

Investigation and Analysis of Fresh Milk Market Demand around Universities under the Background of "Internet Plus"

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Abstract: Since the project establishment, combined with the project field surrounding milk market demand for schools, intensive research, with the help of the advantage, "Internet plus" in a university, for example, using way of online questionnaire survey, field interviews on the pasteurization milk production in demand situation surrounding the school and college students' nutrition situation, living habits and other aspects of research. Based on the research, the author made a detailed analysis of milk drinking habits, interests, consumption channels and cognition of fresh milk bar, laying a foundation for the promotion and implementation of the next entrepreneurial plan.

Keywords: Internet Plus, Universities, Fresh Milk Market Demand

1. Introduction

"Internet plus" is a combination of Internet technology and other fields, which belongs to a new economic development model and is conducive to promoting the healthy development of social economy [1]. Many foreign scholars focus on the extension of products when studying the future development direction of pasteurized milk. Some domestic researchers make a detailed analysis of the sales and transportation of pasteurized milk, and predict that college students will become the group with the most consumption potential of "pasteurized milk" [2]. At the same time, "Healthy China" is also our national strategy, the core of which is health first. Under the influence of this dual background, college students as an important force of national development, college students' health is of vital importance, among which nutritious diet, keeping exercise, adequate sleep and other positive factors affect college students' health status.

Through the investigation, we found that the factors affecting the health of college students are staying up late, do not eat breakfast, irregular diet and so on, some students have malnutrition, gastrointestinal diseases and other health problems. Our project adopts pasteurization method to produce milk, and the fresh milk produced on the same day is only sold on the same day, so as to ensure fresh milk has fresh taste and full nutrition, and provide a comfortable consumption environment, so as to satisfy the consumer psychology and win many fresh milk lovers, including college students. Project selection in commissioning in the college, with the rapid development of the Internet era, the Internet gradually penetrated into the production and life, network consumption shows strong vitality [3]. The project under the background of "Internet plus" advantage, six months after a trial run, project has obtained certain achievement, an in-depth research on college students' consumers demand now. It provides a basis for the further promotion and implementation of the project around colleges and universities.

The team in a university, for example, the combination of the management practice of the half a year, through online form of questionnaires, field visits, the demand for fresh milk situation for college students to carry out the research, the research of information and data were collected for systemic analysis of the view of market demand for fresh from university, colleges and universities in Dalian city around the development and construction feasibility of pasteurized milk, please.

2. Research Purpose and Content

In recent years, colleges and universities continue to expand the enrollment scale, and the number

of college students is becoming larger and larger. The consumption of college students accounts for an increasing proportion in the consumption of the whole society [4]. Based on the basic situation of operation in the past six months, we analyzed the sales situation of pasteurized fresh milk in universities and made a clear self-positioning.

For pasteurized milk sales, we set out from the market demand as the starting point, combined the power of the Internet, analysed to establish the basic marketing strategy planning of pasteurized milk products, but also for the college students' independent innovation to start pasteurized milk shop provides scientific data and theoretical basis, and strive for pasteurized milk in the Dalian university city to open the market as soon as possible, and spread widely.

Through the operation and feedback of fresh pasteurized milk, we made the unique questionnaire questions of fresh pasteurized milk, formulated the corresponding product marketing strategies, and integrated the concept of nutritional continuity into college students' life.

3. Questionnaire Design

The questionnaire is mainly carried out from two aspects: explanation and subject. The main content of the questionnaire is divided into two parts: one is the survey of college students' consumption habits of fresh milk, the other is the survey of college market's demand for pasteurized fresh milk sales. We also provide questions in both open and closed ways.

4. Analysis of Research Results

Taking a certain university as an example, the total number of designed samples is 1000. Considering that the pasteurized milk shop of our project is near a certain university, samples are mainly collected for students in this university. Considering that there are more male students than female students in science and engineering colleges, the number of male students is about three times that of female students, which will result in the questionnaire results closer to the reality. At the same time, we use online questionnaire star survey method, involving new and old customers, so that the data has more reference value.

We screened and analyzed the questionnaire data and further processed the data. Based on the data, we conducted in-depth research with relevant materials to obtain more comprehensive and accurate information, which was displayed in the form of a list for easy viewing and analysis.

