

## THE RESEARCH OF THE VALUE SYSTEM AND FOOD CONSUMER PREFERENCES IN THE DOMESTIC CONSUMER SEGMENTS OF INSTITUTIONAL CATERING

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### **ABSTRACT**

*In our paper we have studied the food consumer preferences of institutional catering from a value-system oriented aspect, which was justified by the impacts of the recent changes in the value system that had taken place in the past few decades. In our opinion the value-system based consumer behaviour research helps explore the reasons and motives of selecting products and services together with the intrinsic relations of consumer behaviour to a greater extent. In our paper we have characterised the consumer segments of the domestic institutional catering by the value approach typical of them on the one hand, and by the selected way of their institutional catering, on the other hand. Due to our results we could justify that there was a relation between the value system, food consumer preferences and selecting the way of institutional catering, so the fact that the value theories interpreted on the food market are also valid for the consumer market of institutional catering was also proven.*

Keywords: value system, food consumer preferences, institutional catering

### **INTRODUCTION**

In our paper we would like to present the food preferences and motivations of institutional catering from a value-oriented aspect. The up-to-dateness of the topic derives from the value-system changes of the past decade, which have led to the emergence of the so-called “central values” even in the West European nutrition tendencies such as health, ethical considerations, time and pleasure. As a result of these changes, the analysis of values and value trends shaping purchase has come to the foreground of the research on food consumer behaviour. During our research we started from the fact that value had several impacts on consumer behaviour and product choice on purchase, so the models explaining food consumer behaviour based on the value systems served as the starting point of forming the concept of the research. These theories assume that consumers’ decisions and food selection go back to the value system and lifestyle (Grunert, 1996; Horváth, 1996; Dagevos-Gaasbeek, 2001). They have one thing in common, i.e. they approach the features of a concrete product such as food starting from the level of abstract values. The objective of this paper is to prove that there is a strong correlation between the segments created by the utility factors of the general value system and food consumption, as well as by the factors determining the way of institutional catering.

## **MATERIALS AND METHODS**

The results of the study are parts of a 1000-member national survey of 2008. In case of the national sample planned for 1000 members, conscious sample taking by quota was used. The national adult population in employment were taken as the basic majority. A standardised pre-tested questionnaire was used during the survey. The questionnaire inquired about food consumption, eating habits and furthermore, eating habits at workplaces were also studied together with lifestyle and value system besides the personal questions. For recording and statistical processing of the data, SPSS 13.0 was applied. During the processing of the results besides the descriptive statistics, bi- and multi-variable correlation analyses were made with the help of Chi-square trial, factor-, cluster- and variance analysis. Segmentation was carried out by K-means clusterising process at all times. Significance- and F-values were taken into consideration in case of the correlations examined by variance analysis. In case of the Chi-square trials the research of the intrinsic correlations of the certain relationships was made on the basis of the adjusted standardised residual values (AdjR).

## **RESULTS AND DISCUSSION**

### **Results of the value-system based on segmentation**

In accordance with our objective the examined sample was segmented on the basis of three criteria: based on the value system, food consumer preferences and the preferences of factors affecting the selection of the way of institutional catering. During all three segmentations the cluster procedure was carried out on the factors involved in the research. The analysis by the value factors resulted in 4 segments (*Table 1*).

The “hedonists” (110 persons) are characterised by short-range self-remuneration value hierarchy and love of life approach. Most of this group consists of males and the ratio of those who are single with a high income and living in the capital alone was higher than expected. Those “who want to comply” (500 persons) regard every value dimension more important than average. As this segment has the greatest number of elements, it is also the most difficult to define by basic variables. All that we could conclude was that the ratio of the city dwellers aged between 26 and 39 living in a 3-member-household was higher than expected. The group “without preferences” (123 members) underestimates everything, and moreover, it is them who assign the lowest values to most factors. In the segment the single dwellers of the capital show a positive deviation from the one expected besides the persons living in a two-member household and having a white collar job.

