



## ARTICLE

# Discussion on Innovation of Seasoning under the Background of “Internet +”

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### ABSTRACT

“Internet +” has become the mainstream trend of development in the new era, and the degree of integration with various industries is deepening. Under the background of “Internet +”, traditional condiment enterprises are also facing a series of new demands for reform. Based on this, this paper, based on the reality of “Internet +” background, analyzes the existing problems in the development of condiments, and explores innovative strategies of condiments under the background of “Internet +”.

## 1. Introduction

“Internet +” is as the Internet information technology a new model, which is formed by the continuous improvement through the application of all kinds of Internet information technology and marketing, for the industry development speed and efficiency of ascension, represents a new social form, is also a showcase of social resources optimization allocation in the new period. Under the background of “Internet plus”, consumers' consumption preferences, purchase methods and purchase channels have changed accordingly. For condiment enterprises, the popularization of Internet information technology has brought more attention to online channels and made logistics delivery more convenient. Therefore, the sales of takeaway and semi-finished food usher in a new development opportunity. At the same time, customers have a wider choice of channels, and accordingly, put

forward higher requirements on the taste, source, health and freshness of food. Therefore, the condiment industry needs to closely grasp the development characteristics of “Internet +” background and explore innovative strategies of the condiment industry in the new era.

### 1.1 Sales are Still too Dependent on Traditional Channels

Compared with other products, seasoning products themselves belong to the category of daily necessities, so there is no obvious periodicity. However, under the new background of “Internet +”, single and traditional sales channels are far from meeting the development needs of the new period, and will also compress the development space of seasoning enterprises. According to the relevant data of China condiment industry association, the total production of condiments keeps growing year by year, but its sales revenue through Internet channels accounts for less than

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2%, which is obviously in conflict with the development trend of “Internet +” industry. Traditional sales channels mainly include supermarket and retail channels, wholesale channels, catering channels, etc., which are still the mainstream of condiment sales in the new era. However, these channels themselves also have the development characteristics of reform.

### **1.2 Serious Homogenization of Products**

Condiments, as a kind of daily product, are developed in accordance with traditional production technology, brewing technology and workshop style. Even for some enterprises with large scale, “small-scale peasant” operation mode is still relatively active. This also makes most condiment enterprises have the phenomenon of outdated equipment upgrading and high product homogeneity, which also makes their competition with similar products rely on price advantage, which will inevitably hinder the modernization process of condiment enterprises in the new era. With the expanding of “Internet +” background influence, the society for personalized, differentiated products put forward higher request, has its own characteristics of products is also easier to grab the internal demand in the new period, it underlines the hysteresis phenomenon of product homogeneity, and the phenomenon of change must rely on enterprise comprehensive innovation in the production of products.

### **1.3 The Quality is Uneven, and the Promotion Method is Obsolete**

Condiments are closely related to the daily life of the public, and the quality problem of condiments can easily be transformed into a certain social problem. Taken together, the concentration degree of the condiment industry is still in a low level, condiment enterprises has the characteristics of regional, scale, standardization degree is not high, so easily in condiments raw materials procurement, storage, production monitoring, oversight save tedious links such as production, thus makes the condiment market presents the situation of good and evil people mixed up, the good and bad are intermingled, which limits the seasoning the modernization development of the enterprise. At the same time, it is because of condiment enterprises do not have a high level of centralization of itself, its promotion way presents obvious lag, some companies still rely too much on traditional way of media, although the more promotion cost, it is difficult to get breakthrough to promote the efficiency, this requires a condiment enterprises must grasp the development trend of the Internet era, actively explore diversified media channels of promo-

tion strategy.

## **2. Innovative Strategies of Seasoning under the Background of “Internet +”**

### **2.1 Product Innovation**

#### **2.1.1 Packaging Innovation**

Packaging innovation is mainly aimed at the visibility, convenience and functionality of traditional condiment packaging, so as to provide better experience for consumers under the background of “Internet +”. In the new era, consumers pay more attention to the basic quality of food. Therefore, if semi-finished products and finished products are packaged in a relatively transparent way to expand the visible space of consumers, consumers can feel the freshness of food materials more truly, so as to attract more targeted consumption. Convenience innovation focuses on reducing the inconvenience in the process of consumer purchase and use, which can be realized by simplifying the way of opening, providing disposable gloves and other forms, reflecting the beauty of modern seasoning details. Functionality can provide small amount and self-matching packaging. For example, traditional whole flavoring can be divided into single small amount through split packaging, which is convenient for consumers to use and can also effectively increase the taste of flavoring. To sum up, under the background of “Internet +”, the packaging innovation of condiments needs to continue to develop towards personalization, humanization and convenience.