4.1 Analysis of Research Results Related to Consumer Behaviour

Aiming at this survey, we designed several comprehensive questions in order to have a more comprehensive understanding of fresh milk consumption habits of college students. We obtained the analysis of the following data results:

4.1.1 Habit of Drinking Milk

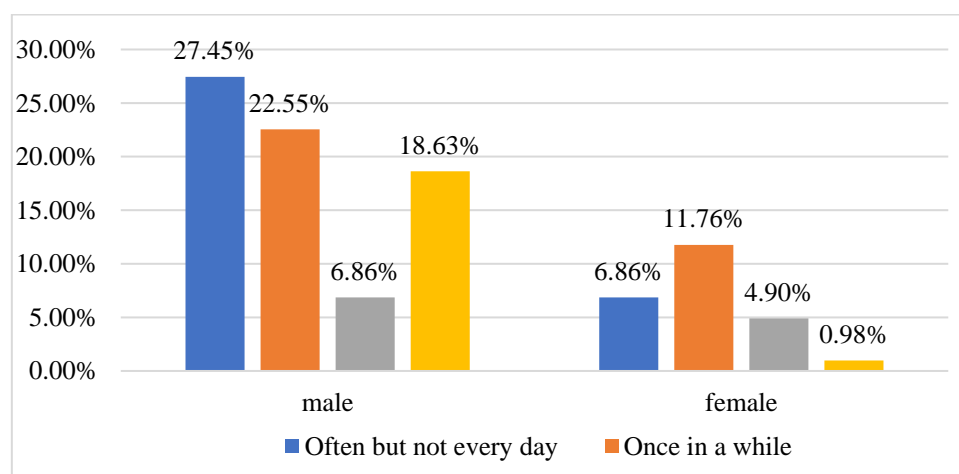


Figure 1: Male and female students have different milk drinking habits

Figure 1 shows that among college students, male students “drink milk every day” and “often but not every day” account for 18.63% and 27.45% respectively. This group belongs to the consumer group that has the habit of drinking milk. Among college students, female students “occasionally drink milk” accounts for 11.76%, indicating that male students are potential consumer groups, which can be taken into consideration in the next stage of promotion. The proportion of “hardly drinking” in the two groups is relatively low and relatively balanced. So according to the above data can be seen that make a habit of drinking milk college students proportion is big, and is based on perceptual consumer, consumption is not stable, as in science and engineering universities, considering the boys base relative to the girls more cases, the main consumption for male college students, thus ensuring the stability of the male and female consumer groups at the same time, We should also focus on increasing the female consumer group.

4.1.2 Interest in Drinking Milk

As can be seen from Figure 2, when it comes to the question of “the importance of milk to the daily diet structure of male and female students”, the female students who choose “very important” and “relatively important” to drink milk account for 72%, while the male students account for 70.13%. Male college students who chose “very important” accounted for the highest proportion, 21.56 percent more than female students. According to the above data, it can be seen that fresh milk is still a big potential consumer market for college students.

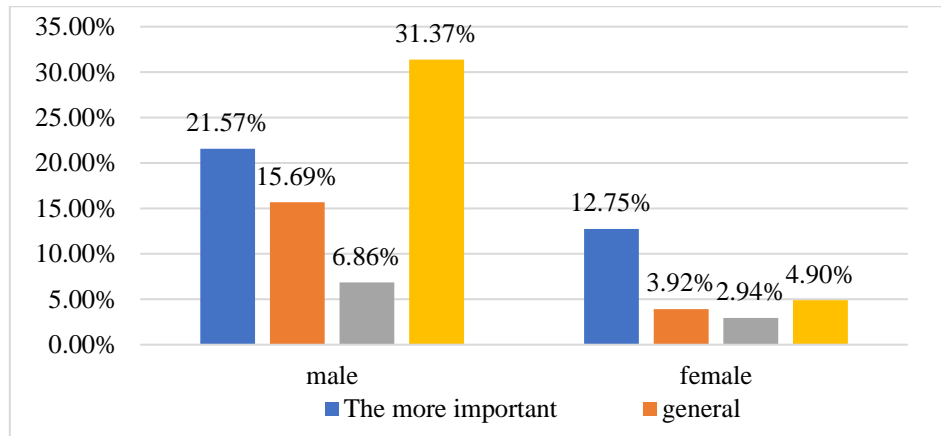


Figure 2: Statistical significance of milk in daily diet structure of males and females

