

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Humanities



Bachelor Thesis

**Factors influencing food choice and the reality in
restaurants (the case of Prague)**

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BACHELOR THESIS ASSIGNMENT

Kateryna Andriianova

Economics and Management

Thesis title

Factors influencing food choice and the reality in restaurants (the case of Prague)

Objectives of thesis

The goal of the thesis is to find out the factors (and namely their importance and configuration) influencing food choice in the sector of public catering (cafes, restaurants) in Prague

Methodology

The work will start from literature review. The aim will be to find out which factors are already highlighted in the literature in the term of the food choice in restaurants. The factors will be classified to have their typology used for the empirical section of the thesis. This section will be based on the survey investigating the factors influencing people to choose the restaurants in Prague. The answers from short survey will be compared with selected advertisements of restaurants to find out if the advertisements echo the factors which the consumers consider important. Finally, it will enable to answer the research question how the factors are configurated together (if bringing the advertisements and consumer option together).

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food choice, restaurants, Prague, advertisement

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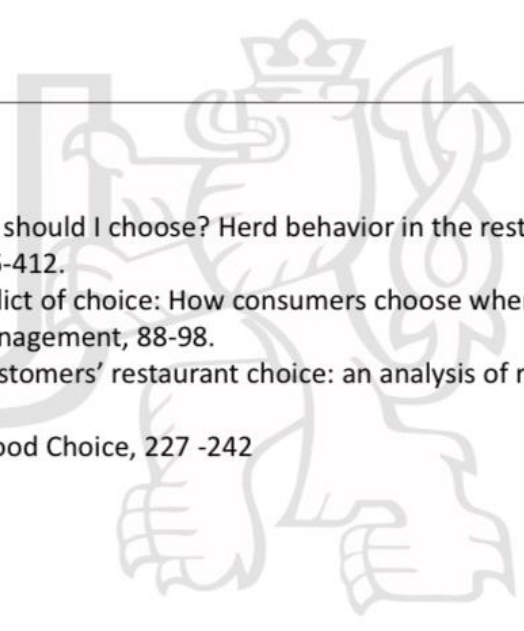
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Declaration

I declare that I have worked on my bachelor thesis titled " Factors influencing food choice and the reality in restaurants (the case of Prague)" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 15.03.2022

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Factors influencing food choice and the reality in restaurants (the case of Prague)

Abstract

Due to the strong competition in the gastronomic market in the Czech Republic, in order for business to become successful it is necessary find, analyse, and adept to requirements of consumers. The purpose of this work is to identify the key factors influencing consumer decision-making in the restaurant market in Prague. Answers to following questions will be given:

- What factors influencing the choice of restaurants?
- What changes can be expected in food industry nearest time?
- What offers used restaurants in their advertisements on websites?
- How are the factors configured together?

This work consists of two parts. In the theoretical part, the factors influencing the choice of restaurants were identified, as well as general factors affecting the behaviour of the customer. In the second practical part of the work, a study conducted among Prague residents and a content analysis of Prague restaurant websites were done. Based on literature review the questionnaire was developed. Later online survey was conducted to investigate importance of every factor. In general, 76 people, residence of Prague, participated in this survey. The study showed that the most important factors are social, but for some categories economic factors are more important. Subsequently content analysis of restaurants websites was conducted for the presence of relevant factors important to customers. Based on main European programs two issues which are addressing now by government were determined. They relate to population health and environment impact. Both above mentioned surveys showed low interest of population and restaurants in health and environmental issues. After analysis, in the final part of this work recommendations were given to the government and restaurants, to be closer to customers demand and to help to solve social problems.

Keywords: Food trends, health, food choice, restaurants, Prague, advertisement, consumer behaviour, food habits.

Faktory ovlivňující výběr jídel a realitu v restauracích (případ Prahy)

Abstrakt

Vzhledem k silné konkurenci na gastronomickém trhu v České republice je pro úspěšné podnikání nezbytné najít, analyzovat a přizpůsobit se požadavkům spotřebitelů. Cílem této práce je identifikovat klíčové faktory ovlivňující rozhodování spotřebitelů na pražském restauračním trhu. Odpovědi na následující otázky budou uvedeny:

- Jaké faktory ovlivňují výběr restaurací?
- Jaké změny můžeme očekávat v potravinářském průmyslu?
- Co nabízí použité restaurace ve svých reklamách na webových stránkách?
- Jak jsou faktory konfigurovány společně?

Tato práce se skládá ze dvou částí. V teoretické části byly identifikovány faktory ovlivňující výběr restaurací, jakož i obecné faktory ovlivňující chování zákazníka. V druhé praktické části práce byla provedena studie mezi Pražany a obsahová analýza webových stránek pražských restaurací. Na základě rešerše literatury byl vypracován dotazník. Později byl proveden online průzkum, který zkoumal význam každého faktoru. Průzkumu se zúčastnilo celkem 76 lidí z Prahy. Studie ukázala, že nejdůležitější faktory jsou sociální, ale pro některé kategorie jsou důležitější ekonomické faktory. Následně byla provedena obsahová analýza webových stránek restaurací na přítomnost relevantních faktorů důležitých pro zákazníky. Na základě hlavních evropských programů byly stanoveny dvě otázky, které nyní řeší vláda. Týkají se zdraví obyvatelstva a dopadu na životní prostředí. Oba výše uvedené průzkumy ukázaly nízký zájem obyvatel a restaurací o zdravotní a environmentální otázky. Po analýze byla v závěrečné části této práce dána doporučení vládě a restauracím, aby byly blíže poptávce zákazníků a pomohly řešit sociální problémy.

Klíčová slova: Trendy v jídle, zdraví, výběr jídla, restaurace, Praha, reklama, chování spotřebitele, stravovací návyky.

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List of abbreviations

- WHO- World Health Organization
- NIP- Nutrition Information Panel
- NCDs- Noncommunicable diseases
- FAO- Food and Agriculture Organization
- EU- European Union
- SDGs- Sustainable Development Goals
- GHG- Greenhouse Gas
- CEAP- Clinical-Etiological-Anatomical-Pathophysiological
- SMEs- Small and medium-sized enterprises
- EIT- European Institute of Innovation & Technology
- EUFIC- European Food Information Council

1 Introduction

There is strong competition in the restaurant market in the Czech Republic. In order for a business to become successful and have a sufficient number of loyal customers, it is necessary to constantly find, analyse and adapt to the requirements of consumers. For many people today it is customary to eat in restaurants every day. More than 90% of customers visiting restaurants at least once a month (INCOMA GfK, 2010). The restaurant market is very dynamic, and customers becoming more demanding. Society have faced some challenges related to population's health, environmental changes, and economical issues. The Government is developing programs aimed at addressing these issues. Restaurants and catering are active participants in this process. Fortunately, the studies confirm that most restaurants understand the need to respond to customer requirements and trends in the gastronomic market (INCOMA GfK, 2010). Restaurants should respond in timely manner to these trends. That is why it is important to monitor the situation on the food market regularly.

The purpose of this work is to identify the key factors influencing consumer decision-making in the restaurant market in Prague.

In the theoretical part, the factors influencing the choice of restaurants will be determined, as well as general factors affecting the behaviour of the customer. The changes prepared by the government in its programs will be considered.

In the second practical part of our work, a study conducted among the residents of Prague and a content analysis of the websites of Prague restaurants will be described. After analysing the results and comparing supply and demand, recommendations will be given to restaurants and government authorities.

2 Objectives and Methodology

2.1 Objectives

The goal of the thesis is to find out the factors (and namely their importance and configuration) influencing food choice in the sector of public catering (cafes, restaurants) in Prague.

The following questions are on specific interest in this study:

1. What factors influence the choice of restaurants?
2. What changes can be expected in food industry nearest time?
3. What offers use restaurants in their advertisements on websites?
4. How the factors are configurated together?

2.2 Methodology

The work will start from literature review. The aim will be to find out which factors are already highlighted in the literature in the term of the food choice in restaurants. The factors will be classified to have their typology used for the empirical section of the thesis. Further food related programs of different institutions of European Union will be investigated to understand changes in food market in nearest time. Empirical section will be based on the survey investigating the factors influencing people to choose the restaurants in Prague. The answers from short survey will be compared with selected advertisements of restaurants to find out if the advertisements echo the factors which the consumers consider important. Finally, it will enable to answer the research question how the factors are configurated together (if bringing the advertisements and consumer option together).

Interview and questionnaires were used to investigate those questions following by analysis of data.

First literature was reviewed to find out which factors are already highlighted in the literature in the term of food choice in restaurants. The factors were classified and used in subsequent research.

Programs European Union were revived to fund out expected changes on food market.

Second, exploratory interviews were conducted to create a questionnaire and develop a scale of measuring.

Online survey was conducted to investigate importance of every factor.

Finally, content analysis of web pages was conducted.

Results of above-mentioned methods were used to answer research questions.

Detailed description of the research is later in the sections about research results.

3 Literature Review

3.1 Why do we eat

In the Czech Republic, there is a strong competition in the gastronomic market, and restaurants that cannot adapt to the wishes of customers often do not withstand this struggle. In order for a business to become successful and have a sufficient number of regular customers, it is necessary to constantly find, analyse and adapt to the requirements of consumers (ŠrédI, 2014).

On the other hand, society have faced some challenges related to population's health, environmental changes, and economical issues. Actions are needed to solve these problems.

In this part, the thesis will analyse the factors that influence the choice of cafes and restaurants. First, factors will be reviewed, that influence people choice of food in general. As some factors change more quickly than other, more attention will be paid to people's beliefs and attitudes that are changing more quickly last years. Consider that visiting cafe or restaurant is more complex experience than just solely consumption of food, further, the decision-making process on the purchase of the service will be considered. It was presumed that cafes and restaurants as active players at food serving can influence customer behaviour through menu, advertising, pricing, and practices during supply, cooking, and waste management. Therefore finally, will be reviewed some European programs to understand which development can be expected in a food industry to be in line with policies, to have possibility to use funds and contribute to sustainability of society. Another interesting European report will be used to estimate affords that should be made to change established patterns among clients.

3.2 General factors when choosing food

The need for food is natural. Currently, there are many factors influencing the decision of customers when choosing food. Food has become a fashionable topic for public discussion. Television, the Internet, specialized magazines reflect and promote the interest of society to this topic.

There are many factors, Shepherd (1999) divided them into six main determinants:

1. Biological determinants such as hunger, appetite, and taste

2. Economic determinants such as cost and income
3. Physical determinants such as access, education, skills, and time
4. Social determinants such as class, culture, and social context
5. Psychological determinants such as mood, stress, and guilt
6. Attitudes, beliefs, and knowledge about food.

