

SPECIFICATIONS OF THE DEVELOPMENT OF THE RESTAURANT MARKETING COMPLEX

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During the existence of marketing as a science and philosophy of business, there have been significant changes in the understanding of the essence of communications, their forms, tools, the formation of their complex and the actual mechanism of action. Such transformational changes are connected not only with changes in preferences, traditions, preferences and financial capabilities of individual consumers and their groups, but also with the radical transformations taking place in society and the world as a whole. The most powerful changes in the field of marketing communications took place in recent decades under the influence of the total informatization of society and the economy, the transition from the industrial to the post-industrial and digital economy.

Marketing activities are implemented by applying individual measures from a known set of them, combining these measures in relation to specific situations, together they form a system of marketing tools, which is defined as a set of techniques and methods that the firm uses to achieve the set goal and solve the relevant tasks. The marketing toolkit is designed to create such value for the customer that creates motivation to visit the restaurant and satisfies his real needs.

The issue of restaurant business and marketing tools is highlighted in the works of famous domestic and foreign scientists and practitioners. In particular, the famous British specialist and marketing consultant E. Elliot, American scientists R. Brymer, D. Bowen, F. Kotler, J. Maykens, J. Walker, as well as domestic scientists V. Arkhipov, V. Antonova, D. Grek, O. Durovych, I. Sokyrynyk, S. Tkacheva, I. Shevchenko and others try to explain the elements of the marketing complex of the hospitality industry. Along with this, many models of service marketing have been formed in world practice

and science: the model of J. Rathmel, P. Eiglie and E. Langeard, K. Grenroos, J. McCarthy, M. Bittner, F. Kotler.

In 1974, J. Rathmel first proposed a model that characterized the differences between the production and non-production spheres, emphasizing precisely the inseparability of the processes of production and consumption of services. This approach led to the transformation of classic marketing tasks, which were traditionally performed sequentially in the production sphere (production organization → marketing process → consumption monitoring), and simultaneously in the service sphere, and their addition with the functions of studying, creating, evaluating, promoting the process of interaction between them, who produces the service, and those who consume it.

Based on this approach, in 1976, P. Eiglier and E. Langeard substantiated the service marketing model "Servaction" or "service in action", in which scientists noted not only the simultaneity and inseparability of production and consumption processes, but also the intangibility of the service. Representatives of the Western European marketing school distinguished the visible part of service provision (the material environment and contact personnel) and the invisible part (the internal system of the organization), and also took into account the presence and possible influence of various consumers. According to this model, the task of marketing in the service sector defines the need to influence and control the specified factors. We should note that in further research, the model of P. Eiglier and E. Langeard became the conceptual basis for the formation of a model of the service marketing complex.

Using the approach laid down in the models of J. Rathmel, P. Eiglie and E. Langeard, representatives of the Northern School of Marketing continued the conceptual development of the service marketing model and terminology. We can state the fact that the most famous representative of this school, K. Grenroos, in the early 1990s introduced such concepts as internal marketing, service quality and interactive marketing into scientific circulation.

Along with this key issue of service marketing, the formation of a service marketing toolkit remained. It should be noted that in world science and practice, various approaches to the formation of the instrumental configuration of the marketing complex have developed, they are mostly based on the classic "4R" model developed by J. McCarthy. He substantiated the expediency of introducing additional elements to the service marketing complex by the fact that the service has specific characteristics: intangibility, inseparability of the provision and consumption processes, inconsistent quality, ephemerality and impossibility of storage, which must be taken into account when forming the service marketing complex.

F. Kotler, D. Bowen and D. Mackens singled out three main participants in the process of production and service consumption: company management; contact staff; consumers and three controlled links of relationships and, according to each of them, the concept:

- organization – consumer → concept of external marketing;
- organization – personnel → concept of internal marketing;
- staff - consumer → the concept of interactive marketing.

Attempts to further develop the theoretical concepts of service marketing are not complete at this point, so scientists and practitioners are trying to form the most optimal models of service marketing. Already at the beginning of the 21st century, relying on the key role of the service process, L. Lovelock proposed to introduce such components into the "7R" service marketing complex as: productivity and service quality, which initially caused a critical attitude, and later the problems of service quality and service maintenance became pay more and more attention. At the same time, criticism of L. Lovelock's model is not unfounded.

