

Research on Marketing Strategy of Meituan Take-Out Service

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Abstract: With the rapid development of mobile Internet in China, it has greatly improved the convenience of people's lives. People's consumption habits have also changed dramatically, from the original offline consumption have been transferred to online consumption, the take-out industry is also booming. With the continuous development of the take-out industry, consumers' requirements for take-out food services have also been increasing. The study analyzes the important factors affecting consumer satisfaction in terms of both tangible food and intangible services, and puts forward targeted optimization strategies for service marketing by combining the actual problems of Meituan take-out platform.

Keywords: Meituan Take-Out; Marketing Strategy; Consumers

1. Introduction

The take-out industry has experienced the initial period of the red packet subsidy war, to the present day Meituan and hungry two strong fight. As the industry continues to develop, the market demand continues to increase, in the face of increasingly tough competitive environment, how to optimize and improve the platform's service and marketing strategy has become a key factor in the take-out platform to improve their competitiveness. Meituan wants to stand firm in the fiercely competitive market, it needs to keep pace with the times, change the traditional marketing methods, improve the quality of products and services, improve the consumer experience, and enhance consumer satisfaction and loyalty.

The platform for consumers to provide more than just a takeaway, delivery service on the consumer experience can also have a great impact. Good meals can only be delivered to consumers in a safe, efficient and timely manner to ensure that the color, aroma and taste of the meals are not affected. Therefore, delivery time and delivery quality and other platform services largely affect the consumer satisfaction. In addition to the delivery service, the discount and promotion activities of the platform are also important factors to attract consumers to place orders. Therefore, the study intends to take consumer satisfaction as the starting point, based on the relevant theories and general laws of service marketing, combine the actual problems of Meituan platform, and put forward targeted platform service marketing optimization strategies to help Meituan improve its service quality and enhance consumer satisfaction.

2. Service marketing theory analysis

Service marketing strategy is an enterprise based on its own internal conditions and external environment, through the selection and seizure of target markets, and constantly improve the competitiveness of enterprises to adapt and change the internal and external environment to enhance their competitiveness in order to achieve maximum economic benefits. Service marketing wins the praise of consumers by providing quality services and using word-of-mouth to attract, maintain and strengthen the connection between the platform and consumers. Service marketing focuses not only on the successful sale of goods, but also on the consumer experience in the consumption process. The ultimate goal of service marketing is to improve consumer satisfaction and enhance consumer loyalty.

Consumer satisfaction is a kind of consumer psychological state, which refers to the different degrees of emotional reactions to

consumption expectations arising from consumption experience after consumption is completed. This emotional reaction runs through the whole process of shopping and consumption, and may receive the influence of consumption products, consumption environment and consumption services. Usually, when the merchant's service quality reaches or even exceeds the consumer's expectations, they will have a sense of pleasure and satisfaction and will achieve satisfaction. Consumers' perception of the service quality of the take-out platform includes browsing from the APP before placing an order, to the qualification and food safety of the platform merchants, to the delivery service and attitude after placing an order, and finally to the portion and taste of the meals they get. If the platform information is comprehensive and easy to use, the platform merchants have the qualification, food hygiene, delivery safety and timely, and the meals match the description of the platform, the service quality of the take-out platform is good and can meet consumer expectations and enhance consumer satisfaction.

Consumer satisfaction for take-out platforms usually includes two major aspects: first, satisfaction with tangible food, which refers to the degree of satisfaction that take-out food from catering companies on take-out platforms can bring to consumers, including satisfaction with food hygiene, quality, taste, color, price, packaging and other aspects. Second, satisfaction with intangible services refers to the degree of satisfaction with the services provided by the take-out platform to consumers in the process of providing take-out goods, including information display, consultation feedback, delivery services and other aspects of satisfaction.

3. Marketing problems of Meituan take-out service

Food safety. In order to capture the market and sign up more takeaway merchants to enrich the platform products, Meituan was not strict in its review of the qualifications of the contracted merchants, and there was even a lack of gate-keeping, which led to many food safety problems. As the take-out market continues to expand, problems such as restaurant kitchen hygiene and expired food ingredients are constantly being brought to the attention of the media, and many black workshops have been exposed, with food safety issues being criticized by consumers. If you can't ensure the most basic food hygiene and safety, it will directly affect the future development of Meituan and even the takeaway industry.

Delivery service. Slow delivery speed, wrong delivery, meal leakage, and untimely handling of user opinions are all problems that consumers often give feedback on during the dining process. The number of Meituan merchants and users is growing too fast, but the riders of the delivery service cannot match the wildly increasing take-out orders, which directly leads to the problem of delivery service. For consumers who order online, whether the take-out meals can be delivered in time and whether the taste of the meals delivered can remain the same is the most important concern. If Meituan can't handle the problems consumers are most concerned about, it will directly affect consumers' service satisfaction with the takeaway platform, and this dissatisfaction will reduce the amount and number of orders placed by consumers in the takeaway platform.

Low-price subsidies. The takeaway market has entered a mature and refined stage of operation after the rapid development period of the war of burning money subsidies, the takeaway platform can rely on price wars to gather popularity, develop the market and increase the number of users in the short term, but this requires a lot of financial subsidies as a backing, and is not a long-term solution for business development. If you only rely on low price subsidies to stimulate consumption, when the low price is no longer, consumers are likely to be reluctant to order. This will require Meituan to make timely and appropriate business adjustments after using low price subsidies to attract a large number of users, making more use of quality products and services to bring the platform and users closer together and enhance user stickiness.

4. Meituan take-out service marketing optimization measures

Strictly adhere to the bottom line of food safety. To maintain long-term development, Meituan must strictly adhere to the quality bottom line of food safety, strictly check all businesses that are stationed on the platform, and provide services on the platform only after a strict review of business licenses, food business permits and other permits, fulfilling the most basic obligations of the platform, doing a good job as a gatekeeper, and eliminating black workshops and other malignant events from the source. At the same time, the Meituan can join the merchants to customize the meal production process standards, the source of raw materials, production engineering, packaging process to form certain standards, and strive to achieve traceability of the source of ingredients, production

process transparency, packaging process standardization, which can also help the safety of the platform delivery service, on time.

Improve and optimize delivery services. Food delivery service is the core service product of the takeaway platform, which is the most critical factor for the platform to attract and retain consumers and form a competitive advantage among peers. In order to provide consumers with better delivery services, Meituan can improve transportation tools and equipment to reduce the problems of breakage, spillage and poor insulation of take-out food caused by road bumps or climate factors during transportation. For the delivery staff's transportation, delivery tools, dress code and other unified norms, to convey to consumers a good image of Meituan professional, neat and excellent. At the same time, the efficiency of food distribution is improved at the technical and personnel levels, so that the delivery service can match the rising take-out orders.

Improve the ability to meet personalized services. Low-price subsidies can indeed help the platform attract a large number of users and cultivate consumers' ordering habits, but the large number of users attracted by burning money does not all become high-value users, and some users who come at low prices because of subsidies will sooner or later leave because of the loss of subsidies. To meet the daily needs of users is the most basic business of Meituan, in addition, Meituan should be committed to provide users with diversified and personalized value-added services, to meet and enhance the sense of experience and satisfaction of consumers by enhancing personalized services, but also to provide the platform with high value-added revenue.

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