3.2.1 Biological determinants (hunger, appetite, and taste)

Hunger is the need for food intake due to internal signals of the body, such as an empty stomach, low blood glucose or depleted fat resources (Davis, 2018). In general, taking enough nutrients according to recommendation of WHO (world health organization) should be enough, but there are a lot of another factors, which play role. Espel-Huynh (2018) wrote that appetite, that is, the desire to eat delicious food, can persist even after satisfying hunger. Hunger usually motivates us to eat, but its absence does not always prevent us from eating. The human body has adapted to the environment accordingly. In the absence of food, appetite increases, metabolism slows down; if there is enough food, the amount of food that can be eaten by a person and the possibilities of energy accumulation increase. Sorensen (2003) writes that what motivates people to continue eating after satisfying hunger is mostly the sensory properties of food. Customers like the exciting smell, look, taste and texture of food, which strengthen the desire to consume it. If you have to deal with delicious food regularly, it stimulates your appetite (Clarke 1998). In a situation when you do not want to eat, but the food is freely available, the chance of eating increases. The appetite also increases with the variability in the choice of food. The opposite process -If you eat the same thing all the time, at some point there comes a satiety in relation to this food (Blundell, 2010).

In addition, population are also pushed to consume more food by its diversity within one food group, especially if the pieces of food are mixed together (for example, colourful candies or pasta of different shapes). Sensory properties of food are very easy to manipulate. In addition to the well-known techniques when dyes, flavours and flavour enhancers are used, this can be done without changing the properties of products. Studies have shown that only information about the product obtained before its use can affect the assessment of its taste qualities (National Institute for Health Development). This is achieved, for example, by changing the names of dishes in the restaurant menu or emphasizing the presence or absence of certain components in them (Blundell, 2010).

Many consumers, when purchasing food, study food labels in search of information about the composition, which demonstrates a growing interest in healthy nutrition and the ingredients contained in the food they consume. Thus, manufacturers can manipulate our sensory properties. Because the way the product looks, its labelling, description has a significant impact on the customer's choice. An experiment was conducted in which the packaging of the product was involved. Usually, the package consists of front side, a side with ingredients and a Nutrition Information Panel (NIP) is located on the third side. During the experiment, the front side was changed, and different drawings and patterns were added to it. These drawings helped to get more information about the product. Therefore, people who were focused on finding products, for example, gluten-free, most often chose products with a modified front side (Pettigrew, 2014).

3.2.2 Economic determinants (cost and income)

The cost of food and income are the primary factors influencing the choice of food. Low income limits the choice. Low-income groups are reported to consume more unbalanced diets and low intakes of fruit and vegetables. Households with lower income are also more reluctant to try new food because of fear that it will be not tasty, and money will be lost. But an increase in income does not necessarily mean that people will consume more balanced and healthy food research shows (De Irala-Estevez, 2000).

3.2.3 Physical determinants (access and time)

Cost, accessibility, and availability of foods influence food choice of consumer. Limited availability has bad influence on the choice, however improving access alone does not necessarily increase peaches for example healthier food (Dibsdall, 2003; Donkin, 2000).

3.2.4 Social determinants (class, culture, social context, and education)

Also, cultural factors that determine a person's needs and behaviour have a significant impact on consumer behaviour.

Culture is a set of basic values, concepts, desires, and behavioural characteristics perceived by a member of society from the family and other public institutions (Hofstede, 1980).

Social factors include religion, morality, and ethics. Food and drink are used as symbols in rituals and ceremonies of many religions. The fact that people adhere to religious dietary regulations unites adherents and separates them from outsiders. Following religious

prescriptions in nutrition is an external symbol of a person's faith and/or self-discipline. Controlling how people adhere to food regulations allows religious leaders in general to maintain control over adherents and demonstrate their authority (Mechnikov, 1915).

Social influence on food consumption refers to the influence that the society has on the eating behaviour of others. The influence can be either direct or indirect, either conscious or subconscious. Even when the environment cannot influence, the choice of food is influenced by social factors, such as habits developed as a result of interaction with the environment (Feunekes, 1998). Social support can contribute to a healthier diet (Devine, 2003).

The influence of social factors turns out to be such that, as a rule, people eat more the more other people around them eat, and the amount of food is regulated depending on how much others eat. In addition, people usually eat more food with their family than in an unfamiliar company. Social factors also influence how much food is thrown away. If a person expects that food cannot be thrown away, he will try to finish everything completely. This behaviour is typical of societies experiencing or recently experiencing food shortages. In societies where there is enough food, such a pattern of behaviour may not occur. The cultural background and the attitude of others to food and food intake have a significant impact on eating behaviour and overeating. It is also influenced by the norm's characteristic of a particular culture, the food itself and food traditions. Among the social factors influencing eating behaviour, one can note religious and moral-ethical, expressing status and wealth, reflecting interpersonal relations, implementing politics, and conditioned by folk medicine (Nestle, 1998).

A special role for the sociological study of food and nutrition is played by the methodological approach proposed by P. Bourdieu and linking lifestyles and attitudes with the social structure of society. Food "Distinguishes" people. Because how he is, what his eating habits are, it is possible to judge a person's social position and his belonging to a certain social stratum (Bourdieu, 1979).

Advertising has a direct impact on our choice. Advertising is an effective instrument of forming the consciousness and lifestyle of modern society. Advertising gently exudes light, imperceptibly introducing the information necessary for the creator of advertising, and advertising is often used as an instrument of a powerful influence on people's consciousness and their system of values (Tolmacheva, 2015).

The family plays an important role in making decisions about food. Studies show that the formation of food choices occurs at home. Habits are often formed based on the habits of people around us (Anderson, 1998). Support from family and colleagues can also help to make healthier choices (Sorensen, 1998).

The place where the food is served can influence a good choice, especially in terms of the wheat products offered. A study was conducted. The waiter helped people with the choice of food. He gave positive and negative comments or did not give at all about the popularity of the dish chosen by customers. At the end, the visitors assessed the acceptability of the chosen dish on a nine-point scale. The results of the study show that only the negative comments of the waiter influenced the choice of dishes (Edwards; Meiselman, 2005).

Place where food is taken can influence food choice, for example people can eat in schools, at work and in restaurants. This factor is important, because in different places there are different food offers. Depending on work/study schedule, food habits changes (Faugier, 2001).

Studies indicate that the level of education can directly influence food choice (Kearney, 2000). In contrast, nutrition knowledge and good dietary habits are not strongly related. This happens because people often unsure how to use their nutrition knowledge. This information comes from different sources that can be conflicted or mistrusted (De Almeida, 1997).

3.2.5 Psychological determinants (mood, stress, and guilt)

Stress can trigger changes in human behaviours; the effect of stress on food choice is individualistic: some people in stress consume more food or choose unhealthy food and others consume less food (Oliver, 1999). Food can change the mood and influences consumer food choice. The effect of food on mood is partly related to attitudes towards certain foods. The idea that a person's eating behaviour changes in accordance with emotional state (excitement, anger, joy, depression, sadness, etc.) is generally accepted. Such a connection, however, varies depending on the individual's personal qualities and current emotional state. An emotionally conditioned or emotional meal is most often found when a person has dinner or snacks at home alone. The most studied emotional factors are boredom, depression, excitement, and stress. The influence of sadness, anger, loneliness, depression, fear and even pain, as well as feelings of joy and the effects of humour on

eating behaviour was also studied. The stimulating effect of negative emotions on eating behaviour has been confirmed (Dewberry, 1994).

According to Ginoyan research (2010), the amount of food consumed, in comparison with neutral emotions, increases both negative and positive emotions, since in both cases the restrictions imposed on food disappear. A good mood can affect the fact that a person will eat more, due to associative learning, since the feeling of happiness is associated with the consumption of large amounts of food.

3.2.6 Attitudes, beliefs, and knowledge about food

Attitudes and beliefs differ among different people, within population groups and in different countries. The Pan-European Survey found that the top five influences on food choice were 'quality/freshness' (74 %), 'price' (43 %), 'taste' (38 %), 'trying to eat healthy' (32 %) and 'what my family wants to eat' (29 %). These were average figures for 15 countries, but results differed significantly between countries. Females, older subjects, and more educated subjects considered 'health aspects' more important than other factors whilst males rated 'taste' and 'habit' as the main determinants of food choice (Glanz, 1998).

People may refuse certain foods in order to demonstrate their environmental literacy and condemn the improper treatment of animals. People can boycott food products that are produced by certain countries or enterprises in order to condemn human rights violations, improper exploitation of labour and violations of other moral norms (Nedelko, 2020).

Paying attention to food trends is equally important. Modern society pays attention to current topics about the health of the population and the impact of lifestyle on the environment. During last decades people's attitudes to the food production and consumption have changed dramatically, thus actual trends in more details will be considered.

Among other things, measures are needed to prevent obesity and cardiovascular diseases, the WHO Global Action Plan on NCDs (2013-2020). This plan includes increasing the consumption of healthy foods such as fruits and vegetables, reducing the consumption of fats, sugar, salt, and more. Calorie control is also important (Global Strategy for Nutrition, 2004).

Diets rich in protein increase meat consumption. In many countries, the number of daily protein intake is greatly overestimated. Most of this protein comes from animals (Ocke,

2009). The importance of dairy and meat products cannot be denied, but their production is directly related to high environmental costs. To maintain the current amount of protein consumed by us, a lot of freshwater reserves are used (Suzanne 2003; González-García 2018).

Currently, the level of meat consumption leads to the destruction of fertile lands, excessive use of limited freshwater reserves on earth, and deforestation. It is estimated that almost 60 % of the world's ecosystems are used irrationally or have already degraded. Animal husbandry methods are considered one of the main causes of environmental damage, including climate change (FAO, 2013).

According to these forecasts, the world's population will grow by 34 % until 2050. Since it is expected that the diet around the world will become more similar to the diet in Western countries, 70 % of food will be needed with fewer natural resources (FAO, 2017).

The United Nations Food and Agriculture Organization (FAO) defines sustainable diets as ‘diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. This means two things:

- Firstly, our systems need to produce food that is both nutritious and safe in quantities sufficient to feed the entire globe.
- Secondly, it must be done in ways that will allow the earth’s limited resources to sustain food production in the future (FAO, 2010).

