

# Study on the Influence of Catering Chain Marketing Standardization on Customer Satisfaction in Gulou District, Nanjing

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**Abstract:** The rise and rapid development of the service industry has improved people's living standards and is an important part of the national economy. Vigorously developing the service industry has become an important topic for the sustainable development of the national economy. As a kind of service industry, the catering chain industry has a unique marketing standardization mode. With the development of economy, the catering chain industry has also developed significantly, but the standardization of supporting marketing has not caught up with the pace of economic development, so the bottleneck of marketing standardization of the catering chain industry appears, and customer satisfaction is not high. Taking the Gulou area of Nanjing as the background and based on customer satisfaction, this paper explores the marketing standardization strategy for Nanjing Gulou area.

**Keywords:** Catering Chain Industry; Marketing Standardization; Nanjing Gulou Area; the Influence of Customer Satisfaction

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## 1. Background

With the rapid development of China's economy in recent years, the domestic consumer demand is constantly rising, and the people's demand for spiritual culture is also constantly rising, which has been fully proved in China's catering industry. In recent years, with the continuous improvement of the wealth of the common people, the common people's requirements for the quality of life have been constantly improved, and their requirements for food have been fully reflected. At present, people are no longer limited to the improvement of food quality, but also pay more attention to the pursuit of food quality and culture. From the "A Bite of China" shot by CCTV, it can be seen that people are more concerned about eating health and eating culture. Driven by the consumption level of residents, China's catering industry has ushered in a golden period of development since 2012. In a short period of four years, the catering industry has become the pillar industry of China's tertiary industry. As the main force of the tertiary industry, the catering industry plays a very important role in stimulating consumer demand and increasing the domestic employment population. At present, the catering industry has developed into the most important degree of marketization and modernization of the jade economy.

## 2. Research objectives

Analyze the influence of catering chain industry in Nanjing Gulou area on marketing economy.

Study the influence mechanism of catering chain industry in Nanjing Gulou area on marketing standardization.

The role of research and analysis results in the catering industry.

## 3. Range of study

### 3.1 Theoretical significance and value

In terms of theoretical research, although the research for chain enterprise standardization, chain enterprise marketing elements standardization problem got more attention, research on customer satisfaction is more, more mature, but for the influence of chain enterprise marketing standardization of customer satisfaction degree and mechanism of research, more lack of corresponding empirical analysis.

