The Impact of Mobile Internet on the Marketing of Chongqing Hot Pot Restaurant Industry

Xiao-Bo WEI
School of Business, Xijing University, Xi'an, Shaanxi, China
1004880199@qq.com

Keywords: Chongqing Hotpot, Catering Industry, Marketing, Mobile Internet.

Abstract. The influence of mobile Internet on catering industry lies in eliminating geographical limitations, reducing marketing costs and changing the original one-way information dissemination of marketing into two-way communication, which has improved the level of enterprise information management and promoted the development of the catering O2O business. This paper takes Chongqing hot pot catering as the research object, analyses the characteristics of traditional operation, and puts forward the strategy of mobile Internet marketing.

Introduction

The emergence of the mobile Internet has led many traditional industries to consider grafting Internet thinking, changing the original marketing concepts, management models and business processes, in order to cultivate new forms for industrial upgrading and adapt to the development requirements of the new era. With the widespread use of mobile payment, APP programs, and LBS position systems, the catering industry began to gradually use information technology for cross-border integration, and the catering market is undergoing tremendous changes. Catering companies accelerate the establishment of websites, Weblog, WeChat, QQ group, APP mobile applications, etc. to market and promote themselves, while constantly integrating into existing social networks, mobile e-commerce platforms, in order to continuously increase the number of stores and order transactions, to achieve the growth of economic efficiency. Therefore, it is necessary and timely to analyze and discuss the reform of marketing mode in catering industry.

The Characteristics of Traditional Management of Chongqing Hot Pot

According to the survey and statistics from the National Bureau of Statistics, by the end of 2017, the scale of catering in China had exceeded 3.9 trillion yuan, and the output value of Chongqing hot pot catering had exceeded 30 billion yuan. After years of accumulation, Chongqing hot pot brand has embarked on a road of independent innovation and continuous breakthrough. Experts predict that the industry will break through 47.79 billion yuan by 2020. The following describes the operating characteristics of this industry from four aspects: product, channel, price and promotion in marketing.

Products and Services

People are familiar with hot pot, and the products are relatively single, mainly due to certain differences in form, eating, taste and additional services. When customers recognizes the brand, they will go to the store to consume and feel the hot pot atmosphere. The peak time of the store business is concentrated in the evening; The service mode includes self-service and semi-self-service; The addition of chafing dish seasonings and the control of the fire are generally completed by the service personnel, and the customers’ own soup bowl and other needs vary from person to person; The flavors include old spicy, slightly spicy, three fresh, etc., when consuming, there are some side dishes available, hot pot base materials can also be packaged for sale.
Channel Selection and Locations

The consumption group of Chongqing hot pot is mainly for the majority of urban and towns consumers, suitable for all ages. As a result, stores are concentrated in downtown areas with large traffic, and superior geographical location, such as commercial complexes, street vendors and so on.

Price Fixing

With the rapid development of the urban economy, restaurant rents, labor costs, food prices, etc. have further aggravated the operating costs of Chongqing hot pot. Overall, Chongqing hotpot can generally cater to the mass consumption, and its price can be roughly divided into high, medium and low-grade according to market positioning. Naturally, there will be some differences in products and services. With the gradual return of consumption rationality, it can be said that good quality, good service and low price have always been the biggest challenges for all industries.

Promotion

Chongqing hotpot has a long history, so many businesses inherit and develop this catering culture. Take the Dezhuang hotpot as an example, the store is decorated in the retro style of the 1980s and 1990s. The walls also have pictures and proverbs of 70s and 80s. These cultural elements can attract a large number of people from that era.

The Impact of Mobile Internet on Chongqing Hot Pot Marketing

From the Point of View of Marketing Cost and Effectiveness

Previous businesses need to regularly use paper leaflets, posters, and even outdoor advertising, print media, TV broadcasts and other media to attract customers. The cost is high and the marketing effect can not be tracked. It is also not conducive to business adjustments and product innovation. With the influence of the fan economy and the traffic economy, if the shopkeepers make good use of social networks and business platforms, then they quickly seize consumers, and further reduce the cost of customer acquisition. When conducting Internet marketing, merchants only need to submit product data, service environment, promotional concessions, geographical location and other graphic and text information to the computer system, and then with the help of Big Data, Cloud Computing Platform, they can complete fast and accurate push marketing in a short time. By using this model, a lot of time and economic costs can be saved, and these resources can be invested in improving product quality and R&D of new products to provide better services for customers.

