

SERVICE MARKETING STRATEGY THAT AFFECTING TO THE DECISION TO PURCHASE CHINESE FAST FOOD IN SHENZHEN PROVINCE

Zhang Yahui

Master of Business Administration, Bangkokthonburi University

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ 1) เพื่อศึกษาประชากรศาสตร์ของผู้บริโภคที่ซื้ออาหารจานด่วนในมณฑลเซินเจิ้น และ 2) เพื่อศึกษากลยุทธ์การตลาดการบริการที่ส่งผลต่อการตัดสินใจซื้ออาหารจานด่วนของจีนในมณฑลเซินเจิ้น การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรคือผู้บริโภคอาหารจานด่วนในมณฑลเซินเจิ้น กลุ่มตัวอย่าง จำนวน 398 คน ใช้วิธีการสุ่มแบบเฉพาะเจาะจง โดยใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ร้อยละ ค่าเฉลี่ยและส่วนเบี่ยงเบนมาตรฐาน สถิติที่ใช้ในการทดสอบ คือ การวิเคราะห์การถดถอยเชิงเส้นแบบพหุ ผลการวิจัย พบว่า 1) ปัจจัยส่วนบุคคล เพศต่างกัน มีผลต่อการตัดสินใจซื้อสินค้าออนไลน์ไม่แตกต่างกัน อายุต่างกัน ระดับการศึกษาต่างกัน อาชีพต่างกัน และรายได้เฉลี่ยต่อเดือนต่างกัน มีผลต่อการตัดสินใจซื้อสินค้าออนไลน์ต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 2) ปัจจัยส่วนประสมทางการตลาดของผู้คนที่อาศัยอยู่ในมณฑลเหอหนาน ซึ่งประกอบด้วย สินค้า ราคา สถานที่ และโปรโมชั่น มีความสัมพันธ์กับการเลือกซื้อสินค้าออนไลน์ทุกด้านโดยมีความสัมพันธ์ในระดับต่ำถึงสูง และมีทิศทางสหสัมพันธ์ในเชิงบวกอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

คำสำคัญ: การตลาดการบริการ อาหารจานด่วนจีน

ABSTRACT

The objectives of this research: 1) to study the demographic of consumer to purchase Chinese fast food in Shenzhen province; and 2) to study service marketing strategy affecting to the decision to purchase Chinese fast food in Shenzhen province.

The research methodology was a quantitative research. The population were fast food consumer population of Shenzhen City. The samples size was 398 people. By using questionnaires as a tool to collect data statistics used in the analysis These are frequency, percentage, mean and standard deviation. and the statistics used in the test multiple Linear regression analysis.

The research finding were found that: 1) the demographic factors different genders have no different effect on the decision to purchase chinese fast food different ages different levels of education different occupations and different average monthly incomes affect the decision to buy products online differently with a statistical significance level of 0.05; and 2) marketing mix factors of people living in Shenzhen Province which consists of product, price, place and promotion. There was a correlation with the selection of buy products online in all aspects with a low to high correlation and has a positive correlation direction statistically significant at the 0.05 level.

Keywords: Service Marketing, Chinese Fast Food

Research Background

The rapid development of information networks has not only changed people's lifestyles, but has also had a significant impact on the service marketing industry. The traditional service marketing model is supply-centered, thereby establishing a systematic service marketing network. Under the influence of the Internet, a new type of service marketing method gradually emerged and became the mainstream of the entire service marketing industry. This service marketing model is mainly demand-oriented and is very different from previous models. On the other hand, with the rapid development of China's economy, China's catering industry is not only a strong proof of the gradual improvement of people's living standards and consumption levels, but also gradually transformed into an important pillar industry that expands domestic demand, promotes consumption, and promotes steady growth of the domestic economy. The COVID-19 epidemic at the end of 2019 led to the reshuffle of the catering industry, and the continuous escalation of the Matthew Effect provided an important opportunity for catering chain and branding. The further impact of the COVID-19 epidemic is to promote the catering industry to dig deeper into segmented and specialized fields such as various supply chains, catering equipment supply, and visual presentation. What deserves our attention is that the integration of online and offline catering companies has become a trend, which will have a fundamental impact on both supply and demand.

