

# Research on the Impact of Store Sales Share on Consumer Purchase Intentions in the Catering Industry

Chufan Xue

Stamford American international school, Singapore, 357684 Singapore

25chufanx@sais.edu.sg

**Abstract.** Over the past few years, with the rapid development of the catering industry and the continuous expansion of the market, consumer demands have become increasingly diverse. For catering businesses to develop steadily amidst fierce industry competition, it is crucial to enhance store sales share and boost consumer purchase intentions. This can be achieved by grounding strategies in industry trends and the unique characteristics of the business. As consumers' material standards have risen, higher expectations have been set for brands, pricing, menu uniqueness, and service quality. Therefore, catering enterprises should clearly define their brand positioning, employ diverse measures to enhance brand image and recognition, understand the varying impacts of store sales share on purchase intentions across different types of catering businesses, innovate upon existing pricing strategies, emphasize the uniqueness of the menu, and bring fresh experiences to consumers. Additionally, leveraging modern information technology and digital marketing can expand brand impact, establish a positive corporate image, and win consumer trust.

**Keywords:** Catering Industry; Store Sales Share; Purchase Intention.

## 1. Introduction

In the service sector, the catering industry serves as a pillar industry facing numerous challenges in this rapidly changing era. Due to the diversification of consumer demands and increased daily competition, the industry must focus on developing strategies to gradually increase store market share and enhance consumer purchase intentions. Fundamentally, the catering industry is not just a place to satisfy people's culinary desires but also a carrier of culture and emotions. Facing diverse consumer choices, leaders in catering enterprises must not only focus on food quality but also on brand image and the quality of the dining environment[1-3]. Thus, catering enterprises should devise comprehensive and precise market strategies to gradually strengthen their brand image, develop distinctive products, leverage digital influence, better meet consumer consumption needs, and enhance consumer purchase intentions, thereby standing out in fierce market competition.

## 2. The Relationship Between Store Sales Share and Consumer Purchase Intentions

### 2.1. Signaling Effect

In the competitive catering market, store sales share is not just a simple number but a strong market signal that conveys information about a catering enterprise's market performance and competitiveness. This signaling effect significantly influences consumer decision-making processes. When faced with numerous dining options, consumers actively seek reliable information to guide their purchasing decisions. Store sales share, as an intuitive and easily understandable market indicator, quickly captures consumer attention. A high store sales share indicates that the catering enterprise is widely recognized in the market, conveying that the enterprise offers quality products and excellent service. This positive market signal can greatly enhance consumer confidence, reduce perceived purchasing risks, and thus stimulate a stronger purchase intention.

## 2.2. Brand Image

Throughout the development of the catering industry, there is a close relationship between brand image and store sales share. When a catering enterprise's store sales consistently remain high, it directly reflects the enterprise's market recognition and brand image. Brand image is not just an external appearance of an enterprise but a comprehensive perception by consumers of the enterprise's products, services, and values[4-5]. A positive and strong brand image can significantly enhance consumer recognition and trust in the products, thereby enhancing their purchase intentions. For example, the well-known hotpot brand Haidilao has consistently held a leading position in the industry. Market research shows that the success of this brand is inseparably linked to its strong brand image. Consumers generally believe that the brand offers unique flavors, fresh ingredients, and meticulous service, making them willing to visit repeatedly and recommend the brand to friends and family. This positive brand image has kept the brand's store sales share high. The following pie chart of the brand's sales share over the past year, Figure 1, further validates the positive impact of brand image on store sales share.