4.1.3 Ways to Consume Milk

Can see in figure 3, the occupation of the consumption of college students approach focused on the campus store, accounts for 84.3%, especially affected by the outbreak, the last two years in the school management mode, other proportion of consumer spending be affected, so can take advantage of the college students' innovative entrepreneurial base policy advantages, introduce the campus store. Spread through “Internet plus” media.

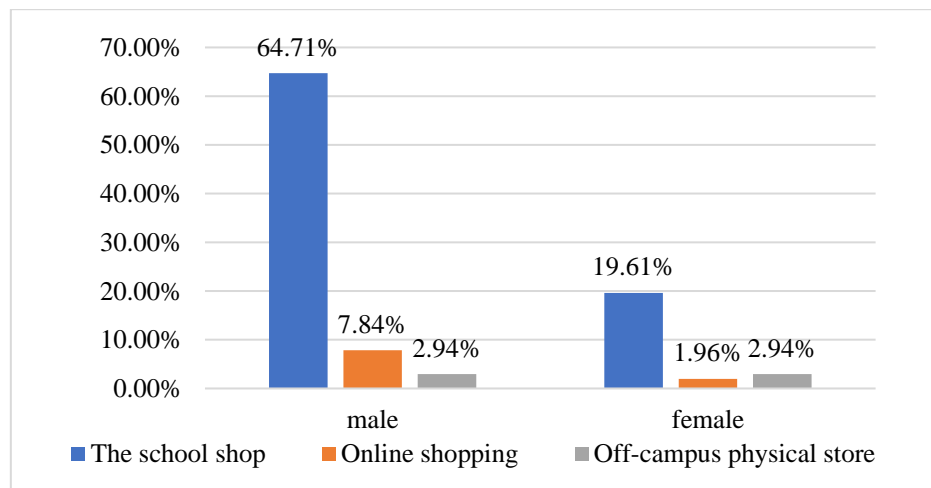


Figure 3: Male and female students buy dairy products at school

4.2 Cognition and Recognition of “Pasteurized Fresh Milk”

4.2.1 Cognitive Level

In the question of “men's and women's views on ordering fresh milk”, as shown in Figure 4, nearly four-fifths of college students still trust the freshness and safety of fresh milk.