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

Table 1

Consumer group patterns based on the value system (N=997)

Value factors	F	sig	Hedonists cluster 1 N= 110	Who want to comply cluster 2 N=500	Those without preferences cluster 3 N=123	Moralists cluster 4 N=267	Total pattern N=997
freedom	12.41	0.000	4.60	4.65	4.19	3.65	4.32
enjoyable life	157.81	0.000	4.70	4.53	3.90	3.45	4.18
financial well-being	78.07	0.000	4.67	4.52	4.08	3.80	4.29
true friendship	52.99	0.000	4.37	4.76	3.91	4.45	4.53
calm, balanced life	131.17	0.000	4.25	4.92	4.15	4.82	4.73
health	46.64	0.000	4.60	4.95	4.59	4.94	4.87
good personal connections	115.81	0.000	4.18	4.78	3.86	4.59	4.55
a lot of free time	199.99	0.000	4.48	4.40	3.29	3.31	3.98
could afford themselves something good	118.13	0.000	4.58	4.45	3.66	3.59	4.13
thriftiness	40.75	0.000	3.09	3.94	3.24	3.70	3.70
rendering pleasure to others	14.59	0.000	3.60	4.58	3.45	4.25	4.24
inner harmony	226.02	0.000	3.70	4.82	3.60	4.61	4.49
happy family life	129.17	0.000	4.32	4.93	4.15	4.93	4.77
career, professional success	89.73	0.000	3.74	4.35	3.69	3.34	3.93
hobby	174.85	0.000	4.00	4.11	2.79	2.82	3.59
peaceful life	133.32	0.000	4.35	4.87	3.78	4.78	4.65

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

**Food consumer behaviour patterns**

To be able to prove the correlation between the value system, food consumption and institutional catering, the one hundred-member sample was segmented even by the utility factors of food consumption. The procedure resulted in the following food consumer behaviour patterns (*Table 2*).

**Table 2**

**Food consumer segments (N=997)**

The utility factors of food consumption	F	sig	Trendy health oriented cluster 1 N=118	Time conscious cluster 2 N=126	Those who want to comply cluster 3 N=253	Quality oriented cluster 4 N=165	Without motivation cluster 5 N=144	Price sensitive cluster 6 N=191	Total sample N=997
freshness	32.80	0.000	4.00	4.16	4.92	4.95	4.59	4.81	4.71
low caloric content	96.95	0.000	3.61	2.58	3.66	2.60	1.62	2.90	2.90
versatility	38.56	0.000	3.96	3.53	4.49	4.18	3.65	4.23	4.08
cheapness	31.69	0.000	3.19	3.35	3.27	2.90	2.76	3.91	3.29
good taste, fragrance	20.68	0.000	4.32	4.30	4.80	4.94	4.59	4.74	4.63
nice, attractive appearance	64.52	0.000	3.16	3.03	4.41	4.31	4.08	3.88	3.88
geographical origin	131.16	0.000	2.35	2.39	4.00	3.56	1.83	2.42	2.92
high nutritive value	90.40	0.000	3.36	3.56	4.00	3.87	2.00	3.54	3.45
vitamin-and mineral content	153.90	0.000	4.33	3.33	4.56	3.86	4.05	3.95	3.60
practical packaging	61.06	0.000	2.78	3.22	4.00	3.01	2.60	3.38	3.90
quick to prepare	105.49	0.000	2.90	4.02	3.99	2.23	3.04	3.48	3.20
brand name	36.14	0.000	2.72	2.54	3.64	2.41	2.88	2.82	2.93
exemption from artificial agents	134.48	0.000	4.33	2.69	4.54	3.86	2.80	4.06	3.86
long life	54.84	0.000	2.72	3.48	3.82	2.90	2.82	3.93	3.38
value for money	56.25	0.000	3.49	3.31	4.45	4.24	3.76	4.75	4.26
suitable portion	67.73	0.000	2.78	3.75	4.15	3.66	3.17	4.28	3.74

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

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

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

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

The “quality oriented” (165 persons) are those who look for delicious, tasty and nutritive foods. The role of geographical origin is ranked high, which, either in the form of domestic, or foreign tastes as well as curiosity to gourmets suits their behaviour. Among them the ratio of the elderly married men typically living in the countryside shows a positive correlation from the expected value.

