

THE INFLUENCE FACTORS OF PRE-MADE DISHES ON THE DECISION MAKING TO PURCHASE OF SHANDONG CONSUMERS

Zhang Qiang

Master of Business Administration, Bangkokthonburi University

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์ (1) เพื่อศึกษาอิทธิพลของลักษณะทางประชากรศาสตร์ในการซื้ออาหารสำเร็จรูปของผู้บริโภคต่อการตัดสินใจซื้ออาหารสำเร็จรูปในมณฑลซานตง; (2) เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อส่วนประสมทางการตลาดของ 7p ต่อการตัดสินใจซื้อของผู้บริโภคสำหรับอาหารสำเร็จรูปในมณฑลซานตง

การวิจัยเป็นการวิจัยเชิงปริมาณ กลุ่มตัวอย่างคือผู้บริโภค 455 รายในมณฑลซานตง ซึ่งจำแนกโดยใช้วิธีการสุ่มแบบง่าย ใช้แบบสอบถามในการเก็บข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ เพอร์เซ็นต์ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน และความแปรปรวน

ผลการวิจัยพบว่า (1) ความแตกต่างในลักษณะประชากรของผู้บริโภคมีผลกระทบอย่างมีนัยสำคัญต่อการตัดสินใจซื้ออาหารสำเร็จรูป รายได้ของผู้บริโภคที่แตกต่างกันอย่างมีนัยสำคัญเป็นปัจจัยที่สำคัญที่สุดที่ส่งผลต่อการตัดสินใจของผู้บริโภคในการซื้ออาหารสำเร็จรูป ความแตกต่างด้านเพศ อายุ ประวัติการศึกษา และจำนวนสมาชิกในครอบครัวเป็นปัจจัยรองที่มีอิทธิพลต่อการตัดสินใจซื้ออาหารสำเร็จรูป ปัจจัยความแตกต่างด้านอาชีพของผู้บริโภคไม่มีผลกระทบต่อตัดสินใจซื้ออาหารสำเร็จรูป และ (2) การรับรู้ของผู้บริโภคเกี่ยวกับกลยุทธ์การตลาดของ 7P มีผลกระทบอย่างมีนัยสำคัญต่อการตัดสินใจซื้ออาหารสำเร็จรูป จากการประเมินกลยุทธ์การตลาดของ 7P หรือการรับรู้การวิเคราะห์ทางสถิติ พบว่าความสมดุลทางโภชนาการ ประสิทธิภาพต้นทุนผลิตภัณฑ์ การประชาสัมพันธ์ผ่านสื่อ ช่องทางการจัดหาออฟไลน์ คำแนะนำจากผู้เชี่ยวชาญและการบริการลูกค้าคุณภาพสูง การตรวจสอบย้อนกลับผลิตภัณฑ์ และการประเมินหรือผลลัพธ์ของการรับรู้มีมากที่สุด ปัจจัยสำคัญในการตัดสินใจเลือกซื้ออาหารสำเร็จรูป ผลิตภัณฑ์ปรุงง่าย วัตถุดิบสดใหม่ ราคา ราคาช่องทางการซื้อที่หลากหลาย การอ้างอิงจากเพื่อนและครอบครัว และความชอบส่วนตัว การประเมินหรือผลลัพธ์ที่รับรู้เหล่านี้เป็นปัจจัยรองที่มีอิทธิพลต่อการซื้ออาหารสำเร็จรูปของผู้บริโภค

คำสำคัญ: อาหารสำเร็จรูป การตัดสินใจ มณฑลซานตง

ABSTRACT

The objectives of this research were: (1) to study the influence of consumers' purchasing demographic characteristics of Pre-made Dishes on their decision making of Pre-made Dishes in Shandong Province; (2) to study the influencing factors of 7p marketing mix on consumers' purchase decision of Prep-made Dish in Shandong Province.

The research is quantitative research. The sample group was 455 consumers in Shandong Province, which were classified using a simple randomization method. A questionnaire survey was used to collect data. The statistics used in the analysis included percentage, mean, standard deviation, and variance.