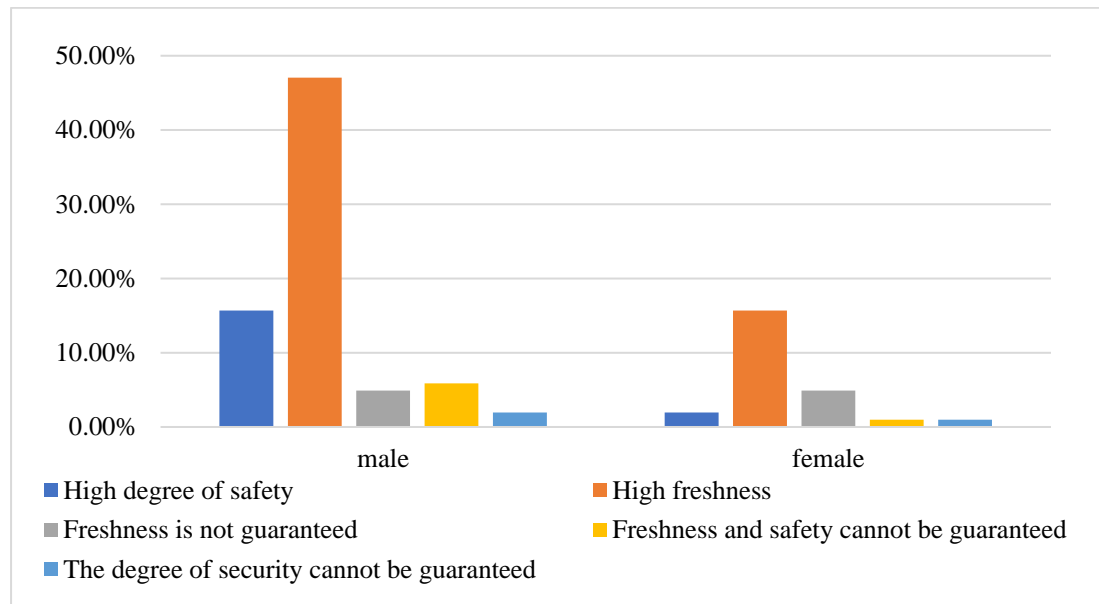


Figure 4: Male and female views on ordering fresh milk?

4.2.2 For Recognition Degree

As shown in Figure 5, 73.53% of the group accepted the pasteurized milk, while 26.47% did not. The main reasons for the disapproval were: higher price of fresh milk, doubt of milk quality, no habit of drinking fresh milk, etc. Secondly, “in the preference between ordering fresh milk and buying boxed milk”. As shown in Figure 6, nearly 70% of college students choose to buy boxed milk by themselves, the main reason for which is that their milk drinking habit still stays in boxed milk. “Pasteurized milk” has great potential market demand among college students. Through proper marketing and publicity strategies, it can develop greater commercial value.

