

The Marketing Strategy Research on the O2O Model Online Order Meals System in College Students Group

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Abstract—Online ordering meals is in recent years with the development of network technology, a new form of dining. Although the online ordering system has entered people's lives, but are not mature enough, still has great room for development. Therefore study how to marketing online ordering system is a very necessary research. In this article, from the marketing to analysis the online order meals system to find the appeared problems in the rapid development, and then give some more feasible marketing strategy.

Keywords—college students; online order meals system; marketing strategy

I. INTRODUCTION

The advent of the Internet has brought convenience to many aspects of our lives, as well as great opportunities. O2O business model is a new birth of e-commerce model, this model greatly reduces the time consumption and consumer decision making. O2O is "Online to Offline" shorthand, means "online to offline", O2O business model, the core idea is that bring the online consumers to reality stores, consumers can purchase online products and enjoy the service offline. It conjunction the business opportunities with Internet, let the Internet become a platform for offline payment. In recent years, O2O business model development in China is swift and violence, the e-commerce marketing, blows to the society a "house style", people gradually shopping online replace go to themarket. Therefore, managers acutely aware that in some industries: the management of change has coming.

Online order meals system is the result of O2O model into the food and beverage industry. Online order meals channels to provide customers with new food and beverage, reservations via the Internet, enjoy fast, convenient meal onsite service. Meanwhile, bring enormous potential benefits to businesses, and businesses through the network of information faster, farther, wider dissemination, can instantly gathered the strong consumption capacity in the market [1]. In addition, the information management capability through electronic commerce, businesses can quickly and accurately record sales, finance and client resources such as data, business analysis, and fast and flexible decision-making, effectively catering enterprise marketing and management. The main characteristics of this model are businesses and O2O

commerce the model meets the needs of both sides.

II. RESEARCH STATUS AND PROBLEMS

2013 is known as the first year of O2O, insiders expect: life O2O will be the next billionaire class market, is currently on the market only can produce super electric business field. According to the Media Research data showed that online order meals system market size of 50.26 billion yuan in 2013, and 2015 catering O2O market will exceed 120 billion. On the restaurant industry, O2Omodel can bring large and high viscosity of consumers. or the restaurant industry, O2O model can bring large and high viscosity of consumers. Online order meals system make the offline market combined with the Internet, to sell the consumer provides a wealth of information as well as convenient take-out service for catering to practitioners to provide a new sales and communication channels. With so much temptation of market, major businesses have joined the take-out O2O marketing battle. College students, as a group of keep pace with the time, are different from other consumer psychology and consumer behavior, become an integral part of the demand for Internet, students' consumption of online reservation market potential are very large. However, college students have a strong demand on the one hand, on the other hand because students do not have complete independence, certain constraints on their consumption. With this issue, we surveyed college students by sampling method online ordering of consumption, as well as factors that influence the consumption behavior of online ordering, and online ordering for further analysis of college students' consumption demand, and then to estimate the market share of college students' online ordering and the size of the market [2].

III. RESEARCH HYPOTHESIS AND RESEARCH METHOD

A. Research Hypothesis

Under the online order meals environment, taking college students as the research object, the impact of perceived benefits and perceived cost on their purchase behavior is discussed. This paper puts forward six hypotheses, include:

Hypothesis 1: College student perceived benefits has a positive impact on the purchase price. Specific respectively subdivided into students' perceived product value, service,

value and redemption value has a positive impact on the purchase price.

Hypothesis 2: College student perceived benefits has a positive effect on purchase frequency. Specific respectively subdivided into students ' perceived product value, service, value and redemption value has a positive effect on purchase frequency.

Hypothesis 3: The perceived benefit of college students has positive effect on purchase evaluation. Specific respectively subdivided into students ' perceived product value, service, value and redemption value on the purchase of the evaluation had a positive effect.

Hypothesis 4: College students ' perceived costs have a negative impact on the purchase price. Specific respectively subdivided into college students ' perceived monetary costs, time costs, energy costs, has negative impact on purchase evaluation.

Hypothesis 5: College students ' perceived costs have a negative impact on the purchase of frequencies. Specific respectively subdivided into college students ' perceived monetary costs, time costs, energy costs have a negative impact on the purchase of frequencies.

Hypothesis 6: College students perceived cost has negative effect on purchase evaluation. Specific respectively subdivided into college students ' perceived monetary costs, time costs, energy costs, has negative impact on purchase evaluation.