Based on comprehensive reasons such as changes in service marketing models and the current general environment of the domestic catering industry, the domestic catering industry has actually entered a critical period of major reshuffle. Whether they can seize the opportunities and challenges brought about by the turbulence of the general environment, face the risks and buck the trend is a major issue for many catering companies. Catering companies that can withstand the test are likely to take this opportunity to grow and become leaders in the industry. However, opportunities are bound to be accompanied by challenges. Under the high cost, low efficiency, and the continuous and repeated impact of the new crown epidemic, it is necessary to find loopholes in the service marketing link, improve the service marketing chain, and establish a service marketing model adapted to the epidemic environment.

catering company Top priority.

The development process of the catering industry is generally very similar to that of developed countries in the West, but there are also differences: for example: the current major changes in technology and digital technology have created a new situation for the chain and scale of my country's catering industry. Second, Chinese cuisine is rich in variety and the production process is relatively complex. The paths and methods of chain and large-scale development of enterprises in the catering field in my country are also becoming increasingly diversified.

1.2 Research Objective

1.2.1 To study the demographic of consumer to purchase Chinese fast food in Shenzhen province

1.2.2 To study Service Marketing Strategy affecting to the decision to purchase Chinese fast food in Shenzhen province

1.3 Research Scope

Through sorting out and researching relevant data, we can comprehensively grasp the current status, methods and trends of marketing strategy research for catering companies under the new background, grasp the various changes in customers, and find the focus and innovation of research. Secondly, through in-depth investigation and analysis of the current marketing situation, and summarizing its existing problems and advantages. Explore and analyze the impact of the 7 P model on marketing; this article conducts an in-depth analysis through new marketing concepts and strategies brought about by new network thinking and big data technology in the new situation. According to the basic principles of current marketing and combined with marketing practice, the marketing strategy should be appropriately optimized.

1.3.1 Content Scope

Focus on the study of factors including:

Independent :

1. 7Ps marketing theory (product, price, channel, promotion, personnel, tangible display, service process)

1.1 Products: Health, Quality, Innovation, Food Safety, Selection of Ingredients"

1.2 Price: Appropriate pricing, reasonable price adjustment according to the economic level of different regions

1.3 Place: Establish Appropriate Sales Channels

1.4 Promotion: launch membership system

1.5 Personnel: Establish a learning platform and set up an employee growth plan center

1.6 Physical: create a warm and comfortable dining environment suitable for gatherings

1.7 Process: provide high-quality and comfortable service

1.3.2 Area Scope

This study mainly focuses on the consumption decision-making of Chinese fast food in Shenzhen. By analyzing the current marketing status and related issues of catering companies, and combining with the overall environment of the domestic catering industry, specific marketing strategy optimization suggestions are put forward. This article mainly uses the questionnaire survey method to conduct a comprehensive analysis of the marketing mix in the current market environment through the investigation of marketing, and find out the factors that are not suitable for the current market environment, thereby providing support for the optimization of marketing strategy. Based on the above issues and combined with the current situation, some substantive suggestions are provided for the marketing strategies of catering companies.

1.3.3 Population Scope

The research population of this study is the population of Shenzhen City, Guangdong Province, and the sample group in the study is the fast food consumer population of Shenzhen City, Guangdong Province, China, 398 people.

According to Taro Yamane's formula (1973), a 95% confidence level and a tolerance of 5% sample selection were accepted for a total of 398 peoples.

1.3.4 Time Scope

November 1, 2023 to January 31, 2024

1.4 Definitions of specific terms

1.4.1 7Ps Marketing Mix

In the 1980s, scholars Booms and Bitner added three new elements to the four major elements of 4Ps marketing theory, namely people, process and tangible display, thus forming The Marketing Theory of 7Ps is introduced. These seven elements are product, price, channel, promotion, personnel, tangible display and service process.