Major Findings: (1) Differences in consumer demographic characteristics have a significant impact on the purchase decision of Pre-made Dishes. Among them, the significant difference in consumer income is the most important factor that affects consumers' decision to buy Pre-made Dishes. Differences in consumer gender, age, educational background and number of family members were secondary factors influencing the purchasing decision of Pre-made Dishes. Consumer occupational difference factors had no effect on the purchase decision of Pre-made Dishes. And (2) Consumers' perception of 7P marketing strategies has a significant impact on the purchase decision of Pre-made Dishes. Through the evaluation of 7P marketing strategy or perception of statistical analysis found that nutrition balance, product cost performance, media publicity, offline supply channels, expert recommendation and high quality customer service, product traceability and the evaluation or the result of perception is the most important factor of Pre-made Dishes purchase decisions. Products are easy to cook, fresh ingredients, price prices, multiple purchase channels, referrals from friends and family, and personal preferences, these evaluation or perceived results are secondary factors influencing consumers' purchase of Pre-made Dishes.

Keywords: Pre-made Dishes, Decision Making, Shandong

Research Background

In recent years, with the improvement of China's economic development level, the pace and habits of consumers' life have changed greatly, and many well-known catering enterprises have transformed to meet the needs of customers. In this case, both efficiency and health of Pre-made Dishes began to enter the public vision. In 2020, the spread of COVID-19 led to the outbreak of home consumption. Affected by the rapid growth of home catering demand, many catering enterprises seized the new track by developing Prep-made Dish products and launching supply chain solutions for the Prep-made Dish industry, thus promoting the continuous and rapid growth of the Prep-made Dish market scale. On January 2, 2023, the No. 1 central document of the Chinese government wrote "Prep-made Dish industry" for the first time, pointing out the direction for the future development of Prep-made Dish. On March 14, 2023, Shandong Prep-made Dish Industry Association was established, which means that the cluster development of Shandong Prep-made Dish related enterprises kicked off, playing a key role in promoting the high-quality development of Shandong Prep-made Dish industry in the later stage, and the development of Prep-made Dish industry ushered in a milestone node. According to the Five-Year Work Plan of China Cuisine Association (2021-2025), the penetration rate of Prep-made Dish in China is only 10%-15% at present, and it is expected to increase to 15%-20% in 2030, and the market size will reach 1200 billion yuan. At present, the Prep-made Dish industry with an expected market size of one trillion yuan has not yet formed a relatively stable competition pattern. Catering chain enterprises, group food enterprises and new retail enterprises all choose the competition track with their own advantages in the industry. The wholesale Prep-made Dish for catering enterprises and the retail Prep-made Dish

for retail end are booming. In this new wind outlet, how to maintain the competitiveness of Prep-made Dish enterprises has become the top priority.

Pre-made Dishes originated in the United States in the 1960s and matured in Japan in the 1980s. With the rapid improvement of Chinese people's living standard in recent years, the rapid change of lifestyle concept and the rapid development of cold chain logistics, Pre-made Dishes are now receiving more and more attention and love from the public. There are several main reasons for the gradual acceptance of Pre-made Dishes: first, the acceleration of the pace of life. With the increasing pace of work and pressure of life in modern society, many people do not have the time or skills to make food from scratch, which increases the demand for Pre-made Dishes. Second, the number of single people and small families is increasing. Small families or single people may be more inclined to buy Pre-made Dishes because they are usually in moderate portions and convenient and quick. Third, increased awareness of health and nutrition. While Pre-made Dishes may have been considered an unhealthy option in the past, there are now a growing number of healthy and nutritious Prep-made Dish products on the market for consumers to choose from. Fourth, technological advancements. Advances in modern food processing and preservation technology have significantly improved the taste, nutrition and shelf life of Pre-made Dishes. Fifth, changes in distribution channels. New retail and delivery models such as online shopping and instant delivery have made it easier for Pre-made Dishes to reach consumers.

Based on the above background, it has become particularly important to study the factors influencing the purchase of Pre-made Dishes. Based on a questionnaire survey of consumers in Shandong province, this paper studies and analyzes various influencing factors of consumers' purchase of Prep-made Dish, so as to help enterprises better understand consumers' needs and purchase motivations, optimize their services and

provide better purchasing experience. Enterprises can refer to this paper to study and position their target market more precisely, develop more effective marketing strategies, and better distinguish and position their products, so that they can gain competitive advantages and achieve higher business growth and success. This study can also provide more useful reference information for enterprises and investors to make more well-grounded investment decisions. At the same time, it can also provide a theoretical basis for the government to formulate relevant policies.

Research Purpose

1. To study the influence of consumers' purchasing demographic characteristics of Pre-made Dishes on their decision making of Pre-made Dishes in Shandong Province.
2. To study the influencing factors of 7p marketing mix on consumers' purchase decision of Prep-made Dish in Shandong Province.

