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Market Reception and Consumer Behavior Analysis of CP Group's "One City, One Flavor" New Product Series

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Abstract

The "One City, One Flavor" product series by CP Group encompasses a variety of regionally distinctive convenience foods, including Hong Kong-style burstable custard buns, modern Hong Kong-style char siu buns, Shanghai-style soup dumplings, and Yangzhou fried rice. This study focuses on market research and consumer behavior analysis following the launch of this new product series. Aimed at delving into consumer demands and preferences, analyzing competitors' market strategies and consumer feedback, identifying potential market opportunities and unmet needs, and providing a scientific basis and data support for marketing decision-making, a questionnaire survey was conducted among young consumer groups in the cities of Guangzhou, Foshan, and Shantou in Guangdong Province. The findings indicate that the convenience food series has a certain degree of influence among consumer groups in these three cities. However, the intensity of its promotional efforts needs to be enhanced. Free tastings and point redemption programs are more popular among young consumers, while free tastings are favored by the over-forty demographic. The surveyed groups prefer to purchase convenience foods through e-commerce platforms, group buying platforms, and social media. The top three most frequently purchased brands are Oriental Selection, CP Group, and Juchun Garden. Based on the research outcomes, this study proposes corresponding strategies.

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Keywords: Market Analysis, Logistic Model, Regional Characteristics, One City, One Flavor (New series)

Introduction

Amidst the rapid progress of the economy and the acceleration of the pace of life, the food preferences of contemporary consumers have undergone significant changes. In recent years, frozen foods have gradually gained favor among many young consumers due to their convenience and speed. These products not only preserve the freshness and nutritional value of ingredients but also cater to the younger generation's need for quickly preparing delicious meals.

The popularity of frozen foods is attributed to the application of advanced technology and the optimization of cold chain logistics systems. Many regions and countries are actively promoting frozen foods to leverage their convenience in meeting the expanding demands of the market. According to forecasts by China Research & Puhua, the Chinese frozen food market is expected to continue its rapid growth over the next decade, indicating unprecedented development opportunities for the industry.

Despite the impressive performance of frozen foods in the market, many consumers maintain a reserved attitude towards them. They are particularly concerned with the health attributes of food and have higher expectations for the quality and standards of frozen foods. Research by Media Consulting (2024a) [2] shows that consumers consider not only the convenience of frozen foods but also the nutritional content and the use of additives when making their selections. Therefore, ensuring the safety and health of frozen foods while meeting consumer demands has become an important issue for the industry.

The primary objective of this study is to identify the target consumer demographics, main sales channels, and promotional directions for "One City, One Flavor" new product series. Market research reveals the issues present in the promotion and sales channels of this product series and seeks solutions. The focal points of this study include the following core questions

1. What are the main obstacles faced by the "One City, One Flavor" new product series during the market promotion phase?
2. What is the level of consumer awareness and attitude towards this product series?
3. What are the main channels and motivations for consumers to purchase convenience foods?
4. How can effective marketing strategies be formulated to enhance the market acceptance of the products?

2 Background and Development of the "One City, One Flavor" Product Series

This study focuses on the "One City, One Flavor" series of frozen foods by CP Group (hereinafter referred to as "New series") to explore consumer willingness, habits, standards, selection criteria, and purchasing channels for frozen foods, as well as to research the status of competing products in the minds of consumers.

In September 2023, the "New series" was officially launched in major department stores and supermarket counters. These new products, which include regionally distinctive delicacies such as Hong Kong-style burstable custard buns, modern Hong Kong-style char siu buns, Shanghai-style soup dumplings, and Yangzhou fried rice, not only label local cultures with a distinctive mark but also provide consumers with more culinary choices. By transforming these regionally iconic dishes into convenient ready-made meals, the "New series" not only introduces local culinary cultures to consumers nationwide but also promotes them globally, enhancing the recognition of various regional cuisines.

3 Methodology

3.1 Survey Participants

The target demographic for this study consists of young consumers in the cities of Guangzhou, Foshan, and Shantou in Guangdong Province. The survey was designed to gauge their acceptance and consumption preferences for the "New series", with a specific focus on the seven new products in the series.

3.2 Questionnaire Design

The questionnaire was crafted to evaluate respondents' awareness and consumption levels of the "New series" and its competitors. Initially, the survey probed into respondents' familiarity with specific brands of CP Group's competitors, purchasing channels, and frequency of purchase to gain a preliminary understanding of market demands and trends. Subsequently, the questionnaire delved into respondents' perceptions of the advertising effectiveness and pricing of the "New series" to assess their purchase intention and acceptance of CP Group's products.

3.2.1 New series

The new product series includes the following seven products, as detailed in Table 1. The study designed questions to investigate these products from ten perspectives, including appearance, nutritional value, taste, and more, to deeply understand the overall impression and satisfaction of the respondents. The questionnaire was informed by CP Group's research in the food sector and tailored to the specific consumption patterns of Guangdong Province's residents, ensuring clarity and representativeness.

Table 1: New series (code)

Series	Code	Series	Code
Hong Kong-style Bursting Custard Buns	(I)	Modern Hong Kong-style Char Siu Buns	(II)
Yangzhou Fried Rice	(III)	Shanghai-style Soup Dumplings	(IV)
Sichuan Dan Dan Noodles	(V)	Shaanxi Biangbiang Noodles	(VI)
Fresh Pork Dumplings	(VII)		
Independent variable (code)			
Appearance	Ap	Nutritional Value	NV
Taste	Ta	Degree of Additive Use	DAU
Comparison with Competitors' Products	CCP	Price	Pr
Degree of Preference	DP	Product Impression	PI
Attraction of Regional Characteristics	ARC		

3.3 Distribution and Collection of Questionnaires

The questionnaires were distributed through both online and offline channels. The survey was officially launched on February 1, 2024, with online distribution via social networking platforms such as WeChat and Xiaohongshu, and offline distribution through friends and classmates to ensure a representative sample across different regions, ages, and genders within Guangdong Province. The study monitored the feedback in real-time to adjust the dissemination strategy as needed. A total of 600 questionnaires were planned for distribution, with 444 valid responses collected; 4 were deemed invalid due to incomplete filling, resulting in an effective response rate of 99.1%.

3.4 Model Selection

The survey aims to investigate respondents' purchase intentions for the seven products in the "New series". The characteristic variables of interest include appearance, nutritional value, taste, degree of additive use, comparison with other similar products in the industry, price, degree of liking, product impression, and regional characteristic appeal. These variables were measured on a five-point scale ranging from "very dissatisfied" to "very satisfied." Given the binary discrete nature of the survey data, a Logistic regression model was employed for data analysis.