B. Research Method

1) The Factors of Influencing Order Meals Online

First of all, we must first determine the ranges of order groups and factors affecting student meal or not, to questionnaire design, choose make preset variables. From our everyday experience, from their own feelings and observations about other students understand the impact of these factors make general judgments should be mainly in the following areas.

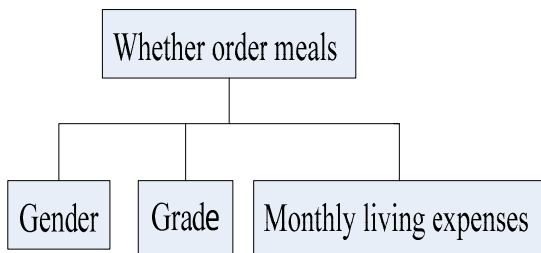


Fig. 1. The influence factors

2) Online Order Meals Preferences

Analysis of factors affecting order meals online, we can get two kinds of groups: groups of order meals online and not order meals online groups. Then we can target analysis these two groups, find the reason why the people do not like order meals online and know the preferences of people who like order meals online, in order to advise and make

recommendations to businesses, an assessment of the size of the market. Similarly, we can experience a preference for online ordering makes the following presets.

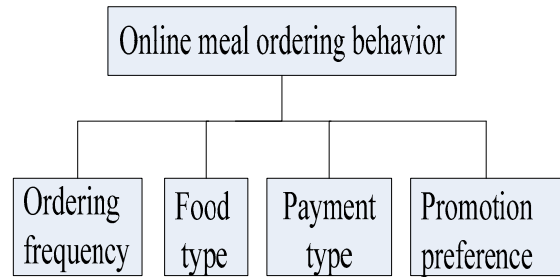


Fig. 2. The presets

3)The Research Route

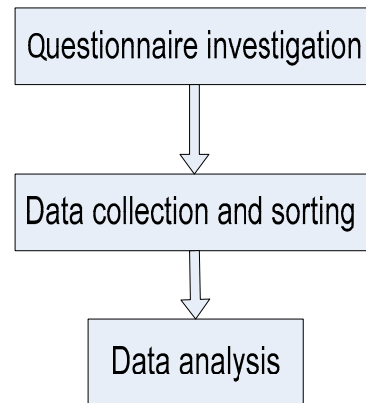


Fig. 3. The research route

IV. QUESTIONNAIRE INVESTIGATION

A. QuestionnaireDesign

The questionnaire consists of two parts. First part is personal information, such as gender, age, living, online takeout ordering experience, purchases, and so on. Fill out part II scale. Including customer scale of perceived benefits and perceived cost questionnaire to fill out. Among them, the perceived scale of interest include 3 dimensions 9 items, cost of customer perception questionnaire included 3 dimensions of 9 items.

B. Data Collection and Sorting

Object of this paper is online takeout purchase experience with college students, including freshman to senior undergraduate and graduate students. Before the formal questionnaire, pre testing of questionnaire to 40 students, including the questionnaire structure, length, language whether in the point of view of the respondents, and according to the reality of the modification, and achieve better investigation of the effect. Questionnaire investigation of samples from field and network in estimation, field survey including visits to several universities in Beijing, in study hall and other places of issuance of questionnaire and recycling[3]. Network survey

include star questionnaire survey platform and send mail in the form of survey respondents, respondents, including Beijing, Shanghai, Shenzhen, Hangzhou and other area college students. This questionnaire two survey issued a total of 350 questionnaires, questionnaires, 281, which covered a number of incomplete questionnaires and random fill (extreme lot) questionnaire, it cannot be used as survey samples. And because there is no online takeout ordering experience to students as subjects of the present study, after discounting invalid questionnaires, a total of 227 valid questionnaires, recovery.

C. Data Analysis Method

Using SPSS and other statistical tools to help with analysis and statistics, specific data analysis methods used are as follows:

1) *Descriptive statistics analysis*: The main frequency, mean, percentage, standard deviation of the data of the survey of the demographic characteristics of the sample, variables, etc.

