

# Dajiang Small Taste Exotic Food Experience Hall

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**Keywords:** Xinjiang diet, Food experience Hall, Agriculture products.

## 1. Introduction

In 2021, China has achieved the goal of getting rid of poverty in an all-round way, but the problem of returning to poverty may still occur in the western region; The pace of modern people's life is gradually accelerating, and in the tense urban life, the experience of foreign culture is also gradually decreasing. In this context, we put forward a new project of mutual benefit - the exotic food culture experience Museum in the city.

With its unique geographical environment and ecological climate and excellent light, heat, water and soil resources, Xinjiang produces rich and diverse famous and special agricultural products. However, there are also some factors restricting its development: low brand awareness, long and unstable product supply time, and high price. However, with the local socio-economic development and the improvement of residents' income and living standards, the market prospect of agricultural products in Xinjiang is still great. Therefore, we launched the "big Xinjiang small taste experience Pavilion". For the western poverty-stricken areas, although the government has special poverty alleviation and development funds, it can not fundamentally solve the problem only by issuing subsidies. The correct way to help low-income people is to make effective and maximum use of government funds through cooperation with the government. The central Xinjiang work symposium and the national Counterpart Assistance conference of 19 provinces and cities opened the prelude to the great development of Xinjiang, and also provided a good policy environment for the construction of agricultural export platform. This provides a superior policy environment for the construction of Xinjiang agricultural products export platform. The development of mobile Internet provides powerful users and data. The new media marketing method dominated by wechat platform has been developing and popularizing in recent years. Stampede in short video has led to short video marketing, and countless Internet companies are coming tiktok. Online marketing methods such as shaking and other positions are becoming increasingly good marketing strategies in the fanatical setting.

At present, there is a large market vacancy in this project field. We will take innovation and customer experience as the core competitiveness, and strive to achieve the following

goals: meet the taste bud experience of urban people, so that urban people can also enjoy exotic food; Create jobs and opportunities for the people in the western region and find sales channels for their agricultural products, so as to improve the efficiency and quality of economic development in the western region.

## 2. Industry Background and Industry Analysis

### 2.1. Development Status of Agricultural Products in Xinjiang

With its unique geographical environment and ecological climate and excellent light, heat, water and soil resources, Xinjiang produces rich and diverse famous and special agricultural products. The region has continuously optimized the regional layout of agricultural products, focused on the industrial belt of advantageous agricultural products, built a number of green and organic agricultural product production bases, and formed six pillar industries of cotton, grain, forest and fruit, animal husbandry, characteristic agricultural products and facility agriculture. The trade mode structure of agricultural products in Xinjiang is mainly general trade, processing trade and border small trade, of which the sum of general trade and border small trade accounts for more than 80%. In Xinjiang's agricultural trade, the proportion of general trade and small border trade is roughly the same, accounting for 40% - 55%.

### 2.2. Deficiencies in the Current Situation of Agricultural Products Market in Xinjiang

The large-scale and standardized construction of the base lags behind.

The supply of agricultural technological innovation achievements in Xinjiang is insufficient, and the delivery rate of technical services is not high. The overall level of agricultural technology is not high, and there are still many tracking, imitation and even low-level repetitive studies. Most of the new technologies and equipment come from other domestic provinces (autonomous regions and cities) and foreign countries. The pace of technological innovation is slow, and the promotion capacity lags behind the production

and farmers' needs. The logistics foundation is weak and the construction of logistics system is insufficient. There are few logistics enterprises, small scale, poor storage conditions, insufficient storage and preservation capacity of agricultural products, and insufficient modern cold storage and transportation equipment and cold chain transportation capacity. Taking the forest fruit processing industry as an example, the forest fruit processing enterprises generally have weak strength, few leading enterprises in intensive processing, few new processes and technologies, low product grade and low added value. The level of fruit processing and transformation, most of which enter the market with raw products, is generally in the stage of "selling raw materials", and the storage and preservation capacity is seriously insufficient. A large number of fruits are transported to the mainland for sale without the guarantee of the cold chain. After the fruits are centrally listed, they can not be stored and kept fresh in time. The efficiency of refrigerated transportation is low, which restricts the value-added and efficiency of forest fruits. Brand building lags behind and does not form a scale effect. The effectiveness of brand agglomeration is relatively insufficient. The phenomenon of scattered, disorderly competition and vicious competition of agricultural product brands is still prominent, such as weak cooperation and slow growth among brands: regional competitive force has not been formed among different brands of similar products, and the unique resource advantage has not been transformed into brand advantage.