From the Point of View of Information Acquisition and Processing

The mobile Internet has changed the one-way information dissemination of the original marketing into two-way communication, and has improved the level of enterprise information management. Enterprises use the related App of social network to establish a interaction platform for themselves and consumers. From the perspective of merchants, they can collect information more conveniently, and understand changes in customer needs, thus improving their business strategies quickly; For customers, this solves the problem of mobility. Consumers can receive more information about products, services, discounts, etc. and enjoy more services as soon as possible, which increases social stickiness and brand loyalty. Not only that, but also with the help of mobile ordering systems such as Keruyun and Two-dimensional Fire, merchants can effectively integrate the data of the original scattered and disorderly transactions and goods to make the operation and management of restaurants more intelligent. Customers are fully electronic and mobile in booking, queuing, ordering and payment. Businessmen create additional value in marketing, settlement, supply chain, personnel scheduling, and selection of food suppliers.

From the Point of View of Mobile Payment and LBS Applications

Safe and fast mobile payment and LBS-based mobile applications are becoming more and more mature, laying a good foundation for the development of catering O2O model. Currently, mobile 4G
network, wireless WiFi and other short-distance communication technologies (such as RFID, NFC, etc.) effectively support the diversification of mobile payment methods. Consumers are more convenient and confident in choosing their own mobile payment to complete daily order settlement. On the O2O platform of Meituan, Ele, etc., there are a large number of orders produced every day. Consumers and merchants can use the LBS service to accurately know each other's location, connection path, arrival time and other information. At the same time, there are also discounts for new products such as two-dimensional codes, mobile phone short messages, small programs and so on. The gradual popularization and wide application of these products and services, not only bring better trading experience for users, but also further promotes the development of catering O2O model and New Retail.

Countermeasures for Chongqing Hot Pot to Launch Mobile Internet Marketing

Quality of Products and Services

In the context of rational and mature consumption, the most expensive is not necessarily the best. Although mobile Internet can solve many problems in traditional marketing, technology is not fundamental. Customers' choice of hot pot consumption must be attracted by the color, fragrance and taste of their products, the freshness and health of their food materials, the high efficiency and quality of their services, and the diversity and interest of their scenes. Taking the small hot pot brand "Taotailang" with high frequency consumption and high repurchase rate as an example, it locates in urban young consumer groups, launches four different product categories in spring, summer, autumn and winter, expands from different dining scenarios of meals, dinners and evening snacks to the takeout service delivered to the home, and quickly becomes a dark horse for the takeout of chafing dish. Therefore, with reasonable prices and effective target market positioning, the best way is to continuously research and develop new hot pot products, steadily provide customers with high-quality, efficient and convenient services, constantly create consume scenes and atmosphere, persistently improve the level of supply chain management. Only in this way can we increase the popularity of the store and obtain the economic benefits of hot pot consumption.

The Application of Mobile Network is Diversified

The explosive growth of mobile Internet has laid the foundation for the scale of mobile Internet users, and the frequency of people using mobile shopping has increased year by year. As a populous country that advocates "food for the people", It is also considerable to attract some diners to shop every day for consumption. Hot pot operators should actively adopt advanced mobile Internet technology to appeal to potential mobile users. At present, LBS ordering system is constantly improving, mobile payment is becoming more and more secure and convenient. Businessmen should purposefully use various kinds of website platforms, mobile APP, We-blog, Wechat and other SNS networks, through reservation and group buying, comment and taking-out ways, combined with the old marketing model to enhance the reputation and attractive users traffic in their stores. In addition, the new technologies, new consumption scenarios and new values that represent the new retail direction in the future, such as Box Horse Fresh, Pro-Orange, Daily Delicacies and so on, are also examples for hotpot catering to learn from.

Specialization of Culture and Brand

Chongqing hot pot culture has a long history. The creation of catering culture can improve customers' loyalty and satisfaction to hotpot brand. Throughout the famous chafing dish shops, they are good at using culture to promote the additional value of hot pot products. The brands such as Qin Ma, Dezhuang and Little Swan, as examples for catering industry, all use cultural themes to shape brand. While paying attention to the construction of traditional catering culture, The large growth of mobile Internet users cannot be ignored. Chongqing hotpot shopkeepers can use the third-party service platform to understand consumers' hobbies, consumption behavior, etc. to correct the deficiencies in the operation of enterprises. It is also important to subdivide the consumer
groups, and Actively tap the post-80s, post-90s and post-00s consumer groups for fashion, fun and interesting network culture. By doing this, the development of Internet + hot pot can be driven.

Conclusion

Mobile Internet marketing is based on mobile social network and mobile e-commerce platform. The early traditional PC Internet marketing also needs constant iteration and update to keep pace with the times. The catering industry should not only continuously improve its product quality and service, but also give full play to the advantages of network marketing, especially mobile Internet marketing. It is very necessary to strengthen two-way interaction and connection with consumers, attach importance to fan economy and word-of-mouth marketing, while focusing on the branding of catering products and services, and constantly increasing the diversification and interest of technical scenes, to build a distinctive online catering culture. Only in this way can we win the advantage in the fierce market competition and conform to the trend of the era!

Acknowledgement

This article is supported by the scientific research project of Shaanxi Provincial Education Department in 2018. The project number is 18JK1189.

References


