The influence of the names of the dishes in the menu on the choice in Serbian restaurants

Uticaj naziva jela u meniju na izbor u restoranima Srbije

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Article info	Abstract
	The names of dishes with a certain value, such as national, authentic, sentimental and others, are more attractive to guests and belong to the best-selling products of restaurant facilities. Dishes in menus that have the names of organic food have a positive impact on the choice of food offered in restaurants. Among other things, the paper analyzes the effects of dish names from a marketing aspect. The goal of this research was to determine whether the names of gastronomic products affect the selection and sale in restaurants, but also why and to what extent the name of the dish can affect the respondents' interest in a particular dish. Similar research was done in the past where different results were obtained, while this research was conducted in 2021 on a total sample of 462 respondents from the category of guests of catering facilities in the Republic of Serbia. After the analysis of the obtained data, results were acquired which show that descriptive names of dishes in menus can be a successful type of marketing in the business of restaurant facilities. The topic is of great importance for managers who need to know the psychology of the guest in order to promote, market and sell a gastronomic product or food to potential guests. ***Keywords:*** *marketing, gastrononomy, restaurant, menu*

Sažetak

Nazivi jela određene vrednosti, kao što su nacionalna, autentična, sentimentalna i sl., privlačniji su gostima i spadaju u najprodavanije proizvode ugostiteljskih objekata. Jela u jelovnicima koji imaju nazive organske hrane pozitivno utiču na izbor namirnica koje se nude u restoranima. U radu se, između ostalog, analiziraju efekti naziva jela sa marketinškog aspekta. Cilj ovog istraživanja bio je da se utvrdi da li nazivi gastronomskih proizvoda utiču na izbor i prodaju u restoranima, ali i zašto i u kojoj meri naziv jela može uticati na interesovanje ispitanika za određeno jelo. Slično istraživanje je rađeno i u prošlosti gde su dobijeni različiti rezultati, dok je ovo istraživanje sprovedeno tokom 2021. godine na ukupnom uzorku od 462 ispitanika iz kategorije gostiju ugostiteljskih objekata u Republici Srbiji. Nakon analize dobijenih podataka dobijeni su rezultati koji pokazuju da opisni nazivi jela u jelovnicima mogu biti uspešan vid marketinga u poslovanju ugostiteljskih objekata. Tema je od velikog značaja za menadžere koji moraju da poznaju psihologiju gosta kako bi potencijalnim gostima promovisali, plasirali i prodali gastronomski proizvod ili hranu.
Ključne reči*: marketing, gastronomija, restoran, meni*

1. Introduction

In addition to the fact that the name of the dish has a great influence on the perception and enjoyment of food, it also has a great influence on sales. The names of dishes associated with family had a greater impact on the sales of those associated with tradition or patriotism. Sentimental names of dishes that would evoke happy memories of family, tradition and patriotism in a person show that this type of name is associated with higher sales. The menu is a production management plan which all business functions of the catering company are based on and all business operations of production and service of food and beverages as the basics of restaurant and significant

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components of the hotel product take place around it (Tešanović, 2009). Based on the research, it was concluded that the name of gastronomic products and dishes can affect sales in catering facilities. Given the very small number of similar studies, the authors found it appropriate to determine the impact of marketing on potential consumers and their choice in choosing the type of food. Based on its sample, the research is representative, and can be used for broader research on similar issues. Based on the obtained results, and comparisons with similar ones, it is possible to determine business errors and direct route to consumers in advance, and to take corrective measures in order to improve the business of restaurant facilities. Human resources are one of the key resources for gaining and maintaining the competitive advantage of hotels. Increasing the value of human capital becomes a priority for hotel management (Ognjanović, 2020).