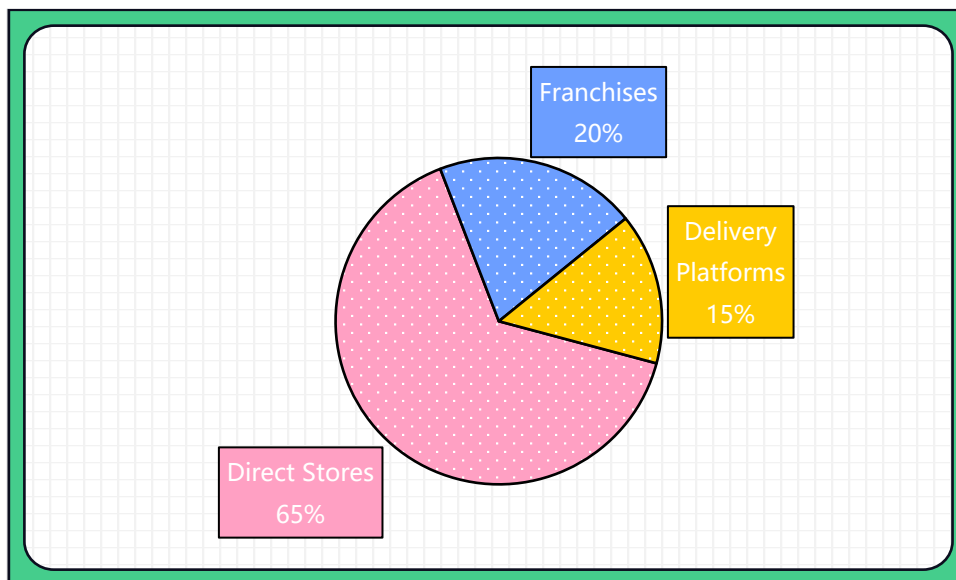


Figure 1. Sales Share Distribution

## 2.3. Consumer Trust

Only by gaining consumer trust can a catering enterprise ensure the smooth progress of future operations. The continuous growth in store sales share not only serves as a powerful testament to the enterprise's market performance but also as an important source of consumer trust and loyalty. When consumers observe that a certain catering enterprise consistently leads in store sales, they naturally regard it as a leader in the industry. Sustained leading sales performance reflects the enterprise's stable product quality, high-quality service experience, and good market reputation. Consumers are more likely to trust the enterprise, considering it reliable and trustworthy. When consumers develop trust in an enterprise, their loyalty increases. This loyalty is reflected in frequent visits and repeat purchases, and even in the face of many options, consumers still firmly choose this enterprise. Loyalty based on trust significantly promotes the likelihood of consumers choosing the enterprise when making purchases, thereby enhancing their purchase intentions.

### **3. Differences in the Impact of Store Sales Share on Purchase Intentions Among Different Types of Catering Enterprises**

#### **3.1. Brand Image and Recognition**

Well-known chain catering enterprises, with their strong brand influence and wide recognition, can attract a large number of consumers, thereby maintaining a high store sales share. This is because when facing these brands, consumers associate them with stable product quality, high-quality service, and rich dining experiences, thus generating higher trust and loyalty. In contrast, small-scale or local catering enterprises may have limited brand recognition and influence. However, this does not mean they cannot be successful. These enterprises can attract consumers through unique dishes, quality service, or specific market positioning. For example, they may focus on providing local specialty foods[6], creating a unique dining atmosphere, or targeting specific consumer groups with precise marketing. Through these methods, small-scale or local catering enterprises can also achieve high store sales shares and enhance consumer purchase intentions. Regardless of the size of the enterprise, establishing and maintaining a good brand image and recognition is crucial for enhancing market competitiveness.

#### **3.2. Pricing Positioning and Consumer Demand**

In the catering market, there is a close relationship between price positioning and consumer demand. High-end catering enterprises are characterized by high-quality services and ingredients, but this often comes with a high price tag. Although these enterprises offer first-class dining experiences, not all consumers are willing or able to afford these prices. However, for those consumers who pursue a quality life and care about dining experiences, the high store sales share of high-end catering enterprises can enhance their purchase intentions, as these figures prove that the enterprise's quality and services are trustworthy. In contrast, mid-to-low-end catering enterprises attract the general public with cost-effective dishes and services. For instance, the chain restaurant Tudi力, with its reasonable prices, rich menu options, and quality service, has achieved a high store sales share in the market. This achievement reflects Tudi力's ability to meet the needs of the general consumers and proves the importance of price positioning in consumer purchase decisions. By offering cost-effective products, mid-to-low-end catering enterprises can also win consumer favor and increase purchase intentions.

#### **3.3. Dish Uniqueness and Service Quality**

In the catering industry, product uniqueness and service quality directly affect consumer purchase intentions and store sales share. For catering enterprises that specialize in unique dishes, such as specialty snack shops and theme restaurants, their unique dishes are the core attraction for consumers. When consumers develop a strong interest in these unique dishes and are willing to try them, these enterprises' store sales shares inevitably increase. High sales share can prove the attractiveness of unique dishes, further enhance consumer purchase intentions, and create a virtuous cycle. However, having unique dishes alone is not enough to fully win over consumers; service quality is equally crucial. Catering enterprises that provide quality service, whether through the enthusiasm and thoroughness of their staff or the comfort of their restaurant environment, can make consumers feel at home. This quality service experience can earn consumer praise and word-of-mouth promotion, increase store sales share, and strengthen consumer purchase intentions[7-8].

### **4. Future Development Recommendations for Catering Enterprises**

#### **4.1. Clarify Brand Positioning**

Clarifying brand positioning and identifying target consumer groups are key for the success of catering enterprises. Therefore, catering businesses should deepen their understanding of their own brand positioning, which should encompass not only product and service quality but also brand

culture and values. For instance, Mixue Ice Cream has positioned itself as offering "high quality at affordable prices," committed to providing consumers with value-for-money beverage experiences. This clear brand positioning has allowed Mixue Ice Cream to stand out in the beverage market and win widespread consumer affection. Additionally, identifying the target consumer group is a prerequisite for formulating marketing strategies. Enterprises need to study the needs and preferences of different consumers, analyze their buying behaviors and consumption habits, thereby finding the most suitable target consumer group. Mixue Ice Cream targets young people and consumers seeking cost-effectiveness, winning their favor by offering beverages that cater to their tastes and providing quality service, thereby successfully increasing store sales share.