3.4.1 Model Construction

Variable Setting: Independent Variables: Based on a preliminary assessment of young consumers in Guangdong Province, the study delineated nine variables influencing respondents' purchase intentions for the "New series". The dependent variable is the respondents' purchase intention, as shown in the table 2 below:

Table 2: New Series Variable Setting and Code

<table>
<tr><th>Series</th><th>Independent</th><th>Dependent</th></tr>
<tr><td rowspan="9">(I)
(II)
(III)
(IV)
(V)
(VI)
(VII)</td><td>Ap</td><td rowspan="9">Purchase Intent (PI)</td></tr>
<tr><td>NV</td></tr>
<tr><td>Ta</td></tr>
<tr><td>DAU</td></tr>
<tr><td>CCP</td></tr>
<tr><td>Pr</td></tr>
<tr><td>DP</td></tr>
<tr><td>PI</td></tr>
<tr><td>ARC</td></tr>
</table>

4 Empirical Analysis

4.1 Descriptive Statistical Analysis

Analysis of Basic Demographics: The survey successfully gathered 440 valid questionnaires, predominantly from participants in the cities of Guangzhou, Foshan, and Shantou. The majority of participants were under the age of 30, constituting 64.3% of the total sample. In terms of gender distribution, male participants accounted for 36.10%, while female participants constituted 63.90%. The respondents were primarily students, followed by individuals employed in private enterprises, with monthly incomes predominantly ranging between 2000 to 5000 yuan (Table 3).

Table 3: Analysis of Basic Demographics

Name	Option	Frequency	%
Gender	Male	159	36.10%
	Female	281	63.90%
Age	Under 20	80	18.20%
	21-25	117	26.60%
	26-30	86	19.50%
	31-35	63	14.30%
	36-40	58	13.20%
	41-45	17	3.90%
	46-50	14	3.20%
	Over 51	5	1.10%
Work place	National government	39	8.90%
	Government institutions	39	8.90%
	Institutional units	41	9.30%
	State-owned enterprises	12	2.70%
	Private enterprises	128	29.10%
	Foreign-funded enterprises	17	3.90%
	Student	141	32.00%
	Self-employed	15	3.40%
	Non-profit organizations	8	1.80%
Residency for the past three years	Guangzhou	160	36.40%
	Foshan	123	28.00%
	Shantou	110	25.00%
	Other areas	47	10.70%
Monthly Income/yuan	Below 2000	111	25.20%
	2000-5000	192	43.60%
	5000-10000	93	21.10%
	10000-20000	38	8.60%
	Above 20000	6	1.40%

4.2 Reliability and Validity Assessment

The collected scale data were subjected to reliability and validity analysis using SPSS version 23.0. A higher reliability indicates better stability and consistency of the measurement tool or evaluation method, leading to more trustworthy results. Conversely, higher validity signifies that the measurement outcomes more accurately reflect the intended abilities, while lower validity suggests the opposite. As indicated in Table 4, the Cronbach's alpha value is 0.962, which exceeds the conventional threshold of 0.7. The Kaiser-Meyer-Olkin (KMO) measure is 0.948, surpassing the recommended value of 0.9. Additionally, the Bartlett's test of sphericity is statistically significant (significance level = .000), which is below the 0.05 threshold (Table 3). These findings suggest that the scale exhibits robust reliability, with a strong correlation among the various questions within the questionnaire, and the measurement results are characterized by high accuracy.

Table 4: Reliability Statistics

Cronbach’s Alpha	Number of Items
.962	81

Table 5 KMO Measure and Bartlett’s Test of Sphericity

KMO		948
Bartlett's Test of Sphericity.	Approximate Chi-Square	21419.246
	Degrees of Freedom (df)	3240
	Significance Level (p-value)	.000

4.3 Analysis of Factors Influencing Purchase Intention for New Product Series

4.3.1 Multicollinearity Test

This study employs SPSS software to conduct a multicollinearity test on the survey data, aiming to mitigate the impact of multicollinearity on model estimation and prediction. As indicated in Table 7 below (for the product series and variable codes, please refer to Table 1 & Table2), the Variance Inflation Factor (VIF) values for all independent variables are less than 5, suggesting that there is no multicollinearity present among the variables.

Table 6: Product Series Variable and Dependent Variable – PI

Model	Unstandardized Coefficients (B)		Significance	VIF	Durbin-Watson	Adjusted R square
I	Variables	0.385				
	Ap	0.032	0.517	1.534	0.426	1.941
	NV	0.104	0.034	1.524		
	Ta	0.142	0.006	2.065		
	DAU	0.091	0.073	1.771		
	CCP	0.006	0.916	2.078		
	Pr	0.113	0.022	1.636		
	DP	0.231	0	2.431		
	PI	0.036	0.477	2.205		
	ARC	0.12	0.016	1.931		
II	Variables	0.143				
	Ap	0.055	0.204	1.871	0.527	1.988
	NV	-0.011	0.801	1.581		
	Ta	0.157	0.001	1.874		
	DAU	0.047	0.278	1.619		
	CCP	0.102	0.037	1.769		
	Pr	0.086	0.051	1.973		
	DP	0.144	0.002	1.806		
	PI	0.257	0	2.175		
	ARC	0.111	0.016	2.059		

Table 7: Product Series Variable and Dependent Variable – PI(continuous)

Model		Unstandardized Coefficients (B)	Significance	VIF	Durbin-Watson	Adjusted R square
III	Variables	0.094	0.029	1.847		
	Ap	0.116	0.015	2.334		
	NV	0.068	0.132	2.011		
	Ta	0.108	0.016	1.641		
	DAU	0.034	0.499	1.965	0.453	1.886
	CCP	-0.034	0.459	2.042		
	Pr	0.102	0.036	1.965		
	DP	0.149	0.002	2.251		
	PI	0.203	0	1.592		
IV	Variables	0.147				
	Ap	0.054	0.209	1.999		
	NV	0.132	0.004	2.412		
	Ta	0.072	0.117	2.151		
	DAU	0.138	0.001	1.94		
	CCP	0.031	0.535	2.472	0.582	2.092
	Pr	0.035	0.425	2.046		
	DP	0.205	0	2.499		
	PI	0.122	0.011	2.305		
	ARC	0.156	0	2.148		
V	Variables	0.269				
	Ap	0.062	0.181	1.998		
	NV	0.093	0.057	1.926		
	Ta	0.085	0.108	1.873		
	DAU	0.062	0.23	1.674		
	CCP	0.147	0.003	2.214	0.5	1.882
	Pr	0.171	0	2.194		
	DP	0.168	0.001	2.353		
	PI	0.077	0.132	1.924		
	ARC	0.069	0.15	1.756		
VI	Variables	-0.085				
	Ap	0.102	0.018	1.975		
	NV	0.065	0.186	1.81		
	Ta	0.128	0.009	2.302		
	DAU	0.157	0	1.922		
	CCP	0.123	0.018	2.258	0.582	2.107
	Pr	0.14	0.004	1.8		
	DP	0.142	0.002	2.324		
	PI	0.142	0.002	2.114		
	ARC	0.042	0.388	2.172		
VII	Variables	0.422				
	Ap	0.089	0.056	1.8		
	NV	0.106	0.02	1.704		
	Ta	0.104	0.041	2.01		
	DAU	0.021	0.641	1.762	0.499	2.108
	CCP	0.06	0.219	2.356		
	Pr	-0.02	0.675	1.927		
	DP	0.198	0	2.538		
	PI	0.159	0.001	2.54		
	ARC	0.15	0.003	2.226		

4.3.2 Linear Regression Analysis

Following the multicollinearity test, this study proceeded with linear regression analysis to investigate the relationship between independent variables and the dependent variable, assessing which factors have the most significant impact on the purchase intention of respondents. The results are presented in Table 5 above.

