INTERNET + CATERING STATUS, PROBLEMS AND COUNTERMEASURES ANALYSIS

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Abstract: With the development and popularization of Internet technology, "Internet +" as a new economic form has brought huge transformation opportunities for the catering industry. On the basis of previous studies, this article analyzes the development status and existing problems of the Internet + catering industry, and proposes targeted development suggestions, with a view to promoting the sustainable and stable development of my country's catering industry in the Internet + new era.

1 RESEARCH BACKGROUND

In my country, the catering industry has always been an industry with a large market but a relatively conservative operating model. With the development of Internet technology and the continuous development of consumer demand for diversification, convenience and individualization, the effective combination of the Internet and the catering industry. It has development potential that cannot be underestimated. Internet + catering refers to the use of various information tools on the Internet by catering companies to optimize their own management models, improve business efficiency, and improve services to consumers.

Since the government proposed the "Internet +" strategy during the two sessions in 2015, "Internet +" has penetrated into all walks of life, and new models such as "Internet + finance" and "Internet + healthcare" have emerged. With the continuous promotion of the concept of "Internet +", the traditional catering industry has also conformed to the trend of the times, constantly innovating and upgrading, and its structure has undergone tremendous changes, gradually transforming to "Internet + catering". According to statistics from the National Bureau of Statistics, my country's catering revenue exceeded 4.6 trillion yuan in 2019, a year-on-year increase of 9.4%. Analysys big data analysis released the "China Catering Supermarket Digital Practice Insight 2020", which shows that the scale of Internet catering take-out transactions in 2019 exceeded 727.4 billion yuan, and the number of small and medium-sized merchants in third- and fourth-tier cities accessing Ele.me's digital services doubled Times. In addition, the number of supermarket convenience-quality merchants and fresh takeaway-quality merchants online Ele.me maintained a year-on-year growth rate of over 130%. It can be seen that with the help of the current Internet+, my country's catering industry is developing rapidly.

However, because Internet catering is still in the development stage, there are still many problems in its operation, and the business model is still being explored. Many catering companies have emerged in the industry under the cloak of the Internet, but they are not long-term. Therefore, based on the current development status of Internet + catering in my country, this article analyzes the problems that
2 OVERVIEW OF DOMESTIC AND FOREIGN RESEARCH ON INTERNET + CATERING

2.1 Related research abroad

The catering industry in the United States and the Internet are both very developed, especially the food delivery industry. Due to the habits of foreign consumers, the food delivery industry is developed. However, the United States and other Western countries rarely mention the concept of Internet catering. John Flower first proposed the Internet economy, which refers to a new economic model of online shopping for consumers and commercial transactions with enterprises through the application of servers in the open international Internet environment. Krishan S. Anand and Ravi Aron (2003) put forward the concept of "Group Buying on the Web", and studied the price mechanism of online group buying under the B2B and B2C model and its impact on profits. Robert J. Kauffman (2010) discussed the influence of the number of users on people's group buying behavior.

Andrew Mason founded the world’s largest group buying website GroupOn in 2008. Its platform relies on offline integration capabilities to provide users with online group buying services. Its business covers restaurants, hotels, beauty, fitness and other life areas; Grubwithus is an American restaurant social network website, Supports online seat reservation, meal vouchers and other services, and has strong social attributes; in the restaurant review model, Zagat, the world’s earliest review platform and the largest review website in the United States, Yelp, are currently in business Expand from restaurants to more consumer areas. It can be seen that although there is a lack of research on Internet catering systems abroad, Internet catering has penetrated into their lives, and its practical results are relatively rich and mature.

2.2 Domestic related research

Although Chinese catering industry has made great progress before 2016, it is basically some large Chinese food companies that have established hundreds of chain stores with demographic dividends. However, because ordering, cashiers, CRM, and ERP cannot be fully integrated, the entire industry has information The degree of chemical completion is low. With the continuous penetration of catering O2O and Internet catering concepts, and the application of big data in the catering industry, domestic attention to Internet + catering is increasing, and related research results are constantly enriched. Kang Xingtao (2016) started from the stakeholders of the Internet food delivery industry, analyzed the operation model of the Internet food delivery industry, and summarized the development trend of the industry. Wu Shuang (2017) analyzed the marketing model of the catering industry in the era of Internet economy and big data through case studies, summarized a more systematic report on the evolution of the Internet + catering model, and planned a "white-collar group" Internet catering program. Li Xiao (2017) uses the SWOT method to analyze the advantages, disadvantages, opportunities and threats of the transformation and upgrading of traditional catering companies in the Internet era, and proposes a path for the transformation and upgrading of traditional catering companies. Zhang Qiongfang (2017) put forward the development strategy of Internet catering food delivery by
analyzing the failure case of Taodiandian Internet food delivery business. Sun Dong et al. (2018) studied the influencing factors of customer satisfaction with takeaway ordering under the O2O model, and proposed specific measures to improve customer satisfaction with takeaway ordering. Xu Wansheng (2019) took Quanjude as an example to analyze the development status of China's catering industry under the background of Internet big data, and judge the development trend of China's catering industry under the background of Internet big data.