2. Literature review

2.1. Menus and experiences with food

The menu is a written offer of the restaurant and a mirror of its business (Antun & Gustafson, 2005; Magnini & Kim, 2016). Properly written menu that gives the correct information about the dishes and the complete design greatly contributes to the guest having a positive impression and experience in the restaurant (McCall & Lynn, 2008; Magnini & Kim, 2016). Although adequately written menus can significantly affect sales in restaurants, some research (Kalenjuk et al., 2016) shows that the management of these facilities largely does not know the rules of structuring and designing menus, which can be related to the neglect of modern trends in restaurants and gastronomy in Serbia.

The menu has its central position in the restaurant and it is the core of the food and beverage business of a restaurant. In particular, the menu can specify instructions that dictate what will be produced, what type of equipment and ingredients are needed, and what qualifications employees should have. In addition to the above, the menu is also a tool for communication and sale (Kincaid & Corsun, 2003). More precisely, in addition to the offer of food and drinks, the menu can also show the image of the catering facility and be the basis on which guests make decisions about their diet. (Antun & Gustafson, 2005; Virijević-Jovanović et al., 2020).

Previous studies also exhibit the importance of menus, so the authors dealt with various aspects of this topic, so Kivela & Crotts (2006) researched menu planning using experimental design, Kelly et al. (1994) and Raab et al. (2009) investigated pricing methods. Carmin & Norkus (1990), Parsa & Hu (2004) and other authors investigated the psychological influence of prices, which is an important factor for this work as well. According to Fatimah et al. (2011) restaurant guests often think about food safety, which is one of the key attributes when choosing a restaurant, and which can affect the overall business of the facility. Food is a basic need of human daily life however, there are few papers that consider the

characteristics of food while there are many different perceptions about food (Vukolić, 2020). For example, food can have different roles - from meeting basic needs, social and cultural needs, social status needs, aesthetic experience and other roles (Richardson et al., 2002; Vojinović, 2016; Vukolić et al., 2021; Vukolić, 2020). In general, there are a number of experiences that can be associated with dining. Nutrition is not just a necessity on the trip. During the holidays, dining is an activity in which food is consumed for pleasure, which is a unique and pleasant experience for tourists (Quan & Wang, 2004).

Dining in a certain destination can amplify different moments of vacation so that in some cases, food can be the most impressive part of the trip and can greatly improve the travel experience of tourists. Dissatisfaction with the food service in the destination can ruin the overall experience of tourists, and can even distance tourists from the destination (Wasnik et al., 2001; Tešanović et al., 2016; Gajić et al., 2020a). The culinary tradition of a certain place can reveal the character of a society and, to a certain extent, the mentality of the members of that society (Stone & Sidel, 1992; Vukolić, 2020; Gajić et al., 2020a). Domestic, national cuisine is often one of the most interesting moments for many tourists. It often leaves the strongest impression and can be a reason for many visitors to come again (Baltić et al., 2018).

Author Bessiere (2002) "suggest that food is a symbolic form of communication and for this reason, consuming local food is an important way to explore another culture because it allows an individual to experience others on a sensory level and not just intellectually." Food as a destination identity can attract a wide range of tourists as local cuisine can enliven cultural experiences, cultural identity, communication and status." The unique identity of a particular food and food culture offers a recognizable image of each region, which can be effectively used to differentiate destinations.

The question of sustainability is related to food and identity, culture, and production. According to Bessiere (2002) „aesthetic experience is defined as the capacity of a product to delight one or more sensory modalities of the consumer." According to Kivela & Crotts (2006) this type of experience is related to the sensory evaluation that the consumer has while having a physical interaction with the product and the aesthetic experience of food comes from the visual, olfactory, sound, taste, and tactile senses, because local cuisine is a product that affects all five senses.

