sup>th</sup> centuries)
- 2) Moscow State cuisine (17<sup>th</sup> century)
- 3) The cuisine of the Peter and Catherine era (18<sup>th</sup> century)
- 4) St. Petersburg cuisine (end of the 18<sup>th</sup> century– 1860s 19<sup>th</sup> century)
- 5) National Russian cuisine (1860s 19<sup>th</sup> century – early 20<sup>th</sup> century)
- 6) Soviet cuisine (the period from 1917 year until recently).

- **Old Russian cuisine**

The Old Russian cuisine stage lasts almost 500 years. The food was very simple and mainly this stage was based on bread, flour products and grain dishes (Pokhlyobkin, 2004, p.17).

For the Russian, as for any agricultural culture, the priority was plant-based diet produced on the cultivated land. However, precisely to the Russian culture, obviously because of the harsh climatic conditions, due to which the soil does not produce plant food well enough, it was bread that became a symbolic food. Bread and its availability in sufficient quantities symbolized life in the Russian culture of food (Sokhan, 2011, p.62).

Even nowadays a very important and affectionate food for Permyaks is bread. It is not only the main food product, but also a symbol of wealth and happiness. (Nizovtseva, 2019, p.3).

- **Moscow State cuisine**

Pokhlyobkin (2004) points out that 17th century and Peasants' War were a reason for a new stage of development of Russian gastronomic culture.

In this time frame the recipes of many soups have developed. However, cooking technologies remained at an extremely low level (Sokhan, 2011, p.63).

- **The cuisine of the Peter and Catherine era**

The policy of Peter the Great strongly influenced national culinary and gastronomic traditions. During this period of time there were introduced new dishes and table manners has significantly changed. Moreover, it was during this period that a snack format appeared, however it was not widespread in Russian gastronomic culture (Sokhan, 2011, pp.63-64).

- **St.Petersburg cuisine**

At this time, St. Petersburg was a leader in the field of gastronomy. Numerous cookbooks appeared, but they were accompanied by multiple recipes from French and German cuisines, since at this time there were a lot of French chefs working in Russia (Uzun, 2007, pp.17-19).

- **National Russian cuisine**

During this period of time a clear change in the culture of Russian food took place. People start to prepare traditional Russian dishes in a more developed way, since the Russian people received an opportunity to use foreign food products and also to access the cooking technologies. Furthermore, the cultural meaning of national food culture has increased, and the role of the meal became a social interaction between people. (Sokhan, 2011, p.65).

- **Soviet cuisine**

There was a wide range of national dishes recipes and the main emphasis was on cooking technology. Semi-processed food products and canned food became available and used (Pokhlyobkin, 2004).

### **3.6. Natural factors influencing food habits**

It is important to notice here that not only cultural factors influence the culture of food, but also natural factors such as location and related climate.

Weather conditions and climate define a physical and mental condition of an organism: the housing need, as well as the clothing need, food habits, fuel, transportation, etc. (Vorob'eva, 2011, p.65).

It is considered proven that a geographic environment has a huge impact on gastronomic habits, addictions and antipathies, methods of cooking and the ritual of food consumption (Bondar, 2016, p.28). For example, a German geographer Friedrich Ratzel believed that the leading role in the formation of a particular culture is played by the geographic environment and a human being needs to adapt to a particular location. (Vanuyto, 2020).

Without any doubt cooking can be considered as one of the most ancient occupation. In the past the basis of everyday nutrition was made up of basic and easily accessible food products, which was the same for many nations, however the difference was in the processing techniques and in the process of cooking itself. Over time different nations have developed culinary skills and preferences in food products and from history it is noticeable and can be proven that nutrition of people depends on the geographic location.

Traditions are a kind of a national memory. Therefore, cooking is an object of interest not only for nutritionists, but also for historians, ethnographers, sociologists, physicians, and

archaeologists. Thanks to the efforts of archaeologists, there were studies on how our ancestors lived: what they ate, how they processed raw materials and how they prepared food, what kind of stoves, tableware and kitchenware were used (Bondar, 2016, p.28).

For example, the nutrition of people who are living at the seaside is based on fish and seafood. The nutrition of cattle breeders is based on animal husbandry, specifically they consume a lot of milk and meat. Residents of the forest-steppe used livestock and forestry products to eat. Residents of southern countries used a large number of vegetables and fruits for cooking. Thus, a set of food products for cooking was identified (Savochkina, 2015, p.8).

Another important factor influencing national cuisines is the technology of cooking and a particular way food is processed. The determining factor was the usage of a fire, which is a device of the hearth. Geographic location and climate were of primary importance in this matter. To cope with harsh winter weather the Russian stove was used. It was a major source of heat and at the same time a device for cooking. In addition, the device of the hearth determined the features of thermal treatment of food products. It was convenient to use a Russian stove for cooking, braising, and baking. Regarding an open fire - it was preferably used it in order to fry (Savochkina, 2015, p.9).

### **3.7.Consumer behavior**

Consumers are undoubtedly the focus of attention for any market. Understanding consumer behavior is a key success factor in a market because sellers are making profit while consumers are purchasing their goods or using services they offer. That is why there is continuous research regarding consumers and consumer behavior. By analyzing the needs, desires, and preferences of customers, the market can satisfy these needs and at the same time do it better than competitors.

There are different positions of the authors regarding the definition of consumer preferences. It is important to note that the study of consumer behavior is mainly in the field of marketing. Consumer preference is a consumer's choice of one economic good in favor of another (Vinogradova and Pigunova, 2015, p.53). Consumer preferences is a necessary tool for studying demand, which allows to identify what products and to what extent are in demand among the target audience (Galitskaya, 2012, p.64).

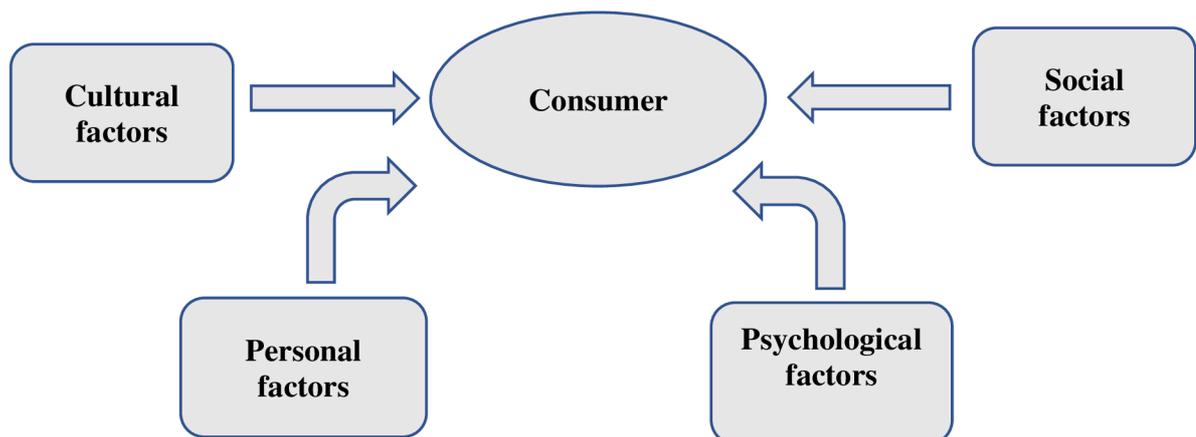
Consumer preferences represent one of the characteristics that influence market mechanisms. These include habits, traditions, and the taste of customers. Preferences are the most unpredictable factor that might change (Golubkov, 2016, p.47). To sum up, consumer preferences can be defined as a consumer behavior caused by external factors and intrapersonal factors, aimed to satisfy human needs and to obtain the maximum benefit (Kravchenko, 2015, p.41).

### 3.7.1. Factors affecting consumer preferences

The main challenge in consumer research is to identify factors that influence consumer behavior (Borisova and Garanin, 2015, p.80). Consumer behavior is a subject to the influence, and this is the fundamental principle that underlies the study of consumer preferences. The purchases that are made by consumers are influenced by various factors (Golembiovsky, 2008, p.56).

Philip Kotler defines four groups of factors that influence consumer behavior: cultural factors, social factors, personal factors and psychological factors (Kotler, 2007, p.143).

**Figure 1 - Factors affecting consumer preferences**



Source: Kotler, 2007, p.143.

### **3.7.1.1. Cultural factors**

In Philip Kotler's and Leonid Baskovsky's view, the biggest influence on the consumer behavior has cultural factors (Basovsky, 2012 and Kotler, 2007). The level of cultural development is directly related to consumer behavior (Akulich, 2014, p.120).

Culture is the main determinant of the needs and behavior of a person. Human behavior is basically an acquired way of doing something. From the moment of birth, a child learns a basic set of values, preferences, manners, and actions, which is typical in his family and from other fundamental institutions of any society (Basovsky, 1999, p.43). Moreover, culture comes from a family and can be defined as a set of widely accepted attitudes, norms and values that determine human behavior (Akulich, 2014, p.119).

Cultural factors mainly include *mainstream culture, sub-culture, and culture of social classes* (Kotler, 2007, p.143).

### **3.7.1.2. Social factors**

Consumer behavior is also determined by social factors, such as *reference groups, family, social roles, and statuses* (Kotler, 2007, p.146). In many aspects social and cultural factors are quite similar.

- ***Reference groups***

Philip Kotler states that reference groups have a strong influence on human behavior. Marketers are trying to identify all the reference groups in a market in which they sell their products and offer services. There are groups that have a direct impact on a person. Some of these groups are primary, most often interaction with them is informal and permanent. These groups include family, friends, neighbors, and work colleagues. In addition, a person belongs to several secondary groups, which usually are more formal and interaction within a group is not

permanent. These are all kinds of public organizations such as religious associations, professional associations, and trade unions (Kotler, 2007, p.147).

- ***Family***

The roles of individual family members in the decision-making process while consuming goods have significant differences for social classes and countries (Akulich, 2014, p.123).

### **3.7.1.3. Personal factors**

Another set of factors that affect consumer decisions are influenced by *age, stage of a family life cycle, occupation, economic circumstances, personality type and self-image* (Kotler, 2007, p.150).

Over time, the needs of each person change. In accordance with these changes, the priority of spending money is changing. Age and stage of the life cycle are the initial parameters for segmenting the consumer services market. There is a direct connection between food consumption and the stage of a family life cycle (Basovsky, 1999, pp.44-45).

The following stages of the life cycle are usually considered in marketing theory (Akulich, 2014, p.123):

- Single people (young, unmarried people living apart from their parents)
- Young family without children
- Married couple with children (age of youngest child is 6 years old and more)
- Mature married couple with older children
- Senior married couple living without children
- Lonely old person

At each stage of the life cycle, a person or a family has its own specific needs and distribution of expenses. For example, young married couples with children spend most of their income on purchasing baby products (Akulich, 2014, p.123).

- *Lifestyle*

Individuals belonging to the same subculture, to the same social class and even to the same occupation can have completely different lifestyles (Basovsky, 1999, p.45).

- *Economic circumstances*

Economic circumstances have a direct influence on consumer behavior. Under favorable economic conditions within national economy, an income increases. In case of a deterioration of economic situation, income decreases and, consequently negatively affects spending. Therefore, marketers must consider possible changes in economic situation and the ability of people to spend money (Akulich, 2014, p.126).

#### **3.7.1.4. Psychological factors**

Consumer's choice is also influenced by four basic psychological factors: motivation, perception, learning, beliefs, and attitudes (Kotler, 2007, p.153).

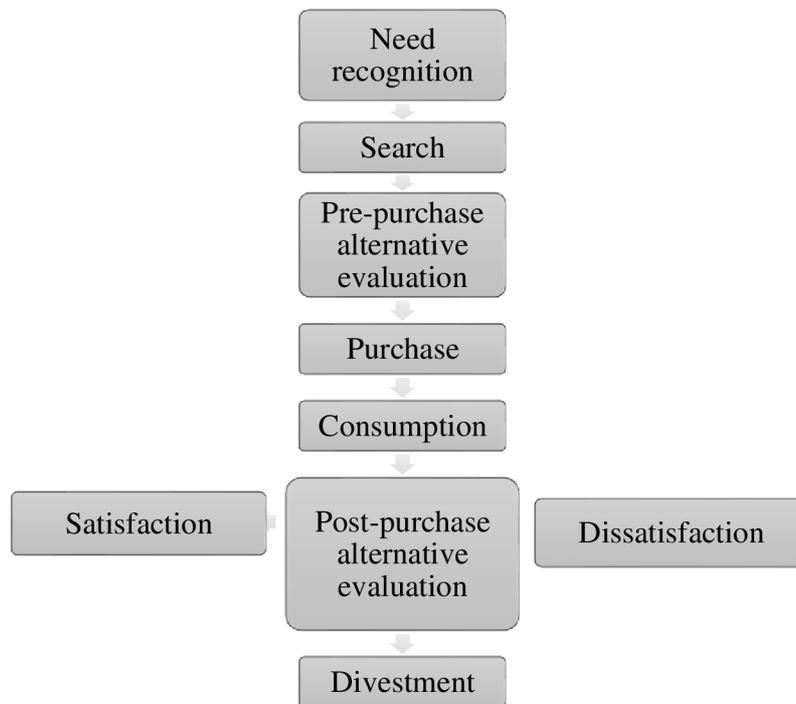
At any given time, a person has a variety of needs. Some of the needs are essential and hence these needs motivate a person to look for ways and means of satisfaction. A need that has reached its maximum level of intensity becomes a motive. The motive prompts a person to perform certain actions in order to satisfy the emerging needs (Basovsky, 1999, p.46).

