

Optimization Countermeasures of College Canteens based on the Characteristics of College Students' Dietary Consumption Behavior

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Abstract

College canteen work is of great significance to the healthy development of higher education, campus safety, social harmony and stability. In order to achieve student satisfaction, college canteens must master the eating consumption behavior and dietary life patterns of college students, and do a good job according to their characteristics. This paper analyzes the characteristics of the dietary consumption behavior of contemporary college students and its new changes. The deficiencies of university canteens were further analyzed. Countermeasures for the optimization of college canteen work were proposed.

Keywords

Canteen; Dietary Consumption Behavior; University; Takeaway.

1. Introduction

College canteens refer to canteens located on college campuses, and canteens serve college students and faculty members. College canteen work is of great significance to the healthy development of higher education, campus safety, social harmony and stability. College canteen management refers to the measures or behaviors taken to further improve the efficiency and effectiveness of canteen management, ensure that the work of college canteens can provide strong support for university teaching and scientific research, and continuously meet the growing catering service needs of teachers, students and staff.

University student canteens belong to the category of public services, and the objects of university logistics services are mainly college students. Improving customer satisfaction in student canteens and cultivating more loyal customers is the basic purpose of university student canteen service, however, in order to achieve student satisfaction, it is necessary to master the eating consumption behavior and dietary lifestyle of college students, and do a good job according to their characteristics[1,2].

College students are a special consumer group due to their concentrated age and uniform youth and their origins, making them a special consumer group, with different consumption psychology and consumption needs from other consumer groups in society[3]. With the improvement of the living standards of Chinese people, the demand of college students for canteens has also increased from a single meeting of food and clothing to diversification, and college canteens need to continuously optimize services and management to better meet the growing dietary needs of teachers and students, effectively ensure campus catering service capabilities, and establish a new trend of campus catering. Investigate and understand the daily consumption status of college students, understand their daily activities, interests, opinions and other life patterns, study their consumption psychology and consumption behavior, for us to correctly grasp the consumption behavior of college students, and guide college students to

make correct consumption; For guiding the school logistics department or enterprise serving college students, it is of practical significance to do a more targeted job of serving students. This paper analyzes the catering consumption habits of contemporary college students and the shortcomings of college canteen management, and gives suggestions for improving college canteen management.

2. Research on the Eating and Consumption Behavior of Contemporary College Students

2.1. Characteristics of Dietary Consumption Behavior of College Students

The study of dietary consumption behavior is the process of understanding all psychological and behavioral activities related to consumers' catering activities in a scientific way, including consumption psychology, dietary consumption level, dietary consumption structure, dietary preferences, eating habits, eating concepts, eating behaviors, etc. Studying the consumption behavior of the target group can establish more effective communication with consumers, identify market opportunities, establish targeted marketing strategies, and build long-term marketing relationships with consumers, so that enterprises can obtain lasting benefits.

College students have the following characteristics in terms of eating and drinking behavior[4]:

(1) The concept of consumption is ahead of the curve, and the consumption capacity is lagging behind

College students have different consumer psychology and behavior from other consumer groups in society, on the one hand, they pursue fresh fashion and like to take risks. Especially in terms of food consumption, young people have good appetite, like to taste novelty, look for excitement, have a strong appetite, and have great consumption demand and desire. On the other hand, the main source of income of college students is provided by families, and most students do not have sufficient consumption power, and consumption is greatly restricted, showing insufficient spending power. Due to their limited economic ability, college students will not pursue high-end and expensive food; At the same time, its physiological and psychological demand for diet is very strong, and the dietary consumption values shown are practical and simple, paying more attention to the taste, price, and portion of dishes, and their dining orientation is more affected by price, preferential activities, etc[5].

(2) Seek innovation and change

It is human nature to like the new and dislike the old, and young people are more prominent. College students pursue trendiness, fashion and personalization, like to try all kinds of new things, and the characteristics of liking change are manifested in the demand for innovation and change in the diet of staple foods and dishes. Due to the relatively closed nature of university life, every student eats in the same restaurant every day, and is very sensitive to changes in the dishes served in the cafeteria.

(3) Instability

Due to the reasons of collective life and young age, college students' consumption behavior and eating habits are being formed, often showing instability and volatility, easy to be affected by various situational factors, the characteristics of group consumption are obvious, consumption decisions are influenced by the environment or others to a higher extent, and they are more sensitive to the Internet, advertising, word of mouth, etc[6].

2.2. New Changes in the Consumption Behavior of College Students in Diet

At present, there are some new changes in the eating and consumption behavior of college students.

