

Users' Satisfaction Survey of Meituan College Students Users

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Abstract: As the old saying goes, food is the paramount necessity of the people. With the improvement of living standards, people's food choices and dining experiences have become abundant and diverse. As consumption habits and lifestyles change, more and more college students prefer to call for takeaway foods with mobile phones. As a result, ordering takeaways has become a common way of consumption among college students. This study uses questionnaire survey to study the user satisfaction on the Meituan Takeaway app among college students' users. This paper analyzes the market demand, shortcomings in takeaway consumption, and raises corresponding suggestions for Meituan takeaway merchants to improve service quality. This paper argues that the success of Meituan Takeaway lies not only in improving its service and food quality, but also in merchants' catering to the tastes and needs of consumers and providing timely feedback to obtain greater market returns.

Keywords: Meituan Takeaway; Market Demand; Satisfaction Survey; College Students

1. Overview of the Study

1.1 Research Background

In recent years, with the development of science and technology, O2O, a new form of online and offline e-commerce takeaway consumption, has been widely promoted and popular. According to Meituan's 2019 financial report, the company's annual revenue was 97.5 billion yuan, an increase of 49.5% over the same period of the last year. Although it was affected by the COVID-19 pandemic at the end of the year and suffered a certain loss in the first quarter of 2020, Meituan Takeaway launched the "contactless delivery" service, the annual revenue still increased by 17% and exceeded 100 billion yuan for the first time.

According to the fourth quarter and annual performance report of 2020 released by Meituan, Meituan's annual revenue in 2020 was 114.8 billion yuan, an increase of 17.7% from 97.5 billion yuan in the same period last year; The net profit for the whole year of 2020 was 4.71 billion yuan, compared with 2.236 billion yuan in the same period of the last year, an increase of 110.6%. By 2023, Meituan will continue to promote the "retail+ technology" strategy, improve the efficiency of retail goods and services, and increase investment in research and development. According to a report released by the Meituan Research Institute, the number of domestic takeaway food consumers is as high as 460 million in 2019, and the main consumer group is college students aged 18-25. and the post-90s and post-00s takeaway user groups account for more than 60%. Therefore, China has a huge takeaway food market and the key to the success and development of Meituan Takeaway lies in whether it can meet the consumption needs of college students to the greatest extent. This paper analyzes the feedback and satisfaction survey of Meituan college students' users and offers suggestions concerning retaining consumers, so that Meituan can improve its competitive advantage in the fierce takeaway food market. Many scholars have done some research into Meituan Takeaway. Li Na and Zhang Yutai (2016:65) analyze the status quo of group buying on Meituan Takeaway [3]; Ji Futing and Zhang Ye (2018:43) examine Meituan Takeaway's marketing strategies [2]; Besides, a lot of empirical studies have been done concerning college students' satisfaction with Meituan Takeaway. Gao Huiting (2020:36) analyzes the basic information and consumption characteristics of college students using takeaway catering platforms in Tianjin. The results show that compared with the average level of satisfaction of Meituan Takeaway, the satisfaction of the brand image is relatively poor [1]. Li Yuhan (2015:11)

analyzes Nanchang college students' use of Meituan Takeaway APP from the perspective of uses and gratification theory, discusses college students' motivation of online ordering and existing problems [5]. Li Tong (2016:19) makes a comparative study on college students' satisfaction with Taobao Takeaway and Meituan Takeaway [4]. The previous studies show that college students' satisfaction of the brand image of Meituan Takeaway and its service is relatively poor. And the fact that studies concerning college students' satisfaction with Meituan are few adds to the the significance of this study.

1.2 Purpose of the Study

Meituan, as an online platform, focuses on food delivery, provides college students with a very diverse range of choices. But in the midst of the rapid development of takeaway food market, Meituan's problems have emerged one after another. According to the author's observation of the college students, a considerable number of college students believe that the price of Meituan's takeaway is relatively high, and the after-sales service is not in place, and the food quality is not up to standard.

The major purpose of this study is to analyze the factors affecting college students' satisfaction based on the current situation of Meituan takeaway and college students' preferences, so that college students can taste healthy, delicious and safe takeaway. Besides, this study aims to enhance consumer awareness and the credibility of the platform. Finally, this paper also puts forward corresponding solutions and suggestions for a series of problems arising in the consumption process, hoping to contribute to the future development of Meituan Takeaway.

1.3. Research Procedure

According to the arrangement of the research design, the author designed the questionnaire concerning college students' satisfaction with the use of Meituan Takeaway APP in advance. The questionnaire mainly collects consumer feedback information from college students on the frequency of use of Meituan, satisfaction with the quality, portion and delivery speed of meals, and its shortcomings, and the survey is conducted through WeChat groups through the platform of Questionnaire Star, and

participants of the survey are mainly college students from different universities in Shaoxing City and Zhejiang Province. Besides, to understand its status quo, the author also makes a SWOT analysis of Meituan.

After a week-long survey, a total of 163 questionnaires were received, of which 123 were valid. Subsequently, the author summarizes the collected data and analyzes the strengths and weaknesses of Meituan Takeaway in the form of excel charts. In response to a series of problems raised by college students, corresponding suggestions and solutions are put forward.