Ensuring global food security in the future will require changes in the production of food products, as well as in the food consumed. Increasing the consumption of protein-rich plants (soybeans and legumes) may be part of the solution, but more intriguing options may appear on supermarket shelves in the future. Plant-based meat substitutes (also known as meat analogues), laboratory-grown meat, insects, algae, and others are considered to be as nutritious as animal meat, but their production can make more rational use of the earth's natural resources. Some people believe that these foods should become the main sources of protein in our diet, while others believe that they can only play an auxiliary role in our food systems (Alexander, 2017; EUFIC, 2017).

Food waste is issue directly related to food consumption. As more and more people make their choices considering all aspects of sustainability, further food waste will be considered in more details.

In 2011, the Food and Agriculture Organisation (FAO) of the United Nations estimated that roughly a third of the food produced for human intake is wasted globally, which amounts to 1.3 billion tons per year (FAO, 2011).

The European Commission (2011) estimated that the proportion of food waste at food service and catering is about 14 % of total food depletion in the EU, accounting for approximately eighteen million tons of food (European Commission, 2011).

Food loss and waste have three generally quantifiable types of environmental footprints (FAO, 2019):

Greenhouse gas emissions (carbon footprint).

- The global carbon footprint of food waste has been estimated at 4.4 Tonnes of CO₂ (FAO, 2015).
- If food loss and waste were a country, it would be the third largest emitter on Earth, after USA and China (FAO, 2013).

Pressure on land resources (land footprint).

- In 2007, 1.4 billion hectares of agricultural land was used to produce food that wasn't consumed, almost a third (28 %) of the world's total agricultural land area. This represents a surface larger than Canada and India together (FAO, 2015).
- Major contributors to land occupation of food that's wasted are meat and milk (FAO, 2013).

Pressure on water resources (water footprint).

Agriculture accounts for 70 % of the global freshwater withdrawal (FAO, 2013), the remaining 30 % is taken for industrial production and domestic water supply. The water footprint of a food product is a measure of all the freshwater used to produce and supply that product to its final consumer, at all stages of the supply chain.

- In 2007, the global water footprint for agricultural production was about 250 km³. In terms of volume, it represents almost three times the volume of Lake Geneva (HLPE, 2014).
- Cereals, fruits, and meat are major contributors to the water footprint of wasted food. Uneaten food is one of several factors contributing to the loss of biodiversity as a result of habitat change, overexploitation, pollution, and climate change. 9.7

million hectares are deforested annually to grow food, representing 74 % of total annual deforestation (FAO, 2013).

These footprints may, in turn, affect biodiversity.

3.3 The studies of consumer behaviour

Today, food sociologists demonstrate a wide variety in their research methods and theoretical approaches. Sociologists rely on innovate and established approaches in the study of food consumption, production, and distribution; they investigate how food consumption and food are integrated into social institutions, connections, and systems. In other words, in social science, the emphasis in the study of nutrition is on the role of food and nutrition in the organization of people's social life (Orekhov, 2009).

Contemporary approaches to the study of consumer behaviour:

Table 3.1

Approach	The essence of the approach
Economic	Focuses his attention on the fact of acquisition; mostly studies how consumer choice is realized while leaving other components of consumer behaviour and direct consumption outside the scope of analysis.
Sociological	Consumption operates as a form of social control that generates coherence in society through individuals' understanding that it is in their interests to play by the rules of consumer society.
Culturological	The main function of consumption is its ability to create meanings, not to satisfy needs.
Marketing	The study of consumer behaviour from the point of view of the company operating in the market, and therefore from the point of view of how to sell as many goods as possible to as many customers as possible.

Source: Tarasova, 2013

Most authors emphasize that consumer preferences are influenced by the same factors as consumer behaviour (Orekhovsky, 2013).

According to Professor M. Campbell of the University of Colorado, there are three theories regarding the sources of primary factors influencing their emergence, formation, and formation of tastes (Campbell, 2005):

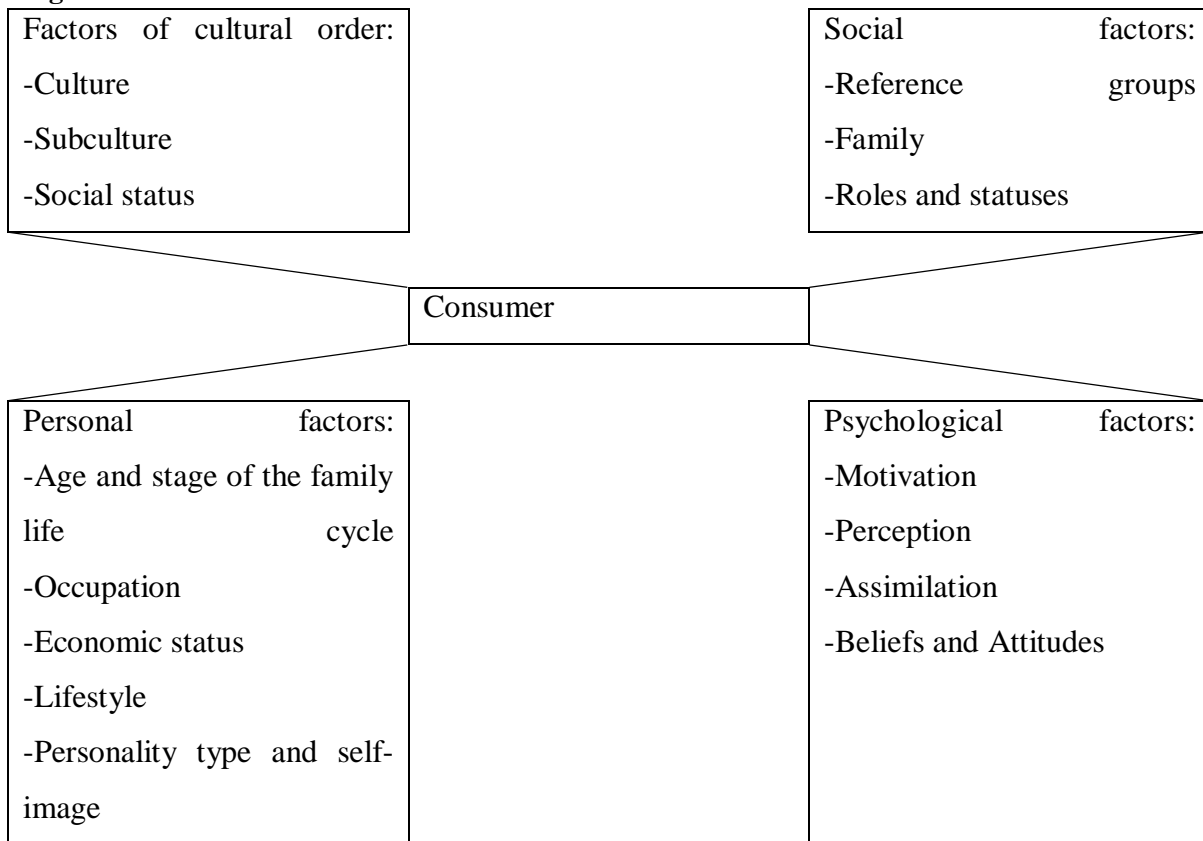
- 1) the theory of instincts, which states that all preferences are innate.
- 2) the theory of manipulation, which states that the consumer is passive and cannot explain the change in samples or the differences between samples, his tastes are formed by manipulations from the outside.
- 3) "Veblen's perspective", in which consumption is explained by the desire to achieve a higher position in society

Philip Kotler, Professor of international marketing, proposed a model of consumer behaviour, which is constructed in the framework of the established concept of behaviourism. He presented his model in the form of three sequentially connected blocks (Kotler, 1996):

- the driving factors of marketing and other stimuli.
- the "black box" of the buyer's consciousness.
- buyer's response.

The "black box" of the consumer's consciousness is of the greatest interest. It consists of two parts, one of which contains the characteristics of the consumer, the second part includes making a purchasing decision. The characteristics of the consumer include factors of various levels that influence the purchases they make (Kotler, 1996).

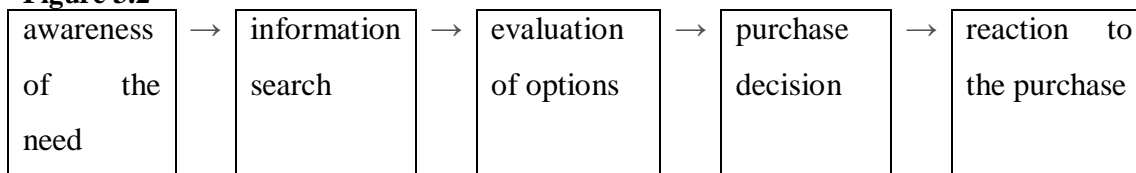
Figure 3.1



Source: Kotler, Fundamentals of Marketing (1996)

The stages that the consumer goes through when making a purchase decision (Kotler, 1996):

Figure 3.2



Source: Kotler, Fundamentals of Marketing (1996)

In theory, the buyer goes through all five stages with each purchase. However, in practice, the consumer often skips or swaps some stages. Marketers should use this model of making a purchase decision, because it reflects the logic of the consumer when he gets into a new, difficult situation.

Stages of making a purchase decision using the example of consumers (Belousova, 2010):

- 1) Awareness of the need. The process of making a purchase decision begins with an awareness of the consumer 's needs — the consumer is aware of the difference between the real and desired states.

- 2) Search for information. An interested consumer can start searching for additional information (although he will not necessarily do this). If the urge is strong enough, and a product (service) capable of satisfying the consumer is at hand, then a purchase is usually made (Akerlof, 1970).
- 3) Evaluation of options. To understand how the consumer evaluates options, several basic concepts will help. Firstly, each buyer, including the organization, considers the product as a set of its properties. Secondly, consumers attach different degrees of importance to different properties, depending on their own needs and requests. Thirdly, the complete satisfaction with the product that the consumer expects varies depending on the parameters of various properties of the product (service). Fourth, the consumer forms his attitude to different brands of goods (services) using the evaluation method.
- 4) Purchase decision. The decision to purchase comes down to the fact that the consumer decides to purchase a certain product (service) that he liked the most. The consumer forms a purchase intention based on the expected income, the expected price to the expected benefit from the purchase of goods (services).

If speaking about search of information, the consumer considers to the following sources (Suzdaleva, 2013):

- personal sources (family, friends, acquaintances).
- commercial sources (advertising, sellers, dealers, exhibitions).
- publicly available sources (publications in the media).

Consumer behaviour becomes clear if it is considered in three stages (Suzdaleva, 2013):

- 1) Consumer preferences. The first step is to find a convenient way to describe the reasons why people prefer one product (service) to another.
- 2) Budget constraints. At the second stage, the fact that consumers' incomes are limited is considered, and this determines the number of goods (services) that they can buy.
- 3) Consumer choice. Considering their own preferences and limited incomes, consumers decide to buy such combinations of goods (services) that bring them maximum satisfaction and depend on the price factor.