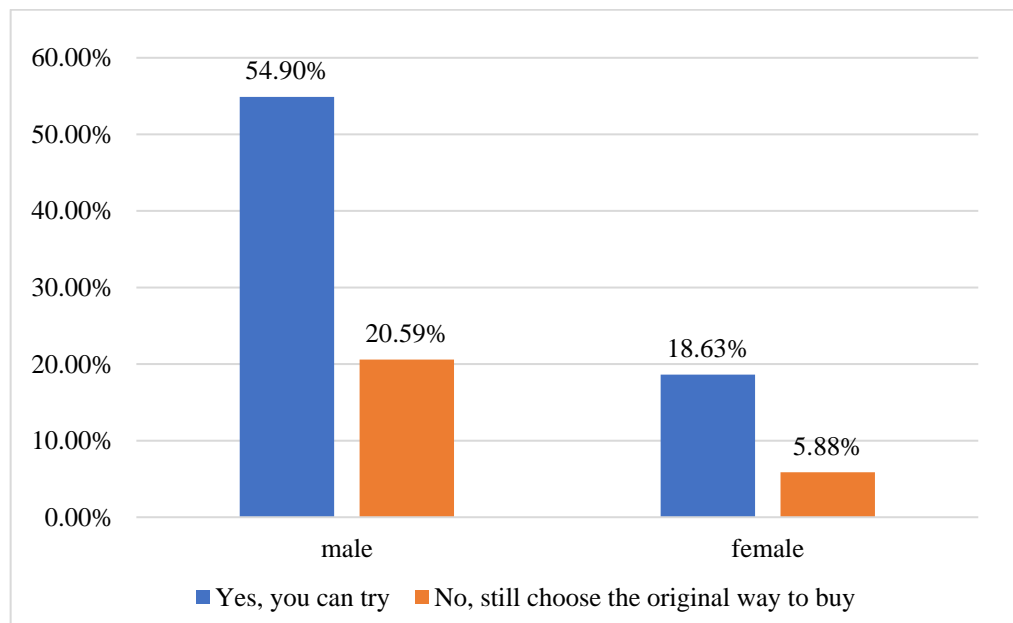


Figure 5: Attitudes of male and female students to fresh milk distribution

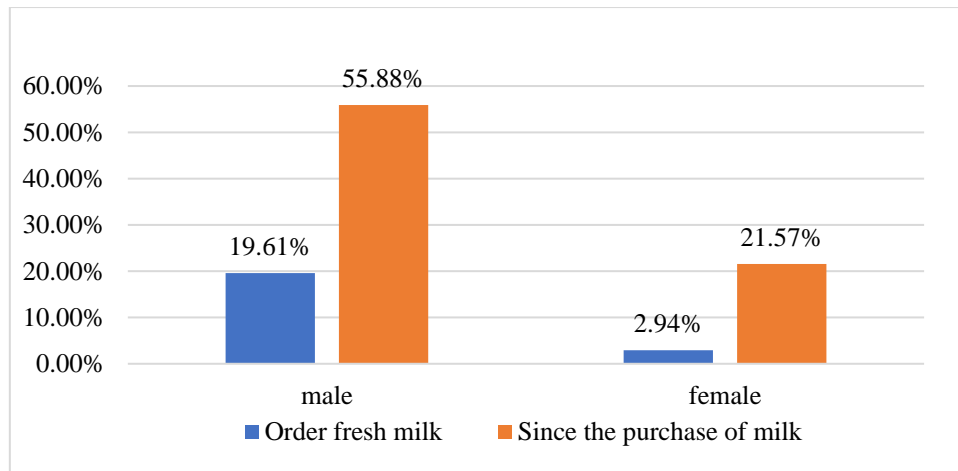


Figure 6: Male and female prefer to order fresh milk or to buy boxed milk by themselves?

4.3 Analysis of Marketing Strategy Survey Results

4.3.1 Selection of Additional Products of “Pasteurized Fresh Milk”

Figure 7 shows that more than half of college students prefer glass bottles for the loading containers of “pasteurized milk”. 57.14% of boys and 76% of girls think glass bottles are safer, while less than 20% of college students prefer plastic bottles, mainly because of their high cost and environmental protection. Therefore, the container selection of “pasteurized fresh milk” can choose glass containers in large quantities, and a few can choose bags, so that the expenditure of “pasteurized fresh milk” can be affordable for college students.

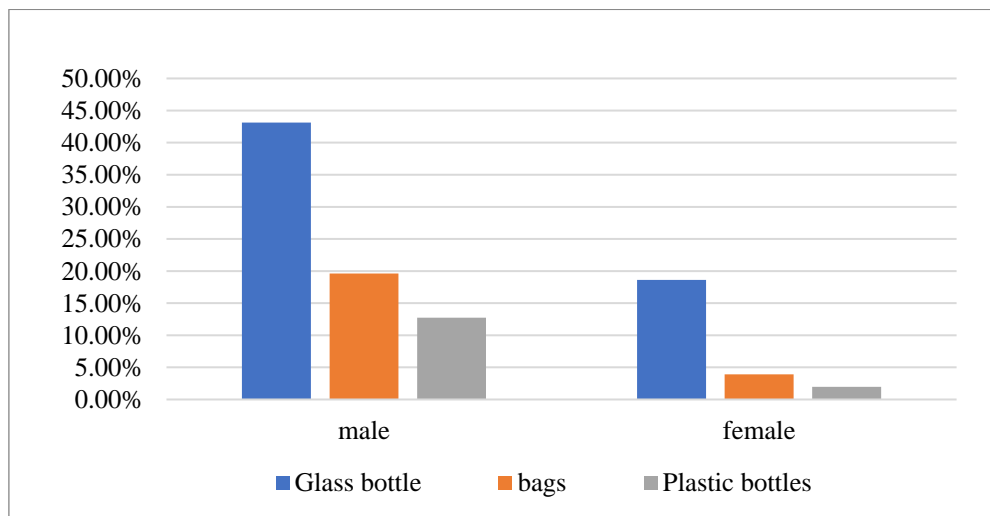


Figure 7: Male and female students' choices of ordering milk containers

4.3.2 Distribution of “Pasteurized Milk” in the Form of “Internet Plus”

Figure 8 shows that less than 10% of college students are willing to go to the store to pick it up by themselves, while “deliver it to the designated place”, “deliver it to the door” and “pick it up and deliver it collectively downstairs in their dormitory” account for the majority. According to the data, college students still prefer door-to-door delivery service. With the rapid development of the Internet industry and the proposal of “Internet plus”, the takeout industry is developing rapidly, and the status of takeout ordering is becoming increasingly important in people's lives [5]. Combination of national policy and the present state of research on college students' life, found that delivery of door-to-door delivery function more impulse that promote consumption. Based on the policy of pasteurized milk business with us, our program can use existing online sales platform. In all aspects of their permission, self-developed “campus pasteurized milk to send” the public, or applet, etc. Take advantage of the network for better consumption experience.