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

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

### **Groups by individual preferences affecting the selection of institutional catering**

In accordance with my basic objective according to which the value system, food consumption and the way of institutional catering have a strong correlation, the sample was also segmented based on a tertiary criterion. Based on the results of the cluster analysis carried out by the factors considered in the selection of institutional catering, the following target groups were created (*Table 3*).

The “comfort-oriented lovers of traditional flavours” (126 persons) look for caterers of traditional tastes and substantial food and providing a wide range of additional services. Most members are men with high income in a white collar job. The proportion of the respondents who are single and possess a higher education qualifications shows a positive deviance from the expected value in the segment. Those “who overestimate everything” (241 persons) are the consumers for whom everything is important. The majority are married women. The number of the public servants in this target group is higher than expected.

**Table 3**

**Consumer segments by preferences of selecting the ways of institutional catering (N=997)**

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

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

For the “price sensitive” (180 persons) the facts that food should be value for money, the menu should be cheap and the workplace should cover part of the costs are more important than average. Most of them are married women with secondary school qualifications and with an average income. The ratio of the public servants

and those living in a household with more than four members is also higher than expected in this segment.

The “fashion –oriented” (137 persons) overestimate all the facts that are indispensable for today’s trendy nutrition. They select the way of eating depending on where they can consume dietary, organic or exotic food and it is also important for them that the caterer should guarantee good quality and they should also provide them with the current offers. Most of the segments are women with higher income than average. The “seekers of fast solutions” (190 persons) only regard the quickness of service as the main view and no other factor is ranked higher than average.

Those “without priority” (120 persons) underestimate all factors and none of the utility factors are more important than average. In this group the ratio of blue-collar men with elementary education and of those with high income is higher than expected.

### **The connection between the segments by value-system based consumer behaviour patterns and preferences of selecting the way of institutional catering**

The single target groups were also characterised by secondary descriptive variables besides the primary ones, but it is beyond the constraints of this paper to present all the secondary features of the segments formed alongside the three criteria, which can significantly define adherence to a cluster. Only some references were made to them when presenting the connecting points among the segments. First we examined the connecting points there were between the consumer segments of institutional catering and the value system based behaviour patterns (*Table 4*).

The “comfort-oriented lovers of traditional flavours” are the consumers who want everything and do not want to give up anything. As in the segment the ratio of the consumers with hedonistic features is higher than expected and seeking pleasure and experiences seem to be typical of them not only in their eating habits, but also in their attitude to basic human values. All in all, it is a logical consequence that among the self-remunerating, freedom-loving “comfort-oriented lovers of traditional flavours” the ratio of those “who want to comply” is much lower than expected.

Those “overestimating everything” over-rank all factors that can play a role in selecting the way of eating above average. The relation between value judgment and consumer behaviour refers to the fact that in this segment the ratio of those “who want to comply” is higher, while that of those “without preferences” is lower than expected, but the moralist way of thinking is not typical of the members of this segment, either.

“Price sensitive” are the consumers who keep controlling what and how much to spend on. This approach characterises them while making a choice between the alternatives of institutional catering. They expect a suitable quality at a good price and, last but not least, it is also essential for them that the caterer should cover part of their expenses on food. They are characterised by a behaviour which is free from extremities and consistency in judging the preferences affecting the selection of the way of institutional catering as well as human values. In this group the ratio of moralists with a balanced value system shows a higher value than expected, and in line with this it is not surprising that “hedonists” thinking in short-term and autotelic goals are represented to a smaller extent in the segment.