### 3.7.2. Consumer decision making process

It is a well-known fact that all people are different and therefore make different decisions regarding the acquisition of goods and services.

However, other academicians have developed a step-by-step model of the consumer decision making process. The consumer goes through five stages: awareness of the problem, seeking information, evaluating options, making a purchase decision, and post-purchase behavior.

**Figure 2 - Model of the consumer decision making process**



Source: Engel, Blackwel, and Miniard, 1995, p.154

Figure 2 shows that consumers go through all five stages with any purchase. However, in everyday life, a consumer can skip some stages, relying on stereotypes, or changing their sequence (Kotler, 2007, pp.160-161).

Thus, this model clearly demonstrates how a consumer makes a choice to visit a particular restaurant.

## **4. Analytical section**

### **4.1. Description of Perm Krai**

People and culture can be considered as a value of any territory, any region. The Perm Krai occupies a special place in the ethnocultural landscape of Eurasia (Chernykh, Belavin, and Goleva, 2010, p.5). According to the Chapter 3 of the Constitution of the Russian Federation (Article 65), the Russian Federation is divided into 85 federal subjects, 22 of which are republics, 9 krais. This thesis will address only the city of Perm – a capital city of one of the krais.

Perm Krai is a federal subject of Russia (a krai). It is part of the Volga Federal District, Privolzhsky Federal Okrug, and the Urals Economic Region (Saunders and Strukov, 2010). Perm Krai is situated on the Western slopes of the Central and Northern Urals and the Eastern edge of the Eastern European Plain (The territories of the Russian Federation, 2016, p. 205). The Perm krai is located at the joint of Europe and Asia. The main natural landmark is the Ural Mountains (Krasavtseva, 2016). According to Permstat (2020), Perm Krai has an area equal to 160.2 thousand square kilometers; it includes 37 municipalities and 13 cities of regional administration.

The position of the Perm Krai on the border of several ethnocultural zones - between Europe and Asia, forests and steppes, its convenient water and land location - determined Perm Krai as a historical region that unites the people (Chernykh, Belavin, and Goleva, 2010, p.5).

#### **4.2. The climate of Perm Krai and its relation to cuisine**

In each of the sixteen geographical zones of Russia there are different set of food products, due to caloric differences and regional differences in food consumption. Nutritional requirements in the coldest Arctic regionals are about 15 percent higher than in the more temperature southern regions (Sha‘bān, 2006, p.34).

The cultural conditions and geographical location that determine the specifics of the national cuisine have been considered, and now it is important to describe climatic conditions, which also have a huge impact on national cuisine in the city of Perm. It is important to notice that climatic conditions influence production and processing of food as well.

The Permian cuisine has been developed under the influence of the climatic fluctuations and geographical location of the region. As it has been already mentioned, the geographical location of a Perm Krai is the border between Europe and Asia, therefore the Permian cuisine is distinguished by blending national cuisine of the Russian Federation with traditions and customs of Asian people.

The Ministry of natural resources, forestry, and ecology of Perm Krai (2015) suggests that climate in the whole territory of Perm Krai is temperate continental. Winters are snowy and long, summers are short and warm. In Perm Krai, the warmest month is usually July. Average temperature of July in the northeast of Perm Krai is +16 °C, and in the southwest +19°C. The highest recorded temperature was +38 °C (Tartakovskij, 2012, p.29).

In Perm Krai, the snow cover normally settles at the end of October - in the beginning of November and stays in average 170-190 days per year. In March thickness of snow reaches 80-90 cm in the north of the region, and 60-70 cm in the south. Average temperature of January in the northeast of Perm Krai is -18.5°C, and in the southwest -13,3°C. The lowest recorded temperature was -53 °C in the north of the region (Tartakovskij, 2012, p.29).

The peculiarities of the Perm Krai include a frequent recurrence of dangerous meteorological events (fogs, thunderstorms, blizzards, etc.). In winter, thunderstorms are

accompanied by heavy snowfalls and a rapid decline of an air temperature. It is noticeable that in Perm Krai there are 195 foggy days per year. (Tartakovskij, 2012, p.29).

According to climatic conditions, people living in Perm Krai need more high-calorie, heavy food, than people living in the south part of Russia. The cold climate requires calories (Scientific Research Institute of Nutrition of the Russian Academy of Medical Sciences, 2014).

### **4.3. Public catering in the Russian Federation**

According to standard GOST R 31985-2013 of January 2015, public catering is an independent sector of economy, composed of enterprises (businesses) of various forms of ownership and organizational and managerial structure, providing food for the population. Currently, the Russian public catering is represented by a wide variety of establishments. Today the public catering in Russia is divided into the following segments (GOST 30389-2013 of January 2016):

- Restaurant
- Bar
- Canteen
- Coffee shop
- Fast food restaurant
- Buffet
- Bakery

#### **4.4. Classification of restaurants in the Russian Federation**

According to the Government Standard of the Russian Federation (GOST 30389-2013 of January 2016), a classification of restaurants is based on the quality and variety of the services, the range and complexity of meals provided, location, interior design, technical equipment, and staff qualification.

According to GOST 30389-2013 of January 2016, restaurants in the Russian Federation are divided into three classes: fine-dining restaurants, casual-dining restaurants and fast-food restaurants.

Fine-dining restaurant has a banquet hall, a bar, a cocktail lounge with a bar counter. Its distinctive features are: a unique high-class interior design, a high level of comfort, a wide range of services and exquisite meals (GOST 30389-2013 of January 2016).

Casual-dining restaurants must also have a refined ambiance with a variety of food choices. Service personnel is staffed by highly qualified workers and all of them must be dressed in uniforms of the same sample. Table linen and tableware are custom-made. There are music shows in the evening. In the halls there are special places for dancing. In the evening there is a music program (GOST 30389-2013 of January 2016).

As for the fast-food restaurants, location plays a significant role and self-service is a common characteristic of them. (GOST 30389-2013 of January 2016).

There is a list of factors affecting the selection of a place for a restaurant (Artemova and Kozlova, 2005):

- how many people live in the area
- the average income of these people
- convenience: it should not be difficult for people to get to the restaurant
- visibility: it should be easy for visitors to see the restaurant
- availability of parking lots.

#### **4.5. Economic development in the city of Perm**

It is important to point out that the public catering market in different federal regions (areas) and even cities of the Russian Federation is not equally developed. The residents differ in their standard of living and lifestyle. Analysis of the restaurant business market in the city of Perm will allow to determine consumer preferences and to find out what components in this area are important for consumers. In accordance with research conducted in thesis, the features of the Perm restaurant business will be identified.

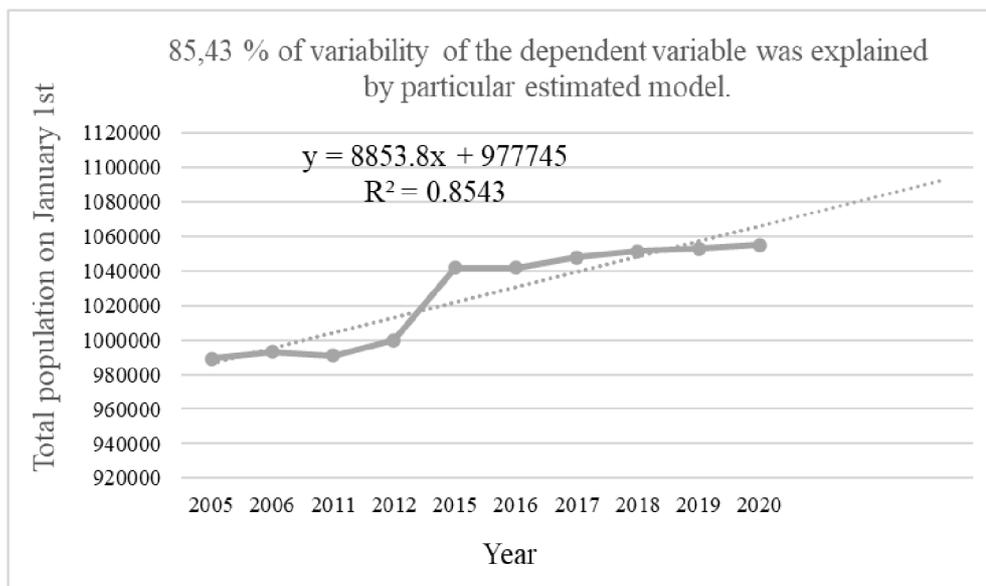
Aiming to analyze the catering market of the city of Perm, it is necessary to begin with an examination of the factors affecting the demand in this area. There are many factors that have direct relation with the development of the public catering market in the city. These factors include income of the population, price indices for goods and services, structure in terms of age and gender, unemployment rate, the share of the economically active population, etc.

According to Permstat (01.01.2020), the population of Perm Krai is 2,599,260 inhabitants. Urban population is 1,972,991 inhabitants (which constitutes 75.90 %). Rural population is 626,269 inhabitants (which constitutes 24.09 %). Population density on January 1, 2020 is 16.22 people/sq.km.

The capital and largest city of Perm Krai is a Perm city. The city of Perm is the administrative center and an economically developed region of Russia. According to Permstat (2020), Perm has an area equal to one thousand square kilometers.

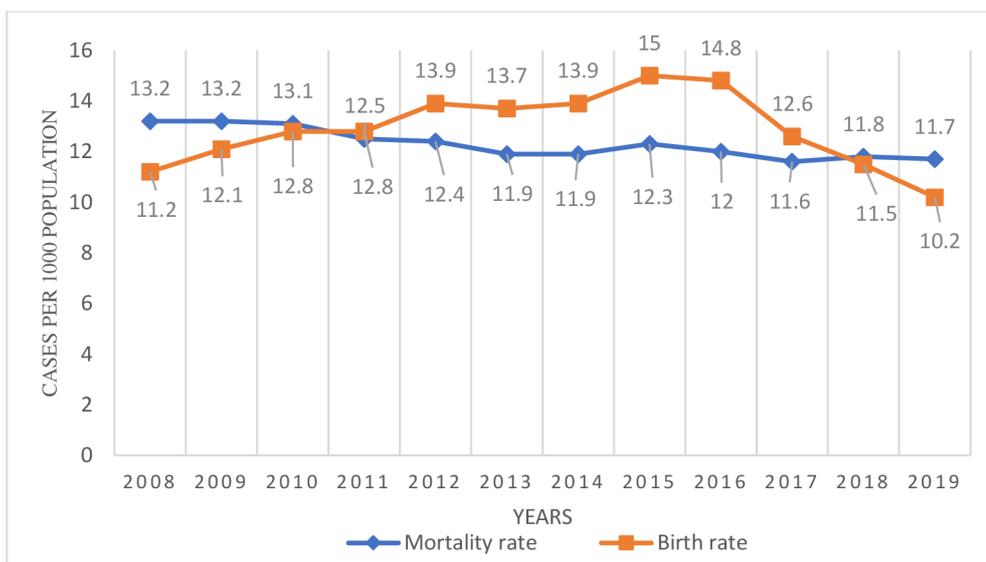
According to Permstat (01.01.2020), the population of Perm city is 1,055,000 inhabitants. The increasing trend line implies that there will be an increase in the population of Perm pension in 2021 reflecting the process of urbanization.