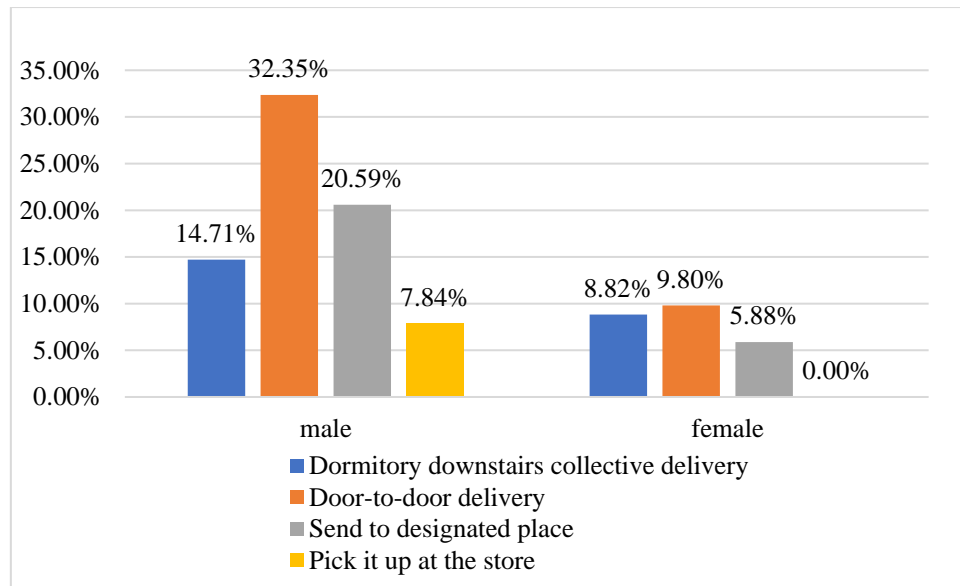


Figure 8: Male and female students' choice of delivery mode for ordering milk

4.3.3 Price Recognition of "Pasteurized Fresh Milk"

With the upgrading of domestic consumption, especially the improvement of residents' health awareness in the post-epidemic era, the consumption of low-temperature fresh milk is expected to maintain a high growth rate [6]. According to figure 9, more than 40% of college students think the price of "pasteurized fresh milk" is moderate, indicating that they can accept such price. 28.43% of male college students and 3.92% of female college students think the price is high, and less than 3% of college students think the price of fresh milk is low. Most college students can accept the price of "pasteurized fresh milk" except those consumers who have never known the price of fresh milk.

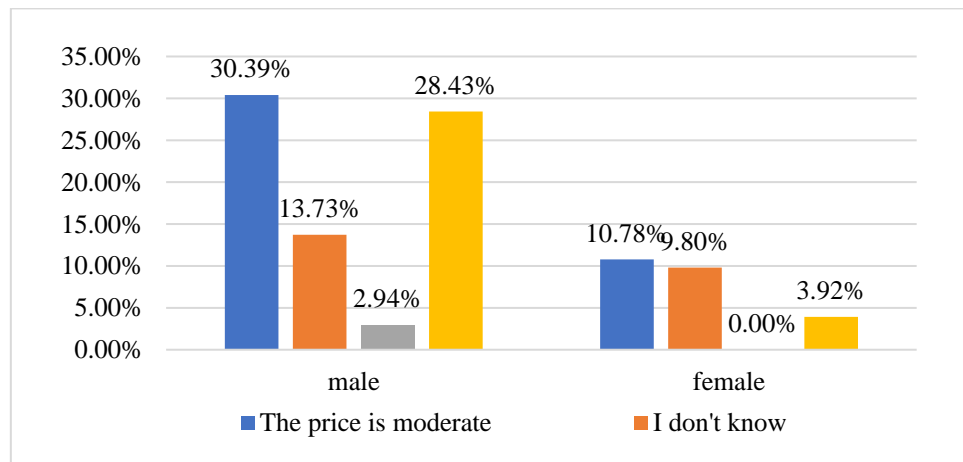


Figure 9: Male and female attitudes towards the current ordering price of fresh milk

4.4 Feedback of Field Visits

Under the background of the rapid development of "Internet plus", e-commerce and mobile payment have greatly impacted the traditional consumption mode. Our team did not stand still. While carrying out traditional store sales, we constantly explored the integrated online and offline sales mode to find a suitable road for ourselves. So we conducted online and offline visit feedback activity, in the process of our field visit, awareness of our consumer understanding of the pasteurized milk and new requirements, the fresh milk have been proposed for many times, also have hope diversified ways of choose and buy, thus "Internet plus" diversified sales channels are very popular among consumers.

