

Demand Survey of Light Food in Colleges of Nanchang

Jiru Jiang, Xiaojuan Zeng, Huiting Li, Jiayi Kang, Shuwen Jiang

Jiangxi University of Finance and Economics, Nanchang Jiangxi, China 330013, China

Abstract

The research problem is to investigate the demand of popular light food products in Colleges of Nanchang. The aim is to provide advice and data support for light food restaurant after fully understanding the demand of light food products in Nanchang City, so that the service will be more suitable for consumer demand. The conclusion is that there are obvious characteristics of light food consumption, low price acceptance of light food consumption, high price, low taste and single variety in of high price, light taste and single variety; the university canteen has the deficiency of greasy dishes, few kinds and heavy seasoning, which gives the light food restaurant opportunities. Some tips are given to the problems.

Keywords

Light Food; College Students; Demand.

1. Background

With the rise of new consumer groups born in 1995 and 2000, catering consumption is also ushering in a new round of upgrades. The public's awareness of healthy eating is constantly increasing, and the demand is constantly increasing. Light food with high-value and low-carbon water has gradually become the "new food style" of a healthy lifestyle. After the epidemic, people have paid more attention to health, and a healthy diet has been increasingly recognized by consumers. In first- and second-tier cities, the ever-increasing pace of life makes people fall into health anxiety earlier. From the perspective of national policies, the "Healthy China 2030" plan outlines "co-construction, sharing, and health for all" as the strategic theme of building a healthy China, which shows that based on policy support, the country is also paying more and more attention to people's health issues. [1]

According to a survey by Wang Quanyun et al. (2018), most college students are more concerned about healthy eating. [2] College students are more tolerant and accepting of new ideas and concepts, and they can contact and accept light food concepts earlier and faster. As a second-tier city, Nanchang has a fast pace of life and a more emphasis on taste in eating habits. The development path of the light food industry may be more tortuous, but there is a considerable potential market. The article takes college students from universities in Nanchang City as the object to investigate their demand for light food products.

2. Objects and Methods

2.1. Survey Object

A questionnaire survey was conducted among 127 undergraduates in J University. 107 valid questionnaires were recovered, and the effective questionnaire recovery rate was 84.25%. Eliminate 20 invalid subjects. The data selection groups in this survey are mainly concentrated in freshmen, sophomores, and juniors. Although the grade ratio has not been balanced, it will not have a decisive influence on the overall data analysis.

2.2. Research Methods

① Literature survey method

Based on the research objectives and directions, the author has read a lot of relevant literature, understood the demand for light food products in different regions, sorted and analyzed relevant data, combined with local characteristics, and summed up a business model suitable for the development of local light food restaurants.

② Questionnaire survey method

A total of 127 online questionnaires were distributed in this survey, and 107 questionnaires were returned, with a recovery rate of 84.25%. Investigate consumers' understanding of light food culture, preference direction and demand level, and acceptance of prices.

3. Conclusion

3.1. The Characteristics of Light Food Consumption are Distinct, and the Tendency to Mealtimes is Weak

Through a survey of college students in Nanchang, it is found that the reason why the public choose light food is healthy and green and fat reduction and shaping. When asked about the reasons for choosing light food, 66.4% of light food consumers chose healthy and green, and 64.5% chose fat reduction and shaping. It shows the main purpose of customers for light food. The advantages of light food products are comprehensive and balanced in nutrition and are conducive to fat loss and weight loss are the important reasons for customers to choose light food. In terms of meal time, consumers tend to eat light meals at breakfast or dinner, but there is little difference in choice. Low-calorie, fresh-tasting light meals can replace morning and evening meals, and light-food products that are easy to carry and store and have smaller portions can be used as snacks and can be enjoyed at any time.

3.2. The Price Acceptance of Light Food is Low

For colleges and universities, most of the consumers surveyed accept the price of daily meals and light meals in the range of 10-20 yuan. The consumption level of students is limited, so merchants should not price single meals. More than 30 yuan. After one-way analysis of variance, gender and grade are significantly related to the price of light food consumption. Merchants can launch main packages for customers of different genders and grades, and implement price discrimination. However, the survey also found that the light food expenditure acceptable to campus consumers is even lower than the daily meal expenditure. On the one hand, this can be attributed to the low popularity of light foods, and consumers are still in the stage of testing prices; on the other hand, businesses can focus on promoting light snacks and snack food products with lower prices, such as sandwiches and biscuits.

3.3. The Main Problems of Light Food Restaurants are High Prices, Low Taste and Single Varieties

When asked about the improvement of the current light food restaurant, the respondents most chose "the price is too high." On the one hand, college students' acceptance of the price of light food consumption is relatively low, and on the other hand, most light food restaurants have higher cost-added values such as location, ingredients, and decoration, which set high prices for many college students. Secondly, 55.2% of the respondents chose "little taste". Light food focuses on fresh, natural, green and healthy food. Compared to hot pot, barbecue and other heavy-tasting diets, it may not be as attractive to young people. Again, 46.7% of the respondents chose "single variety". This may be due to the fact that most light food restaurants offer the same types of dishes and have less space to choose from. Therefore, light food restaurants should focus on establishing store characteristics and creating meals. Product highlights and

other aspects. In addition, problems such as "stale ingredients" and "poor service" cannot be ignored.

3.4. New Opportunities for Light Food in Colleges and Universities

First, there are some shortcomings in the school canteens and restaurants. Many respondents believe that their "dishes are too greasy" and "the dishes are too heavily seasoned (salty and spicy)". This is not only related to consumers' personal tastes, but also reflects college students. The trend of pursuing healthy eating on campus. At the same time, the vast majority of respondents in the survey tend to be willing to accept healthy eating concepts and change their eating habits, which are the characteristics and advantages of light food restaurants. Not only the food itself is green and healthy, it has the function of reducing fat and weight to a certain extent, but it can also convey the concept and knowledge of healthy eating invisibly. In addition, many respondents believe that the canteens and restaurants on campus are "monotonous." If there are light food restaurants, it can increase the diversity of food on campus to a certain extent.

4. Countermeasures

4.1. Maintain and Carry Forward the Advantage of Light Food

The consumption characteristics of light foods are more obvious. People choose light foods mostly for the consideration of health, greenness and fat reduction. Therefore, light food producers must firmly grasp the bright spots of light foods for development and innovation, and insist on winning with quality. The light meals provided by the restaurant not only need to be delicious, fast and low-calorie, but on this basis, it can also provide a variety of rich styles of new light meals, such as sandwiches, burgers, salads, sushi, and light Chinese food, with endless new products. Strategies attract the attention of young people. The advantages of light meals are also reflected in delicious and fresh cooking ingredients, including but not limited to high-fiber and low-calorie plant foods, high-protein and low-fat meats, high-fiber cereals, and high-calcium dairy products.

4.2. Create a Localized Characteristic Brand

One is to do a good job in positioning light foods so that the restaurant's dishes can adapt to the tastes of the main consumer groups. For example, for college students in Nanchang, taking into account the local preference for spicy food, if Gan cuisine elements are incorporated into light meals, or some Gan cuisine dishes are integrated into new light food products, some potential consumer groups may be attracted.

The second is to stage marketing, develop light-food consumers into deep brand users, and increase brand loyalty. In the early stage of restaurant development, low brand awareness is the norm. You can first develop online sales to attract enough regular customers, and then on the basis of accumulating certain loyal customers, innovate dishes based on the tastes and needs of college students to attract more consumption. And on the basis of fully investigating the location and characteristics of consumer groups, offline stores will be opened to increase brand awareness step by step.

4.3. Create a Reasonable Price Mechanism

Since the average monthly consumption level of students is mostly around 1,000-2,000 yuan, the price of daily meals and light food prices are mostly within the range of 10-20 yuan, so the price of a single light meal sold by merchants should not be higher than 30 yuan. In addition, gender and grade factors will also affect the range of price acceptance. It is necessary to consider customer characteristics in many aspects when pricing, and launch special main packages for customers of different genders and grades. In addition, a dynamic price system is

implemented based on seasonal changes and changes in demand. For example, low-priced seasonal limited meals are introduced during holidays and seasonal periods. At the same time, you can consider the psychology of the price, such as subtracting 1 before the decimal point to make consumers more psychologically willing to accept the product.

4.4. Relying on the School Platform to Integrate into the Market

College students pay more and more attention to the concept of healthy diet, and light food has an immeasurable potential market in colleges and universities. First, due to the freewheeling lifestyle and eating habits, a considerable number of college students choose food uncontrollably, and consume excessive amounts of high-calorie, high-sugar and high-carb foods such as milk tea and fried chicken. Secondly, because students often skip breakfast and often eat late-night snacks, their diets are overly dependent on takeaways, which can easily lead to sub-health conditions such as weight gain, decline in physical fitness, and low immunity. In the long run, college students generally suffer from irrational dietary structure and lack of nutritional knowledge. However, the related concepts of light food and the light food dishes that reflect the characteristics of low calorie, low salt, and health are suitable for college students. The reality needs of "meals".

4.5. Leveraging the Internet to Improve Operating Efficiency

Use the Internet and new media to build a new propaganda model, and understand and master students' nutritional preferences and physical health information through the analysis of network big data; import data programs to provide consumers with dietary reference plans in an open and transparent form; for special consumption Groups (weight loss, fitness groups, etc.) provide comprehensive and detailed training plans, which individuals can adjust at any time according to their own conditions. At the same time, "Internet +" also provides strong support for the business management of enterprises. Restaurants can operate e-commerce channels to reduce marginal costs to the greatest extent, and use sales data to guide production and improve operating efficiency.

Acknowledgments

[Fund Project]: This paper was funded by Jiangxi University of Finance and Economics 2021 Undergraduate Innovation and Entrepreneurship Training Program (No. 202110421100).

References

- [1] "Outline of "Healthy China 2030" Plan" [J]. Chinese Cancer, 2019, 28(10): 724.
- [2] Wang Quanyun, Zhou Xingxing, Gao Yuanhao. Investigation and Analysis of College Students' Eating Habits and Health Awareness: Taking Nanjing Jiangning University Town as an Example [J]. Contemporary Educational Practice and Teaching Research, 2018(10): 229-230.
- [3] "Research on the Development Status and Strategy of Light Food in Chengdu". Modern Food 000.007 (2019): P.1-5.