**Figure 3 - Population in Perm**



Source: own table based on data from Permstat

**Figure 4 - Dynamics of mortality rate and birth rate in the city of Perm**



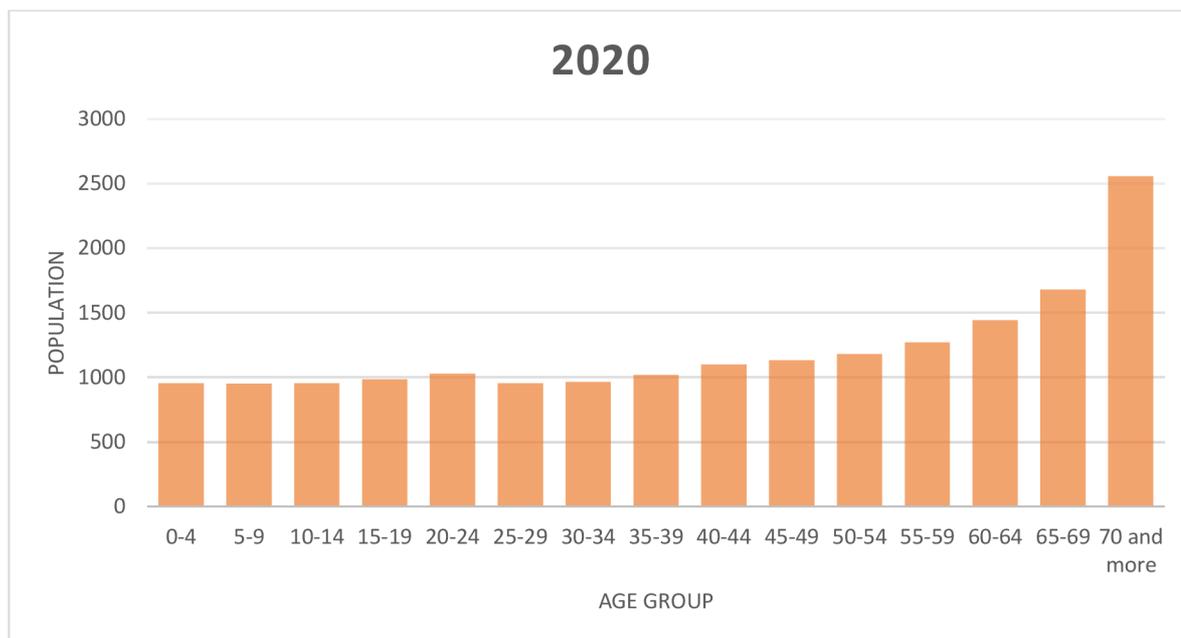
Source: own table based on data from Permstat

In 2018, 12,080 children were born in the city of Perm. The birth rate at the end of the year was 11.5 cases per 1000 inhabitants. In the city, there is a drop in the rural population and a significant increase in the urban population, which is also a sign of a decline in the birth rate. Traditionally, the birth rate of the rural population is higher. In 2018, 12,430 people died in the city of Perm and the mortality rate at the end of the year was 11.7 cases per 1,000 inhabitants. (Permstat, 2018).

At the moment, the demographic situation of the city is characterized by a natural decline in the population. There is a decrease in the birth rate and an increase in the mortality rate as demonstrated in the figure 4. According to the forecast, the level of a population decline will continue to increase in the near future (Permstat, 2019).

The study of the gender structure of the population in Perm showed dominance of the female population. Until 2009, there was a decrease in the number of women by 5%, and from 2010 to the present, the dynamics of an increase in this group by 7.5% has been observed (Permstat, 2019). Population aging is also a characteristic factor in the city of Perm which is clearly can be seen in the figure 5.

**Figure 5 - Population distribution by age groups**



Source: own table based on data from Permstat

For the purpose of forecast and analysis of the restaurant business in the city of Perm, it is necessary to consider income of the population. The public catering market is an integral part of the consumer market and thereby the situation in the market directly depends on consumers, their purchasing capabilities, and preferences.

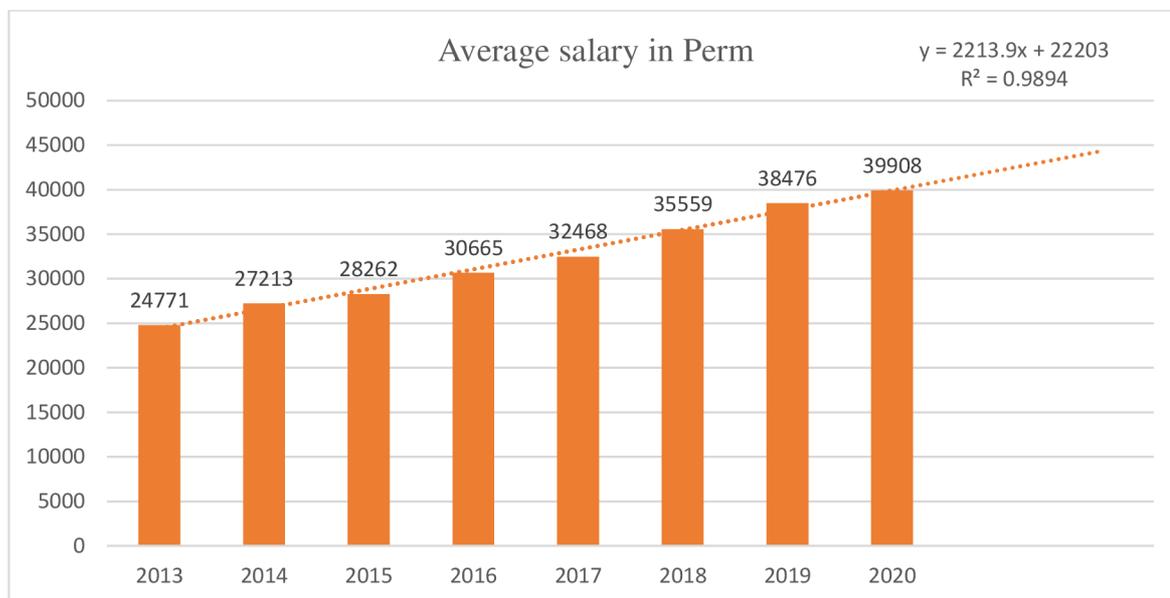
**Table 1 - Average salary in Perm by year**

Period	Average salary in Perm, rubles	Absolute increase, rubles	Growth rate, %	Basic index	Chain index
2013	24771	-	-	1	-
2014	27213	2442	9.86%	1.098583	1.098583
2015	28262	1049	3.85%	1.140931	1.038548
2016	30665	2403	8.50%	1.23794	1.085026
2017	32468	1803	5.88%	1.310726	1.058797
2018	35559	3091	9.52%	1.435509	1.095201
2019	38476	2917	8.20%	1.553268	1.082033
2020	39908	1432	3.72%	1.611077	1.037218

**Source: Own table based on the amount of average salary from Permstat**

The increase in the income of the population has a direct impact on the public catering market. Table 1 was presented in the form of a graph in the figure 6 for better demonstration of a pattern of average salary development in Perm. Thus, the figure 6, which is given below, clearly illustrates that average salary from 2013 to 2014 raises by 2442 rubles, which is 9,86 in percentage terms and represents the highest growth during the entire period.

**Figure 6 - Average salary in Perm**



**Source: Own table based on data from Rosstat (formerly, Goskomstat)**

The increasing trend line implies that there will be an increase in average salary in Perm in 2021.

Thus, due to the increase in the average monthly income of the population there is a demand for public catering. Moreover, an increase in demand for public catering is also related with an increase in the cost of living.

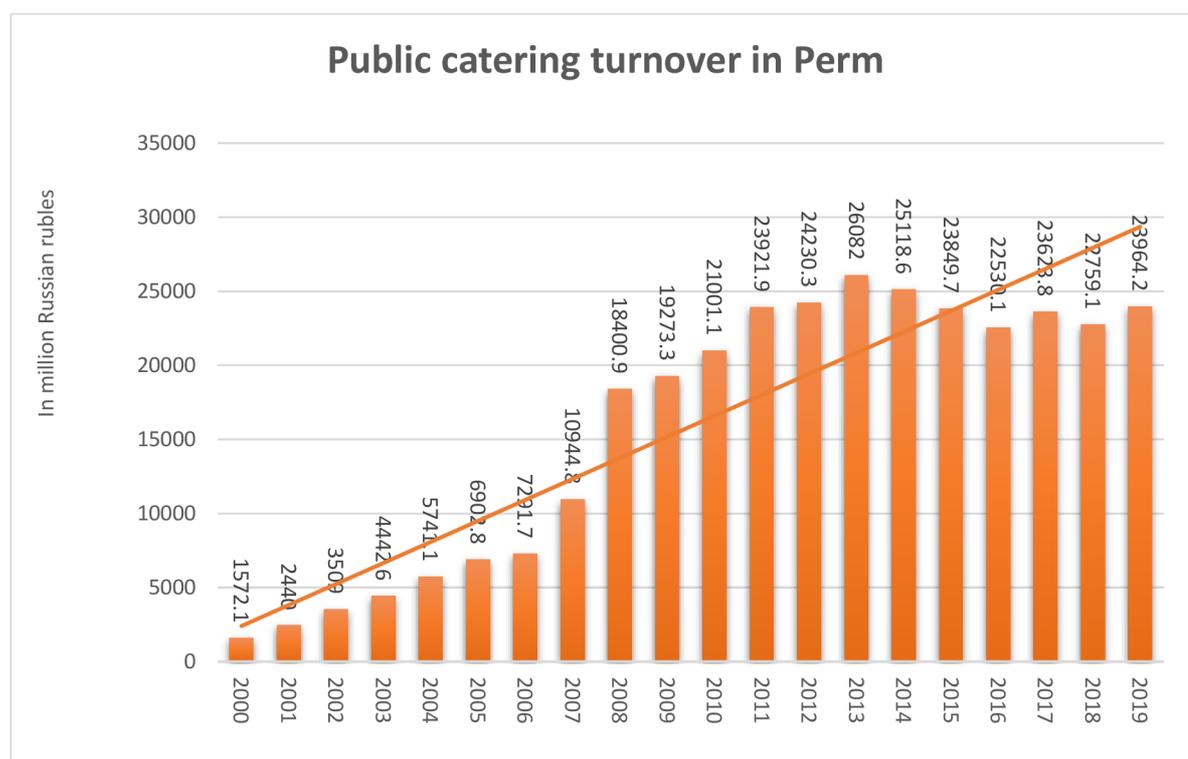
#### **4.6. Public catering in the city of Perm**

One of the most successful service sectors in Perm city is the public catering. At the beginning of 2005 there were 1457 catering organizations in Perm (Permstat, 2015). As of March 2018, there were 1665 public catering establishments (businesses) in total in Perm (Permstat, 2018). That is, for every 100 000 residents of the city there are 157 establishments.

According to statistics, the public catering market in Perm is larger than in Kazan or Krasnoyarsk, with their population exceeding the number of inhabitants of Perm. For comparison, in the capital of the Republic of Tatarstan, which is Kazan there are 142 establishments per 100.000 inhabitants. Kazan, unlike Perm, is one of the leading tourist destinations among Russian regions. Perm was not even included in the top 25 leading Russian tourist destinations in the ranking (Federal Agency for Tourism, 2020).

The dynamics of public catering turnover depends on the level of inflation and real incomes of the population. There is a slight increase in the growth rates of public catering turnover which can be seen in the figure 7. Based on the data of the Federal Service of State Statistics on Perm Krai, the turnover of public catering in Perm in 2018 amounted to 22759.1 million Russian rubles. At the end of the year 2019, the volume of catering amounted to 23964.2 million Russian rubles or 105.295% compared to the same period last year.

**Figure 7 - Public catering turnover in Perm**

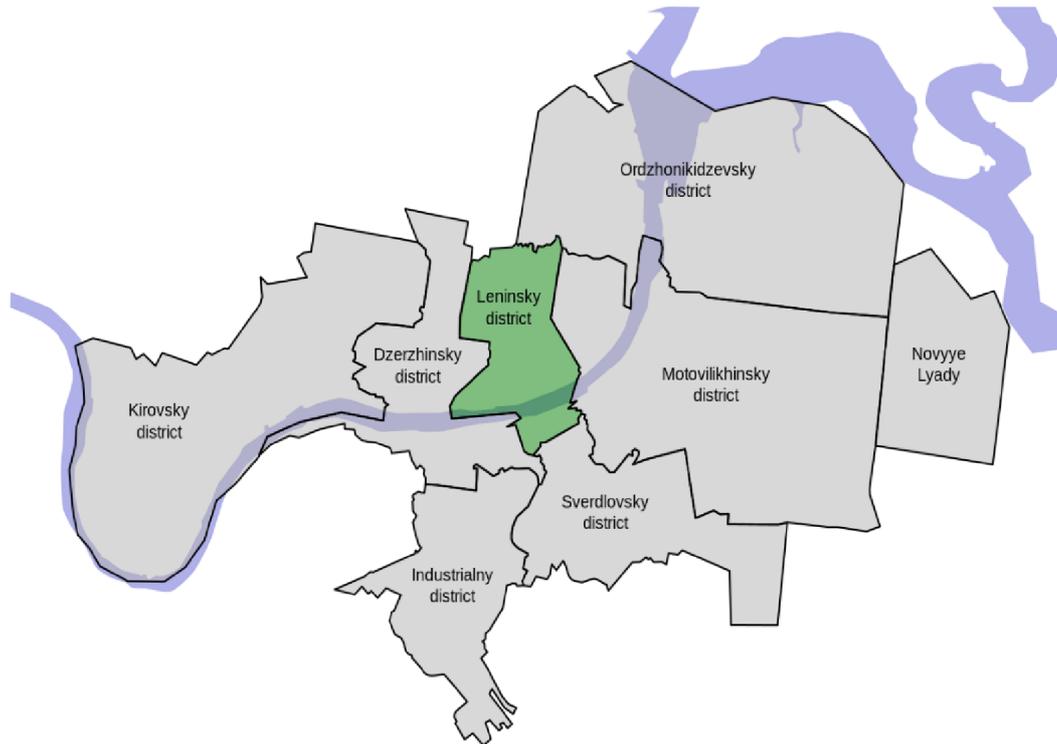


**Source: Own table based on data from Permstat**

#### 4.7. Importance of location

The choice of location has a huge impact on the attraction of consumers to the particular restaurant.