(1) Diversified food needs

At present, all kinds of new media are deeply penetrated in the lives of college students, it is more and more convenient for everyone to receive information, the sources of information are becoming more and more extensive, and all kinds of food that attract taste buds also affect the hearts of college students at all times. Most of the teachers and students of colleges and universities come from all over the country, and the tastes are different, forming a diversified food demand of college students. The rise of online ordering has enabled social catering to enter the campus in the form of takeaway, providing diversified choices for college students' diet. Affected by the above factors, college students have higher requirements for the taste, type, nutrition, health, quality and price of food in college canteens.

(2) Cultural atmosphere needs

Contemporary college students have distinct characteristics of the times, their personality, active thinking, rich emotions, attention to self-development, beautiful environment, and literary themes are important factors for contemporary college students to choose canteens. At present, more and more college students choose to eat off-campus, and one of the main reasons why college students choose to eat out is the need for social activities. Therefore, in order to meet the social needs, college canteens can take corresponding measures, carry out appropriate transformation and repair, provide them with space for social activities or community activities, and improve the "appearance" of the canteen, so as to provide a better dining experience.

(3) Apply online food ordering

With the rapid development of "Internet +" and the increasing number of mobile phone functions, the new ordering method of online takeaway has penetrated into the daily life of contemporary college students[7,8]. With the acceleration of the pace of students' learning and life and the uneven development of campus canteens, the enthusiasm of college students for online takeaway has greatly increased. In some universities, there is a certain distance between the canteen and the teaching area and student dormitory, and students spend a lot of time and energy on meals. With the development and advent of modern knowledge economy, it has gradually entered the information society, and people's understanding and requirements for catering are also increasing, not only requiring delicious color and complete variety, but also new requirements in the place and way of dining. In addition to paying attention to the taste and quality of food, college students also pay more attention to its dining style and efficiency[9]. Takeaway consumption has the following advantages

(a) Low time cost. If students go to the canteen to eat at the same time as eating, it will inevitably lead to the canteen being full and even students will waste more time queuing. In addition, some students miss meals due to participation in club activities, class activities or personal reasons, etc., and do not go to the canteen in time, most of them are willing to choose the "palm canteen" and order food in advance on the platform to make full use of their time.

(b) There are many varieties of food. Students only need to simply filter according to the conditions to taste the food they want to eat and the canteen cannot provide every day, truly realizing their "eat whatever they want", which can be used to relieve homesickness and for students' basic social hospitality.

(c) Good convenience. Most students believe that the biggest advantage of takeaway is that it can be purchased at any time and only need to wait patiently in the dormitory or classroom, so they do not have to wait until the meal time to go to the cafeteria, and they can successfully avoid the peak dining period, thus saving a lot of time.

(d) The degree of discount is large. In order to compete for more customers, takeaway merchants usually adopt node discounts, low prices, event discounts, free drinks and other methods to attract customers. More platforms often launch coupons to attract consumers.

3. The Current Shortcomings in the Management of College Canteens

3.1. The Lack of Research on Students' Consumption Behavior

There have been many research results on consumer behavior, lifestyle, satisfaction and loyalty, although the views of each family are not completely consistent, and the overall is relatively mature, but for such a specific example as a college student canteen, there are indeed few targeted empirical studies, whether it is on the dietary consumption behavior of college students, the dietary lifestyle of college students. Still about college student cafeteria service satisfaction and customer loyalty, domestic and foreign literature has not seen very in-depth research.

3.2. The Way of Doing Business is Old

At present, most college canteens still adopt a very traditional business model, and college student canteens mainly use the traditional form of catering that students order and pay for on the spot. With the rise of the takeaway industry, the shortcomings of the traditional college canteen model are increasingly exposed. Due to the school course schedule, students are more concentrated after class, and during the peak meal time, everyone rushes into the canteen at the same time, and they need to queue up to order and wait for meals. The canteen is crowded, the flow of people is loud and noisy, which affects the dining environment of students. There is a certain distance between the canteen of some colleges and universities and the teaching area and student dormitory, and students waste a lot of time and energy when eating.

3.3. The Management Team has Insufficient Ability to Professionalize

The professionalism of the team is one of the important indicators to measure the comprehensive strength of institutional catering enterprises. The professionalization process of the management team of the university canteen is relatively slow, which is highlighted by the obvious gap between the professional ability of functional departments and the international group catering giants, and the proportion of professional students born in procurement, equipment, personnel, information and other departments is not high, basically "halfway home". The performance ability of functional departments is not strong, the strategic research on the development of college food is not enough, and it has not occupied the commanding heights of industry theory. The management of canteens cannot well adapt to the development trend of Internet of Things, big data, and manual functions. The research on the practical operation of catering is not theoretical, systematic and practical, and there is still a long distance in the specialization of service means. The thinking of active innovation is not strong. Although the on-campus catering market is a stable market, how to upgrade and transform catering services and actively meet the needs of student services is obviously insufficient.