Thus, increasing the elements of the marketing complex should not be considered an end in itself, more productive from a scientific and practical point of view is the development of theoretical concepts and a methodological basis within the elements already included in it, in particular: scientific and methodological support for formation, definition, control, productivity improvement and in our opinion, the quality of service should be carried out within the "product" element - product policy.

The above approaches and models are developed and substantiated taking into account the peculiarities of the service sector, each of them complements each other, which ultimately allows to fully understand the processes and mechanisms that are based on the formation of an adequate tool set of external and internal marketing and the concept of relationship marketing.

Modern conditions of restaurant business require the development of an effective marketing complex of catering enterprises on an innovative basis that meets the needs of the market. The development of restaurant business establishments in modern economic conditions largely depends on the development and application of elements of the marketing complex, the skillful application of which will make it possible to form consumer loyalty to the brand of the establishment and ensure the necessary flow of customers. Actually, these features determine the need to use a marketing mix for the restaurant business, which consists of seven "7P" elements.

We will remind that in the service sector, three more elements are added to the standard set of tools - product, price, place, promotion - which form the basis of high-quality service - people, process and material certificates (physical evidence).

Let's consider the specifics of each marketing tool in the context of the restaurant business. So, the first element of the restaurant marketing complex is the product. A product does not necessarily have to have all the attributes that are important to the customer, but if it has at least one unique property that is of value to the target audience, it will definitely be in demand.

Actually, the specifics of the restaurant business as a branch of the service sector in the context of marketing understand the product to improve the quality of life of consumers by satisfying the need for high-quality, ecological, healthy, beautifully and deliciously prepared food and excellent service; in addition, properly built relationships with clients, optimal marketing policy and PR strategy, as well as taking into account the need to commercialize innovative developments (obtaining patents, registering trademarks).

A menu is used to present the product in the restaurant. Through the menu, restaurants offer consumers a complete list of dishes and drinks served in the

establishment. Accordingly, the menu is a means of communication through which the restaurant business presents the offered dishes and drinks.

An opportunity to improve such an element of the marketing complex as the product offered on the menu is food innovation. By food innovation, we understand the creation and subsequent offering to consumers of food and drinks that are fundamentally new or whose quality and taste characteristics are significantly different from the previous ones. The main purpose of the mentioned innovations is to create new preferences and innovative ways of presenting dishes.

Therefore, restaurants that specialize in mixed types of cuisine (Latin-Asian, European-Chinese) or combine ingredients that have never been used together before are a prime example of such innovation.

The next element of the marketing complex of restaurant enterprises is the price. Research shows that a fair market price is the price consumers are willing to pay for a particular menu item. Such a price has already been established in the market, and if the restaurant owner sets a higher price, then this price must be justified by the additional benefits that the consumer will receive (for example, the status of the restaurant, large portions).

Thus, in order to take into account the cost of each menu item, it is necessary to constantly monitor the fluctuation of prices for raw materials, periodically determining the average price and the amount of its deviations. Also, gratuities may or may not be included in the cost of meals, but despite this, staff training also creates an additional cost that must be reimbursed to the owner and included in the price. The price does not always reflect the real value of the product, it is significantly inflated in high-end restaurants to emphasize the status of the restaurant.

According to a study by Forbes magazine, for the successful operation of a restaurant, it must achieve a profitability of 5%, which determines the need for constant monitoring of not only the price, but also other financial indicators of the restaurant [1].

The next element of the marketing complex is the place. The place in the restaurant business is understood as the location, the number of seats (tables), the availability of products from suppliers [2, p. 44].

Actually, in addition to the location of the restaurant, the number of tables is important, it should be optimal, and it is determined taking into account the number of customers during peak hours or on holidays and on weekdays. It should be taken into account that the largest influx of guests is observed during the lunch period and in the evening. It was determined that the average duration of lunch is 30–35 minutes, and the duration of dinner is approximately 50–60 minutes. Therefore, the turnover of tables during lunch is almost twice as high as during dinner.