1.1 Product Strategy

This refers to the products produced by the company (whose products include products and services, or a combination of both) that are developed to meet consumer needs. The product needs to have a unique selling point (USP). For example: airplanes meet people's transportation needs. As customer needs change, competitors, or new opportunities emerge, companies can

improve their products, develop new versions of their products, or launch entirely new products through "interest bundling." When improving a product, go beyond the actual product itself and add value through digital content such as guarantees and warranty services, after-sales service or online support, user-friendly apps or videos.

1.2 Price strategy

This is the only operating income element of the mix, with all other marketing activities representing costs. A very important point: when setting prices, companies must not only consider the cost of their products, but also the profits generated by the products. Therefore, before setting a price, a business needs to collect and research information about the price range that customers are willing to pay and understand the market demand for the product or service. Since price is also a strong indicator of market positioning relative to competitors, companies also need to take into account competitors' price strategies when positioni

1.3 Channel/distribution strategy

This refers to the "channel" through which customers make purchases. These channels include physical stores, websites or apps, etc. The main subjects of distribution channels are merchant middlemen (because they own ownership) and agent middlemen (because they help transfer ownership) involved in the circulation process of goods. Middlemen here refer to those who will be involved in the distribution chain and the logistics behind delivering the product/service to the end customer, including storage and transportation. Under normal circumstances, most service products are sold without middlemen, but there are also quite a few services that require middlemen or intermediary brokers to help circulate. Since services are non-transferable in space, when developing sales channels, merchants need to consider how to best utilize the strengths of channels and intermediaries to spread services in a tangible way, save intermediate links, and offer price concessions to customers. , thereby attracting customers from different places in large quantities and minimizing the restriction of spatial transfer of services.

1.4 Promotion strategy

Companies need to focus on changes in marketing behavior to stimulate consumers' desire to buy, and ultimately prompt consumers to purchase goods or services. The functions of promotion: convey product sales information; create demand and expand sales; highlight product features and enhance market competitiveness; feedback information and improve economic benefits.

Since services are intangible and cannot be preserved, when we emphasize the use of various ways and means to support various marketing activities to assist and promote consumers' purchase and use of goods or services, we should pay attention to the relationship with customers. Interactive communication focuses the attention of the general media and the public through vivid and tangible displays, and at the same time, the stranded service products that cannot be converted or stored are attracting customers as a whole in a "packaging method" that is added or sold in a different direction.

1.5 Personnel strategy

In the marketing mix, it refers to the human element, which plays the role of delivering and receiving services. In other words, it is the company's service personnel and customers. A company's service personnel: They are the key to a company's ability to successfully sell products. Their service attitude will have an impact on whether consumers purchase products. Consumers: Including consumers who have purchased and those who have not yet purchased. Companies must not only develop marketing plans to attract consumers who have not yet purchased, but also maintain relationships with consumers who have purchased.