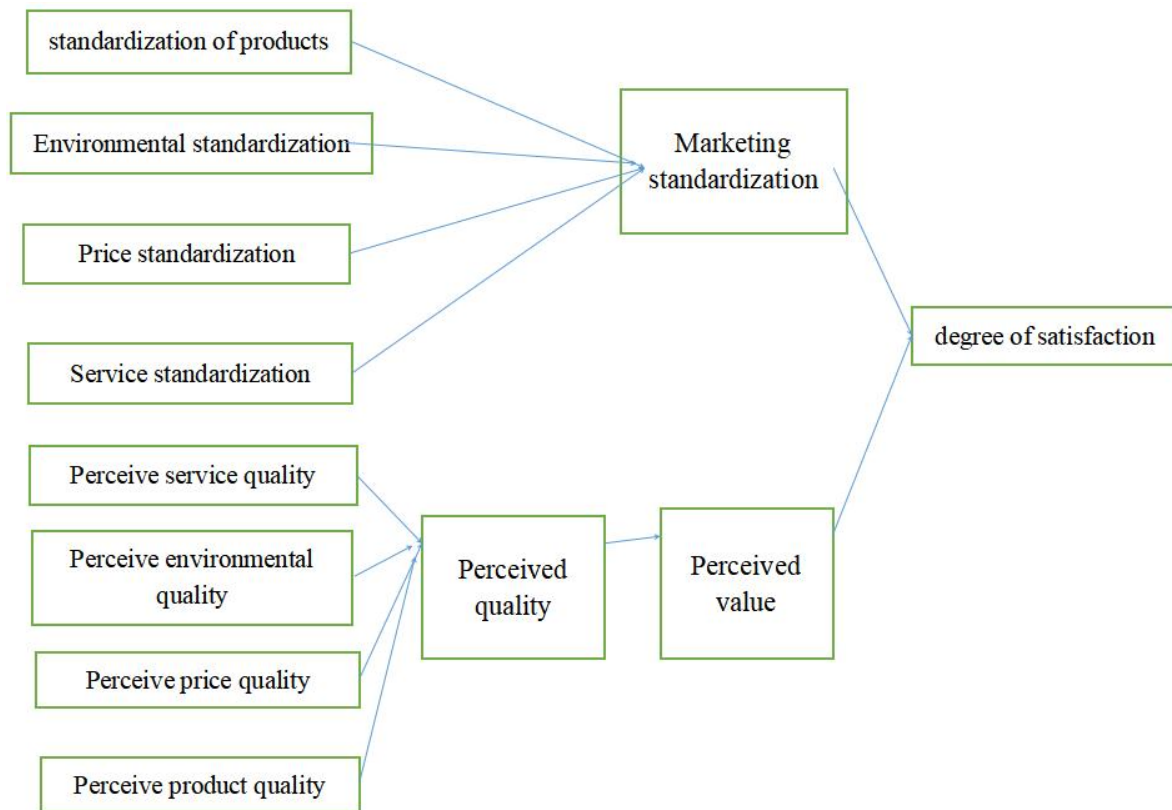
### 3.2 Practical Meaning and Value

The continuous improvement of the market environment and the improvement of the technical level provide good conditions for the standardized chain operation of catering enterprises. In addition, the rapid growth of the western food chain in China also provides an example for Chinese food enterprises to follow. This study analyzes and evaluates the development and management of catering chain stores in Nanjing Gulou area, and puts forward corresponding suggestions for improvement, which will provide strong practical guidance for the standardized chain operation of catering enterprises in China.

### 3.3 Regional demographic characteristics of the study

Based on the selected areas of this research topic, the research scope is strictly limited. The researchers were distributed in the sample area, and limited the scope of sample collection to the Drum Tower area of Nanjing from China to China according to the perspective of their own research ability and scope.

## 4. The conceptual framework of the study:



## 5. Theoretical basis

Bitner In the "7P" paradigm of service marketing proposed in 1981, the unity degree of the quality, type, collocation and other components of the core products, form exhibits and derivative products provided by chain enterprises is called the degree of product standardization. European Customer Satisfaction Index: The ECSI model, which is built on the basis of the ACSI, adds the corporate image as a structural variable in the ECSI model, and removes the structural variable of customer complaint. In 1999, The State Council decided on Several Issues on Further Strengthening Product Quality in the Decision of The State Council of China, " Study and explore the evaluation method of customer satisfaction index of product quality to provide consumers with true and reliable product quality information."According to the requirements of The State Council, the State General Administration of Quality Supervision, Inspection and Quarantine commissioned the China Enterprise Research Center of Tsinghua University to carry out the " Research on China User Satisfaction Index ", and thus constructed the Chinese customer satisfaction index model. Tsinghua model, based on ACSI model, absorbs the structural variables of ECSI model: brand image, expected quality, quality perception, value

perception, customer satisfaction, customer loyalty and customer complaint. The model proposed by Tsinghua University in China is based on the ACSI, and absorbs the successful experience of the brand image of the structural variables in the ECSI model. However, the above model test found that customer complaints had no significant impact on customer loyalty, so the Tsinghua model later removed the structural variable of customer complaints.

## 6. Related studies

The study of the connotation of consumer perceived value also mainly cites the research results of Zeithaml (1988), who believes that the connotation of consumer perceived value mainly includes three aspects. Jacoby and Kaplan (1972) proposed five dimensions of perceived value: performance, financial, social, physical and psychological. Stone and Gronhaug (1993) added to the five dimensions proposed by Jacoby and Kaplan (1972): society and time. Jarvenpaa And Todd (1996) proposed several completely different dimensions, including five dimensions: economy, function, society, individual and privacy.

## Conclusion

With the rapid development of economic globalization, the catering chain industry has also developed, and the chain industry has also appeared accordingly. Therefore, the rise of the catering chain industry is inevitable. However, in the process of the development of the catering chain industry, there are a series of problems, one of which is that, as a catering chain enterprise, it has opened many chain stores, but the management is not good. Part of the reason is that enterprises do not pay enough attention to marketing standardization when running chain stores. This paper classifies the marketing standardization elements of catering chain enterprises, which are divided into four categories: service standardization, product standardization, environmental standardization and price standardization. Taking these four elements as variables and selecting customer satisfaction as the dependent variable, regression calculation and correlation analysis were conducted, and the research results showed that customer satisfaction will be affected by the enthusiasm of environmental standardization and service standardization. Therefore, catering enterprises can improve the standardization degree of environment and service, better meet the needs of consumers, and promote their own long-term development. At the same time, environmental standardization, service standardization and other marketing standardization elements can help catering chain enterprises to establish a good corporate image, and promote the healthy development of enterprises.

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