The study of customer preferences and the process of making a choice is the basis of successful marketing. Understanding the stages that the buyer goes through in the process of choosing a purchase gives the marketer the opportunity to find an approach to the fullest satisfaction of the customer's needs and develop an effective program to support demand in the market (Kotler, 1996).

When choosing a fast-food restaurant, there are such groups as (Blackwell, 2007):

- 1) "Here and now" This group includes factors such as proximity to home/work/school, speed of service (time constraints). They can also be called "Practical factors".
- 2) Loyalty. This includes not only behavioural, but also emotional parameters ("I like/feel comfortable being there"), as well as an assessment of the consistency of quality, food, service, cleanliness, etc.
- 3) "Price and discounts". This group includes the importance for the consumer of low, attractive prices, the availability of limited promotions and offers, the impact of advertising on the street and on social networks.
- 4) "Variety and quality of dishes": This group includes satisfaction with the variety of the restaurant menu, the availability of choice, taste and food and the quality of products.
- 5) "The desire to please yourself." The desire to please yourself and enjoy your favourite dish, which is served only in a particular institution. Many visitors come to this or that institution precisely because of the presence of "that very dish" in it.
- 6) "Restaurant researcher or critic". This group includes criteria for wanting something new when choosing a restaurant. This may be a search for a new atmosphere or view, since nowadays it is very popular to blog about a particular place, as well as posting photos on social networks with the signature of your location. The desire to try different cuisines also plays a role. Reviews and recommendations of friends and acquaintances play a special influence on the choice in this group of criteria.

In the last part of the literature review some European programs will be considered as they can have direct impact on all the food industry.

3.4 "A farm to fork strategy"

In order for Europe to become the first climate-neutral continent by 2050, the European Green Deal (2019) declares how this will happen. By improving the quality of life, health and stimulating the economy, this should happen.

"A Farm to Fork strategy" is aimed at solving the problems of sustainable food systems and describes the interdependence between healthy people, healthy societies, and a healthy planet. This strategy also contributes to the achievement of the United Nations Sustainable Development Goals (SDGs).

The EC believes that the transition to a sustainable food system will bring social, environmental and health benefits, provide economic benefits and lead us to a sustainable path (Business & Sustainable Development Commission, 2017).

"A Farm to Fork strategy" is an opportunity to improve lifestyle, health, and the environment. This approach is comprehensive, and it aims to facilitate making the right decisions for the consumer. It should be natural and become a habit, make a choice towards a healthy and sustainable diet that will be beneficial for the consumer, for the local and global economy and reduce health and environmental costs for society. Now the population is paying more and more attention to environmental issues, health issues, and other important ones (Special Eurobarometer, 2019) and are looking for value in food more than before. Consumers should be able to choose environmentally friendly food, and all participants in the food chain should consider this as their responsibility and opportunity. Eating habits and foods in Europe are the world standard for foods that are safe, plentiful, nutritious and of high quality. This is the result of the company's long-term policy to protect the health of people, animals, and plants. Now European food products should also become a global standard for sustainable development. EU agriculture is the only major system in the world that has reduced greenhouse gas (GHG) emissions by 20 % since 1990 (Eurostat, 2017).

The Climate Law (Commission proposal for a Regulation of the European Parliament, 2018) sets the goal of creating a climate-neutral union in 2050. The farm-to-Fork strategy will ensure that agriculture, fisheries, and aquaculture make an appropriate contribution to this process.

It is obvious that the transition will not happen without changing the diet of people," the document states.

A sustainable food system will be important for achieving the climate and environmental goals of the Green Deal, as well as at the same time the incomes of raw materials producers will increase, and the competitiveness of the EU will be strengthened.

A special role of the European Commission is assigned to food suppliers. They shape the food market and influence consumers' choices through the type and composition of the food they produce. More sustainable food systems can further strengthen the reputation of businesses and products, improve working conditions, attract investors, and increase productivity (European Commission, 2020).

The European Commission argues that by increasing the availability of healthy foods, the food industry and the retail sector will point the way to reduce the overall environmental impact of the food system. To this end, the Commission will develop an EU Codex of Conduct, supported by a monitoring system, in the field of responsible business conduct and marketing practices. The Codex will be developed jointly with all relevant stakeholders (European Commission, 2020).

The Commission will seek commitments from food companies and organizations to take concrete measures in the field of health and sustainable development, focusing on: sustainable nutrition; reducing energy consumption and environmental impact by improving energy efficiency; adapting marketing and advertising strategies to the needs of the most vulnerable; ensuring that campaigns to increase food prices do not undermine citizens' perception of the value of food; and reducing packaging in accordance with the new CEAP (Clinical-Etiological-Anatomical-Pathophysiological) (European Commission, 2020).

The Commission will monitor the implementation of commitments and consider legislative measures if progress proves insufficient. The Commission will also look for opportunities to switch to a healthier diet, including by creating nutrient profiles to limit the promotion of foods high in fat, sugar, and salt.

The Commission will take measures to promote sustainable and socially responsible production methods in the food industry and retail trade, including specifically for SMEs (small and medium-sized enterprises), in accordance with the goals and initiatives put forward under the new CEAP (Clinical-Etiological-Anatomical-Pathophysiological). The Commission wants to introduce a circular and sustainable EU economy, this will open up

business opportunities, for example, related to the use of food waste (European Commission, 2020).

There are plans to promote and transition to a healthy, sustainable diet. Current patterns of food consumption are unsustainable both from the point of view of health and from the point of view of the environment. While in the EU the average consumption of energy, red meat, sugar, salt, and fat continues to exceed the recommendations, the consumption of whole grains, fruits and vegetables, legumes and nuts is insufficient (Willett, 2019).

Reducing the rise in overweight rates across the EU by 2030 will be crucial. Switching to a diet with less meat and the addition of large amounts of plant products will reduce the risks of dangerous diseases and reduce the impact of the food system on the environment (FAO and WHO, 2019). It is estimated that in the EU in 2017, more than 950,000 deaths (one in five) and more than sixteen million were due to unhealthy diet (EU Research Center). The Eyes "Defeat Cancer" plan promotes healthy eating as part of cancer prevention activities.

Providing clear information that makes it easier for consumers to choose a healthy diet will benefit their health and quality of life, as well as reduce health-related costs. In order for consumers to make informed, healthy, and sustainable food choices, the Commission will propose an agreed mandatory labelling of food on packaging. The Commission will also explore new ways to provide information to consumers to improve the availability of information (European Commission, 2020).

In order to make the prices of new products more affordable and promote healthy and sustainable nutrition in public catering establishments, the Commission will determine the best way to establish minimum mandatory criteria for the purchase of environmentally friendly food. Based on above mentioned plans restaurants should adapt their strategies to take advantage of support programs and avoid unnecessary losses of implementing restrictions or lost profits because of quicker reaction of competitors. According to the program of the European Commission, it will be possible to achieve the goal only if the diet of the population changes. Below can be considered one of the examples of the impact of changing food patterns (European Commission, 2020).

By switching to a predominantly plant-based diet, CO₂ production will decrease by 60 percent. Changing the diet also makes it possible to capture an additional one hundred gigatons of CO₂ between now and the end of the century by restoring the original vegetation on earth, which is no longer used for meat production. Such conclusions result

from the research conducted by a multidisciplinary team from Leiden University. (Zhongxiao, 2022).

Meat consumption in rich countries contributes significantly to CO₂ emissions. Food production worldwide emits about 13.7 gigatons of CO₂ per year (26 percent of total emissions). In rich countries, 70 percent of food-related emissions are from animal products, in poor countries - 22 percent. Consumption is even more distorted, in rich countries six times more meat is consumed than in poor countries. The degree of reduction of CO₂ emissions has been repeatedly calculated. The researchers focused on a "double win" if the original vegetation is returned to the liberated lands. They took the BEAT-Lancet diet as a starting point for changing meat consumption (Willett, 2019).

The idea of the nutrition council is that ten billion people could eat healthy food in such a way that the planet could cope well with it. This is mainly a plant-based diet, but there is also possible to eat dairy products (250 ml per day) and a small number of fish and (white) meat (about two hundred grams per week). Compensation has been made by increasing the consumption of protein-rich plant products, such as, say, changes in emissions caused, among other things, by transportation and packaging. There are other advantages. The local vegetation is more diverse than what is currently happening on land, which can improve biodiversity. And there are health benefits: due to the consumption of less meat and sugar, the chance of obesity, diabetes and cardiovascular diseases will decrease (Zhongxiao, 2022).

As a lot of changes in policies are expected and restaurants have to adapt their strategies, accordingly with policy makers. At the last part of literature review, will be considered in more detail the report of EIT (European Institute of Innovation & Technology) about European consumers to find out how much consumers trust the food system and what different departments could do to increase the level of trust.

3.5 Trust Report

Since by 2050 the population of our planet will approach ten billion people, there will be a need to introduce innovative technologies and joint approaches from farm to fork to provide more affordable and healthy food in a sustainable way. But such a transformation cannot happen without the presence of a consumer. As end consumers in the food value chain, their needs, desires, and ideas are an integral part at every stage of the innovation

process, and closer relationships between consumers and key players in the food sector are necessary if population want to create a food system that will be better for both their health and the planet.

For this reason, EIT food has developed EIT Food Trust Tracker® - an annual survey of European consumers is conducted to find out how much consumers trust the food system and what different departments could do to increase the level and strengthen trust. This work is especially important for ensuring people's sustainable food choices and their adoption of new foods.

First, respondents were asked about their general trust in other people. According to the report, the overall level of trust in the Czech Republic is the lowest among all eighteen countries that participated in the survey (The Trust Report, 2020).

Four participants were identified in the food system: farmers, retailers, manufacturers, and authorities. In all countries, farmers received the highest level of trust, and the authorities received the lowest. The Czech authorities received the lowest confidence among all countries.

To show consumers' trust in food, the factor of "food integrity" was used, which combines taste, safety, usefulness, authenticity, and environmental friendliness. Once again, the Czech Republic shows the lowest level of trust. Less than half of respondents believe that the food is delicious. Czech respondents are also the least confident that the products are healthy. Fewer people who would have a choice would choose healthier food. Fewer and fewer people think that a low-fat diet is important. Compared to other countries, fewer people would choose a healthy or sustainable option. Fewer people are trying new food or just different food than usual (The Trust Report, 2020).