### 2.3. Market Demand

According to the team survey results, the evaluation value of the market competitiveness of agricultural products in Xinjiang is 3.6461, indicating that the market competitiveness of agricultural products in Xinjiang is at the upper middle level. From the perspective of sub variables, the values of priority purchase, gift tendency, active recommendation and product value are 4.3811, 4.2797, 3.5793 and 3.0793 respectively. Under the same conditions, customers will give priority to Xinjiang agricultural products and have a strong desire to buy Xinjiang brand agricultural products as gifts. The enthusiasm of customers to actively recommend Xinjiang brand agricultural products in their circle of friends is at the upper middle level. Xinjiang brand agricultural products have certain price competitiveness, and customers have a certain degree of value recognition for Xinjiang brand agricultural products.

## 3. Investigation and Analysis on Consumers of Agricultural Products in Xinjiang

According to the basic requirements of the consumer survey, a total of 1500 people were surveyed. In the survey, considering the gender, age, occupation, education level, economic income and other aspects of consumers, the distribution of survey samples is basically reasonable, which can reflect the basic situation of consumers at different levels in Bengbu City. From the perspective of consumer gender, men accounted for 45.33% and women accounted for 54.67%; In terms of age distribution, different levels of old, middle-aged and young people are taken into account, of which 33.33% are under 30 years old, 37.33% are 30-40 years old, 16.67% are 40-50 years old and 12.67% are over 50 years old; In terms of occupational distribution, ordinary wage earners account

for 22%, white-collar workers account for 20.67%, civil servants account for 23.33%, housewives account for 11.33%, and other personnel account for 22.67%; At the educational level, college education accounted for 18.67%, technical secondary school education accounted for 15.33%, high school education accounted for 19.33%, junior middle school education accounted for 6.67%, junior middle school education accounted for 3.33%, others accounted for 26.67%; In terms of income level, it takes into account different groups of high, middle and low-income people, including 18.67% of low-income people (less than 2000 yuan), 38.67% of low-income people (2000 ~ 3500 yuan), 21.33% of middle-income people (3500 ~ 4500 yuan) and higher-income people (4500 ~ 6000 yuan) Accounting for 6.67%, high-income personnel (more than 6000 yuan) account for 4.67%, and others account for 10%. Consumers at different levels will have different consumption preferences and consumption concepts due to different educational level, income level, living class and other factors. This survey fully takes into account the differences of consumers, subdivides consumers, points out the direction for the main sales groups of our company's agricultural products in Xinjiang, and provides a reference background for the construction, publicity, upgrading and expansion of subsequent experience pavilions.

The survey shows that the vast majority of consumers (more than 99%) have a certain understanding of Xinjiang's agricultural products, of which about 65.33% say they know or know very well, about 34.0% know a little, and only 0.67% say they don't know Xinjiang's agricultural characteristic products; These respondents said that consumers who liked or liked very much accounted for 72% of the respondents, those who liked generally accounted for 27.33%, and those who did not like accounted for 0.67%. Most consumers know about Xinjiang agricultural products through TV media and online publicity channels, accounting for 63.33% and 48.67% respectively. The proportion of Xinjiang agricultural products learned through family and friends' recommendation, product fairs or other channels is 36.67%, 10.67% and 9.33% respectively.

The above data shows that more consumers like or prefer Xinjiang agricultural products than those who know or know Xinjiang agricultural products well. This nearly 10% gap is a market opportunity that we must grasp; At the same time, nearly 40% of the respondents lack understanding of agricultural products in Xinjiang, while nearly 100% of the respondents express their preference for agricultural products in Xinjiang. These data are enough to show that there are many potential customers for agricultural products sales. If we can seize the market opportunity and stimulate the interest of unstable buyers in the purchase of agricultural products in Xinjiang, it will inevitably become our market breakthrough point. Most consumers' understanding of agricultural products in Xinjiang is limited to general categories of agricultural products, such as grapes, pears and Hami melons of fruit, raisins, walnuts and red dates of dried fruits, cattle and mutton of livestock products, etc., but they basically have no understanding of the specific brands (or manufacturers) of various products. Including wholesalers or retailers, they also have very limited understanding of the specific brand of the product, and few merchants or consumers can name the specific brand. Most people think that Xinjiang agricultural and sideline products have the advantages of high nutritional value (58%), good taste (44%), organic safety (12.67%), high cost performance (12.67%), so they prefer Xinjiang

agricultural products (54%).

Generally speaking, Xinjiang agricultural products have certain development potential in Bengbu City, but people's cognitive level is different, their understanding of Xinjiang agricultural and sideline products is also different, and there is still a certain development space in its market. With the improvement of people's income level and consumption concept, Xinjiang agricultural products can occupy a place in Bengbu agricultural and sideline products market. The main agricultural products in Bengbu are fresh fruits and dried fruits. Among them, the agricultural and sideline products with good sales, wide recognition and popular with consumers are raisins, Hami melon, fragrant pear, red jujube, walnut, Badan wood, etc. Unstable supply and long supply time are the main factors affecting the distribution of agricultural products in Xinjiang; Price, quality, packaging and convenience are the main factors affecting consumers' purchase. The quality and quality of agricultural products in Xinjiang are generally recognized by consumers, so most consumers can accept a slightly higher price than similar products (about 10%), but most dealers and consumers have low brand awareness of agricultural products in Xinjiang, which needs to be further publicized.

