

Investigation and Research on the Market Demand for the Development of Light Food Stalls in College Canteens

-- Take the Universities in Longzihu District of Bengbu as an example

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Abstract

Through a questionnaire survey, this question in-depth understanding of the views and needs of college students in Longzihu District of Bengbu on light food stalls, so as to clarify their preferences and intentions for dietary choices. This paper will collect and descriptively analyze the perceptions and expectations of college students on light food stalls in college canteens, further explore the market demand and development advantages of LIGHTFOOD customized light food stalls in college canteens, and provide suggestions and references for the sustainable development of the light food market in college canteens.

Keywords

College canteens, Light food stalls, Sustainable development, Investigation and research.

1. Introduction

According to data from the Prospective Industry Research Institute, the rapid growth of China's lightfood supply industry has made light food products receive unprecedented attention. However, the traditional college canteen stalls pursue delicious food and ignore the control of salt and oil, which cannot meet the dietary requirements of college students. As an important consumer group, the healthy eating needs and consumption habits of college students have an important impact on the catering service of canteens. Therefore, this study will conduct a questionnaire survey to gain an in-depth understanding of the views and needs of college students in Longzihu District of Bengbu on light food stalls, so as to clarify their preferences and intentions for dietary choices. Through the implementation of this study, this paper will collect and descriptively analyze the perceptions and expectations of college students on light food stalls in college canteens, further explore the market demand and development advantages of LIGHTFOOD customized light food stalls in college canteens, and provide suggestions and references for the sustainable development of the light food market in college

canteens. Through this study, we hope to provide more diversified and healthy dining options for college canteens, and promote a healthy lifestyle for college students.

2. Investigate the Background

In the past few years, as the era of China's "great health" has slowly unfolded, from clothing, food, housing and transportation to lifestyle, "health" has become a rigid demand for consumption. The concept of dietary nutrient reference intake has penetrated into people's lives and has become an important part of dietary consumption decisions. The "2023 China Healthy Life Consumption Trend Insight Report" points out that many young people have stepped into the ranks of "health care" consumption in advance, and the group of juvenile health care has expanded to the entire consumer group, and light diet, as a balanced, natural and healthy lifestyle, is sought after by more and more people.

In 2021, a reporter from Beijing Business Daily conducted market research on the consumption trend of light food to more than 1,000 consumers. According to the data, nearly half of the respondents buy light food "multiple times a week", and this part of the consumer has developed the habit of high-frequency consumption of light food products, among which college students account for the largest proportion of light food consumers. However, it is understood that the light food brands on the market are mainly aimed at white-collar workers in first- and second-tier cities, and there are still a few light food stalls in college canteens. Traditional basic food and takeaway food still cannot completely avoid the problem of high intake of oil and salt, and it is difficult to meet the needs of many teachers and students in colleges and universities for light diet.

LIGHTFOOD -- Young Health Steward, with canteen stalls as the main business mode, through online mini programs and offline finished product production and distribution, to provide college students with a full range of healthy diet solutions, through the bright kitchen, docking agricultural assistance plan, live meal preparation and other ways to provide college students with high-trust light food products, to meet the expectations of teachers and students for a healthy campus life.

3. Research Design

3.1. Purpose of the Survey

Taking some colleges and universities in Longzihu District of Bengbu as the main clues, this paper explores the perception and intention of college students on canteen light food stalls, explores the market demand of luminous customized light food stalls, collects and analyzes the target market, and provides a certain basis for the catering service, product and service pricing, marketing strategy and financial forecasting and analysis of the follow-up LIGHTFOOD project, and analyzes and looks forward to the development of the light food market in colleges and universities on this basis.

3.2. Survey Respondents

The scope of this survey is Longzihu District, Bengbu City, where many colleges and universities such as Anhui University of Finance and Economics, Bengbu Medical University, and Bengbu University are located, and the target survey targets are college teachers and students, mainly college students.

3.3. Survey Methodology

The data were collected by distributing questionnaires online with questionnaires on the spot, supplemented by random offline street interviews.

3.4. Survey Content

With the market demand of light food stalls in college canteens as the theme, the questions related to the awareness of light diet, daily eating habits and preferences, light food demand, light food consumption frequency, price expectation, etc. For the respondents who were reluctant to try the light food stalls in the canteen, open-ended questions were designed to ask the specific reasons, a total of 12 questions.