**Table 4**

**Correlations between the segments based on the value system and the preferences of selecting the way of institutional catering (N=997)**

Segments by the value system / Segments by preferences of selecting the way of institutional catering	Comfort-oriented lovers of traditional flavours N=126	Overestimating everything N=211	Price sensitive N=180	Fashion-oriented N=137	Seekers of fast solutions N=190	Without priority N=120
Hedonists N=110	20.6% AdjR=3.7	8.3% AdjR=-1.6	6.1% AdjR=-2.3	8.0% AdjR=-1.2	22.0% AdjR=2.2	11.7% AdjR=0.2
Who want to comply N=500	34.9% AdjR=-3.6	68.9% AdjR=6.8	48.9% AdjR=-0.3	31.8% AdjR=0.5	27.9% AdjR=-0.9	30.8% AdjR=-4.4
Without preferences N=123	14.3% AdjR=0.7	5.4% AdjR=-3.7	9.4% AdjR=-1.3	32.5% AdjR=2.1	26.0% AdjR=2.1	36.7% AdjR=3.3
Moralists N=267	30.2% AdjR=0.9	17.4% AdjR=-3.8	35.6% AdjR=2.9	27.7% AdjR=0.2	24.1% AdjR=-1.6	20.8% AdjR=-2.4

Measure levels: nominal, Chi-square trial, value=ADJR=corrected standardised residuums; %=ratio of column percentage by value system in the consumer cluster by the preferences of selecting the way of institutional catering

“Fashion-oriented” are those who declare that for them the possibility of having dietary, organic and exotic food is the most important during selecting the way of institutional catering. They expect their caterer to possess quality assurance and to inform them properly about the current offers. In their preference system the criteria that are regarded important for a modern, “trendy” consumer are echoed. The majority of this group is comprised by those “without preferences”, and I think that the members of this segment are so responsive to current nutritive trends because they do not really have a characteristic, stable value system. They support a certain nutritive trend for the sake of appearances and not because they are convinced.

For the “seekers of fast solutions” the most decisive factor is quick service when choosing the caterer. According to the consumer behaviour patterns the ratio of “hedonists” and those “without preferences” is higher than expected in this group. Their attitude of overestimating the role of time and free time is in accord with the hedonist behaviour. To our mind, the relatively high ratio of those “without preferences” can be explained by the fact that this target group has an instable value system and an undisciplined consumer behaviour.

Those “without priorities” are such a unique segment that rank all the factors below the average. Nothing is more important to them than average and they do



not thrive to maximise any of the utility factors. This behaviour is in accordance with the fact that in this group the ratio of those “without preferences” is much higher than expected. However, the marked presence of „moralists” and those “who want to comply” is not typical of this segment.

**The connection between the food consumer behaviour patterns and the segments of selecting the way of institutional catering**

We wanted to prove that a connection existed between the food consumer behaviour patterns and the segments by the preferences of selecting the way of institutional catering. This correlation was also analysed separately and it was concluded that these two segmentations were not independent from each other (Table 5).

**Table 5**

**Correlations between food consumer segments and the preferences of selecting the way of institutional catering N=997**

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

Measure levels: nominal, Chi-square trial, value=corrected standardised residuums; %=ratio of column percentage by value system in the consumer cluster by the preferences of selecting the way of institutional catering

Among the “comfort-oriented lovers of traditional flavours” the “time conscious” of the food consumer segments show a higher ratio than expected. So it is justified

that the main characters of food consumer preferences are reflected when selecting the caterer. It is also typical of the “comfort-oriented lovers of traditional flavours” that their system of preferences differs from the food consumers “who want to comply” to a great extent. To our mind it is very important to mention that the “comfort-oriented lovers of traditional flavours” is one of the target groups whose members frequently take the chance of using institutional catering. They seem to be one of the main target markets of institutional catering, they comprise about 12% of the total sample and they are characterised by time-conscious food consumer behaviour and the hedonist approach to values.