1.6 Physical

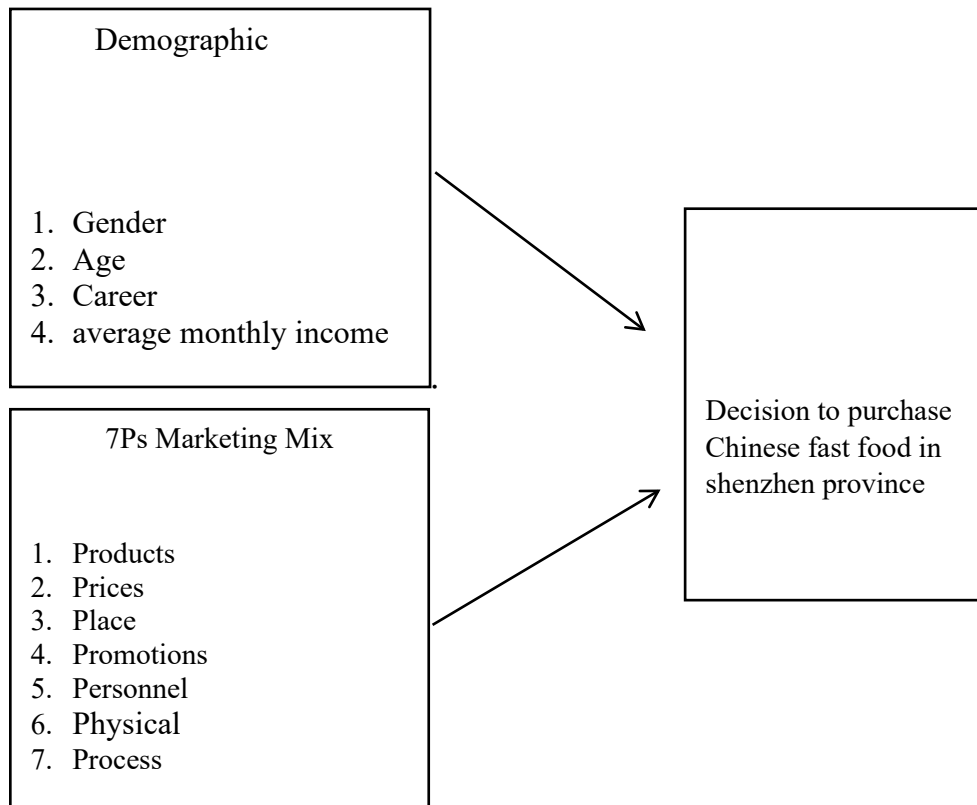
Tangible displays include the physical environment, the equipment needed to provide the service, and other physical clues, such as the logos used by airlines and the packaging of washed clothes by dry cleaners. Specifically, it can be reflected in three aspects: environment, tools and effective guidance. Specifically, it means providing customers with tangible goods or services in the marketing process, thereby shortening the distance between enterprises and customers. Through tangible display, customers can have substantial contact with the product or service, which can enhance the customer's experience. Converting the intangible into the tangible can improve service quality.

1.7 Process

This refers to the entire process of consumers obtaining goods and services. Services are realized through certain procedures, mechanisms and activities. In essence, marketing is the process of service. Therefore, service supply can only be completed with the help of a specific mechanism or specific actions, which is also a process of consumer management.

In other words, if consumers need to wait in line before getting goods or services, then the time cost is an important consideration in the process of delivering this service to the customer. Waiters with pleasant, attentive and patient expressions can often soothe the anxious mood of passersby when they have to wait in line, and can also alleviate the complaints and dissatisfaction of consumers when there are technical problems. Of course, a good attitude from service staff is not a panacea. If they want to make the service process truly satisfy consumers, service companies must also adopt operational strategies and service methods of the entire service system, the application of mechanization in the service process, the flow of consultation and services, contracting and waiting systems, etc

1.5 Research Framework



1.6 Expected Benefits

1.6.1 Through research and analysis, the current marketing status of catering companies is sorted out. Based on the problems analyzed in the 7ps marketing theory, service marketing optimization strategies are put forward in a targeted manner, which enriches and expands the current research on improvement strategies in the catering industry. This research can not only help catering companies promote marketing strategy optimization, enhance loyalty, establish a good corporate image, improve the company's marketing quality, enhance its vitality and competitiveness, and win in fierce market competition, it has important practical significance. It can also provide new ideas for the formulation and optimization of marketing development strategies for relevant domestic enterprises.

literature review

The topic of this study is Service Marketing Strategy That affecting to the decision to use Chinese fast food in shenzhen province. The practical application of the research results and the established literature review are divided into 5 parts:

- 2.1 Theory of Demographics
- 2.2 7PSTheory of service marketing strategies
- 2.3. Theory of Decision making
- 2.4 Consumer behavior
- 2.5 Related research

Research Methodology

The objectives of this research were : (1) To study the demographic of consumer to purchase Chinese fast food in shenzhen province (2) To study Service Marketing Strategy affecting to the decision to purchase Chinese fast food in shenzhen province:

- 3.1 Research Model
- 3.2 Population and Sample
- 3.3 Research Tools
- 3.4 Data Collection Methods
- 3.5 The statistics used in data analysis

3.1 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 a descriptive research.

3.2 Population and sample

The research population of this study is the population of Shenzhen City, Guangdong Province, and the sample group in the study is the fast food consumer population of Shenzhen City, Guangdong Province, China, 398 people.