4. Survey Results

A total of 208 people participated in this questionnaire survey, and the effective questionnaire recovery rate was 98.2%. Of these, 123 were men and 85 were women. 81.48% of the respondents were aged 18-28, 11.11% were under 18 years old, 4.63% were aged 29-38, and 2.78% were over 38 years old. Most of the respondents belong to university teachers and students, which is in line with the target group of this study.

4.1. Market demand for light food stalls in college canteens

According to the survey results shown in Figure 1, more than half of the respondents have some knowledge of light food in terms of nutritional status and convenience.

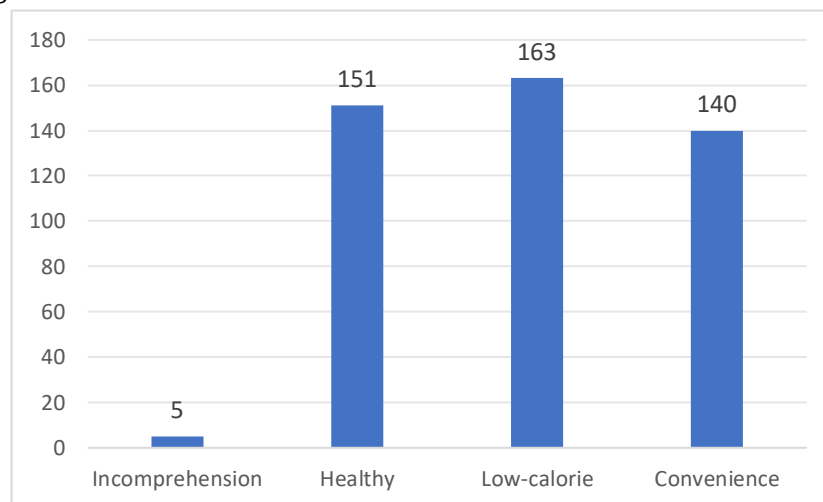


Figure 1. Cognitive map of light food among college students and consumers

Figure 2 shows that when considering whether they are willing to try light food stalls in college canteens, nearly 73.2% of people said they were willing to try light food stalls in canteens, and only 16.8% of them clearly said that they were not willing to try light food in canteens. Further investigation revealed that the main concern of the respondents was cost, followed by stereotypes about light, cold, and raw food. In the environment of serious homogenization and uneven quality in the college light food market, innovating cooking methods and creating cost-effective light food products is one of the key factors to break through the homogenization curse of college light food. In conclusion, combined with the awareness and acceptance of light food among the respondents in Figure 1 and Figure 2, it can be seen that there is still a vacancy in the light food market of colleges and universities in Longzihu District, and the respondents have a positive attitude towards the light food stalls in the canteen.

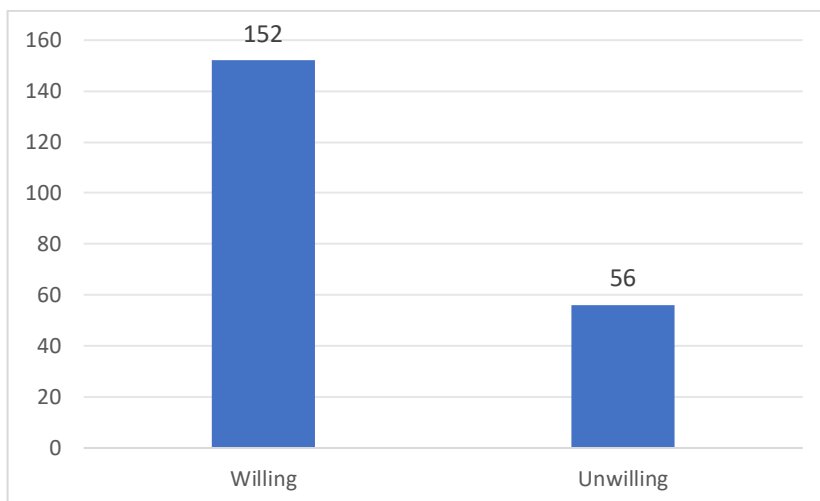


Figure 2. Canteen light food stall willingness

4.2. The service content of light food stalls in college canteens

Figure 3 shows that 39.85% of the respondents believe that price is the main reason for their satisfaction with food and beverage services. The economic income of college students is not fixed, and most of them rely on the living expenses provided by their families, so cost-effective consumption has become one of the most important life keywords for college students. Secondly, 36.5% of people believe that food hygiene is the most important factor. Health trends are in full swing, and college students are becoming more concerned about the health and safety of their diets. Of course, 22.3% of the respondents believe that the speed of meals is the most important criterion, and there is often a "long queue" phenomenon during the peak hours of college cafeterias, and time is especially precious for most students, especially those preparing for the exam, so college students' requirements for the speed of meal delivery and food quality are constantly improving. Therefore, the light food stalls of canteens should fully consider the trend and demand characteristics of college students' catering consumption.