#### 4.2. Enhance Brand Image

Brand image is a key element in promoting the sustained development of the catering industry. Quanjude, a traditional Chinese roast duck brand, has successfully won broad consumer recognition by continuously enhancing its brand image and focusing on the quality of service, dishes, and environment. Although Quanjude enjoyed a certain market reputation for its unique roast duck techniques in the past, there was still room for improvement in shaping its brand image. To enhance its brand image, Quanjude began to focus on improving consumer experiences from various aspects. In terms of service quality, it strengthened staff training to ensure that each employee could provide enthusiastic and meticulous service; in terms of dish quality, it insisted on using high-quality ingredients and meticulous preparation to meet consumer expectations; in terms of environmental hygiene, it intensified cleaning and maintenance to create a comfortable and hygienic dining environment. Through these efforts, Quanjude's brand image has significantly improved. Data shows that after the brand reshaping, customer satisfaction at Quanjude increased by 25%, and store sales grew by 18%, fully demonstrating the importance of enhancing brand image for catering enterprises.

#### 4.3. Optimize Pricing Strategy



**Figure 2.** Process for Optimizing Pricing Strategy

A reasonable pricing strategy can attract target consumer groups and ensure business profitability, making it crucial for enhancing competitiveness in the catering market, as shown in Figure 2. For high-end catering enterprises, their pricing strategies are often closely linked to their high-quality services and dishes. By offering exceptional dining experiences, select ingredients, and unique culinary skills, these enterprises can support higher price levels, meeting the needs of consumers who pursue quality and experience[9]. High-end catering enterprises also need to keep an eye on market dynamics and changes in consumer demands, making timely price adjustments to maintain competitiveness. For mid-to-low-end catering enterprises, pricing strategies focus more on cost-effectiveness. By offering reasonably priced, tasty dishes and quality service, these enterprises can attract a large number of consumers and achieve economies of scale. Mid-to-low-end catering enterprises should also closely monitor market changes and shifts in consumer demands, adjusting pricing strategies flexibly to better meet consumer needs.

#### **4.4. Digital Marketing Tools**

In today's digital age, catering enterprises must keep up with trends and use digital marketing tools to expand their brand influence and attract more potential consumers. Digital marketing can quickly reach a wide range of consumers and enhance marketing effectiveness through precise targeting. Subway, a globally renowned fast-food chain, has successfully utilized digital marketing tools, actively using social media platforms to post food photos, share healthy eating knowledge, and establish close interactions with consumers. Additionally, Subway has launched online ordering and delivery services, allowing consumers to easily enjoy meals and significantly enhancing purchase convenience. Subway also makes full use of big data analysis tools to conduct in-depth analysis of consumer buying behaviors and needs. Through this data, Subway can more accurately grasp market trends, provide strong support for the formulation of marketing strategies, and further consolidate its leading position in the fast-food market[10-11].

#### **4.5. Cross-industry Marketing**

Cross-border marketing and the entertaining nature of online word-of-mouth have a significant positive impact on consumers' purchase intentions. To enhance consumers' perception of the fun aspect of online word-of-mouth on social media platforms, restaurant businesses should explore various forms of word-of-mouth communication, such as text, images, short videos, and interactive live broadcasts. Therefore, restaurant businesses should collaborate closely with high-traffic and high-quality word-of-mouth social media platforms to delve into the core features of their products, satisfy consumers' curiosity, enhance their emotional experiences, stimulate positive purchase intentions, and ultimately achieve win-win cooperation.

In today's diversified and integrated market environment, cross-industry marketing has become an important strategy for innovative development[12]. For catering enterprises, trying cross-industry marketing can expand market boundaries and bring unique dining experiences to consumers. Dairy Queen (DQ), a globally renowned ice cream chain, has successfully collaborated across industries with the beloved cartoon character Pusheen. DQ used Pusheen's popularity to launch limited-edition ice cream and related products, attracting a large number of fans and consumers. This cross-industry cooperation made DQ's ice cream products more distinctive and provided consumers with a unique shopping and tasting experience. By partnering with tourism and cultural sectors, DQ further expanded its brand influence. For instance, setting up DQ ice cream shops at tourist attractions allowed visitors to enjoy beautiful scenery while tasting delicious DQ ice cream. This combination of tourism and gourmet cross-industry marketing enhances DQ's brand recognition and provides consumers with a richer travel experience.

### **5. Conclusion**

In summary, as an important part of the service industry, the catering industry bears the responsibility of meeting people's daily dietary needs. Facing fierce market competition and constantly changing

consumer demands, participating enterprises must continually innovate and precisely position themselves to win market share and enhance consumer purchase intentions. The development of the catering industry requires the support of every consumer. While focusing on the taste and quality of dishes, it is also essential to value the service experience and brand image, develop personalized market strategies, provide personalized and diverse dining experiences to meet growing daily needs, and adhere to a "customer-first" business philosophy. Future efforts should focus on formulating appropriate market strategies for consumer groups, increasing store sales share, and enhancing consumer purchase intentions.

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