#### **2.1.2 Taste Innovation**

Taste is the core standard for consumers to evaluate the quality of condiments, and it is also the concentrated display of the functionality of condiments. Under the background of “Internet +”, differentiation has become an important magic weapon for the marketing and development of enterprises. Therefore, seasoning enterprises should also actively explore the differentiation and innovation of product taste. On the basis of existing product categories, enterprises should strengthen technical input, explore the integration of Chinese and western flavors and the innovation of regional flavors, and develop diversified condiments. At the same time, it should also provide a wide range of choices from single flavor to multi-flavor packaging according to the differentiated needs of consumer groups.

#### **2.1.3 Customization Innovation**

First, play the linkage role of the third-party takeaway

platform to launch customized products. At present, the takeaway platform based on “Internet +” is more closely connected with the daily life of the public. In the process of customized innovation, seasoning enterprises should strengthen the advantages of the third-party takeaway platform and make use of its huge traffic and convenient logistics system to create corresponding customized products. For example, we can create customized seasoning packages with ele. me, Meituan and other mainstream takeaway platforms.

Second, with the industry's high-quality catering enterprises to carry out joint customization. There is a very close relationship between catering enterprises and flavoring enterprises. The flavoring enterprises should strengthen the industry investigation, cooperate with the high-quality catering enterprises in the industry, and launch joint customized flavoring. Moreover, with the modernization of cold chain technology, freshness of condiments can be effectively guaranteed, which also makes this kind of joint customization have a stable technical basis. For example, haidilao and other chain catering enterprises can launch customized seasoning items for each category of dishes in their stores and realize binding sales.

Third, cooperate with hypermarkets to launch customized products. At present, the online and offline sales channels of condiments are constantly expanding, but generally speaking, the public still rely heavily on the offline channels in the procurement of condiments, among which, traditional supermarkets and hypermarkets play an extremely important role. The cooperation customization between seasoning and hypermarket can be combined with the regional characteristics of hypermarket and the sub-categories of hypermarket to create diversified recuperation products. For example, large stores in sichuan and chongqing can offer customized condiments with spicy taste. In the seafood section of the hypermarket, you can focus on the introduction of fish seasoning cooking package.

Fourth, work closely with the tourism industry to customize seasonings that match the local tourism market. Under the background of “Internet plus”, tourism industry has also ushered in a new development opportunity. The differentiated and personalized development of tourism regions has become a new development trend. Condiment enterprises should strengthen cooperation with local tourism industry, provide innovative services for consumers to meet their “eating” needs, and create condiments that are easy to carry, fresh and tasty, and reflect local tourism characteristics, so as to achieve large-scale promotion effect.

## **2.2 Channel Innovation**

### **2.2.1 Expand Online Channels**

The expansion of online channels should be based on the actual characteristics and development needs of flavoring enterprises. The key points are as follows:

First, through B2B trading platform, to achieve the bulk trading of condiments. B2B platforms are characterized by the fact that both sides of the transaction are enterprises. Therefore, the purchase volume is usually large, the repeat purchase rate is high, and the amount of consumption is high. For condiment enterprises, there are usually more product categories and smaller individual volumes, so the bulk transaction is also an important source of profits. Flavoring enterprises should make good use of domestic mainstream food B2B platforms, such as China food industry network and food business network, and continue to explore the in-depth development of horizontal and vertical industrial platforms.

Second, the use of third-party B2C platform sales. B2C platform is mainly the transaction between enterprises and consumers, mainly including comprehensive and vertical aspects. The former includes jingdong, suning and other comprehensive platforms, while the latter covers wemai.com and sf preferred. Enterprises should fully consider the characteristics of the audience of each platform, scientifically predict the marketing cost of the platform, and make a reasonable choice.

### **2.2.2 Sales on Self-established B2C Platform**

For some large-scale seasoning enterprises, the establishment of the exclusive B2C platform can also be regarded as a good strategy for channel innovation under the background of “Internet +”. The construction of exclusive platform, on the one hand, can reduce the marketing cost of enterprises, on the other hand, is also conducive to improve the brand effect of enterprises, enhance the user stickiness of flavoring products, at the same time, more comprehensive and timely access to relevant data, so as to facilitate enterprises to effectively adjust their products and marketing strategies. For example, angel yeast not only makes full use of the advantages of jd, Tmall and other mainstream B2C platforms, but also builds its exclusive angel e-home electronic mall, thus occupying a more prominent channel advantage.

B2C platform, of course, the self-built need enterprise comprehensive consideration, to recognize the build process, and communication pre-sales consulting, sale, after-sales service and so on need input of manpower, financial resources and technology cost, at the same time,

also need to be fully focused on security and stability of the platform, can introduce a third party when necessary auxiliary platform construction technology institutions.