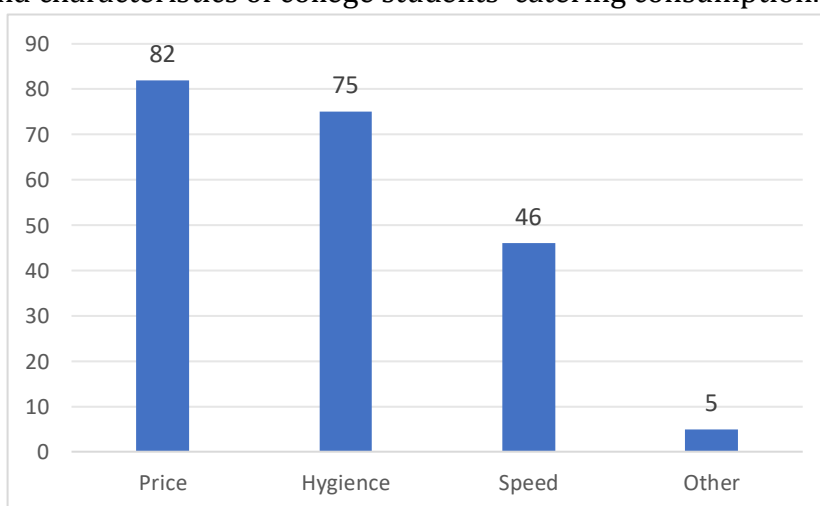


Figure 3. Food service satisfaction factors

Through further investigation, as shown in Figure 4, 47.23% of the respondents who are willing to try light food stalls in college canteens choose light food for healthy eating reasons, and 39.5% of the respondents have the need for fitness and fat loss. From the above data, it can be seen that customized light food stalls need to focus more on scientific and healthy diet, on the basis of assessing the physical condition of consumers, combined with the advice of professional nutritionists, tailor-made personalized recipes for consumers to meet the different nutritional needs of consumers in daily and special stages.

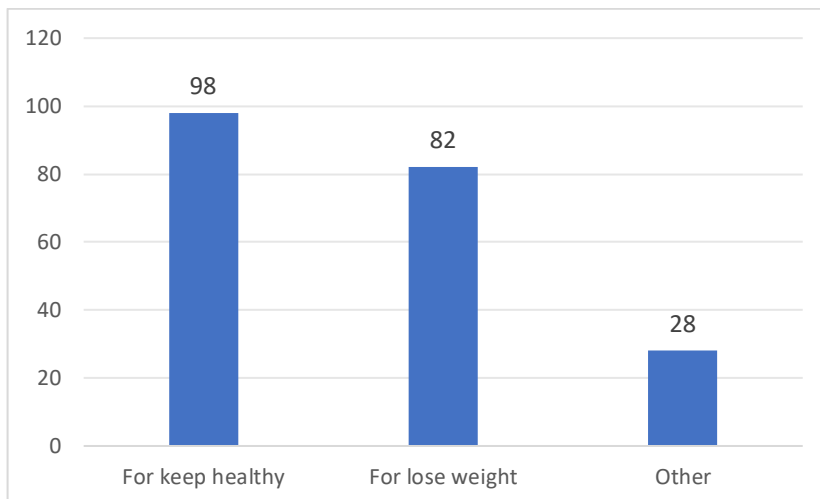


Figure 4. Reasons for the demand for light food and beverages

As shown in Figure 5, among college students who are willing to try light food stalls in the canteen, when asked about the frequency of daily light food consumption, the first place is "3-5 times a week", accounting for 37.5% of the respondents. This was followed by "1-3 times a week" and "at least once a day", with 25.55% and 22.68% respectively. Due to the limitations of the questionnaire design, it was not possible to collect the specific problems encountered in the daily light food consumption of the respondents, but it can be seen from the data that among the frequency options designed, the two most frequent times accounted for nearly 60%, and among the respondents who were willing to try light food stalls, more than half of the college students had the habit of buying light food, and even one-third of the college students had taken light food as their daily diet. It can be seen that the light food market in colleges and universities has good development prospects.

