



Analysis of Problems and Countermeasures in Online Marketing of Guilin Prefabricated Vegetables

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Abstract. Under the influence of a fast-paced lifestyle, people's demand for pre made dishes is gradually increasing. Due to issues such as further optimization of marketing strategies, limited product promotion, and incomplete industry standards, there is still significant room for development in online marketing of pre made dishes in Guilin. This article is based on the 4P theory of marketing, analyzing the series of problems existing in Guilin's pre made dishes, and proposing strategies such as optimizing production and processing, expanding promotional channels, and introducing more relevant regulations, in order to promote and popularize Guilin's pre made dishes in a targeted manner, and promote the role of the pre made dish industry in local tourism and economic development.

Keywords: prefabricated dishes; online marketing countermeasures.

1 Introduction

Under the influence of the "lazy economy" and fast-paced lifestyle, the demand for pre made dishes has increased, and the pre made dish industry has broad prospects for future development. As a local specialty food, Guilin pre made dishes have gradually shifted their focus to online marketing as a new promotion method in the process of inheritance and development. This article found through investigation that although Guilin has many well-known pre made dishes, their promotion effect is not ideal. Secondly, Guilin is a well-known tourist city in China, with huge traffic both online and offline, and each pre made dish has not fully utilized this huge advantage.

This article is based on the combination of online and offline traffic in Guilin and pre made dishes in various regions, aiming to explore the practical situation of pre made dish online marketing in Guilin, analyze the problems existing in its online marketing, and provide countermeasures from four aspects: product, price, promotion, and promotion, improve the quality of pre made dish products¹, expand the influence of pre made dishes in Guilin, enhance brand premium and economic value, help farmers increase income and become rich, promote the economic development of Guilin region, and make due contributions to the rural revitalization of Guilin.

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2 The Problems in Online Marketing of Guilin Prefabricated Vegetables

Prefabricated dishes, as a rapidly developing new type of food industry, despite their advantages of convenience, diversity, and efficient supply, are popular among some consumers, but they still face various challenges. This article conducts an online questionnaire survey on the surrounding population based on the current development status of Guilin's pre made dishes. The validity analysis of the attitude scale in the survey questionnaire shows that the Alpha value is 0.883, which is close to 1, indicating that the results of the attitude scale in the survey questionnaire have strong reliability(As shown in Table 1, Table 2, Table 3, Table 4).

Table 1. Reliability statistics

Cronbach's alpha	Cronbach's alpha based on standardized terms	Number of items
0.833	0.833	2

Table 2. Item statistics

	Average term	Standard deviation	Number of cases
Would you be willing to recommend pre made dishes to others?	1.47	0.502	100
Would you be willing to help promote pre made dishes in your future life?(For example, publishing circle of friends, Tiktok, Little Red Book, etc)	1.56	0.499	100

Table 3. Interitem correlation matrix

	Would you be willing to recommend pre made dishes to others?	Would you be willing to help promote pre made dishes in your future life?(For example, publishing circle of friends, Tiktok, Little Red Book, etc)
Would you be willing to recommend pre made dishes to others?	1.000	0.714
Would you be willing to help promote pre made dishes in your future life?(For example, publishing circle of friends, Tiktok, Little Red Book, etc)	0.714	1.000

Table 4. Summary item statistics

	Average value	Minimum value	Maximum value	Full range	Max/Min	Variance	Number of items
Inter item covariance	0.179	0.179	0.179	0.000	1.000	0.000	2
Interitem correlation	0.714	0.714	0.714	0.000	1.000	0.000	2

Overall, there are several key issues in the online marketing of pre made dishes:

2.1 There are Many Shortcomings in Guilin's Pre Made Vegetable Products Themselves

According to the survey results(As shown in Fig. 1¹), consumers are extremely concerned about the quality of pre made dishes. From the selection and processing of pre made dishes to storage and transportation, how to effectively manage and improve product quality in this series of processes is a question that production enterprises need to consider. In the process of industrial maturity, Guilin pre made vegetables still face many urgent quality problems such as heavy oil, heavy salt, heavy sugar, and nutritional imbalance². If these problems are not solved, it is difficult for consumers to trust pre made vegetables. At the same time, how to provide personalized product services to consumers and create products with local culture and unique image is also a problem that enterprises need to consider.

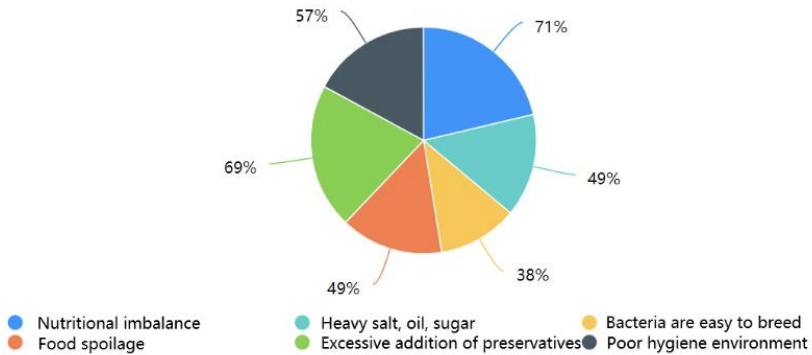


Fig. 1. The health issues that consumers are most concerned about with pre made dishes

