

Research on Online Customised Catering in the Tibet Autonomous Region Using Lhasa City of Tibet Autonomous Region as an example

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Abstract. The mobile Internet era is changing the way people live and consume. More companies have joined the catering industry, indicating that the catering industry has gained a new opportunity for development as the times have changed. "Internet + catering" brings new opportunities for the catering industry's development.

Focusing on network catering customisation research, with the digitalisation of network customised catering in Chengguan District, Lhasa City, Tibet Autonomous Region as the research object, researching the current situation of network catering in Tibet Autonomous Region, and resolving network catering customisation issues. On this basis, it assesses the current opportunities and challenges of digital catering customisation, as well as the strengths and weaknesses of competitors, before determining its own market positioning. Finally, based on the model analysis, the thesis proposes some countermeasures for the development of digital network custom catering in the Tibet Autonomous Region.

Keywords: online catering, customisation, and digitalisation.

1. Relevant ideas and theoretical foundations

1.1 Related concepts

Network catering is the practice of providing catering services to consumers via an Internet platform. There are currently two types of network catering: the first is a catering service provider on the platform that accepts consumer orders and then processes and produces food based on their needs, which is then packaged by the distributor and delivered to consumers' hands; and the second is a network catering service platform (such as hungry, Meituan, etc.) that connects catering merchants and consumers to provide an online trading platform for the two sides to operate on. The network catering focuses on the convenience of the user experience and giving consumers a more intuitive feeling.

Catering digitalisation: To improve service quality, efficiency, and customer experience while maintaining a competitive edge, catering companies can leverage digitalisation opportunities such as online ordering, mobile payment, data analytics and personalised recommendations, internet marketing, intelligent kitchens, data security and privacy protection, and omnichannel integration.

Customised catering: As the times have changed, the catering consumption structure has become younger, with the post-80s and post-90s emerging as the backbone of the market. Customised service is another growing trend. Nowadays, young consumers are pursuing more and more personal experiences, and many restaurants have launched "private customisation" services in response to this psychological shift, such as customised dishes, customised dinners, customised parties, and so on, in order to satisfy consumers' personalised experience while also providing DIY options or allowing customers to participate in them.

1.2 Relevant theoretical foundations

1.2.1. market failure

Some scholars have proposed a theoretical model of market failure in response to some shortcomings in traditional market theory of ideas. The theory of market failure holds that a

perfectly competitive market structure is the best way to allocate resources; however, in the real economy, a perfectly competitive market structure is only a theoretical assumption, and the theoretical assumption's preconditions are so stringent that they cannot all be met in practice. Because of monopolies, externalities, incomplete information, and the presence of public goods, relying solely on the price mechanism to allocate resources fails to achieve efficiency-Pareto optimality, resulting in market failure.^[1]

The traditional narrow theory of market failure holds that the existence of monopolies, public goods, externalities, and incomplete or asymmetric information makes it difficult for the market to solve the problem of resource allocation efficiency; thus, the market, as a means of allocating resources, cannot achieve the maximisation of resource allocation efficiency, and the market is out of order. When the market fails, government intervention is required to maximise resource allocation efficiency, which has effectively defined the regulatory boundaries of government intervention in the economy.

The network catering industry operates as a typical market economy with externalities, with a regulatory system comprised of service platforms, merchant enterprises, and consumers. At the same time, as the economy and society develop rapidly, people's catering consumers change, and catering customised services gradually gain popularity.

1.2.2 Digital Governance Theory

Digital governance is a type of governance that effectively manages the affairs of the state, society, and organisations by utilising modern information technologies such as big data and AI.^[2] Its core features are data interoperability across society, comprehensive digital collaboration, and cross-sectoral process reengineering, forming a governance mechanism that "speaks with data, makes decisions with data, manages with data, and innovates with data". The governance of the digital economy encompasses the comprehensive management of data resources, modern information networks, the integration of information and communication technology applications, and digital economy-related subjects, activities, and environments.