Research hypothesis

Hypothesis 1: Different gender factors affect marketing mix.

Hypothesis 2: Different age factors affect marketing mix.

Hypothesis 3: Different education levels affect marketing mix factors.

Hypothesis 4: Different occupations influence marketing mix factors.

Hypothesis 5: Different revenue factors affect marketing mix.

Hypothesis 6: Different family size influences marketing mix factors.

Hypothesis 7: Consumers' evaluation of 7P marketing strategies significantly affects the purchase decision of Pre-made Dishes

Hypothesis 8: Consumer purchasing behavior factors significantly affect the purchase decision of Pre-made Dishes

Research scope

In this study, the investigators defined the study scope as follows:

1. Scope of content

The factors highlighted in the study include:

Independence:

1. Population

1.1 Age

1.2 Gender

1.3 Income

1.4 Educational background

1.5 Occupation

2. 7p

2.1 Products

2.2 Price

2.3 Place

2.4 Promotion

2.5 People

2.6 Process

2.7 Physical Evidence

Dependent: Decision to purchase

2. Area range

Shandong Province

3. Population scope

The population of the population study is the consumers in Shandong Province of China who have purchased Pre-made Dishes since 2022 (referring to the Seventh

National Population Census Bulletin issued by the National Bureau of Statistics of China, May 11, 2022). The sample group in the study is 400 consumers in Shandong Province who have purchased Pre-made Dishes. The sample size was determined according to Taro Yamone's formula (1973) at the 95% confidence level and 5% tolerance of the sample selection to accept 400 totals.