2.2. Factors that influence the promotion and sale in restaurant

Bessiere (2002) in his paper concludes the term „formal product refers to the specific characteristics offered by a product, this is usually related to the characteristics of the product, its packaging, branding and quality". For local cuisine, the formal product includes several categories such as sensory evaluation, novelty, ingredients, price and packaging (Bessiere, 2002). Several attributes of local cuisine that encourage individuals to try it are related to

the characteristics of food that can be received by the senses (Stone & Sidel, 1992) or their organoleptic properties. Responding to these senses, the characteristics of the food observed in this study include visual appearance, taste, and aroma. The visual appearance, which includes the color, shape and presentation of the food, encourages tourists to try the local cuisine. This is one of the reasons why restaurants show gorgeous photos of their dishes in the menus and why so much attention is paid to the presentation of dishes to potential customers (Benjamin et al., 2010).

Numerous studies have already discussed how the color of food affects the perception of taste. For example, blue was considered an appetite suppressant color while warm colors (red and yellow) were considered appetite stimulating colors and the like (Stroebele & Castro, 2004, Benjamin et al., 2010). In addition to aroma and visual appearance, taste is also an important attribute for measuring the quality of local food. In cooking, the six basic recognized flavors are: sweet, salty, sour, bitter, spicy and astringent. Although individual definitions of good taste vary, taste is one of the standards used in assessing the attractiveness of local cuisine. Aroma is another attribute that appears as an item to examine food perception. Scientific research claims that factor stimulation plays a significant role in taste perception; without it a person cannot evaluate food (Gong et al., 2008; Benjamin et al., 2010). At the same time, aroma can be the final attribute in measuring the quality of local food related to sensory evaluation, which is the overall sensation that is induced during chewing. Aroma is a significant factor that makes the local cuisine stand out. In addition to attributes (sensory evaluation), other attributes that have an impact on the perception of gastronomy should be taken into account, such as: fresh and natural ingredients, an argumentative product of local cuisine and a reasonable price. Fresh and natural ingredients are popular among consumers.

The term argumentative product refers to the products and services that surround the product itself, providing added value to consumers. While these benefits may not be the main reason driving consumers to buy a product, the inclusion of these items reinforces their decision when shopping (Vojinović, 2016; Vukolić, 2020; Vukolić et al., 2021). Bessiere (2002) pointed out that „the demand for fresh and natural ingredients reflects a tendency towards a healthy diet. Western nutrition theory suggests that fresh and natural foods have greater nutritional value than processed foods". Delicious dishes are made with fresh and natural ingredients, while exotic dishes are prepared using new ingredients that are considered exotic and in some cases inedible (Bessiere, 2002). Expenditure during travel constitutes a kind of temporary consumption. Tourists sometimes indicate unusual behavior when it comes to consumption on vacation. They could afford more than usual and spent their savings, which they probably collected for a long time, on one vacation. Tourists may have more money for food during the trip compared to the budget they have when they are at home (Gajić, 2020a; Gajić et al., 2020b, Vukolić, 2020).

The attributes related to the health of the respondents are twofold - one concerns hygiene and the other focuses on nutritional value. Elsrud (2001) claimed that the experience of real local cuisine also implies a risk to health due to low levels of cleanliness and other sanitary measures. The notion of tourists about nutritious food is related to the issues of the presence of more desirable food components important for a balanced meal (Elsrud, 2001; Zaper, 2004).

The cultural significance of local cuisine can be expressed by the following attributes: dishes with attractive names, representativeness of dishes, the authenticity of the cuisine, dishes associated with folk tales, and the reputation of local cuisine. The name is an important factor in attracting tourists to try dishes that represent local cuisine. The names of dishes from western are quite obvious and are mostly called according to the ingredients, appearance, and cooking method (Tešanović et al., 2016). Obviously, for some tourists for whom the local cuisine must be authentic, the food must be prepared according to the original recipe by a person with high cooking skills, while for other tourists apparent authenticity is sufficient. Therefore, some tourism-oriented institutions tend to leave the decision on the intensity of local taste to tourists (Cohen & Avieli, 2004).