(1) Adjusted R-squared for Regression Model Fit: The adjusted R-squared values for the regression models of Zhengda Hong Kong-style Bursting Sands Bun, Zhengda New Style Hong Kong-style Barbecued Pork Bun, Yangzhou Fried Rice, Zhengda Hai Pai Soup Dumpling, Shaanxi Biao Biao Noodles, Sichuan Dan Dan Noodles, and Zhengda Fresh Pork Dumplings are 0.426, 0.527, 0.453, 0.582, 0.5, 0.582, and 0.499, respectively. All these values are greater than 0.3, indicating that the models fit the data well. Taking the Zhengda Hong Kong-style Bursting Sands Bun as an example, its adjusted R-squared value is 0.426, suggesting that there is a 42.6% probability that the fluctuation in purchase intention is influenced by the independent variables of appearance, nutritional value, taste, degree of additive use, comparison with

other similar products in the industry, price, degree of preference, impression, and the attractiveness of regional characteristics.

(2) Significance (P-value) and Unstandardized Coefficients: Using the Zhengda Hong Kong-style Bursting Sands Bun as an example, the independent variables with a significance P-

value < 0.05, indicating a significant impact on the purchase intention of respondents, are nutritional value, taste, price, degree of preference, and the attractiveness of regional characteristics. The variables of appearance, degree of additive use, comparison with other similar products in the industry, and impression do not significantly affect purchase intention. Additionally, all the unstandardized coefficients are positive, meaning that these nine independent variables have a positive impact on purchase intention, and negative values would indicate a negative impact.

(3) Linear Regression Equations: Based on the analysis above, the regression equations between the independent and dependent variables for each product are as follows:

1) Purchase intention for Zhengda Hong Kong-style Bursting Sands Bun = 0.385 + 0.104 * Nutritional Value + 0.142 * Taste + 0.091 * Degree of Additive Use + 0.113 * Price + 0.231 * Degree of Preference + 0.12 * Attractiveness of Regional Characteristics

2) Purchase intention for Zhengda New Style Hong Kong-style Barbecued Pork Bun = 0.143 + 0.157 * Taste + 0.102 * Comparison with Other Similar Products in the Industry + 0.144 * Degree of Preference + 0.257 * Impression

3) Purchase intention for Yangzhou Fried Rice = 0.094 + 0.116 * Nutritional Value + 0.108 * Degree of Additive Use + 0.102 * Degree of Preference + 0.149 * Impression + 0.203 * Attractiveness of Regional Characteristics

4) Purchase intention for Zhengda Hai Pai Soup Dumpling = 0.147 + 0.132 * Nutritional Value + 0.138 * Degree of Additive Use + 0.205 * Degree of Preference + 0.122 * Impression + 0.156 * Attractiveness of Regional Characteristics

5) Purchase intention for Shaanxi Biao Biao Noodles = 0.269 + 0.085 * Taste + 0.062 * Degree of Additive Use + 0.147 * Comparison with Other Similar Products in the Industry + 0.168 * Degree of Preference

6) Purchase intention for Sichuan Dan Dan Noodles = -0.085 + 0.102 * Appearance + 0.128 * Taste + 0.157 * Degree of Additive Use + 0.123 * Comparison with Other Similar Products in the Industry + 0.14 * Price + 0.142 * Degree of Preference + 0.142 * Impression

7) Purchase intention for Zhengda Fresh Pork Dumplings = 0.422 + 0.106 * Nutritional Value + 0.104 * Taste + 0.198 * Degree of Preference + 0.159 * Impression + 0.15 * Attractiveness of Regional Characteristics

4.3.3 Chi-Square Test -- Analyzing Marketing Preferences by Age Groups

In this study, the marketing methods for the "New series" were first categorized into six types: discount promotions, free tastings, lottery activities, points redemption, limited edition gift boxes, and others. The study then conducted a comparison by age, calculating the chi-square values and significance levels

P for each method, and finally performed a difference analysis to identify patterns between the two.

(1) Consumer Preferences for New Product Marketing Methods: The results of the Pearson chi-square test for lottery activities, free tastings, and points redemption showed that their P-values were all less than the significance level (<0.05), thus accepting the null hypothesis and indicating an independent relationship between these variables and the age of the respondents. In contrast, the P-values for marketing methods such as discount promotions and limited edition gift boxes were higher than the significance level, leading to the rejection of the null hypothesis and the exclusion of these variables. As shown in Table 8 (In which formats of the "New series" marketing initiatives would you be most inclined to participate?), the data indicate that respondents of different age groups have distinct preferences for various marketing activities:

Table 8: Consumer Preferences for New Product Marketing Methods

	Lottery Act		**Free Tasts**		**Points Redemption**	
age	will	unwill	will	unwill	will	unwill
20↓	55.0%	45.0%	31.3%	68.8%	60.0%	40.0%
21-25	65.0%	35.0%	27.4%	72.6%	51.3%	48.7%
26-30	81.4%	18.6%	26.7%	73.3%	38.4%	61.6%
31-35	71.4%	28.6%	27.0%	73.0%	31.7%	68.3%
36-40	77.6%	22.4%	48.3%	51.7%	31.0%	69.0%
41-45	88.2%	11.8%	29.4%	70.6%	29.4%	70.6%
46-50	71.4%	28.6%	57.1%	42.9%	28.6%	71.4%
51↑	80.0%	20.0%	60.0%	40.0%	20.0%	80.0%

Lottery Activities: Respondents aged 41-45 and 51 tend to participate in lotteries, while those under 20 show less interest in such activities. This may be related to an older demographic's preference for uncertainty and entertainment.

Free Tastings: Younger respondents under 45 years old have a lower support rate for free tasting events, whereas about 58% of the group aged 46 and above are willing to participate. This suggests that younger individuals may be more cautious or willing to pay for new products.