4. Time range

December 1, 2023 to January 1, 2024

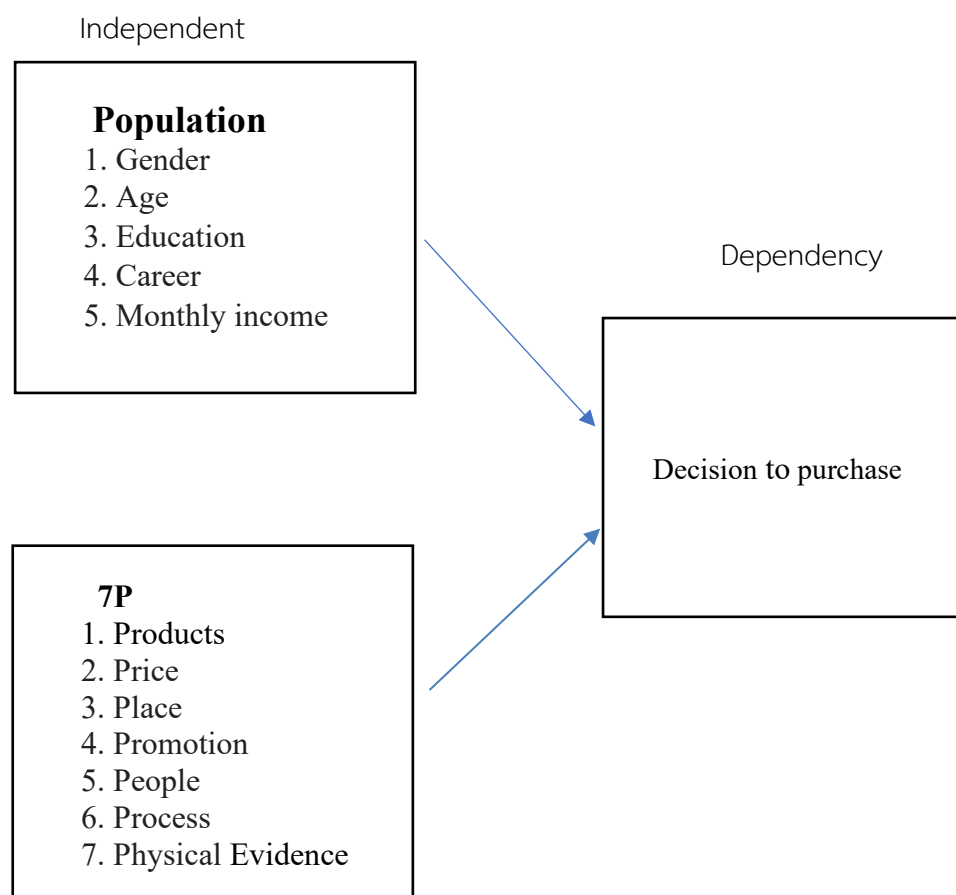
Definitions of specific terms

1.Pre-made Dishes: Pre-made Dishes refer to the finished or semi-finished dishes made of agricultural, livestock, poultry and aquatic products as raw materials and with various auxiliary materials. After scientific and hygienic packaging, it is stored, transported and sold under room temperature, refrigerated or frozen conditions. Consumers can eat convenient dishes directly or by heating or steaming or frying. There are many kinds of Pre-made Dishes. According to the degree of processing and convenience, food can be divided into ready-to-eat food (packaged food that is ready to eat in an open bag at room temperature), ready-to-heat food (dishes are completely cooked and can be eaten simply by heating in the microwave or oven), ready-to-cook food (these dishes usually consist of pre-prepared ingredients such as cut seasoned meat, seafood, vegetables and matching sauces or condiments. They can be cooked quickly by boiling, frying, roasting, or microwaving) and read-to-serve food (such Pre-made Dishes usually include meat, vegetables, or other ingredients that have been cut but not fully cooked. Consumers need to perform some simple cooking steps such as boiling, frying, or roasting).

2. **7P:** This article refers to the seven comprehensive factors that affect consumers' purchase of Pre-made Dishes, including product, price, place, promotion, people, process and physical evidence.

3. **Decision to purchase:** The traditional idea is that the decision of consumers to buy or not to buy is the purchase decision, which is also expressed by some scholars, The purchase decision refers not only to the decision of consumers to buy or not to buy, but also to the decision of consumers before they make a purchase Purchase intention is also a part of purchase decision .

Research Framework



Expected Revenue

1. Understand the marketing strategies of the Pre-made Dishes industry.
2. Understand the factors that influence consumers to purchase Pre-made Dishes and their reasons.
3. Based on the research findings, design marketing decisions for the Pre-made Dishes industry.

Literature Review

The topic of this study is about the factors that influence consumers in Shandong province to purchase pre-made dishes. In order to make the research results practical and achieve the set goals, A special review of the names of the cited theory and literature is as follows, include 6 parts:

- 1、 Demand theory of consumers
- 2 、 Decision-making theory of consumer behavior
- 3、 7P marketing mix strategy
- 4 、 Theories related to Internet marketing
- 5 、 Pre-made Dishes
- 6 、 Related Research

Research Methodology

The objectives of this study were :(1) To study the influence of consumers' demographic characteristics on their purchase decisions of Pre-made Dishes in Shandong Province. (2) To study the influencing factors of 7p marketing mix on consumers' purchase decision of Pre-made Dishes in Shandong Province. Refer to the research method in this chapter.

1. Research model

The researchers used quantitative research methods. The researchers developed a conceptual framework based on the law of demand, consumer behavior, consumer purchasing decision process and related literature. The research is as follows:

1.1 Personal factors or characteristics of consumers

1.2 Marketing mix strategy and its influencing factors

2. Population and sample

2.1 Population

The purpose of this study is to understand the influencing factors and purchase behaviors of consumers in Shandong Province, understand the purchase decision-making process of Pre-made Dishes, and optimize the marketing strategy of Pre-made Dishes. In this study, consumers who have been living in or from Shandong Province since 2023 were selected as the survey objects. According to the Statistical Bulletin of Shandong Provincial National Economic and Social Development in 2022 released by Shandong Provincial Bureau of Statistics, the permanent population of Shandong Province was 10, 1,627,900 at the end of 2022.

2.2 Sample size

The sample size of this study is selected by stratified random sampling technique, a total of 400 respondents, which is applicable to the formula of Yamane Taro (1973), $n = \frac{N}{1 + Ne^2}$, n is the sample size, N is the total population, the error is 5%, and the numbers are substituted into the formula:

Formula
$$n = \frac{N}{1 + Ne^2}$$

when

N = number of samples

N= population (101,627,900 random people)

E= tolerance between sample and acceptable population mean, set at 0.05.

Therefore, replace this value with the formula:

$$N = 101,627,900 / (1 + 101,627,900(0.05)^2) = 399.998 \approx 400$$

According to the collected sample data, 400 samples are valid samples that meet the data requirements by simple random sampling.

3. Research tools

This study mainly used literature research, qualitative research and quantitative research methods, collected first-hand information and materials through questionnaire survey, sorted out and analyzed the data, summarized the influencing

factors of consumers' purchase of Pre-made Dishes in Shandong province, and optimized the marketing strategy of Pre-made Dishes.