Tourists greatly appreciate the dishes associated with folk tales. Previous studies suggest that the stories behind the dishes that make up the local cuisine offer an unforgettable experience to tourists (Mason & O'Mahony, 2007). In other words, stories that relate to the origin of a dish or show the connection of a dish with a famous person, add a cultural connotation that enhances the cultural competitiveness of the local cuisine. Therefore, spreading the story promotes awareness, which makes the food recognizable and easy to remember. In practice, local food producers and destination marketing experts can use stories about local dishes, as most food is sold with background stories (Whasnik et al., 2001; Whasnik et al., 2004).

Stories can be written on any of the three main themes (i.e. product, process or place of origin) or they can be a combination of these themes (Ilbery et. al., 2005). According to Percy and Rossiter (1992) the reputation of the local cuisine usually raises the awareness of tourists while awareness helps a brand or product to get an advantage when consumers make a purchase decision. The research of Roberto et al. (2010) analyzed the influence of calorie labels in the menu on the choice of food by guests.

Authors Bacon and Krpan (2018) investigated the influence of menu design on the choice of vegetarian food. The results showed that the recommendation and descriptive menus increased the likelihood of vegetarian dish choices for infrequent eaters of vegetarian foods, whereas these effects tended to reverse for those who ate vegetarian meals more often.

Scheme 1: The impact of globalization and localization on the culinary offer in the destination
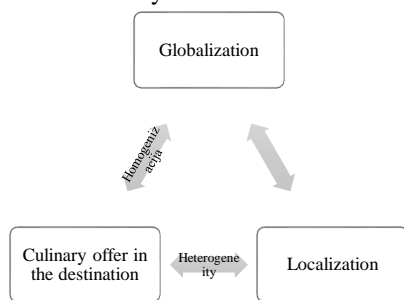
Source: Mak et al., (2012)

3. Methodology

The research was conducted from April to August 2021. In the research, 500 surveys were forwarded while 462 of them were returned and analyzed. The questionnaire used was based on a survey conducted by the authors Vojinović (2016) and Vukolić (2020). Respondents from 24 a la carte restaurants in six cities (Belgrade, Novi Sad, Vrnjačka Banja, Šabac, Sremska Mitrovica and Požarevac) in the Republic of Serbia participated in the survey. These cities were chosen because they are the central cities in each district in which they are located and because they house important restaurant facilities. The facilities selected for research have differently conceived menus (some are with traditional offer, some with modern, some that offer healthy food that is prepared from organic foods). The survey was distributed online via the email addresses of the respondents. Data on respondents (email addresses) were collected through restaurant employees who have live contact with guests.

For the purposes of this research, structured survey questionnaire was purposely formulated, which contained questions from two parts. The first part contained questions with a demographic description of the respondents and the second part related to the names of dishes and menus. SPSS software program version 26.0 was used for statistical analysis. The reliability of the questionnaire was checked by the Cronbach's Alpha test, which must be greater than 0.07. ANOVA or analysis of variance was used, which consists of examining the variability of arithmetic means from several randomly selected samples, where the total variability (total variance) is divided into components, ie variability due to the influence of the applied treatment and random variability. Categorical variables (features) are shown by relative (%) frequency.

The central tendency of numerical features is shown by the arithmetic mean (AM) and the scatter by the standard deviation (SD). The frequency distribution of numerical features was examined by indicators of skewness and kurtosis. Since all variables are normally distributed, parametric statistics methods were used. One-way analysis of variance was used to examine the differences in the arithmetic means of several samples, one categorical variable with several modalities and another variable of the interval level. The selected significance level is 0.05. Regression statistics were performed to

determine whether menu names could predict food choices. Generally speaking, the instrument shows satisfactory measuring characteristics.

The authors of this paper relied on similar research, from which structured questionnaires with modifications and final comparisons of the questionnaire were taken. In similar research (Vojinović, 2016; Vukolić, 2020), different results were obtained at different locations. In recent times, there is a need for similar research. In this paper, researchers pay special attention to the psychological marketing moment, which is very important for achieving the most realistic results. After a detailed analysis of the results, it was concluded that marketing is an important mean of sales in the hands of the management of a catering company.