Given the results, can be expected that it may be more difficult for the authorities to promote new ideas or policies. In addition, the introduction of new foods (for example, alternative protein foods) may be more difficult for manufacturers. Due to low interest in new foods or in changing the diet (for example, do not eat meat and dairy products or less), active actions are necessary.

Researchers suggest that closer relationships, smaller businesses, shorter value chains, greater emphasis on natural and local, better labelling and transparency from farm to fork will help boost trust (The Trust Report, 2020).

Not all the solutions that seem to be logical give the desired result. For example, it was assumed that knowing that the product is sustainable would greatly influence the choice, but this did not happen. That is, other solutions are needed.

A pan-European study by the European Food Information Council (EUFIC) has shown that consumers have a reasonable understanding of sustainability as responsible behaviour towards the environment and fair treatment of current and future generations. However, most often consumers do not have a detailed understanding of the role of sustainability in the food supply chain or the various sustainability labels used on food and beverages. In addition, understanding does not lead to the main factor of choice (Grunert, 2014). The study examined consumers' understanding of sustainability; sustainability-related logos, information retrieval behaviour, and food choices. Consumers' understanding of this topic is usually at a high level. Although understanding and care are generally high, environmental, and ethical aspects do not play an important role in food selection. When comparing nutritional values and different prices, sustainability does not have much influence on the choice of products. While young people are more likely to use environmental labels when choosing products, the overall differences are small (Grunert, 2014).

Most consumers have heard of the term "sustainability", but the concept remains unclear to them, and therefore it is difficult to deal with, explains Professor Grunert (2014). If you ask consumers, they will most often express concern about sustainable development issues, but in the context of food purchases, sustainable development issues are not the main ones. The results of this study do not necessarily mean that information will not play a role in food purchases. However, compared to issues related to health and nutrition, "sustainability" is more difficult to understand. This may change when sustainability issues in the context of food become more prominent in public debate, as has happened with health and nutrition issues.

4 Practical Part

For many people today it is customary to eat in restaurants every day. According to a survey by INCOMA GfK (2010), 43 % of respondents visit the restaurant at least once a week, and up to 92 % of respondents then indicated a minimum monthly frequency of visits. People want to eat better and are becoming more demanding (Chepelikova, 2019). The restaurant market is very dynamic, and there is a rapid development and growth of the market. In order for restaurants to succeed in the market and retain their place, they must constantly adapt to the wishes of customers. According to Study INCOMA GfK (2010), up to 77 % of restaurant operators are aware of the growing demands of customers and are ready to adapt to their requirements.

Restaurants should also respond in a timely manner to global gastronomic trends and the corresponding demand. It is extremely important to regularly monitor, study and analyse the needs and requirements of customers in this market, as this allows us to better meet the needs of customers. For this reason, the results of the work may be indicative recommendations for certain operators of the restaurant market.

4.1 Preparatory stage of empirical research for this thesis

There were conducted 12 exploratory interviews in various public places in Prague. Participants were not asked to provide any personal information to ensure anonymity. In open not-structured interview people were asked for reasons to visit the restaurant and what was the reason for visiting restaurant last time. Then people were asked to explain in general, which factors they consider choosing the restaurant for every peruse. It seems that factors for different reasons vary dramatically.

In general, such reasons were mentioned:

- Romantic date
- Business lunch with partners
- Meeting with friends
- Celebration of special occasion (wedding, university)
- Quick lunch
- Working or studying in café
- Lunch or dinner during shopping or city walk

The reasons for different occasions vary a lot (wedding or quick lunch were almost opposite for example), so it was decided to choose only one reason, otherwise survey would become too complicated.

The most common reason was meeting with friends, which mentioned every interviewee. So, case "meeting with friends" was used in following survey.

Discussing weight of factors while choosing restaurant, it was decided that Likert scale is the best solution.

Some interviewees mentioned that some factors you can not investigate before visiting, but they are very important for next visit. So, second part of the questionnaire contains factors which can influence subsequent visits. In this part was important only to identify those factors, but not measure a weight, so participants were asked to choose from the list.

4.2 Questionnaire structure

Based on the previously studied literature and exploratory interviews, this study will focus on the factors influencing consumers when choosing a restaurant.

The primary data were obtained by means of an electronic questionnaire. The advantage of this method is mainly relatively low time requirements, as well as high standardisation, which allows statistical analysis of data. (Questionnaire form in appendix)

Two demographic characteristics were asked: age and sex.

The questionnaire includes a total of twenty-two questions. The first part of the questionnaire is mainly aimed at identifying the factors that most affect customers when choosing a restaurant. The factors identified earlier and a scale of answers from one to five were given, in which 1- has "no influence at all", and 5- has a "strong influence". One question scale was 1 "use the same" to 5 "explore every time new" A list of negative factors were given, from which the respondent could choose several factors, after which he would not go to this restaurant again. No limitations on minimum or maximum answers. In addition, participants could fill their own reason if it were not mentioned before. This field was not mandatory.

The online questionnaire was uploaded to the Google Forms server, and the link was subsequently distributed among random residents of Prague via social media and email. All participants of the survey received a request to fill out this form. The survey was

conducted in English and Czech, so that the audience participating in the survey could choose an option that was convenient for them.

4.3 Piloting

Before the initial data collection, i.e., before the actual launch of the questionnaire, a pilot test was conducted. A total of five people took part in the preliminary survey, and the goal was to find out if the questions were clear and understandable. The questionnaire was filled out online by five respondents who subsequently left their comments.

During the pilot project, the answer options were changed, a translation into Czech was added, the questions were formulated more clearly for the respondents.

4.4 Data collection

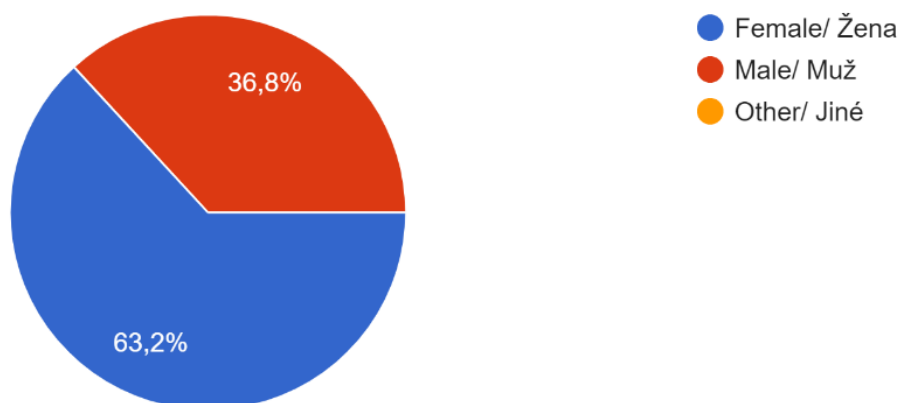
Research was conducted through a questionnaire on the Google Forms Internet portal. The study was conducted in the period from 3.2.2022 to 21.2.2022 as planned. The link to the online questionnaire was mainly distributed via e-mail and social media to members of acquaintances.

The questionnaire contained 22 questions, of which 20 were closed, 2 questions were open, but one of them was not mandatory.

4.5 Research results

The total number of respondents was 76, including 28 men (36,8 %) and 48 women (63,2 %).

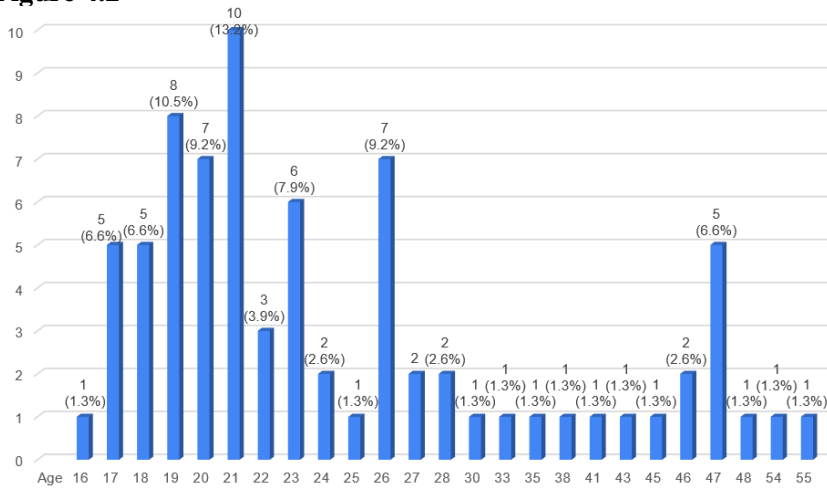
Figure 4.1



Source: own research

Age categories were distributed from 16 to 20 (26 people, 34,2 %), from 21 to 25 (22 people, 28,95 %), from 26 to 30 (11 people, 14,47 %), and over 31 (16 people, 21 %).

Figure 4.2



Source: own research

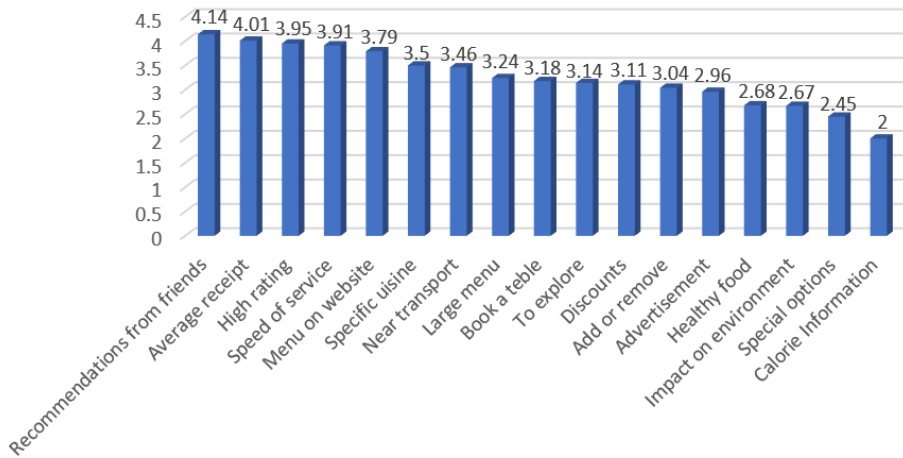
As mentioned, present research is quantitative, and the response of the questionnaire will be measured using Likert scaling. The Likert scale is a type of composite measure developed by Rensis Likert in an attempt to improve the levels of measurement in social research through the use of standardised response categories in survey questionnaires to determine the relative intensity of different items (Babbie, 2007). Each variable will be measured using five-point Likert scale rating, from 1- Does not influence at all, to 5- Influence is very big.

The data from Likert scale was treated as interval scale (interval level). To measure the central tendency, the mean (M) can be found.

The overall results are sorted in descending order of Mean and presented below.

The figure provides coefficients M for all factors.

Figure 4.3

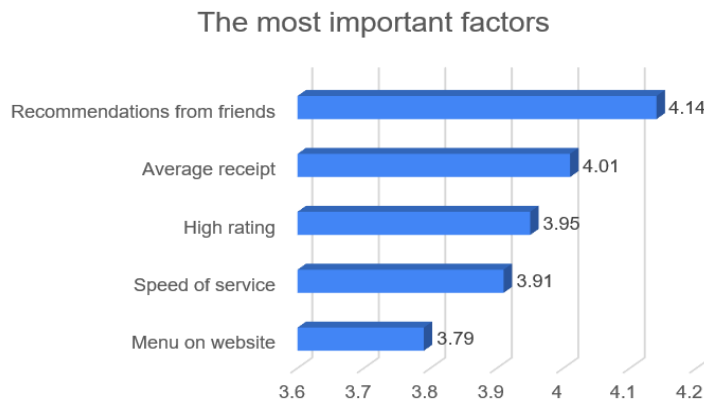


Source: own research

The main five factors that have the strongest influence on the consumer's choice were identified.

According to calculations, the most important factor for the respondents were the recommendations of friends.

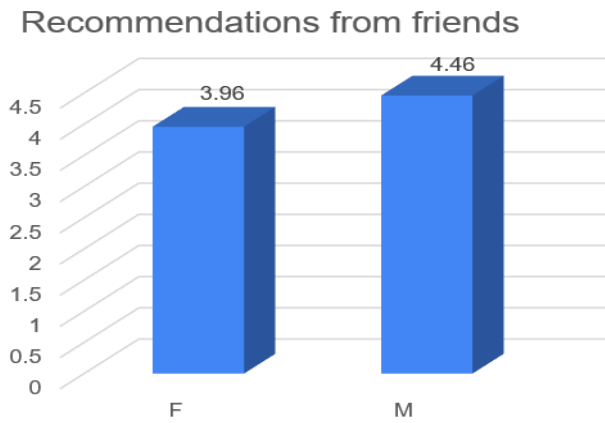
Figure 4.4



Source: own research

From this diagram, we can understand that men are more susceptible of this factor. The average coefficient for men is 4.46, for women is 3.96.

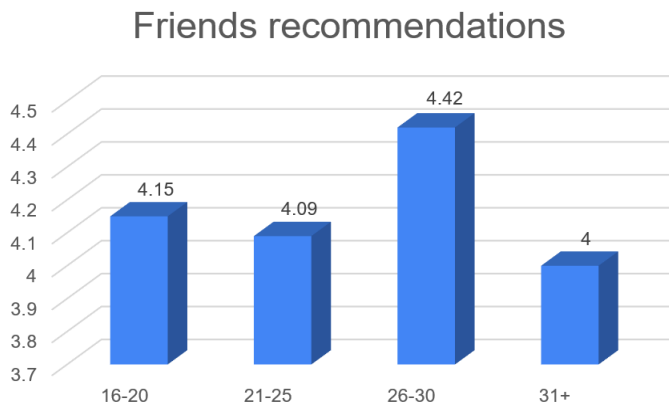
Figure 4.5



Source: own research

Age data for 26-30 is the largest (4.42), then 16-20 (4.15), then 21-25 (4.09), and 31+ (4).

Figure 4.6

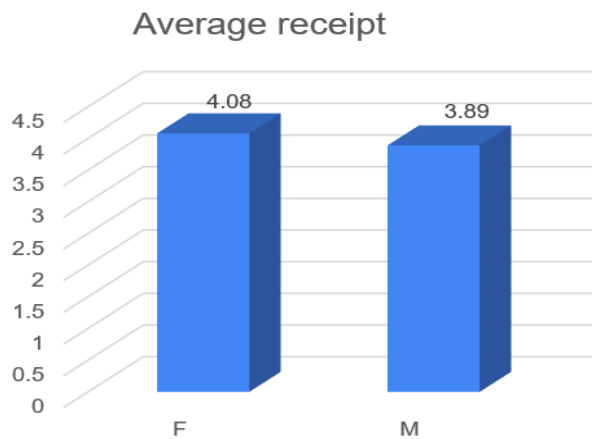


Source: own research

4.5.1 The cost of meals (average receipt)

In this figure, you can see that the average receipt factor is more important for women (4.08) than for men (3.89).

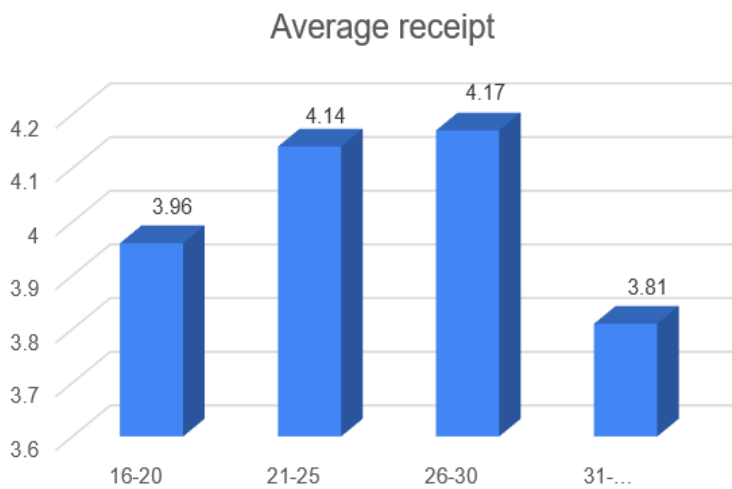
Figure 4.7



Source: own research

If we consider the age indicators, we can see that for the two groups -age of 26-30 M is 4.17 and 21-25 M is (4.14) factor has more impact, and less for other two groups 16-20 (3.96), 31+ (3.81).

Figure 4.8

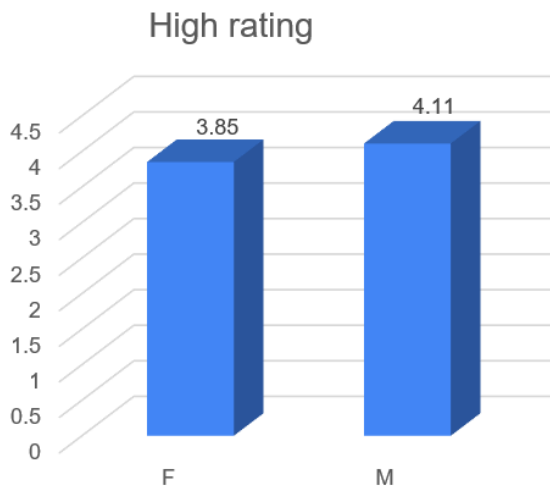


Source: own research

4.5.2 High rating and good reviews (social media, press)

A high rating is more important for men (4.11), for women the coefficient is less (3.85).

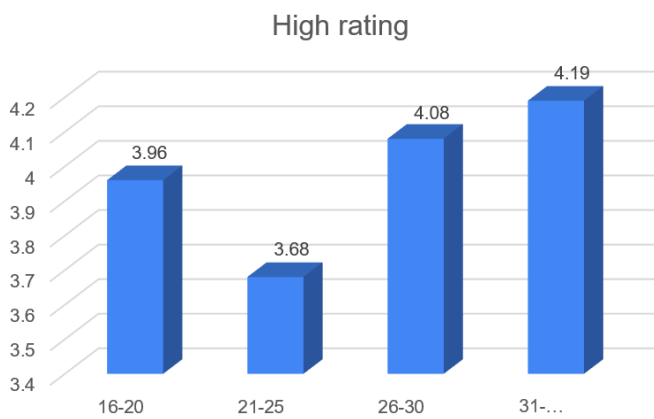
Figure 4.9



Source: own research

If we consider this factor in relation to age, then for the age of 31+ this factor is more important (4.19), then 26-30 (4.08), then 16-20 (3.96), and least of all 21-25 (3.68).

Figure 4.10

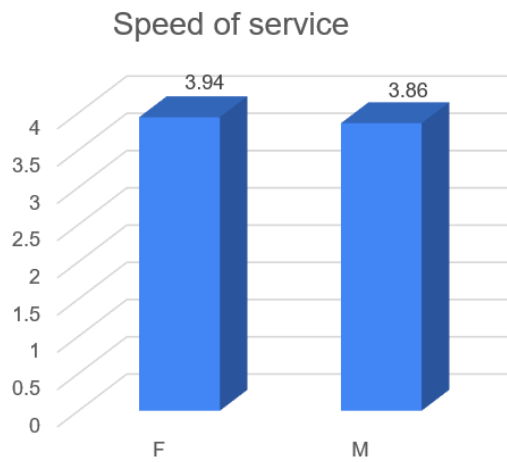


Source: own research

4.5.3 Speed of service

The speed of service factor is not particularly different for men and women. For women (3.94), for men (3.86).

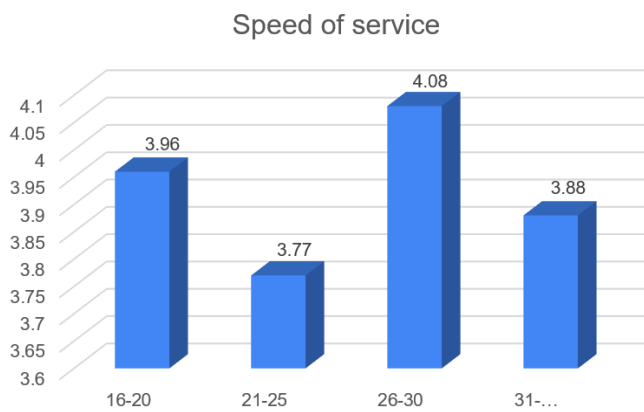
Figure 4.11



Source: own research

By age, this factor is most important for ages 26-30 (4.08), the difference between the others is not so big, 16-20 (3.96), 31+ (3.88), 21-25 (3.77).

Figure 4.12

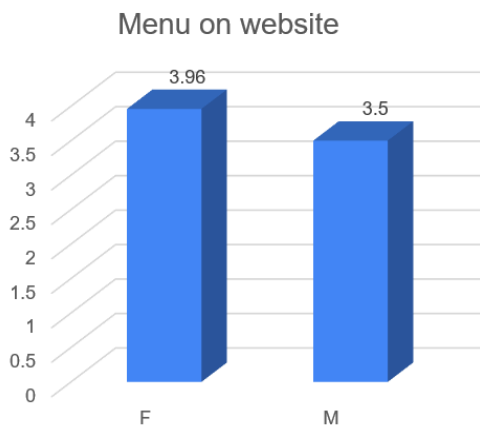


Source: own research

4.5.4 The ability to view the menu on the website

Having a menu on the site is more important for women (3.96), while for men (3.50).