First of all, through literature review, the research progress of domestic and foreign marketing, 7P marketing mix strategy, consumer purchasing behavior, Pre-made Dishes marketing and other aspects was understood, and the latest progress of theoretical development and research results was grasped. The study focused on the consumer purchasing behavior of Pre-made Dishes and its influencing factors, and paid special attention to the research methods and conclusions of relevant literature. To lay a solid foundation for the development of this study.

Secondly, on the basis of literature review, using the consumer behavior theory, 7P theory and the basic principles of Pre-made Dishes marketing, combined with the existing research results at home and abroad, this paper analyzes the influencing factors of the purchase decision-making process and purchase behavior of Pre-made Dishes consumers in Shandong province, and summarizes the marketing strategies for sellers to obtain customer satisfaction in the sales of Pre-made Dishes. To formulate a study on the influencing behavioral factors of consumers' purchase of Pre-made Dishes in Shandong Province.

Thirdly, through interviews and questionnaires, this study investigated consumers' consumption behaviors and attitudes towards purchasing Pre-made Dishes in Shandong Province. The statistical software was used to conduct descriptive statistics, exploratory factor analysis, regression analysis and other statistical analysis on the variables involved in the questionnaire, and to empirically test the influencing factor model of Shandong consumers' purchase of Pre-made Dishes.

Finally, on the basis of data analysis, the influencing factors of consumers' purchase of Pre-made Dishes in Shandong Province were summarized. Finally, the marketing mix suggestions were put forward for Shandong enterprises to expand the Pre-made Dishes market. In addition, the shortcomings of this study are pointed out, and the future research direction is prospected.

4. Methods of data collection

This study followed the principle of objectivity, truthfulness, accuracy and validity, and adopted simple random sampling. In order to improve the efficiency of the research work, the questionnaire distribution channels combining offline and online were selected. The questionnaires were mainly distributed to consumers of Pre-made

Dishes in Shandong province. A total of 455 valid samples were collected by distributing questionnaires for one month.

5. Statistical analysis used in data analysis

5.1 Descriptive statistical analysis.

The first part of the questionnaire is the basic information of the respondents, which belongs to qualitative data, so this paper uses frequency, percentage and mean value. The second part of the questionnaire is the marketing mix factors (7P) that affect consumers' purchase of Pre-made Dishes products in Shandong Province, which belongs to quantitative data. This paper uses the mean and standard deviation to describe the general information of the sample, and analyzes the opinion data, independent variables and dependent variables. The third part of the questionnaire is the purchasing decision-making process that affects consumers in Shandong province to buy Pre-made Dishes, which belongs to quantitative data. This paper uses the mean and standard deviation to analyze the results. The specific criteria are as follows:

Based on the five-point Likert scale, the items related to the marketing mix factors that affect the purchase of Pre-made Dishes by Shandong consumers were scored, and the consumer recognition was divided into five levels based on this standard. Then the collected data were analyzed to find out the mean value and standard deviation of the sample.

Level of score

Strong agreement means 5 points

Agree means 4 points

Neutral means 3 points

Disagree means 2 points

Strongly disagree means 1 point

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

A mean score between 4.20 - 5.00 indicates strong agreement

A mean score between 3.40 - 4.19 indicates agreement

A mean score between 2.60 - 3.39 indicates neutrality

Mean score between 1.80 - 2.59 indicates disagreement

Mean score between 1.00 - 1.79 indicates strong disagreement

5.2 Inferential statistics

Hypothesis 1: Different gender factors affect marketing mix.

Hypothesis 2: Different age factors affect marketing mix.

Hypothesis 3: Different education levels affect marketing mix factors.

Hypothesis 4: Different occupations influence marketing mix factors.

Hypothesis 5: Different revenue factors affect marketing mix.

Hypothesis 6: Different family size influences marketing mix factors.