Scientific and technological innovation has always played an important role in the advancement of human civilisation. Scientific and technological innovation has resulted in a significant increase in productivity, driving the transformation of socioeconomic and national governance systems. After entering the digital era, digital governance for and through data has emerged as the most powerful driver of global industrial transformation. Since the 19th CPC National Congress, the CPC Central Committee has prioritised digital transformation, proposed the implementation of the national big data strategy, accelerated the construction of digital China, and led the way in exploring the path of digital transformation globally. China's digitalisation process, guided by top-level design, has produced remarkable results, with the economy and social life becoming increasingly digitised, and the digital dividend created by a population of over a billion people being fully realised.

2. Overview of Online Catering in the Tibet Autonomous Region.

2.1 History of Online Catering Development in the Tibetan Autonomous Region

Network catering combines the rapid development of Internet technology, emerging technology, and the traditional catering industry to promote the development of new market models. The rise of network catering is set to infuse the traditional catering industry with an endless supply of vitality.

The Report on the Digital Development of China's Catering Industry was released by the National Information Centre in 2023. The catering industry is important for stabilising growth, promoting consumption, expanding employment, and improving people's livelihoods; it plays an important role in increasing tax revenue and booming markets; it is an important part of the real economy; and it is also an important area for the integration and development of the digital and real economies. The report defines the connotation of catering digitalisation for the first time, and proposes that catering digitalisation is a specific manifestation of industrial digitalisation in the

catering industry, and that it is the application of digital technology by the relevant bodies of the catering industry to the various processes and links of the catering industry, such as catering production, purchasing, operation, marketing, trading, management, and so on, with the element. The process of promoting high-quality development in the catering industry in order to meet consumers' diverse and multi-scenario needs.

The economic development of Tibet Autonomous Region is not located in the forefront of the country, the resident population is relatively small, at first did not become a network catering service platform stationed in the target area, but after a long period of development, Hungry's, Meituan Takeaway, Baidu Takeaway, and other network catering service platforms have gradually stationed in Tibet, and now the network catering service platforms in the Tibetan region are more.

2.2 analysis of the Online Catering Industry in Tibet Autonomous Region

With the advancement of science and technology, the "Internet +" trend emerges, and the catering industry is the first to join the emerging Internet industry, giving the traditional industry an advantage over other industries. Like other industries, the catering industry is in a transition period, facing not only the development of the Internet era to form the transition of thinking, but also the transformation of user groups. 90 consumer groups are gradually becoming the mainstream of the consumer groups; their needs for the catering network differ from those of other groups more. Traditional catering cannot meet the needs of new consumer groups; business thinking will undergo a revolutionary shift.

There are opportunities, but there will also be threats; the network catering industry has low technical barriers, and compared to other industries, it is more likely to suffer from vicious peer competition; in today's highly developed information environment, a good project has emerged, and others will have to copy a similar platform.

The catering market size in 2020 fell to 4.0 trillion due to the epidemic, but with the epidemic normalising, it recovered to 4.7 trillion in 2021, and the catering market size in China in 2022 is expected to be close to 4.8 trillion^[4]. The National Bureau of Statistics reported that China's catering industry employed 22.65 million people in 2018-2019, but by 2020, employment had decreased to 19.48 million due to the epidemic^[5].

3. Demand Survey for Catering Customisation in Tibet Autonomous Region

People's views on catering consumption are changing as the economy and society evolve, and customised catering is gradually becoming more popular. In Lhasa, Tibet Autonomous Region, research is being conducted on the demand for customised catering among certain consumer groups. The survey discovered that the market has significant potential.

This time, 300 questionnaires were distributed, and 296 were recovered, resulting in a 98% recovery rate and 98% effective rate. In this research object, individuals aged 12 to 25 accounted for 47% of the total number of researchers, while those aged 25 to 35 accounted for 42%. The research object is primarily intended for young consumers, including students and workers.