**Figure 8 - Perm city districts**



5

**Source: Wikipedia<sup>6</sup>**

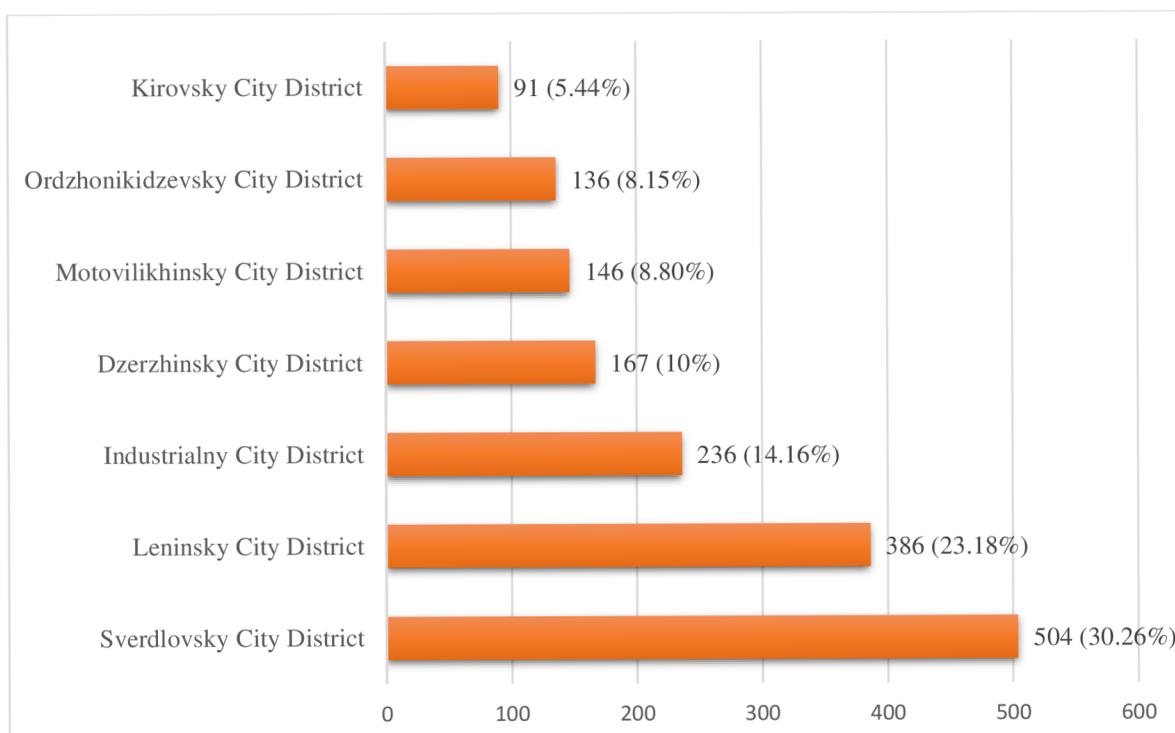
There are 7 administrative districts in the city of Perm, and one urban-type settlement “Novye Lyady”. Moreover, there are 70 micro-districts, 1,928 streets in the city of Perm (Perm, Russia, 2021). The places with the highest traffic areas in the city of Perm are the central streets, shopping malls, places located close to universities and business centers.

<sup>5</sup> The green color of Leninsky district in the figure 8 is irrelevant. The figure has been used to demonstrate the location of districts in the map.

<sup>6</sup> Wikipedia. [Online] Available at: [https://commons.wikimedia.org/wiki/File:Dzyerzhinsky\\_district\\_of\\_Perm\\_\(en\).svg](https://commons.wikimedia.org/wiki/File:Dzyerzhinsky_district_of_Perm_(en).svg) [Accessed 24 Apr. 2021]

As it illustrated by figure 8, the central districts of the Perm city are “Leninsky” and “Sverdlovsky”. Most of the restaurants are located right here. Figure 9 provides a clear evidence that a city center is completely filled with restaurateurs and therefore there is a vast competition in these two districts.

**Figure 9 - Number of restaurants by district**

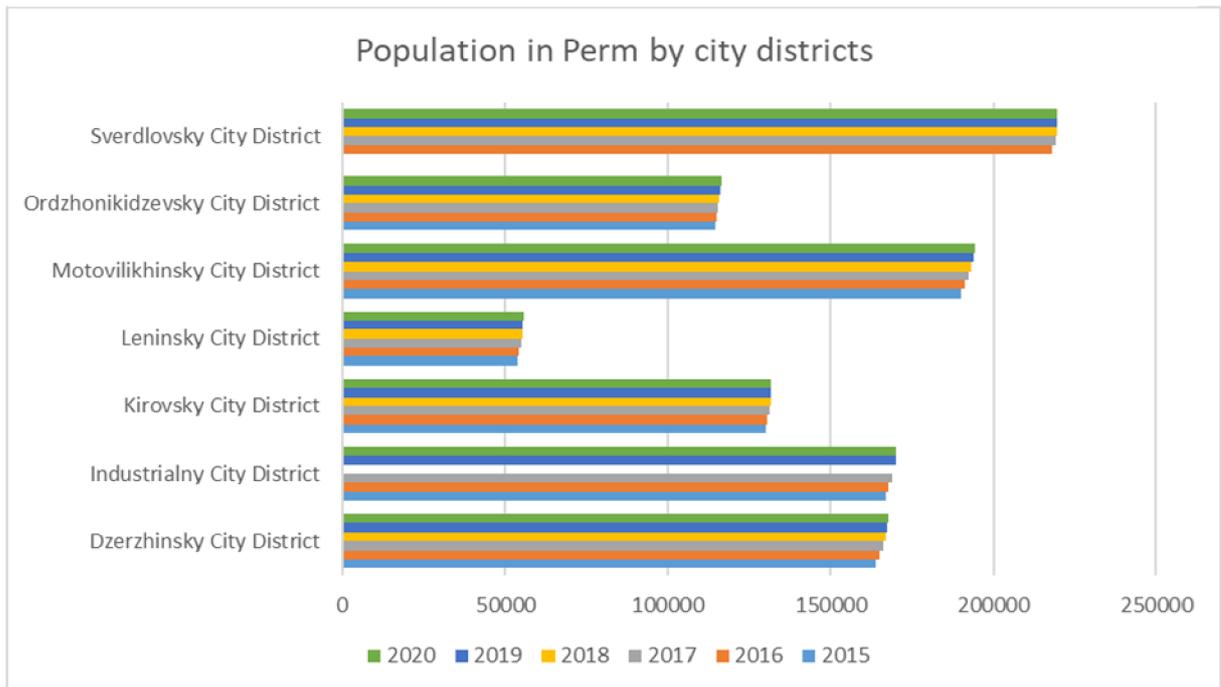


**Source: Own figure based on data from Permstat**

#### 4.7.1. Sverdlovsky city district

As of January 1, 2020, the population of Sverdlovsky district is 219,561 people (Permstat, 2020). This represents 20.80% of the city's total population for the year 2020.

**Figure 10 - Population in Perm by city districts**



**Source: own figure based on data from Permstat**

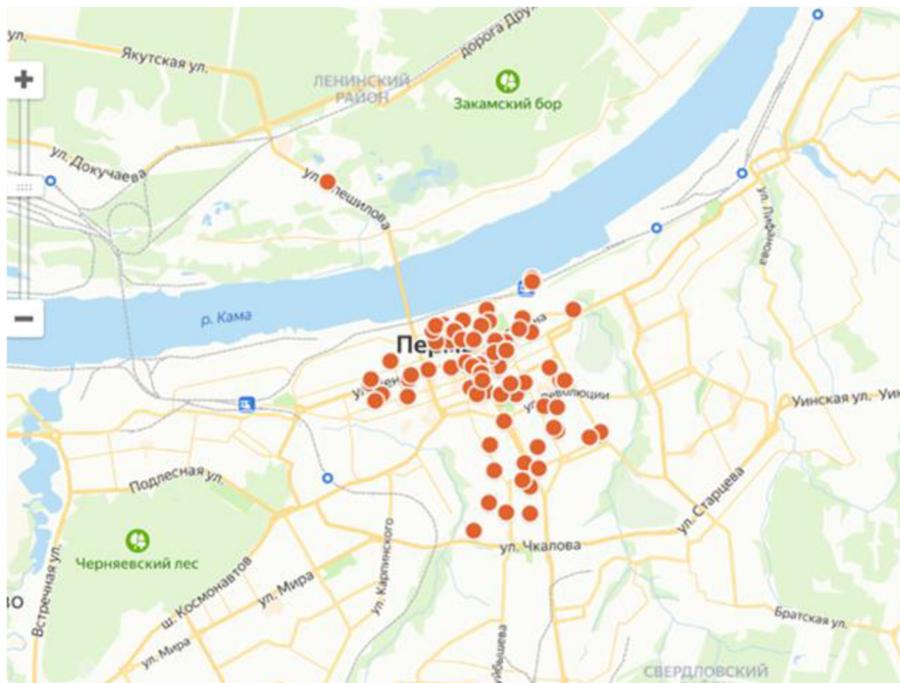
In addition, Sverdlovsky city district is a cultural and business center of a city. There are 236 facilities serving people in the Sverdlovsky district, such as 59 educational institutions, 11 municipal medical institutions, 22 cultural institutions, 20 sports facilities (Perm, Russia, 2020).

#### 4.7.2. Leninsky city district

As of January 1, 2020, the population of Leninsky city district is 55,630 people. (Permstat, 2020). This represents 5.27% of the city's total population for the year 2020. Furthermore, according to Permstat, it is the smallest district in the city with an area of 47 sq km. Leninsky district is the historical center of the city. Most of the business centers and shopping malls are located here. There are three theatres, philharmonic hall, an art gallery, Perm Ballet School, public zoo, three large libraries, five higher-educational institutions and much more.

Based on own research, most restaurants are located on Komsomolsky Prospekt (Sverdlovsky and Leninsky districts), Lenina street (Leninsky District), Sibirskaya street (Leninsky District) and Kuibysheva street (Sverdlovsky District). This is demonstrated in the figure 11.

**Figure 11 - Perm city map with restaurants located in Leninsky and Sverdlovsky district**



Source: 2GIS

#### **4.8.Data collection and analysis based on questionnaire**

The restaurant market is undeniably designed for various target audiences, differing from each other by age, gender, income, and other factors. Therefore, the restaurant market is diverse and thus, the consumer is faced with a huge selection of restaurants that differ from each other.

As part of this research, a survey of residents of the city of Perm was conducted in order to identify their preferences in the restaurant market. The survey was in form of questionnaire method and 478 residents of the city took part in this questionnaire.

The purpose of this questionnaire was to analyze the attitude of Perm residents to the restaurant market, as well as to identify factors that influence the choice of a restaurant.

- 15% of questionnaire respondents are males (72 restaurant customers of Perm city)
- 85% are females (406 restaurant customers of Perm city)

Based on participation percentage by gender, it can be stated that it is a female dominating questionnaire. Consequently, the survey was not representative.