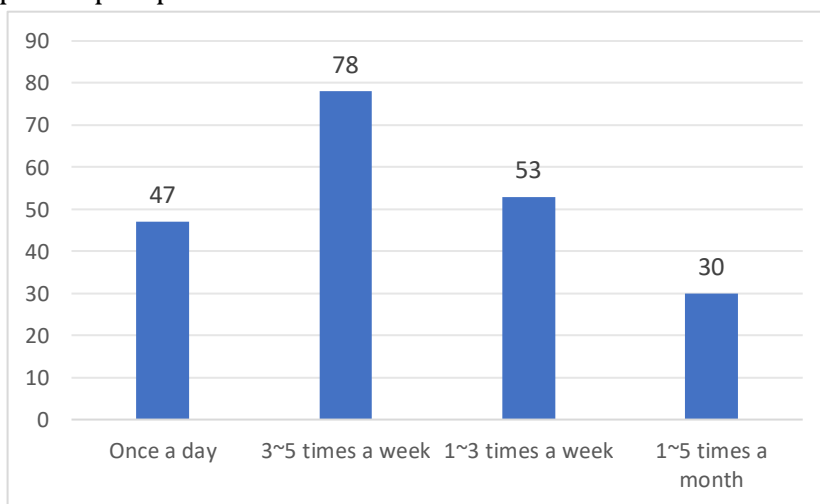


Figure 5. Frequency of light food consumption

4.3. Pricing Model

Figure 6 shows that in the question on "general meal price level", 45.9% of the respondents chose the price of 15-20 yuan, and 30.78% of the respondents accepted the price of 20-25 yuan. Therefore, considering the economic strength of college students, the expected price range of meals is about 15-25 yuan. At present, the light food market in colleges and universities is still facing problems such as uneven food quality and poor food quality, and the difficulty of food safety management of cold food, so the operating cost is relatively high. Therefore, the light food stalls in the canteen need to be evaluated and implemented according to the principle of cost performance, and the service process needs to be optimized, for example, by simplifying

the number of menus and connecting with logistics lines to reduce costs as much as possible and form a competitive price.

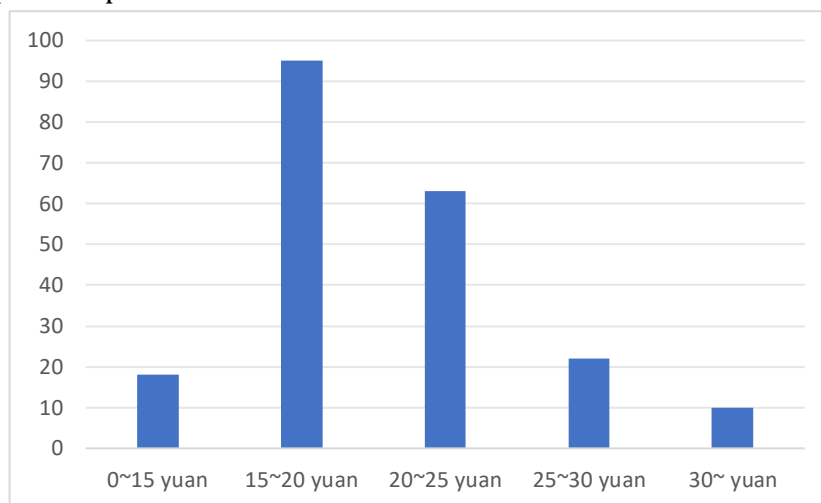


Figure 6. Respondents' daily food and beverage expenses

5. Development Opportunities for LIGHTFOOD

Based on the questionnaire survey and analysis of college students in Longzihu District, Bengbu City, this paper has an in-depth understanding of the cognition and demand of college students in Longzihu District, Bengbu City, and further analyzes the market demand and development advantages of LIGHTFOOD, a customized light food brand in colleges and universities.