Points Redemption for Products: Approximately 55% of respondents under 25 indicated their willingness to use points to redeem goods. This phenomenon may be associated with the younger generation's high level of familiarity and acceptance of points systems.

Overall, younger respondents tend to prefer personalized and direct discounts, while older respondents are more suited to experiential and reward-based marketing activities.

(2) Respondents' Perspectives on the Competitive Differences Across Cities: Regarding the question of whether the "New series" has competitive strength in the market, the vast majority of respondents within Guangdong Province believe that it possesses a certain level of competitiveness, with over 40.70% affirming this view. This indicates that the "New series" is well-received by respondents within Guangdong Province and aligns with the local tastes and demands. Due to their unique regional characteristics, these products are capable of attracting respondents who seek regional culinary experiences. Additionally, efforts to ensure taste, nutrition, safety, affordability, and ease of use have further enhanced the market competitiveness of the products (Table 9 Do you think the "New series" has competitiveness in the market?).

Table 9: Consumer Perceptions of "New series" Competitiveness

Region	Very strong	Strong	General	Weak	Very weakess
Guangzhou	9.40%	51.20%	25.00%	8.80%	5.60%
Foshan	6.50%	40.70%	33.30%	16.30%	3.30%
Shantou	10.90%	40.90%	29.10%	15.50%	3.60%
Other areas	2.10%	61.70%	36.20%	0.00%	0.00%

(3) Awareness Level of "New series" Among Different Age Groups: As shown in Table 9 (Do you know or have you ever heard of the saying "Each city has its own unique flavor"?), the data illustrates the level of awareness and exposure to the "New series" brand among consumers of different age groups:

Consumers under the age of 25 have a lower level of awareness of "One City, One Flavor," with most having only slightly heard of the brand or having no contact at all. This may be due to the marketing strategies and communication channels of "New series" not effectively reaching this age group, or a general lower level of attention to food brands within this demographic.

Respondents aged between 26 and 50 have a higher level of exposure to "One City, One Flavor," indicating that they have some or occasional contact with the brand. This suggests that consumers in this age group have greater shopping needs and consumption experiences, and the marketing strategies and promotional channels have been more effective in reaching them. For participants over the age of 51, there is a significant divide in the awareness of the "New series" brand. On one hand, some consumers claim to have never heard of the brand, which may imply a lower level of attention to food brands among this group, or that the brand's marketing efforts have not reached this age segment. On the other hand, about half of

the participants report occasionally coming into contact with the brand in their daily lives.

Overall, "New series" should strengthen its brand promotion and product marketing to consumers under 25 to enhance their awareness and favorability. Simultaneously, continued focus on the 26-50 age group is necessary to maintain the brand's current market position and competitiveness.

Table 10: Consumer Awareness of "New series"

Age	None at all	Slightly	Average	Occasionally	Often
20↓	37.50%	25.00%	17.50%	15.00%	5.00%
21-25	10.30%	35.90%	22.20%	17.90%	13.70%
26-30	2.30%	16.30%	45.30%	27.90%	8.10%
31-35	4.80%	23.80%	34.90%	22.20%	14.30%
36-40	3.40%	17.20%	46.60%	24.10%	8.60%
41-45	11.80%	11.80%	17.60%	29.40%	29.40%
46-50	0.00%	14.30%	35.70%	42.90%	7.10%
51↑	40.00%	0.00%	20.00%	40.00%	0.00%

(4) Perceived Effectiveness of Advertising for the New Series by Age and Gender: As indicated by the data in Table 10 (How do you think the advertising and promotional efforts of "New series" are?), consumers' perceptions of the effectiveness of advertising for the new product series vary by age and gender:

Age Differences: Respondents under the age of 20 generally perceive the advertising efforts as insufficient. This may be due to their high frequency of exposure to new information and their higher expectations for the quality and innovation of advertisements. As age increases, there is an overall trend of rising satisfaction with advertising among the survey participants, with those aged 51 and older primarily considering the influence of advertising to be excellent. This might be related to older consumers' familiarity with the brand and their tendency to favor traditional media.

Gender Differences: Both male and female respondents generally rate their satisfaction with advertising as average or decent, suggesting that gender does not have a significant impact on the perception of advertising effectiveness. Overall, there seems to be little difference in opinions regarding new product advertising between genders.

Table 11: Consumer Opinions on Product Series Advertising

Item	Bad	General	Good	Very good
age20 ↓	37.50%	37.50%	23.80%	1.30%
21-25	17.10%	34.20%	36.80%	12.00%
26-30	5.80%	36.00%	40.70%	17.40%
31-35	0.00%	46.00%	39.70%	14.30%
36-40	0.00%	27.60%	55.20%	17.20%
41-45	5.90%	35.30%	41.20%	17.60%
46-50	0.00%	42.90%	50.00%	7.10%
51 ↑	20.00%	0.00%	20.00%	60.00%
Male	6.90%	36.50%	42.10%	14.50%
Female	16.40%	35.60%	36.30%	11.70%

5. Consumer Behavior Analysis

5.1 Analysis of Consumer Awareness and Attitudes

As indicated by Chart 1, 31.08% of consumers have a slight exposure to the project, 23.65% have only heard of it slightly, and 22.07% occasionally come into contact with it. This suggests that the project has a certain level of influence, but the public's knowledge of the project is mostly at a superficial level, without a deep understanding.

Furthermore, the Chi-square test indicates that marketing efforts should focus on the consumer group under 25 years old, while also strengthening continued engagement with the 26-50 age group to maintain the project's current market position and competitiveness.

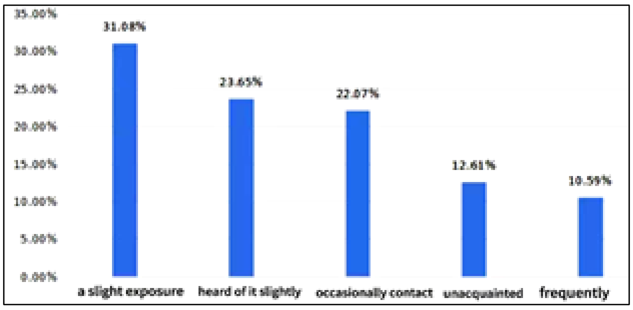

Fig 1: Consumers' Awareness Level of the Project

As depicted in Figure 2, 38.29% of consumers find the promotional intensity for the project to be passable, while 13.29% believe that there is room for the enhancement of advertising efforts. In conjunction with the chi-square test presented in the third section, it is observed that respondents under the age of 20, who are more readily exposed to new information and technologies, harbor higher expectations regarding the quality and innovativeness of advertising. Conversely, older consumers possess a more profound understanding of the brand and its products, exhibiting a preference for traditional media and advertising channels.
Building upon these findings and in reference to Figure 1, it is imperative to further refine the quality and innovativeness of advertising to captivate the attention of the younger generation. This strategic approach is poised to effectively augment brand recognition and sales outcomes.

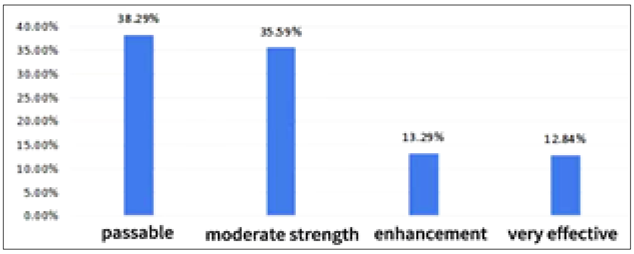

Fig 2: Consumer Perception of Series Product Promotion Efforts

As shown in Figure 3, consumers are primarily aware of the project through social media promotions (78.38%) and recommendations from friends and family (63.06%). This indicates that the food product has a strong presence and positive word-of-mouth on social media, gaining recognition and recommendations from many consumers. However, it also suggests that the allocation of resources in traditional media and physical events may be limited, or their effectiveness may not be as significant as other marketing channels. Therefore, it would be beneficial to enhance the promotion of the project in various ways to improve consumers' awareness and understanding of the project.

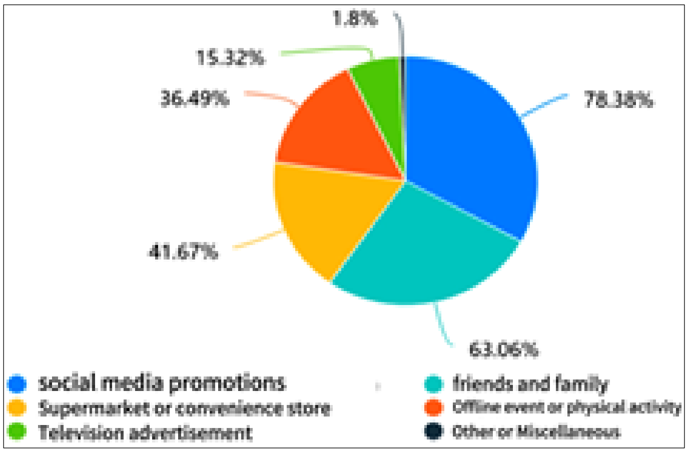

Fig 3: Ways Consumers Learn About the Series

5.2 Consumer Loyalty and Repurchase Intention

As in Figure 3, A significant proportion of consumers have purchased the product based on recommendations from friends or family members (63.06%). This indicates that the product has gained consumer recognition, and the majority of consumers are inclined to repurchase products from CP. As observed in Figure 4, the overall impression of the new product line among consumers is largely neutral (43.24%). Consequently, there is room for enhancement in the promotional efforts for new products and further research into aspects such as the taste and sensory experience of these new offerings.

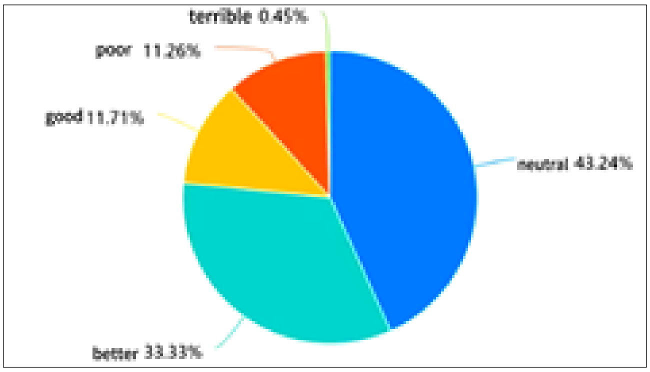

Fig 4: Consumers' Impressions of New Products

The data presented in Figure 5 indicate that the product series has established a certain level of competitiveness in the market. However, there remains a portion of consumers, accounting for 11.59% and 3.86% respectively, who perceive the product's competitive edge as either weak or non-existent. Consequently, it is imperative for the "New series" brand to further refine its products or enhance consumer awareness in order to bolster the product's overall competitive strength.

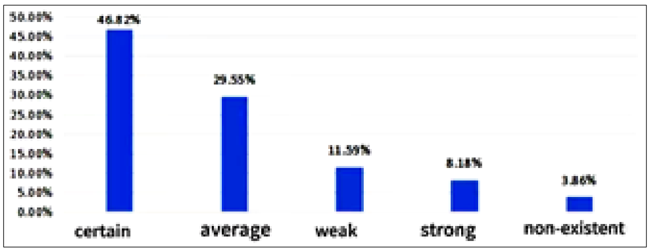

Fig 5: Competitiveness of the "New series"

5.3 Consumer Attitudes and Preferences for Local Specialty Foods

In the "New series", the influence of various factors on consumer purchase intention is detailed in Table 11. These factors include nutritional value, taste, price, degree of liking, regional characteristic appeal, appearance, extent of additive use, as well as comparison with and impression of other products in the same industry.

The table likely provides a breakdown of how each of these elements affects consumers' willingness to purchase the products.

Table 12: Consumer Attitudes & Pref. for Local Foods

Headers	I	II	III	IV	V	VI	VII
Ap	3.4	3.46	3.42	3.4	3.54	3.43	3.43
NV	3.33	3.22	3.39	3.35	3.3	3.24	3.24
Ta	3.41	3.35	3.3	3.3	3.34	3.4	3.4
DAU	3.12	3.29	3.2	3.23	3.2	3.23	3.23
CCP	3.36	3.3	3.33	3.4	3.27	3.36	3.36
Pr	3.21	3.26	3.24	3.3	3.24	3.28	3.28
DP	3.32	3.38	3.27	3.42	3.37	3.42	3.42
PI	3.35	3.34	3.37	3.37	3.39	3.37	3.37
ARC	3.24	3.4	3.19	3.34	3.24	3.4	3.4
PI	3.29	3.32	3.19	3.31	3.35	3.39	3.39
Average	3.32	3.33	3.29	3.34	3.33	3.35	3.35

(I): Consumers' overall assessment of this product is slightly above average, with a relatively high rating. In summary, the product has received high praise in terms of taste, appearance, and regional appeal; however, there is room for improvement in pricing and the use of additives.

(II): The overall assessment of this product by consumers is slightly above average, reflecting a high evaluation. Generally, consumers believe that the product has been well-received in terms of taste, appearance, and regional appeal; however, there is scope for enhancement in nutritional value, pricing, and the use of additives when compared to similar products in the industry.

(III): Consumers' overall assessment of this product is average. On the whole, the product has received high marks in terms of nutritional value, appearance, and consumer impression; however, there is room for improvement in pricing, regional characteristics, and the use of additives when compared to industry competitors.