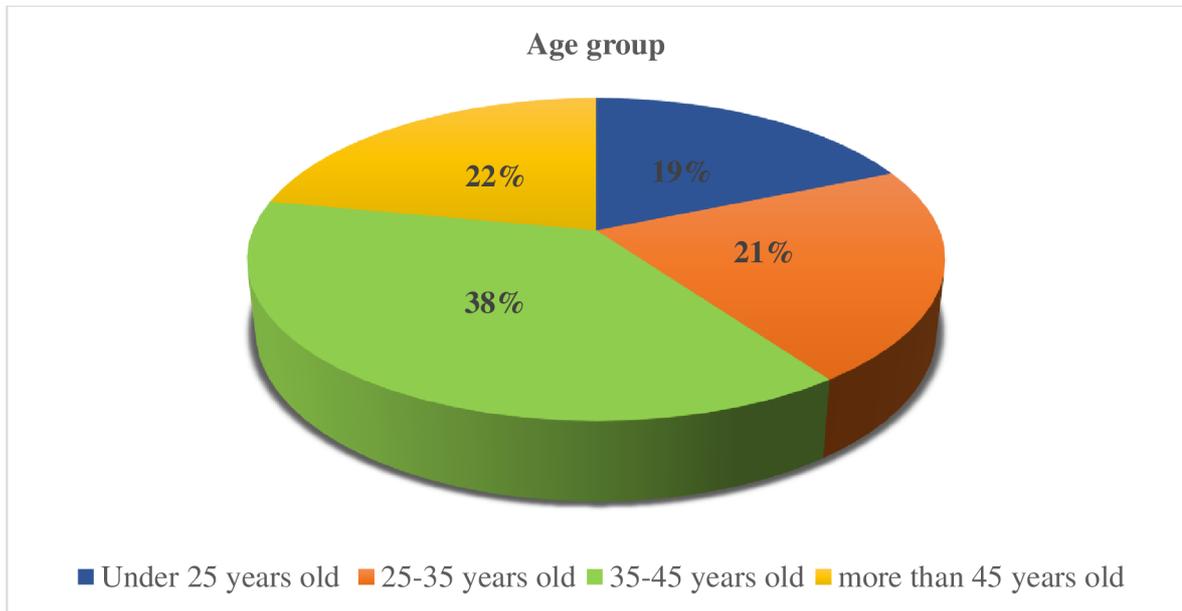
##### **4.8.1. Factors influencing customers' choice of restaurants in the city of Perm**

###### **4.8.1.1. Age categories**

One of the main characteristics by which the types of consumers of restaurant services differ is age. By age, the respondents of questionnaire were distributed as follows:

- under 25 years old (92 people)
- 25-35 years old (98 people)
- 35-45 years old (175 people)
- more than 45 years old (113 people)

**Figure 12 - Age group according to questionnaire responses in percentage**



**Source: own data collection based on questionnaire**

The main consumers of restaurant services among the respondents of the survey for this thesis were distributed with a higher priority ranking respondents aged 35-45 years old. Undoubtedly, according to the obtained data, all age categories are interested in quality and affordable restaurant service.

With the reference to the population distribution shown in figure 5, there is a clear predominance of pensioners in the city of Perm. Under Russian law, the officially fixed, normal retirement age is 61.5 for men and 56.5 for women. Accordingly, women over 56.5 and men over 61.5 are often considered to be "elderly" people with the senior status (Pension Fund of the Russian Federation, 2021). Based on conclusion in bachelor thesis (Blazhina 2018), pensioners save money in connection with lack of financial resources, they limit themselves with food products and do not attend cultural events. All people among the interviewed pensioners in mentioned bachelor thesis limit themselves with food products in connection with insufficient old-age pension (Blazhina, 2018). It might be concluded that such socio-demographic population group does not go to eat out. According to the interview and additional feedback from elderly people in referred bachelor thesis, they go to eat out only in case of a special event.

For example, funeral organization in a restaurant, anniversary celebration or wedding anniversary. However, all people among interviewed pensioners do not go to a restaurant for gathering with friends or romantic dinner.

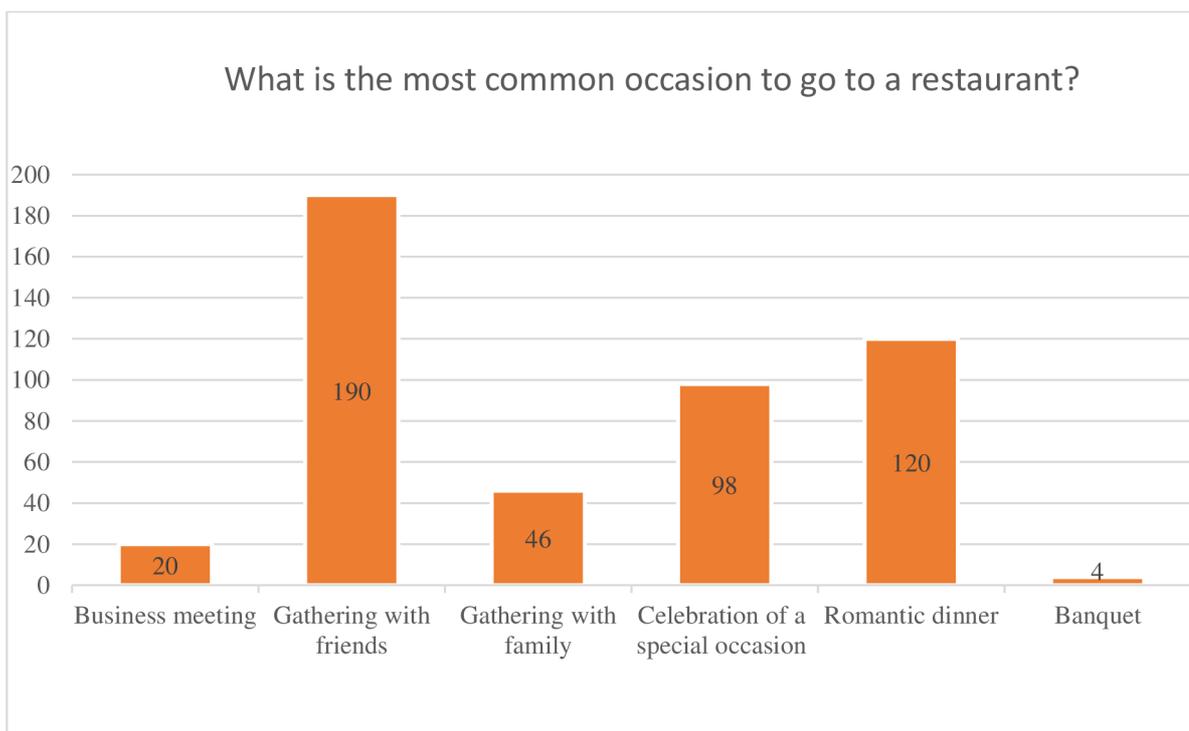
Moreover, according to the obtained data based on questionnaire, people under 25 years old prefer to visit canteens rather than restaurants. Respondents under the age of 25 prioritize low price, which explains the high demand for canteens and fast-food restaurants in the city of Perm. In addition to cheap cost, location and portion size are important factors for this group of people affecting their choice.

#### 4.8.1.2. Purpose of the visit

A visit to a restaurant is a special event for the residents of Perm city. Two hundred and thirty people participating in the survey visit restaurants for some special events, which is 48 in percentage terms, and this represents the highest number of respondents. More than one fourth (27%) visit a restaurant once a week and 25% of people in the city of Perm visit restaurants once a month.

The criteria influencing the final choice of a restaurant differ depending on the purpose for which the consumer plans to visit the restaurant. As can be seen from the figure 13, the majority of respondents visit restaurants in order to spend time with friends. The second common occasion is a romantic dinner.

**Figure 13 - The most common occasion to visit a restaurant**

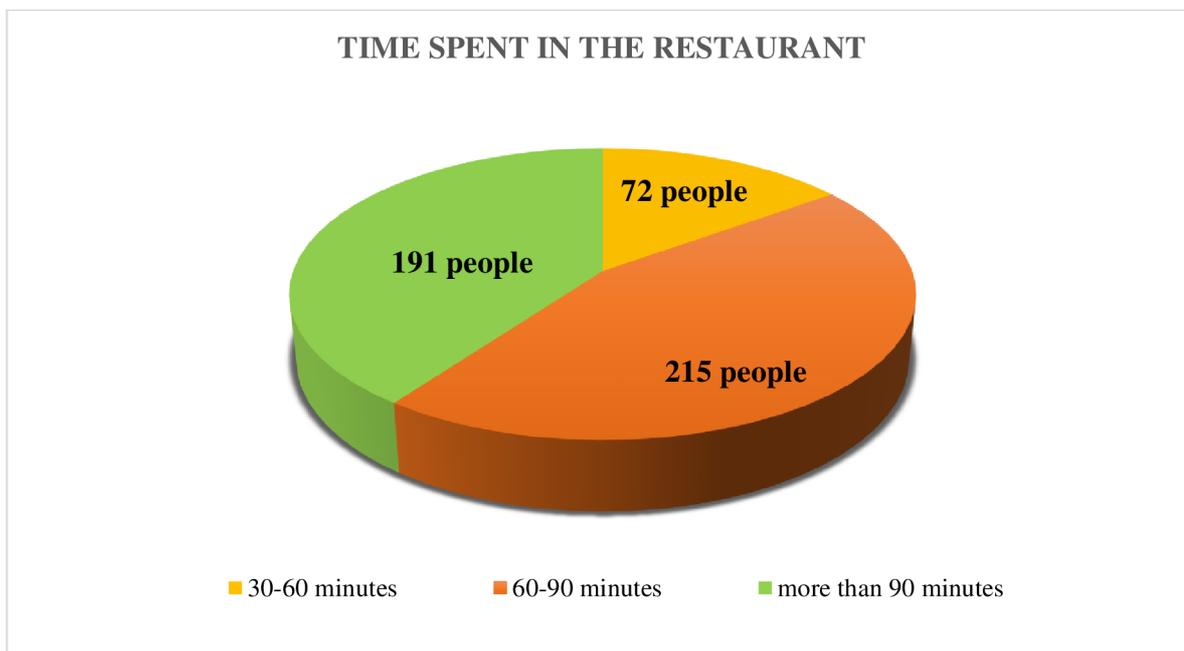


**Source: own data based on questionnaire**

Most of the respondents visit restaurants for recreation purpose and prefer the evening time for a visit: 84% of respondents visit restaurants in the evening and 15% prefer afternoon

time. Furthermore, figure 14 illustrates that 45% of respondents spend 60-90 minutes in a restaurant, 40% spend more than 90 minutes and 15% spend 30-60 minutes in a restaurant.

**Figure 14 - Time spent in the restaurant**



**Source: own data collection based on questionnaire**

#### **4.8.1.3. Interior design**

According to Tatiana Timochina, to attract a new client is 4-6 times harder than retaining an existing one (Timochina, 2015, p.29). That is why restaurants spend so much time analyzing factors influencing customers' choice. The questionnaire shows that the interior design of a restaurant for residents of the city of Perm plays a significant role and is the main factor affecting the choice of a restaurant if the occasion to visit is a romantic dinner. For restaurant decoration, it is necessary not only to choose a style, but also to introduce a unique idea and to take into account every detail of the interior design. The cozy and harmonious atmosphere of the restaurant contributes to the fact that a customer will come not just for a quick business lunch, but also for a gathering with friends, for a romantic dinner, banquets, and long dinners within a family circle in a pleasant and relaxed atmosphere. Moreover, in accordance with the

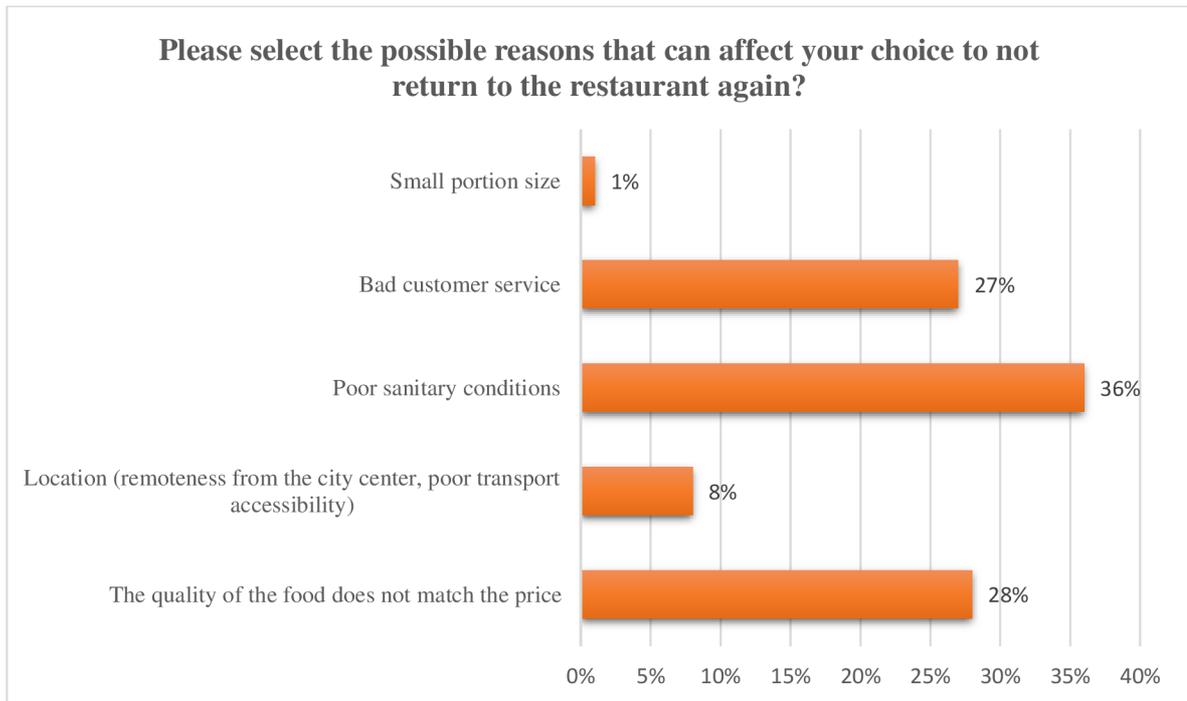
questionnaire and considering that it is a female dominating survey, the interior design for women plays more vital role affecting a choice of a restaurant compared to men. Price and food menu are the subsequent factors that influence the decision of women to select a specific restaurant.