3 EXISTING PROBLEMS

3.1 The transformation of traditional catering is difficult

Most of the traditional catering companies have relatively mature offline operating systems, their operating and management models are deeply rooted, and their understanding of the Internet is insufficient. If you want to transform and develop online business and form a complete online sales model, it will inevitably spend a lot of time, energy and financial resources. Moreover, traditional catering companies generally have the problem of lack of innovation in their products. Due to excessive emphasis on their traditional characteristics, the overall innovation of the company cannot meet the needs of transformation and upgrading. Finally, the lack of computer skills of employees and poor Internet thinking of operators restrict the development of traditional catering companies to Internet catering.

3.2 The degree of informatization is not high

At present, most of the catering employees have low computer skills and cannot operate the Internet catering system well; and the acceptance of new Internet technologies by the operators requires a certain process, and the overall lack of Internet thinking makes it impossible to use the Internet well in procurement and marketing. And logistics and distribution have restricted the development of enterprises in the Internet era. In addition, with the advent of the "Internet +" era and continuous integration with the catering industry, businesses can obtain user information through online orders, and full and effective use of these information resources will become the key to the success or failure of Internet catering companies. However, the catering industry as a whole does not have a strong awareness of big data analysis, or is aware of it and is unable to analyze it. Although many catering companies have begun to use membership management systems to collect data, this is only the tip of the iceberg, and there is still a lot of data analysis work behind. Big data should be used to provide more valuable services and help businesses improve service levels. Therefore, if these data do not really work, it will make it difficult for companies to provide satisfactory services to consumers to a certain extent, which is very disadvantageous in the current Internet catering environment with severe homogeneity.

3.3 There are hidden dangers in food safety

Food safety is more important than Mount Tai, and it is even more important in the Internet era, which directly affects consumers' repurchase behavior and reputation. The consumer groups of Internet
catering are generally relatively young, and their requirements for food are relatively high. Internet catering companies can only win the trust of consumers if they face up to food safety issues, ensure fresh ingredients, regular sources, green safety, and focus on quality and health. With the deepening of the Internet, takeaway is an important branch of catering O2O. In today's fast-paced life, people are increasingly dependent on it. Although it is easy and convenient, the safety of takeaway food is worrying. In recent years, more and more food safety incidents have been exposed by the news media. Due to the low threshold for merchants to enter third-party platforms, and the non-store operation of some takeaway merchants, the size of the merchants is too large, and the supervision of food safety and hygiene cannot be comprehensive. Many online stores have poor kitchen environment, heavy oil fume, messy food materials, and no equipment for disinfection, dust prevention, and corrosion protection. At the same time, improper handling by delivery personnel may also lead to food during the delivery process. Contamination and breeding of bacteria pose a threat to the health of consumers.

3.4 The industry supervision mechanism is not sound

Food safety is an important factor restricting the development of the catering industry. In particular, Internet catering is an emerging industry, and its food safety issues have attracted more attention. However, because Internet catering is different from traditional catering, the original regulations, laws and regulations of many catering industries are not applicable. The supervision of the entire market environment is not strong enough, and management is not standardized. There may even be competitions between relevant departments for regulatory power and evasive responsibility unpleasant sight. At the same time, due to the fierce market expansion, in order to increase the number of merchants, many food delivery platforms did not conduct strict qualification audits on the merchants who settled in, and there are still undocumented and fake merchants on the platform. The ineffective review and supervision of third-party platforms is not conducive to creating a good business environment and will seriously hinder the orderly development of the Internet catering industry. Not only that, with the intensification of catering competition, the services between platforms are becoming more and more homogeneous. These phenomena are caused by the imperfect regulatory mechanism of the Internet catering industry.