In the segment of „overestimating everything” (about 24% of the total sample) among the food consumers those “who want to comply” are in majority. It is true that overestimation and the attitude “considering everything important so as not to lag behind the others” appear in case of a certain consumer group that reflects the same attitude regarding basic human values and also when it comes to selecting food and the way of eating. In the segment of those “overestimating everything” the food consumers “who want to comply” are in majority being characterised by eating out and preferring traditional restaurants to using institutional catering. We think that it is them, the typical consumers, who look for the possibilities of expressing status and demonstrative consumption in eating out. As institutional catering cannot be regarded as a status symbol nowadays, it is no wonder that the members of this segment do not frequently visit the fast food restaurants, pubs or canteens in the neighbourhood of their places of work.

Among the “price sensitive” consumers the ratio of the “price conscious” food consumers is higher than expected. The common feature of both segments is that they expect good quality at a reasonable price when choosing either food or a caterer. They do not thrive to maximise pleasures, do not seek special flavours or special food. They prefer simple, reasonably priced offers of good quality. They typically do not frequent restaurants or make use of the possibilities of institutional catering. All in all, it is not a surprising result that the presence of the “time conscious” food consumers is not marked in the segment. Using institutional catering is not typical of the “price sensitive” cluster, which is a regrettable fact, as the cluster comprises a great number of consumers (18% of the sample), the winning of whose could mean a significant market expansion for institutional caterers. In our opinion the greatest chance for that would be if the employers could cover part of the food expenses of their employees in a greater number. Food subsidies or vouchers of a greater extent may even create “price sensitive” consumers who use the services of institutional catering.

In the target group of “fashion-oriented” the food consumers called “trendy health oriented” show a greater proportion than expected. The result is in accordance with the special features of the two segments outlined earlier. These two groups include consumers who, to disguise their uncertain value judgement, support the current nutritive trend, typically without being convinced, just for the sake of appearances. They are not characterised by eating out, either. However, on weekdays if they take the chance of institutional catering, surprisingly, they also visit fast food restaurants besides the traditional ones on a monthly basis, which

contradicts their preference system and thus highlights the inconsistent behaviour of the group. In the group of “fashion-oriented”, the “price sensitive” food consumers are also present besides those “without motivation”, but to a smaller extent than expected. In line with this, it can be assumed that it is not due to their price-consciousness that the “fashion-oriented” do not take the chances of institutional catering more frequently, but it can be contributed to the fact that it is not “trendy” currently. We think that it could be worth motivating the members of this target group – giving 13% of the total sample – to make a more frequent use of institutional catering. A communication policy or promotional campaign centred around a dietitian as an authentic person regarded to be competent by the “fashion-oriented” could be suitable for that purpose.

Among those “without priority” the food consumers without motivation show the highest ratio. This result is supported by the fact that the main characters of food consumer preferences affect the judgement of the factors considered when selecting the way of eating. All this is also supported by the result that the marked presence of those “who want to comply” is not typical of the segment.

Among the “seekers of fast solutions” the “time conscious” food consumers and those “without motivation” show a higher ratio than expected and, simultaneously, as a logical consequence of the previous one, the food consumers “who want to comply” have a smaller ratio. The “seekers of fast solutions” is another segment whose members frequently eat out or make use of institutional catering. The 19% representation of the group within the sample shows that although it is not the biggest segment but keeping it could be a strategic question for the caterers.

## **CONCLUSIONS**

Based on the results it seems that the use of institutional catering mostly correlates with time-conscious food consumer behaviour, as the common feature of the two groups most frequently making use of eating at workplaces (“seekers of fast solutions” and “comfort-oriented lovers of traditional flavours”) can be found in this food consumer character.

Besides time optimisation, expectations for comfort, product quality and additional services also appear. To our mind a breakthrough would be the improvement of these service elements for the professionals dealing with institutional catering. We think that these pieces of information provide opportunities for the caterers to get to know their target customers from more and more aspects, so by using a direct marketing activity they could reach their potential clients every day in all areas and in a varied form. By exploring the connecting points among the segments it has been proved that the value system affects the individual preferences of selecting the way of institutional catering, which is also influenced by the points of views of food consumption.

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