#### **4.8.1.4. Price**

Customers take into consideration numerous factors and price of menu is one of the most important. While analyzing the market of restaurant services in the city of Perm and based on the results of questionnaire, the average bill was considered as one of the main factors that has an influence on customers choice to select a restaurant.

According to the questionnaire, most people spend from 1000 to 2500 rubles per person for eating out at restaurants. 21% spend up to 1000 rubles for one visit. The remaining 6% spend more than 2500 rubles, which is above the average bill even in luxury restaurants. It is interesting to note here, that in accordance with results of a questionnaire, if an occasion is a romantic dinner or business lunch, the relevance of menu price affecting consumers' choice of restaurants is low. Romantic dinner is a special occasion and people tend to spend more money during restaurant visits on a special occasion (Ivanov, 2014).

**Figure 15 - Reasons why customers are not returning to a restaurant**



**Source: own data collection based on questionnaire**

According to 172 respondents, the main reason why customers are not returning to a restaurant again is the poor hygiene and sanitation conditions, therefore, all restaurant workers should focus on this issue.

The second aspect that led to dissatisfaction among restaurant customers is pricing. The price must be understandable to the client and justified considering the competitive market of the city.

Nowadays in restaurant business there is a conscious process of attracting and retaining customers. Restaurant service quality plays an essential role. John Tschohl, an expert in customer service culture, has stated in his book that “We live in a time when the only difference the customer can see is the difference in the quality of service” (Tschohl, 2011). This statement is directly related to the restaurant business in Russia. It is noticeable that 73% of people ask a recommendation for a waiter. That is why restaurant staff should be trained, qualified and polite

to customers. With the reference to the figure 16, the third priority factor was defined by the respondents as a bad customer service and long waiting time.

Location is not included in the main three reasons that has a direct influence on consumer selection criteria to not return to the same place, but this can be explained by the fact that most of the restaurants in Perm are located in the city center.

#### **4.8.1.5. Variety of food selection and food menu**

The restaurant menu should never be just a list of pre-prepared dishes, since it is a presentation of the restaurant itself, and therefore it should have its own individual style which will help to gain a competitive advantage. In accordance with the Government Standard of the Russian Federation (GOST 30389-2013 of January 2016), there are general requirements and a minimum assortment that should be offered by a restaurant depending on its type and class.

When a restaurant customers open a menu, they can make a decision whether they want to stay here for dinner or not, and a presentable menu is always an exceptional advertisement that will certainly attract attention of customers and will cause a desire to try the assortment and to come back.

For this reason, it is crucial for a restaurant to have a well-developed food menu that is divided into sections (like salads, snacks, drinks) and is easy to understand for all age categories and that clearly displays prices and has a brief description of the composition of each dish. The combination of all these factors will have a significant impact on the profitability of a restaurant.

It is necessary to pay attention to the preferences of visitors and to make changes in a timely manner, taking into account the tastes of different groups of people: elderly people, middle-aged people, adolescents, and children.

The respondents noted that the leading factors that influence the decisions to choose a particular restaurant in case an occasion is a banquet is the variety of food selection and a pricing policy.

#### **4.8.1.6. Types of cuisine in the restaurants in the city of Perm**

#### **4.9. Data collection and own research**

Traditional food as one of the subsistence system elements characterizes folk culture and emphasizes its originality. It is important to notice that from the perspective of the sociology of nutrition, Perm has its own identity in the field of gastronomy.

According to Kommersant (20.12.2020), there are in total 132 restaurants in Perm city. In order to evaluate restaurant business in the city of Perm, 54 restaurants were chosen to conduct research: 31 restaurants that are located in Leninsky city district, 9 restaurants that are located in Sverdlovsky city district, 2 restaurants in Dzerzhinsky city district and 1 restaurant that is located in Industrialny city district. For the research, restaurants located in the city center have been chosen. However, four restaurants are not located in the city center of Perm: “Cheshire Cat & Cheese” is located in Dzerzhinsky city district, and it is the only restaurant representing British cuisine and famous among the residents. Three other restaurants that are used for research analysis are well known in the city of Perm.

There are different types of cuisine in the city of Perm and all the types were analyzed. In the first place in terms of prevalence is Russian cuisine, and with the reference to the figure 17, it was indicated that the share of such restaurants is 20 percent out of fifty-four establishments that have been chosen to conduct research.

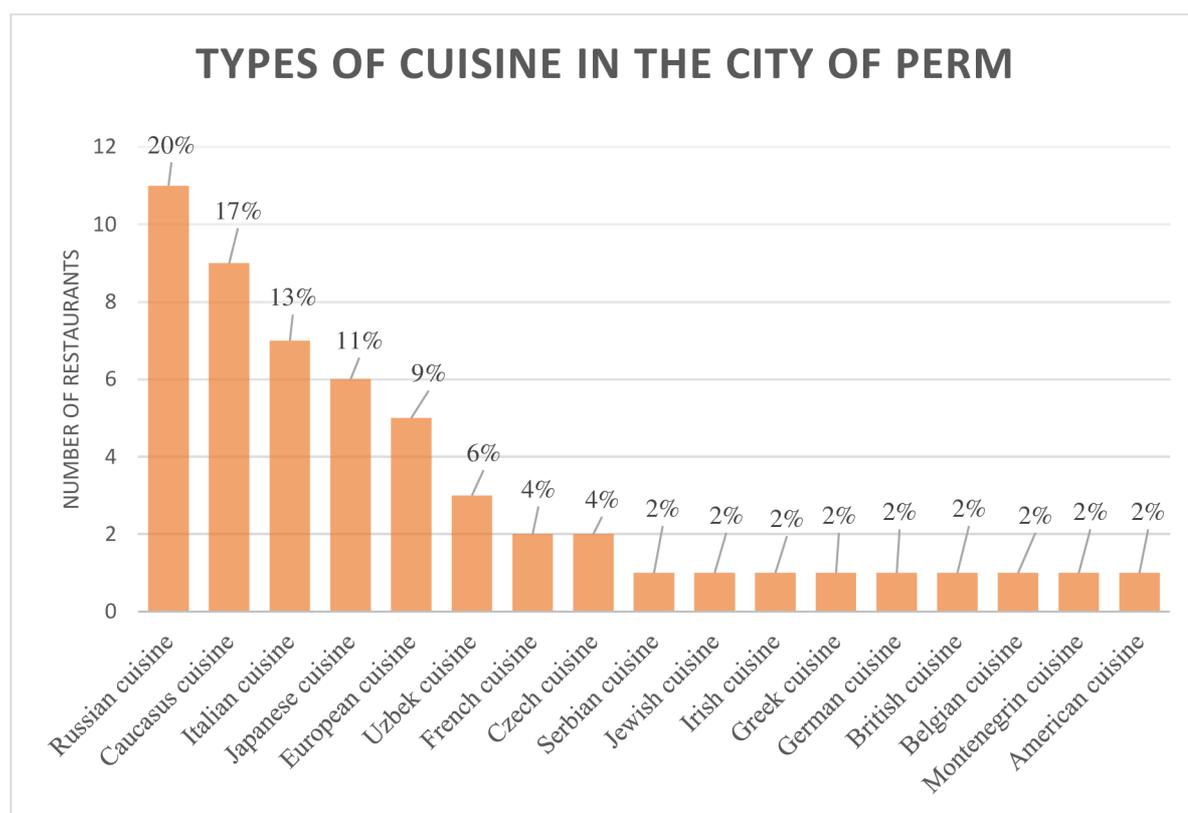
Moreover, Georgian cuisine, Azerbaijani cuisine, and Armenian cuisine can be combined and represent Caucasus cuisine. In this case, the second place in terms of prevalence in the restaurant market in the Perm city is the Caucasus cuisine and the share of such establishments is 17% out of 54 restaurants.

It is important to notice here that there are five restaurants that position themselves as European cuisine and they offer dishes related to different countries without specializing in a specific cuisine. For example, the name of a restaurant “Yevropeyskiy” has a literal English translation “European” and during personal visit to the restaurant, it has been confirmed by working staff that they represent European cuisine and have typical dishes from different countries of Europe. The Russian name of a restaurant “Dunay” has a literal English translation

“Danube” and during the personal visit and interview with working staff of “Dunay” restaurant, it has been confirmed that the name means Danube river, and that is why they offer traditional dishes from Austria, Slovakia, Hungary, Germany, Croatia, and Bulgaria. To summarize, “Dunay” restaurant is a representative of European cuisine. They position themselves as European cuisine and they offer dishes related to different countries.

However, there are restaurants that offer a specific type of European cuisine. Particularly: Italian cuisine, French cuisine, Czech cuisine, German cuisine, Serbian cuisine, Greek cuisine, Belgian cuisine, Montenegrin cuisine, and Irish cuisine. Italian cuisine takes the third place in terms of prevalence in the restaurant market, the share of such establishments is 13% out of 54 restaurants.

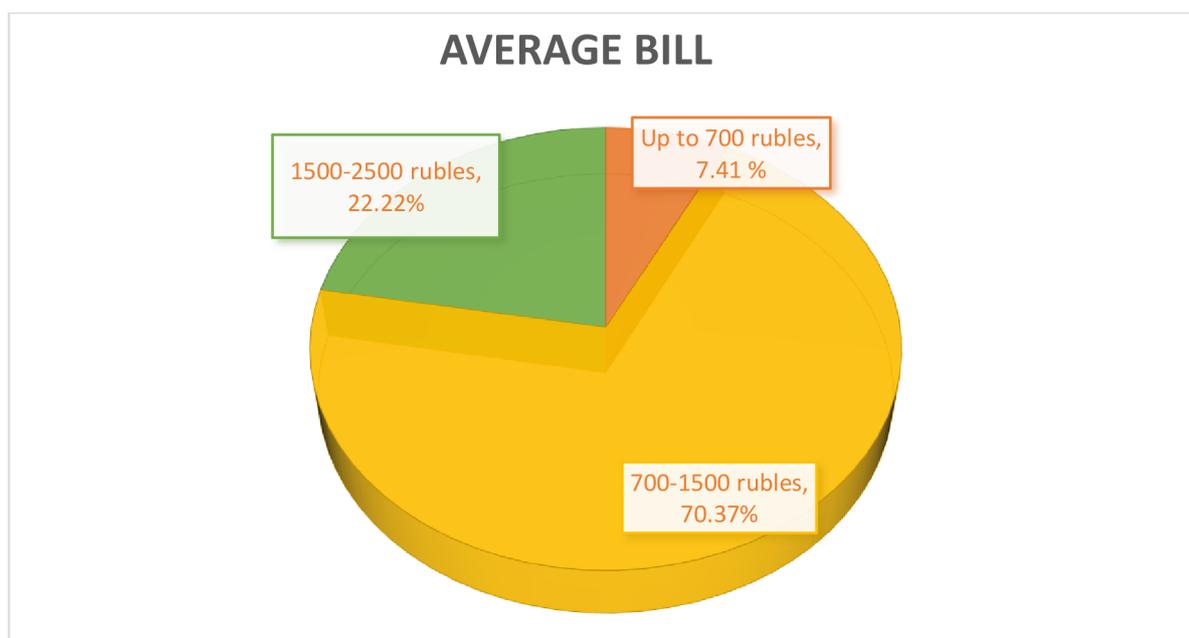
**Figure 16 - Types of cuisine in the city of Perm**



**Source: own figure based on research**

Based on own research, it may be concluded that the average bill of visiting a restaurant in the city of Perm ranges between 500-2500 rubles. In addition, 38 restaurants were identified with an average check of 700-1500 rubles and 4 restaurants with an average check up to 700 rubles and therefore these restaurants are among casual dining type. Twelve establishments were identified with an average check of 1500-2500 rubles which corresponds to 22.22% and belongs to the luxury type.