Hypothesis 7: Consumers' evaluation of 7P marketing strategies significantly affects the purchase decision of Pre-made Dishes

Hypothesis 8: Consumer purchasing behavior factors significantly affect the purchase decision of Pre-made Dishes

Data Analysis

In this paper, the demographic background of the respondents is selected as the independent variable, and the marketing mix strategy of Pre-made Dishes is selected as the dependent variable for discussion. The demographic data included gender, age, occupation, income and education level, and the marketing strategy included seven aspects: product, price, place, people, promotion, process and physical evidence. The above analysis shows that the questionnaire survey in this study is relatively successful and is in line with the current sales situation of Pre-made Dishes in Shandong, China. Through data analysis, these data collected in this study are valid. The first part is objective information about the characteristics of individual consumers; the second part is based on the subjective evaluation of the perception perspective of consumers in Shandong Province to collect the satisfaction survey of consumers on the 7P marketing mix strategy of Pre-made Dishes in Shandong Province; the third part is to analyze the influencing factors in the five stages of collecting consumers' purchase decision process.

Conclusions and Recommendations

1 Study Conclusions and measures

1.1 Demographic characteristics of consumers have a significant impact on the purchase decision of Pre-made Dishes.

1.1.1 The income level of consumers is the most important factor affecting the purchase decision of Pre-made Dishes

1.1.2 Gender, age, educational background, and number of family members are important factors that affect the purchase decision of Pre-made Dishes

1.1.3 Consumer occupation factors have no impact on the purchase decision of Pre-made Dishes

1.2 Consumers' evaluation of 7P marketing strategy has significant influence on the purchase decision of Pre-made Dishes

1.2.1 Nutritional balance, product cost performance, media publicity, offline supply channels, expert recommendation and quality customer service, and product traceability are the most important factors affecting consumers' purchase decision of Pre-made Dishes

1.2.2 Products are easy to cook, raw materials are fresh, prices are favorable, multiple purchase channels, recommendations from friends and family, and personal preferences are important factors that affect consumers' purchase decisions on Pre-made Dishes

1.3 Consumer purchasing behavior factors significantly affect the purchase decision of Pre-made Dishes

1.3.1 Family purchase, affordable price, supermarket purchase, emphasis on taste, low frequency purchase, and attention to promotion are the most important factors influencing the purchase decision of Pre-made Dishes

1.3.2 Eating by oneself, moderate unit price, online purchase, paying attention to nutritional value, extremely low frequency purchase, and recommending to others are the important factors influencing the purchase decision of Pre-made Dishes

2.Suggestions

2.1 Suggestions for consumers

2.1.1. Conduct in-depth research. Before buying Pre-made Dishes, try to understand the nutritional content, taste evaluation and price of different brands and products to ensure that the choice best suits your needs.

2.1.2. Look for tastings or samples. Use tastings or request samples as an opportunity to test out different Pre-made Dishes, which will allow you to discover new preferences without taking too much risk.

2.2 Suggestions for Pre-made Dishes enterprises

2.2.1. Increase interactive and experiential marketing. Use online and offline platforms to hold activities such as tasting sessions and cooking displays to raise consumers' awareness and interest in the products.

2.2.2. Strengthen customer relationship management (CRM). Build long-term customer loyalty through points rewards and members-only benefits.

2.2.3. Provide customized services. Provide personalized recommendations based on consumers' purchase history and preferences to meet the needs of different consumers.

2.2.4. Product innovation. Regularly update the product line, introduce new flavors or

special dietary needs (such as vegetarian, low calorie, etc.) of Pre-made Dishes to meet the diversified needs of the market.

2.2.5. Price reasonably. Research the market and competitors, develop a competitive pricing strategy, consider the cost benefit ratio of high product pricing to attract more consumers.

2.2.6. Diversified Promotion. Combine online digital marketing and offline activities, use social media, influencer marketing and other ways to improve brand awareness.

2.2.7. Optimize the distribution Place. Expand online and offline sales channels and improve the availability of products on major e-commerce platforms, convenience stores and supermarkets.

2.2.8. Focus on service and experience (People, Process, Physical Evidence). Improve the quality of customer service, optimize the purchase process, and ensure that the product packaging and display can attract consumers.

2.3 Suggestions for the government

2.3.1. Enhance consumer education and awareness promotion.

2.3.2. Supervise and guide the implementation of the 7P marketing strategy.

2.3.4. Strengthen industry supervision and quality control.

2.3.5. Promote the coordinated development of the industrial chain.

2.3.6. Encourage innovation and technological progress, and support Pre-made Dishes enterprises to adopt new technologies and processes.