According to Taro Yamane's formula (1973), a 95% confidence level and a tolerance of 5% sample selection were accepted for a total of 398 peoples.

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

When

n=number of samples

N=population(13,000,000 random personnel)

E=tolerance between the sample and the accepted population mean, set to 0.05.

Therefore, replace the value with the formula:

$$n = 13,000,000 / (1 + 13,000,000(0.05)^2) \approx 400$$

According to the collected sample data, 400 people using convenient random sampling meet the data requirements.

3.3 Research Tools

Research objects: Chinese fast food consumers in Shenzhen, Guangdong ProviSample information was collected through questionnaires as follows

1.The basic information of the respondent is the name, age, income and other basic information of the respondent.

2.2. The opinions of the interviewees are on the level of satisfaction with the service marketing of Chinese fast food restaurants. The Likert scale is divided into 5 levels: 5=very satisfied, 4=satisfied, 3=average, 2=dissatisfied. , 1 = Very dissatisfied

3.4 Data Collection Methods

This research The researcher has collected the data as follows:

3.3.1 Primary Data collected questionnaires from the sample group.

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

3.5 The statistics used in data analysis

Descriptive statistics analysis. The questionnaire part 1 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 Level

Very satisfied means a score of 5 points

satisfy means a score of 4 points

generally means a score of 3 points

dissatisfied means a score of 2 points

Very dissatisfied means a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Average score between 4.20 – 5.00 means Very satisfied

Average score between 3.40 – 4.19 means satisfy

Average score between 2.60 – 3.39 means generally

Average score between 1.80 – 2.59 means dissatisfied

Average score between 1.00 – 1.79 means Very dissatisfied

Data Collection Methods

The data collected by the researchers in this study are as follows:

1. Collect the primary data of the questionnaire from the sample group.
2. Secondary data, researchers collect data from the study of relevant documents

The Statistics Used in Data Analysis

Descriptive statistics analysis. Questionnaire part 1 used the frequency, percentage, and mean and questionnaire part 2 used the mean and standard deviation to describe general information from the sample and analysis of opinion data, independent variables, and dependent variables.

In analyzing the data, the 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.

Conclusions

Conclusion

(1) Demographic summary

In the current period, the competitive situation in the market economic environment is becoming increasingly severe, and the degree of product differentiation between different brands tends to shrink. Especially catering service companies, there is a phenomenon of imitating each other in terms of service marketing strategies. Service is an important part of the operation of catering companies. Improving service marketing strategies will help further enhance the competitive advantages of catering companies in the industry. This paper takes Chinese fast food catering enterprises as the research object to conduct research on service marketing strategies. Through the impact of the consumer demographic structure and service marketing strategies on Chinese fast food purchase decisions, it is found that catering companies should delve into Dali-style dishes to increase brand awareness; increase the intensity of promotions and other activities (such as when the price of ingredients is reduced, etc.) , attract more consumers; serve consumers well and strive for consumers' "old and new" consumption; focus on creating characteristics, improve the service environment of catering companies, and provide a better experience for customers after the epidemic.

(2) Service Marketing 7ps Summary

Based on the 7Ps of service marketing, catering enterprises issued service marketing questionnaires and conducted questionnaire surveys. Through questionnaires, we analyze the company's satisfaction in seven aspects: product, price, channel, promotion, personnel, tangible display, and service process, thereby discovering problems and causes in the company's service marketing. Problems in service marketing include: weak flexibility in price discounts; insufficient

development of online channels; serious homogeneity of promotions; insufficient service capabilities of employees; lack of cultural characteristics in service scenarios; and low efficiency of service processes. To formulate corresponding marketing strategies: strengthen the characteristics of catering products and formulate flexible price discounts; improve online channels; carry out differentiated promotions; improve employee service skills; create national cultural service scenes; and improve service processes.