2.2 The Price of Guilin Pre Made Vegetables is Fixed for a Long Time, and the Product's Cost-Effectiveness is not High

Guilin Yangshuo is a popular tourist destination with a large number of tourists during holidays. However, many businesses have not fully utilized this potential advantage. Prefabricated food products remain fixed in price for a long time and lack flexible

¹ This statistical chart is derived from the analysis of online questionnaire survey results in this article.

adjustment strategies based on market supply and demand changes, making the products less attractive to consumers. During the peak tourism season, the increase in the number of tourists has led to an increase in sales of pre made dishes, showing considerable performance, but this is not enough to make up for the sluggish sales during the off-season. In addition, the prices of pre made dishes in some stores are already higher than those of dishes of the same specifications in restaurants, which makes these products less competitive for customers who value cost-effectiveness. The customer base for prefabricated dishes is mostly middle-income, so the pricing of prefabricated dishes should not be too high.

2.3 Insufficient Online Promotion of Guilin Pre Made Dishes

The offline promotion activities for Guilin pre made dishes are diverse and diverse. For example, specialty stores will display a large number of Guilin pre made dishes, invite tourists to participate in tasting activities, and actively promote Guilin pre made dishes to customers. In terms of online promotion, the number of pictures, texts and videos of Guilin pre prepared dishes promotion on social platforms such as Tiktok and Xiaohongshu is small, and the number of visitors is low. Many businesses rarely carry out live webcasts for their products. During field visits, we learned that many businesses have not launched online sales of pre prepared dishes in their stores. According to the survey results, the public's willingness to promote pre made dishes on social media platforms is relatively low, and most people are unwilling to share pre made dishes online.

2.4 Guilin Prefabricated Vegetables Need Effective Channel Strategies

The coverage of Guilin prefabricated dishes is mainly in Guilin City and surrounding towns, and the sales method mainly relies on offline sales, with limited coverage. In the sales process of prefabricated dishes, there are links such as intermediaries, agents, wholesalers, and retailers, which lack communication and cooperation³, resulting in problems such as poor information transmission and slow market response.

In summary, there are still many problems that need to be improved in the development process of the prefabricated food industry, including product itself, product prices, online promotion, and channel strategies. These problems require joint efforts from enterprises, industry associations, regulatory departments, and even the whole society to gradually solve through various means such as optimizing product production, strengthening standard construction, improving price competitiveness, and strengthening online marketing innovation.

3 Network Marketing Strategies for Guilin Prefabricated Vegetables

Based on the issue of online sales of Guilin prefabricated dishes, we propose suggestions and countermeasures around four aspects: product, price, promotion, and channel:

3.1 Production Enterprises Strictly Control the Production and Processing Process, Properly Store and Transport Products

In production, priority should be given to selecting fresh, pollution-free, and pest free vegetables, meat, and seafood from the current season to ensure the safety and nutritional value of the food source; Secondly, a refined ingredient pretreatment process is crucial, which includes strict ingredient cleaning, decontamination, impurity removal, and reasonable cutting methods to preserve the nutritional content of the ingredients to the greatest extent possible and reduce the risk of microbial contamination. Furthermore, enterprises should establish a sound cold chain logistics system to ensure that fresh ingredients are properly stored at appropriate temperatures at all stages, and to ensure that pre made dishes that reach consumers always remain in their best condition. In addition, enterprises should adhere to the principle of reasonable use of food additives in the production process of prefabricated dishes, minimize unnecessary chemical preservatives and seasonings, promote natural preservation technology, and ensure the natural flavor and healthy attributes of prefabricated dishes.

3.2 Deeply Meet Consumer Needs and Provide Personalized Services

In the e-commerce environment, consumers pay more attention to the personalized services provided by businesses. Therefore, when conducting online marketing of pre made dishes, it is necessary to timely grasp changes in consumer demand and provide them with better quality services. For example, in terms of product packaging, companies can develop different packaging specifications based on the number of consumers, and can launch "one person tasting package", "two person package", and "family sharing package", with packaging specifications ranging from 250g to 1.5kg. In terms of dish taste, "Sichuan Chongqing flavor" Lijiang beer fish can be launched for consumers who love spicy flavors in Sichuan, Chongqing and other regions, and "strong aroma tomato flavor" can be introduced for consumers who prefer sour and sweet flavors to expand sales. In addition, diversified product lines are developed for different consumer groups, including various types such as ready to eat, ready to heat, ready to cook, and ready to serve, emphasizing characteristics such as health, low fat, and balanced nutrition, in order to gain more consumer love.