(IV): The overall consumer assessment of this product is slightly above average. In general, the product has been favorably compared to similar items, with high marks for appearance and consumer affection; however, there is potential for enhancement in taste, pricing, and the use of additives.

(V): The overall consumer assessment of this product is slightly above average. Overall, the product has been well-regarded in terms of impression, appearance, and consumer affection; however, there is still room for improvement in nutritional value, pricing, regional appeal, and the use of additives.

(VI): The overall consumer assessment of this product is slightly above average. Generally, the product has been highly evaluated for its taste, appearance, and consumer affection; however, there is potential for enhancement in nutritional value, pricing, regional appeal, and the use of additives.

(VII): The overall consumer assessment of this product is slightly above average. Upon comprehensive observation, consumers have given positive evaluations in terms of comparison with similar products in the industry, appearance design, and personal preference; however, there is a necessity for improvement in nutritional content, pricing, regional appeal, and the use of additives.

A comprehensive analysis and the data from the third module indicate that within the "New series", consumers hold a high opinion of the product's appearance. Purchase intention is significantly influenced by five factors: nutritional value, taste, price, personal preference, and regional characteristics. The impact of the product's appearance design, the level of additive use, and comparisons with other products in the industry,

as well as brand impression on purchase intention, is not significant. To enhance product competitiveness, it is recommended to focus on improving taste, adjusting pricing, increasing nutritional value, and highlighting local characteristics to elevate product quality.

5.4 Consumer Satisfaction with Products/Services

Based on the data from Table 10 regarding the degree of liking, consumers have an average liking score of 4.3 for the series of products, indicating a high level of consumer satisfaction with the products. The average satisfaction score for the series of products among consumers is 3.31, which suggests that the evaluation of service quality is slightly above average. Based on this, further enhancements in the service sector can be made to strengthen the market competitiveness of the products.

5.5 Consumer Purchase Behavior and Decision-Making Process

5.5.1 Purchase Motivation and Decision Factors

As shown in Table 12, the monthly income of consumers is mostly concentrated in the range of 2000-5000 yuan, with fewer consumers earning 10,000 yuan or more.

Table 12: Average Monthly Income of Consumers

Options	Subtotal	%
2000-5000 yuan	193	43.47%
Below 2000 yuan	114	25.68%
5000-10000 yuan	93	20.95%
10000-20000 yuan	38	8.56%
Above 20000 yuan	6	1.35%

Based on the data from Table 13, it is evident that more than 40% of consumers find the pricing of the products to be somewhat unreasonable, and 18.92% of consumers do not have a clear understanding of the pricing. Therefore, further market research and consumer feedback are necessary to optimize and adjust the pricing strategy for the products. It is important to ensure that the pricing is perceived as fair and competitive within the target market to enhance consumer satisfaction and purchase intention.

Table 13: Consumer Evaluation of Pricing

Options	Subtotal	%
Not very reasonable	143	34.46%
Reasonably priced	133	29.95%
No specific understanding	84	18.92%
Unreasonable	50	11.26%
Very reasonable	34	7.66%

The survey indicates that the average pricing for the series of products is around 40 yuan. However, as revealed by Table 14, 65.54% of consumers believe that a reasonable price range for the products is between 10 to 30 yuan. Since the products are predominantly convenience foods, and the survey shows that consumers purchase these products mainly for the convenience of dining or to experience the specialty foods of different regions, it is evident that aligning the pricing with the consumers' perceived value is crucial.

Table 14: Consumer Perception of Reasonable Pricing

Options	Subtotal	%
10-20 yuan	153	34.46%
20-30 yuan	138	31.08%
30-40 yuan	79	17.79%
Below 10 yuan	41	9.23%
40-50 yuan	28	6.31%
Above 50 yuan	5	1.13%

As indicated by Figure 6, product quality is the primary factor influencing consumer purchase decisions, followed by the convenience of purchase and the price factor. Therefore, focusing on these three key areas and implementing targeted measures is essential to enhance the competitiveness of the product.

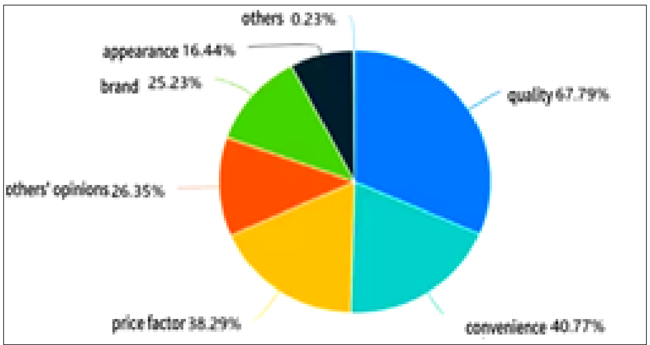

Fig 6: Factors Affecting Consumer Purchase Decision

5.2.2 Purchase Channels and Timing

According to Table 15, 54.95% of consumers choose to purchase Zhengda products on e-commerce platforms (such as Taobao, JD.com, etc.), while group buying platforms (such as Meituan, Dianping, etc.) account for 40.77% of purchases. It is evident that e-commerce and group buying platforms are the primary channels through which consumers buy Zhengda products. As shown in Figures 4-6, these platforms have gained consumer favor due to the diverse choices and convenient services they offer. Although the market share of social media at 29.28% and the official website at 20.27% should not be overlooked, this is mainly due to the information and promotional activities that attract consumers. However, the share of second-hand trading platforms is only 1.8%. Therefore, when formulating marketing strategies and promotion plans, it is essential to fully consider consumers' purchasing habits.

Table 15: Purchase Channels

Options	Subtotal	Proportion
E-commerce platforms	244	54.95%
Group buying platforms	181	40.77%
Social media	130	29.28%
Official websites	90	20.27%
Independent online stores	82	18.47%
2nd-hand trading platforms	8	1.8%

5.5.3 Purchase Frequency and Quantity

As indicated by Figure 7, more than half of the consumers occasionally (48.20%) or rarely (36.94%) purchase ready-made meal products other than Zhengda products. This suggests that the majority of people do not have a high purchase frequency when it comes to ready-made meal products.

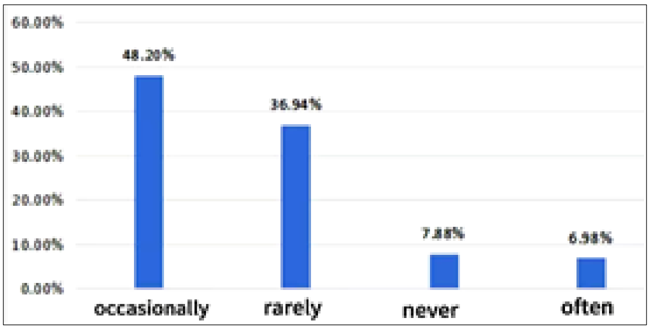

Fig 7: Probability of Consumers Purchasing Competing Food Products

6. Case Study

A comprehensive survey was conducted on the demand for the "Series" food products, primarily targeting individuals aged 21 and above. Of the respondents, 32.66% were students, and 67.34% were social workers. The survey was effectively completed by 440 individuals. The following is a case study analysis related to this questionnaire.