At present, the college canteen team lacks core management personnel, and the level of professionalism needs to be improved. First of all, the number of professional college canteen managers is seriously insufficient. College canteen managers should not only be responsible for the production process of dishes, but also take into account the human, financial and material management of the canteen, which is relatively difficult to manage, and the canteen manager has greater work pressure; Second, there is a lack of human resources. Some highly educated young people are not interested in college canteen work, the main reason is that some people think that the promotion channel is narrow, the growth incentive is not obvious, and some are constrained by traditional concepts, there is prejudice against the catering industry, thinking that the pressure of catering work, the salary is low to the way out, there is no rush, and the social status will be inferior. Finally, the training cost of tang managers is large and the cycle is long. In the survey, it was found that more than 50% of a mature canteen manager needs more than five years of experience in group meal management; To undertake a team of 2,000 people

or 50 people, the canteen manager needs to have rich management experience and management ability.

4. College Canteen Management Optimization Strategy

4.1. Enhance Communication

Students are the main body of education and service in colleges and universities. Understanding the needs of students and smoothing the communication channels between students and canteens is an effective way to improve the management of college canteens. All colleges and universities should use the Internet and other information technology to build channels for teachers and students to express their opinions and participate in management. Through the website, official Weibo, WeChat public account and other media channels, set up online suggestion boxes, docking with the student service platform of the student union, setting up public mailboxes, physical suggestion boxes, proposals of the teaching congress, etc., widely collect teachers' and learning opinions, and timely communicate and feedback students' appeals. Establish an online satisfaction evaluation system. Students can evaluate the satisfaction of the canteen through the online satisfaction assessment system at any time, express their opinions and suggestions on the canteen, and the canteen can communicate with students who are not satisfied.

4.2. Differentiated Operations

Although the age difference of the students in the school is not large, there is no difference in occupation, and the source of income is basically provided by parents, it still shows great differences in their dietary lifestyles, and the catering demand presents diversification, multi-taste, multi-level, multi-flavor, and different needs. To this end, school canteens must change the past practice of uniform supply and uniform canteens, identify the target market, and implement differentiated operations. First of all, it is necessary to continue to operate a popular canteen to serve the majority of students and ensure basic food supply; The second is to open special restaurants in response to the needs of some students. The third is to open a collection of leisure, social, entertainment and dining as one of the needs of some students, such as cafes, tea breaks, music restaurants, etc., to meet the needs of different dietary consumer groups. The fourth is to create characteristics in the differentiation of service, the differentiation of sales methods and the differentiation of the environment, such as opening self-service, self-selected restaurants, exotic restaurants, and personalized staff services. The dining environment includes the size of the dining space, restaurant lighting, decoration, decoration, tableware, waiter dress, etc., as well as whether the restaurant has central air conditioning, whether there is a TV and noise facilities, whether there are unique environmental facilities, and whether there is an environmental design that is closer to nature.

4.3. Explore the Food Delivery Model

The take-out model of college canteens is to establish a set of campus take-out operation service system, and its biggest advantage is to serve schools, canteens and students through the construction of Internet information platforms, and establish a link between the three. For school canteen merchants, the platform provides merchants with the number of orders for various dishes and the total number of orders, student feedback, and the total number of orders in each dormitory building through big data analysis, so as to facilitate merchants to prepare ingredients and deliver services. At the same time, merchants can analyze students' eating preferences by looking at the total order quantity of each dish in order to give full play to their own advantages. Each merchant in the college canteen can organize and manage unified distribution, and organize special personnel to deliver the takeaway food from the canteen to the designated pick-up location downstairs of the dormitory.

4.4. Cultivate Professional Talents

Cultivate a professional talent team system. The training system of professional talent team should optimize the quality and structure of talent. Focus on increasing the proportion of high-energy talents, and create a group of leaders and core executives who can think about the future, take the overall situation, take a stand-alone, and be loyal and reliable. To cultivate a professional talent team system, it is necessary to comprehensively improve the quality of basic talents, and cultivate a team of business management, functional management and technical talents that match the current volume and the phased development volume according to the classification and hierarchical talent standards, so as to ensure that the quality and quantity meet the needs.

5. Recommendation

In order to achieve student satisfaction, college canteens must master the eating consumption behavior and dietary life patterns of college students, and do a good job according to their characteristics.

This paper analyzes the characteristics of the dietary consumption behavior of contemporary college students and its new changes. College students' dietary consumption behavior has the characteristics of seeking innovation and change, requiring diversified diets and paying attention to the quality of the dining environment. I like to order food on the Internet. In order to adapt to the eating and consumption habits of college students, college canteens should strengthen communication with college students, carry out differentiated operations, and strengthen the application of information technology. At the same time, in order to achieve the above goals, it is necessary to increase the level of professionalism of the canteen team.

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