References

- Wang Sihan. **Effect of packaging materials, storage temperature and sterilization treatment on the quality of three Chinese Pre-made Dishes** [D]. Jilin: Yanbian University, 2022.
- Wang Xinying. **Research on B-end marketing strategy of AB Company** [D]. Guangdong: South China University of Technology, 2022.
- Tong Ying. **Improvement on marketing strategy of Project C of YY Company** [D]. Liaoning: Dalian University of Technology, 2021.
- Liu Jing. **Trillion pre-Pre-made Dishes** [J]. Securities Markets Weekly, 2022 (26): 14-22
- Wang Dan, Huang Yumeng, Lu Ming. **Progress in Pre-made Dishes** [J]. Agricultural Science and Technology and Equipment, 2023 (2): 40-41.
- Huimin Fan. **Analysis of the prefabricated vegetable markets** [J]. Cooperative Economy and Technology, 2023 (4): 88-89.
- Wang Juan, Gao Qunyu, Lou Wenyong. **Development status and trend of prefabricated vegetable industry in China** [J]. Modern Food Technology, 2023,39 (2): 99-103.
- Zhao Xin. **Study on consumers' willingness to buy prepared vegetables and their influencing factors** [J]. China's Collective Economy, 2023 (5): 73-76.
- Liu Niannian. **Study on the influencing factors of Consumer Purchase Decision in B2C environment** [D]. Chongqing: Chongqing Normal University, 2016.
- Sun Yawei. **Research the marketing strategy of SJ** [D]. Guangdong: Guangdong University of Technology, 2023.
- Yin Jiawen, Li Ying. **Research on Food Cold Chain Consumption Demand Forecasting in Chongqing Municipality** [J]. Value Engineering, 2023,42 (8): 21-24.
- Yu Jia, Qiu Shiyong, Cai Mingxuan. **Hema xiansheng network marketing thinking** [J]. Cooperative Economy and Technology, 2023 (13): 82-83.
- Zhao Liwei, Li Xiao, Zhou Chunyan, et al. **Study on the influence of demographic factors on the social responsibility of college students** [J]. Western Quality Education, 2022,8 (9): 162-164.

- Mofei. **Restaurant enterprises have seized the beach layout of prefabricated vegetable markets into an attractive blue ocean** [J]. Chinese Food, 2020 (17): 58-59.
- Li Jia En. **Study on the influencing factors of organic food purchase intention-based on a survey of 1008 consumers in Wuhan** [D]. Hubei: Huazhong Agricultural University, 2020.
- Meng Gang. **Prefabricated vegetable markets are heating up** [J]. Food industry, 2021 (8): 46-48.
- Cai Tui. **On the development trend of Pre-made Dishes in the central kitchen of China's catering industry chain** [J]. Food Safety Guide, 2021 (23): 187-188.
- Huang Zixi, He Changzhen. **Analysis of factors influencing the purchase intention of prefabricated consumers** [J]. Food Safety Guide, 2023 (28): 189-192.
- Jin Liang, Wang Xilong, Ding Xiangjiang, et al. **Recognition of prepared vegetables by consumers** [J]. Business Theory of China, 2023 (19): 95-99.
- Xu Yujuan, Zhang Yehui, Zhou Fang, et al. **Analysis of the development mode and status of prefabricated vegetables in Guangdong** [J]. Chinese Journal of Food Science, 2022,22 (10): 27-38.
- Zhang Dequan, Liu Huan, Sun Xiangxiang, et al. **Analysis of the status and trend of industrial processing technology of Pre-made Dishes** [J]. Chinese Journal of Food Science, 2022,22 (10): 39-47
- Zeng Luyao, Wang Haibin, Liao E, et al. **Research progress in the processing technology of prefabricated vegetables for livestock and poultry** [J / OL]. Food industry science and technology: 1-12 [2022-12-26].
- Li Dongmei, Zhang Xuedi, Bi Jingran, et al. **Inheritance and innovation of Chinese Pre-made Dishes industry** [J]. Chinese Food Journal, 2022,22 (10): 1-8.
- Zhang Yuhao, Chen Hai. **Analysis of the current situation and development path of Sichuan and Chongqing prefabricated vegetable industry** [J]. Journal of China, 2022,22 (10): 9-19.
- Wei Shun. **Preformed dish: a new track with high growth and low penetration** [J]. Dynamic analysis of the stock market, 2022 (2): 52-53.

Yuan Shuai. **Standardize Pre-made Dishes in an important position** [J]. Xiaokang, 2022 (19): 54-56.

Dong Lin. **The customer information service of B2C e-commerce from the consumer purchase decision model** [J]. The Intelligence Journal. 2004,23(8):27-28.