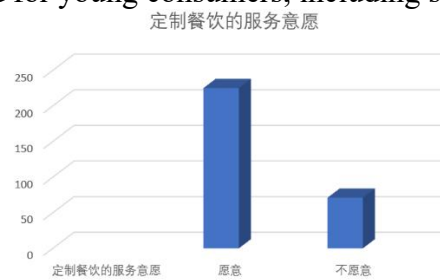


Figure 1: Willingness to Serve Customised Catering

According to the data in Figure 2, among the general price levels of meals for consumers, 43.6% chose RMB 15 to 20, while 33.1% accepted RMB 20 to 25. It is concluded that the meal price acceptable to most consumers is around RMB 15-25.

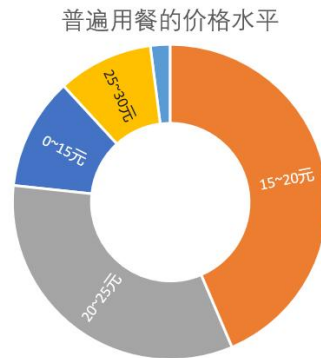


Figure 2 shows the price levels for universal meals.

4. Analysis of the dilemma of customising fixed catering

Catering customization refers to the catering industry to provide exclusive customized catering services and products according to customers' individual needs [6]. Catering customization can better meet consumer taste needs, improve customer satisfaction, increase customer stickiness, and thus improve the competitiveness and profitability of the restaurant. However, catering customization faces many dilemmas:

Cost pressure: customized service of catering means higher cost. From the selection and procurement of customer demanded ingredients, to the chef's production skills, to the waiter's better service, each link of customization needs to invest more human and material resources and financial resources. In some high-end restaurants, under the basis of ensuring the quality and taste of food, higher quality and harder-to-find raw materials may be used, which increases the cost of catering companies. Customized food and beverage companies have higher costs compared to other food and beverage companies, and the selling price will be adjusted appropriately, there may be some people who cannot accept the higher price, and the audience is not broad.

Supply chain management: refers to the optimization of supply chain operations, with the least cost, so that the supply chain from the beginning of the procurement, to meet the final customer of all the processes, MBA, EMBA and other management education will be included in the enterprise supply chain management [6]. Catering customization is the management of the supply chain compared to the previous higher requirements, the quality of raw materials, prices, supply stability, etc. will directly affect the effect of catering customization. Once the supply chain problems, restaurants are likely to be unable to operate normally.

Changes in customer demand: With the diversification of consumer demand, their demand for food and beverage has also shown a trend of personalization. Contemporary consumers are no longer satisfied with traditional single tastes and dishes, but begin to pursue unique dining experience, such as theme restaurants, customized dishes and so on.

5. Optimisation strategies for catering customisation

5.1 Utilising Big Data and Artificial Intelligence Technologies

Catering industry enterprises want to get a share of the market in the smoke-free market, the need to structure big data strategy, broaden the breadth and depth of the catering industry research data, from the big data to understand the catering industry market composition, segmentation characteristics, consumer demand, competitor status, and many other factors, in a scientific and systematic collection of information and data management, analysis, and put forward better.

5.2 Optimising supply chain management

In addition to information systems, supply chain management must integrate work processes, physical processes, financial processes, and information processes to achieve overall efficiency.

Improve transaction efficiency in purchasing, transportation, storage, and sales, as well as optimise all aspects of the supply chain. We must be customer-focused and driven by market demand.

6. Conclusion

This study investigates how to solve the customisation of digital catering using a variety of research methods, identifies the specific causes of the problems, and proposes an optimisation strategy for catering customisation to ensure the safety of people's tongues. Customised catering services can meet consumer demand for personalised catering and healthy living while also generating significant economic benefits in today's Internet era. However, in the development of customised catering services, it is necessary to prioritise food safety, science, and health, to create customised dishes for consumers' core competitiveness, and to fully utilise the current era of highly developed self media in order to improve the industry's sustainability.

Funded Project

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