5.1. Market Demand

From the demand side, the "14th Five-Year Plan" national health plan clearly points out that it will continue to promote the transformation from disease treatment to health management, and put "prevention" in a more important position, which coincides with the current consumer's health concept, healthy diet as an indispensable part of health management, and more and more college students choose light food for no longer the same reason as before, purposefully to lose weight, lose fat and gain muscle, but simply for the sake of health at the expense of some tastes to choose more nutritionally balanced, healthy and safe meals. As healthy living enters the "intensive era", this pan-healthy demand will continue to expand. College students mainly obtain light food through online shopping for fast food products and offline takeaway through Meituan Takeaway, but these channels are all facing high trial and error costs, which increases the financial pressure on college students. On the other hand, due to the greater academic pressure of college students, the tight schedule, and the overdrifted schedule, they often do not have the energy to choose homemade light food, and then considering the electricity consumption specifications of college dormitories, the homemade light food of college students is often monotonous in recipes and unbalanced nutrition, which cannot replace light food in the real sense. The development of light food in colleges and universities can not only meet the strong demand of college students for health concepts, but also have unique competitiveness that cannot be replaced by other channels. Therefore, there is great potential for the development of light food in universities.

5.2. Development advantages

5.2.1. Excellent geographical location and efficient meal delivery rate

Geographical location has a huge impact on the operating results of catering enterprises, and can determine the profitability of catering enterprises to a large extent. Many college students are accustomed to the dormitory-canteen-classroom "three points and one line" life, in order

to facilitate teachers and students to eat quickly, college canteens are mostly built near teaching buildings or dormitory buildings, occupying a superior geographical location. At the same time, due to the special nature of light food, it has the characteristics of simple production and quick preparation, which ensures an efficient meal delivery rate and avoids the trouble of queuing during the peak period of canteen meals for college students. LIGHTFOOD is located in the university canteen, and provides online mini program ordering and delivery services, which greatly facilitates the life of college students and brings more suitable and healthy catering services to college students.

5.2.2. Standardized management mode

The sound system, standardized construction and management system of college canteens have laid the foundation for the smooth operation of light food restaurants. LIGHTFOOD is set up in the university canteen, in the university canteen management system, and the standardized management mode is mainly reflected in: (1) the management mode of the system is sound to promote the standardized construction of the canteen. (2) Advanced equipment and facilities and abundant catering raw materials to achieve the diversity of dishes. (3) Ensure food safety through strict control of raw material procurement and follow-up supervision. (4) The complete logistics support system better serves the sales work of the canteen window. The standardized management model can not only improve efficiency, but also better serve teachers and students.

6. Suggestions for the Development of Light Food Stalls in College Canteens

6.1. Western-style Chinese, balanced diet, and development of improved Chinese-style light food

Traditional cold and light food is produced in the form of salad, and the taste is basically the same, that is, it is light and tasteless, which is easy to make people greasy, and is not suitable for long-term consumption. The Chinese Nutrition Society first proposed the "Oriental Healthy Dietary Model" in the "Dietary Guidelines for Chinese Residents (2022)", that is, the dietary pattern in the southeast coastal area of China, which enriches the intake of vegetables and fruits, aquatic products, soybean products and milk, is light and less salty, and is more suitable for Chinese people than several well-known healthy diets abroad. In terms of product taste, the project should improve the cooking method of light food, use the "Oriental Healthy Diet Model", make good use of Chinese cooking methods such as steaming, boiling, stewing, stewing, and mixing, and make appropriate changes to the selection of ingredients and the flavor of the meal according to the change of seasons. Western-style Chinese, break people's stereotype of light food. At the same time, the project should pay more attention to the special catering form and simple cooking method of traditional "light food", and emphasize its positive and sunny life attitude and way, guide college students to shape a healthy lifestyle, and contribute to the construction of "Healthy China 2035".

6.2. Improve the cost performance to meet diversified needs

The results of the questionnaire show that most college students are more sensitive to commodity prices, and the level of consumption power has certain limitations, and the average consumption amount of 15-20 yuan is more in line with the overall consumption of college students in today's era.

6.3. Disclose the ingredient ratio and make the production process transparent

College students are excellent young people, and their quality level will directly affect the future development level of our country. The project should be committed to vertically upgrading food health and horizontally extending the table scene. On the one hand, the project can generate food records according to the user's order on the ordering applet, and provide one-click query of meal ingredient ratio, nutritional value, caloric index, etc. On the other hand, the project needs to continuously optimize the supply chain system to achieve direct access to the store from farmers in the production area. The growth of agricultural products can be monitored on site in the field planting area, and the origin of agricultural products can be traced from the origin to the consumer's table, so as to ensure the transparency and visualization of food safety and achieve consumer health tracking. Meet the growing concern and demand of college students for food health.

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