This article takes a Chinese fast-food catering company as an example to analyze its operating conditions, combine it with the market environment of the catering service industry, optimize the service marketing strategy of the catering company, and initially draw the following conclusions:

1) Employees must have a strong sense of service. Catering operators must attach great importance to the importance of service and improve the quality and characteristics of food while strengthening the management of various services. To build a harmonious and warm catering corporate culture, while strengthening education and training, we ensure that all employees carry out their work conscientiously with a strong sense of responsibility, honor and belonging.

2) Conduct in-depth research on consumer service needs and improve service content. Specializes in consumer psychology research, quickly discovers consumers' latest needs for services, strengthens communication with customers, and understands customer needs and satisfaction through communication. A good service staff must not only master the basic knowledge of service, but also learn to read and understand consumers' needs and psychology.

3) The company should implement comprehensive and regular training, combine external training with internal training, and strengthen service awareness and technical training. We emphasize education that strengthens corporate culture and concepts, as well as education in various service skills and etiquette.

4) The company pays attention to the humanization of services and consumer considerations. Maslow's hierarchy of needs theory believes that consumers want to be recognized and respected by others while receiving services. Therefore, while we cannot serve the service itself, we aim to meet consumer expectations and use a fully humanized service in a simplified version to further maximize the return on the consumer spirit.

5.3 It is recommended that catering companies implement safeguard measures

(1) Food safety assurance

As the "ballast stone" of safeguard measures, the food safety guarantee mechanism plays a fundamental role in the catering industry. Especially in the post-epidemic era, residents pay more attention to food quality issues, and current food safety issues cannot be underestimated, such as melamine and waste oil. , clenbuterol and other incidents emerge one after another. With the continuous improvement of domestic food safety laws and regulations and the introduction of industry systems, residents' food safety awareness and rights protection awareness have also been greatly improved. As a Chinese fast food company, catering companies should strictly control product quality and continuously optimize the product supply chain. Suppliers should implement full responsibility for products to ensure that product quality meets standard requirements. Kitchen work implements a strict unified process, implements unified procurement of raw materials and dedicated management, and counts inventory and semi-finished products on a daily basis to ensure the timeliness of material supply.

(2) Organizational guarantee

The development of an enterprise cannot be separated from the support of a sound organizational structure. Therefore, in terms of departmental responsibilities, there should be a clear division of functions, adhere to the rights and responsibilities system that assigns responsibilities to people, improve the effectiveness of team integration, and at the same time establish a corporate culture of all-employee marketing. , to avoid the occurrence of fragmentation and shirk of responsibilities between departments, set corresponding target performance for all marketing-related departments, and tap potential employee value. For the company's administrative department, it is responsible for coordinating and managing various affairs, proposing company decisions, supervising the implementation of plans, stabilizing customer relationships, effectively participating in the entire process of corporate governance, insisting on crossing the river by feeling the stones, and rejecting formalism on paper. Establish a complete and feasible employee incentive mechanism and learning and promotion channels.

For employees who have innovative proposals or outstanding contributions in daily business, implement ladder-type material rewards plus spiritual rewards to enhance team enthusiasm.

(3) Technical support guarantee

The era of digital economy has given birth to a platform-based business model in the catering field. With the policy support of the national information strategy, the application of electronic information technology in the catering field has become more and more in-depth. Facing the market competition in which Western-style restaurants dominate the domestic market, national enterprises should strengthen their technological content and enhance their competitive advantages and market share. The catering industry is a process industry. The processes from raw material planting and purchasing, processing and production, dish sales to dining services are interlocking. You can start with the following elements: In terms of management model, the middle and senior management teams in the catering industry pay more attention to the online community. Construction and application, through local area network information systems and enterprise application management information systems, help enterprises consolidate brand building more efficiently, continuously improve potential customer conversion rates, and make extensive use of digital freight technology, cold chain storage technology, barcode warehousing technology, etc., from digitalization to Focus on management, digital operations, digital monitoring and other aspects, based on the enterprise, give full play to the auxiliary role of network information technology, and at the same time strengthen the integration of internal and external information technology within the enterprise, such as customer relationship management systems and enterprise resource planning systems; in terms of consumption scenarios, The foreign chain fast food industry is relatively mature in the application of digital technology. To this end, it can learn from advanced enterprises, and at the same time, it can combine the diverse national characteristics to cater to the needs of Chinese consumers and conduct research on the results of consumers' individual characteristics, dining preference characteristics, service feedback and other results. Analyze and process, implement heterogeneous services, track customer consumption records, build a good ecological customer relationship, provide personalized services for member customers, predict business trends, improve business effectiveness, management integrity and user convenience, and ensure service marketing The smooth implementation of the strategy.