#### **4. Dajiang Small Taste Experience Hall**

Dajiang Xiaotang Co., Ltd. advocates the combination of online and offline to create brand effect and provide customers with high-quality services in the field of public traffic. Finally, while achieving the business objectives, it can also carry forward the catering culture of different regions, drive the economic growth of Xinjiang and drive a new creative business model. Cultivate Dajiang Xiaotang Co., Ltd. into a large company with strong economic strength and competitiveness to adapt to the development of market economy and bring healthy and rich products to consumers. As the "Dajiang small taste experience Pavilion" is in the initial stage of entrepreneurship, combined with the actual situation of the project and the current market situation, we have adopted the strategy of rapid penetration, selected Xinjiang beautiful food with small market share, strong freshness for customers, strong product competitiveness and delicious taste, and provided them with traceable package and yard of high-quality Xinjiang food, Expand mainland market share. In addition, the food raw materials used in the "Dajiang small taste experience Pavilion" are all crops cultivated from a standardized and standardized planting base built in cooperation with agricultural growers and farmers in Xinjiang. Some of them have received the support and support of the local government, with the color of helping agriculture. Most of the planting personnel choose local poor farmers. Carrying out this project can indirectly help poor areas improve their economic conditions, Help fight poverty and contribute to the cause of poverty alleviation. In order to make foreign food lovers and experimenters get close contact with foreign food culture, deeply understand and intuitively feel the charm of food, we will build a "Dajiang small taste experience hall" in Bengbu, Anhui Province, so that customers can feel the charm of foreign culture in a short time. The offline store services of "Dajiang small taste experience hall" include tasting ready-made food, such as Xinjiang hand-made rice, Xinjiang noodle soup, etc; Buy Xinjiang dried fruits, such as jujube, raisin, etc. Through the production and tasting of different foods in the experience Museum, the customer experience can not only make the customer experience close contact with the regional

food culture, deeply understand and intuitively feel the exotic charm, but also reflect the brand certification and product differentiation advantages of the "big Xinjiang small taste" exotic food experience Museum."Dajiang small taste experience hall" creates a model of integrated development of the whole industrial chain. First of all, in terms of production links of products, raw materials. It is expected to sign cooperative relations with crop producing areas in Xinjiang, produce by trained village employees, and then sell through our sales channels; In terms of sales channels, online and offline joint sales are adopted. In general, it is to bring the villagers into the production link.

Product and service strategy. single product introduction strategy - mainly engaged in Xinjiang cuisine. As the "Dajiang small taste experience Pavilion" is in the initial stage of entrepreneurship, combined with the actual situation of the project and the current market situation, we have adopted the strategy of rapid penetration, selected Xinjiang beautiful food with small market share, strong freshness for customers, strong product competitiveness and delicious taste, and provided them with traceable package and yard of high-quality Xinjiang food, Expand mainland market share. In addition, the food raw materials used in the "Dajiang small taste experience Pavilion" are all crops cultivated from a standardized and standardized planting base built in cooperation with agricultural growers and farmers in Xinjiang. Some of them have received the support and support of the local government, with the color of helping agriculture. Most of the planting personnel choose local poor farmers. Carrying out this project can indirectly help poor areas improve their economic conditions, Help fight poverty and contribute to the cause of poverty alleviation. In order to make foreign food lovers and experimenters get close contact with foreign food culture, deeply understand and intuitively feel the charm of food, we will build a "Dajiang small taste experience hall" in Bengbu, Anhui Province, so that customers can feel the charm of foreign culture in a short time. The offline store services of "Dajiang small taste experience hall" include tasting ready-made food, such as Xinjiang hand-made rice, Xinjiang noodle soup, etc; Buy Xinjiang dried fruits, such as jujube, raisin, etc. Through the production and tasting of different foods in the experience Museum, the customer experience can not only make the customer experience close contact with the regional food culture, deeply understand and intuitively feel the exotic charm, but also reflect the brand certification and product differentiation advantages of the "big Xinjiang small taste" exotic food experience Museum. The popularity of mobile Internet terminals has brought great convenience to information transmission and query. The company adopts the two-dimensional code system of raw material supply and product sales. Each box of products sold by "Dajiang Xiaotan" will be attached with an independent QR code. Consumers can quickly query the relevant information of raw material suppliers and food producers by scanning the QR code. This technology adds a layer of guarantee to the safety of the product, making consumers happy and assured.

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