### **2.2.3 Develop C2C Distribution and Try C2B Customization According to Customer Needs**

Currently, the domestic C2C distribution system has been relatively mature, and its representative platform is taobao. Flavoring enterprises can develop C2C distribution through its taobao customers and distribution system. In addition, enterprises should also enhance the sensitivity and utilization ability of consumer consumption information, and gradually promote the C2B mode to meet the personalized needs of customers. For example, it can provide a small package that covers a variety of spices, and customers can mix and match freely, so as to attract more consumption.

## **2.3 Promotion of Innovation**

### **2.3.1 Increase the Promotion and Innovation of New Media**

New media is a form of media that develops very fast under the background of “Internet +”, and has increasingly become an important channel for consumers to obtain information. Compared with traditional forms of TV, newspapers and outdoor advertisements, new media has the characteristics of “short, flat and fast”, which can adapt to consumers' increasingly fragmented information acquisition needs. Meanwhile, for condiment enterprises, promotion innovation based on new media can also save more promotion costs.

Commonly used at present, the domestic consumer new media mainly including social media, weibo, WeChat trill, iQIYI, tencent video video platform, such as foreign consumers to Facebook, Twitter, sets, LinkedIn, Youtube, Google is given priority to, such as part of the larger condiment-producing enterprises can choose the one or two foreign new media platform, help enterprise to overseas channels, to improve its recognition abroad. For domestic new media, seasoning enterprises should adopt the strategy of “blooming in an all-round way and focusing on maintenance”, and organize corresponding publicity strategies according to the characteristics of the audience of each platform. For example, the audience of diyin platform is relatively young, and it has a natural affinity for novel and interesting publicity methods. Therefore, enterprises can make cartoon and interesting short video publicity to highlight the advantages of flavoring products within 15 seconds to 1 minute, so as to attract more consumption choices. In LinkedIn

platform, for example, as a world famous social platform of employment, increasing enrollment, condiment enterprise can with the identity of the enterprise in Chinese and English website to register, and organize relevant personnel to add company resume, position and so on, so to expand the awareness at the same time, also simplifies the tedious recruitment process, can help enterprises to effectively reduce the cost of hiring, also manifested the enterprise to open, pluralistic values.

### **2.3.2 Joint Promotion with Related New Media**

CNNIC survey report shows that in the Internet age, the influence of the mobile Internet platform expands unceasingly, people use mobile devices to browse fragmentation time also continues to increase, people tend to use its focus on the public number, weibo, micro store form of access to information, and the information is easy to get the audience welcome and trust. Based on this, seasoning enterprises should explore new ways of joint promotion with related new media. For example, they can carry out joint marketing with the food public account with outstanding ranking and wide audience, and expand the radiation space of the enterprise in the form of “soft” advertisement. It can also work with local food, tourism and fashion “big V” to create a regional agglomeration effect through forwarding, preferential offers and other activities.

### **2.3.3 Joint Promotion with Relevant Industries**

Seasoning enterprises should also strengthen joint promotion with related industries, which should focus on the organic integration of tourism and agriculture. From the perspective of joint promotion of tourism industry, seasoning enterprises should innovate their ideas, not be limited to traditional and single promotion platform, nor blindly take advantage of the so-called “large-scale” platform. Instead, they should combine the characteristics of products and give full play to the promotion advantages of highly accurate industry platforms such as food travel notes and tourism BBS. For example, hornet's nest and youyou, as travel platforms covering a wide range of areas, can meet the regional and personalized promotion needs of condiment enterprises and attract the attention of potential consumers more easily. From the Angle of popularizing agricultural joint, condiment enterprise shall, in combination with the hot topic of ecological agriculture, to experience, immersive marketing way, let the consumer really involved in the part of the production process of spices, such as raw materials for picking, this way of promotion can reassure consumers for the product quality, customer stickiness also helps increase flavoring.

### 2.3.4 Combination and Promotion of LBS

Location service is an emerging technology that continues to develop under the background of “Internet +”. This technology can help enterprises provide personalized and differentiated value-added services based on location information of consumers. The condiment enterprise section can combine with tourism enterprises and catering enterprises in the region to explore a precise promotion path based on location services.

### 3. Conclusion

Under the new background of “Internet +”, condiment enterprises also need to explore revolutionary innovative development mode, so as to adapt to the continuous update of consumer demand. Seasoning enterprises should combine their products and scale characteristics, grasp the three elements of products, channels and promoters, carry

out targeted innovation, and build a unique brand under the background of “Internet plus”.

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