3.3 Improve Product Cost-effectiveness and Enhance Price Competitiveness

The customer base for prefabricated dishes is mostly middle-income, so the pricing of prefabricated dishes should not be too high. Before pricing, retailers can first conduct market research to understand consumers' acceptance of pre packaged food prices, determine the product price range, and then use the demand difference pricing method for the Yangshuo holiday with high foot traffic. For example, during holidays with high foot traffic such as May Day and National Day, the product price can be appropriately reduced to attract consumers to purchase. In addition, the reasonable use of discount pricing and psychological pricing methods can form psychological effects on consumers to influence their purchasing decisions, such as "50% off for the second item"

and "9" for product prices, which can be flexibly adjusted according to actual situations.

3.4 Expand Online Sales and Promote Products Online

According to the survey results, the online sales market of prefabricated dishes has a large space for development. The prefabricated dishes industry can use the advantages of Internet technology to carry out online marketing of products. When enterprises engage in online marketing of pre made dishes, they should actively embrace new retail models such as e-commerce platforms, community group buying, and live streaming sales, expand sales channels, explore online sales markets, expand online marketing⁴, and increase product promotion efforts. In the initial promotion, it is advisable to consider entering online social media platforms such as Tiktok, Kwai and Xiaohongshu to gain consumers' attention, expand brand awareness, adopt hunger marketing, emotional marketing and other marketing strategies⁵, quickly gain consumer trust and attract consumers to purchase products through online orders. In addition, local well-known internet celebrities can be invited to help promote the product, in order to achieve better promotional effects. When the product promotion achieves good results, it is possible to consider opening a store on online shopping platforms, using marketing methods such as low price consolidation, discount promotions, and distributing coupons to attract traffic and increase sales. At the same time, it is also possible to consider cooperating with catering chain stores, hotels, and other business models to provide customized pre made food solutions and tap into the potential of the B-end market.

3.5 Strengthen Channel Construction and Management, Optimize Channel Selection

In the offline promotion of Guilin pre made dishes, it is possible to extend it to other cities, such as Nanning and Liuzhou, by opening offline stores to expose more consumers to pre made dish products. To ensure effective communication and collaboration in the management of intermediaries, agents, wholesalers, retailers, and other links, regular partner meetings can be held to establish effective communication channels, help merchants understand market trends, timely identify market risks, and improve their market insights.

3.6 Develop and Improve Relevant Standards, Strengthen Departmental Collaboration

Regarding the future development of online marketing for Guilin's pre made vegetables, the government can ensure the sustainable development of the pre made vegetable industry in the field of online marketing by formulating strict production standards and improving the food safety monitoring system. Firstly, strict production standards can be used to regulate the production behavior of enterprises⁶, ensuring the quality and taste of pre made vegetable products. In all aspects of procurement, production and distribution, as well as food processing, enterprises need to operate in accordance with

regulations to ensure the quality of prefabricated vegetable products and reduce safety hazards caused by improper operation. Secondly, improving the food safety monitoring system is the key to ensuring the success of online marketing for pre made dishes. The relevant departments should regularly inspect and evaluate the production environment, operating procedures, and product quality of the enterprise to ensure that the enterprise operates strictly in accordance with production standards. At the same time, the government should also establish a traceability system for prefabricated vegetable products⁷, so that when problems arise, the source can be quickly identified and corresponding measures can be taken.

In addition, the government should strengthen cooperation with other relevant departments to jointly promote the development of online marketing for pre made dishes. For example, collaborating with market regulatory authorities to combat false advertising and fraudulent behavior; Collaborate with e-commerce platforms to promote online sales of pre made vegetable products; Cooperate with consumer protection agencies to safeguard the legitimate rights and interests of consumers. At the same time, the government should also encourage enterprises to strengthen technological innovation, improve production efficiency, reduce costs, and provide more competitive products for online marketing.

4 Conclusion

Through investigation and research on the sales situation of Guilin's pre made food market and consumer opinions on Guilin's pre made food, it is found that there are still significant problems with Guilin's pre made food, such as product singularity, insufficient promotion efforts, and a small audience. This article provides corresponding solutions to the problem. By promoting Guilin pre made dishes, it will meet the needs of people in different regions for Guilin pre made dishes, expand the popularity and influence of Guilin pre made dishes. By studying and exploring the marketing practices of Guilin's pre made dishes, we aim to help the local tourism industry open up more channels, gain more sales opportunities, and promote the economic development of the Guilin region. By implementing marketing strategies for Guilin's pre made dishes, it will help to enhance brand premium and economic value, help farmers increase their income and become prosperous, and make due contributions to the rural revitalization of Guilin. At the same time, it will also provide certain assistance for the online marketing of Guilin's pre made dishes.

The conclusion of this article provides a detailed and detailed explanation of the production and processing, promotion methods, and policy support of Guilin pre made dishes from the perspectives of enterprise participation and government participation, which will provide some reference for the development of Guilin pre made dishes and even pre made dishes. Due to limited spare time of the members, they were unable to conduct multiple offline investigations; The members are all students, and the majority of people filling out the online survey questionnaire are students. The survey scope is too narrow, which leads to certain limitations in conclusions and countermeasures. In

literature search and data collection, there are certain limitations in research due to insufficient product series, resulting in limited data collection.

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