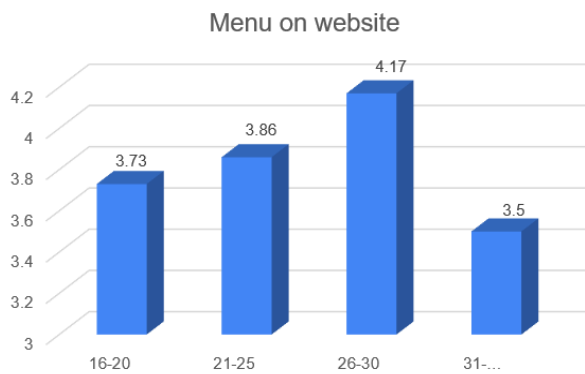
Figure 4.13



Source: own research

The factor menu on the site is most viewed by people aged 26-30 (4.17), for the rest 21-25 (3.86), 16-20 (3.73), 31+ (3.5).

Figure 4.14

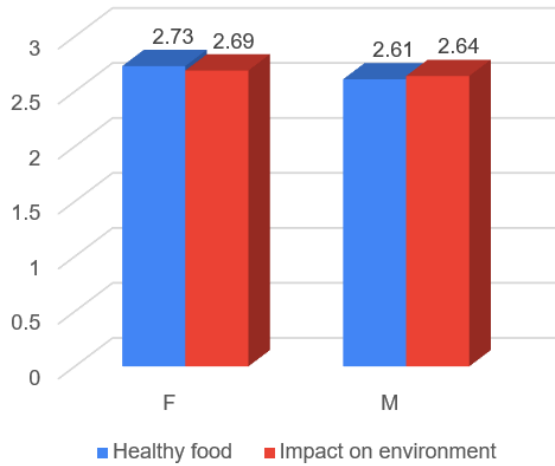


Source: own research

4.5.5 Factors of special interest

In the interests of this study, the impact on important issues for us was considered. The main selected factors for the study are healthy food and environmental impact. They are highlighted separately. The average coefficient is insignificant, lower the average. In general, out of 22 factors, they are in place 19 and 20. If we consider the coefficients of men and women separately, we can see that the results do not differ much.

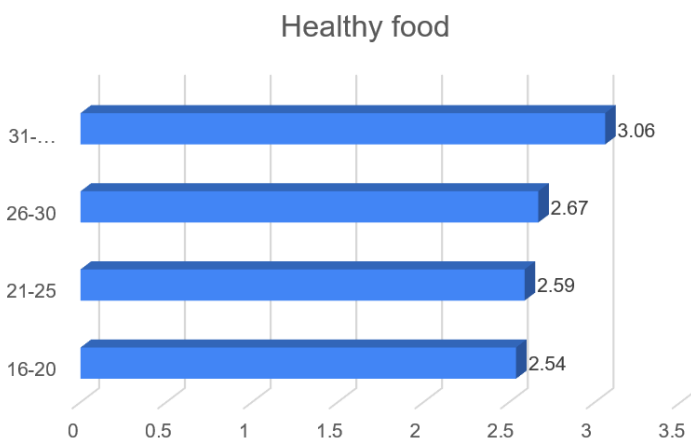
Figure 4.15



Source: own research

If we consider the age indicators of the Healthy Food factor, only the influence of ages 31+ stands out more strongly.

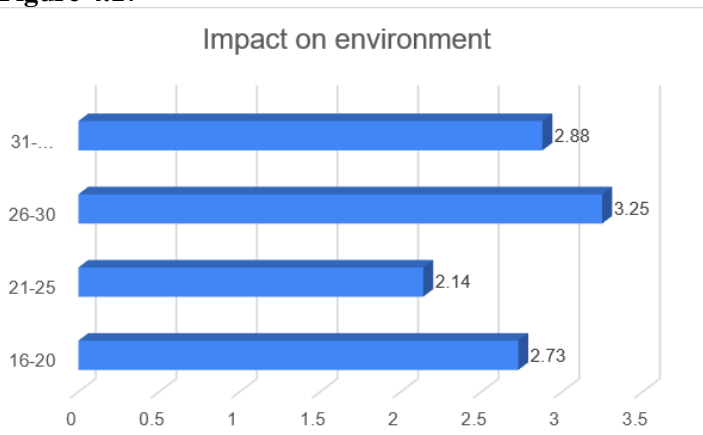
Figure 4.16



Source: own research

Environmental impact factor at the age of 26-30 years, more than 3.

Figure 4.17



Source: own research

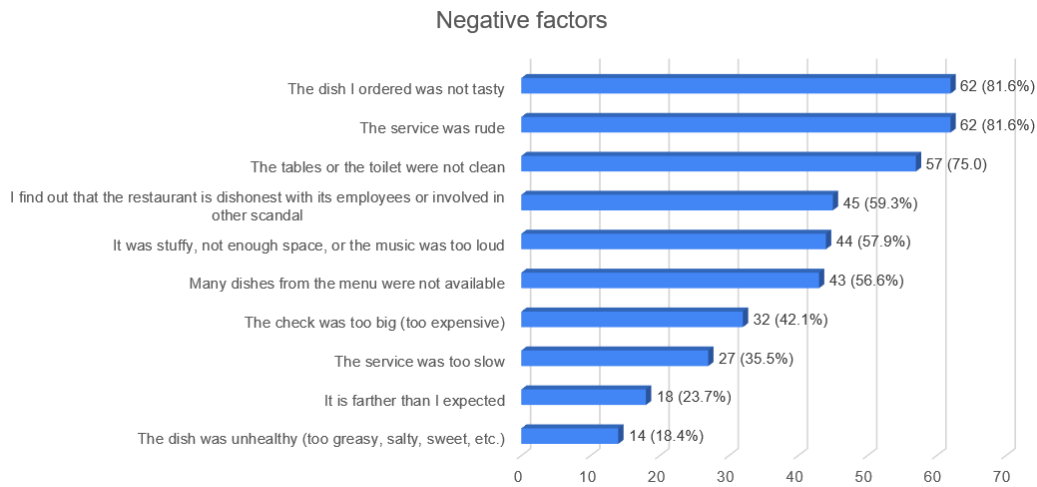
Also, respondents could answer one question that was not mandatory. Respondents could add their own version of the answer, which was not provided earlier. From the respondents' answers, there were such important factors as:

- cheap beer
- a good bar card
- availability of delivery
- the ability to take food with you
- good music
- beautiful interior
- opening hours at a later time (after 22:00)
- the possibility of service in different languages
- friendly atmosphere
- friendly staff

4.5.6 Negative factors

Of the proposed negative factors, the largest number of votes were received by rude service (62 people, 81,6 %), then tasteless food (62 people, 81,6 %), then cleanliness of tables and toilets (57 people, 75 %). The remaining factors received less than 50 votes. Interestingly, the top three did not include economic factors.

Figure 4.18



Source: own research

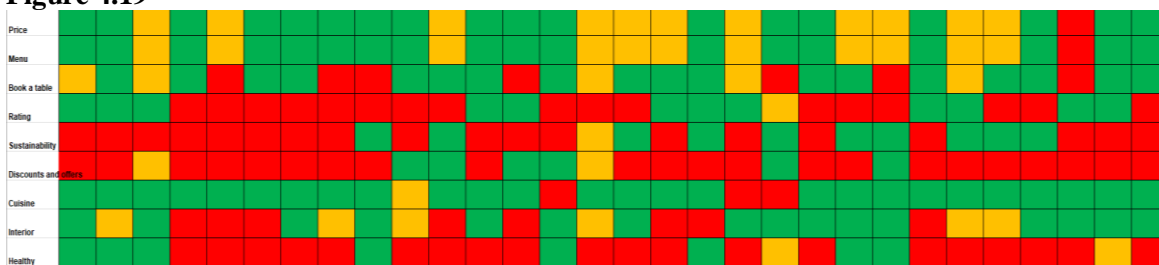
In order to fully answer the research question, we conducted a content analysis of web pages. For this purpose, 30 random restaurants located in the center of Prague were selected. Given the limited research opportunities and additional limitations associated with Covid, only the sites of these restaurants were investigated. Some factors important for buyers could not be investigated, such as proximity to transport routes of particular person, we could not check if recommendations of friends are used or if we can add or remove ingredients. Other factors are subjective and although could not be evaluated during field research (for instance if menu is "large"). A set of factors was identified by which the websites and advertisements of these restaurants were evaluated. Here is the list:

- Price indication (any indication of price either one dish or full menu)
- Possibility to book a table (not only contacts given, but mentioned possibility to book)
- Raiting (mentioned raiting scour of any tipe or direct link on site whe we could check the scour)
- Sustainability (any type of sustainable options- for instance, organic ingredients, only local food and other)
- Discounts (any kind of special offers with lower price including offers only for some social groups)
- Cuisine (any indication, "local food" was considered as indication of cuisine as well)

- Interieur (this factor was not mentioned by clients but widely used in advertising and site design, so, was invested)
- Healthy (any indication of healthy options- for example used receipts, ingredients and other, it was not checked if menu is really healthy)

The factors that are on the main page of the website, the factors that were available after the click, and the factors that were not found on the site were separately highlighted. The sites were investigated as of 21/02/2022. The overall results can be seen in the table, where the green factor is "on the main page", the yellow factor is "found after the click", the red factor is "not found" (List of reviewed sites in appendix).

Figure 4.19



Source: own research

The most popular element was the ability to view the menu on the website. This factor was found on 29 (96,7 %) of the sites, of which 11 (37,9 %) were after the click. These factors are absent on 1 (3,3 %) of sites.

The presence of the cuisine factor was on 27 (90,0 %) of the sites. Of these, 1 (3,3 %) were after click. On 3 (10 %) this factor was absent.

The factor book a table was on 23 (76,7 %) sites, of which 5 (21,7 %) was after click. On 7 (23,3 %) sites this factor was absent.

The presence of interior was on 22 (73,3 %) sites, on 6 (27,3 %) after click. On 8 (26,7 %) sites this factor was absent.

Factor rating was on 13 (43,3 %) sites, of which on 1 (3,3 %) was after click. On 17 (56,7 %) sites this factor was absent.