**Figure 17 - Average bill in a restaurant**



**Source: own figure based on research**

#### 4.9.1. Comparative analysis results

Thus, a comparative analysis of a restaurant market revealed the following:

**Table 2 - Types of cuisine and number of restaurants**

<b>Type of cuisine</b>	<b>Number of restaurants</b>	<b>Restaurant names</b>	<b>City district</b>	<b>Average price (in RUB)</b>
European cuisine	5	Yevropeyskiy	Sverdlovsky	700-1500
		Partizan	Leninsky	1500-2500
		Kama	Leninsky	700-1500
		Gusto	Leninsky	700-1500
		Dunay	Leninsky	700-1500
Italian cuisine	7	Casa mia	Multiple branches	700-1500
		Parmesan	Leninsky	1500-2500
		Interview	Sverdlovsky	1500-2500
		La bottega	Sverdlovsky	1500-2500
		Lombardia	Leninsky	700-1500
		Venetsiya	Leninsky	1500-2500
		Francesco, Trattoria	Leninsky	700-1500
Czech cuisine	2	Vaclav	Leninsky	700-1500
		Zlata Husa	Leninsky	700-1500
French cuisine	2	Bourbon	Sverdlovsky	1500-2500
		Les Marches	Leninsky	700-1500
Serbian cuisine	1	Zlatibor	Leninsky	1500-2500
Balkan cuisine	1	Montenegro	Leninsky	700-1500
Belgian cuisine	1	Blanche de Bruxelles	Leninsky	700-1500
Greek cuisine	1	Oliva	Sverdlovsky	1500-2500

Irish cuisine	1	Sheamus	Leninsky	700-1500
German cuisine	1	Avgustin	Sverdlovsky	1500-2500
Russian cuisine	11	Khutorok	Multiple branches	700-1500
		Stroganovskaya Votchina	Leninsky	700-1500
		Ekspeditsiya	Leninsky	1500-2500
		Four	Indust	1500-2500
		City Star	Dzer	700-1500
		Amaks	Leninsky	700-1500
		Kompot	Leninsky	700-1500
		Vechotka	Leninsky	700-1500
		Zamok V Doline	Leninsky	700-1500
		Gor'kiy	Leninsky	700-1500
		Permskaya Kukhnya	Sverdlovsky	Up to 700
Japanese cuisine	6	Yapona Matrona	Multiple branches	700-1500
		Tsuru	Multiple branches	700-1500
		Vasabi	Sverdlovsky	700-1500
		Gastroport	Dzerzhinsky	1500-2500
		Tom Yam Tay	Leninsky	700-1500
		Meduza	Leninsky	700-1500
Caucasus cuisine:				
Georgian cuisine	4	Nikala Pirosmani	Multiple branches	700-1500
		Chaika ZaZa	Leninsky	700-1500
		Odessa, Dance Restaurant	Leninsky	700-1500

Azerbaijani cuisine	3	Sakartvelo Restaurant	Multiple branches	700-1500
		Shashlyk-Bashlyk	Multiple branches	700-1500
		Sufra	Multiple branches	Up to 700
		Pakhlava	Multiple branches	Up to 700
Armenian cuisine	2	Tony Montana	Leninsky	700-1500
		Nairi	Leninsky	700-1500
Uzbek cuisine	3	Khalva	Leninsky	700-1500
		Shaixanu	Multiple branches	700-1500
		Zira	Leninsky	Up to 700
Jewish cuisine	1	Forshmak	Leninsky	700-1500
American cuisine	1	The Amber Bar & Grill	Sverdlovsky	700-1500
British cuisine	1	Cheshire Cat & Cheese	Dzerzhinsky	700-1500
	<b>54</b>			

**Source: own table based on research**

Competition is undeniably a strong incentive to improve the performance of the restaurant business (Kolobkova, Semenova, 2019).

**Table 3 - Characteristics of restaurants**

Criteria	Description
1. Restaurants with multiple branches	<ul style="list-style-type: none"> <li>• “Khutorok” (Russian cuisine) - 10 restaurants</li> <li>• “Casa Mia” (Italian cuisine) - 5 restaurants</li> <li>• “Yapona Matrona” (Japanese cuisine) -4 restaurants</li> <li>• “Khalva” (Uzbek cuisine) - 4 restaurants</li> <li>• “Tsuru” (Japanese cuisine) - 4 restaurants</li> <li>• “Shashlyk-Bashlyk” (Azerbaijani cuisine) – 3 restaurants</li> <li>• “Sufra” (Azerbaijani cuisine) – 2 restaurants</li> <li>• “Pakhlava” (Azerbaijani and Uzbek cuisine) – 2 restaurants</li> <li>• “Nikala Pirosmeni” (Georgian cuisine) – 3 restaurants</li> <li>• “Sakartvelo Restaurant” (Georgian cuisine) – 2 restaurants</li> <li>• “Shaixanu” (Uzbek cuisine) - 2 restaurants</li> </ul>
2. Smorgasbord <sup>7</sup>	<ul style="list-style-type: none"> <li>• “Stroganovskaya Votchina” (Russian, precisely classic Ural cuisine)</li> <li>• “Yevropeyskiy” (European cuisine)</li> <li>• “Sufra” (Azerbaijani cuisine)</li> </ul>
3. Pricing policy	<p>Most of the restaurants have mid-market prices. There are 12 fine-dining restaurants throughout the city with an average bill of more than 1500 rubles:</p> <ul style="list-style-type: none"> <li>• “Zlatibor” (Serbian cuisine)</li> <li>• “Venetsiya” (Italian cuisine)</li> <li>• “Ekspeditsiya” (Northern Russian Cuisine)</li> </ul>

<sup>7</sup> “Smorgasbord” is a mixture of many different hot and cold dishes that are arranged so that you can serve yourself. (Cambridge Dictionary)

	<ul style="list-style-type: none"> <li>• “Avgustin” (German cuisine)</li> <li>• “Bourbon” (French cuisine)</li> <li>• “Interview” (Italian cuisine)</li> <li>• “Oliva” (Greek cuisine)</li> <li>• “Partizan” (European cuisine)</li> <li>• “Parmesan” (Italian cuisine)</li> <li>• “La bottega” (Italian cuisine)</li> <li>• “Gastroport” (Japanese cuisine)</li> <li>• “Four” (Russian – Ural classic cuisine)</li> </ul>
4. Number of seats	<p>On the basis of the analysis of 54 restaurants in the city center, it can be concluded that the number of seats in restaurants varies widely.</p> <p>The lowest capacity is in the restaurants “Venetsiya” and “Blanche de Bruxelles” which is 60 seats per restaurant. The biggest capacity is in the restaurant “Kama” which is 296 seats per restaurant.</p>
5. Business lunch	<p>Respondents were asked about attending business lunch in a restaurant and 57% (272 people) replied that they go for a business lunch on weekdays. Considering that 84% of respondents visit restaurants in the evening, it is beneficial for restaurants to offer business lunch for clients in the afternoon.</p>
6. Special offers and discounts	<p>Three restaurants provide discounts:</p> <ul style="list-style-type: none"> <li>• “Stroganovskaya Votchina” – a restaurant of typical Ural cuisine from Monday to Friday from 12:00 until 16:00 offers a special discount in the amount of 30%.</li> </ul>

	<ul style="list-style-type: none"> <li>• “Zlatibor” - a restaurant of Serbian cuisine offers a special discount to customers in the amount of 20% from Monday to Friday between 12:00 and 16:00.</li> <li>• “Cheshire cat &amp; cheese” – a restaurant of British food offers a discount in the amount of 20% from Monday to Friday from 14:00-16:00.</li> </ul>
7. Breakfast	<p>It should be empathized that 30% of restaurants have a special breakfast offer to its customers. There is a list of 16 restaurants:</p> <ul style="list-style-type: none"> <li>• “Sufra”– Monday to Friday 11:00-12:00</li> <li>• “Stroganovskaya Votchina” and “Yevropeyskiy” - Monday to Friday 07:00 to 10:00</li> <li>• “Bourbon” - Monday to Saturday 09:00-12:00</li> <li>• “Interview” - Monday to Friday 08:00-12:00, Saturday and Sunday 09:00-13:00</li> <li>• “City Star” - Monday to Sunday 07:30-11:00</li> <li>• “Lombardia”– Monday to Friday 09:00-17:00, Saturday to Sunday – 10:00-14:00</li> <li>• “Amaks” and “Zamok v Doline” – Monday to Sunday – 08:00-11:00</li> <li>• “Parmesan” and “Kompot”– Monday to Friday 10:00-12:00</li> <li>• “Chaika ZaZa”– Monday to Sunday 10:00-12:00</li> <li>• “Permskaya Kukhnya” - Monday to Friday – 09:00-11:30</li> <li>• “Sheamus” – Monday to Friday 07:00-12:00, Saturday– 08:00-16:00, Sunday 10:00-16:00</li> <li>• “Four” – Monday to Friday 07:00-11:00, Saturday and Sunday 07:00-12:00</li> </ul>

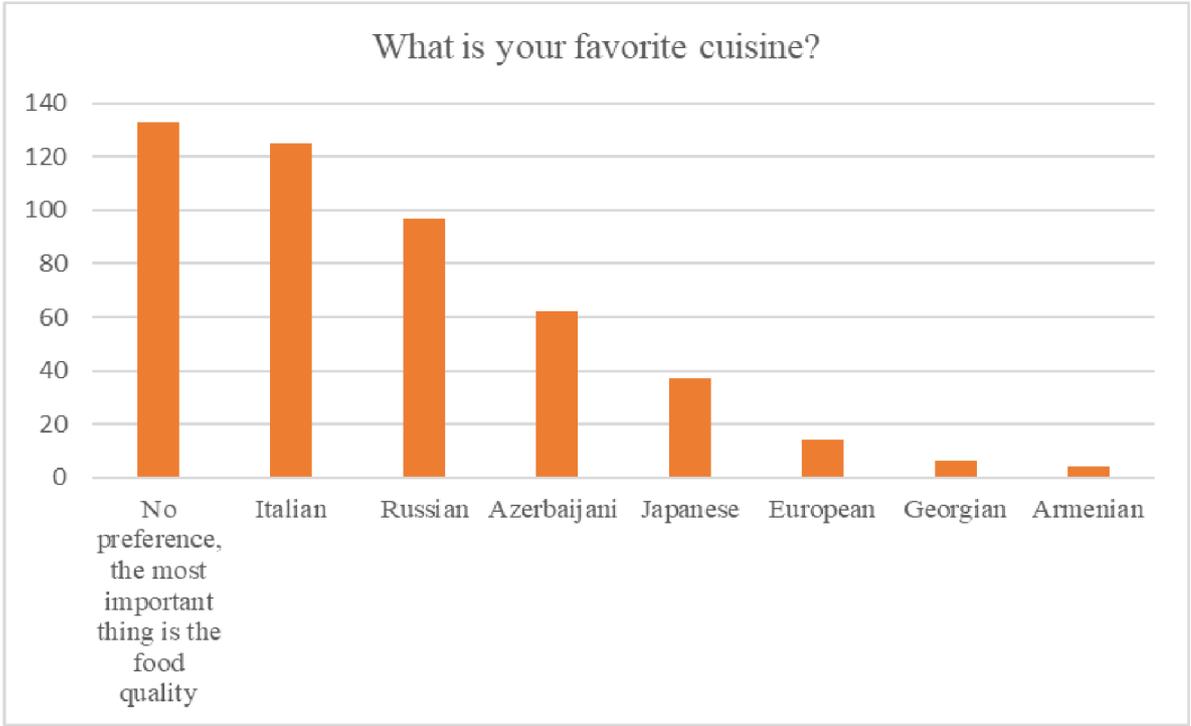
	<ul style="list-style-type: none"> <li>• “Amber bar &amp; grill” – Saturday and Sunday from 11:00-12:00</li> </ul>
8. Children's menu	<p>It should be mentioned that only 35% of restaurants have a separate menu for children and according to the questionnaire, 48% of respondents stated that children’s menu is very important and 40% claimed that children’s menu is slightly important. For the remaining 12% children’s menu is not important.</p>
9. Banquet	<p>Summarizing the results, 46 out of 54 restaurants organize banquet by customer request, representing 85%.</p> <p>A list of restaurants that do not organize banquets is the following:</p> <ul style="list-style-type: none"> <li>• “Interview”</li> <li>• “Les Marches Restaurant”</li> <li>• “Gusto”</li> <li>• “Lombardia”</li> <li>• “Yapona Matrona”</li> <li>• “Vasabi”</li> <li>• “Tony Montana”</li> <li>• “Nairi”</li> </ul>
10. Food delivery	<p>Only 26 out of 54 restaurants provide food delivery, representing 48 in percentage terms, however before the COVID-19 pandemic the number of restaurants providing delivery was much smaller.</p> <p>It is noticeable that of the 478 people who were surveyed, 66% claimed that they rather prefer to go to a restaurant and 34% rather use a delivery service.</p>