Hypotheses were approached during the research:
H0: The name of the dish in the menu influences the choice of restaurant food.
H1: There is a statistically significant difference between respondents of different educational levels on the choice of restaurant food.
H2: There is a statistically significant difference in better advertising of the names of dishes on the choice of restaurant food.
H3: Name of the menu indicate the extent to which can predict food choices.

4. Results and discussion

4.1. Sample analysis

Total of 462 respondents participated in this research, of which 184 (39.8%) were male and 278 (60.2%) female respondents.

Table 1. Demographic characeristics of research participants

Category	Values and results		
		N	%
Gender	Male	184	39.8
	Female	278	60.2
Age	18-30 years	77	16.7
	31-40 years	262	56.7
	41-50 years	60	13.0
	51-60 years	45	9.7
	More than 60 years	18	3.9
Education	Primary school	6	1.3
	High school	190	41.1
	College or university degree	229	49.6
	Master or doctorate	37	8.0
Salary	Low average salary	67	14.5
	Medium average salary	233	50.4
	High average salary	151	32.7
	Unemployed	11	2.4

Source: Author's calculation based on SPSS 26.0

In terms of age, the majority of respondents belong to the age group 31 to 40 years (56,7%), followed by the age group 18-30 (16,7%), 41 to 50 (13%), 51 to 60 (9,7%), and finally over 60 years of age (3,9%). In terms of education, most of the respondents have a college or

university degree (49.6%), followed by the ones with a high school diploma (41.1%), master's degree or doctorate (8%) and, as expected, the least of them with primary school (1.3%).

Significant for the research is the average salary that the respondents have because this data can significantly affect the final results of the research. To this question, most respondents indicated that they have a medium average salary, 233 (50.4%), slightly less have a high average salary 151 (32.7%), 67 (14.5%) have a low salary while 11 (2 , 4%) are unemployed and have no earnings as can be seen in Table 1.

4.2. Results

This reliability is investigated by Cronbach's Alpha which must be greater than 0.07 (Kaiser, 1974). In the case of this research, the value of this test is 0.962, which indicates the high reliability of the questionnaire.

Tabela 2. Cronbach's Alpha test

Cronbach's Alpha	N of Items
0.962	13

Source: Author's calculation based on SPSS 26.0

In order to obtain more reliable results, it is necessary to analyze how often the respondents visit restaurants. The survey emphasized that the assessment was made before the Covid-19 pandemic. When asked "how often do you visit restaurants before the Covid-19 virus pandemic?", The following results were obtained: before the pandemic, the largest number of respondents visited restaurants several times a month, 369 of them (79.9%). A smaller percentage of them - 48 (10.4%) visited restaurants once a week while 35 (7.6%) visited restaurants several times a year. The smallest number of respondents, 10 of them (2.2%) out of 462, do not visit restaurants as can be seen in Table 3.

Table 3. How often do you visit restaurants?

Criterion	N	%
Once a week	48	10,4
Several times a month	369	79,9
Several times a year	35	7,6
I don't go to restaurants	10	2,2

Source: Author's calculation based on SPSS 26.0

Of great importance for understanding the problems of this paper is exactly how much time the respondents stay when visiting the restaurant. The largest number of respondents spend from one to three hours in a restaurant, 359 of them (77.7%). A much smaller percentage, 53 of them (11.5%) spend more than three hours, while 40 (8.7%) respondents spend up to an hour in a restaurant. As expected, based on the data from Table 2, a smaller number of respondents do not visit restaurants or do not spend time in a restaurant, 10 of them (2.2%).

The main part of this survey was related to the evaluation of dishes and menus by the respondents. Grading was performed using the Likert scale (5 - strongly agree; 4 - agree; 3 – undecided; 2 – disagree; 1–strongly disagree).