6.1 Analysis of Guangzhou, Foshan, and Shantou

Among the participants in the survey, the largest group consisted of individuals who have resided in the Guangzhou area for nearly three years, accounting for 36.26% of the total, followed by Foshan at 27.7%, Shantou at 25.23%, and other regions within Guangdong Province at 10.81%. The significant proportion of the surveyed population residing in Guangzhou, Foshan, and Shantou areas in the past three years facilitates a deeper analysis of the market and consumer behavior in these regions(See Figure 8).

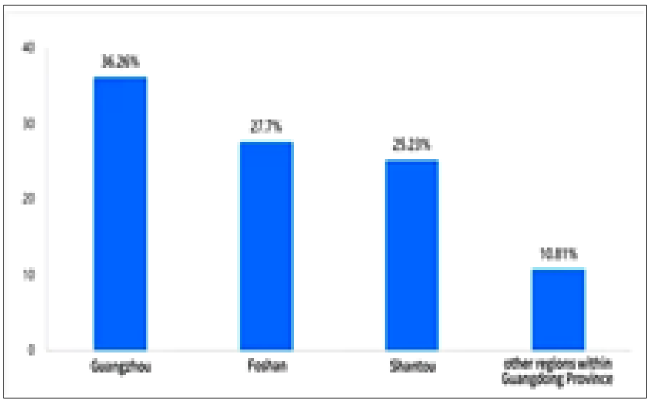

Fig 8: Past Three Years Residency Survey Results

The following table (Table 16 ; Do you think the "New series" has competitiveness in the market?) shows the different views of respondents on whether the "New series" has competitiveness in the market.

Table 16: Competitive Differences Between Cities

Region	Strong	Competitive	Average	None	Completely
Guangzhou	9.40%	51.20%	25.00%	8.80%	5.60%
Foshan	6.50%	40.70%	33.30%	16.30%	3.30%
Shantou	10.90%	40.90%	29.10%	15.50%	3.60%
Other	2.10%	61.70%	36.20%	0.00%	0.00%

ShaShantou: The data shows that the "New series" has the highest recognition in the Shantou area, with a significant percentage of the population considering it strongly competitive. This indicates that the product series is widely welcomed and basically meets the local taste and needs. The efforts of "New series" in taste, nutrition, safety, affordability, and convenience have further enhanced the market competitiveness of the products.

Guangzhou: The data reveals that among the population residing in Guangzhou for nearly three years, the highest proportion believes the product series has "some competitiveness," but it also has the highest proportion of "no competitiveness at all." This may be related to the competition with other popular frozen food brands in the Guangzhou market, such as Anyi and Guangzhou Jiujia. To enhance competitiveness in Guangzhou, it is necessary to increase promotional efforts and develop practical marketing strategies to attract more food enthusiasts.

Foshan: The data indicates that the population residing in Foshan for nearly three years has a higher proportion of "some competitiveness" and "average competitiveness" for the product series, with very few considering it "completely non-competitive." Although "New series" has a certain market presence in Foshan, the competitiveness still needs to be improved, which may be related to insufficient promotional efforts. Considering that the product series exhibits distinct local characteristics, it would be advisable to strengthen promotional activities appropriately to enhance its market competitiveness.

Additionally, according to statistics from iiMedia Research (2024), the main drivers of the development of China's frozen food industry include technological support and live-streaming e-commerce. Economically developed cities have more mature technology and more abundant traffic from live-streaming e-commerce, with more complete platform functions, which may further affect the competitiveness of products.

In the frozen food field, well-known brands such as Wanchai Ferry, Synear, Anyi, Sanquan, Guangzhou Jiujia, and Dongfang Zhenxuan have a certain level of competitiveness in cities like Guangzhou, Foshan, and Shantou. This study has gained some insights from comparing these brands.

Sanquan Company, founded in 2001, is a pioneer in China's frozen rice and flour food industry and one of the earliest-established, largest-scale companies with the widest market distribution. The company focuses on producing frozen dumplings, sweet dumplings, zongzi, and pastries and owns the two major brands "Sanquan" and "Longfeng," building a comprehensive "full cold chain" system covering the entire country. According to reports from the China Commercial Federation and AC Nielsen, Sanquan Foods has maintained a market share of around 30% for a long time, ranking first in the industry for more than 20 consecutive years, with high sales volumes in cities like Guangzhou, Foshan, and Shantou.

Anyi Food, also founded in 2001, mainly engages in the research and development and production of frozen hot pot ingredients, flour and rice products, and cooked dish products. Its product line includes frozen surimi products (such as Q fish plate and fish tofu), meat products (such as squirting meatballs and sausages), flour and rice products (such as hand-held pancakes and milk buns), and vegetable products (such as egg dumplings and shrimp balls), currently offering more than 300 types of frozen foods and becoming a well-known domestic frozen food brand.

The diverse product line can meet the different dietary needs and taste preferences of residents in cities like Guangzhou, Foshan, and Shantou. Even in smaller markets, products from Anyi and Sanquan are available, making it convenient for residents to purchase and meet their daily needs.

Referencing the success cases of Sanquan and Anyi, it is recommended that the product series can enhance its competitiveness in the Guangzhou, Foshan, and Shantou areas by increasing promotional efforts and actively exploring new markets.

6.2 Analysis of the Impact of Food Marketing Strategies on Consumer Behavior

The data indicate (Table 17；How do you think the advertising and promotion efforts for the "New series" of new products are?) that consumers' perceptions of advertising and promotion vary by age and gender:

Table 17: Consumer Perception of Advertising Effectiveness

Item	Bad	General	Good	Very good
20↓	37.50%	37.50%	23.80%	1.30%
21-25	17.10%	34.20%	36.80%	12.00%
26-30	5.80%	36.00%	40.70%	17.40%
31-35	0.00%	46.00%	39.70%	14.30%
36-40	0.00%	27.60%	55.20%	17.20%
41-45	5.90%	35.30%	41.20%	17.60%
46-50	0.00%	42.90%	50.00%	7.10%
51↑	20.00%	0.00%	20.00%	60.00%
Male	6.90%	36.50%	42.10%	14.50%
Female	16.40%	35.60%	36.30%	11.70%

Age Differences: Respondents under the age of 20 generally believe that the advertising and promotion efforts are insufficient. This may be related to their greater exposure to new information and technology, and their higher expectations for the quality and innovation of advertising. As age increases, respondents' satisfaction with advertising gradually improves, with those over the age of 51 even considering the promotional effects to be very good. This might stem from older consumers' familiarity with brands and products, as well as their tendency to favor traditional media and advertising channels.