(4) Cultural guarantee

Cultural heritage is a key factor that determines whether a company can go forward in the long run. Corporate culture refers to the behavioral concepts, value expressions, etiquette forms and other cultural phenomena that run through the daily operation and management of a catering company. It represents the core values and brand of the company. Image mainly includes the two main bodies of business culture and management culture. High-quality characteristic culture builds the company's market competitiveness and brand effect. Catering companies should establish business culture signs that are in line with the laws of natural operation from the early days of their establishment, and run them throughout the entire process. In addition, they can base themselves on the land of China, explore local cultural backgrounds based on different regional characteristics, and integrate them into the operations of major stores. In the concept, we draw lessons from the organization and inherit from the innovation, catering to the local eating habits, cooking techniques, taste preferences and other symbolic cultures, constantly transmitting its own distinct cultural positioning to customers, while paying attention to the cultural avoidance of special regions. For the construction of management culture, we mainly start with personnel. The criteria for an excellent team include proficiency in business, novel ideas, high implementation, and internalization and extension of concepts. Therefore, employees should be introduced to the company's development history, values, vision, mission, etc. in a simple and easy-to-understand manner to strengthen Training and assessment of employees to ensure employees' recognition and love for corporate culture, organize regular team-building activities, enhance communication and interaction between employees and between employees and leaders, pay attention to their development suggestions or detail optimization and reward them, stimulate employees' work enthusiasm and sense of belonging, improve their enthusiasm, and invest a certain amount of training costs to explain marketing professional theories to employees, encourage goal-oriented and hard-working employees to further their studies, promote the combination of employee theory and practice, cultivate innovative talents, and serve the enterprise. A steady stream of reserve troops and backbone forces are delivered.

(5) Brand building guarantee

Brand is also a kind of enterprise strength, and it is the most important intangible asset of the enterprise. It is the embodiment of the market honor system and can drive consumer choice. Reputation and brand are both important intangible assets.

Catering companies should be committed to building their own brands, and at the same time pay more attention to the reputation of their products on the Internet and in real life. Maintain a good reputation and brand. Catering companies continue to build brand awareness, form unique catering brands, and create well-known brands in terms of brand connotation, brand strategy, and brand benefits. Catering is a place where people communicate and meet. Brand image includes quality, service, credibility, culture and logo. These brand images reflect the core, melody, roots, soul and symbols of the catering company's brand.

(6) Information security

In the context of big data technology, catering companies need faster market data and the ability to accurately locate customer consumption needs to improve marketing efficiency. Enterprises must flexibly use the Internet to develop new marketing channels, which also requires modern information management. Because the network is intangible and cannot be displayed by itself, the best way to truly use the network flexibly and make it a practical way to improve corporate service marketing is to rely on an intelligent information management platform. In order to improve service levels and quality, it is also necessary to have a modern information management system. We need a modern management platform to recommend our products so that customers can make better choices. At the same time, customers also need the convenience of consumption. For example, if customers need to order food in advance, they can operate directly on the modern information system, so modern information Management is very important.

Modern information management has a significant effect on improving the overall quality and service level of employees. In order to flexibly use the network to enhance service levels, catering enterprises should use monitoring systems and network port customers' evaluation information of catering enterprise service personnel to evaluate the active service level of service personnel. By deepening the integration and interaction of visual service information with other data information of enterprise operations, it provides information basis for catering enterprise management to grasp the active service status of service personnel in a timely

manner. Catering enterprises can reward service personnel with outstanding active service performance. , and for those who are not active in active service and have deviations in service capabilities, certain punishments and service retraining should be implemented, and active service measures should be optimized.

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