The Impact of Internet Economy on the Real Economy: The Case from the Food Delivery on the Restaurant Industry

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Abstract. The Internet economy is a new economic phenomenon from the era of information networking. The Internet can use technical means to achieve the breadth and depth human communication could not reach in the past. The Internet economy has had an impact on many traditional real economies and has caused a disruptive effect on traditional selling methods and marketing models. To explore the impact of the Internet economy on the real economy, this study selects typical Internet economy industries - the restaurant industry and food delivery. This study achieves the following main objectives. Examines the impact of food delivery on the restaurant industry. What are the positive and negative effects in today's epidemic environment, the result of online sales on offline sales? Online marketing and offline marketing are closely related. We can change traditional dining habits and combine online and offline sales in the future.

Keywords: Internet Economy; Real Economy; Restaurant Industry.

1. Introduction

Taking the catering industry as an example, "take-out service" is the online service of catering. In today's environment affected by the epidemic, staying at home is the norm. Coupled with the isolation policies in various regions of China: banning dine-in, staying at home, etc., it is not easy to go to a restaurant to eat. We research the positive and negative impact of takeaway on the restaurant industry. These include the convenience and diversity of takeaways, the intelligence of online processes, the promotion of sales and food safety issues, etc. Research on the impact of online sales on offline sales and suggestions for online and offline sales.

2. Literature Review

In the era of rapid development, the Internet + economy has gradually become the mainstream economic form in the new generation [1]. Various industries continue to iterate, improve, and develop through information technology, which has become a new hotspot in urban life [2]. Take-out platforms inevitably become the mainstream of the Internet and catering mode, the academic circles in the rapid development of electronic commerce platform of the local life take-out platform research produced great interest, a delivery platform for the study of the patterns of traditional catering gradually become the focus of academic research, the existing research mainly includes the delivery platform evolution history [3]. The delivery platform has a positive impact on the traditional real economy, and a negative effect on the traditional physical catering enterprises, as well as the prospect of the combination of the delivery industry and traditional catering enterprises in the future [4].

Affected by the COVID-19 epidemic, all industries face different business difficulties, among which the catering industry is one of the most affected industries [5]. During the COVID-19 pandemic, residents, especially low-income people working in small and medium-sized enterprises, have seen their disposable income decline due to difficulties starting work [6]. The reduction in consumption

caused by the decrease in disposable income not only has a certain impact on current consumption but also further affects residents' future consumption of non-necessities [7]. Reflecting the decline in consumption during the SARS epidemic, the retail sales growth rate during the epidemic month fell by 5%, from 9.3% to 4.3% [8]. From January to February 2019, China's total retail sales of consumer goods were 8.2% [9]. Compared with the scale of online shopping in 2003, China's online physical consumption now accounts for about 20% of the total consumption, forming a certain hedge against offline consumption [10]. As a result, consumption is expected to fall by 3.5 to 4 percent.

3. Case Analysis

3.1 Development of take-out service at home

Eleme was Founded in 2008, and Meituan take-out and Baidu take-out were established respectively in 2010 and 2014 to develop various take-out software. Among them, the turnover of Meituan broke through 46 billion yuan in 2014, an increase of over 180% compared with 2013, with the market share accounting for more than 60% (Data source: Baidu Encyclopedia).

Even at the beginning of the epidemic, the annual revenue of the Meituan company increased by 49.5% year-on-year in 2020, up to 97.5 billion yuan. On November 26, 2021, Meituan's three-quarter revenue was 48.83 billion Yuan, and the loss of new business increased by 445% year-on-year.

Eleme online take-out platform covers 670 cities and more than 1,000 counties in China. There are 3.4 million online restaurants, with 260 million users and 3 million registered deliverymen of its "Hummingbird" delivery platform. While the performance continues to grow rapidly, the company has more than 15,000 employees (Data source: Baidu Encyclopedia).

Since the end of 2019, living at home affected by the epidemic has been expected. Combined with isolation policies in various regions, banning food in restaurants, home testing, etc., it was not easy to eat in restaurants. According to the statistics of Beijing News, the total loss of domestic listed catering enterprises in 2020 was 751 million yuan, including Zhongke Cloud Network (-011.3 billion yuan), Weiqian China (-77.8 billion yuan), Hexing Group (-81.9 million yuan), Quanjude (-261 million yuan) and SHANGHAIXNG (-319 million yuan). Most restaurants face losses, excluding individual catering companies (Data source: Beijing News).

3.2 Positive and negative effects of take-out in the catering industry

The catering industry is the traditional industry in China. With the development of mobile payment, sectorply into people's daily lives and has become one of the new lifestyles. The influence of take-out on the catering industry has advantages and disadvantages. Firstly, the positive effects are as follows:

It is Convenient and quick at basically any time and any place. Online sales, the Internet solves the single mode problem of the catering industry. The former catering industry mainly focuses on a restaurant with service staff, and the operation cost is high. The epidemic presents new opportunities and challenges, creating new market structures and business models. The catering industry has begun to consider transformation and exploration to meet customer requirements and give customers a good experience. Online sales' advantages are convenience and efficiency, and the market share increases yearly. Online sales expand the scope of service, not only in the city but also in the countryside, not only during the day but also at night, enormously meeting the customer's requirements.