	<p>A list of 26 restaurants that offer food delivery is the following: “Sakartvelo”, “Khutorok”, “Yapona Matrona”, “Zlata Husa”, “Tsuru”, “Bourbon”, “Tony Montana”, “Nikala Pirosmeni”, “Permskaya Kukhnya”, “Partizan”, “Gastroport”, “Chaika ZaZa”, “Lombardia”, “Sufra”, “Las Marches”, “Interview”, “Montenegro”, “Dunay”, “Casa Mia”, “Stroganovskaya Votchina”, “Wasabi”, “Tom Yam Tay”, “Pakhlava”, “Shaixanu”, “Khalva”, “The Amber Bar &amp; Grill”.</p>
<p>11. Live music</p>	<p>Food quality is not the only key to a restaurant's success. Background music and lightening effects contribute to the creation of a pleasant and relaxing atmosphere and therefore would be encouraging people to return. Undoubtedly, live music will attract customers and will help a restaurant to increase its productivity. Dr Adrian C. North, professor of psychology in Heriot Watt University, had carried out a study and claimed that when people hear classical music, subconsciously they have associations with sophistication, luxury, wealth, and as a result people spend more money.</p> <p>A list of 15 restaurants that have live music is the following:</p> <ul style="list-style-type: none"> <li>• “Nikala Pirosmeni” (Georgian cuisine)</li> <li>• “Avgustin” (German cuisine, located in Sverdlovsky district)</li> <li>• “Nairi” (Armenian cuisine, located in Leninsky district)</li> <li>• “Stroganovskaya Votchina” (Russian cuisine, located in Leninsky district)</li> <li>• “Odessa, Dance Restaurant” (Georgian cuisine, located in Leninsky district)</li> </ul>

	<ul style="list-style-type: none"> <li>• “Ekspeditsiya” (Northern Russian Cuisine, located in Leninsky district)</li> <li>• “Sakartvelo Restaurant” (Georgian cuisine)</li> <li>• “Parmesan” (Italian cuisine, located in Leninsky district)</li> <li>• “Gastroport” (Japanese cuisine, located in Dzerzhinsky district)</li> <li>• “Vechotka” (Russian cuisine, located in Leninsky district)</li> <li>• “Las Marches” (French cuisine, located in Leninsky district)</li> <li>• “Sheamus” (Irish cuisine, located in Leninsky district)</li> </ul>
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Source: own table based on research

Figure 18 - Favorite cuisine of Perm residents



Source: own data collection based on questionnaire

## **5. Conclusion**

The main purpose of this master's degree thesis is to determine consumers' preferences and factors influencing customers' choice towards the selection of a particular restaurant. This goal was intended to achieve through the analysis of the restaurant market in the city of Perm. For this purpose, an economic development in the city of Perm has been examined.

It is important to point out that the public catering market in different federal subjects and even cities of the Russian Federation is not equally developed. The current diploma thesis was written considering and examining multiple factors that have a direct relation on consumers' choice of restaurants and combine these with the development of the restaurant market in the city of Perm.

Because the residents differ in their standard of living and lifestyle (this thesis investigated their income), the restaurant market is designed for various target audiences, differing from each other by age, gender, real income, and other factors. Economic development of the city has a strong impact on demand in the restaurant market. The restaurant market is an integral part of the consumer market and thereby the situation in the market directly depends on consumers, their purchasing capabilities, and preferences. Therefore, the demographic situation of the city has been examined. The increase in income of the population has a direct impact on the restaurant market. Thus, due to the increase in the average monthly income of the population in the city of Perm, there is a demand for restaurants among consumers. Moreover, an increase in demand for restaurants is also related with an increase in the cost of living.

As it was emphasized in theoretical section, nutrition is not just a biological process, but also has deep cultural significance for every nation. As it was outlined in the theoretical section, the traditional cuisine of each nation has been formed over the centuries and a huge number of legends, rituals, ceremonies have a great impact on the way of life and food preferences of Permyaks nowadays.

As part of this research, a survey of residents of the city of Perm was conducted in order to identify their preferences in the restaurant market. The survey was in form of questionnaire and 478 residents of the city took part in this questionnaire. The purpose of this questionnaire was to find out the data and further when processing the data to analyze the attitude of Perm residents to the restaurant market, as well as to identify factors that influence the choice of a restaurant.

Thus, the main group of consumers of restaurant services among the respondents were distributed with a higher priority ranking respondents aged 35-45 years old.

It was emphasized in the analytical section that there is a clear predominance of pensioners in the city of Perm. Based on conclusion in bachelor thesis (Blazhina, 2018), non-working pensioners save money in connection with lack of financial resources, they limit themselves with food products and do not attend cultural events. It might be concluded here that this socio-demographic population group does not go to eat out. On the other hand, it strongly support the idea, that eating in restaurants is determined by socio-economic factors such as age.

Moreover, according to the obtained data based on questionnaire, people under 25 years old prefer to visit canteens rather than restaurants. Respondents under the age of 25 prioritize low price since in their age they do not mostly belong to high income social group, which explains the high demand for canteens and fast-food restaurants in the city of Perm. In addition to cheap cost, location and portion size are important factors for this group of people affecting their choice.

Nevertheless, according to the obtained data, all age categories are interested in quality and affordable restaurant service.

The research demonstrates the preservation of many traditional features of the national Russian cuisine in the daily diet of people in the city of Perm. Despite the extensive development of the public catering market, a visit to a restaurant is a special event for the residents of Perm city. As the results of a questionnaire show, on weekdays respondents prefer to eat at home. On

public holidays 53% prefer to eat at home and 47% prefer to have dinner in a restaurant. 48% visit restaurants for some special events, 27% visit a restaurant once a week and 25% of people in the city visit restaurants once a month.

The criteria influencing the final choice of a restaurant differ depending on the purpose for which the consumer plans to visit the restaurant. Most of the respondents visit restaurants for recreation purpose and prefer the evening time for a visit. The majority of respondents visit restaurants in order to spend time with friends. The second common occasion is a romantic dinner.

Nowadays in restaurant business there is a conscious process of attracting and retaining customers. Customers take into consideration numerous factors and a fair price of menu is one of the most important. While analyzing the market of restaurant services in the city of Perm and based on the results of questionnaire, the average bill was considered as one of the main factors that has an influence on customers choice to select a restaurant. The price must be understandable to the client and justified considering the competitive market of the city. It is noticeable that in accordance with results of a questionnaire, if an occasion is a romantic dinner or business lunch, the relevance of menu price affecting consumers' choice of restaurants is low. And at the same time, the respondents noted that the leading factors that influence the decisions to choose a particular restaurant in case an occasion is a banquet is the variety of food selection and a pricing policy. It is important to mention that banquets for Perm citizens are in high demand for different kind of occasions. Summarizing the results, 46 out of 54 restaurants organize banquet by customer request, representing 85%.

The interior design of a restaurant for residents of the city of Perm plays a significant role and is the main factor affecting the choice of a restaurant if the occasion to visit is a romantic dinner. Moreover, in accordance with the questionnaire, the interior design for women plays more vital role affecting a choice of a restaurant compared to men. Price and food menu are the subsequent factors that influence the decision of women to select a specific restaurant.

Restaurant service quality plays an essential role. It is noticeable that 73% of people ask a recommendation for a waiter. That is why restaurant staff should be trained, qualified and polite to customers.

According to 172 respondents, the main reason why customers are not returning to a restaurant again is the poor hygiene and sanitation conditions, therefore, all restaurant workers should focus on this issue.

The restaurant market is diverse and thus, a consumer is faced with a huge selection of restaurants that differ from each other. There are different types of cuisine in the city of Perm and all the types were analyzed. In the first place in terms of prevalence is Russian national cuisine, the share of such restaurants is 20 percent out of fifty-four establishments that have been chosen to conduct research. Moreover, Georgian cuisine, Azerbaijani cuisine and Armenian cuisine were combined to Caucasus cuisine. The second place in terms of prevalence in the restaurant market in the Perm city is the Caucasus cuisine and the share of such establishments is 17% out of 54 restaurants. Italian cuisine takes the third place in terms of prevalence in the restaurant market, the share of such establishments is 13% out of 54 restaurants.

It is important to notice that from the perspective of the sociology of nutrition, Perm has its own identity in the field of gastronomy. With the reference to the questionnaire, it was indicated that the most favorite restaurant is "Khutorok", which represent Russian cuisine. This is also well demonstrated by the fact that it is the only restaurant in the city with the highest overall number of establishments, which is 10. Thus, a set of dishes typical for Russian cuisine remain. Furthermore, soups continue to be the main component in the daily diet of people in the city of Perm and a first course meal is important to 76% of people. The result of the questionnaire shows that the national Russian cuisine is preferred by customers aged 45 and over.

However, it is important to point out that regarding food preferences of the Perm citizens, most people chose that the most important factor influencing the final choice of the establishment is the food quality and not a specific type of a cuisine.

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## 7. Appendices

### 7.1. Questionnaire

Hello,

This questionnaire was established to gather data for analysis of a restaurant business in Perm Krai. Please take a few minutes to respond to the questions given below.

1. Please specify your gender? (Put a tick next to the answer of your choice)

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

2. Please specify your age group? (Put a tick next to the answer of your choice)

<input type="checkbox"/>	Under 25 years old
<input type="checkbox"/>	25-35 years old
<input type="checkbox"/>	35-45 years old
<input type="checkbox"/>	More than 45 years old

3. Which type of catering establishment do you visit more frequently?

<input type="checkbox"/>	Restaurant
<input type="checkbox"/>	Bar
<input type="checkbox"/>	Canteen
<input type="checkbox"/>	Coffee shop
<input type="checkbox"/>	Fast-food restaurant
<input type="checkbox"/>	Buffet

4. How often do you go to a restaurant? (Please choose one of the options and put a tick next to your answer).

<input type="checkbox"/>	Once a week
<input type="checkbox"/>	Once a month

<input type="checkbox"/>	On special occasions
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5. How much time on average do you spend at a restaurant? (Please choose one of the options and put a tick next to your answer).

<input type="checkbox"/>	30-60 minutes
<input type="checkbox"/>	60-90 minutes
<input type="checkbox"/>	More than 90 minutes

6. At what time of a day do you prefer to go to a restaurant? (Please choose one of the options and put a tick next to your answer).

<input type="checkbox"/>	Morning
<input type="checkbox"/>	Afternoon
<input type="checkbox"/>	Evening

7. Which factors do you usually consider when choosing a new restaurant? (multiple answers)

<input type="checkbox"/>	Recommendations from your friends
<input type="checkbox"/>	Social media and advertising, positive reviews
<input type="checkbox"/>	Popularity
<input type="checkbox"/>	Discounts and promotion
<input type="checkbox"/>	Price
<input type="checkbox"/>	Accessibility (location - proximity to the city center and availability of a parking lot)
<input type="checkbox"/>	Traditional cuisine
<input type="checkbox"/>	Atmosphere and interior design
<input type="checkbox"/>	Wide variety of food selection
<input type="checkbox"/>	Service quality (friendly, knowledgeable, and helpful staff)
<input type="checkbox"/>	Other

8. Do you ask a recommendation for a waiter? (Put a tick next to the answer of your choice)

	Yes
	No

9. Do you prefer to eat out or to use delivery service from a trusted restaurant? (Put a tick next to the answer of your choice)

	Rather go to a restaurant
	Rather use a delivery service

10. On public holidays do you prefer family (friends') gathering at home or in a restaurant? (Put a tick next to the answer of your choice)

	Rather stay at home
	Rather go to a restaurant

11. Do you normally go for a business lunch to a restaurant? (Put a tick next to the answer of your choice)

	Yes
	No

12. What is the most common occasion to go to a restaurant? (Put a tick next to the answer of your choice)

	Business meeting
	Gathering with friends
	Gathering with family
	Celebration of a special occasion
	Romantic dinner
	Banquet

13. Is the first course meal <sup>8</sup>important? (Put a tick next to the answer of your choice)

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<sup>8</sup> The first course meal in the Russian Federation is a soup which is always served hot.

	Yes
	No

14. What are the most important factors when the meal is served? (multiple answers)

	Portion size
	The beauty of serving
	Food quality
	Other

15. Please select the possible reasons that can affect your choice to not return to the restaurant again? (multiple answers)

	The quality of the food does not match the price
	Location (remoteness from the city center, poor transport accessibility)
	Poor sanitary conditions
	Bad customer service and long waiting time
	Small portion size
	Other

16. What is your favorite cuisine? (Put a tick next to the answer of your choice)

	Russian
	Japanese
	Azerbaijani
	Italian
	European
	Armenian
	Georgian
	No preference, the most important thing is the food quality

17. What is the importance of children's menu?

Very important	Slightly Important	Not important
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18. What is your average check in the restaurant? (Put a tick next to the answer of your choice)

	Up to 1000 rubles
	1000-2500 rubles
	More than 2500 rubles

19. What are your favorite restaurants in Perm Krai? (Please specify)

20. What are the factors that attract you to a restaurant? (Please specify)

21. What are the primary factor that will attract you as a demanding customer to visit a new restaurant?

	Extraordinary food menu
	High customer service quality
	Affordable price
	Good location (for example, in the city center)
	Atmosphere and interior design

Thank you for taking time out to participate in my questionnaire. I truly value the information you have provided (you will remain anonymous). Your responses are vital for my diploma thesis.