The factor sustainability was on 11 (36,7 %) sites, of which 1 (3,3 %) was after click. On 19 (63,3 %) sites this factor was absent.

Healthy factor was on 10 (33,3 %) sites, of which 2 (2 %) was after click. On 20 sites this factor was absent.

The factor that was on the least number of sites is the availability of discounts and offers. Out of 30 restaurants , only 8 (26,4 %) found this factor, of which 6,6 % after the click.

5 Results and Discussion

5.1 Recommendations

To make conclusions, it is necessary to return to objective - to find out the factors (and specifically their importance and configuration) influencing food choice in the sector of public catering (cafes, restaurants) in Prague. The factors influencing the choice of a restaurant were investigated, the trends that are forming now in order to foresee the future were studied, the trends in existing offers of restaurants were analysed. In this section will be considered how these factors are configured with each other.

The five most important factors that found in the survey used for the thesis influencing the choice of restaurants are:

- Recommendations from friends
- Average receipt
- High rating
- Speed of service
- Menu on website

The data from the research suggest that economic factors play the biggest role at least for women and the younger population, and factors such as "rating" and "recommendations from friends" are only a guarantee that money will be spent frugally. Possibility to view menu on site also guaranteed price indication. On the other hand, the dominance of a younger and female audience could distort the picture. Considering that the proportion of men among respondents and the proportion of 31+ was smaller, the strength of the factors could be different with a more even sample. So, we see that the "recommendations of friends" and a "high rating", both for men and for 31+, are even more important than for other groups. Also, the "price" factor for men is less important than for the average sample, for 31+, the "price" is on the fifth place only, and the opportunity to see the menu is not in the top five at all. Social factors have much more weight.

Interesting attitude to ratings among different age groups. In general, older respondents have more confidence in the ratings and recommendations of friends. It is noteworthy that the 31+ group values "ratings" higher than "the recommendations of friends. It can be assumed that when ratings emerged, the older generation was a more active participant in

the market and continues to be loyal to this. While the younger generation is joining the ratings idea just now, their voice has less influence, hence the ratings are not as trustworthy for them. Dishonest practices could also affect the credibility of ratings, but further research is required for more reasonable conclusions.

Content analysis found that content used by restaurants relate to delicious food (photos of dishes, mentions of cuisine), comfort during service (the possibility of reserving a table), and experience during the visit (interior photos).

Thus, the recommendations that can be given for restaurants to better meet the requirements of customers may be as follows:

- Implement activities that encourage the dissemination of recommendations among friends
- Encourage people to provide reviews, work on ratings, make ratings more visible
- Make the full menu available on the website (important for young respondents)

Analysing the factors after which people will not make a repeated visit, you can see the congruence of interests:

- Delicious dishes
- Fast and polite service
- Cleanliness.

Studying emerging trends, two of them were designated: "healthy food" and "sustainable food and practices". How important are the two main trends, and how they are reflected among customers? It is clear that the older customer, the higher interest in healthy food. The interest is also slightly higher among women. Considering that the percentage of women was higher than normal, the average weight of the factor is even lower. Given the higher interest of the 31+ group in healthy food (above average) and the small proportion in the number of respondents, further research is required to make well-founded conclusions.

For government and policy makers, could be recommended further informing about a healthy lifestyle and promoting healthy food among the population. Restaurants as active participants in the food market, which also have an impact on customer preferences, currently mostly do not put healthy food as their priority. Although they may exercise a

greater impact through their menu, it is important to provide that this food will be delicious, and the price will not be high (something that customers are sensitive to, especially young). Sustainability is an important issue for society, but not so important for customers yet. The most responsible age is 26-30, for whom the weight of this factor is more than average. This is an active group of people who can become the basis for further promotion of sustainability.

Government and policy makers should make efforts to promote sustainable practices, relying on the support of the above-mentioned group. Given that customers are very sensitive to taste and cost, these factors need to be considered and it is possible to subsidise sustainable food. Restaurants are beginning to understand the importance of sustainability, but so far only a small part are beginning to support this factor (However, given the fact that not all information was available, conclusions are made based only on information from the studied sites).

Restaurants have a direct impact on the cost of food and menus, allowing them to offer healthier and more sustainable food via changing ingredients and using other sustainable practices. It is also worth to check all EU programs and use their funds to reduce the costs associated with the transition to sustainable practices.

Given the importance of ratings and recommendations, it might be advised both to government policy makers and restaurant management to use influencers to promote more sustainable and healthy food. It is also possible to work with platforms that provide ratings. Now the ratings include only the service, perhaps health and sustainability should also affect the rating scores.

5.2 Limitations of research

The factors influencing the choice of a restaurant were investigated. However, there are some limitations to consider when interpreting results.

Main point of criticism concerns the number of participants. There are 76 people participated in the questionnaire. With the participation of a large number of people, clearer and more accurate information could be obtained. But to conduct such a large-scale study, funds are needed.

Another limitation with present research is uneven distribution of age groups. With more responses from age groups over 30, there would be more reliable statistic and possible we could get another statistical result.

Due to the current situation at the moment, it was possible to analyse offers only on restaurant websites. Perhaps the offers on the websites were different from the offers in the restaurant itself, it cannot be excluded that if the offers in restaurants were analysed, the data would be different. Most of the information may not be listed on the site.

Another limitation was that there were more women than men among the respondents. This should be taken into account when interpreting the data.

Final limitation of this research is the manner of distribution of the questionnaire. Some demographic groups were not reached, since some part of the population does not use the resources where the questionnaire was posted. Using the paper version of the questionnaire and using another channel of distribution could attract another demographic group, there is a chance that more accurate information would have been collected.

5.3 Suggestions for next research

For more profound understanding the factors that influence customer choice we can do sequent research. One case study was chosen (meeting friends). More cases could be investigated further. Seems more reasons to visit restaurants exist, surveys can be conducted for another reasons (business lunch, romantic date etc.). Further studies could investigate topic in more details and demographic information can be added for example education, level of income, occupation etc. Factors Healthy food and sustainability were investigated in general. In further researches it is possible to scrutinise those factors. Restaurants could be sorted by type for example fast food high cuisine. Offers of restaurants on the spot (not only websites) could be investigated for deeper understanding of practices.

6 Conclusion

The aim of the work was to identify the key factors influencing consumer behaviour when choosing a restaurant on the Prague market. The goal was to make recommendations to the government and restaurants using key factors and other characteristics.

The work was divided into theoretical and practical parts. The theoretical part gives an idea of the problem of consumer behaviour. Also in the theoretical part, the EU programs related to current topics were considered to determine what changes restaurants can expect in the near future. Two main trends were identified, these are sustainability and population health.

The practical part is devoted to the collection, analysis, and evaluation of primary information. To analyse the primary data, it was necessary to obtain a sufficient number of respondents visiting restaurants in Prague. The data was collected using an online questionnaire. A separate case "meeting with friends" was chosen to formulate a clearer task.

The results of the survey then showed that the most important factor is "the recommendation of friends". Other very important aspects were the "average receipt", the "high rating of the restaurant", the "speed of service", and the "availability of the menu on the website". Interestingly, as expected, economic factors were present in the top five, but social factors have a stronger influence, and the most important factor comes from social group. The factors of "health" and "sustainability" were not so important for customers.

In the second part of the study, a content analysis was carried out. This analysis showed which factors are most often present on restaurant websites. The three most important factors were "delicious food", "comfortable service" and "experience during the visit". The factors "health" and "sustainability" were also not a priority for restaurants.

The result of the work were recommendations for restaurants and the government. So, it is important for restaurants to use ratings more and encourage giving recommendations. Restaurants should remember that taste and price are important factors when choosing food. Restaurants can make a greater contribution to public health and sustainability, considering the above-mentioned recommendations. Recommendations were made for the Government to further promote the idea of healthy food, especially among young people. The promotion of sustainable food is also an important task for the government. Only one demographic group aged 26-30 highlighted this topic as important, respectively, the

government can rely on this group in its activities. Given that economic factors are in the top five for consumers, the government should use its resources to subsidize healthier and more sustainable food.

Having analysed the needs, interests of the government, and the offers of restaurants, it can be concluded that some of the factors important for consumers find a response among the offers of restaurants, especially economic ones. Social factors are underestimated among restaurants. Socially important issues of health and sustainability do not find a response among consumers and restaurants.

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8 Appendix

Questionary form:

Dear interviewee, the purpose of my research is to identify the main factors when choosing a restaurant. The case: You want to meet friends in a cafe or restaurant. Please answer each of the following factors, how much they influence your choice.

- Your age
- Your gender
- Close to transport routes
- Possibility to book a table
- The ability to view the menu on the website
- The presence of a specific cuisine (French, Italian, local, halal, etc.)
- A large selection of dishes (large menu)
- The menu corresponds to a healthy lifestyle
- Availability of special options (e.g., vegetarian dishes, gluten-free dishes)
- Availability of information in the menu about calories, proteins, fats, carbohydrates
- The ability to add or remove an ingredient from a dish
- The cost of meals (average receipt)
- Availability of discounts (personal discount or coupon)
- Speed of service
- I have seen an advertisement of this place
- My friends recommended this place to me
- High rating and good reviews (social media, press)
- The restaurant participates in projects to minimize environmental impact
- You prefer to choose a restaurant where you have a loyalty card
- Do you prefer the restaurants you know or go to new one (to explore)?
- Other important criteria (specify which ones)

"I won't go to a restaurant or cafe a second time if".

- It is farther than I expected
- The dish I ordered was not tasty
- The dish was unhealthy (too greasy, salty, sweet, etc.)

- Many dishes from the menu where not available
- The tables or the toilet were not clean
- It was stuffy, not enough space, or the music was too loud
- The service was rude
- The service was too slow
- The check was too big (too expensive)
- I find out that the restaurant is dishonest with its employees or involved in other scandal

List of investigated sites:

- umodrekachnický.cz
- beefbar.cz
- cafelouvre.cz
- staropramen.cz
- invitaly.cz
- udvoukocek.cz
- hlavkuvdvur.cz
- ujirata.lokal.cz
- mezisrnky.cz
- vinohradskyparlament.cz
- blackroyal.cz
- perte.cz
- lasagneria.cz
- uhoumra.cz
- restaurantsokolovna.cz
- zelena-zahrada.eu
- lasadelitas.cz
- restgiardino.cz
- klempirna-restaurant.cz
- mcdonalds.cz
- coloseum.cz
- etapa.cz

- spojka-karlin.cz
- sangam.cz
- ibn-restaurant.cz
- jamesdean.cz
- thepub.cz
- usumavy.cz
- ucizku.cz
- marthyskitchen.cz