2. Market Demand Situation and SWOT Analysis of Meituan

2.1. Current situation of Market Demand

At present, Meituan's main customer group is college students. For this group, most of them don't like to go out, especially in bad weather. Moreover, they want to eat healthy and safe food, and the price needs to be in line with the economic level of an average family. Meituan Takeaway meets this demand well, enabling you to eat food at any time with just your fingertips.

Meituan Takeaway accurately locates customer needs, which provides great convenience to consumers. Consumers can choose the best merchant according to their preferences, the distance of the merchant's location, and the strength of the discount. On the platform, the merchant's meal information is updated in real time, and consumers can also check the progress of delivery at any time.

2.2. Introduction to SWOT Model

SWOT stands for strengths, weaknesses, opportunities and threats. SWOT analysis is based on situation analysis of the internal and external competitive environment under competitive conditions, so as to list the main internal advantages, disadvantages and external opportunities and threats closely related to the research object, and arrange them in the form of a matrix, and then use the idea of systematic analysis to match various factors with each other for analysis, from which a series of corresponding conclusions are drawn. In this way, it is possible to conduct a comprehensive, systematic and accurate study of the situation in which the research object is

located, and to formulate corresponding development strategies, plans, and countermeasures based on the research results.

2.3. SWOT Analysis of Meituan Takeaway

(1) Strengths

Meituan Takeaway has a high brand awareness, a huge number of consumers, and the number of registered users has also maintained a year-on-year increase; Strong technical force and rich operational experience; 100% logistics control, with its own and stable takeaway system; The O2O model and the “contactless delivery” service model have brought huge benefits; Actively participate in public welfare activities and have a good brand image.

(2) Weaknesses

Meituan’s publicity efforts are not large, and the publicity methods lack innovation; There have been some controversial incidents, which have brought a lot of negative impact; Poor capital status, narrow financing channels, and low single profits; The quality of services and goods needs to be improved.

(3) Opportunities

College students, as the main consumer group, have a broad market; Alipay, WeChat and other mobile payment methods have promoted the development of the food delivery industry; People have increased awareness of group buying, and the prices are relatively low, attracting potential consumers.

(4) Threats

Unfair competition in the food delivery industry and chaotic market order; There are many product quality problems, consumer safety cannot be guaranteed, and the credibility is low.

3. Findings and Discussion

3.1 Findings

From **Figure 1**, the most commonly ordered goods by college students on Meituan are milk tea and set meals. About half of the students would spend money on fruits and medicine. And the remaining students purchase movie tickets and other items.

According to **Figure 2**, about two-thirds of

college students order takeaways 1-3 times a week on average on Meituan. A large majority of the remaining students order them more than four times.

It is shown in **Figure 3** that four out of five university students hold that Meituan’s delivery man deliver food on time.

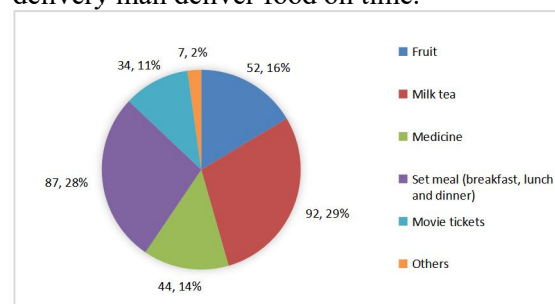


Figure 1. The Kinds of Takeaways You Order from Meituan

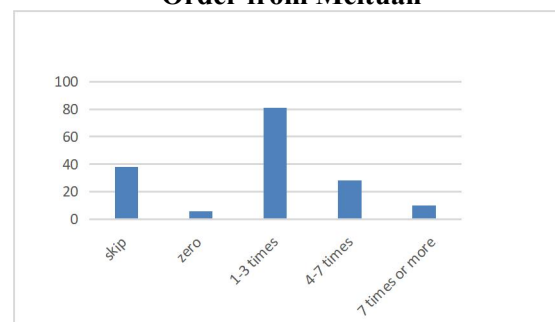


Figure 2. The Average Number of Times You Order Takeaway from Meituan APP

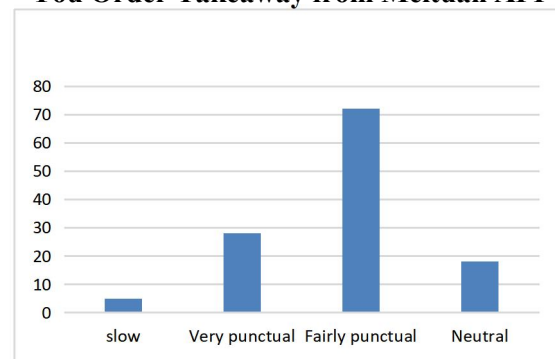


Figure 3. Students’ Opinion of the Delivery Speed on Meituan

As is shown in **Table 1**, there is a high level of satisfaction with Meituan’s service, with over 70% of college students saying that they are very satisfied or satisfied. However, 4% of college students are dissatisfied with the price of takeaways and service of the seller on Meituan.