Gender Differences: Both male and female respondents generally rate their satisfaction with advertising and promotion as "average" or "fair," indicating that gender has an insignificant impact on advertising effectiveness. Regardless of gender, consumers have a similar perception of the advertising and promotion for new products in the series.

Survey data shows (Table 18；Which forms of "New series" marketing activities would you prefer to participate in?) that respondents of different age groups have varying preferences for marketing activities:

Lottery Draw: Respondents aged between 41 to 45 and over 51 show a higher enthusiasm for participating in lotteries. The uncertainty and fun of such events are attractive to them. In contrast, younger respondents under 20 have a relatively low interest in lotteries, which might be due to their preference for certain outcomes and direct benefits.

Free Tasting: Younger respondents (under 20 and 26-30 years old) are not very interested in free tasting events, while a significant number of respondents over 46 are willing to try new products. This could be due to a cautious attitude among younger respondents or their willingness to pay for new experiences.

Points Redemption: Respondents under 25 are more accepting of points redemption activities and are willing to exchange accumulated points for products or services. This preference may be related to their familiarity and habituation with points systems.

In summary, for younger respondents, more personalized and direct discount forms should be provided, while for older respondents, more experiential and reward-based marketing activities should be designed. The use of different marketing strategies can enhance product competitiveness. Additionally, consumers now commonly purchase frozen foods through e-commerce or group buying platforms, indicating that marketing strategies in collaboration with these platforms are feasible. With the development of e-commerce, the number of consumers making online purchases will continue to grow. E-commerce live streaming and discount promotions will further stimulate consumption. Therefore, it is important to use online platforms for discount activities to attract more consumers.

Table 18: Consumer Preferences for “New Series” Marketing

	Lottery Act		Free Tasts		Points Redemption	
age	will	unwill	will	unwill	will	unwill
20↓	55.0%	45.0%	31.3%	68.8%	60.0%	40.0%
21-25	65.0%	35.0%	27.4%	72.6%	51.3%	48.7%
26-30	81.4%	18.6%	26.7%	73.3%	38.4%	61.6%
31-35	71.4%	28.6%	27.0%	73.0%	31.7%	68.3%
36-40	77.6%	22.4%	48.3%	51.7%	31.0%	69.0%
41-45	88.2%	11.8%	29.4%	70.6%	29.4%	70.6%
46-50	71.4%	28.6%	57.1%	42.9%	28.6%	71.4%
51↑	80.0%	20.0%	60.0%	40.0%	20.0%	80.0%

6.3 Investigating the Variations and Commonalities in Consumer Behavior Across Different Cities

In recent years, the rate of restaurant chaining has been on a consistent rise across cities of varying tiers, with chain establishments typically prioritizing locations in economically developed urban areas. Data indicate that the rate of restaurant chaining is highest in first-tier cities, reaching 22.50% in 2020. Coinciding with the improvement in residents' quality of life and the continuous development of the catering industry, the rate of restaurant chaining in cities of different tiers in China has experienced steady growth from 2018 to 2020. Looking ahead, there remains potential for further increases in this ratio. (Guanyan Report Network, 2024).

As the degree of restaurant chaining intensifies, the demand for pre-packaged foods has correspondingly surged. A multitude of chain restaurants and food delivery platforms commonly utilize pre-packaged foods for secondary processing to ensure swift service. Influenced by the urban work stress and the accelerated pace of life, the demand for pre-packaged foods varies across different cities, yet overall, it exhibits a trend of growth.

Contemporary consumers predominantly opt for frozen foods through online stores and collective procurement platforms, which underscores the efficacy of marketing strategies that establish partnerships with these platforms. With the advancement of e-commerce, the process of online purchasing has become increasingly convenient and economical, suggesting that the number of individuals engaging in online shopping will continue to rise in the future.

Regardless of geographical location, consumers share similar fundamental expectations regarding pre-packaged meals: they seek products that are both affordable and of high quality, nutritionally sound, and easily accessible, along with an array of discounts and promotions. Additionally, there is a demand for enhanced service levels. These represent the common needs of consumers across different urban settings.

7 Conclusion and Recommendations

7.1 Conclusion

The research findings indicate that in Guangzhou, Foshan, and Shantou, survey participants prefer to purchase pre-packaged meals through e-commerce platforms, group procurement, and social media. Brands such as Dongfang Zhenxuan, "New series" and Juchunyuan are more popular. Approximately 40% of respondents are familiar with "New series" but their feedback on the new product advertising is average. The frequency of purchasing pre-packaged meals other than Zhengda is 6.98%, with 48.2% once in a while purchasing occasionally. The main channels for learning about "New series" are social media and word of mouth, with 43.5% of respondents considering its pricing unreasonable.

Over 30% of respondents hope for individual product prices to be between 10-30 yuan, and their overall impression of new products is generally positive or average. The main factors influencing purchase decisions include quality, convenience, and price, with about 46.82% of respondents believing that the new products have market competitiveness. Additionally, survey participants show a preference for marketing initiatives such as discount promotions, free tastings, points exchange, and lotteries. They have made suggestions, including strengthening food safety supervision, enhancing promotional efforts, reducing the use of additives, expanding product varieties, and increasing taste diversity.

7.2 Recommendations for the Project

7.2.1 Expand Promotion

(1) Cross-platform promotion: Establish official accounts on e-commerce, group procurement, and social media platforms. Present the production process through videos to enhance consumer trust. Utilize current hot topics for marketing to attract young consumers, and consider inviting famous opinion leaders for product promotion.

(2) Offline activities: Open physical stores in high-traffic areas and conduct activities such as discounts, free tastings, points exchange, and lotteries to meet the needs of consumers of different age groups, increasing interaction and experience.

7.2.2 Reduce Prices and Improve Quality

1. Price reduction and repackaging: Given concerns about pricing, it is suggested to try price reductions on a profit-controlled basis and introduce trial-sized and small-portion packages to attract more customers.
2. Reduce the use of additives: Consumers are sensitive to additives, so it is recommended to minimize their use in product production and enhance customer trust through a transparent production process.

7.3 Expectations for Future Development

7.3.1 Develop New Flavors and Increase Specialty Products

In line with market preferences, the product should incorporate local specialty elements, such as introducing authentic foods like Century Egg and Lean Pork Congee, Steamed Vermicelli Rolls, etc. However, it is recommended to conduct a feasibility analysis considering the cost.

7.3.2 Conduct Tasting Activities in Campuses

Although some colleges prohibit the use of boilers and other equipment, tasting activities for non-residential students are still feasible. Regularly conduct activities in colleges to understand students' feedback on existing products and their expectations for new products to make targeted improvements.

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