Respondents were offered six menus with dishes (appetizer, main course with salad and side dish and dessert) with different names. All menus are grouped into 6 categories: menu with classic names of dishes, menu with sentimental names of dishes, menu with national names of dishes, menu with names of dishes of organic origin, menu with traditional names of dishes and menu with modern names of dishes. Respondents evaluated all dishes with special names separately, as can be seen in Table 4.

Table 4. Rating of menus according to the names of dishes

Menu	Grade according to the Likert scale				
	1	2	3	4	5
	%				
Classic	29.2	4.1	35.5	1.7	29.4
Sentimental	1.1	3.5	29.4	62.8	3.2
National	1.5	35.3	30.3	29.2	3.7
Organic	3.5	27.5	1.1	1.1	66.9
Traditional	27.1	29.4	1.7	35.7	6.1
Modern	4.1	27.1	1.9	1.9	64.9

Source: Author's calculation based on SPSS 26.0

In order to better understand the assessment of the menu by the respondents, Table 4 will show the arithmetic mean (AM) and standard deviation (SD) for each menu separately.

Table 5. Evaluation of the menu by the respondents

	AM	SD
Menu with classic names of dishes	2.98	1.552
Menu with sentimental names of dishes	3.64	.657
Menu with national names of dishes	2.98	.924
Menu with the names of dishes of organic origin	4.00	1.448
Menu with traditional names of dishes	2.64	1.361
Menu with modern names of dishes	3.97	1.458

Source: Author's calculation based on SPSS 26.0

From the previous table 5 it can be seen that a significant number of respondents consider the most attractive dishes with names of organic origin (AM= 4.00; SD = 1,448). It is assumed that this is due to the fact that modern dietary trends are tied to food that is of organic origin. The menu with modern names of dishes received a slightly lower grade, but it is also considered one of the most attractive, ie guests will be happy to choose these dishes (AM = 3.97; SD = 1.458), while a significant number of respondents will also choose dishes which bear sentimental names (AM = 3.64; SD = 0.657). Other menus received slightly lower marks, with menus with dishes bearing classic names (AM = 2.98; SD = 1,552) and menus with national names of dishes (AM = 2.98; SD = 0.924). The lowest average grade was given to the menu with traditional names of dishes (AM = 2.64; SD = 1.361), which is not the case in some previous studies (Vukolić, 2020; Vojinović, 2016). It is considered that this is because a large number of respondents from different parts of the Republic of Serbia participated in this survey. In order to determine whether the level of education has an influence on the choice of dishes with certain names, the homogeneity of variance was first examined.

Table 6. Tukey test - the influence of education levels on food choices

Education of respondents	N	Subset for alpha = 0.05
		1
Primary school	6	2.83
College or university degree	229	3.03
High school	190	3.08
Master or doctorate	37	3.16
Sig.		.797

Means for groups in homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 19.673.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Source: Author's calculation based on SPSS 26.0

The homogeneity test of variance established that this precondition was not fulfilled because the level of significance of the homogeneity test was higher than sig = 0.005, ie during the test it was sig = 0.540. Due to the above, the Brown-forsythe test was developed. The significance level of the Brown-forsythe test was sig = 0.540. Analysis of variance revealed that the value of F = 0.721, which is less than 1, and therefore it can be concluded that the educational level of the examinees does not significantly affect the choice of dishes with different names, which rejected the hypothesis H1, which stated that there is statistically significant difference among respondents of different educational.

Table 6 provides an insight into the results of the PostHoc test (TukeyHSD) and shows that all respondents from different categories of education gave similar scores for menus with different dish names thus confirming the above ? in Tables 5 and 6. In previous studies, it was not significantly analyzed to what extent the marketing and promotion of a particular name of the dish can influence the choice of the guest (respondents).