Table 1. Results of Questionnaire on Students Satisfaction

Question	% Very satisfied	% Satisfied	% Neutral	% Not satisfied
Are you satisfied with the food quality of orders on Meituan?	15	64	21	0

Are you satisfied with the portion sizes of the dishes on Meituan?	15	58	27	0
Are you satisfied with the price of the orders on Meituan?	30	56	22	2
Are you satisfied with the service of Meituan's sellers?	16	56	26	2

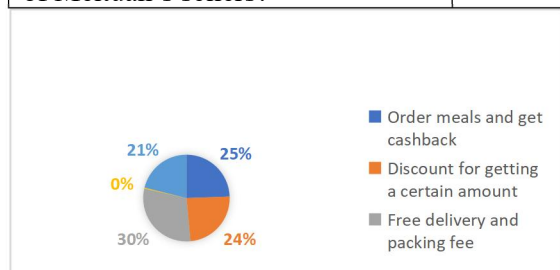


Figure 4. The Most Accepted Promotion Tactic

As is shown in **Figure 4**, university students expect Meituan to offer free delivery and packing fees. Almost 20% of the students prefer promotions such as ordering meals with cashback, discount for getting a certain amount and accumulating points.

3.2 Discussion

According to the survey results, Meituan is a food delivery app that is popular among college students. College students usually eat three meals a day on Meituan, and they also consume some vegetables and fruits, medicines, movie tickets, etc. According to the data, more than 80% of college students choose Meituan Takeaway because of its convenience and wide variety of food choices, and about 60% say that Meituan's discount is relatively large and the price is cheaper than that of similar apps. According to the satisfaction survey, college students are satisfied with the quality and price of Meituan's takeaways, while some students think that the amount of food and seller services need to be improved.

Although most of the students were satisfied with Meituan's takeaway service, some problems are also found in random interviews, mainly in terms of hygiene and discounts. The results of random interviews show that many students believe Meituan's discounts are not enough, and the delivery fee is expensive, and some consumption coupons can only be used for fixed merchants. In terms of food safety, some students report that when passing by takeaway businesses, they find that the hygienic environment in the store is very poor, and there are even flies or unknown objects in

the takeaway. A small number of students think that after-sales service needs to be improved. According to them, some businesses do not deal with the problem in time when faced with the situation of delivering the wrong takeaway or lack of tableware, but passes the buck.

4. Suggestions for Improvement

Based on the survey data, it is recommended that Meituan Takeaway should continue to focus on providing fast delivery services, a wide variety of dishes with sufficient portions. In view of its shortcomings, the author believes that Meituan Takeaway can consider improving its service capabilities by imposing certain fines or other punitive measures on sellers with poor after-sales service, so that when consumers encounter problems in the process of ordering takeout, sellers can provide timely feedback and compensation. Meanwhile, it's necessary to maintain and improve Meituan deliveryman's salary and fringe benefits to stimulate motivation in their work, so that both work efficiency and customer satisfaction will be improved.

4.1. Measures Should Be Rolled Out to Ensure Food Safety

(1) Supervision of Hygiene Should Be Strengthened

The relevant departments can take various measures to supervise the hygiene of the merchants, not only the cleaning and disinfection of the store and staff, but also the freshness of the ingredients themselves. For takeaway businesses that do not meet the standards, fines should be imposed; If the sanitary conditions are extremely poor, they have to close.

(2) Indemnification System Should Be Improved

Launched a consumer safety liability compensation system. To take one example, consumers who have diarrhea and other problems caused by food safety can upload a medical certificate, which serves as a certification that the diagnosis is caused by the

takeaway food, and they will receive a certain amount of compensation.

4.2. Promotion and Marketing Strategies Should Be Strengthened

(1) Preferential Policies Should Be Adopted

The main consumer group of Meituan Takeaway is college students, who generally like to eat healthy and delicious food for the least amount of money, and Meituan should collaborate with its online merchants to adjust pricing strategies to cater to the needs of college students. Some of them are to formulate the best price strategy by launching package discounts or reductions specifically designed for college students, or offering lucky draws, red envelopes or coupons, cash rebates, and two for one promotion. For example, if a user spends 15 yuan or more, he or she can get a free bottle of drink, and enjoy a free order discount if he or she purchases more than five times.

(2) Consumer Needs Should Be Analyzed Systematically

Meituan Takeaway should recommend some takeaway merchants that meet the needs of different users according to their consumption habits, preferences and tastes, and promote the meals that are suitable for consumers or may satisfy the appetite of potential customers through market analysis, so as to form a unique takeaway choice for users.

(3) More Attention Should Be Paid to Customer Feedback and After-sale Service Should Be Improved

Feedback and evaluation from consumers should be collected in a timely manner, and Meituan should adopt strategies such as discounts with favorite feedback, free delivery

fees, cashback, etc. For those users who provide effective advice, Meituan can also give them additional access to membership benefits. Although Meituan has made great efforts in order handling and delivery, empirical studies show that college students' satisfaction with the service quality of Meituan still needs to be improved. On the one hand, the delivery time and training of delivery personnel should be guaranteed, on the other hand, the handling of customers complaints and refunds should be timely.

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