There is an excellent variety of take-outs. A popular online type, price, and frequency are visible. With the expansion of take-out boundaries and increasing distribution capabilities, food flavors can be preserved better and more products and full-time distribution becomes a reality.

In this context, many users have already surpassed the simple demand, calling for take-out with reasonable matching and nutrition-rich.

Intelligent and accurate positioning of the online process. With high management efficiency, the Internet catering industry jumped out of the limitation of food and beverage take-out, focusing more on the deployment of the ecosphere, and made more efforts in the coordination of business lines in

the whole scene of local life service, digitization of merchants, the perfection of the distribution logistics network, etc.

Take-out Promotes sales and improves the network level of catering. Online sales changed consumption habits, reduced the real economy, replaced part of the real economy, and reduced the profit of the real economy. In the past, the catering industry needed ample space to accommodate customers' consumption, and many personas were used for service. Paper and pen were used for feedback and improvement. Online sales replaced staff gathering & human resources burden and made networked changes. APP, live broadcasting, and short videos can complete the ordering of take-out and improve the network level of the whole catering industry.

Secondly, the adverse effects are as follows.

The food safety problem is difficult to guarantee. The take-out market has formed a complete ecosystem connecting customers, merchants, distribution, radiating supply chain, shared kitchen, and take-out agent operation. However, the ecological system needs to be improved, especially since food safety is the most important. The price of raw materials has increased, and the food safety of take-out merchants is not paid enough attention to reduce costs.

Poor sanitation. Most merchants operate in small places, and their operational efficiency is inefficient. Take-out does not require an area size, only a kitchen to carry out the accessory dishes and dishes production, so sanitation is difficult to guarantee.

It is difficult for the take-out personnel to supervise. Presently, there are diversified ways of career choice, severe loss of personnel in the catering industry, mostly temporary work of take-out personnel, and low entry requirements, which hinder the management and efficient operation of the catering industry.

In addition, restaurants' profits will decrease; competition will become more with their counterparts. The take-out platform must be advertised, and the packaging of take-out increases the cost; offline customers are not provided with timely service. The serving area environment also negatively impacts the catering industry.

3.3 Impact of online sales on offline sales

With the development of the take-out platform, the way to serve at home is becoming more and more common, especially in the environment of the epidemic situation; food service of catering enterprises has been restricted repeatedly, so online sales of catering enterprises have become one of the essential channels for catering enterprises to profit and obtain customers.

At the same time, online sales caused an impact on offline stores in the catering industry. In the new catering business, take-out stores only rely on take-out to carry out the main profit but almost do not design a large area of the dining area, thus reducing the cost and the risk of operation. Relying on the online platform has a strong competitor of offline catering stores.

However, online sales are not complete with offline sales. Essentially, online and offline sales of the catering industry belong to the channel and way of profit model for the catering industry. In contrast, online realms is a new profitable that has been produced with the development of the internet economy in recent years. Online sales will force offline catering enterprises to optimize the operation mode, create more suitable package foods for take-out, and enrich the variety of restaurants, thus forming a more stable management system.

3.4 Suggestions for online and offline sales

For online take-out, along with the development of Internet+ and the arrival of epidemic situations, the traditional catering mode has been changed, making taking-out ordering the essential, meaningful crucial way outside the dining area. Online sales can accurately push, accurately locate and promote sales at anytime and anywhere. However, it is necessary to strengthen the supervision of each part, perfect the after-sales service and evaluation, rationally analyze big data anan d maadjustmentsent, promote the software system upgrades and strengthen enhance the management of online sales.

For offline restauthe rants, the catering industry will not be wiped out, which should build their own enterprise culture, strengthen offline sales management, perfect offline sales beneficial supplement, not only to take the core path to encircle their fans, but also take the peripheral way, making use of word of mouth. Thus, consumers can experience the unavailable online service and the best taste experience.

For the online and offline catering industry, increasing cooperation consciousness and enlarging the e he services scope of both sales can use the 4P theory of product, price, path, and promotion to create marketing combination strategies. Secondly, opening a take-out service at the same time should be chosen. Thirdly, paying attention to Official Accounts receiving online and offline coupons promotes the consumption of both methods and deepens the impression by pushing the message. Finally, we can prolong the opening hours, obtain orders, and encourage consumption.

4. Conclusion

After our research, we found that online and offline marketing are closely related, and the relationship complements each other. In some aspects, people always think online marketing will affect offline marketing in evil ways, but it is the opposite and generally beneficial. In our research report, there is a problem with the lack of literature search, and the amount of literature is insufficient. This makes us know this point is essential and will be improved in future research. Offline marketing will not disappear, so the government can build more food streets, put that restaurants together, and improve the nearby facilities, such as using open spaces as large parking lots, which can not only solve the parking difficulties but also can make people think of these streets; online marketing will be better and better, in the process of development should be more on the business management, to ensure the food safety of consumers. Marketing is a big topic; after the rapid growth of the Internet, online marketing is becoming more mature, and more and more research directions can be studied and researched. About this part, the delivery platform for the study of the patterns of traditional catering gradually become the focus of academic research; the existing research mainly includes the delivery platform evolution history and maybe will become a popular topic. There will undoubtedly be many people researching this aspect.

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