In Table 7 it can be seen that the vast majority of them 423 (91.6%) believe that proper promotion of dish names can affect to them to choose just that dish. Also, as can be seen that only 25 (5.4%) respondents believe that they cannot be influenced by strong marketing and promotion in order to choose a dish. To the same question, 14 (3.0%) respondents are not sure whether promotion and marketing can influence their choice when it comes to restaurant meals.

Table 7. Does the promotion of the name of the dish can influence your choice of dishes?

	N	%	AM	SD
Yes	423	91.6		
No	25	5.4	1.11	,403
Not sure	14	3.0		

Source: authors research

Table 8. Multiple regression analysis[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Menu with classic names of dishes	0.213	0.093	0.154	2.309	0.012
Menu with sentimental names of dishes	0.535	0.062	0.578	8.668	0.000
Menu with national names of dishes	0.034	0.059	0.038	0.574	0.567
Menu with the names of dishes of organic origin	0.677	0.076	0.578	7.555	0.000
Menu with traditional names of dishes	0.034	0.051	0.039	0.622	0.054

a. Dependent Variable: Menu
R^2 0.68

Source: Author's calculation based on SPSS 26.0

The table of multiple regression analysis (Table 8) shows the partial contribution of each of the factors and the statistical significance in predicting to determine in which extent can menu name predict the food choice. The model explained a total of 68% of the variance. Parameter B represents the standardized partial contribution, more precisely whether that predictor itself has significance in the prediction. Beta is interpreted as a correlation of how much the predictor is related to the criterion variable.

The following results are indicate that indicate the extent to which menus can predict food choices: Menu with classic names of dishes p = 0.012, B = 0.213, ß = 0.154; Menu with sentimental names of dishes p = 0.000, B = 0.535, ß = 0.578, Menu with the names of dishes of organic origin p = 0.000, B = 0.677, ß = 0.578. However, other types of menus do not show statistical significance in predicting the criterion variable.

Based on the above, it is concluded that the marketing and promotion of the name of the dish can influence the choice

of dishes by respondents or potential guests in the restaurant. Hypothesis H2, which states that there is a statistically significant difference in better advertising of the names of dishes on the choice of restaurant food, was confirmed. Also, hypothesis H3 is confirmed - names in menus can predict food choices.

5. Conclusion

Various studies indicate that the effect of giving attractive names to dishes lasts and is not temporary. This research confirms that when creating menus, one of the important items to which special attention should be paid are the names of dishes. In addition to the attractive and authentic offer that the restaurants places on the market by giving authentic, national or sentimental names to dishes, it also affects the preservation and promotion of gastronomic culture and traditions of the region, while various studies have concluded that lack of culinary skills is one of the key problems while preparing meals which can later reflect on health and its perservation. The level of

competitiveness in the field of traditional food production is not particularly good, despite the fact that there are all the preconditions for its accelerated growth in order to promote traditional dishes.

The menus are formulated with certain names, namely menus with the names of dishes: classic, sentimental, traditional, national, organic and modern. After researching conclusions were reached: the initial hypothesis H0, which states that the name of the dishes in the menu influences the choice of restaurant food, is confirmed and the results and conclusions of this study can contribute to better marketing management and the management of the catering company. The educational level of the respondents doesn't significantly affect the choice of dishes with different names.

This research indicates that better advertising of the names of dishes on the choice of restaurant food affects the business of the catering facility. Based on this study, it can be concluded that descriptive names of dishes in menus can be a successful form of marketing in the business of a catering company. Names with a certain value are more attractive to guests, and these dishes can be among the best-selling products of the facility. Such and similar research needs to be conducted after a certain period of time in order to determine the current attitudes of the guests and in order to improve the business of the restaurant facilities.

The practical results of this research are reflected in the ability of restaurant managers to use them in the proper composition of menus and improve the offer in the restaurant itself. The limitations in this research are reflected exclusively due to the impossibility of conducting a live survey due to the Covid-19 pandemic.

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