College students, as fashion leaders, have high requirements and high quality in their eating habits and shopping habits. In this market full of opportunities, it is also full of thorns. As the three core elements of consumption, "people, goods and market", college students play an extremely important

role [7]. Therefore, our consumer groups put forward requirements, first of all, the freshness and safety of fresh milk must be guaranteed; Secondly, in the distribution of fresh milk, as much as possible to facilitate the living time and living environment of college students; Finally, we must have a stable supply of goods, timely publicity, attract potential consumer groups, and do a good job in product publicity and product optimization.

5. Research Conclusions and Suggestions

Most college students have the habit of drinking milk and show great interest in pasteurized milk. Moreover, pasteurized milk is attractive to college students because of its high quality characteristics such as low and medium price positioning, convenient and comfortable service and fresh quality. Therefore, “pasteurized fresh milk” has a large sales space and consumer market around colleges and universities. If the potential market can be opened during the implementation of the project, “pasteurized milk” will have a good development prospect in dalian university market.

Here are a few suggestions for opening the market for pasteurized milk around universities:

5.1 Cultivate and Consolidate Consumer Groups of College Students with the Advantage of “Internet Plus”.

In the Internet era, enterprises should build, promote and operate their own brands with the help of convenient and efficient marketing means -- network marketing [8]. We found that although college students have the habit of drinking milk more, but the frequency of drinking fresh milk is not high. First, expand the scope of consumption through “Internet plus” channels and platforms; Second, develop the “Pasteurized fresh milk” public to publicize the knowledge related to nutrition and diet, regularly carry out online and offline activities, and associate with sports and sports activities on campus to increase interaction; Third, cultivate fixed consumer groups. For example: membership card, lottery, buy gift and other ways to fully grasp the fresh milk market of college students; Fourth, make use of the advantages of the Internet to get a better consumption experience.

5.2 Give Full Play to Product Quality Advantages and Develop Potential Consumer Demand of College Students.

Today's consumers of raw milk quality problems, the freshness of fresh milk, taste the demand is higher, “pasteurized milk” through “the integration of production, processing and selling” new model for sales, encourage the agricultural products supply chain and the Internet financial diversified combination of, realize the production of milk consumption in the day, to guarantee the freshness of fresh milk [9]. There is pasteurization method is the advantage of traditional processing, fresh milk nutrition, taste better. Therefore, we must grasp the characteristics of products, targeted marketing. First, give full play to the nutritional and taste advantages of fresh milk to stabilize the existing consumer market; Second, to attract potential consumer groups, in-depth analysis, and targeted to meet the characteristics of male and female consumer groups, do a good job in product publicity and product optimization; Third, guide new consumption through tasting; Fourth, attract consumers of different levels through full gifts, discounts and other ways; Fifth, popularize the knowledge of “pasteurized milk” by means of posters, leaflets, propaganda and other offline publicity methods, lead the consumption fashion and firmly grasp the consumer group of college students.

5.3 Explore the Advantages of Supporting Products to Meet the Market Demand in Various ways.

There are many kinds of dairy products on the market, such as yogurt, milk tea, cheese, dairy handmade snacks, milkshakes, milk ice cream and so on. After investigation, the main consumption objects of college students are fresh milk and yogurt. Enterprises need to understand the current situation of the market, find their own unique advantages, and create a brand new operation mode exclusive to themselves, so as to survive and develop in the highly competitive industry [10]. The project is trying to expand the development of supporting dairy products, such as milk tea, handmade snacks and other series, so as to meet different consumer needs and enhance brand recognition. At the same time, “Pasteurized fresh milk” stores are improved in environmental design, layout and other aspects to enhance the comfort of the consumer environment, so as to occupy more consumer markets.

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