3.5 The platform has few value-added services

In recent years, consumers have paid more and more attention to the service experience in the process of catering consumption while paying attention to the dishes themselves. However, traditional catering companies focus more on products, pay attention to their own characteristics, and ignore the experience of customers. Even if they transform to Internet catering, the overall service awareness and service quality are far from enough. As far as third-party platforms are concerned, my country’s existing Internet catering platforms are still in their infancy. Their service content focuses on ordering, payment, reviews, and takeaway functions, and lacks marketing planning, location selection, user psychology and consumption habits analysis, etc. Services provided to businesses, and value-added services provided to consumers such as social networking, beauty, and fitness. The catering industry is an important part of the service industry. In the process of going online, only by enriching the service content and improving the service quality can it stabilize its pace in the fierce competition.
4 DEVELOPMENT SUGGESTIONS

4.1 Improve relevant laws and regulations and strengthen food safety supervision

Food safety is a major problem in my country’s catering industry. For Internet catering to develop further, it must have a relatively complete legal system for industry food safety supervision. A complete law is needed to clarify the responsibilities of each link of the main body to protect food security. In addition, due to the low entry barriers for catering platforms, group buying has depressed business profits, and some businesses will reduce the quality of catering and service. These issues require the supervision of relevant national laws and regulations and the conscious implementation of third-party platforms and merchants. At the same time, Internet catering companies must also grasp the safety of food channels and establish a sense of responsibility for food safety; establish standardized operating procedures, improve and improve catering sanitary conditions, and strengthen relevant training for service personnel, so as to provide the public with healthy, green and safe food.

4.2 Focus on consumers and comprehensively improve service quality

In the Internet era, high-quality service is the key to retaining customers. If Internet catering companies want to become bigger and stronger, they must improve service quality from the perspective of consumers. First, establish and improve a complaint feedback mechanism. Merchants should listen more to the needs of customers and understand the needs of consumers. When customers have negative thoughts, they can quickly solve problems through a good and effective complaint mechanism and improve consumer satisfaction. Secondly, keep good contact with customers. Continuously accumulate customer data and preference information, and let consumers feel emotional care in various small details, so as to obtain a stable and lasting customer group. Finally, we must provide consumers with personalized services. The main consumer of Internet catering is mainly young people, who work faster, enjoy life more, and pursue mid-to-high-end service experience. Providing consumers with more personalized, vertical, and social services, making catering more fun, will become a major boost to the development of Internet catering.

4.3 Speed up information sharing and strengthen big data analysis and application.

First, build a data monitoring center. Collect users' consumption information, refine and analyze consumers' consumption frequency, ordering taste, consumption level, etc. Through big data analysis, it is possible to determine the main selling dishes, rationally adjust the set menus and dishes, and increase the conversion rate of customer browsing consumption; satisfy customers The demand for dietary preferences increases the customer's return rate. Secondly, speed up information sharing, so that not only businesses can obtain consumer reviews through online platforms, but consumers must also understand business information, such as food processing processes and kitchen environment, so as to make reasonable consumption choices. Finally, big data is used to provide merchants with value-added services such as location selection and marketing to help merchants improve operational efficiency and service levels.
4.4 Innovate marketing models and strengthen brand reputation

Before the Internet became popular, the reputation of catering companies mainly relied on word of mouth, but now, consumers can easily see other customers’ evaluations of a business on various websites, whether it's good or bad. Therefore, Internet catering companies should focus on strengthening word-of-mouth construction and delivering high-quality brand images to the public. The Internet era has changed people's consumption patterns, and merchants’ marketing models should continue to innovate and develop. In addition to using traditional publicity methods, modern new media platforms, such as Weibo, Douyin, and WeChat public accounts, should also be used. Through a more diversified and three-dimensional way to fully display their brands and products to consumers, making the coverage of the promotion wider and better. At the same time, we should fully explore the characteristics and culture of the brand, start marketing from our own advantages, and attract more customers who have a sense of identity with the brand.

5 CONCLUSION

Food is the priority for the people, and catering is an indispensable part of our lives. With the continuous development of network technology, the future catering industry will surely be more integrated with the Internet. This requires traditional catering to recognize the necessity of applying network technology to the development of enterprises as soon as possible, seize opportunities, make reasonable transformations, and continuously explore suitable Internet catering development models. I believe that in the future, my country's catering industry will be able to create new value in the Internet era.

REFERENCES:


