

วิเคราะห์การตลาดในการดำเนินงานที่ประสบความสำเร็จของ
อุตสาหกรรมบาร์บีคิว ในเมืองไฉโบ
MARKET ANALYSIS OF THE SUCCESSFUL OPERATION
OF THE BARBECUE INDUSTRY IN ZIBO CITY

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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาวิเคราะห์การตลาดในการดำเนินงานที่ประสบความสำเร็จของอุตสาหกรรมบาร์บีคิวในเมืองไฉโบ และ (2) ศึกษาปัจจัยแวดล้อมที่มีอิทธิพลต่อความสำเร็จในการดำเนินงานของอุตสาหกรรมบาร์บีคิวในเมืองไฉโบ สาธารณรัฐประชาชนจีน

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ ผู้ประกอบการในอุตสาหกรรมบาร์บีคิวในเมืองไฉโบ สาธารณรัฐประชาชนจีน จำนวน 478 คน คำนวณจากสูตรของยามานะ ได้กลุ่มตัวอย่างจำนวน 215 คน ใช้วิธีการสุ่มตัวอย่างแบบเฉพาะเจาะจง และใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์การถดถอยพหุคูณ

ผลการวิจัยพบว่า (1) วิเคราะห์การตลาดในการดำเนินงานที่ประสบความสำเร็จของอุตสาหกรรมบาร์บีคิวในเมืองไฉโบ โดยมุ่งเน้นการทำธุรกิจบนกลยุทธ์ 4C ได้แก่ มีความเข้าใจลูกค้าอย่างแท้จริงผ่านการใส่ใจดูแลและรับฟังลูกค้า ช่องทางเข้าถึงลูกค้าโดยการเพิ่มช่องทางที่สามารถเข้าถึงผู้บริโภคได้อย่างหลากหลาย การตลาดโดยการสร้างตัวตน ลูกค้าสัมพันธ์โดยเน้นการสร้างความสัมพันธ์ที่ดีกับลูกค้า และ (2) ปัจจัยแวดล้อมที่แตกต่างกัน ได้แก่ ด้านการสนับสนุนจากทางสังคม ด้านการสนับสนุนจากหน่วยงานภาครัฐ และด้านการสนับสนุนจากภาคเอกชน มีอิทธิพลต่อความสำเร็จในการดำเนินงานของอุตสาหกรรมบาร์บีคิวในเมืองไฉโบ สาธารณรัฐประชาชนจีนแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

คำสำคัญ: วิเคราะห์การตลาด ความสำเร็จ อุตสาหกรรมบาร์บีคิว

ABSTRACT

The objectives of this research were: (1) to study the marketing analysis of the successful operation of the barbecue industry in Zibo city; and (2) to study the environmental factors influencing on the successful operation of the barbecue industry in Zibo city, the People's Republic of China.

This research was quantitative research. The population used in this research was 478 entrepreneurs in the barbecue industry in Zibo city, the People's Republic of China. Calculated from Yamane's formula, the sample group was 215 people. Used a purposive sampling method and used a questionnaire as a tool for collecting data. The statistics used in the analysis were frequency, percentage, mean, standard deviation and multiple regression analysis.

Major Findings: (1) the marketing analysis of the successful operation of the barbecue industry in Zibo city is focused on doing business on the 4C strategy including Customers insight through paying attention and taking care of and listening to customers, Channels management by adding channels that can reach consumers in a variety of ways, Character marketing and Customer relationship management by focusing on building good relationships with customers; and (2) different environmental factors included social support, support from government agencies and support from the private sector influenced on the successful operation of the barbecue industry in Zibo city with statistically significant at the 0.05 level.

Keywords: Market Analysis, Successful, Barbeque Industry

Research Background

Chinese people have high quality requirements for food and drink. The food and beverage sector in China, an aged yet vivacious and fervent industry, is one of the most rapidly expanding service sectors in the nation. Prior to the outbreak of the COVID-19 pandemic, the catering sector in China was experiencing an annual revenue growth rate of over 8% in total. However, after the outbreak, China's tourism and catering industry suffered a heavy blow due to the restrictions on public outbound

activities in China, with China's catering revenue at 3.95 trillion yuan in 2020, a decrease of 15.5% compared to the same period. A large number of F&B companies were caught in the crisis, which forced them to adjust their development strategies and rely on product innovation and service enhancement to attract customers. After the success of China's fight against the COVID-19 epidemic, people's consumption attitudes have also changed profoundly. After the epidemic, people pay more attention to the quality of life and want to relax physically and mentally. At the same time, people also pay more attention to health and safety, and are more willing to consume fresh and natural food. However, many small restaurants are caught in a more fierce competition. Due to low core competitiveness, weak risk resistance, health and safety issues and rising operating costs, small restaurants are in another predicament in the market competition after the new crown epidemic. The burgeoning popularity of the barbecue industry in Zibo, a third-tier city in China, has provided a new way of thinking for many catering companies to develop. Zibo is a city with a long history and deep cultural heritage. In the Warring States period, more than two thousand years ago in China, Zibo was the capital of the State of Qi and was once very rich. Since the establishment of the People's Republic of China, Zibo has become a modern industrial city with more developed light and heavy industries. At the same time, Zibo is also one of the famous culinary capitals of China, with a deep culinary cultural heritage. In 2020, a famous singer promoted the deliciousness of Zibo barbecue, and Zibo barbecue subsequently gained a certain degree of attention. Social media also played a key role in spreading the culinary charm of Zibo barbecue, and the large number of netizens promoting it on the Internet made Zibo barbecue maintain a high level of enthusiasm. The guidance of young people, especially college students, made Zibo barbecue a complete hit in March 2023, and the participation of a large number of college students made the attention of Zibo barbecue rise sharply, and in the first quarter of 2023, the turnover of the restaurant industry in Zibo increased by 25.2%, and this figure will be increased even more in the next quarter as the Zibo barbecue industry continues to boom.

In the process of Zibo barbecue industry bursting into flames, there are several questions worth exploring:

(1) There are many regions in China that have a specialty barbecue industry, so why did Zibo barbecue win the heat.

(2) Why after gaining popularity, the Zibo barbecue industry was able to continue to gain attention and still receive widespread support from people for several months?

(3) Besides the strengths of the Zibo barbecue industry itself, what other factors provide support for the industry's success?

(4) Can the success of Zibo's barbecue industry be replicated to promote progress in other regions?

This thesis addresses these four issues and conducts a study from the perspective of marketing. To begin, we firstly assemble the theoretical foundation of this paper by examining related studies; then, we investigate consumers' individual inclinations through the formation and circulation of surveys; and, utilizing the "The Marketing Theory of 7P" to elucidate the reasons for the Zibo barbecue's popularity from the consumer's point of view; then, we employ SWOT. Subsequently, the SWOT analysis was applied to evaluate other profound causes for the surge in Zibo barbecue popularity. The final reason for the continued popularity of the Zibo barbecue industry will be sorted out, and will provide a reference basis for decision making for barbecue industry owners, marketing and brand planning companies, new media companies, and city government managers.

Research Objectives

1. To study the marketing analysis of the successful operation of the barbecue industry in Zibo city.

2. To study the environmental factors influencing on the successful operation of the barbecue industry in Zibo City, the People's Republic of China.

Research Hypotheses

1. Different the environmental factors influencing on the successful operation of the barbecue industry in Zibo City, the People's Republic of China, differently.

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

Focus on the study of factors including marketing strategy and environment factors

Independent:

1. 4 C Strategy: Customers, Channels, Character Marketing, Customer Relationship

2. Environment Factors: Social Support, Government Agencies, Private Sector

Dependent: The Successful business in the barbecue industry in Zibo

Area Scope

Zibo City

Population and Sample Size

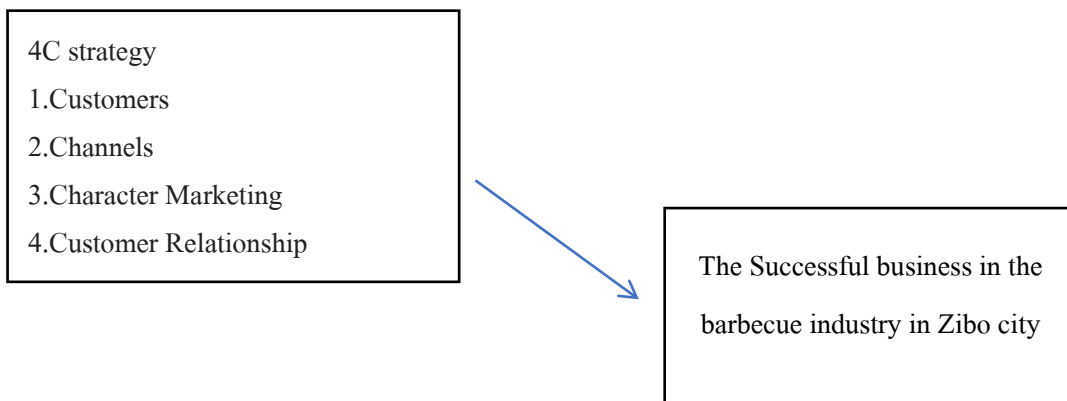
The population used in this research was the barbecue entrepreneurs in Zibo city, the People's Republic of China. There were 478 entrepreneurs in the barbecue industry in Zibo City.

The sample group consisted of 215 people including barbecue restaurant entrepreneurs in Zibo city.

Research Framework

Independent

Dependent



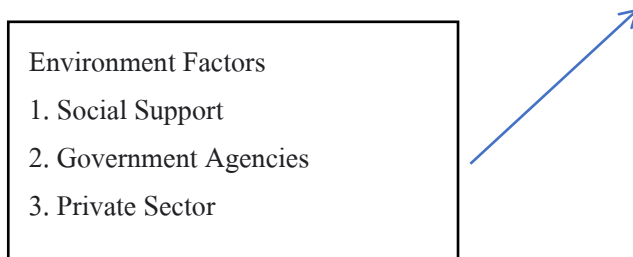


Figure 1 Conceptual framework

Expected Benefits

1. The article uses the marketing theory survey to study consumers' personal preferences through questionnaire design and distribution.

2. The SWOT analysis method was used to study the deep-seated factors behind the success of the Zibo barbecue industry in a short period of time.

3. The first two research processes explore the market reasons for the success of barbecue industry in Zibo and provide a reference basis for decision making for barbecue restaurant owners, marketing and brand planning companies, new media company practitioners, and city government managers.

Literature Review

The topic in this research is Market Analysis Of The Successful Operation Of The Barbecue Industry In Zibo City. Making the research results useful and achieving the established literature review is divided into 5 parts:

- 2.1 Theory of Successful Operation
- 2.2 Theory of 4C Strategy
- 2.3 Theory of Environment Factors
- 2.4 Related Research

Research Methodology

Research Model

The researcher conducted the study according to the research process and quantitative research methodology. By using a questionnaire to collect information from a sample of the population, it is descriptive research.

Population

The population used in this research was the barbecue entrepreneurs in Zibo city, the People's Republic of China. There were 478 entrepreneurs in the barbecue industry in Zibo City.

Sample Size

The sample size consisted of 215 people including barbecue restaurant entrepreneurs in Zibo city.

Research Tools

The study subject “market analysis of the successful operation of the barbecue industry in Zibo” by using a questionnaire to collect information from a sample as follows.

1. General information of the respondents is gender, age, education, occupation, and monthly income.
2. Respondents’ opinions are entrepreneurs of Zibo barbecue by using the gauge of Likert’s Scale It is divided into 5 levels, which are 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.
3. Evaluate consumer spending decisions and suggestion.

Data Collection Methods

This research the researcher has collected the data as follows:

Primary Data collected questionnaires from the sample group, such as basic information of the respondents, elements of perception of barbecue in Zibo City.

Secondary Data The researcher gathered the data from the study of related documents.

The Statistics Used in Data Analysis

Descriptive statistics analysis. The questionnaire part 1 and part 3 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion

data, independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score scale:

Strongly agree means a score of 5 points

Agree means a score of 4 points

Neutral means a score of 3 points

Disagree means a score of 2 points

Strongly disagree means a score of 1 point

Therefore, the criterion of interpretation is to divide the mean score into the following ranges:

Mean score between 4.20 - 5.00 indicates strongly agree

Mean score between 3.40 - 4.19 indicates agree

Mean score between 2.60 - 3.39 indicates neutral

Mean score between 1.80 - 2.59 indicates disagree

Mean score between 1.00 - 1.79 indicates strongly disagree

Conclusions

1. The marketing analysis of the successful operation of the barbecue industry in Zibo city

The marketing analysis of the successful operation of the barbecue industry in Zibo city is focused on doing business on the 4C strategy including 1) customers insight through paying attention, taking care of and listening to customers 2) channels management by adding channels that can reach consumers in a variety of ways 3) character marketing and 4) customer relationship management by focusing on building good relationships with customers.

The success factors of Zibo barbecue

The success of Zibo barbecue industry is the result of a series of elements such as product, price, media marketing, social attributes, regional culture, government promotion and brand effect.

Good quality and inexpensive products are the basis of Zibo barbecue industry can continue to be hot, delicious barbecue and grill, small cakes and dipping three pieces of the match, making Zibo barbecue has a strong uniqueness. Zibo barbecue unique barbecue skills and taste, won a lot of people like, many foreigners come from far away, just to personally taste, Zibo barbecue unique in addition to unique seasoning and grilling skills, and tender meat, many repeat customers. In addition to the traditional pork skewers, lamb skewers, beef skewers, chicken wings and other skewers, Zibo barbecue has some unique variants, such as grilled eggplant, grilled potatoes, grilled peppers and so on. These different skewers have their own advantages in taste, enriching the choice of consumers.

The price advantage also makes Zibo barbecue can have a lot of long-term customers and this number is increasing. Barbecue in the daily diet is a high consumption of food, compared to other cities higher barbecue prices, Zibo barbecue per capita price of about 50-60 yuan, so that the public can fully afford to spend and can often patronize.

The innovation of media marketing is another reason for the explosion of Zibo barbecue, in recent years, the hot Chinese short video platform makes the mass media development to a new height, Zibo barbecue through the official and private short video publicity, so that Zibo barbecue in a few months continue to maintain the heat, in addition, the timely follow-up of the media so that the information about the Zibo barbecue industry can quickly reach consumers, and constantly improve the Zibo barbecue number of customers. After the epidemic, a large number of Chinese people began to travel around, very longing for good food and beautiful scenery, Zibo barbecue used coal publicity to seize this opportunity.

Zibo barbecue comes with social attributes is also one of the reasons why Zibo barbecue industry attracts customers. There are many people who eat barbecue not exactly to enjoy nothing, or to relax and chat with friends or family. Other places barbecue, basically baked directly up to eat, but Zibo barbecue, will

come on the small fireplace and small cakes, so that customers more involved in the enjoyment of food, in a conversation with friends or family happy to enjoy the food.

Brand effect is an innovation that can fire the barbecue industry in Zibo. Unlike other corporate brands, the brand of Zibo barbecue more to the barbecue industry, the brand effect of the industry not only involves only the product, price and other elements, but also includes a variety of factors such as the social environment, urban service capacity. The branding of Zibo barbecue in addition to a longer period of accumulation, and the city, social support and other elements of many aspects.

2. The environmental factors influencing on the successful operation of the barbecue industry in Zibo City, the People's Republic of China.

Different the environmental factors included social support, support from government agencies and support from the private sector influenced on the successful operation of the barbecue industry in Zibo city with statistically significant at the 0.05 level.

The environment also provides support for the success of Zibo barbecue. The city of Zibo has a long culinary culture that enables visitors to invariably blend in and not only enjoy the food but also experience the excellent local cultural message in the process. In addition, the hospitable image shaped by the Zibo government and society in recent years has invariably benefited the Zibo barbecue industry, and the human environment will significantly enhance the level of consumer perception.

Social support is also an auxiliary factor in the success of Zibo barbecue. Zibo City belongs to Shandong Province, "Friendly Shandong" is a tourism brand launched by Shandong Province, aimed at promoting the food culture and tourism resources of Shandong Province, Zibo barbecue as one of the representative cuisines of Shandong Province, naturally received widespread attention and promotion. Zibo is a city with a long history and a rich cultural heritage, and is also a famous food capital of China. In addition, Zibo is also a vibrant and rapidly developing city, attracting

many tourists and investors, the people of Zibo are very hospitable, and there are few incidents of cheating consumers.

Government agencies promotion is another element of Zibo's barbecue fire. As early as 2015, the Zibo government integrated resources to create the brand Zibo barbecue, which has a certain popularity in the surrounding cities. With the sudden red-hot Zibo barbecue in 2023, the Zibo government did not meet the status quo, but took a series of quality service measures to retain existing customers and attract new customers, such as holding barbecue cooking competitions and canceling parking fees in the city. Currently, the Zibo government is also actively taking measures to optimize the business environment to provide greater support for the development of the Zibo barbecue industry.

Consumer perception of Zibo barbecue

Consumer preferences for barbecue in Zibo are based on products and services, and are also influenced by the media, human environment and other factors.

It is clear from the studies in the previous chapters that the product is the foundation of consumer perception. Without a good product, all marketing strategies are difficult to implement and maintain. Zibo barbecue is a good example of this. Although there are still some shortcomings in Zibo barbecue before service, and the city's capacity to accommodate Zibo also limited the development of Zibo barbecue industry in the beginning, Zibo barbecue remained hot after a few months because the city has good quality and lower priced products. In addition, the lower pricing of Zibo barbecue products also gave Zibo barbecue industry greater room for development, after the epidemic, on the one hand, people are eager to contact the food and beauty, on the other hand, the pursuit of more cost-effective product services, Zibo barbecue to meet this point.

Service is also the focus of consumer perception, from the results of the questionnaire can be found that customers are satisfied with the service of the Zibo barbecue industry, although not as obvious as the product, but consumers have praised the friendly attitude of the service staff in the Zibo barbecue industry. This is more difficult to achieve than the quality of the product, the entire city citizens,

service personnel sincere to visitors will significantly enhance the happiness of tourists. However, in the whole process of service, Zibo barbecue industry has a lot of room for improvement.

The influence of media on consumer perception has been elevated to new heights with the emergence of new forms of media such as short videos and Netflix with goods. The celebrity effect, self-media promotion, and diversified publicity in public traditional media make Zibo barbecue able to attract consumers quickly in the short term. In addition, the continuous publicity through the media makes Zibo barbecue hot and constantly generates new promotional content to attract customers.

Consumers' perception of experience service is becoming stronger. Experience service enables customers to have a comprehensive experience of the product. It takes improving the overall customer experience as the starting point, focuses on every contact with customers, and enhances the level of customer perception by coordinating and integrating all stages of pre-sales, sales and after-sales. The uniqueness of Zibo Grill is its ability to provide consumers with a unique experience.

Suggestions

1. Suggestions for caterers

Based on the analysis of the success of Zibo barbecue, we can learn some marketing strategies from it, for the development of catering enterprises, we can start from the following aspects:

(1) Uniqueness and innovation: just as the unique taste and eating style of Zibo barbecue attracts many consumers, catering companies must also have uniqueness and innovation points. This is not only the basis for future marketing activities, but also determines the potential for business development. Without a good product, it is difficult to achieve core competitiveness.

(2) The use of social media: with the advantages of social media platform communication, enterprises can cooperate with internet celebrity, self-media, initiate topic discussions, hold online activities and other ways to improve brand awareness.

Through social media, more potential users can learn about the brand advantages and functions.

(3) Guide users to spread word-of-mouth: Zibo barbecue hot phenomenon to a large extent thanks to the spread of word-of-mouth. Companies can provide quality service and good user experience to prompt users to generate word-of-mouth communication. Let the satisfied users become the promotion ambassador of the product, will help to improve the recognition and trust of the product.

(4) Seize the psychological needs of users: the psychology of following the trend and the pursuit of novelty behind the phenomenon of Zibo barbecue provides a marketing idea for catering enterprises. In the promotion of corporate brands, you can start from the actual needs of users, tap into their pursuit of novelty and herd mentality, and develop targeted marketing strategies.

(5) Continuous attention and optimization: the hot phenomenon of Zibo barbecue is not just a momentary hot spot, but also requires constant attention and maintenance. Similarly, once the enterprise's marketing strategy has gotten good results, it should be constantly improved. By continuing to pay attention to market demand, user feedback and competitor dynamics, and constantly optimize products and services to ensure the competitiveness of products and market position, so that enterprises can be invincible in the fierce competition in the market.

(6) Reasonable use of consumer psychology. From the social psychological analysis, Zibo barbecue hot phenomenon behind the reflection of a pursuit of novelty and herd mentality. In this era of rapid information dissemination, people's pursuit of novelty is becoming more and more intense. Once a topic is amplified by social media, it will attract a lot of attention. At the same time, people are often easily influenced by people around them, thus creating a follow-the-leader effect. This effect is not only evident in the field of food, but can also be extended to other industries.

As the Zibo barbecue phenomenon demonstrates, product unique advantages and innovation, through the promotion of the media and the influence of the psychology of following the trend, can gain wide attention and market share in a short period of time. Therefore, in the process of enterprise development and

promotion, we should pay attention to this social psychological phenomenon and make good use of it to enhance brand awareness and competitiveness.

2. Suggestions for shaping the brand image of an industry or city.

Highlight city characteristics and explore cultural connotations. Each city has its own unique features and culture, and by digging and displaying these features, it can help the city build up its brand image. The success of Zibo barbecue, in addition to the quality and marketing tools, but more importantly, the cultural connotations it contains. As Zibo's specialties, Zibo barbecue represents the humanistic characteristics of Zibo people and inherits the essence of Zibo's regional culture. Each place should dig deeper and package their own unique regional culture, so that consumers have a sense of identity and emotional resonance with the brand, thereby increasing consumer loyalty to the brand.

Create excellent quality and improve the quality of service. The product itself is the basis for building the brand, "worth coming back" and "never again" between the many details need to be solidly implemented. Zibo barbecue with its unique flavor and taste has attracted the attention and love of many consumers, thanks to the skills inherited for many years and the insistence on the selection of quality ingredients, highlighting the reputation and guarantee of Zibo barbecue in quality. After the Zibo barbecue fire, the government was not overwhelmed by the short-term "heat", but in public transport, cabs, online cars, hotels, attractions and other aspects of solid to improve the development of cultural tourism hardware and software base, optimize the visitor experience, more old customers to stay, and continue to attract new users. This reminds us that if a city wants to create a brand with characteristics, it must first do a good job of product quality and give consumers a unique experience in order to leave a deep impression through word of mouth. All places should enhance the "hardware" at the same time, also pay attention to the "software" optimization and improvement, more in the people's customs, market fairness, social security, business environment to do articles, the construction of a good ecological near and far.

Keep pace with the times and strengthen external communication. With the development of the Internet and social media, the use of advanced technology

means to effectively promote the city brand has become a very important way. Zibo BBQ has also adopted many effective strategies. For example, active promotion on platforms such as WeChat, MicroBlog and Tiktok, and the use of internet celebrity sharing has attracted a large number of fans and followers. In addition, the constant use of celebrity effect and promotion activities, creating hot spots, and attracting traffic through media publicity, moreover, need the economic and cultural base to play a role. It should make good use of the opportunity of the surge of attention and visitors to actively hold various activities, exhibitions and forums to make more people understand and know the industry or city through strengthening economic and cultural exchanges at home and abroad, and to improve the brand's popularity and reputation.

To find the focus of mass consumption, innovative ideas, the use of new marketing tools, but also to improve the consumer environment, so that customers are willing to spend for the product. The formation of consumer focus need timing, and more inseparable from the environment. Barbecue is a lot of places have a food, a food alone to form a consumer focus, which must be behind the consumer to experience a composite feeling. Because of this feeling, there will be so many people eat and play, but also through the self-media to promote. Today, the barbecue has become Zibo's city card, it is marked in fact the city's business environment and city brand. Zibo barbecue is famous only this spring, but the industry so many volumes of enterprises, but rarely appear to cheat consumers. This shows the advantages of the business environment. Hospitality Zibo, at least in Zibo is not a slogan.

In short, building a brand is a complex and tedious process that requires the participation and support of the whole society. Only after a long period of effort and continuous promotion can more people understand and like the brand.

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