2) *Reliability analysis*: Reliability is the stability and consistency of the findings of the inspection. Reliability and standard error there is a contrary relationship, that is, greater reliability, and standard error is smaller. This study used Cronbach's Alpha reliability index for reliability analysis, because academic reliability analysis of Likert scale with most is the Cronbach's Alpha reliability index. The size of this index can be used to illustrate the relevance of the items within the table, ranging from 0 to 1, higher value, higher reliability. In General, Alpha value is greater than 0.5 when showed that reliability is acceptable.

3) *Validity analysis*: Simply put, validity is the degree of validity and reliability of the survey results. Include content validity, school-related validity and construct validity of the three types. And is currently in the survey with more content validity and construct validity.

4) *Correlation analysis*: Correlation analysis of main relationships between variables, this relationship is established a relationship cannot be exactly determined by one to another. Pearson coefficient used in the calculation of continuous variables set from the data, so the use of Likert scale questionnaire correlation analysis can be used to analyze Pearson coefficient.

5) *Regression analysis*: Regression analysis is a statistical method used in a method to identify the quantitative relationship between two or more variables. Regression analysis can determine the influence the dependent variable independent variable influences the size and orientation, General regression analysis regression analyses need to be judged, including using the f and the Sig. value. When $F > 0.001$, $Sig < 0.001$, regression results are remarkable, to be accepted [4].

V. PROBLEMS IN ONLINE ORDER MEALS SYSTEM

A. Taodiandian:

1) *Function is not much, the main takeaway and ordering meals.*

2) *Too many promotions such as free use means higher cost relative to competitors.*

3) *Only online payment to enjoy preferential, goods to the payment is limited.*

B. Are You Hungry?:

1) *Target groups are relatively narrow, only suitable for large number of college students and small restaurants focus areas.*

2) *Relatively simple products and services. It considers most important is core products, this one is ready, the user can get a higher viscosity.*

3) *Delivery time constraints are not high, making it difficult guarantees delivery time.*

C. Easy Amoy Food:

1) *Although it has its own delivery team, but for businesses increased sales costs for consumers nor cost-effective.*

2) *Takeaway service belongs to the high-end, the target market is small.*

3) *The team room coverage is limited.*

D. Meituan:

1) *Unpredictable delivery time, poor user experience.*

2) *Do not use preferential activities to stimulate consumer spending.*

3) *Not many businesses, consumers have no chance to select more types.*

VI. MARKETING STRATEGY SUGGESTIONS

In this paper, the use of "4Ps" and "4Cs" marketing mix to put forward the marketing suggestions. Marketing suggestions based on purchase behaviors of college students in the above data analysis, and the analysis of online order meals system. "4Ps" marketing mix is so far from the previous marketing mix in the most concise interpretation, but "4Cs" is a kind of "4Ps" to deepen, they are a kind of complementary relationship. This paper put forward the marketing suggestions as follows:

A. Product & Customer

1) *Choice*: Rich variety of food, to the diversity of choice for college students. In the analysis of the value of College Students' perception of product, we can find that the university students are very important in the color of the food, but also pay attention to the online takeaway platform can bring them more food information. Therefore, online selling system needs rich the type of meals and quantity of dishes to meet college students' pursuit of food, give them more choices.

2) *The client*: Using a simple and easy, beautiful page design. Simple to use the client page is very necessary, which can reduce the consumption of college students in the use of online delivery platform shopping time, also can bring a better software use Experience, they perceive time cost and energy cost. A lot of mainstream online delivery platform has been developed. Users in the use of the client's feeling is very important, it will do them

3) *Service*: Hospitality and meticulous service. For businesses, need to improve the link quality of service delivery, from the questionnaire can be found college students' attitudes toward delivery personnel perception score is not

high, because businesses need to improve the quality of delivery personnel, thoughtful delivery service to college students. For platforms, first-class services can include the development of a good platform rules and to protect consumers' rights, eliminate the consumer concerns, such as formulating rational return rules.

B. Price & Cost

1) *Real price*: Affordable prices. Students the monthly cost of living is not high, they are able to accept every reservation amount of consumption is not high, are only willing to accept less than 20 Yuan. So for college students, online delivery platform should communicate with businesses, developing inexpensive takeout food for college students, especially at universities around the small restaurant. Implementation of cheap food and beverage prices, online ordering will be able to attract college students, reducing their perceived monetary cost, so as to promote more consume.

2) *Punctual*: Accurate and timely delivery. Platform needs to set up some rules for guaranteed on-time delivery, for example, let the students fill in the expected delivery time, or credit punishment exceeds the set meal time.