The fourth element of a restaurant's marketing mix is promotion. It has been established that premium-class establishments mainly use their own websites in their activities, advertise in the press, on television, on the Internet, etc. For a high-level restaurant, the usual means of communication are dishes from the chef, gifts from the establishment.

The most used marketing tools for the second segment of establishments are regular customer discount cards, outdoor advertising, and provision of additional services. Actually, depending on the status of the restaurant, promotion takes on a different nature. For the average restaurant, the best promotion tools are the use of special offers, discounts and coupons. An innovative approach consists in using non-standard means of communication.

For example, distributing biscuits or cakes with the business card of a restaurant or using doorknobs to attach good day tags to real and potential customers. An analysis of marketing tools shows that, despite their attitude to loyalty programs, more than half of all establishments regularly run one-off promotions. These are mostly promotions to attract new customers through outdoor advertising, flyers.

And to increase the profit from serving already existing customers through various table tents, tabs in the account with offers, discounts on the next visit, discounts on your favorite dish, etc. Market participants almost do not use local marketing, the use of which tools make it possible to orient services to the tastes and needs of local groups of consumers or even individual visitors, to imagine the client's expectations, the motives that prompted him to visit the restaurant, and accordingly to form a package of services that best satisfies his needs [3, p. 106].

One of the main tasks of a restaurant business marketer is to inform the target market about the product, the place of its purchase and about the manufacturer itself, it is equally important to convince the maximum number of consumers of the advantages of the restaurant service. In addition, it is necessary to form or strengthen the inclination of a certain number of consumers to use the restaurant service, as well as to develop the concept of relationship marketing.

Research conducted in the US hospitality industry has shown that the cost of retaining a repeat customer is only 20% of what it would cost to attract a new customer. A 5% increase in customer retention costs leads to an increase in the company's profit from 25 to 125% [4].

The next element of the restaurant business marketing complex is the staff (people). Therefore, the service staff is the basis of a successful restaurant. The restaurant business has a hierarchical structure, the top of which is the manager (sometimes several managers responsible for different areas of work), who chooses the lower ranks of the staff, invests, among other things, waiters, hosts (administrators), cleaners, dishwashers, etc. Cooks and other kitchen staff are usually selected by the restaurant owner. Since the main features of service personnel should be friendliness, stress resistance and the ability to work in a team, the interview is usually conducted in the form of a stress interview.

Let us note such an element of the marketing complex as the process. In the restaurant business, the process covers management style, division of responsibilities, service, cooking techniques, dish design. The main task of the manager is to maintain friendly relations with clients and resolve conflict situations.

The host or restaurant administrator also participates in maintaining relations. His main task is maintaining a customer database and booking tables taking into account

all customer requirements. Open Table is the most popular among restaurant service software products.

Therefore, good service is the key to increasing profits and replenishing the database of restaurant customers and fulfilling the main marketing task. Elite restaurants offer a high level of service, for which consumers are willing to pay much more than for the food and fine drinks themselves. The "hidden guest" method, in which an independent expert evaluates the level of service on his own, pretending to be a client, makes it possible to improve the service as much as possible. Research shows that this approach is very important in the hospitality industry. A high-end restaurant has another feature, namely the complexity of the technology. Only the freshest, selected products are used for cooking; the constant introduction of innovative technologies plays an important role. In the process of preparation, they resort to proprietary secrets, resulting in signature dishes.

Studies show that open kitchens are becoming a popular trend all over the world, when the guest observes the cooking process and can see for himself the professionalism of the restaurant's chefs. In this case, the customer can either receive his order from the waiter or take it personally from the chef, who will surely add something unexpected to the dish. This service process shows the client how special and close he is to the restaurant.

The final element of the proposed restaurant marketing complex is physical evidence. Actually, for a consumer who wants to emphasize his status and enjoy an ideal atmosphere and perfect dishes, the decisive factor in choosing a restaurant is physical evidence. Therefore, this element includes the external and internal decoration of the restaurant, the corporate style of clothing of employees, awards, etc. The design of a good restaurant is unique, everything, down to the smallest detail, corresponds to the corporate style. In the process of theoretical analysis, various approaches to the formation of a model of the marketing complex of restaurant enterprises were identified, their selection must be carried out taking into account the specifics and tasks of the marketing activity of a particular institution.

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