C. Promotion & Communication

1) *Discount*: Online and offline promotions. Preferential activities carried out, on the one hand can improve students' perceived redemption values during the purchase process, on the other hand has the potential to reduce perceived cost of money. Online can have many kinds of online promotions, including sweepstakes, recurrent consumption coupons, and free, and so on, these can attract a large number of orders, you can also add a new registered user. Offline preferences can be, and businessmen teamed up bonus point voucher, free tasting of new products, increase the participation of students.

2) *Interaction*: Established to facilitate timely communication and evaluation mechanisms. Students will give evaluation on the network, they are generally inclined to give praise. These evaluations will be seen by other customers of network, plays an advisory role. Online selling platform can take a number of measures to improve the post-purchase evaluation of probability, for example evaluation can obtain buyer credit accumulation [5]. Also can be a client design tools allow students and businesses to communicate directly, make it listen to college students on their recommendations, timely improved.

D. Place&Convenience

1) *Attracting customers*: comprehensive and three-dimensional publicity. An online delivery platform to have a good business in, will have a huge consumer groups. Because online delivery platform is not used for other e-commerce platform, customers using online restaurant reservation, consumers tend to high viscosity, which most other platforms will not easily replaced. When it comes to attracting large Student groups, online delivery platform need to be comprehensive and three-dimensional propaganda way, this way of propaganda can be With the help of online social networking platform to college students transfer platform and food information, also can be offline posted in every campus Posters, and increase the awareness of the platform, and then

get more customers.

2) *Drainage*: design is reliable and practical business client. A good merchant end page is very necessary, it can be to help businesses save manpower cost, etc., can also help businesses to better develop channels, and thus more for platform In the business. Some online delivery platform has been merchants end page up and down a lot of work, hope to be able to help businesses for a variety of solutions. Good merchant side, are more likely to form a powerful database, forming Data flow backward, help businesses improve products and services.

3) *Order*: to provide a variety of convenient order. If a platform with various types of orders to consumption save energy cost, time cost, etc. Also it can be seen in the questionnaire, some college students think using online Selling platform or network to order a meal very troublesome, this is because some students did not net silver, or not to download the client End, etc. Orders if the platform USES a variety of ways, for example, can through the website, phone calls, text messages, WeChat, weibo, etc. So students can easily enter software directly to place an order. Not plagued by party Use the platform of the client. This greatly brought convenience for college students.

VII. CONCLUSION

Life service providers on the development of the Internet brings endless possibilities, each online selling platform needs the times, according to their own target group marketing, understanding of their purchasing behavior in the platform, from the products, services, promotions, prices, convenient to the construction of strengthening platform, enhancing the consumer's perception of value, positive influence purchase behavior. In this paper, the use of online takeaway platform for college students as the object of investigation, studying the influence of college students' perceived value to the purchase, and on this basis, combined with online delivery platform features and online delivery platform features several suggestions for online selling platform should be how to marketing.

Perception before the dependent variable of interest is proposed in this paper include product value, service value, the redemption value, perceived costs Before the dependent variable including monetary cost, time cost, energy cost. On this basis, with network shopping factors, feeling Knowledge value theory and characteristics of college students' shopping, buying evaluation studies as the theoretical foundations of the study, is established in this paper Theoretical model to research dimensions perceived value impact on buying behavior. After modeling, puts forward the research of this paper Investigate hypothesis, questionnaires and data analysis is then used to validate these assumptions, including descriptive statistics analysis, reliability Analysis, validity analysis, correlation analysis and regression analysis. After test prove the hypothesis was established, the model is set up Indeed. Then combining the characteristics of the online delivery platform, marketing Suggestions are put forward.

In this paper, the research conclusions as follows:

(1) Perception of product value, service value and redemption value has significant impact on buying behavior

and moreover is positive. The outside of the online platform at the time of operation, can come on from the Angle of these variables in marketing, improve college students' perceived. The product value, service value and the redemption value, etc. Including the specific marketing strategy Rich products, provide good service, preferential activities, etc.

(2) The development of the Internet service for the life class electricity brought infinite possible, each online take-out platform need to burden Into, according to their own target groups for marketing, to understand their buying behavior in the platform, from the product, service, promotion, Price, convenience, etc., to strengthen the construction of the platform, improve the consumers' perceived value, positive influence on purchase behavior.

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